



Air Pollution Control District  
San Luis Obispo County

# **A SURVEY OF SAN LUIS OBISPO COUNTY RESIDENTS**

**CountyTrak/Fall 2014**

**Conducted by:**

**OPINION  
STUDIES**

**Presented:** November 24, 2014

## Introduction

The Air Pollution Control District of San Luis Obispo County took part in Opinion Studies' most recent CountyTrak Survey, a co-op telephone survey conducted among San Luis Obispo County residents. APCD and several other agencies shared the costs of the survey, therefore making it a more cost efficient undertaking for each agency. This report summarizes the data obtained on behalf of APCD. APCD's goal was to measure residents' current perceptions of air quality, their willingness to engage in specific air quality protection activities as well as the motivating force of various situations (some controllable by APCD, some not). APCD also wanted to measure awareness of and attitudes toward APCD. Accompanying this report is a copy of the survey questionnaire (APCD questions plus shared questions) as well as a set of cross tabulations showing all of APCD's questions crossed by key demographics. Opinion Studies computed a few items not shown in cross tabulations; those are explained in this report where appropriate.

## Method/Sample

A total of 400 telephone interviews were completed with people currently residing in San Luis Obispo County. Interviews were apportioned by the populations of the four main regions of the county [North County, San Luis Obispo (SLO), South County and North Beaches) as well as by county demographics as determined by the U.S. Census data. See region definitions in the table below. Interviews averaged 14 minutes; APCD's questions averaged about 6.5 minutes. All interviews were completed between November 1<sup>st</sup> and 13<sup>th</sup>; 31% were completed via cell phone. The margin of error for the total sample of 400 is +/- 5% at a confidence level of 95%. The table below shows the demographics of the sample compared to U.S. Census Data for San Luis Obispo County; the sample is an excellent match to the county's demographics.

REGION	Sample	Actual	AGE	Sample	Actual	ETHNICITY*	Sample	Actual
North County (1)	34%	34%	18 to 44	41%	47%	Caucasian/not Hispanic	80%	71%
SLO (2)	26%	24%	45 to 64	45%	35%	Hispanic	9%	21%
South County (3)	26%	28%	65 and over	20%	19%	Other	15%	17%
North Beaches (4)	14%	14%				*Multiple mentions		
<b>SEX</b>			<b>EDUCATIONAL ATTAINMENT</b>			<b>HOME OWNERSHIP</b>		
Male	47%	51%	Less than college graduate	62%	68%	Own	64%	60%
Female	53%	49%	College graduate	38%	32%	Rent	32%	40%
						Other	4%	

(1) North County includes the communities of Paso Robles, Atascadero, Templeton, Creston, Shandon, San Miguel, Heritage Ranch, Lake Nacimiento, Camp Roberts, Parkfield, Santa Margarita, Pozo, California Valley, Shandon, Cholame.

(2) SLO includes the city of San Luis Obispo.

(3) South County the communities of Arroyo Grande, Pismo/Shell Beach, Avila, Grover Beach, Nipomo, Oceano.

(4) North Beaches includes the communities of Los Osos, Baywood Park, Morro Bay, Cayucos, Cambria, Harmony, San Simeon, Ragged Point.

## Report Orientation

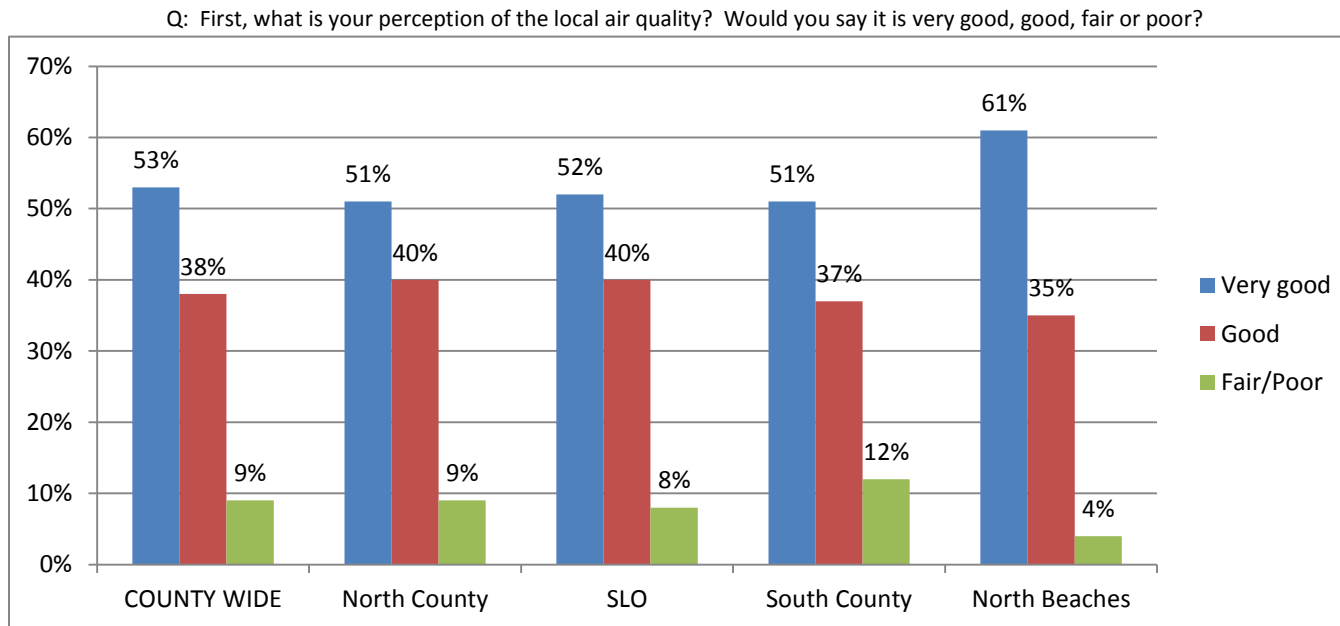
The charts, graphs and tables on the next pages present data for county wide residents as well as for residents living in each of San Luis Obispo County's four geographic regions. Please see the accompanying cross tabulations for detailed data and information regarding statistically significant differences by regions, gender, age, educational attainment, presence of children in household and home ownership. Some of these differences are noted in the body of this report; some are not so the reader is encouraged to consult these cross tabs if interested in more details. These cross tabs highlight via letter designations the data that is statistically significant at 99% and 95% confidence levels.

The role of Opinion Studies in this CountyTrak effort is to collect data in a scientifically rigorous way and to summarize collected data in a way that is reasonably easy to read and understand. Since Opinion Studies is not privileged to a comprehensive understanding of the issues related to these survey measurements, Opinion Studies refrains from drawing conclusions about the current survey data or making recommendations about "next steps." Should any reader have questions regarding the research methodology or the interpretation of cross tabulations or graphs/tables contained in this report or require any further information, please contact Robyn Letters, Principal of Opinion Studies at [rletters@opinionstudies.com](mailto:rletters@opinionstudies.com) or 805 549 0367.

Opinion Studies appreciates the opportunity to work with and provide this information to APCD. We hope this information is helpful as APCD makes strategic decisions down the road.

## PERCEPTIONS AND RATINGS OF LOCAL AIR QUALITY AND CLIMATE CHANGE

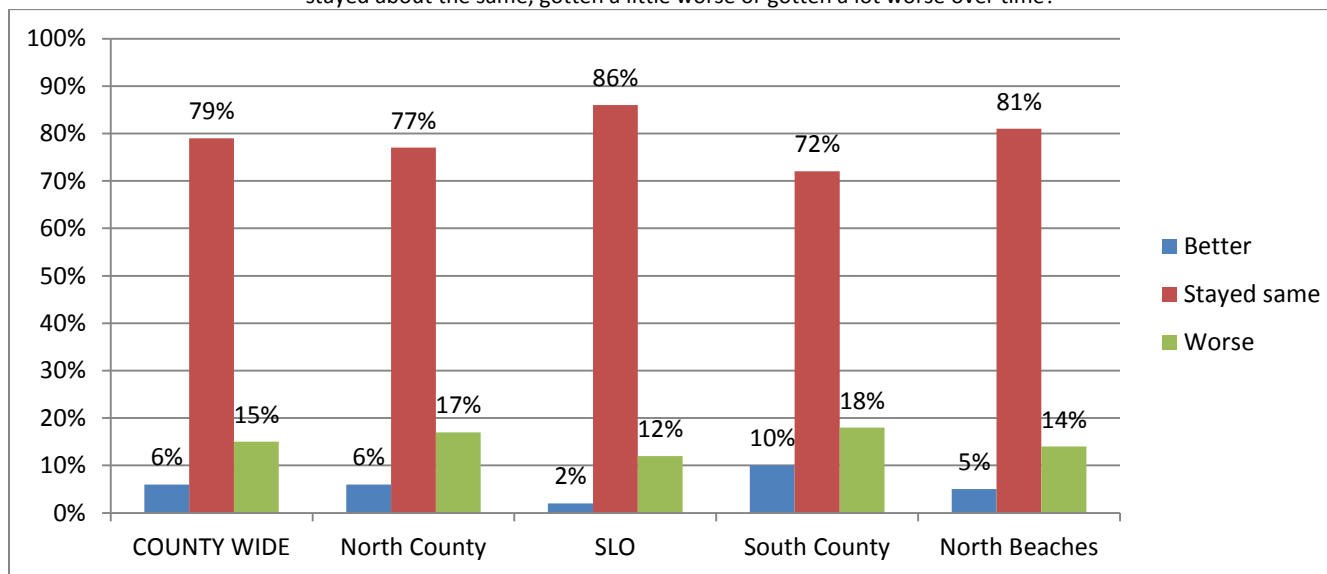
North Beaches' residents are more likely than residents of other areas to say that local air quality is "very good." More than other regions' residents, South County residents are inclined to rate local air quality as "fair" or "poor." The difference between North Beaches and South County ratings are statistically significant.



*Other statistically significant differences:* College grads, no matter where they live, are more likely than non-college grads to say their local air quality is "very good" (63% versus 47%, respectively); middle age residents (45 to 64) are far more likely than residents 18 to 44 to call their local air quality "very good" (61% versus 45%).

South County residents are less likely than other regions' residents (especially those living in SLO) to say local air quality has stayed the same. South County residents who have experienced change are split between "better" and "worse" with more saying air quality has gotten worse over time (10% versus 18%, respectively).

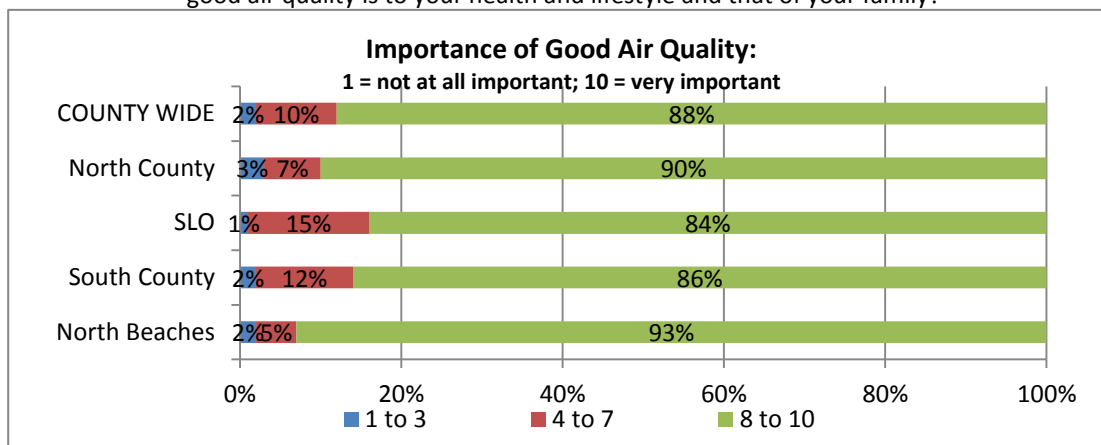
Q: Would you say the local air quality has gotten a lot better, gotten a little better, stayed about the same, gotten a little worse or gotten a lot worse over time?



*Other statistically significant differences:* women more than men think that local air quality has gotten worse (19% versus 11%).

Most county residents believe that good air quality is very important to their health and lifestyle. About nine in ten rated good air quality an “8,” “9” or “10” on a 10-point importance scale. Sixty two percent of county wide respondents rated it a “10.” See page 8 for data.

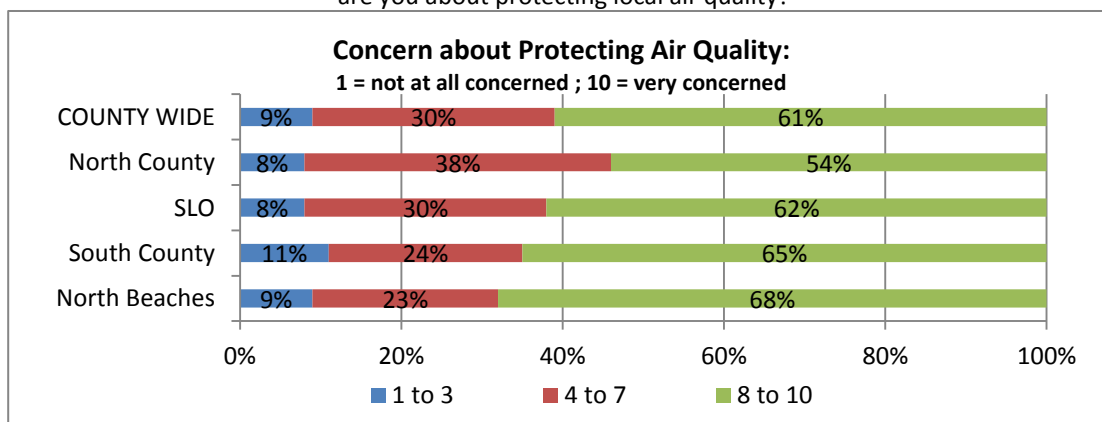
Q: On a scale of 1 to 10 with 1 being not at all important and 10 being very important, how important do you believe good air quality is to your health and lifestyle and that of your family?



*Statistically significant differences:* South County residents are more likely than SLO residents to rate good air quality a “10” (68% versus 54%); women rate good air quality as more important than men (93% of women versus 82% of men gave ratings of “8” to “10”); people living in households with children under 18 gave higher ratings than did people without children (93% versus 85%, respectively)

Sixty one percent of county residents are quite concerned about protecting local air quality (ratings of “8” to “10”) with more than a third (38%) being “very concerned” (rating of “10”). North County residents are less concerned than other regions’ residents, especially those living in North Beaches.

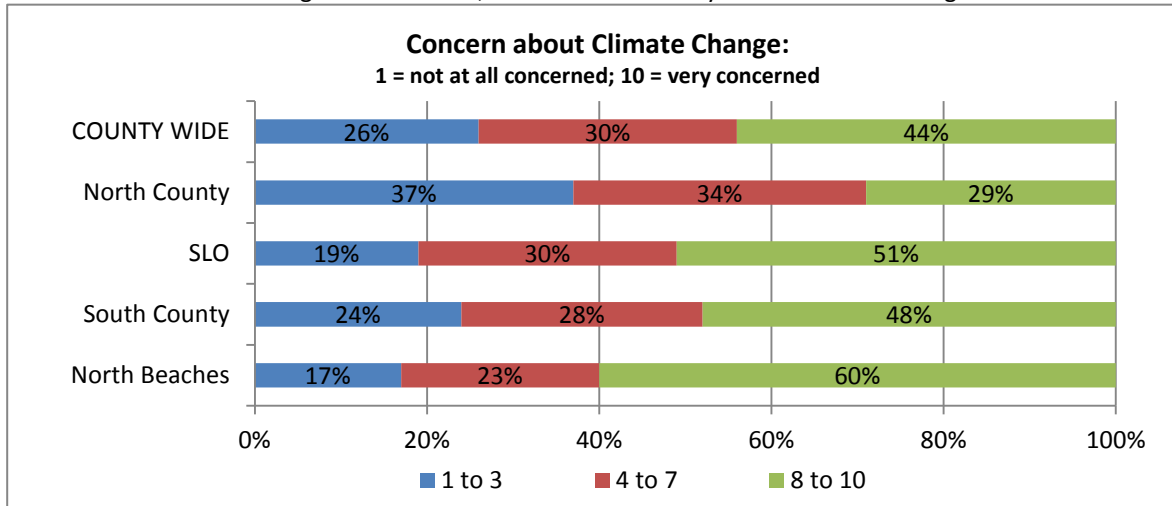
Q: Again, on a 10 point scale, this time with 1 being not at all concerned and 10 being very concerned, how concerned are you about protecting local air quality?



*Other statistically significant differences:* women are more concerned than men about protecting air quality (66% of the women gave a rating of “8” to “10” versus 55% of men); older residents (65+) are more concerned than younger residents (18 to 44) (72% versus 55% provided a rating of “8” to “10”).

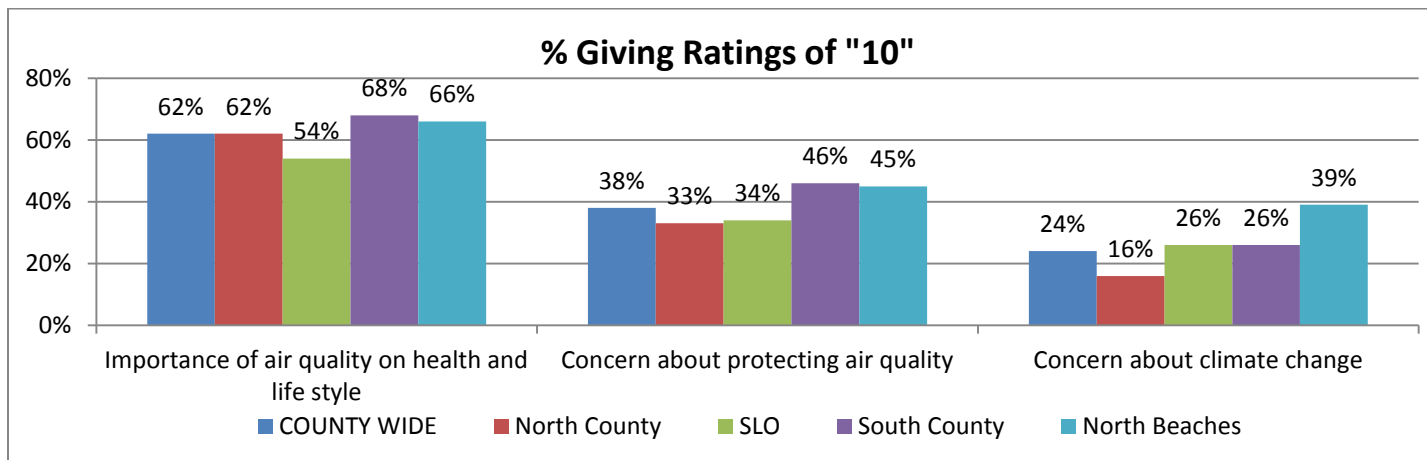
Opinions are more divided on the question of climate change. Under half (44%) of all county residents express significant concern about climate change (ratings of “8” to “10”); only one in four (24%) county wide gave a rating of “10” on this issue (see page 8). As a group, those living in North County are much less concerned than people living in all other regions, especially those living in North Beaches. Thirty nine percent of North Beaches residents gave a rating of “10” on concern about climate change versus only 16% of those living in North County.

Q: Using the same scale, how concerned are you with climate change?

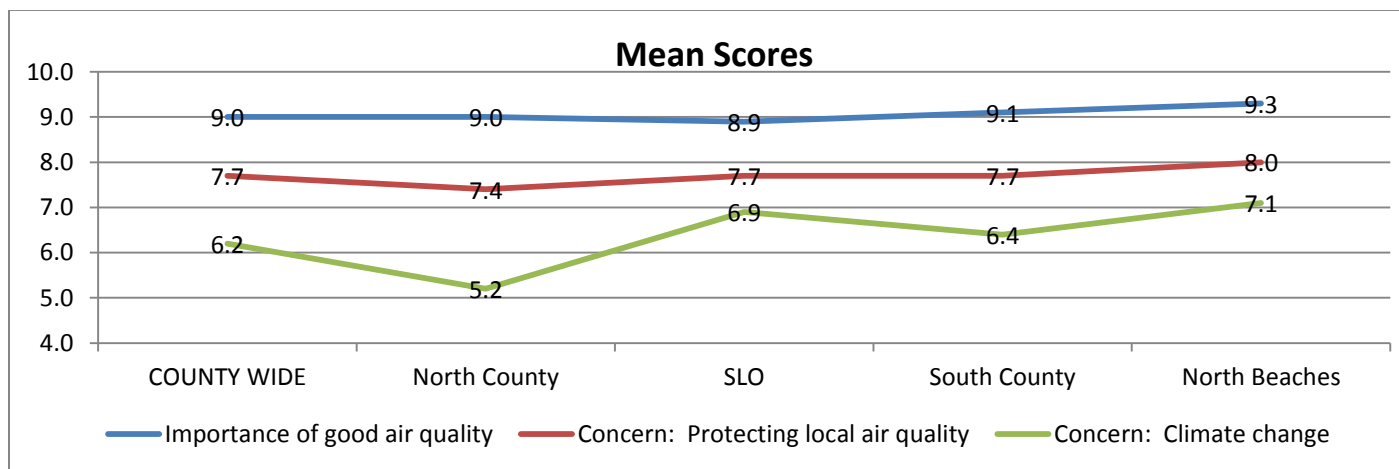


*Another statistically significant difference: college graduates express more concern about climate change than do those who don't have a college degree (52% versus 39%, respectively) gave ratings of “8” to “10.”*

The next two tables summarize the data from these three scale questions. The first shows the percent of respondents in each region who gave a rating of a “10” on the three 10-point scales. These are the people who find air quality a major factor in their health and quality of life and who are most concerned about protecting air quality and about climate change.



This second table summarizes the mean scores for each of the county’s regions on the three 10-point scale questions regarding air quality and climate change. This table clearly demonstrates differences in the relative importance and concern attached to air quality and climate change by residents living in the county’s four regions. On all three measures, North Beaches residents’ ratings are the highest. On two of the three measures (concern about protecting local air quality and concern about climate change), North County residents’ ratings are the lowest.





## MOTIVATION TO REDUCE IMPACT ON LOCAL AIR QUALITY

The two tables below summarize county and regional responses to a multi-part question concerning the extent to which certain situations might motivate people to reduce their impact on local air quality. The top table provides actual percentages of respondents saying the item or situation would motivate them “a lot” to reduce their impact. The bottom table summarizes the relative ranking of each situation within each region.

Q: Now I am going to read some things that sometimes motivate people to do more to reduce their impact on local air quality. For each item, please tell me if it would motivate you a lot, a little or not at all to reduce your impact on air quality. Let’s start with.... How about ....?

ITEM OR SITUATION	% saying item would motivate them “a lot”				
	COUNTY WIDE	North County	SLO	South County	North Beaches
You notice a significant decline in air quality	61%	51%	68%	62%	73%
Financial incentives such as cash back rewards, tax credits, lower energy bills	57%	54%	56%	63%	55%
A family member is diagnosed with a heart or lung condition	53%	43%	58%	64%	50%
Convenience, such as public transit became more readily available and easier to use	44%	33%	57%	46%	47%
A better understanding of health effects of air pollution	41%	35%	43%	45%	47%
Additional laws and regulations related to air pollution	36%	27%	45%	37%	43%
Education and more information on issues provided through mail-out brochures, information at public events or workshops and seminars	21%	20%	17%	20%	35%
Peer pressure, such as all your friends switch to solar or started using public transit	17%	12%	24%	14%	20%

ITEM OR SITUATION	RANKING OF ITEMS IN COMPARISON TO OTHER ITEMS				
	Based on % saying item would motivate them “a lot”				
	COUNTY WIDE	North County	SLO	South County	North Beaches
You notice a significant decline in air quality	1	2	1	3	1
Financial incentives such as cash back rewards, tax credits, lower energy bills	2	1	4	2	2
A family member is diagnosed with a heart or lung condition	3	3	2	1	3
Convenience, such as public transit became more readily available and easier to use	4	5	3	4	4
A better understanding of health effects of air pollution	5	4	6	5	5
Additional laws and regulations related to air pollution	6	6	5	6	6
Education and more information on issues provided through mail-out brochures, information at public events or workshops and seminars	7	7	8	7	7
Peer pressure, such as all your friends switch to solar or started using public transit	8	8	7	8	8

## WHAT COUNTY RESIDENTS ARE DOING NOW AND WHAT THEY ARE WILLING TO DO TO PROTECT LOCAL AIR QUALITY

The tables below summarize responses to another multi-part question—this one having to do with what people are already doing and would be willing to do to improve and protect local air quality. The first table summarizes responses from the county wide sample, showing the percent of residents already doing the six tasks we inquired about as well as the percent who are *very* willing to do each task. The next four tables show the same information for the county’s four regions. Graphs following these five tables (pages 12 to 15) provide more details about residents’ responses regarding each of these tasks. Note: The percentages below and on next pages are based on all respondents; the percentages in the cross tabs exclude those who didn’t answer the question because it does not apply to them (e.g., not working or doesn’t own a home). Both are valid approaches but for comparison’s sake we think basing all calculations on all respondents is the better method in this situation.

Many residents (county wide and regionally) are already or are *very* willing to buy locally grown produce and/or locally manufactured products and are already or *very* willing to install energy efficient retrofits. With the exception of San Luis Obispo, they are least inclined to walk, bike or bus to work and/or to encourage friends/family to visit area without their cars. SLO residents are already walking, biking, busing to work more often than other regions’ residents.

Interestingly, the two items that appear to have the greatest impact on change are “driving a fuel efficient car” and “encouraging friends to visit the area without their cars.” While these two items don’t rank at the top in terms of actual percent currently doing or being very willing to do, they do rank high with regard to the potential percent gain (ratio between very willing to do and already doing). These high potential gain items are highlighted in yellow. Among South County and North Beaches residents, “walking, riding or busing to work” also ranks high.

Q: Now I’m going to read some things people can do to improve and protect local air quality.

Please tell me if you are already doing this, or if not, how willing you would be to do each using the options very willing, somewhat willing or not willing. If something doesn’t apply to you because you don’t own your home or you don’t work away from home, just let me know that.

SUMMARY: COUNTY WIDE	Already Doing	Very Willing to Do	TOTAL: Already doing + Very Willing to Do	Potential % Gain
Buy locally grown produce and manufactured goods	61%	27%	88%	44%
Install energy efficient retrofits such as insulation and windows at your home	48%	22%	70%	46%
Drive a fuel efficient or alternative fueled car	27%	26%	53%	96%
Replace your wood burning fireplace or stove with a natural gas fireplace or insert	29%	11%	40%	38%
Walk, bike or take the bus to work	19%	11%	30%	58%
Encourage your friends and family to visit our area without their cars	7%	14%	21%	200%

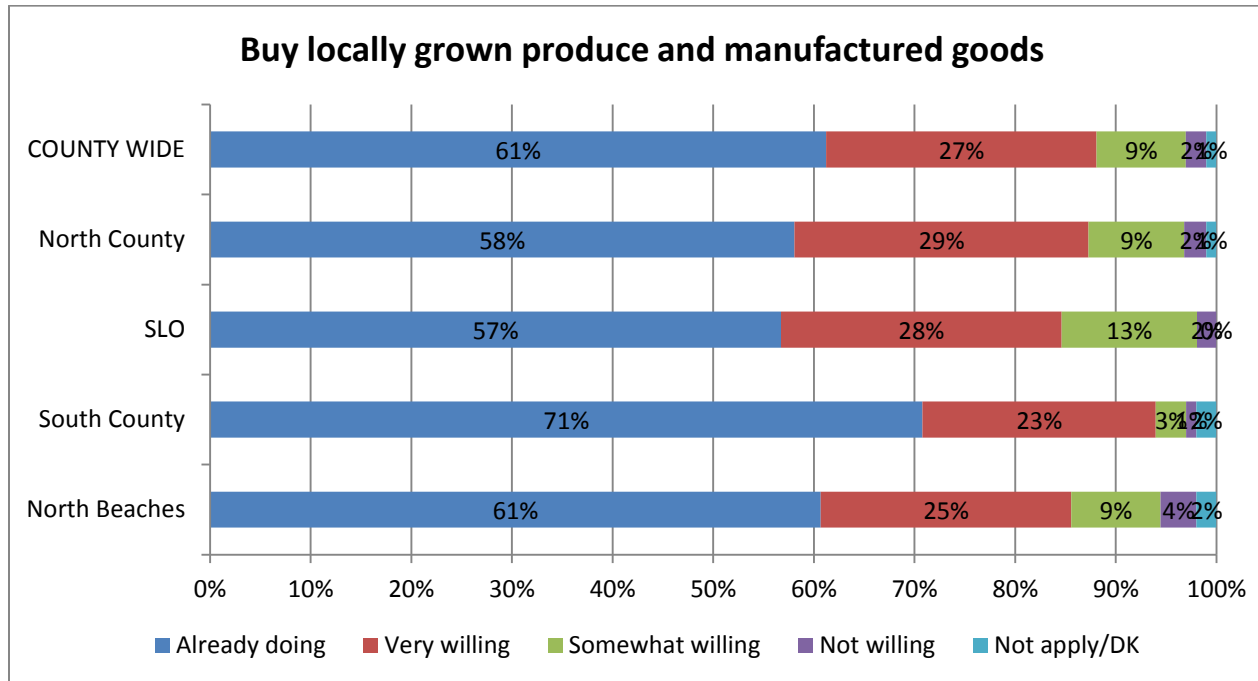
SUMMARY: North County	Already Doing	Very Willing to Do	TOTAL: Already doing + Very Willing to Do	Potential % Gain
Buy locally grown produce and manufactured goods	58%	29%	87%	50%
Install energy efficient retrofits such as insulation and windows at your home	57%	22%	79%	39%
Drive a fuel efficient or alternative fueled car	25%	20%	45%	80%
Replace your wood burning fireplace or stove with a natural gas fireplace or insert	31%	7%	38%	23%
Walk, bike or take the bus to work	9%	4%	13%	44%
Encourage your friends and family to visit our area without their cars	4%	11%	15%	275%

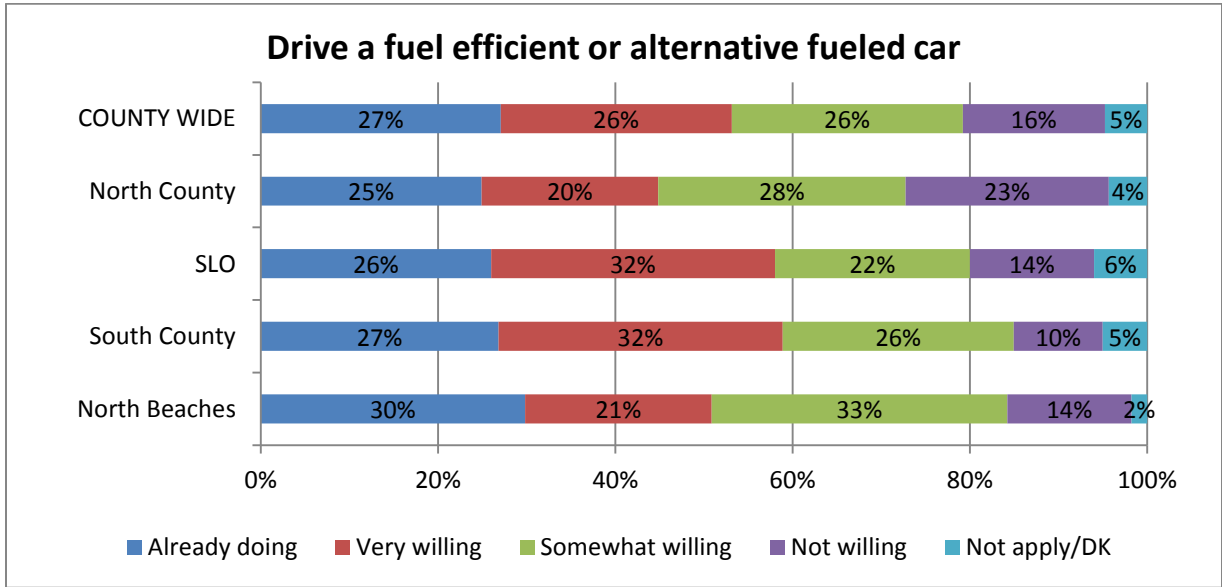
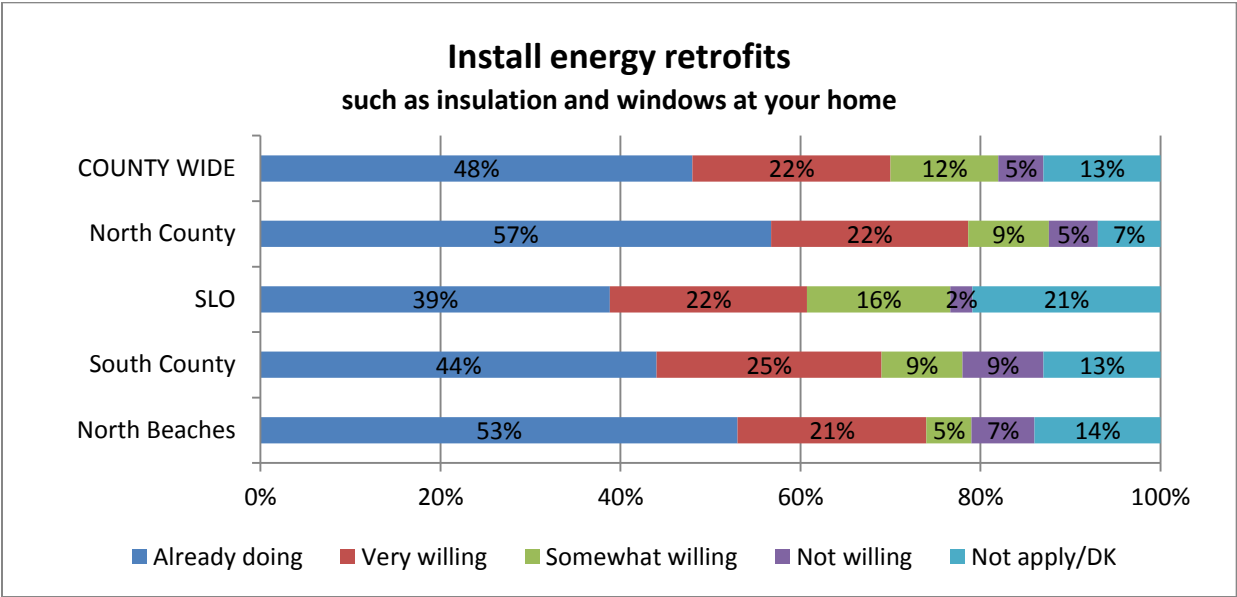
SUMMARY: SLO	Already Doing	Very Willing to Do	TOTAL: Already doing + Very Willing to Do	Potential % Gain
Buy locally grown produce and manufactured goods	57%	28%	85%	49%
Install energy efficient retrofits such as insulation and windows at your home	39%	22%	61%	56%
Drive a fuel efficient or alternative fueled car	26%	32%	58%	123%
Replace your wood burning fireplace or stove with a natural gas fireplace or insert	27%	14%	41%	52%
Walk, bike or take the bus to work	36%	12%	48%	33%
Encourage your friends and family to visit our area without their cars	8%	17%	25%	213%

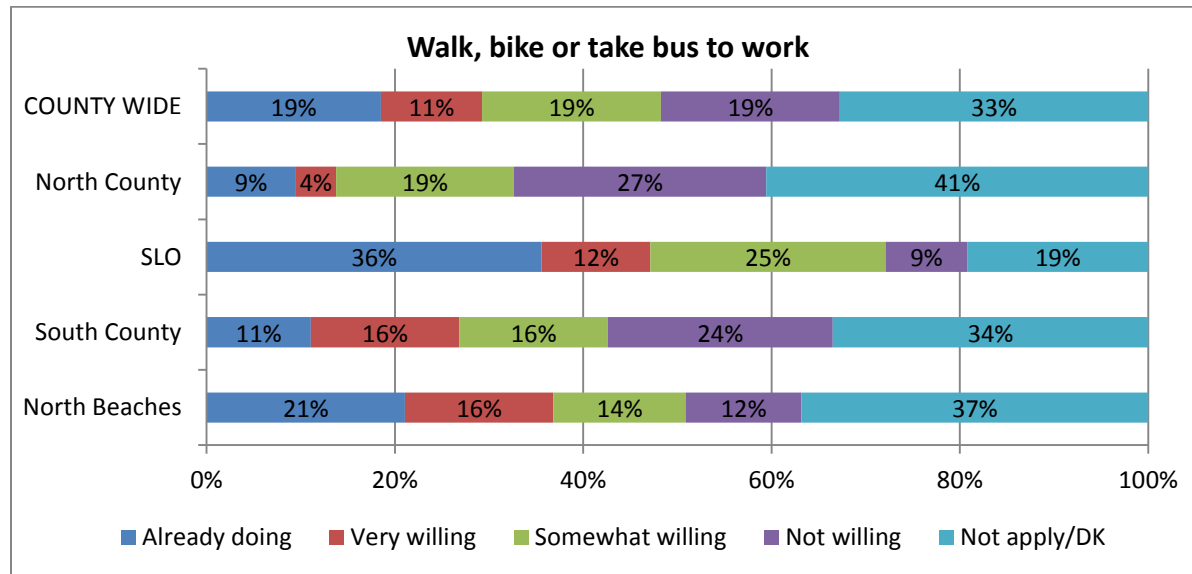
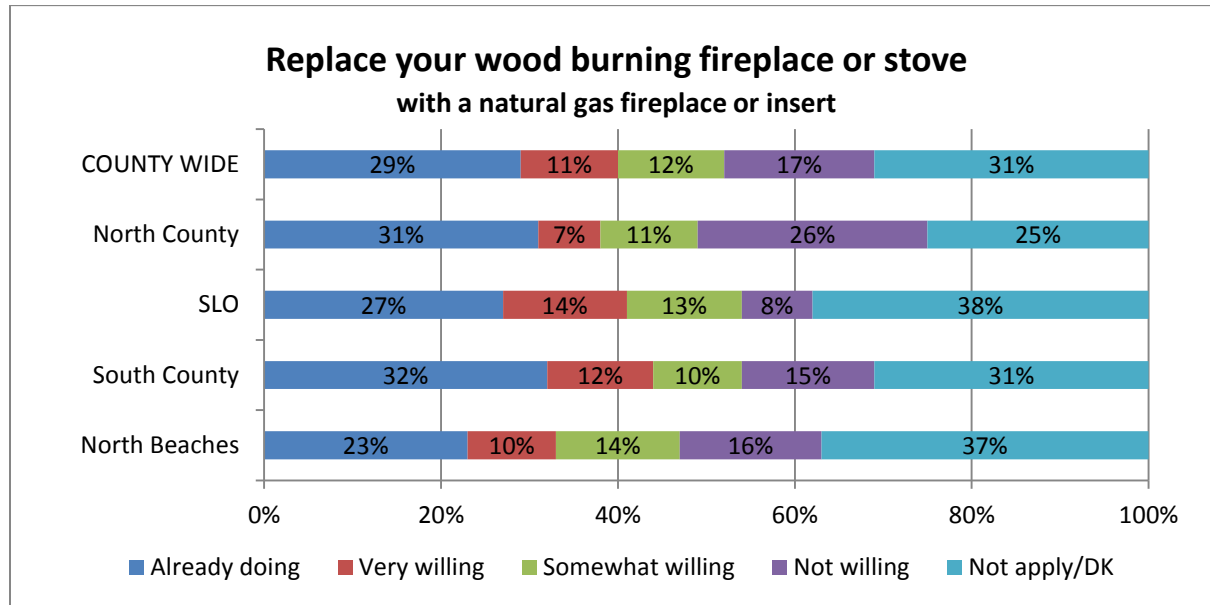
SUMMARY: South County	Already Doing	Very Willing to Do	TOTAL: Already doing + Very Willing to Do	Potential % Gain
Buy locally grown produce and manufactured goods	71%	23%	94%	32%
Install energy efficient retrofits such as insulation and windows at your home	44%	25%	69%	57%
Drive a fuel efficient or alternative fueled car	27%	32%	59%	119%
Replace your wood burning fireplace or stove with a natural gas fireplace or insert	32%	12%	44%	38%
Walk, bike or take the bus to work	11%	16%	27%	145%
Encourage your friends and family to visit our area without their cars	9%	14%	23%	156%

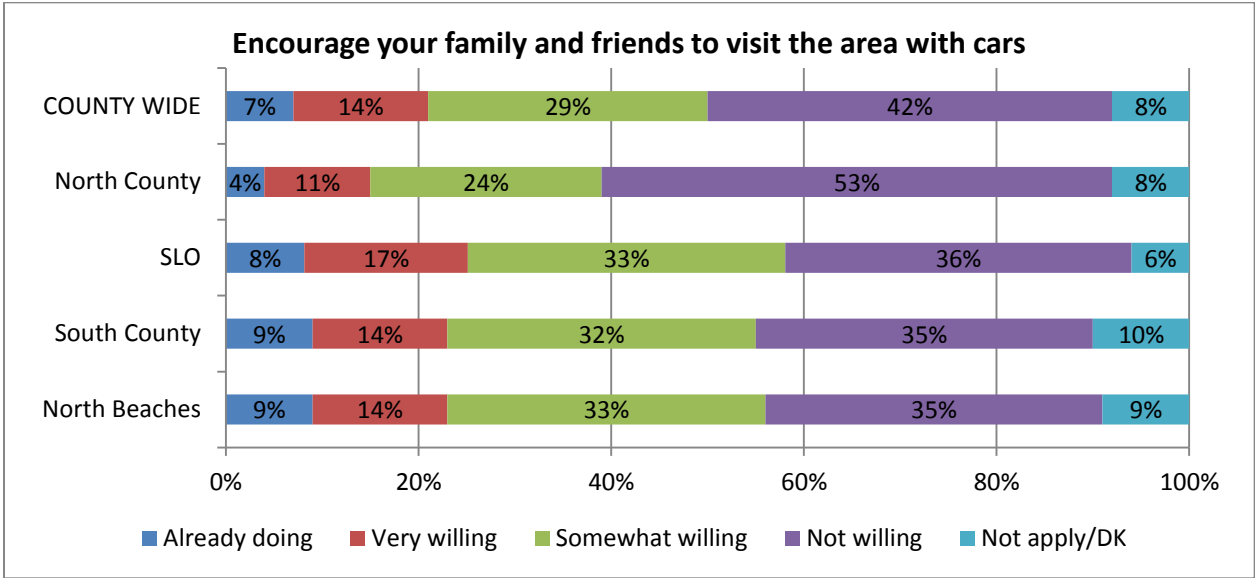
SUMMARY: North Beaches	Already Doing	Very Willing to Do	TOTAL: Already doing + Very Willing to Do	Potential % Gain
Buy locally grown produce and manufactured goods	61%	25%	86%	41%
Install energy efficient retrofits such as insulation and windows at your home	53%	21%	74%	40%
Drive a fuel efficient or alternative fueled car	30%	21%	51%	70%
Replace your wood burning fireplace or stove with a natural gas fireplace or insert	23%	10%	33%	43%
Walk, bike or take the bus to work	21%	16%	37%	76%
Encourage your friends and family to visit our area without their cars	9%	14%	23%	156%

GRAPHS SHOWING ALL DETAILS





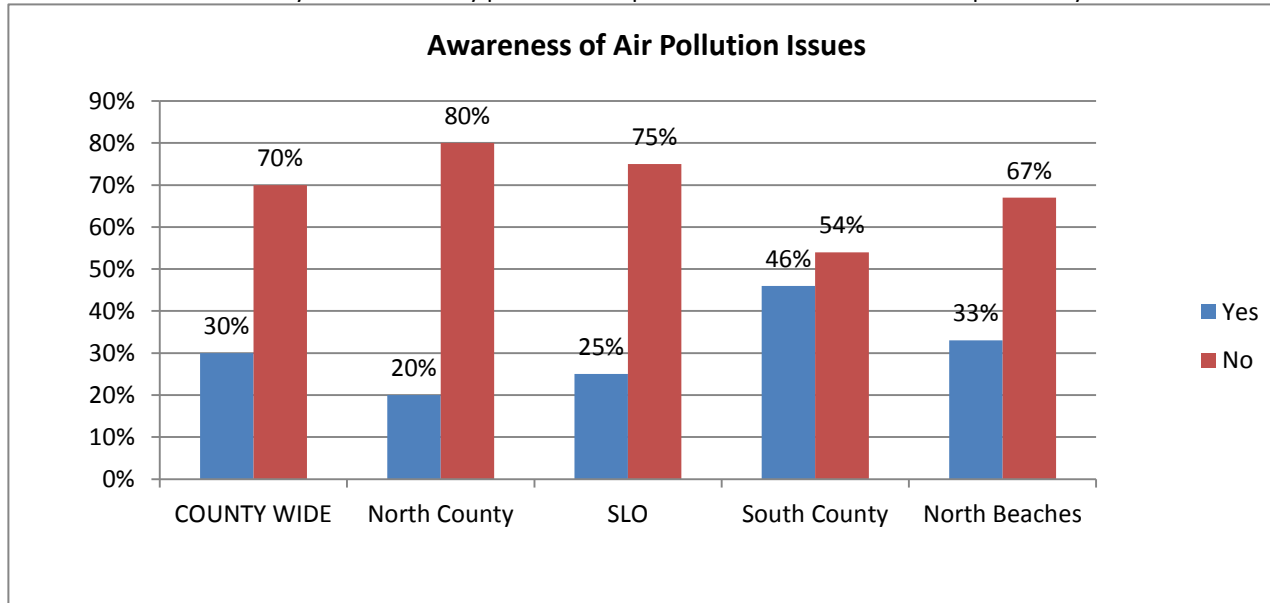




## AWARENESS OF AIR POLLUTION ISSUES IN THE COUNTY

The majority of residents in all regions are not aware of any air pollution issues in the county. Those in South County are much more inclined than residents of other regions (especially North County and SLO) to say they are aware of issues.

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



*Other statistically significant differences:* people 45 and over are more inclined to say there are issues than are people 18 to 44; home owners and people with children under 18 in the household are more inclined than their counter parts to say there are issues.

The dust and sand blowing from the Oceano dunes and the impact of ATVs and RVs on the beach were the problems mentioned most often by respondents in three of the four regions (North Beaches being the exception). While some respondents' comments are based on personal experiences, others' responses are probably based on information provided by the local new media.

Q: [If aware:] What issues are you aware of? Any others?

AIR POLLUTION ISSUE(S) AWARE OF	COUNTY WIDE	North County	SLO	South County	North Beaches
Dust/sand from dunes	65%	48%	58%	80%	63%
ATVs/RVs kick up sand/driving on the beach	58%	67%	54%	61%	42%
Smoke from beaches	48%	44%	50%	50%	47%

Chart continued next page

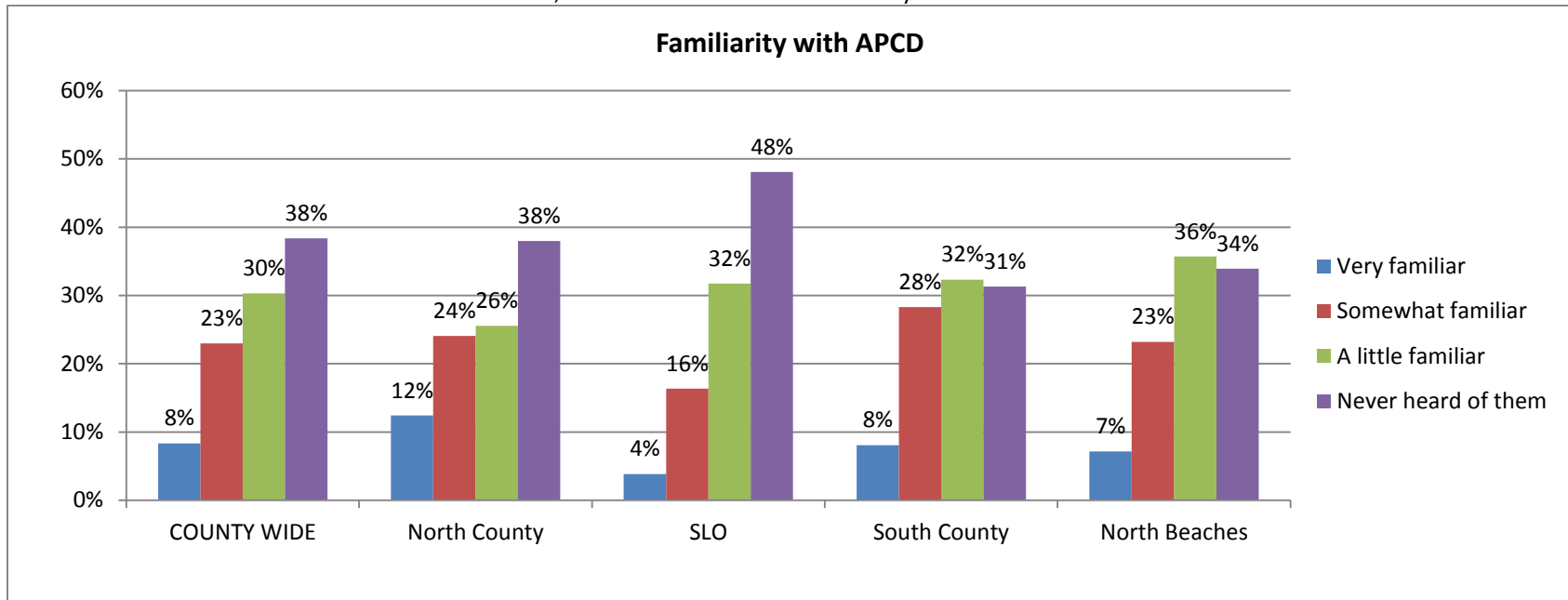


Auto and truck pollution/traffic	12%	22%	12%	4%	16%
Ag lands/wineries use pesticides	9%	11%	12%	4%	16%
Ag lands/wineries create dust	6%	4%	8%	4%	11%
Diablo/PG&E	5%	7%	4%	2%	11%
Dislike regulations/anger at APCD	5%	11%	--	7%	--
Pollution from the Valley (Bakersfield and Fresno)	4%	7%	12%	--	--
Pollen leads to allergies/other health issues	3%	4%	8%	--	5%
Airplanes and airports	3%	4%	--	4%	5%
Morro Bay plant	3%	4%	4%	--	11%
Oil drilling; refinery; fracking	3%	4%	--	4%	--
Doubt there are problems that some say there are	3%	--	--	7%	--
Growth/more people create pollution	3%	7%	4%	--	--
Other	12%	11%	16%	9%	10%
Base (those aware of an air pollution issue)	118	27	26	46	19

## AWARENESS AND ATTITUDES TOWARD APCD

About one third of all county residents (31%) are very or somewhat familiar with APCD. Residents of North County are slightly more familiar with APCD than are residents of other regions; those living in SLO are the least familiar.

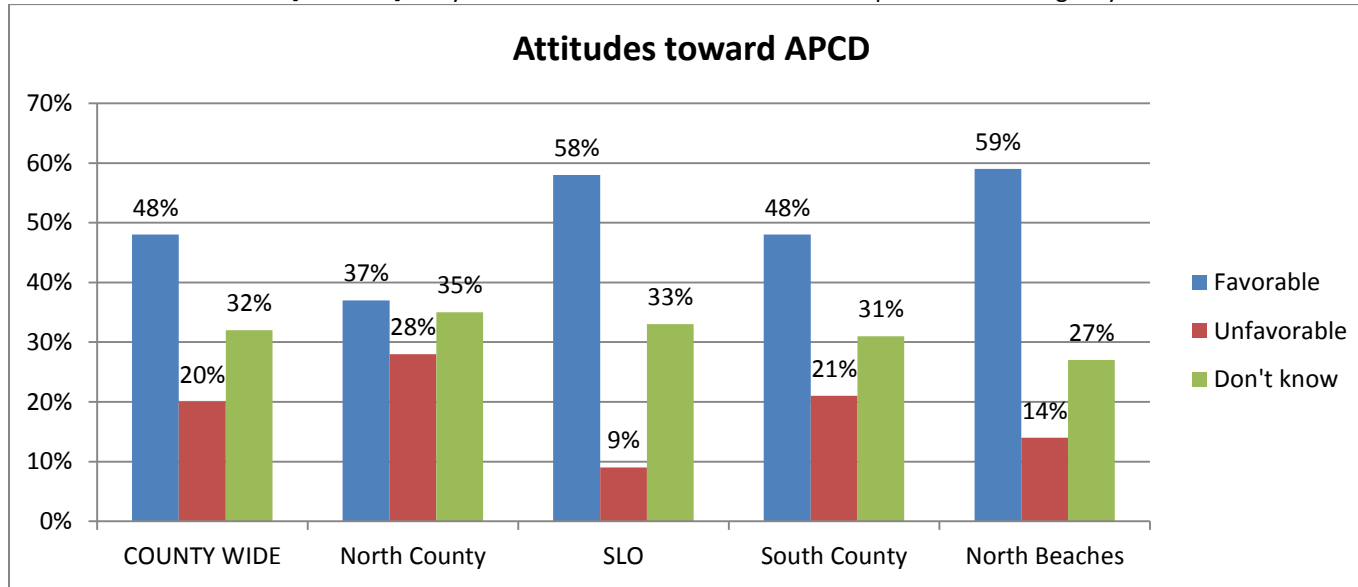
Q: How familiar are you with the San Luis Obispo County’s Air Pollution Control District, its operations and responsibilities? Would you say you are very familiar, somewhat familiar, a little familiar with them or that you have never heard of them?



*Other statistically significant differences:* people who have college degrees and/or who own their own homes are more likely to be familiar with APCD. People between 18 and 44 are more likely than other age groups to be unaware of APCD.

About half (48%) of those who are familiar with APCD have a favorable impression of APCD while 20% have an unfavorable impression. A large share (32%) doesn't have any impression at all. As noted above, North County residents are most familiar with APCD. Among this group, attitudes are mixed; 37% a favorable impression and an almost equal share (35%) don't know how they feel. Just over one in four 28% have an unfavorable impression.

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



Other significant difference: Compare to non-college graduates,, college graduates have more positive attitudes toward APCD.

# SURVEY QUESTIONNAIRE

## COUNTY TRAK SURVEY: Final APCD

October 24, 2014

Hello, my name is \_\_\_\_\_ from Opinion Studies, a local research company conducting an important survey among San Luis Obispo County residents on behalf of two county agencies—the Air Pollution Control District and First Five. The agencies have pooled funds to be able to gather information from county residents on a variety of topics. That means that I will be asking you about a number of topics which are not necessarily related...but are all important to decision makers in the county. I'll give you a heads up as we shift from one topic to another.

[IF NECESSARY] The survey should take no more than 10 minutes.

[IF NECESSARY] This is not a sales call; this is telephone survey among local residents being conducted by a local research company, Opinion Studies, on behalf of two local agencies—Air Pollution Control District and First Five.

[RECORD BEGIN TIME OF SCREEN SECTION]

1. First, are you over the age of 18?

- 1 Yes
- 2 No ASK TO SPEAK TO AN ADULT IN THE HOUSEHOLD; if none available, TERMINATE

2. Are you a resident of San Luis Obispo County?

- 1 Yes
- 2 No TERMINATE
- 3 Don't know TERMINATE

3. What is your zip code? [SEE REGION QUOTAS] [Programmer: Please allow for recording of both the zip code and the region.]

Zip	Region	Zip	Region
93401 San Luis Obispo	2	93442 Morro Bay	4
93402 Baywood Park/Los Osos	4	93443 Morro Bay	4
93403 San Luis Obispo	2	93444 Nipomo	3
93405 San Luis Obispo	2	93445 Oceano	3
93406 San Luis Obispo	2	93446 Paso Robles/Heritage Ranch/Lake Nacimiento	1
93407 Cal Poly	2	93447 Paso Robles	1



93408	San Luis Obispo/gov offices	2	93448	Pismo Beach/Shell Beach	3
93409	CMC	2	93449	Pismo Beach/Shell Beach	3
93410	Cal Poly	2	93451	San Miguel/Camp Roberts/Parkfield	1
93412	Los Osos	4	93452	San Simeon/Ragged Point	4
93420	Arroyo Grande	3	93453	Santa Margarita/Pozo/California Valley	1
93421	Arroyo Grande	3	93454	east of Nipomo	3
93422	Atascadero	1	93461	Cholame/Shandon	1
93423	Atascadero	1	93465	Templeton	1
93424	Avila	3	93475	Oceano	3
93428	Cambria	4	93483	Grover Beach	3
93430	Cayucos	4	Other 934xx	ASK: What city do you live in? [See	
93432	Creston	1	or don't know	below]	
93433	Grover Beach	3	Outside 934xx	TERMINATE	
93435	Harmony	4	Refused	TERMINATE	

[IF ZIP CODE NOT KNOWN:] What city do you live in?

IF:	Code as:	Code Region as:	IF:	Code as:	Code Region as:
Adelaide	93446	1	Morro Bay	93443	4
Arroyo Grande	93420	3	Nipomo	93444	3
Arroyo Grande	93421	3	Oceano	93445	3
Atascadero	93422	1	Oceano	93475	3
Atascadero	93423	1	Parkfield	93451	1
Avila	93424	3	Paso Robles	93447	1
Baywood Park/Los Osos	93402	4	Paso Robles/Heritage Ranch/Lake Nacimiento	93446	1
Cal Poly	93407	2	Pismo Beach	93420	3
Cal Poly	93410	2	Pismo Beach	93433	3
California Valley	93453	1	Pismo Beach/Shell Beach	93448	3
Cambria	93428	4	Pismo Beach/Shell Beach	93449	3
Camp Roberts/Parkfield	93451	1	Pozo	93453	1
Cayucos	93430	4	Ragged Point	93452	4
Cholame/Shandon	93461	1	San Luis Obispo	93401	2

CMC	93409	2	San Luis Obispo	93403	2
Creston	93432	1	San Luis Obispo	93405	2
east of Nipomo	93454	3	San Luis Obispo	93406	2
Grover Beach	93433	3	San Luis Obispo/gov offices	93408	2
Grover Beach	93483	3	San Miguel	93451	1
Halcyon	93420	3	San Simeon/Ragged Point	93452	4
Halcyon	93421	3	Santa Margarita/Pozo	93453	1
Harmony	93435	4	Shandon	93461	1
Heritage Ranch	93446	1	Shell Beach	93448	3
Lake Nacimiento	93446	1	Shell Beach	93449	3
Los Osos	93402	4	Templeton	93465	1
Los Osos	93412	4	Other or Refused		TERMINATE
Morro Bay	93442	4			

4. [INTERVIEWER OBSERVATION] [SEE QUOTAS]

- 1 Male
- 2 Female

5. In what year were you born? [SEE QUOTAS]

1997 or later (Less than 18).....	TERMINATE
1990 to 1996 (18 to 24).....	1
1980 to 1989 (25 to 34).....	2
1970 to 1979 (35 to 44).....	3
1960 to 1969 (45 to 54).....	4
1950 to 1959 (55 to 64).....	5
1940 to 1949 (65 to 74).....	6
1939 or before (75 and over).....	7
Refused (DNR).....	9

6. How many years of school have you completed? [SEE QUOTAS]

- 1 Less than high school
- 2 High school or GED
- 3 Some college or AA
- 4 College grad/BA or BS
- 5 Post grad
- 9 Refused

[RECORD END TIME OF SCREEN SECTION]

[RECORD BEGIN TIME OF SECTION 1/APCD Questions]

Now I am going to ask you some questions that have to do with air quality in the county.

7. First, what is your perception of the local air quality? Would you say it is... [READ OPTIONS].

- 1 Very Good
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know [DNR]

8. Would you say the local air quality has gotten a lot better, gotten a little better, stayed about the same, gotten a little worse or gotten a lot worse over time?

- 1 A lot better
- 2 A little better
- 3 Stayed same
- 4 A little worse
- 5 A lot worse
- 6 Don't know [DNR]

9. On a scale of 1 to 10 with 1 being not at all important and 10 being very important, how important do you believe good air quality is to your health and lifestyle and that of your family?

Not at all											Very
Important											Important
1	2	3	4	5	6	7	8	9	10	DK [code 11]	

10. Again, on a 10 point scale, this time with 1 being not at all concerned and 10 being very concerned, how concerned are you about protecting local air quality?

Not at all											Very
Concerned											Concerned
1	2	3	4	5	6	7	8	9	10	DK [code 11]	



11. Using the same scale [repeat if necessary], how concerned are you with climate change?

Not at all  
Concerned  
1    2    3    4    5    6    7    8    9    10    Very  
Concerned  
DK [code 11]

12. Now I am going to read some things that sometimes motivate people to do more to reduce their impact on local air quality. For each item, please tell me if it would motivate you a lot, a little or not at all to reduce your impact on air quality. Let’s start with.... How about ....?

	ROTATE	A lot	A little	Not at all	Don't know
a.	Financial incentives such as cash back rewards, tax credits, lower energy bill	1	2	3	4
b.	Education and more information on issues provided through mail-out brochures, information at public events or workshops and seminars	1	2	3	4
c.	Peer pressure, such as all your friends switch to solar or started using public transit	1	2	3	4
d.	Convenience, such as public transit became more readily available and easier to use	1	2	3	4
e.	You notice a significant decline in air quality	1	2	3	4
f.	Additional laws and regulations related to air pollution	1	2	3	4
g.	A better understanding of the health effects of air pollution	1	2	3	4
h.	A family member is diagnosed with a heart or lung condition	1	2	3	4

13. Now I’m going to read some things people can do to improve and protect local air quality. Please tell me if you are already doing this, or if not, how willing you would be to do each using the options very willing, somewhat willing or not willing. If something doesn’t apply to you because you don’t own your home or you don’t work away from home, just let me know that.

	ROTATE	Already doing	Very willing	Somewhat willing	Not willing	Don't know	Not apply
a.	Buy locally grown produce and manufactured goods	1	2	3	4	5	6
b.	Walk, bike or take the bus to work	1	2	3	4	5	6
c.	Drive a fuel efficient or alternative fueled car	1	2	3	4	5	6
d.	Install energy efficient retrofits such as insulation and windows at your home	1	2	3	4	5	6
e.	Replace your wood burning fireplace or stove with a natural gas fireplace or insert	1	2	3	4	5	6
f.	Encourage your friends and family to visit our area without their cars	1	2	3	4	5	6

14. Are you aware of any particular air pollution issues in San Luis Obispo County?

- 1 Yes
- 2 No - SKIP TO Q16
- 3 Don't know – SKIP TO Q16

15. [IF YES, ASK:] What issues are you aware of? Any others? RECORD VERBATIM

16. How familiar are you with the San Luis Obispo County's Air Pollution Control District, its operations and responsibilities? Would you say you are very familiar, somewhat familiar, a little familiar with them or that you have never heard of them?

- 1 Very familiar
- 2 Somewhat familiar
- 3 A Little familiar
- 4 Never heard of them – SKIP TO Q18
- 5 Don't know – SKIP TO Q18

17. [IF VERY OR SOMEWHAT OR A LITTLE FAMILIAR, ASK:] Do you have a favorable or unfavorable impression of the agency?

- 1 Favorable
- 2 Unfavorable
- 3 Don't know

18. [INTERVIEWER: PLEASE PROVIDE THIS INFORMATION TO THE RESPONDENT] If you would like more information on the county's Air Pollution Control District, please visit [www.SLOCleanAir.org](http://www.SLOCleanAir.org). That is, S L O Clean Air dot org.

[RECORD END TIME OF SECTION 1]

[RECORD BEGIN TIME OF SECTION 2]

First 5 SLO Questions: Q19 – Q36

[RECORD END TIME OF SECTION 2]

[NOTE BEGIN TIME OF DEMO SECTION]

Now just two more questions for classification purposes only and then we are finished.

37. How many people in your household are under 18 years of age?

- 1 None
- 2 One
- 3 Two
- 4 Three or four
- 5 Five or more
- 9 Refused

38. Do you own your home or do you rent your home?

- 1 Own
- 2 Rent
- 3 Other
- 9 Refused

39. And, one last question, what is your ethnic or cultural background? ALL MULTIPLE RESPONSES

- 1 Caucasian, not Hispanic
- 2 Hispanic
- 3 African American, Black
- 4 Asian
- 5 Native American, Pacific Islander
- 6 Other
- 9 Refused

Those are all my questions today. Thanks so much for helping us in the local, San Luis Obispo CountyTRAK Survey. May I have just your first name so that my supervisor can verify your participation? [IF NECESSARY] And may I confirm your phone number?

Respondent first name \_\_\_\_\_ Phone # \_\_\_\_\_

[RECORD END TIME OF DEMO SECTION]

Interviewer: Name: \_\_\_\_\_ ID / Code: \_\_\_\_\_