

THE SANTA BARBARA COUNTY COASTAL ZONE AND ENVIRONMENTAL POLICY SURVEY:

ITEM RESPONSE SUMMARY

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INTRODUCTION

Purposes of the Survey

The "Santa Barbara County Coastal Zone and Environmental Policy Survey" is a research project aimed at understanding citizen opinions on coastal zone usage and planning within a broader context of public attitudes regarding environmental policy and related political issues generally. It is the aim of the survey to provide solid, factual information concerning such matters as how often and for what reasons people make use of beaches, their attitudes on recreational, commercial, residential and industrial uses of the coastal and near-coastal zone, as well as information regarding the broader environmental and political context within which these specific coastal zone issues must be considered.

This document represents an interim report of the survey and provides a descriptive summary of its results. The survey is, in turn, part of the "Coastal Zone Planning Project," a program of scientific and applied research projects funded by the Sea Grant Program of the National Oceanic and Atmospheric Administration, U.S. Department of Commerce. This program is a cooperative enterprise involving members of various academic departments of the University of California at Santa Barbara, the UCSB Marine Science Institute and the Santa Barbara County Department of Planning. One of the program's chief purposes is to make available to official planning agencies the results of scientific research which can be of use in the planning process. The program's individual projects have been selected in such a way as to provide assistance in areas where official planners feel a need for information and analysis which go beyond the usual scope of professional planning departments.

How the Survey Was Done

Using accepted probability sampling techniques, the persons interviewed in the survey were chosen so as to reflect, within a small degree of error, the attitudes of a representative cross-section of the residents of Santa Barbara County, California. The areas in which the survey was conducted are those portions of Santa Barbara County which contain 84.4% of the total population of that county (exclusive of Vandenberg Air Force Base).

Specifically, the interviews took place in two geographic regions. The first of these was the "South Coast Area," defined as that area bounded on the east by the Santa Barbara-Ventura County boundary, on the west roughly by Gaviota Pass, on the south by the Pacific Ocean and on the north by a line running approximately parallel with the crest of the Santa Ynez mountains, drawn in such a way as to include any areas of noticeable population density within the foothills of that mountain range. The second interviewing area, the "North County," includes the cities of Santa Maria and Lompoc, extending as far into their environs as there are any appreciable concentrations of people.

Technically, the procedure used for selecting those to be interviewed is known as a "stratified multi-stage area sample, with individual selection at the final stage." More detailed information on the exact procedures used for choosing respondents is available upon request.

The actual interviews were conducted by members of the Santa Barbara and Santa Maria Valley Leagues of Women Voters who undertook the project as a combined fund raising and public service

project. Those women who took part in the interviewing received thorough training in the nature of survey procedures and interviewing techniques and were closely supervised by members of the survey staff as well as by League personnel with whom the staff worked closely.

In all, 523 interviews were conducted; 351 in the South Coast area and 172 in the North County. The interviewing took place between April 15 and May 14, 1972, with 83% of the interviews having been completed by April 29.

For reasons of rapport, interviews taken in the student community of Isla Vista were done by residents of that community. Where it was determined that the person to be interviewed could not make use of English well enough to complete the interview, an interpreter with the necessary language skills was assigned to assist in the completion of the interview.

Once the interviews were completed, standard survey research procedures were used to code the responses to so-called open-ended questions, prepare the questionnaires for computer processing, and to do a 'post-interview validation' of the sample.

How to Read This Report

The text of one of the questions used in the survey is reproduced on each following page, along with a list of the possible responses to that question. Where appropriate, there is a note at the bottom of the page indicating any special conditions relating to the question. Except where otherwise noted, all questions were asked of all persons interviewed. The principal exception to this is in cases where the answer given to one question rendered the asking of a subsequent question irrelevant. For example, people who said that they did not go to the beach were not asked which beach they went to.

The results are shown - reading from left to right - for the County as a whole, for the North County and South Coast segments of the county reported separately, for Goleta (exclusive of the student community of Isla Vista, which however is included in both the County and South Coast totals) and for the City of Santa Barbara proper. Other areas of the County such as Carpinteria are included in both the South Coast and County totals, but are not reported separately in this tabulation. In subsequent reports, the responses will be analyzed using various other geographic, demographic, political and social categories.

Numbers in the vertical columns represent the percent of those living in the indicated geographic area who gave the indicated response, subject to any notation appearing at the bottom of the page. The percentages typically add to 100%, although in some instances they add to either 99%, 101% or 102% due to the effect of rounding. The numbers in the horizontal row opposite the letter "N" are the number of people living in the indicated geographic area whose responses appear in that particular table.

Acknowledgments

The author would like to acknowledge Drs. Paul G. Mikolaj and W. Douglas Morgan for their suggestions during the early stages of the survey. Donald Ranish and Michael S. Lyons were of invaluable assistance at various stages of the project. The survey benefited considerably from the suggestions and other support of F. George Kammer, Senior Planner with the Santa Barbara County Planning Department. Particular recognition is due to Mrs. Barbara Robinson of the Santa Barbara League of Women Voters and Mrs. J. W. Abraham of the Santa Maria Valley League of Women Voters, who served as the field supervisors during the interview stage of the survey.

Question Number 1

QUESTION: DO YOU AND/OR MEMBERS OF YOUR IMMEDIATE FAMILY EVER GO TO ANY OF THE BEACHES IN SANTA BARBARA COUNTY?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	89	88	90	89	88
2. No	11	12	10	11	12
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TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

NOTE: Respondents in the North County area were asked: "Do you and/or members of your immediate family ever go to any of the beaches in Santa Barbara or San Luis Obispo Counties?"

QUESTION: IS THERE ANY REASON IN PARTICULAR THAT YOU DON'T GO TO THE BEACH? WHAT IS THAT?

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Have no interest in, or am too busy to go to beach.	29	19	34	31	38
2. Have no transportation.	7	5	9	15	5
3. Am too old, sick, or handicapped.	18	14	20	23	19
4. Children are too young or too old.	5	10	3	0	5
5. Do not like the kind of people on the beach; for example, "hippies".	2	0	3	8	0
6. Am afraid of the beach or have another reason.	18	29	11	8	10
7. Have no particular reason for not going to the beach.	20	19	20	15	24
8. Go to a beach in San Luis Obispo County.	2	5	0	0	0
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TOTAL (%)	101	101	100	100	101
N=	56	21	35	13	21

NOTE: Question asked only of those who answered "No" to Q. 1.

QUESTION: IS THERE ANYTHING IN PARTICULAR THAT YOU WISH COULD BE CHANGED ABOUT YOUR FAVORITE BEACH OR ABOUT THE BEACHES IN THIS AREA GENERALLY? WHAT IS THAT? FIRST DESIRED CHANGE.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTHERN COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Pollution and natural problems, such as kelp, oil, tar or sewage.	29	10	38	40	34
2. "People-related" problems, such as too many people, unusual types of people, or odd activities.	10	15	8	7	8
3. Need better beach administration, such as better security or more access points.	22	21	23	22	22
4. Need facilities improvement, such as better camping, parking, or picnic facilities.	13	16	11	10	13
5. Nothing, beach is fine as it is.	23	32	18	16	22
6. No response.	3	5	2	5	1
7. Need some other beach change(s).	0	1	0	0	0
TOTAL (%)	100	100	100	100	100
N=	469	152	317	110	161

NOTE: Question asked only of those who answered "Yes" to Q. 1. Tabulation does include 3 respondents who said that they do not presently go to the beach, but did so in the immediate past.

QUESTION: IS THERE ANYTHING IN PARTICULAR THAT YOU WISH COULD BE CHANGED ABOUT YOUR FAVORITE BEACH OR ABOUT THE BEACHES IN THIS AREA GENERALLY? WHAT IS THAT? SECOND DESIRED CHANGE.

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Pollution and natural problems, such as kelp, oil, tar or sewage.	15	3	21	23	14
2. "People-related" problems, such as too many people, unusual types of people, or odd activities.	3	3	3	3	4
3. Need better beach administration, such as better security or more access points.	5	4	6	7	6
4. Need facilities improvement, such as better camping, parking, or picnic facilities.	5	5	5	5	5
5. Nothing, beach is fine as it is.	22	31	18	16	22
6. No response.	3	6	2	5	0
7. Need some other beach change(s).	0	0	0	0	0
8. No second beach change; i.e., respondent felt the need for only one change regarding his favorite beach(es).	47	48	46	42	50
TOTAL (%)	100	100	101	101	101
N=	470	153	317	110	161

NOTE: Question asked only of those who answered "Yes" to Q. 1. Tabulation does include 4 respondents who said that they do not presently go to the beach but did go in the immediate past.

QUESTION: DO YOU FEEL THAT THE PROBLEM YOU JUST MENTIONED HAS GOTTEN WORSE OVER THE YEARS, HAS STAYED ABOUT THE SAME, OR HAS GOTTEN BETTER?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. gotten worse	54	56	54	51	56
2. stayed the same	27	31	25	33	22
3. gotten better	8	5	9	7	10
4. not sure, depends	7	8	7	5	6
5. no response	4	0	5	5	6
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TOTAL (%)	100	100	100	101	100
N=	319	75	244	83	121

NOTE: Question asked only of those who offered a specific reason in response to Q. 1A or Q. 1B.

Question Number 2

QUESTION: ON THE AVERAGE, HOW OFTEN DO YOU GO TO THE BEACH OVER THE COURSE OF A YEAR?

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. About once a day	3	0	4	5	4
2. Several times a week	19	4	26	16	32
3. About once a week	21	16	24	25	21
4. Once every several weeks	32	44	26	29	23
5. Once every several months	16	22	13	23	8
6. Once or twice a year	9	13	7	3	11
7. No response	1	1	0	0	1
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TOTAL (%)	101	100	100	101	100
N=	467	152	315	109	160

NOTE: Question asked only of those who answered "Yes" to Q. 1.

Question Number 3

QUESTION: WHICH OF THE BEACHES ON THIS CARD DO YOU GO TO MOST OFTEN? JUST READ ME THE NUMBERS CORRESPONDING TO THE BEACHES YOU USE MOST OFTEN.
FIRST BEACH.

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Carpinteria area beaches.	5	2	6	3	2
2. Montecito and Summerland area beaches.	3	0	4	2	6
3. Santa Barbara City beaches.	28	1	42	17	69
4. Hope Ranch and Arroyo Burro beaches.	8	0	12	14	14
5. Goleta County beach	15	3	21	51	3
6. U.C.S.B., Isla Vista, and Devereaux area beaches.	8	1	11	7	3
7. Dos Pueblos through Gaviota State Park	9	19	4	6	2
8. North County beaches.	8	21	1	0	1
9. Other beaches.	1	1	0	0	1
10. San Luis Obispo County beaches.	17	51	0	0	0
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TOTAL (%)	102	99	101	100	101
N=	469	154	315	109	160

NOTE: Question asked only of those who answered "Yes" to Q. 1.

Question Number 3

QUESTION: WHICH OF THE BEACHES ON THIS CARD DO YOU GO TO MOST OFTEN? JUST READ ME THE NUMBERS CORRESPONDING TO THE BEACHES YOU USE MOST OFTEN.
SECOND BEACH.

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Carpinteria area beaches.	5	2	6	0	3
2. Montecito and Summerland area beaches.	3	0	4	2	6
3. Santa Barbara City beaches.	30	2	43	32	61
4. Hope Ranch and Arroyo Burro beaches.	8	0	11	11	15
5. Goleta County beach.	9	3	12	22	7
6. U.C.S.B., Isla Vista, and Devereaux area beaches.	9	3	11	9	4
7. Dos Pueblos through Gaviota State Park.	14	20	11	23	4
8. North County beaches.	8	25	1	1	0
9. Other beaches.	1	1	0	0	1
10. San Luis Obispo County beaches.	14	46	0	0	0
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TOTAL (%)	101	102	99	100	101
N=	394	121	273	94	135

NOTE: Question asked only of those who answered "Yes" to Q. 1.

QUESTION: WHICH OF THE BEACHES ON THIS CARD DO YOU GO TO MOST OFTEN? JUST READ ME THE NUMBERS CORRESPONDING TO THE BEACHES YOU USE MOST OFTEN, FIRST BEACH.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Pismo	34	34	0	0	0
2. Avila	46	46	0	0	0
3. Oceana	7	7	0	0	0
4. Shell	3	3	0	0	0
5. Montano de Oro	1	1	0	0	0
6. Morro Bay	2	2	0	0	0
7. Other	3	3	0	0	0
8. Missing data	4	4	0	0	0
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TOTAL (%)	100	100	0	0	0
N=	99	99	0	0	0

NOTE: This tabulation includes only those respondents who live in the North County, answered 'yes' to Q. 1 and use a beach in San Luis Obispo County.

Question Number 3

QUESTION: WHICH OF THE BEACHES ON THIS CARD DO YOU GO TO MOST OFTEN? JUST READ ME THE NUMBERS CORRESPONDING TO THE BEACHES YOU USE MOST OFTEN.
SECOND BEACH:

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Pismo	13	13	0	0	0
2. Avila	15	15	0	0	0
3. Oceana	7	7	0	0	0
4. Shell	6	6	0	0	0
5. Montano de Oro	1	1	0	0	0
6. Morro Bay	2	2	0	0	0
7. Other	3	3	0	0	0
8. Missing data	52	52	0	0	0
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TOTAL (%)	99	99	0	0	0
N=	98	98	0	0	0

NOTE: This tabulation includes only those respondents who live in the North County, answered 'yes' to Q. 1, and use a beach in San Luis Obispo County.

Question Number 3

QUESTION: WHICH OF THE BEACHES ON THIS CARD DO YOU GO TO MOST OFTEN? JUST READ ME THE NUMBERS CORRESPONDING TO THE BEACHES YOU USE MOST OFTEN. THIRD BEACH.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Pismo	4	4	0	0	0
2. Avila	1	1	0	0	0
3. Oceana	3	3	0	0	0
4. Snell	2	2	0	0	0
5. Montano de Oro	2	2	0	0	0
6. Morro Bay	0	0	0	0	0
7. Other	6	6	0	0	0
8. Missing data	81	81	0	0	0
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TOTAL (%)	99	99	0	0	0
N=	97	97	0	0	0

NOTE: This tabulation includes only those respondents who live in the North County, answered "yes" to Q. 1 and use a beach in San Luis Obispo County.

QUESTION: WHICH OF THE REASONS ON THIS CARD ARE THE MAIN REASONS THAT YOU GO TO THE BEACH?
FIRST REASON.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Swim or sunbathe.	39	38	39	45	33
2. Some type of surfing or diving.	7	11	5	6	6
3. Play volleyball.	0	0	0	0	1
4. Picnic.	12	13	11	12	13
5. Enjoy the surroundings and/or let the children play; walk, run, or jog; walk the dog.	35	28	38	32	40
6. Water ski or go boating.	1	2	1	2	1
7. Other activity.	6	8	5	3	6
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TOTAL (%)	100	100	99	100	100
N=	466	151	315	109	160

NOTE: Question asked only of those who answered "Yes" to Q. 1. Also excluded are those who did not respond, or offered no further reasons for going to the beach.

Question Number 4

QUESTION: WHICH OF THE REASONS ON THIS CARD ARE THE MAIN REASONS THAT YOU GO TO THE BEACH?
SECOND REASON.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Swim or sunbathe.	35	29	38	38	39
2. Some type of surfing or diving.	7	7	6	8	5
3. Play volleyball.	1	0	2	2	1
4. Picnic.	16	21	14	16	14
5. Enjoy the surroundings and/or let the children play; walk, run, or jog; walk the dog.	38	39	37	34	36
6. Water ski or go boating.	1	0	1	1	1
7. Other activity.	3	4	2	1	3
TOTAL (%)	101	100	100	100	99
N=	436	136	300	108	147

NOTE: Question asked only of those who answered "Yes" to Q. 1. Also excluded are those who did not respond, or offered no further reasons for going to the beach.

Question Number 4

QUESTION: WHICH OF THE REASONS ON THIS CARD ARE THE MAIN REASONS THAT YOU GO TO THE BEACH?
THIRD REASON.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Swim or sunbathe.	18	14	20	19	19
2. Some type of surfing or diving.	9	11	8	7	9
3. Play volleyball.	2	3	2	4	1
4. Picnic.	16	16	16	13	18
5. Enjoy the surroundings and/or let the children play; walk, run, or jog; walk the dog.	47	45	48	46	49
6. Water ski or go boating.	2	1	2	4	1
7. Kite flying.	1	0	1	1	1
8. Other.	6	11	4	7	3
TOTAL (%)	101	101	101	101	101
N=	350	111	239	85	114

NOTE: Question asked only of those who answered "Yes" to Q. 1. Also excluded are those who did not respond, or offered no further reasons.

QUESTION: GENERALLY SPEAKING, DO YOU THINK THAT ENVIRONMENTAL CONCERNS, LIKE AIR POLLUTION OR POPULATION CROWDING ARE SERIOUS PROBLEMS; PROBLEMS, BUT NOT SO SERIOUS; OR NOT PROBLEMS AT ALL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Serious problems.	73	71	74	69	72
2. Problems, but not so serious.	18	20	17	20	16
3. Not problems at all.	6	7	6	6	8
4. It depends.	3	2	3	3	4
5. No response.	1	0	1	2	1
TOTAL (%)	101	100	101	100	101
N=	523	172	351	123	181

Question Number 7

QUESTION: WOULD YOU SAY THAT THE GOVERNMENT IN WASHINGTON IS DOING A GOOD JOB, A FAIR JOB, OR A POOR JOB OF HANDLING ENVIRONMENTAL PROBLEMS?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. A good job.	8	11	7	10	7
2. A fair job.	37	45	33	37	29
3. A poor job.	43	30	49	41	51
4. It depends, not sure, can't say.	12	15	11	12	12
5. No response.	0	0	1	1	1
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TOTAL (%)	100	101	101	101	100
N=	523	172	351	123	181

QUESTION: SOME PEOPLE SAY THAT IF MORE INDUSTRY WERE ATTRACTED TO SANTA BARBARA COUNTY IT WOULD BE A BETTER PLACE TO LIVE, OTHERS SAY THAT MORE INDUSTRY WOULD NOT MAKE SANTA BARBARA COUNTY A BETTER PLACE TO LIVE. WHAT DO YOU THINK ABOUT THIS?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Favor more industry.	16	20	15	17	15
2. It depends on the kind of industry, not sure.	43	51	39	46	38
3. Do not favor more industry.	40	30	46	37	46
4. No response.	0	0	1	0	1
TOTAL (%)	99	101	101	100	100
N=	523	172	351	123	181

QUESTION: AS YOU MAY KNOW, PROPOSITION 9 - THE SO-CALLED ENVIRONMENT INITIATIVE - IS A PROPOSITION WHICH WILL BE ON THE STATEWIDE BALLOT IN THE JUNE PRIMARY ELECTION. DO YOU REMEMBER HAVING HEARD OR READ ANYTHING ABOUT THIS BALLOT PROPOSITION?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes.	38	25	44	41	42
2. No.	54	64	49	53	50
3. Not sure, it depends.	8	11	7	6	8
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TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: IF THE ELECTION WERE HELD TODAY, HOW DO YOU THINK YOU WOULD VOTE ON PROPOSITION 9?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Would <u>probably</u> vote "yes".	30	18	34	38	23
2. Would <u>probably</u> vote "no".	15	22	12	13	13
3. Really <u>not</u> sure, it depends.	49	57	47	45	53
4. Do not plan to vote in June primary at all.	1	0	1	0	1
5. Can't vote, not a citizen, not registered, etc.	6	3	6	5	6
TOTAL (%)	101	100	100	101	101
N=	233	60	173	56	87

NOTE: Question asked only of those who answered "yes", "not sure" or "depends" to Q. 9.

QUESTION: WHY IS THAT?
STATED REASONS FOR RESPONDENTS' ATTITUDES ON PROPOSITION 9.

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. We need environmental controls.	16	5	20	19	21
2. The proposition is not a practical step to take.	8	7	9	7	10
3. Other reasons <u>supporting</u> the proposition, such as big corporations are against it.	11	10	11	12	6
4. Other reasons for <u>not supporting</u> the initiative.	6	12	4	7	2
5. Not knowledgeable enough about the proposal; have to study it more.	27	31	24	5	42
6. Not sure why voting as am.	11	13	11	21	3
7. Not planning to, or cannot vote.	7	3	8	5	7
8. No response to the question.	14	16	14	21	9
9. No reason given.	1	3	1	2	0
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TOTAL (%)	101	100	102	99	100
N=	237	61	176	57	89

NOTE: Question asked only of those who answered "yes" or "not sure", or "depends" to Q. 9.

QUESTION: AS YOU MAY KNOW, THE SOUTHERN PACIFIC COMPANY HAS PROPOSED BUILDING A HOTEL/CONVENTION CENTER/SPECIALTY SHOP/CONDOMINIUM COMPLEX ADJACENT TO EAST BEACH IN SANTA BARBARA. HAVE YOU HEARD OR READ ANYTHING ABOUT THIS PROPOSAL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes.	46	12	63	70	64
2. No.	51	87	34	29	33
3. Not sure.	2	1	3	1	3
TOTAL (%)	99	100	100	100	100
N=	523	172	351	123	181

QUESTION: GENERALLY SPEAKING, DO YOU FEEL THAT THE PROJECT IS A GOOD IDEA AND SHOULD GO AHEAD AS PROPOSED, THAT IT IS A BAD IDEA AND SHOULD NOT GO AHEAD, OR THAT IT IS MOSTLY OK BUT THAT THE PLAN SHOULD BE MODIFIED BEFORE A GO-AHEAD IS GIVEN?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Is a <u>good</u> idea and should go ahead.	17	9	17	26	12
2. Is a <u>bad</u> idea and should not go ahead.	46	18	48	46	52
3. Is <u>mostly</u> OK, but should be changed before a go-ahead is given.	21	18	21	17	23
4. Not sure.	17	55	13	10	13
TOTAL (%)	101	100	99	99	100
N=	252	22	230	37	120

NOTE: Question asked only of those who answered "yes" or "not sure" to Q. 11.

QUESTION: WHY DO YOU FEEL THAT IT IS A (GOOD) (BAD) IDEA?
 STATED REASONS FOR RESPONDENTS' ATTITUDES ON SOUTHERN PACIFIC PROPOSAL.

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. It's a good idea, good for jobs, business and tax revenue.	11	0	12	16	8
2. Project will beautify the area and bring a better class of people.	8	0	8	10	7
3. Project is a "good idea" -- other approving reasons.	8	29	7	11	4
4. Project will destroy the region, bringing people, traffic, and pollution.	53	43	53	46	61
5. Project will only benefit the businesses involved.	9	0	9	10	8
6. Project will lead to unwanted additional construction in the area, or other disapproving reason.	8	14	8	3	10
7. No response.	4	14	3	5	3
TOTAL (%)	101	100	100	101	101
N=	159	7	152	63	77

NOTE: Question asked only of those who answered "good idea" or "bad idea" in Q. 11A.

QUESTION: IN WHAT WAYS DO YOU FEEL THE PROPOSAL SHOULD BE CHANGED?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Do not relocate Cabrillo Boulevard.	17	0	18	0	29
2. Insure public access to the beach.	15	0	16	27	11
3. Do not include condominiums or high rise.	13	0	14	13	14
4. Change traffic and parking plans.	4	0	4	13	0
5. Insure against excessive commer- cialization.	4	0	4	7	4
6. Build the project elsewhere.	8	0	8	20	4
7. Put the proposal to a vote.	0	0	0	0	0
8. Other change in plan, or not sure of specific changes.	26	50	25	13	25
9. No response.	13	50	10	7	14
	<hr/>				
TOTAL (%)	100	100	99	100	101
N=	53	4	49	15	28

NOTE: Question asked only of those who answered "mostly ok" in Q. 11A.

QUESTION: IF IT LOOKED LIKE THE DECISION ON THE SOUTHERN PACIFIC PROPOSAL WAS GOING TO TURN OUT IN A WAY THAT YOU DID NOT LIKE, WHAT IF ANYTHING, DO YOU THINK YOU COULD DO TO CHANGE THE DECISION?

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Discuss the issue with other citizens, or organize groups.	7	0	8	6	7
2. Vote on the issue, such as in a referendum.	12	0	13	12	12
3. Sign or circulate a petition on the matter.	20	19	20	19	21
4. Write to a newspaper, the companies involved, or appropriate public officials.	11	19	10	12	9
5. Attend a city or county planning meeting, or a city council or supervisors' meeting.	7	6	8	5	7
6. Not sure, don't know, or some other nonspecific course of action.	14	19	14	12	16
7. "People cannot change what government decides."	6	0	6	6	7
8. Nothing.	24	38	23	27	20
TOTAL (%)	100	101	102	99	99
N=	329	16	213	81	113

NOTE: Question asked only of those who answered "yes" or "not sure" on Q. 11. Also, respondents who did not respond are excluded.

QUESTION: DO YOU THINK YOU WOULD ACTUALLY TAKE THE TIME TO _____ ?
 (course of action specified on Q. 11D)

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	66	78	65	59	71
2. No	6	0	6	12	4
3. Perhaps, not sure	9	0	9	10	10
4. No response	20	22	20	20	16
	<hr/>				
TOTAL (%)	101	100	100	101	101
N=	175	9	166	61	83

NOTE: Question asked only of those who felt they could "do something to change the decision" on Q. 11D.

QUESTION: AS YOU MAY KNOW, ALLSTATE INSURANCE COMPANY HAS PROPOSED BUILDING A REGIONAL OFFICE NEAR WINCHESTER CANYON IN THE GOLETA VALLEY. HAVE YOU HEARD OR READ ANYTHING ABOUT THIS PROPOSAL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	58	23	75	86	69
2. No	40	74	24	12	30
3. Not sure	2	2	1	2	1
<hr/>					
TOTAL (%)	100	99	100	100	100
N=	523	172	351	123	181

QUESTION: IF IT LOOKED LIKE THE DECISION ON THE ALLSTATE PROPOSAL WAS GOING TO TURN OUT IN A WAY THAT YOU DID NOT LIKE, WHAT, IF ANYTHING, DO YOU THINK YOU COULD DO TO CHANGE THE DECISION?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Discuss the issue with other citizens, or organize groups.	5	6	5	4	4
2. Vote on the issue, such as in a referendum.	6	0	7	8	6
3. Sign or circulate a petition on the matter.	14	8	15	18	14
4. Write to a newspaper, the companies involved, or appropriate public officials.	13	6	15	12	15
5. Attend a city or county planning meeting, or a city council or supervisor's meeting.	7	8	7	8	5
6. Not sure, don't know, or some other nonspecific course of action.	18	28	16	9	24
7. "People cannot change what government decides."	5	6	5	4	6
8. Nothing.	32	39	31	39	26
TOTAL (%)	100	101	101	102	100
N=	277	36	241	103	113

NOTE: Question asked only of those who answered "yes" or "not sure" on Q. 12. Calculations exclude 35 "no responses" and 211 "inapplicable".

Question Number 12C

QUESTION: DO YOU THINK YOU WOULD ACTUALLY TAKE THE TIME TO _____ ?
 (course of action specified in Q. 12B)

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	58	64	58	58	55
2. No	12	18	12	17	10
3. Perhaps, not sure	9	9	9	6	12
4. No response	20	9	21	19	23
<hr/>					
TOTAL (%)	99	100	100	100	100
N=	177	11	166	69	77

NOTE: Question asked only of those who felt they could "change the decision" on Q. 12B.

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM HERE IN SANTA BARBARA COUNTY --
B. THE PHYSICAL ENVIRONMENT OR POVERTY

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	52	42	57	64	53
2. About the same.	11	12	10	7	11
3. Other item greater problem.	25	29	22	19	24
4. Can't really say.	12	16	10	10	12
5. No response.	0	0	0	1	0
<hr/>					
TOTAL (%)	100	99	99	101	100
N=	523	172	351	123	181

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM HERE IN SANTA BARBARA COUNTY --
 D. THE PHYSICAL ENVIRONMENT OR SOCIAL UNREST, DEMONSTRATIONS, AND RIOTS

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	53	43	58	60	56
2. About the same.	8	6	8	7	7
3. Other item greater problem.	28	37	23	20	25
4. Can't really say.	11	13	10	11	11
5. no response.	0	1	0	1	0
TOTAL (%)	100	100	99	99	99
N=	523	172	351	123	181

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM HERE IN SANTA BARBARA COUNTY --
E. THE PHYSICAL ENVIRONMENT OR POPULATION GROWTH

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	26	30	24	24	22
2. About the same.	21	18	23	25	20
3. Other item greater problem.	47	44	48	47	51
4. Can't really say.	7	8	6	4	7
TOTAL (%)	101	100	101	100	100
N=	523	172	351	123	181

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM FOR THE COUNTRY AS A WHOLE --
 B. THE PHYSICAL ENVIRONMENT OR POVERTY

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	33	34	33	38	30
2. About the same.	17	13	18	15	22
3. Other item greater problem.	43	46	42	38	41
4. Can't really say.	7	6	7	8	7
5. No response.	1	1	1	1	1
<hr/>					
TOTAL (%)	101	100	101	100	101
N=	523	172	351	123	181

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM FOR THE COUNTRY AS A WHOLE --
 D. THE PHYSICAL ENVIRONMENT OR SOCIAL UNREST, DEMONSTRATIONS, AND RIOTS

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	40	36	43	46	38
2. About the same.	14	10	16	11	19
3. Other item greater problem.	35	43	31	32	33
4. Can't really say.	10	12	9	10	8
5. No response.	1	0	1	1	1
TOTAL (%)	100	101	100	100	99
N=	523	172	351	123	181

QUESTION: OVER THE NEXT 30 YEARS WHICH DO YOU THINK WILL BE THE GREATER PROBLEM FOR THE COUNTRY
AS A WHOLE --
F. THE PHYSICAL ENVIRONMENT OR NATIONAL SECURITY

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Environment a greater problem.	45	39	47	38	48
2. About the same.	8	11	7	7	7
3. Other item greater problem.	33	35	33	42	30
4. Can't really say.	14	15	13	12	15
5. No response.	1	1	1	0	1
<hr/>					
TOTAL (%)	101	101	101	99	101
N=	523	172	351	123	181

QUESTION: SOME PEOPLE HAVE SAID THAT THE TAR ON THE BEACHES COMES MOSTLY FROM THE OFFSHORE DRILLING OPERATIONS, OTHERS HAVE SAID THAT IT COMES MOSTLY FROM NATURAL UNDERWATER SEEPS. WHAT DO YOU THINK? DOES IT ...

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Come <u>mostly</u> from offshore drilling.	30	33	29	29	29
2. Come <u>mostly</u> from natural underwater seeps,	26	22	27	33	22
3. Come about <u>equally</u> from both.	22	16	25	29	23
4. Don't know, <u>depends</u> .	21	28	17	11	24
5. No response.	1	1	1	0	2
TOTAL (%)	100	100	99	102	100
N=	523	172	351	123	181

QUESTION: FROM A RECENT SURVEY, THE AVERAGE RESIDENT OF SANTA BARBARA COUNTY SPENDS HIS INCOME IN THE FOLLOWING MANNER: OUT OF EACH \$100.00 OF INCOME EARNED:

1. \$29.00 goes to taxes
2. 7.50 goes to health care
3. 22.50 goes to food and clothing
4. 5.00 goes to recreation
5. 25.00 goes to housing
6. 6.00 goes to other goods
7. 5.00 goes to saving

Total \$100.00

NOW THINK OF THESE FIGURES AS YOUR OWN BUDGET. ANY INCREASE IN EXPENDITURES ON ONE ITEM IMPLIES A REDUCTION OF EXPENDITURES FOR SOME OR ALL THE OTHER ITEMS IN ORDER TO KEEP THE TOTAL BUDGET EQUAL TO \$100.00.

HOW MUCH WOULD YOU BE WILLING TO INCREASE TAXES OUT OF EACH \$100.00 YOU EARN TO:

A. REDUCE THE AMOUNT OF AIR POLLUTION IN SANTA BARBARA COUNTY TO ONE-HALF OF ITS CURRENT LEVEL.

INCREASE TAXES (ITEM 1) FOR EACH \$100.00 OF INCOME BY \$ _____.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. \$0.00 - \$0.99	51	59	47	55	51
2. \$1.00 - \$5.00	37	33	40	35	35
3. \$6.00 - \$10.00	6	5	6	6	5
4. \$11.00 - \$15.00	1	1	1	0	1
5. \$16.00 - \$20.00	0	0	0	0	1
6. \$21.00 or more.	1	0	2	2	2
7. No response.	4	3	5	2	7
	<hr/>				
TOTAL (%)	100	101	101	100	102
N=	523	172	351	123	131

QUESTION: AND REDUCE EXPENDITURES ON THE FOLLOWING ITEM _____

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
2. Health care	6	9	4	4	7
3. Food and clothing	22	17	23	27	17
4. Recreation	23	13	27	23	27
5. Housing	12	16	10	9	11
6. Other goods	23	25	22	21	26
7. Savings	14	19	13	14	12
8. No response	1	1	1	2	1
<hr/>					
TOTAL (%)	101	100	100	100	101
N=	250	69	181	56	85

NOTE: For full text of question, see Question 19.

QUESTION: REDUCE PREVIOUS ITEM BY THE FOLLOWING AMOUNT:

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. \$0.00 - \$0.99	12	13	11	11	16
2. \$1.00 - \$5.00	79	83	78	78	72
3. \$6.00 - \$10.00	3	0	4	0	6
4. \$11.00 - \$15.00	3	0	4	11	0
5. \$16.00 - \$20.00	0	0	0	0	0
6. \$21.00 - \$25.00	0	0	0	0	0
7. No response	3	4	3	0	6
TOTAL (%)	100	100	100	100	100
N=	96	23	73	18	32

NOTE: For full text of question, see Question 19.

QUESTION: TO ELIMINATE TAR ON THE BEACHES OF SANTA BARBARA COUNTY - INCREASE LOCAL TAXES (ITEM 1) FOR EACH \$100.00 OF INCOME BY \$ _____

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. \$0.00 - \$0.99	68	74	65	76	67
2. \$1.00 - \$5.00	24	19	27	20	23
3. \$6.00 - \$10.00	2	4	1	1	1
4. \$11.00 - \$15.00	1	1	1	0	1
5. \$16.00 - \$20.00	0	0	0	0	0
6. \$21.00 or more	1	0	1	0	2
7. No response	5	3	5	3	7
<hr/>					
TOTAL (%)	101	101	100	100	101
N=	523	172	351	123	181

NOTE: For full text of question, see Question 19.

QUESTION: AND REDUCE EXPENDITURES ON THE FOLLOWING ITEM _____

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
2. Health care	6	10	5	5	6
3. Food and clothing	21	17	23	26	16
4. Recreation	26	21	28	26	33
5. Housing	11	10	11	5	13
6. Other goods	21	27	19	21	16
7. Savings	13	14	13	16	15
8. No response	1	2	1	0	2
	<hr/>				
TOTAL (%)	99	101	100	99	101
N=	179	52	127	38	55

NOTE: For full text of question, see Question 19.

QUESTION: AND REDUCE EXPENDITURES ON THE FOLLOWING ITEM _____

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
2. Health care	2	0	2	0	0
3. Food and clothing	12	17	9	11	6
4. Recreation	8	6	9	0	13
5. Housing	15	17	14	33	6
6. Other goods	44	44	44	56	50
7. Savings	16	11	19	0	19
8. No response	3	6	2	0	6
<hr/>					
TOTAL (%)	100	101	99	100	100
N=	61	18	43	9	16

NOTE: For full text of question, see Question 19.

QUESTION: REDUCE PREVIOUS ITEM BY THE FOLLOWING AMOUNT:

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. \$0.00 - \$0.99	20	22	19	44	25
2. \$1.00 - \$5.00	75	72	77	55	63
3. \$6.00 - \$10.00	0	0	0	0	0
4. \$11.00 - \$15.00	0	0	0	0	0
5. \$16.00 - \$20.00	0	0	0	0	0
6. \$21.00 - \$25.00	0	0	0	0	0
7. No response	5	6	5	0	13
	<hr/>				
TOTAL (%)	100	100	101	100	101
N=	61	18	43	9	16

NOTE: For full text of question, see Question 19.

QUESTION: GENERALLY SPEAKING, WOULD YOU SAY THAT YOUR VIEWS ON PUBLIC ISSUES ARE VERY LIBERAL, LIBERAL, MODERATE, CONSERVATIVE, OR VERY CONSERVATIVE?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Very liberal	4	3	5	2	5
2. Liberal	25	20	27	20	29
3. Moderate	40	41	39	43	39
4. Conservative	21	23	20	22	19
5. Very conservative	2	2	2	4	1
6. Don't even think much about politics	7	8	6	7	7
7. No response	1	2	1	1	1
TOTAL (%)	100	99	100	99	101
N=	523	172	351	123	181

QUESTION: SOME PEOPLE SEEM TO FOLLOW WHAT'S GOING ON IN GOVERNMENT AND PUBLIC AFFAIRS MOST OF THE TIME, WHETHER THERE IS AN ELECTION OR NOT. OTHERS AREN'T THAT INTERESTED. WOULD YOU SAY THAT YOU FOLLOW WHAT'S GOING ON IN GOVERNMENT AND PUBLIC AFFAIRS MOST OF THE TIME, SOME OF THE TIME, ONLY NOW AND THEN, OR HARDLY AT ALL?

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Most of the time	49	38	54	53	57
2. Some of the time	29	33	27	23	22
3. Only now and then	15	21	12	12	12
4. Hardly at all	7	8	7	7	9
5. No response	1	1	1	1	1
TOTAL (%)	101	101	101	101	101
N=	523	172	351	123	181

QUESTION: SOME PEOPLE FIND TIME TO PARTICIPATE IN POLITICS A GREAT DEAL; OTHERS DO NOT. COULD YOU PLEASE TELL ME WHETHER IN THE PAST 4 YEARS YOU HAVE DONE ANY OF THE FOLLOWING:
 A. TALKED TO ANY PEOPLE AND TRIED TO SHOW THEM WHY THEY SHOULD VOTE FOR ONE OF THE PARTIES OR CANDIDATES?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	40	36	42	34	36
2. No	60	63	58	66	64
3. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: B. BELONGED TO ANY ORGANIZATIONS THAT SOMETIMES TAKE STANDS ON POLITICAL ISSUES?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	23	12	28	24	25
2. No	77	87	72	76	75
3. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: C. WRITTEN A LETTER TO THE EDITOR OF A NEWSPAPER OR MAGAZINE GIVING ANY POLITICAL OPINIONS.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	12	8	14	11	14
2. No	88	91	86	89	86
3. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: D. HAVE YOU EVER WRITTEN TO ANY PUBLIC OFFICIALS GIVING THEM YOUR OPINION ABOUT SOMETHING THAT SHOULD BE DONE?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	40	31	44	39	41
2. No	59	68	55	61	58
3. Don't know	1	1	1	0	1
4. No response	0	1	0	0	1
<hr/>					
TOTAL (%)	100	101	100	100	101
N=	523	172	351	123	181

QUESTION: E. CAMPAIGNED FOR A POLITICAL PARTY OR CANDIDATE; GIVEN MONEY TO A PARTY OR CANDIDATE;
GONE TO A POLITICAL RALLY, MEETING, OR DINNER?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Yes	35	24	41	33	38
2. No	64	76	59	68	62
3. No response	1	1	1	0	0
<hr/>					
TOTAL (%)	100	101	101	101	100
N=	523	172	351	123	131

QUESTION: WOULD YOU SAY THAT MOST PUBLIC OFFICIALS CARE QUITE A LOT ABOUT WHAT PEOPLE LIKE YOU THINK, OR THAT THEY DON'T CARE MUCH AT ALL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Care quite a lot	26	25	26	27	24
2. Care somewhat	44	47	43	45	43
3. Don't care much at all	29	28	30	28	33
4. No response	1	1	0	1	1
TOTAL (%)	100	101	99	101	101
N=	523	172	351	123	181

QUESTION: GENERALLY SPEAKING, DO YOU USUALLY THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, AN INDEPENDENT, OR WHAT?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Republican	30	31	30	39	25
2. Democrat	40	43	38	29	42
3. Independent	22	17	25	25	24
4. Other party <u>(please specify)</u>	2	1	2	2	1
5. No preference, they're all alike, apolitical	6	8	5	4	7
6. No response	1	1	1	0	1
	<hr/>				
TOTAL (%)	101	101	101	99	100
N=	523	172	351	123	181

QUESTION: WOULD YOU SAY THAT POLITICS AND GOVERNMENT ARE SO COMPLICATED THAT PEOPLE LIKE YOU CAN'T REALLY UNDERSTAND WHAT IS GOING ON, OR THAT YOU CAN UNDERSTAND WHAT'S GOING ON PRETTY WELL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Can understand	55	48	59	54	58
2. Not sure, depends	20	24	17	21	17
3. Can't understand	25	27	24	25	26
4. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	100	100	100	100	101
N=	523	172	351	123	181

QUESTION: SUPPOSE YOU HEARD THAT A LAW WAS BEING CONSIDERED BY YOUR LOCAL GOVERNMENT THAT YOU THOUGHT WAS UNJUST OR HARMFUL. IS IT LIKELY OR UNLIKELY THAT YOU WOULD TRY TO DO SOMETHING ABOUT IT -- (LIKE) ATTENDING A HEARING OR WRITING A LETTER TO THE LOCAL NEWSPAPER, FOR EXAMPLE?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Likely	66	64	67	70	61
2. It depends	16	21	14	10	18
3. Unlikely	17	15	19	20	20
4. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	99	101	100	100	99
N=	523	172	351	123	181

QUESTION: OVERALL, HOW WELL DO YOU FEEL THE FEDERAL GOVERNMENT HAS HANDLED THE OFFSHORE DRILLING IN THE SANTA BARBARA CHANNEL? HAVE THEY BEEN ...

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Fair to all concerned	19	20	18	23	16
2. Biased in favor of the oil companies	47	29	56	55	55
3. Biased <u>against</u> the oil companies	3	5	2	3	2
4. Don't know, depends, can't say	31	45	24	19	27
5. No response	1	1	1	1	1
	<hr/>				
TOTAL (%)	101	100	101	101	101
N=	523	172	351	123	181

QUESTION: OVERALL, HOW WELL DO YOU FEEL THE STATE GOVERNMENT HAS HANDLED THE OFFSHORE DRILLING IN THE SANTA BARBARA CHANNEL? HAVE THEY BEEN

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Fair to all concerned	20	22	19	21	19
2. Prejudiced <u>in favor</u> of the oil companies	31	20	37	30	35
3. Prejudiced <u>against</u> the oil companies	5	6	5	9	2
4. Don't know, depends, can't say	43	51	39	40	42
5. No response	1	1	1	0	1
TOTAL (%)	100	100	101	100	99
N=	523	172	351	123	181

QUESTION: WOULD YOU SAY THAT PRESENT OFFSHORE OIL DRILLING IN THE SANTA BARBARA CHANNEL IS A SERIOUS PROBLEM; A PROBLEM, BUT NOT SO SERIOUS; OR NOT A PROBLEM AT ALL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. A serious problem	53	41	58	52	61
2. A problem, but not so serious	35	40	32	37	29
3. Not a problem at all	4	5	4	5	4
4. It depends, can't say	8	13	5	6	6
5. No response	0	1	0	0	0
<hr/>					
TOTAL (%)	100	100	99	100	100
N=	523	172	351	123	181

QUESTION: WHAT IS THE MAIN REASON THAT YOU THINK OFFSHORE DRILLING IS A PROBLEM? IS IT BECAUSE OF THE TAR ON THE BEACHES, BECAUSE OF ANOTHER POSSIBLE BIG OIL SPILL, BECAUSE THE PLATFORMS ARE UGLY, BECAUSE OFFSHORE DRILLING WILL ATTRACT TOO MANY NEW PEOPLE AND INDUSTRY TO THE SANTA BARBARA AREA, OR IS IT FOR SOME OTHER REASON?

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Tar on beaches	6	6	6	6	6
2. Oil spill	44	49	41	41	44
3. Platforms ugly	5	4	6	6	6
4. New people and industry	1	1	1	2	1
5. All of above or some combination of these	28	19	32	30	29
6. Other (please specify)	12	16	10	12	11
7. It depends	1	3	1	1	1
8. No response	4	2	4	3	5
TOTAL (%)	101	100	101	101	101
N=	462	141	321	112	162

NOTE: Question asked only of those who answered "A serious problem" or "A problem, but not so serious" in Q. 30.

QUESTION: DO YOU THINK THAT GOVERNMENT OFFICIALS CARE ABOUT WHAT PEOPLE LIKE YOU THINK ABOUT OIL DRILLING IN THE SANTA BARBARA CHANNEL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Care	35	42	31	29	33
2. It depends, not sure	26	33	22	21	22
3. Don't care	38	24	46	50	43
4. No response	1	1	1	0	2
	<hr/>				
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: WOULD YOU SAY THAT THE PROBLEM OF GOVERNMENT REGULATION OF OIL DRILLING IS SO COMPLICATED THAT PEOPLE LIKE YOU CAN'T REALLY UNDERSTAND WHAT IS GOING ON, OR THAT YOU CAN UNDERSTAND WHAT'S GOING ON PRETTY WELL?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Can't understand	32	31	32	34	35
2. Not sure, it depends	17	24	14	15	12
3. Can understand	51	44	54	50	53
4. No response	0	1	0	0	1
	<hr/>				
TOTAL (%)	100	100	100	99	101
N=	523	172	351	123	181

QUESTION: JUST AS A GUESS, HOW LONG DO YOU THINK IT WOULD TAKE FOR THE AMOUNT OF OIL AND TAR COMING FROM ALL THE NATURAL SEEPS IN THE SANTA BARBARA CHANNEL TO EQUAL THE AMOUNT OF OIL THAT CAME FROM THE PLATFORM A BLOWOUT (SANTA BARBARA OIL SPILL) IN 1969?

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Less than 1 year	1	2	1	0	1
2. 1 to 5 years	11	8	12	11	11
3. 6 to 10 years	10	14	8	12	3
4. 11 to 20 years	9	9	9	4	13
5. 21 to 50 years	10	7	12	15	11
6. More than 50 years	12	5	16	12	17
7. Don't know, can't say	46	55	42	46	43
8. No response	1	2	0	0	1
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TOTAL (%)	100	102	100	100	100
N=	523	172	351	123	181

QUESTION: WHAT DO YOU DO WITH THE OIL THAT IS DRAINED FROM THE AUTOMOBILE?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Put it in the trash	28	32	24	24	25
2. Pour it into the sewer	1	0	1	3	0
3. Pour it on the ground	32	32	33	33	28
4. Take it to a service station or auto garage	11	8	14	12	18
5. Take it to a designated liquid waste dump	10	7	13	12	18
6. Not sure	18	21	15	15	13
	<hr/>				
TOTAL (%)	100	100	100	99	102
N=	158	72	86	33	40

NOTE: Question asked only of those who said they changed oil themselves or for whom a friend changed their oil, in response to Q. 37.

QUESTION: AS YOU MAY KNOW, THERE ARE THREE PROPOSED USES FOR THE CHANNEL ISLANDS:
 1. NATIONAL PARK STATUS
 2. PRIVATE COMMERCIAL-RESIDENTIAL DEVELOPMENT
 3. EDUCATIONAL/SCIENTIFIC PRESERVE STATUS
 A) FROM YOUR OWN POINT OF VIEW, PLEASE RANK THESE USES FROM THE MOST DESIRABLE TO THE LEAST DESIRABLE.
 MOST DESIRABLE USE

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. National Park Status	54	52	55	59	54
2. Private commercial-residential development	3	2	3	2	4
3. Educational/scientific preserve status	40	37	41	38	39
4. No response	4	8	2	1	4
TOTAL (%)	101	99	101	100	101
N=	523	172	351	123	181

QUESTION: AS YOU MAY KNOW, THERE ARE THREE PROPOSED USES FOR THE CHANNEL ISLANDS:

1. NATIONAL PARK STATUS
2. PRIVATE COMMERCIAL-RESIDENTIAL DEVELOPMENT
3. EDUCATIONAL/SCIENTIFIC PRESERVE STATUS

A) FROM YOUR OWN POINT OF VIEW, PLEASE RANK THESE USES FROM THE MOST DESIRABLE TO THE LEAST DESIRABLE
SECOND MOST DESIRABLE USE

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. National Park Status	38	33	40	38	38
2. Private commercial-residential development	11	12	11	4	17
3. Educational/scientific preserve status	46	47	46	55	40
4. No response	5	9	4	2	5
TOTAL (%)	100	101	100	99	100
N=	523	172	351	123	181

QUESTION: AS YOU MAY KNOW, THERE ARE THREE PROPOSED USES FOR THE CHANNEL ISLANDS:

1. NATIONAL PARK STATUS
2. PRIVATE COMMERCIAL-RESIDENTIAL DEVELOPMENT
3. EDUCATIONAL/SCIENTIFIC PRESERVE STATUS

A) FROM YOUR OWN POINT OF VIEW, PLEASE RANK THESE USES FROM THE MOST DESIRABLE TO THE LEAST DESIRABLE USE

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. National Park Status	5	6	4	1	7
2. Private commercial-residential development	81	77	83	91	74
3. Educational/scientific preserve status	10	8	11	6	16
4. No response	5	9	3	2	4
TOTAL (%)	100	100	101	100	101
N=	523	172	351	123	181

QUESTION: IN WHAT YEAR WERE YOU BORN?

RESPONSE CATEGORIES		<u>RESPONSES (IN PERCENT)</u>				
		<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1.	18-21	7	6	8	3	7
2.	22-25	11	12	11	3	9
3.	26-35	25	31	21	24	21
4.	36-45	20	23	18	26	13
5.	46-55	13	13	14	15	16
6.	56-65	9	9	8	6	11
7.	66-75	10	5	13	15	14
8.	76+	4	1	5	6	6
9.	Refused	1	0	1	2	2
0.	No response	1	0	1	0	1
TOTAL (%)		101	100	100	100	100
N=		523	172	351	123	181

NOTE: Tabulations indicate age of respondents at time of interview.

QUESTION: SEX OF RESPONDENT

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Male	38	30	42	35	45
2. Female	62	70	58	65	55
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TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: DO YOU THINK OF YOURSELF AS BELONGING TO ANY PARTICULAR RACIAL OR ETHNIC GROUP?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. No	53	60	50	43	50
2. Yes, White/Caucasian	37	33	39	45	37
3. Yes, Chicano/Mexican-American	5	4	5	5	6
4. Yes, Black/Negro	2	1	2	0	3
5. Yes, Oriental	0	0	1	2	0
6. Yes, American Indian	1	1	1	1	1
7. Yes, Other (please specify)	3	2	3	5	3
TOTAL (%)	101	101	101	101	100
N=	523	172	351	123	181

QUESTION: DO YOU HAVE A RELIGIOUS PREFERENCE? WHAT IS IT?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Protestant	48	60	43	50	40
2. Catholic	25	25	25	21	32
3. Jewish	1	0	1	2	1
4. Other	4	2	5	6	3
5. None	21	13	24	19	23
6. Refused	1	0	2	2	1
<hr/>					
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: WHAT IS YOUR MARITAL STATUS? ARE YOU MARRIED, SEPARATED, DIVORCED, WIDOWED, OR NEVER MARRIED?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Married and living with spouse (or husband in service)	73	81	69	32	70
2. Separated, widowed, divorced, never married, etc.	27	19	31	18	30
TOTAL (%)	100	100	100	100	100
N=	523	172	351	123	181

QUESTION: DO YOU HAVE ANY CHILDREN WHO ARE STILL LIVING WITH YOU HERE AT HOME? IF SO, HOW MANY ARE THERE AND WHAT ARE THEIR AGES?
 TOTAL NUMBER OF CHILDREN AT HOME:

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. One	13	16	12	13	14
2. Two	20	23	19	23	13
3. Three	13	19	10	14	9
4. Four	4	4	5	8	3
5. Five	3	4	2	2	2
6. Six	0	1	0	0	1
7. Seven	0	0	1	1	1
8. Eight or more	1	1	0	1	0
9. None	45	33	51	37	54
0. No response	0	0	0	1	0
TOTAL (%)	99	101	100	100	102
N=	523	172	351	123	181

QUESTION: DO YOU HAVE ANY CHILDREN WHO ARE STILL LIVING WITH YOU HERE AT HOME? IF SO, HOW MANY ARE THERE AND WHAT ARE THEIR AGES? AGE OF FIRST CHILD:

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. 1-5 years	11	12	10	7	14
2. 6-10	12	17	9	13	8
3. 11-15	12	14	11	16	9
4. 16-20	16	20	14	21	12
5. 21-50	4	4	3	4	3
6. None	46	33	52	38	54
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TOTAL (%)	101	100	99	99	100
n=	523	172	351	123	181

QUESTION: DO YOU HAVE ANY CHILDREN WHO ARE STILL LIVING WITH YOU HERE AT HOME? IF SO, HOW MANY ARE THERE AND WHAT ARE THEIR AGES? AGE OF SECOND CHILD:

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY</u> <u>TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. 1-5 years	13	16	12	11	14
2. 6-10	10	11	10	15	7
3. 11-15	11	16	9	14	6
4. 16-20	6	9	5	7	4
5. 21-50	1	0	1	2	2
6. None	59	49	64	52	67
TOTAL (%)	100	101	101	101	100
N=	523	172	351	123	181

QUESTION: DO YOU HAVE ANY CHILDREN WHO ARE STILL LIVING WITH YOU HERE AT HOME? IF SO, HOW MANY ARE THERE AND WHAT ARE THEIR AGES? AGE OF THIRD CHILD:

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. 1-5 years	6	11	4	6	4
2. 6-10	7	7	6	11	4
3. 11-15	7	8	6	8	6
4. 16-20	1	2	1	2	0
5. 21-50	0	0	0	0	0
6. None	79	72	83	74	86
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TOTAL (%)	100	100	100	101	100
N=	523	172	351	123	181

NOTE: Data on ages of 4th through 7th children are not included in this report.

QUESTION: WHICH OF THE FOLLOWING WOULD YOU CONSIDER TO BE THE MOST IMPORTANT REASONS FOR YOUR DECISION TO LIVE IN SANTA BARBARA COUNTY. FIRST REASON.

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Job is here.	36	54	28	37	27
2. Went to school here.	6	1	9	1	4
3. Husband, wife, family, other relative or close friends live here.	12	13	11	11	10
4. Grew up here.	6	6	6	6	7
5. Like the people here.	5	6	4	3	5
6. Like the climate here.	20	11	24	24	26
7. Like the scenic quality of this area.	8	2	10	7	14
8. The right number of people live here.	2	4	1	2	1
9. Other (please specify)	5	4	6	8	6
0. No response.	1	0	1	1	1
TOTAL (%)	101	101	100	100	101
N=	523	172	351	123	181

QUESTION: WHICH OF THE FOLLOWING WOULD YOU CONSIDER TO BE THE MOST IMPORTANT REASONS FOR YOUR DECISION TO LIVE IN SANTA BARBARA COUNTY?
SECOND REASON.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Job is here.	5	6	4	3	4
2. Went to school here.	3	2	3	2	5
3. Husband, wife, family, other relative or close friends live here.	14	16	13	11	16
4. Grew up here.	3	4	3	4	2
5. Like the people here.	8	12	6	6	4
6. Like the climate here.	29	24	31	36	28
7. Like the scenic quality of this area.	16	11	19	20	18
8. The right number of people live here.	4	9	2	3	2
9. Other (please specify)	8	6	9	8	9
0. No response.	10	11	10	7	12
TOTAL (%)	100	101	100	100	100
N=	523	172	351	123	181

QUESTION: WHICH OF THE FOLLOWING WOULD YOU CONSIDER TO BE THE MOST IMPORTANT REASON FOR YOUR DECISION TO LIVE IN SANTA BARBARA COUNTY? THIRD REASON.

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Job is here.	7	9	6	8	6
2. Went to school here.	0	0	1	0	0
3. Husband, wife, family, other relative or close friends live here.	5	5	5	2	7
4. Grew up here.	2	2	2	1	3
5. Like the people here.	9	12	8	11	7
6. Like the climate here.	15	15	15	15	14
7. Like the scenic quality of this area.	19	12	22	27	18
8. The right number of people live here.	12	12	11	7	14
9. Other (please specify)	12	12	12	11	13
0. No response.	20	21	19	19	18
TOTAL (%)	101	100	101	101	100
N=	523	172	351	123	181

QUESTION: ARE YOU PRESENTLY EMPLOYED OUTSIDE YOUR HOME; OR ARE YOU A HOUSEWIFE OR STUDENT, OR UNEMPLOYED OR RETIRED, OR WHAT?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Employed now (half time or more)	42	41	43	44	46
2. Housewife	34	47	27	35	28
3. Unemployed, laid off, or sick	3	3	2	0	2
4. Retired	12	5	15	17	13
5. Permanently disabled	0	1	0	0	0
6. Student	9	5	11	2	5
7. Other (please specify)	1	0	2	2	2
TOTAL (%)	101	102	100	100	101
N=	523	172	351	123	181

QUESTION: WHAT KIND OF WORK DO (DID) YOU DO?

RESPONSE CATEGORIES	RESPONSES (IN PERCENT)				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Professional	11	7	13	16	13
2. Managerial	4	3	5	7	4
3. Clerical	7	9	7	11	4
4. Craftsman	8	8	8	4	12
5. Service	6	6	6	2	9
6. Labor	3	5	2	2	2
7. Armed Services	1	2	0	0	0
8. Wife	34	47	27	35	28
9. Other	25	12	31	21	28
0. No response	1	2	1	2	1
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TOTAL (%)	100	101	100	100	101
N=	523	172	351	123	181

QUESTION: WHAT ABOUT YOUR SPOUSE? IS HE PRESENTLY EMPLOYED OUTSIDE YOUR HOME; OR IS HE UNEMPLOYED, OR RETIRED OR A STUDENT, OR WHAT?

RESPONSE CATEGORIES	<u>RESPONSES (IN PERCENT)</u>				
	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Employed now (half time or more)	84	89	80	35	78
2. Unemployed, laid off, or sick	5	4	5	2	8
3. Retired	10	6	13	12	14
4. Permanently disabled	0	0	1	2	0
5. Student	1	1	1	0	0
6. Other (please specify)	0	0	0	0	0
TOTAL (%)	100	100	100	101	100
N=	245	104	141	66	72

NOTE: Question asked only of those respondents who were not head of household.

QUESTION: WHAT KIND OF WORK DOES (DID) HE DO?

RESPONSES (IN PERCENT)

RESPONSE CATEGORIES	<u>COUNTY TOTAL</u>	NORTH COUNTY	SOUTH COAST	Goleta (excluding I.V.)	Santa Barbara City
1. Professional	12	12	13	20	11
2. Managerial	5	8	3	8	1
3. Clerical	4	7	3	4	3
4. Craftsman	10	13	8	10	8
5. Service	3	3	3	2	6
6. Laborer	2	2	1	2	2
7. Armed Services	1	4	0	0	0
8. Other	8	6	8	8	9
9. Head of household	53	40	60	47	60
0. No response	2	5	0	0	1
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TOTAL (%)	100	100	99	101	101
N=	523	172	351	123	181

