

# SAN LUIS OBISPO COUNTY RESIDENTS: A Community Attitude Survey



Air Pollution Control District  
San Luis Obispo County

# COUNTY TRAK

## A SHARED-COST SURVEY PROGRAM

Provided/Conducted by:

**OPINION**  
**STUDIES**

San Luis Obispo, CA

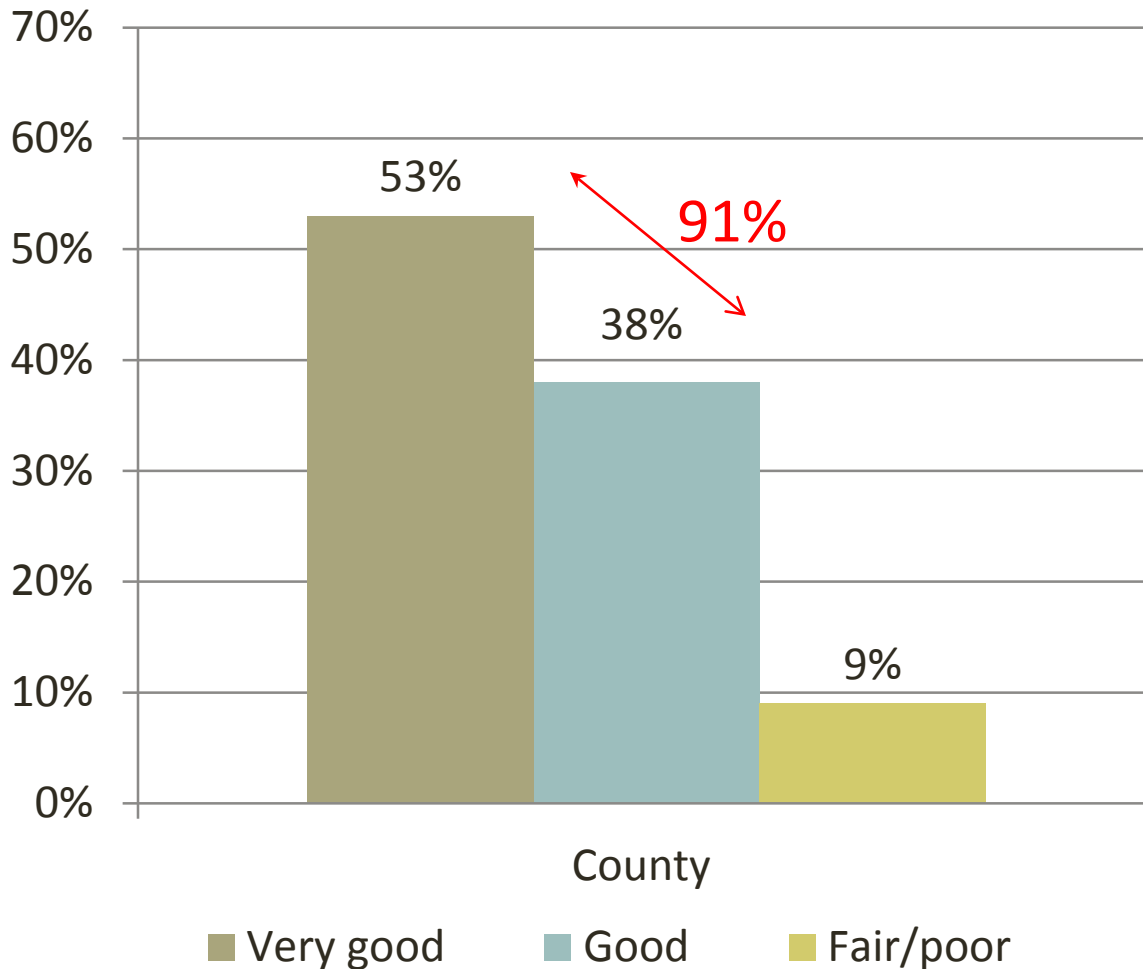
*When you need to know  
what people are really thinking!*

# 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

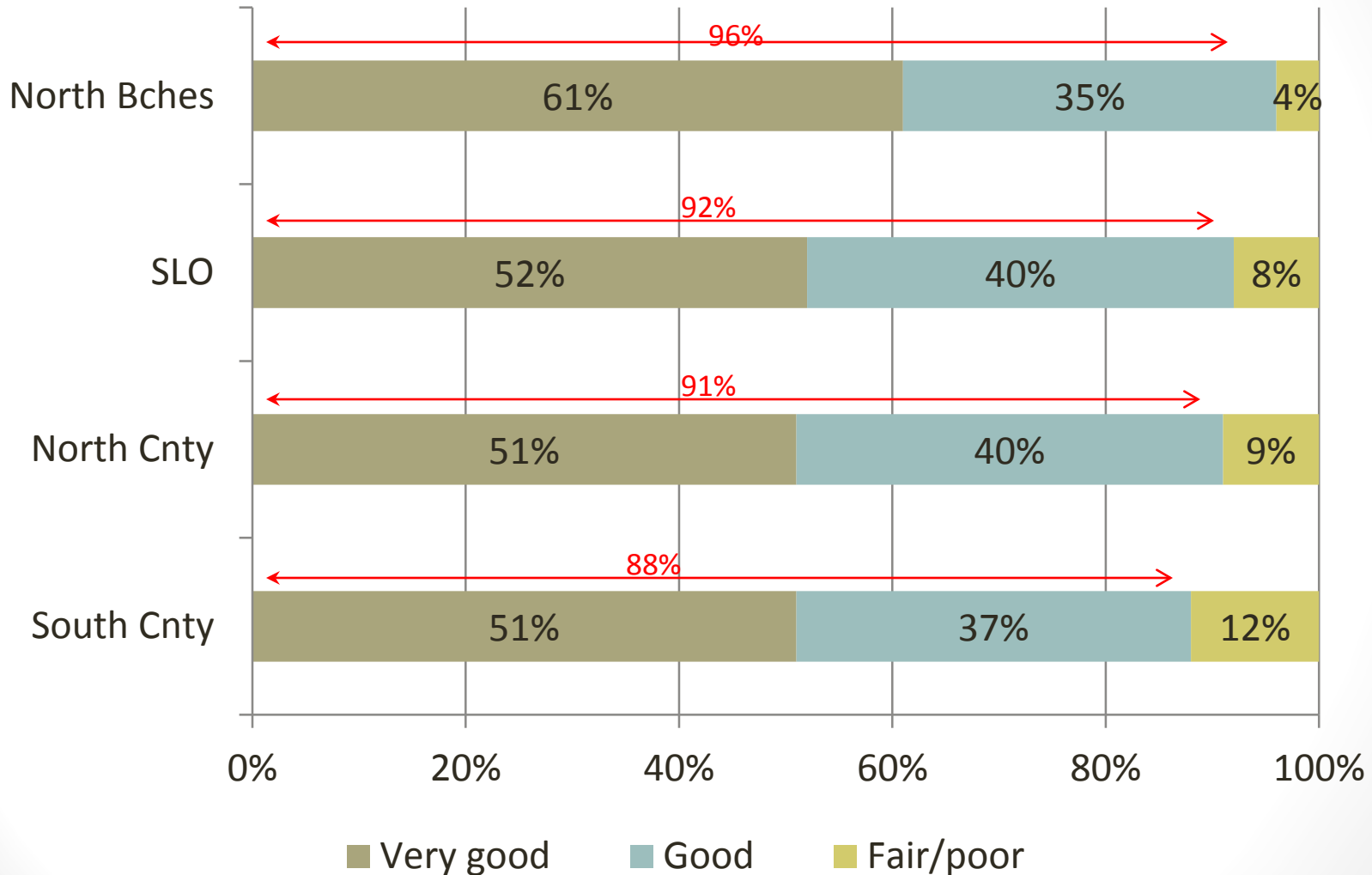
# PERCEPTIONS OF LOCAL AIR QUALITY

Q: What is your perception of the local air quality? Would you say it is very good, good, fair or poor?



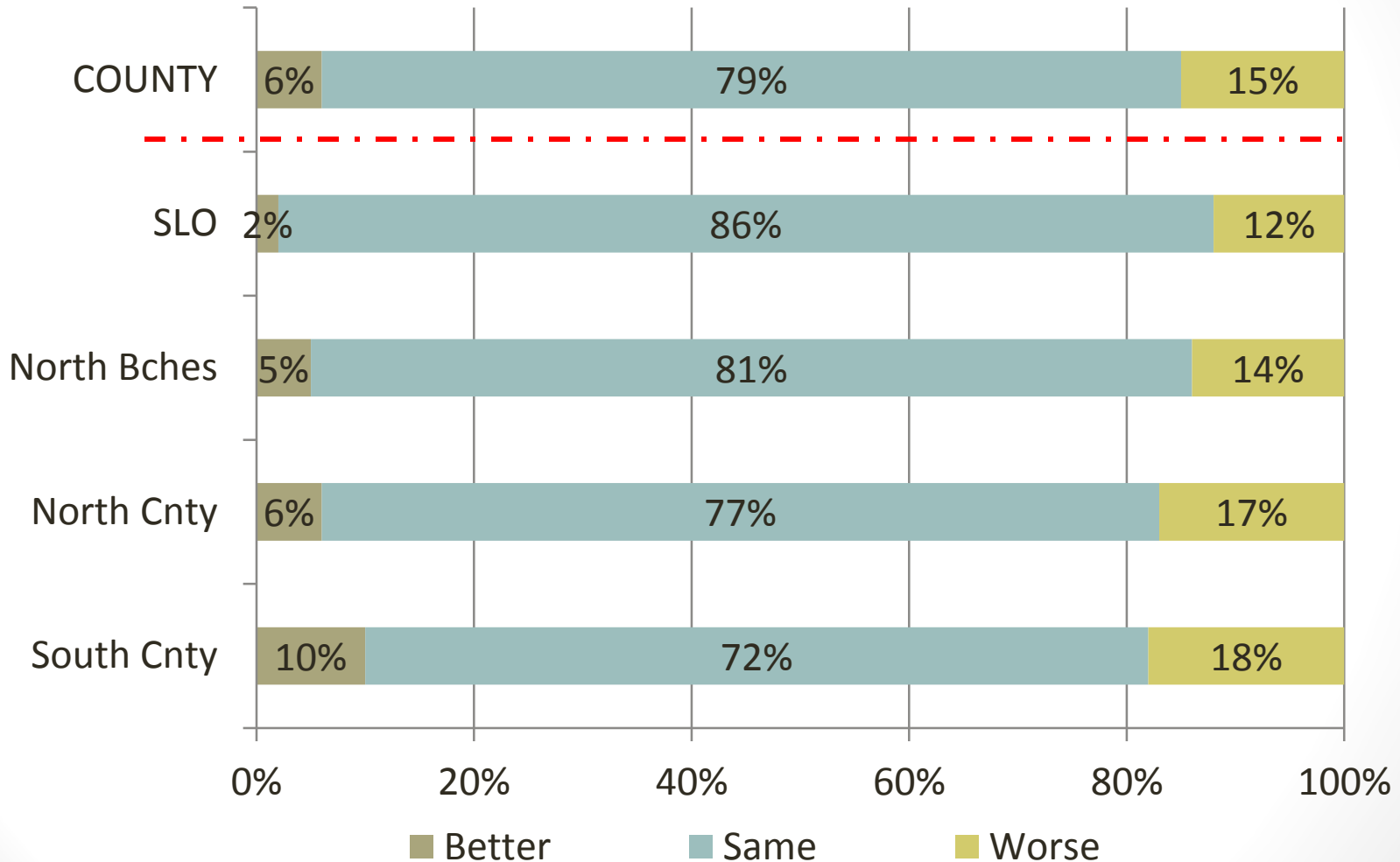
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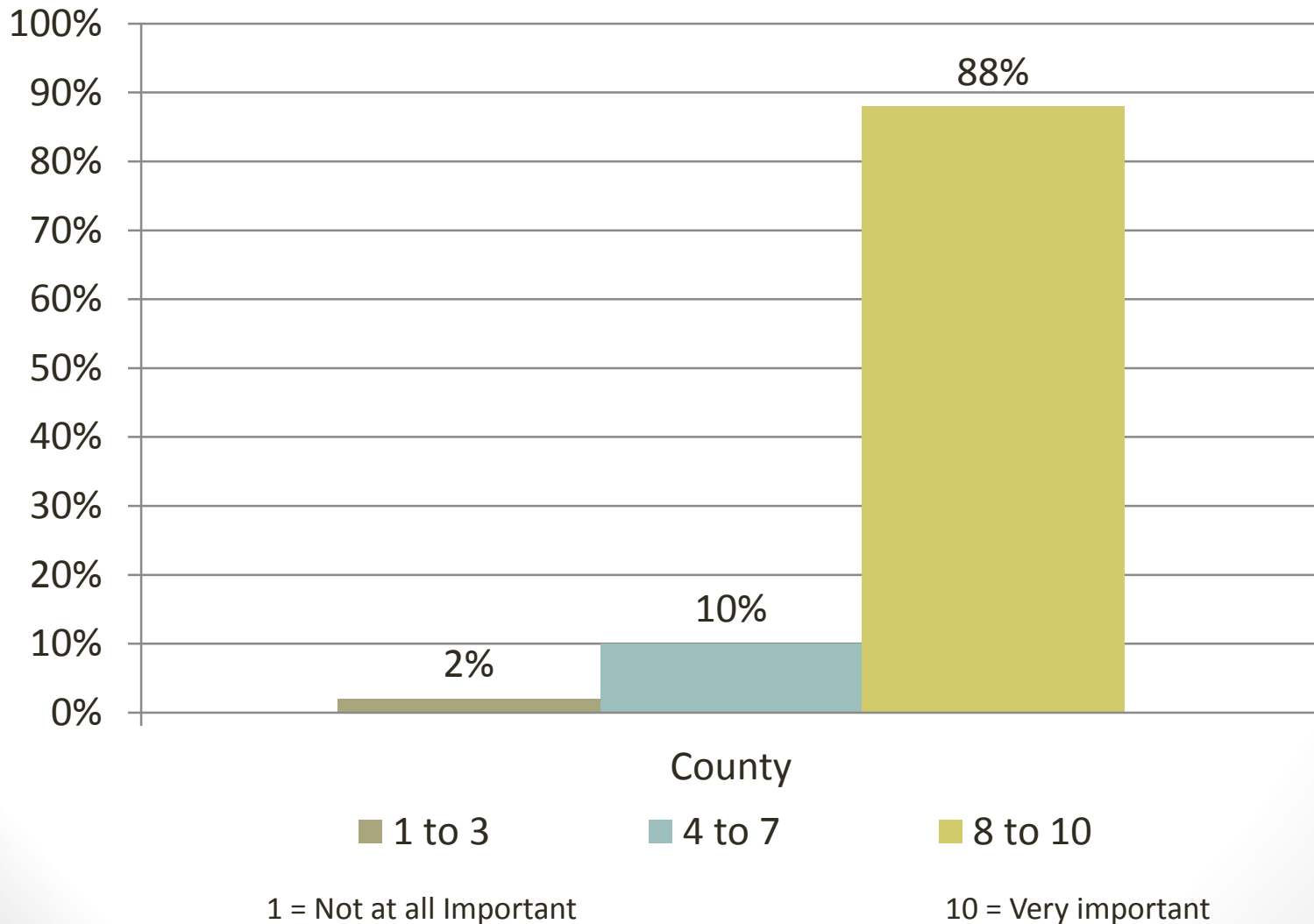
# AIR QUALITY -- CHANGES OVER TIME

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



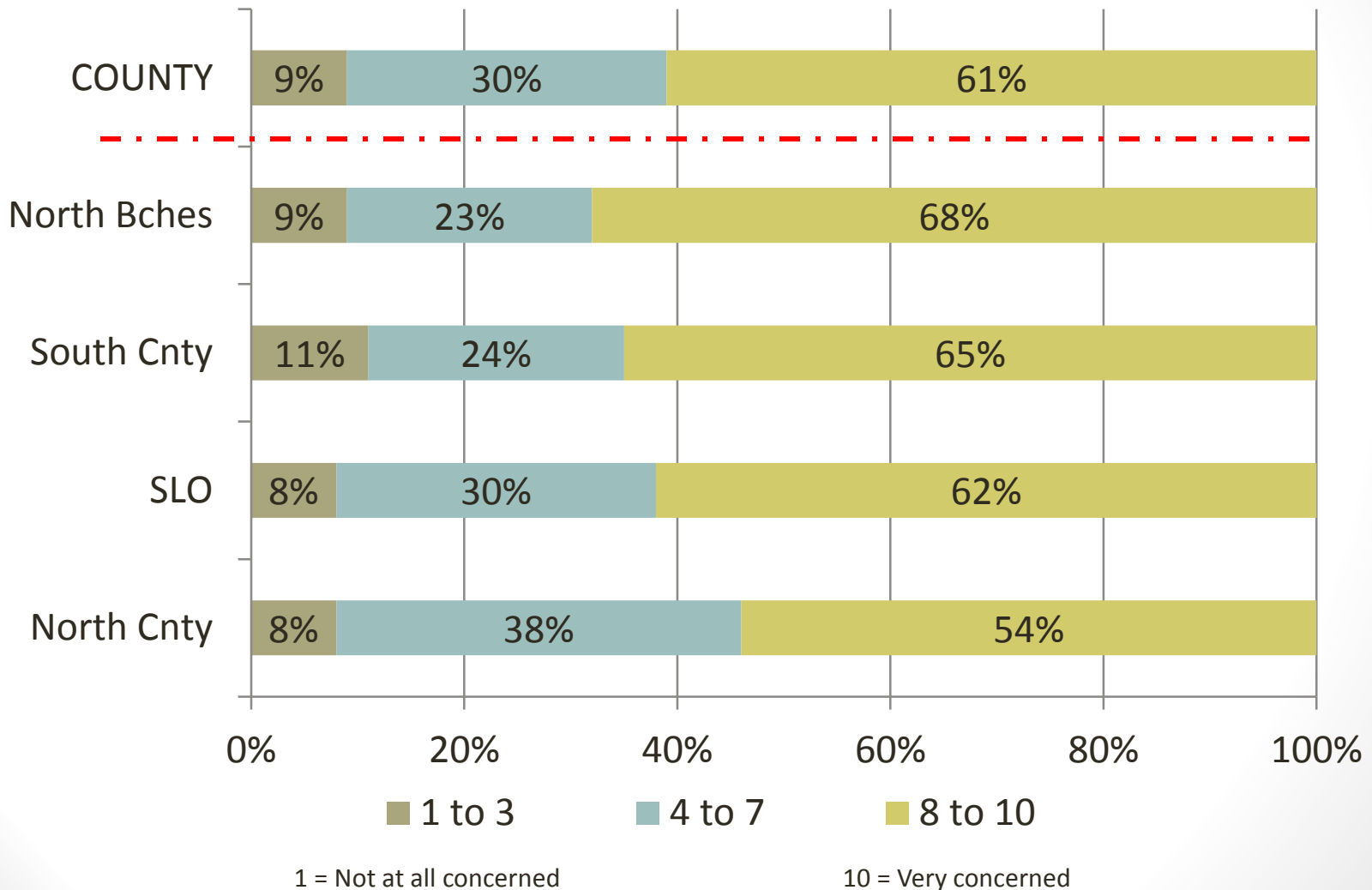
# IMPORTANCE OF GOOD AIR QUALITY

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

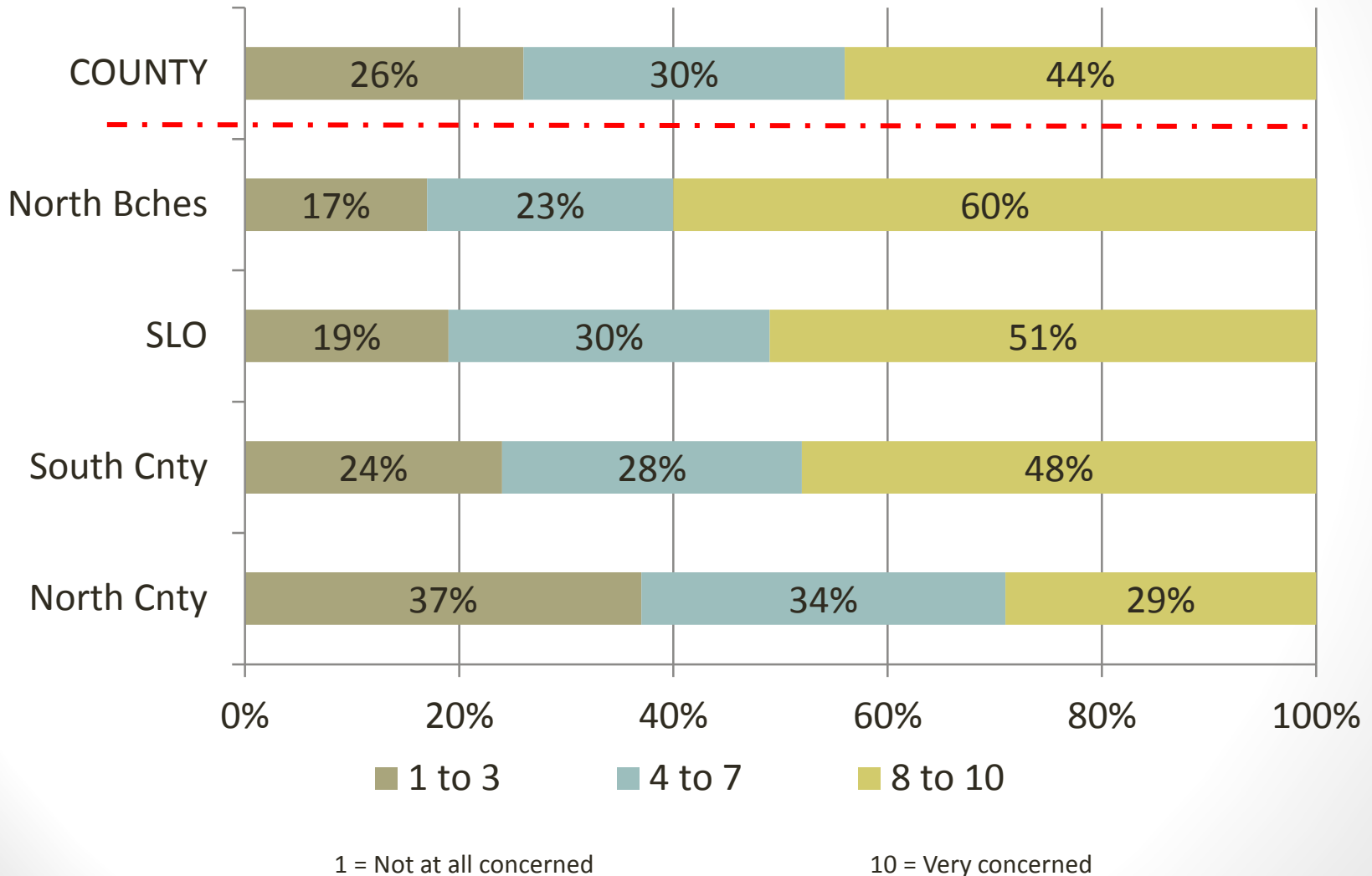
Q: On scale of 1 to 10..., how concerned are you about protecting local air quality?





# CONCERN ABOUT CLIMATE CHANGE

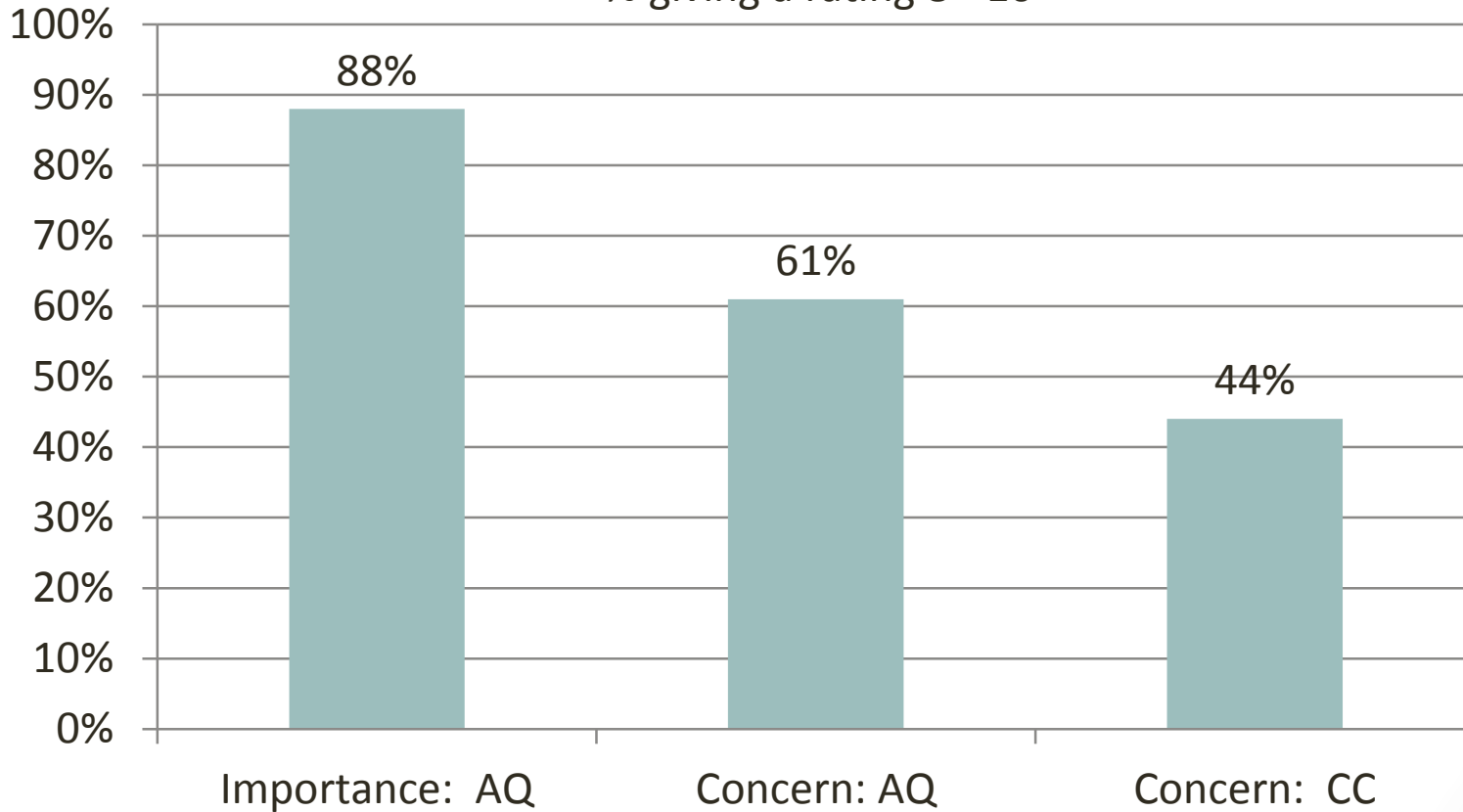
Q: On scale of 1 to 10..., how concerned are you with climate change?



# 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?

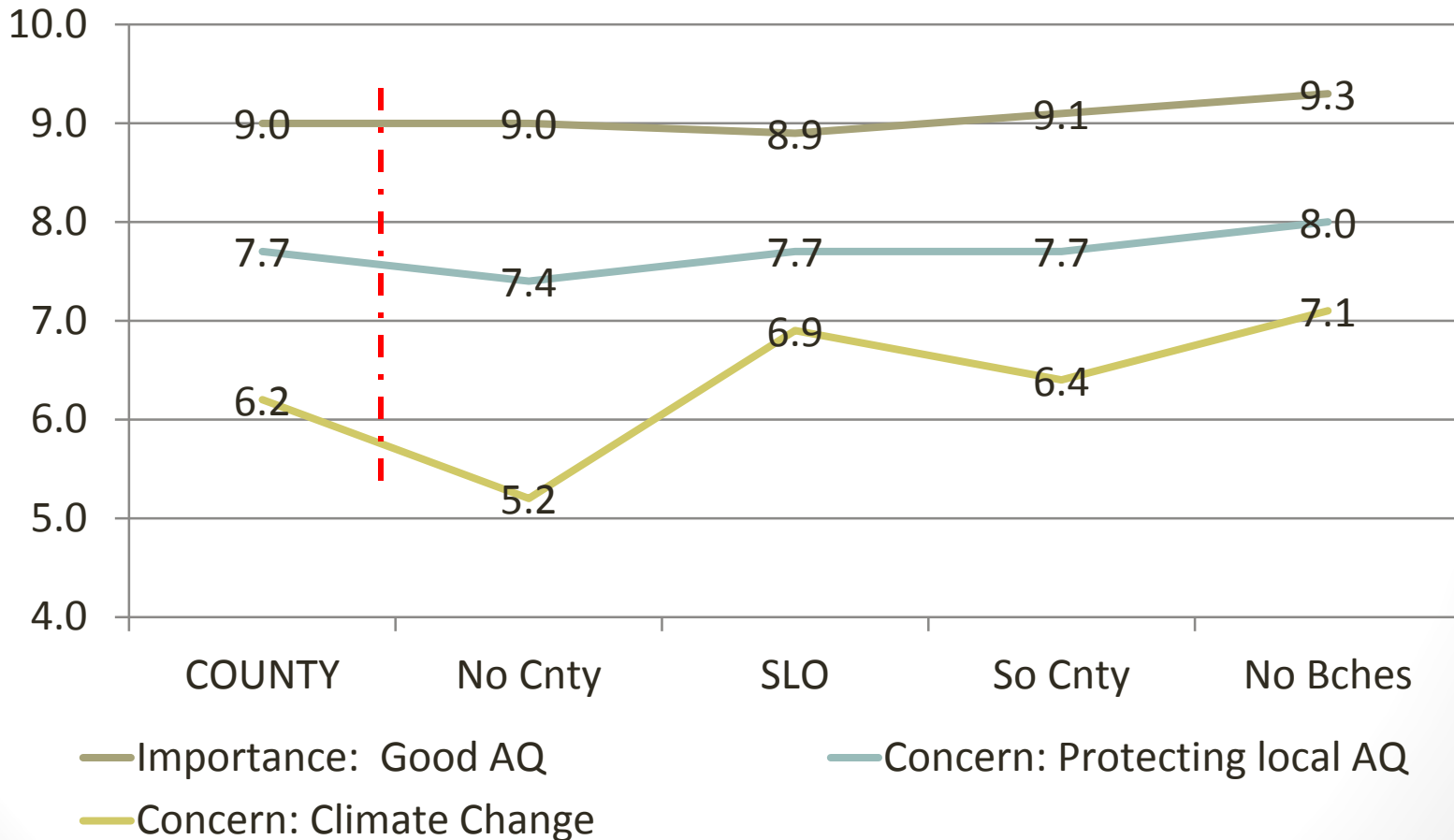
% giving a rating 8 - 10



# AIR QUALITY AND CLIMATE CHANGE

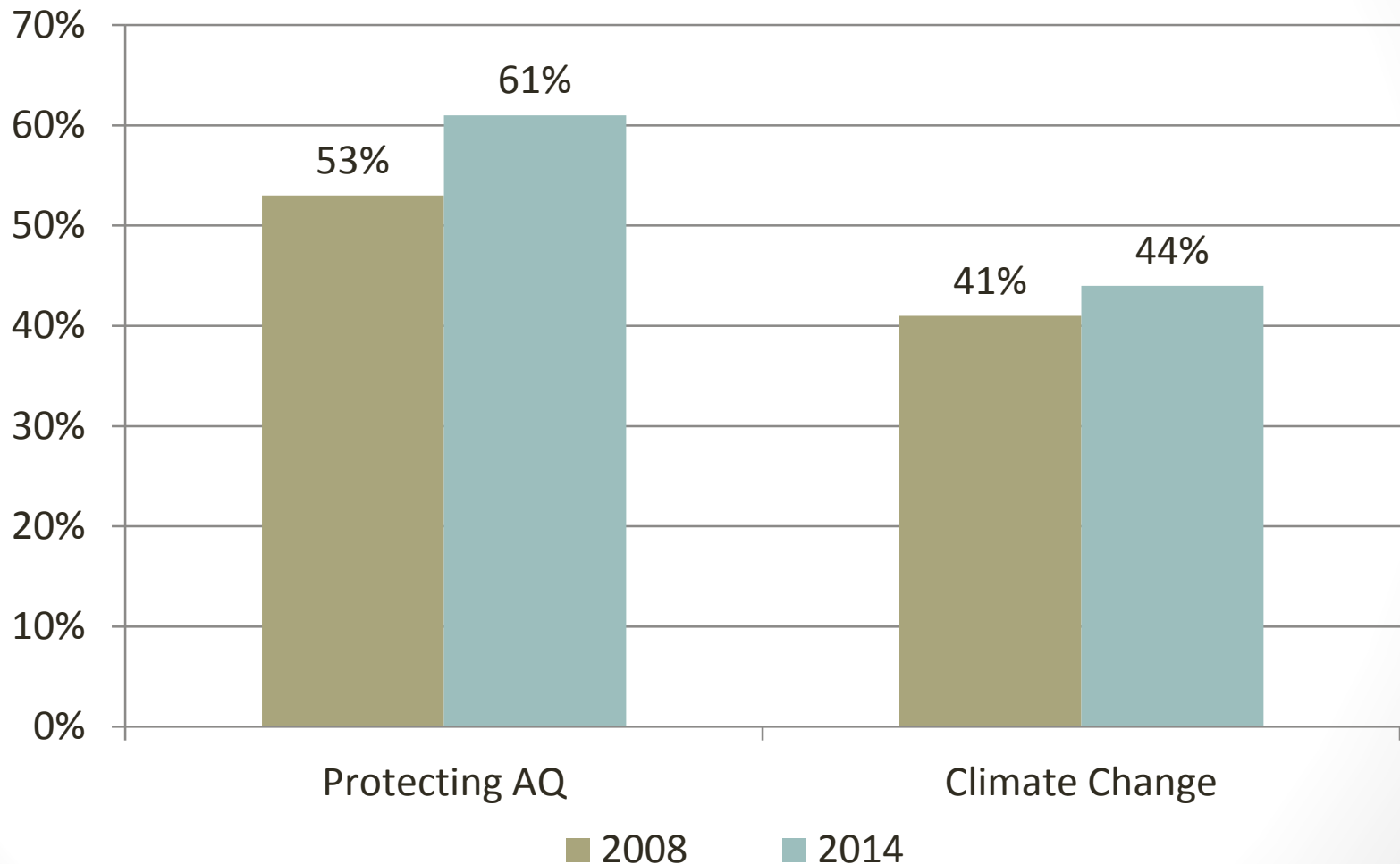
Q: On scale of 1 to 10..., how important is good AQ...? How concerned are you about protecting local AQ? How concerned are you with climate change?

Mean Scores



## 2008 versus 2014: % “very” concerned

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



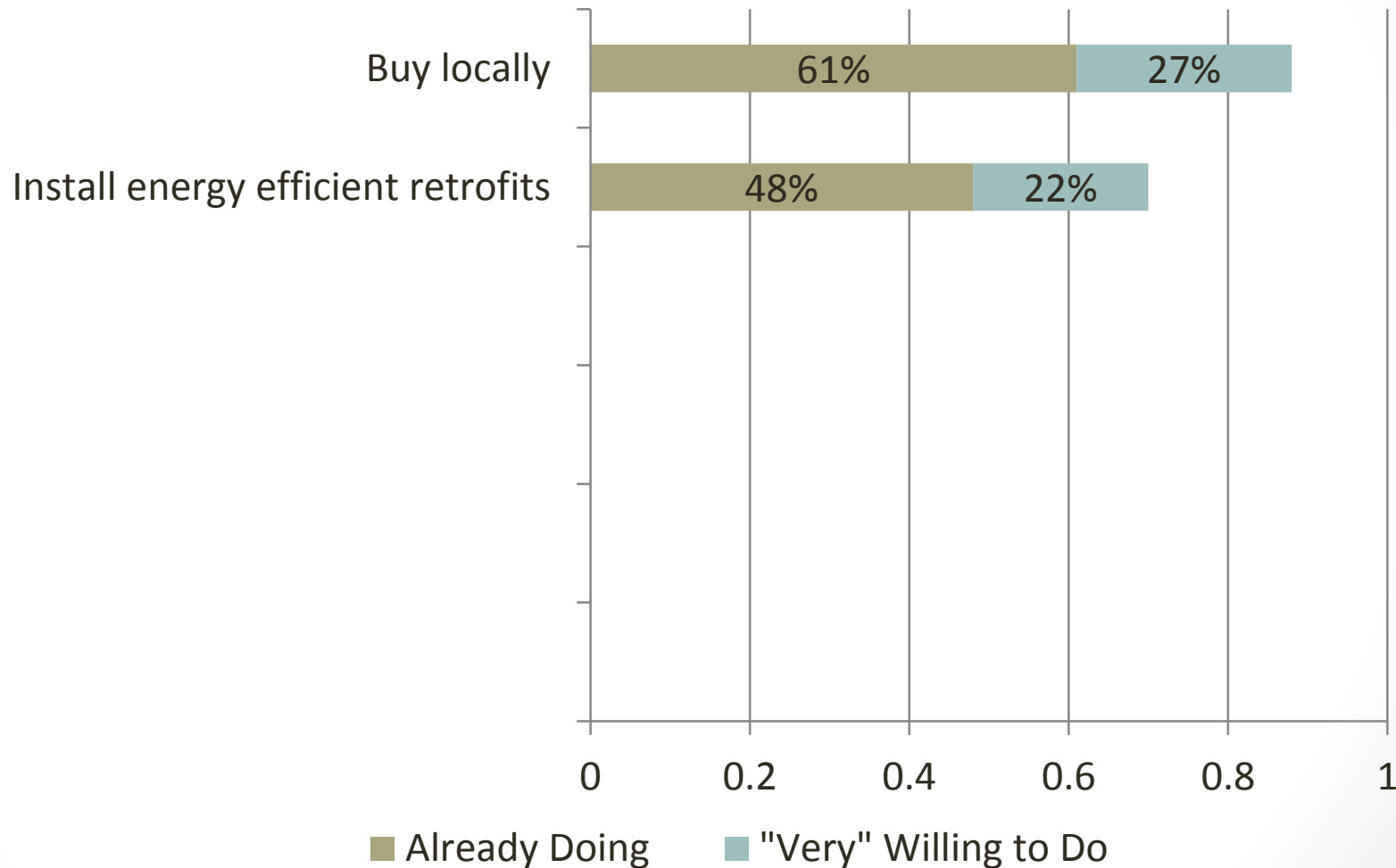
# MOST MOTIVATING FACTORS

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...?

Most Motivating	COUNTY WIDE % saying "a lot"
You notice a significant decline in air quality	61%
Financial incentives such as cash back rewards, tax credits, lower energy bills	57%
Family member is diagnosed with a heart or lung condition	53%

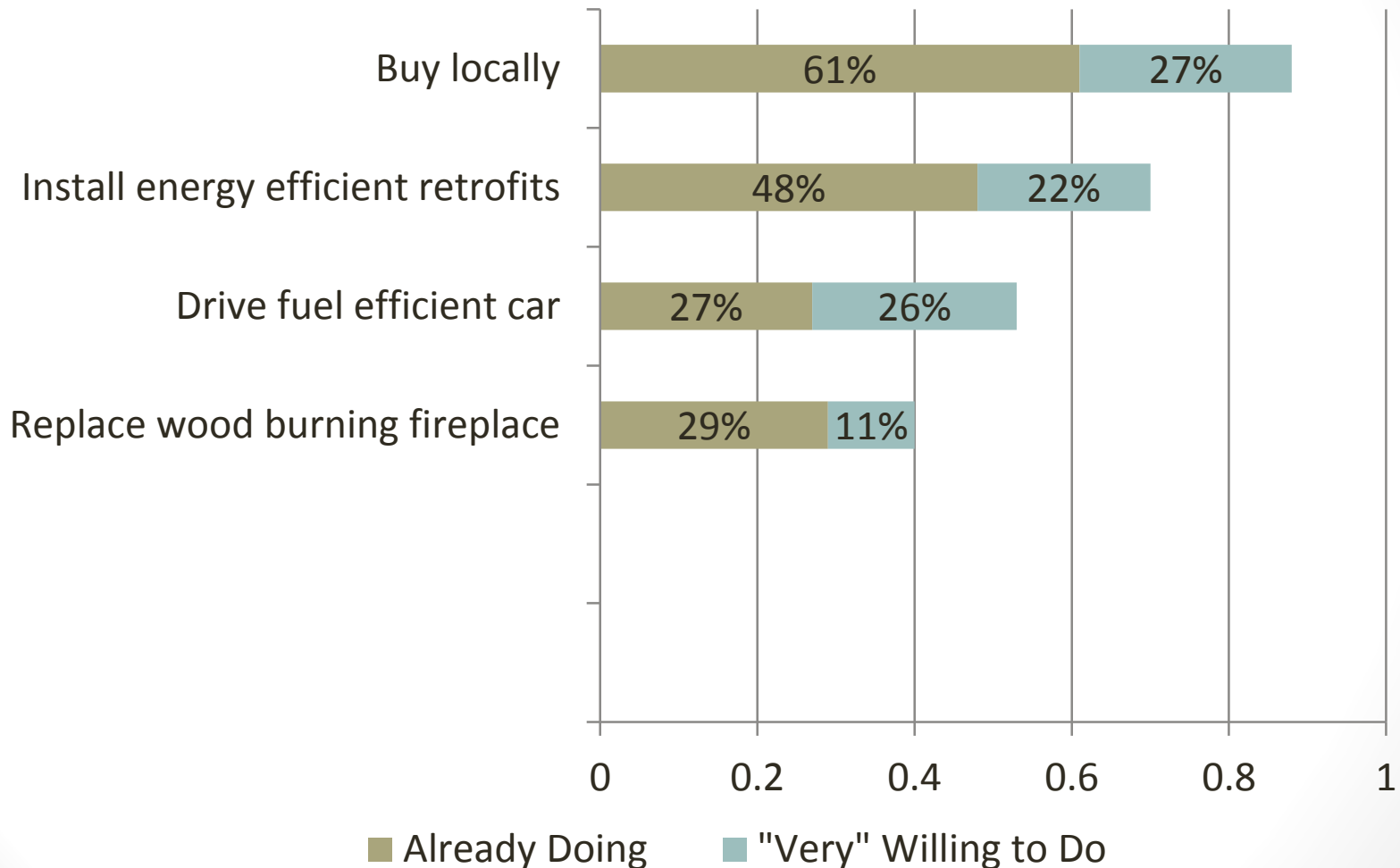
# PROTECTING AIR QUALITY: ACTIVITIES

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.



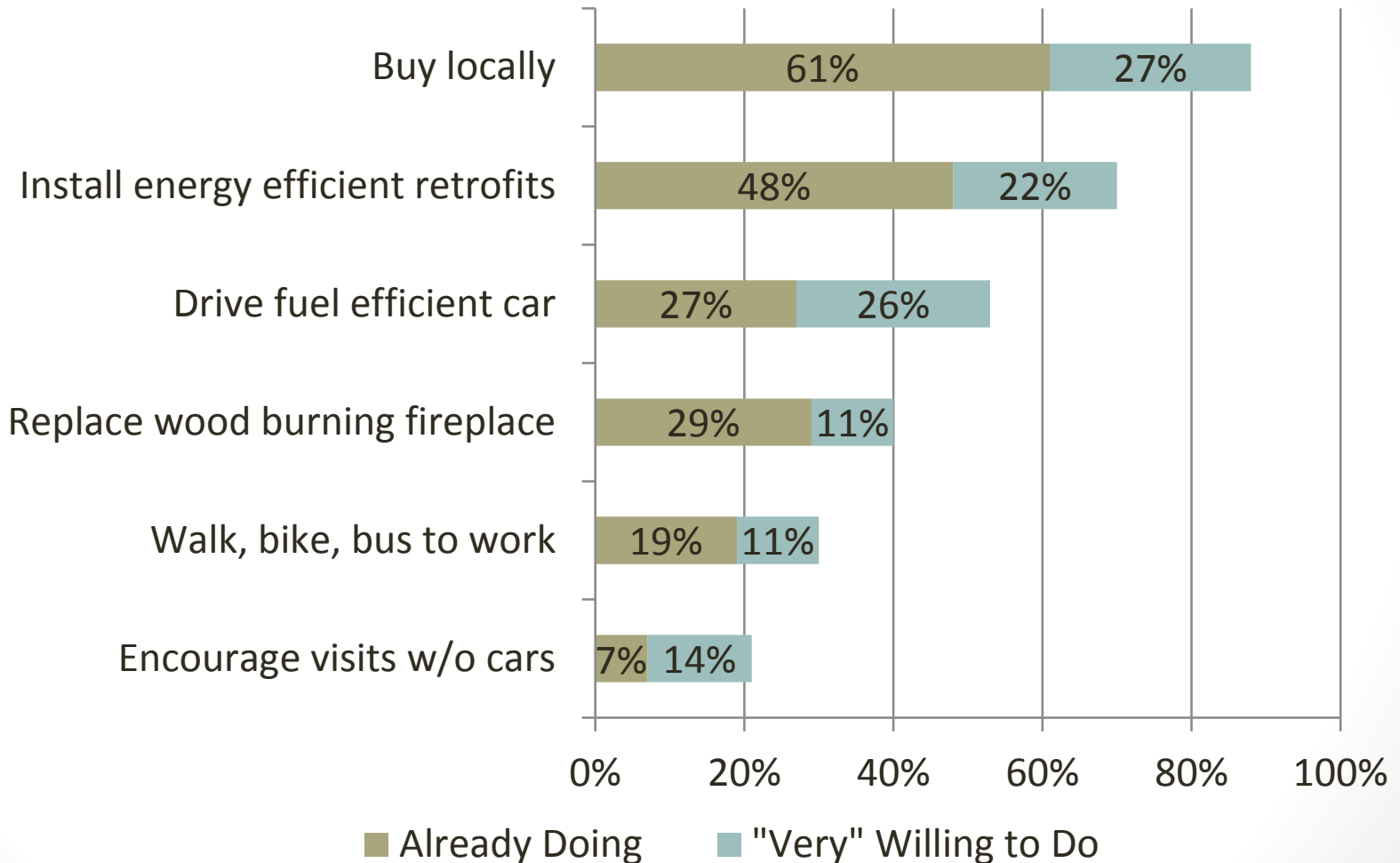
# PROTECTING AIR QUALITY: ACTIVITIES

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



# PROTECTING AIR QUALITY: ACTIVITIES

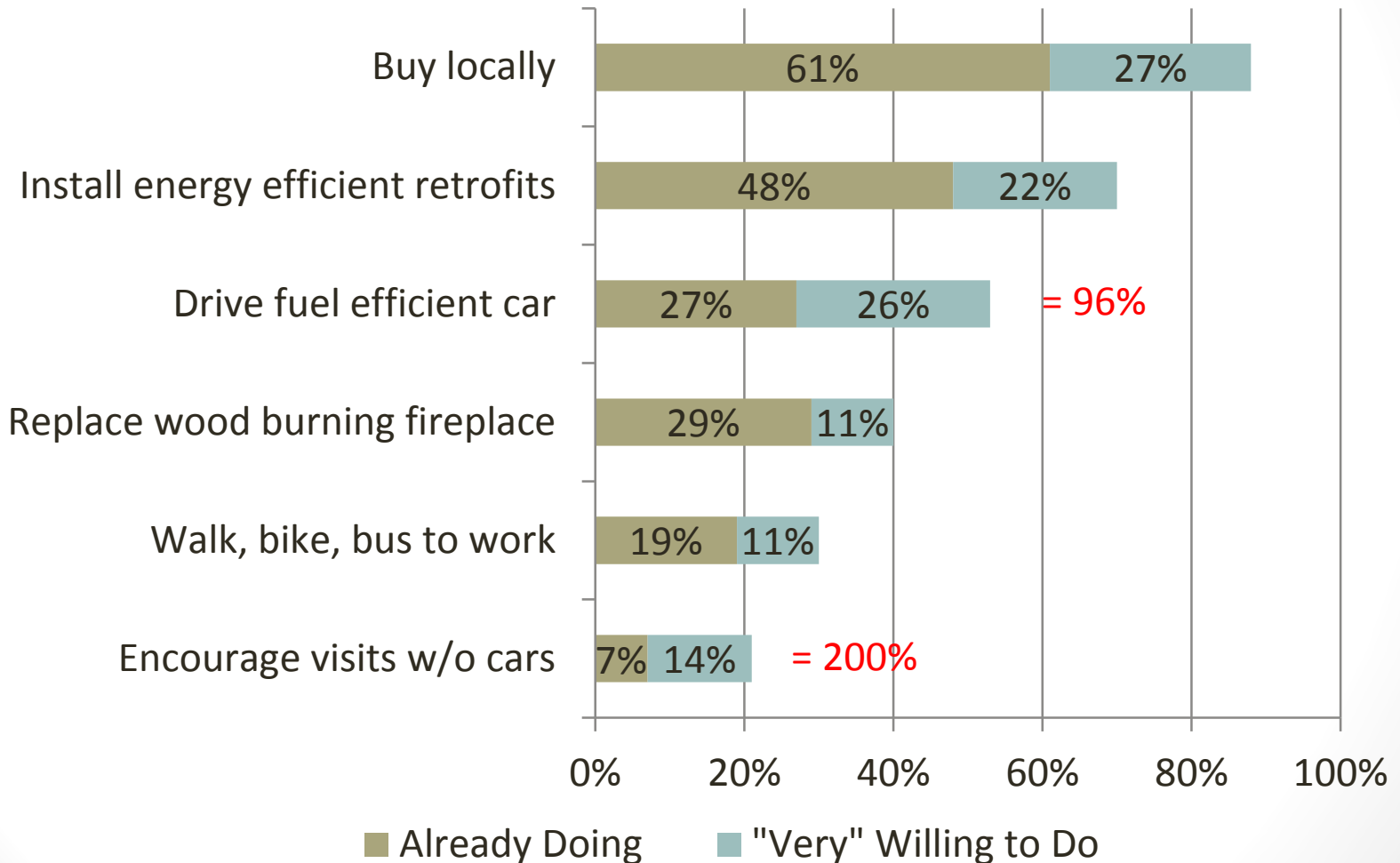
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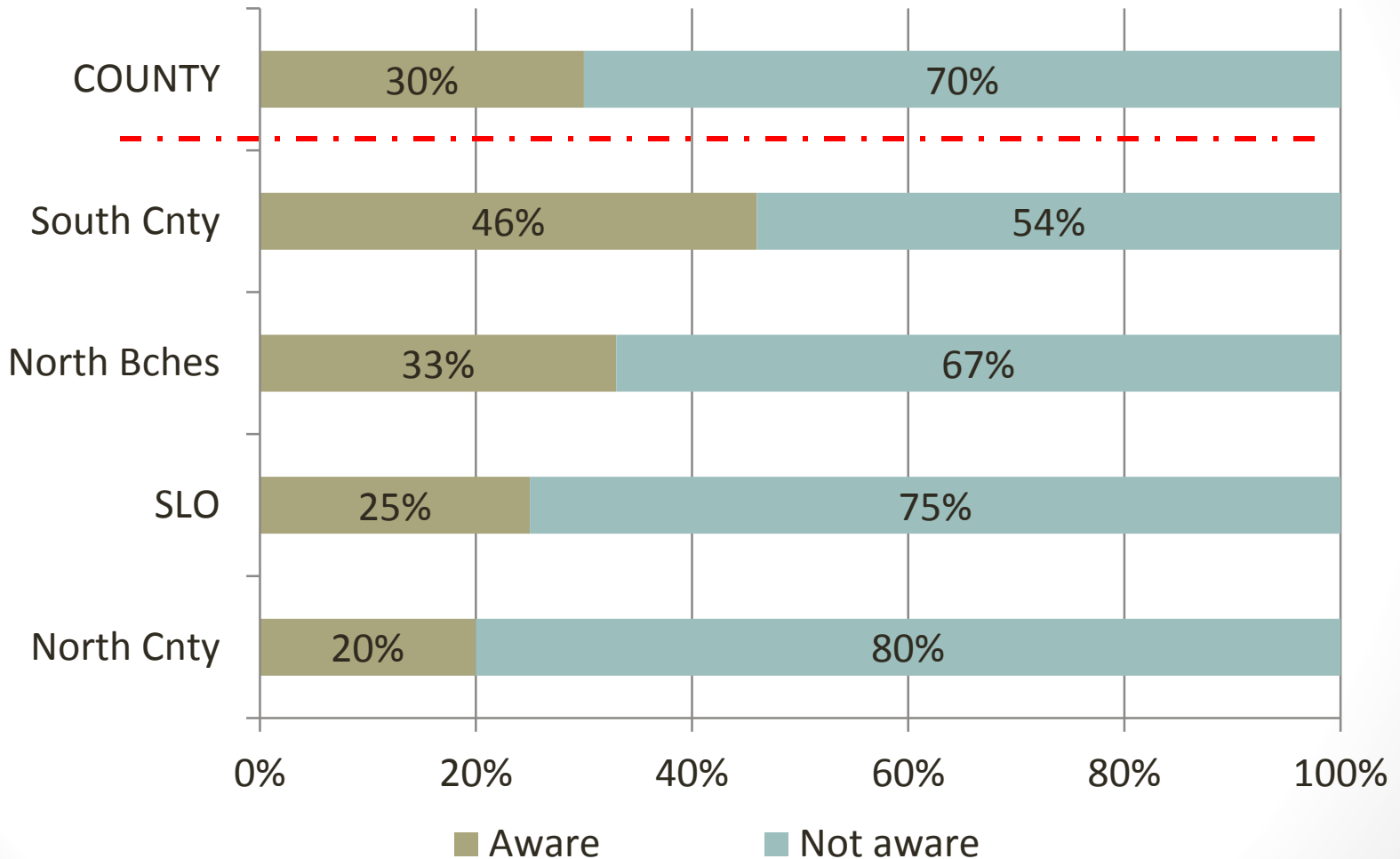
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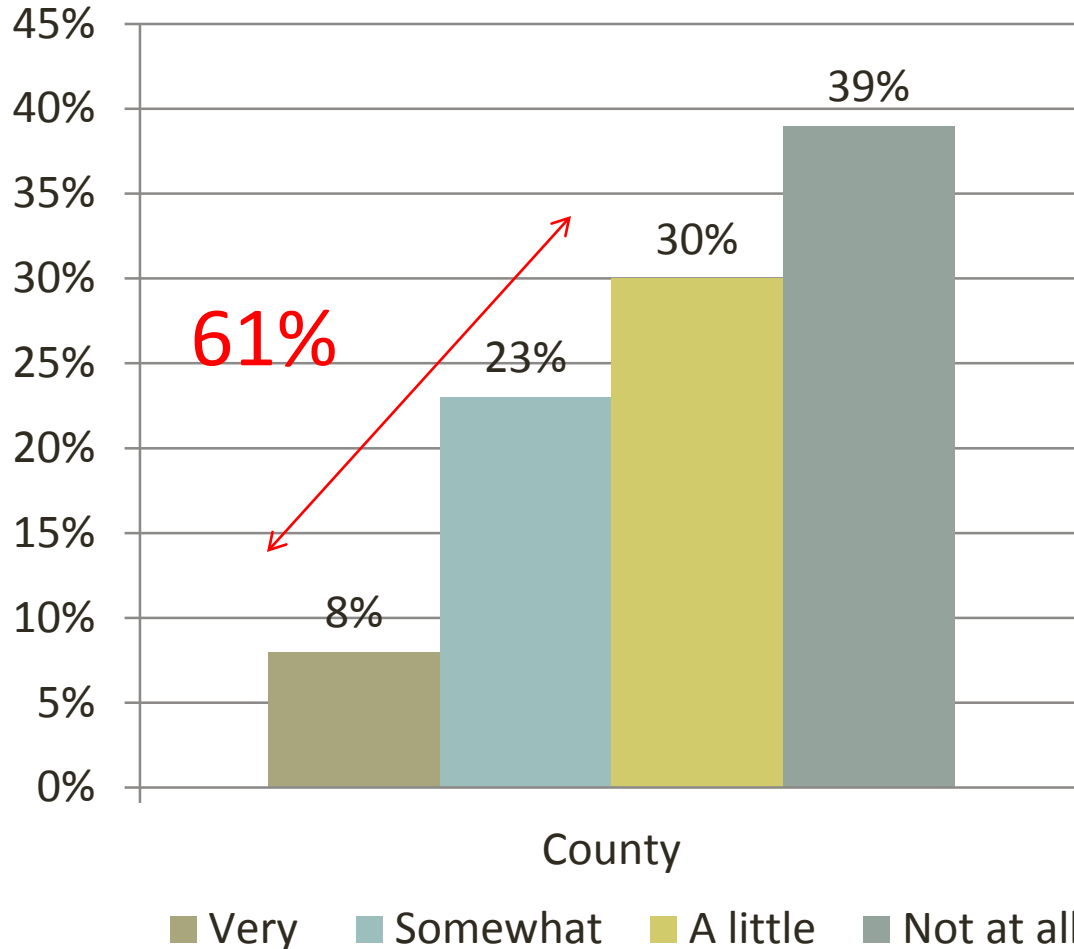
# AWARENESS OF AIR POLLUTION ISSUES

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



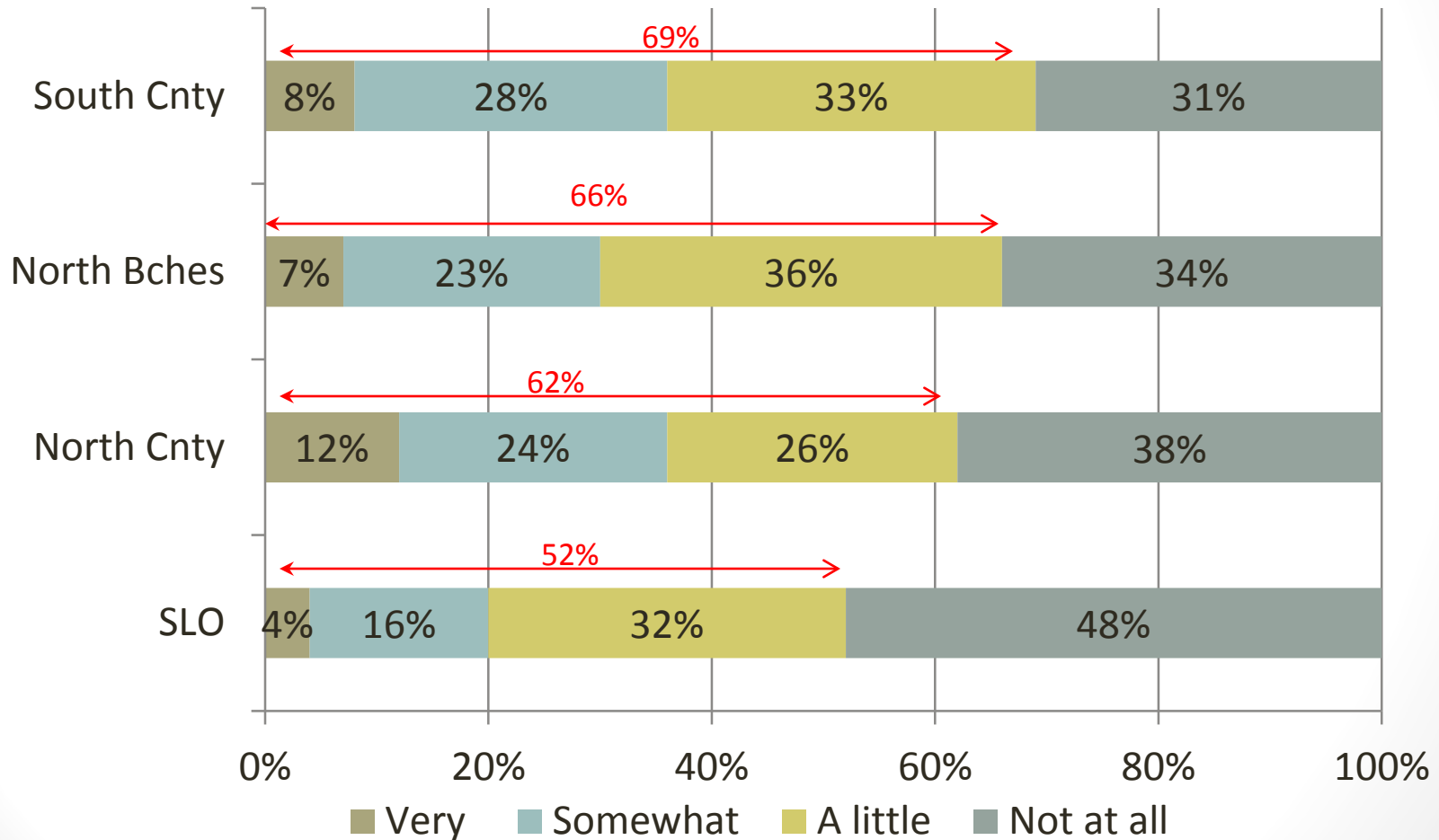
# FAMILIARITY WITH APCD

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?



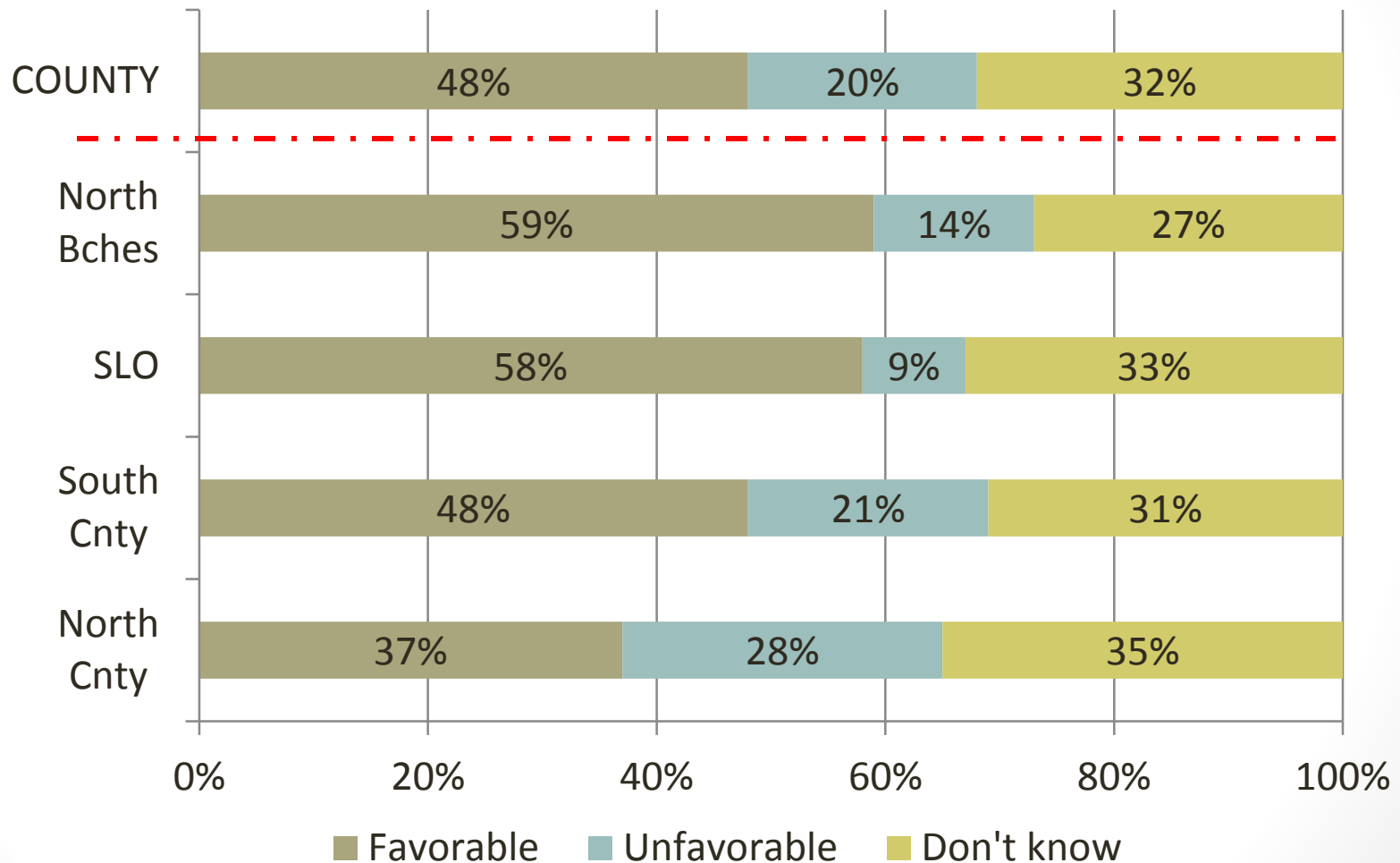
# FAMILIARITY WITH APCD

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



# ATTITUDES TOWARD APCD

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



QUESTIONS?