SAN LUIS OBISPO COUNTY RESIDENTS: A Community Attitude Survey

SLO COUNTY apcd Air Pollution Control District San Luis Obispo County
COUNTY TRAK
A SHARED-COST SURVEY PROGRAM

Provided/Conducted by:

OPINION STUDIES
San Luis Obispo, CA

When you need to know what people are really thinking!
METHODOLOGY

• DATA COLLECTION: SLO County Residents 18 +
  • 400 phone interviews / 20K phone #s/2,500 contacts
    • Completed November 2014
    • Landlines and cell phones
    • 5% margin of error at 95% confidence level at county level
  • Distributed across county’s four main regions consistent with population distribution in county
    • North County = 34%
    • South County = 28%
    • San Luis Obispo (city) = 24%
    • North Beaches = 14%
  • Stratified: sample demographics = county demographics

• DATA ANALYSIS
  • Primary analysis: Total county and county’s four regions
  • Secondary analysis: Gender, age, education and ethnicity
  • 2008 data comparison
Q: What is your perception of the local air quality? Would you say it is very good, good, fair or poor?

- Very good: 53%
- Good: 38%
- Fair/poor: 9%
PERCEPTIONS OF LOCAL AIR QUALITY

Q: What is your perception of the local air quality?

North Bches:
- Very good: 61%
- Good: 35%
- Fair/poor: 4%

SLO:
- Very good: 52%
- Good: 40%
- Fair/poor: 8%

North Cnty:
- Very good: 51%
- Good: 40%
- Fair/poor: 9%

South Cnty:
- Very good: 51%
- Good: 37%
- Fair/poor: 12%
AIR QUALITY -- CHANGES OVER TIME

Q: Would you say local air quality has gotten better, stayed the same or gotten worse over time?

- **COUNTY**
  - Better: 6%
  - Same: 79%
  - Worse: 15%

- **SLO**
  - Better: 2%
  - Same: 86%
  - Worse: 12%

- **North Bches**
  - Better: 5%
  - Same: 81%
  - Worse: 14%

- **North Cnty**
  - Better: 6%
  - Same: 77%
  - Worse: 17%

- **South Cnty**
  - Better: 10%
  - Same: 72%
  - Worse: 18%
IMPORTANCE OF GOOD AIR QUALITY

Q: On scale of 1 to 10..., how important do you believe good air quality is to your health and lifestyle and that of your family?
CONCERN ABOUT PROTECTING AIR QUALITY

Q: On scale of 1 to 10..., how concerned are you about protecting local air quality?

COUNTY
- 1 to 3: 9%
- 4 to 7: 30%
- 8 to 10: 61%

North Bches
- 1 to 3: 9%
- 4 to 7: 23%
- 8 to 10: 68%

South Cnty
- 1 to 3: 11%
- 4 to 7: 24%
- 8 to 10: 65%

SLO
- 1 to 3: 8%
- 4 to 7: 30%
- 8 to 10: 62%

North Cnty
- 1 to 3: 8%
- 4 to 7: 38%
- 8 to 10: 54%
CONCERN ABOUT CLIMATE CHANGE

Q: On scale of 1 to 10..., how concerned are you with climate change?

<table>
<thead>
<tr>
<th>Location</th>
<th>1 to 3</th>
<th>4 to 7</th>
<th>8 to 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTY</td>
<td>26%</td>
<td>30%</td>
<td>44%</td>
</tr>
<tr>
<td>North Bches</td>
<td>17%</td>
<td>23%</td>
<td>60%</td>
</tr>
<tr>
<td>SLO</td>
<td>19%</td>
<td>30%</td>
<td>51%</td>
</tr>
<tr>
<td>South Cnty</td>
<td>24%</td>
<td>28%</td>
<td>48%</td>
</tr>
<tr>
<td>North Cnty</td>
<td>37%</td>
<td>34%</td>
<td>29%</td>
</tr>
</tbody>
</table>

1 = Not at all concerned  10 = Very concerned
COMPARATIVE RATINGS

Q: On scale of 1 to 10..., how important is good AQ...? How concerned are you about protecting local AQ? How concerned are you with climate change?

% giving a rating 8 - 10

Importance: AQ 88%
Concern: AQ 61%
Concern: CC 44%
Q: On scale of 1 to 10..., how important is good AQ...? How concerned are you about protecting local AQ? How concerned are you with climate change?

Mean Scores

- **Importance: Good AQ**
  - COUNTY: 9.0
  - No Cnty: 7.7
  - SLO: 8.9
  - So Cnty: 9.1
  - No Bches: 9.3

- **Concern: Protecting local AQ**
  - COUNTY: 9.0
  - No Cnty: 7.4
  - SLO: 7.7
  - So Cnty: 7.7
  - No Bches: 8.0

- **Concern: Climate Change**
  - COUNTY: 6.2
  - No Cnty: 5.2
  - SLO: 6.9
  - So Cnty: 6.4
  - No Bches: 7.1
2008 versus 2014: % “very” concerned

Q: How concerned are you about protecting air quality? ...climate change?

- Protecting AQ:
  - 2008: 53%
  - 2014: 61%

- Climate Change:
  - 2008: 41%
  - 2014: 44%
MOST MOTIVATING FACTORS

Q: I am going to read some things that sometimes motivate people.... For each, please tell me if it would motivate you a lot, a little or not at all...?

<table>
<thead>
<tr>
<th>Most Motivating</th>
<th>COUNTY WIDE % saying “a lot”</th>
</tr>
</thead>
<tbody>
<tr>
<td>You notice a significant decline in air quality</td>
<td>61%</td>
</tr>
<tr>
<td>Financial incentives such as cash back rewards, tax credits, lower energy bills</td>
<td>57%</td>
</tr>
<tr>
<td>Family member is diagnosed with a heart or lung condition</td>
<td>53%</td>
</tr>
</tbody>
</table>
PROTECTING AIR QUALITY: ACTIVITIES

Q: Now I am going to read some things that people can do to ... protect local air quality. Please tell me if you are already doing this or, if not, how willing you would be to do...using options very willing, somewhat willing or not at all willing.

Buy locally
- 61% Already Doing
- 27% "Very" Willing to Do

Install energy efficient retrofits
- 48% Already Doing
- 22% "Very" Willing to Do
PROTECTING AIR QUALITY: ACTIVITIES

Q: What are you already doing...? How willing would you be to do...?

- Buy locally: 61% Already Doing, 27% "Very" Willing to Do
- Install energy efficient retrofits: 48% Already Doing, 22% "Very" Willing to Do
- Drive fuel efficient car: 27% Already Doing, 26% "Very" Willing to Do
- Replace wood burning fireplace: 29% Already Doing, 11% "Very" Willing to Do
PROTECTING AIR QUALITY: ACTIVITIES

Q: What are you already doing...? How willing would you be to do...?

- Buy locally: 61% Already Doing, 27% "Very" Willing to Do
- Install energy efficient retrofits: 48% Already Doing, 22% "Very" Willing to Do
- Drive fuel efficient car: 27% Already Doing, 26% "Very" Willing to Do
- Replace wood burning fireplace: 29% Already Doing, 11% "Very" Willing to Do
- Walk, bike, bus to work: 19% Already Doing, 11% "Very" Willing to Do
- Encourage visits w/o cars: 7% Already Doing, 14% "Very" Willing to Do
PROTECTING AIR QUALITY: ACTIVITIES

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- Buy locally: 61% Already Doing, 27% "Very" Willing to Do
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The total willingness to do all activities is 96%.
AWARENESS OF AIR POLLUTION ISSUES

Q: Are you aware of any particular air pollution issues in San Luis Obispo County?

<table>
<thead>
<tr>
<th>Location</th>
<th>Aware</th>
<th>Not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTY</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>South Cnty</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>North Bches</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>SLO</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>North Cnty</td>
<td>20%</td>
<td>80%</td>
</tr>
</tbody>
</table>
FAMILIARITY WITH APCD

Q: How familiar are you with the San Luis Obispo County Air Pollution Control District...? Very, somewhat, a little familiar or never heard of them?
FAMILIARITY WITH APCD

Q: How familiar are you with the San Luis Obispo County Air Pollution Control District...? Very, somewhat, a little familiar or not at all?

<table>
<thead>
<tr>
<th>Region</th>
<th>Very</th>
<th>Somewhat</th>
<th>A little</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Cnty</td>
<td>8%</td>
<td>28%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>North Bches</td>
<td>7%</td>
<td>23%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>North Cnty</td>
<td>12%</td>
<td>24%</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>SLO</td>
<td>4%</td>
<td>16%</td>
<td>32%</td>
<td>48%</td>
</tr>
</tbody>
</table>

0% 20% 40% 60% 80% 100%

VerySomewhatA littleNot at all
ATTITUDES TOWARD APCD

Q: (If aware) Do you have a favorable or unfavorable impression of the agency?

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Bches</td>
<td>59%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>SLO</td>
<td>58%</td>
<td>9%</td>
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QUESTIONS?