

A GLIMPSE OF REALITY:

Health & Other Disparities in the Pajaro Valley, 2011



PAJARO VALLEY
**COMMUNITY
HEALTH TRUST**

85 Nielson Street · Watsonville, CA 95076 · tel 831.761.5639 · fax 831.763.6084

For more information, visit: WWW.PVHEALTHTRUST.ORG

ABOUT THE RESEARCHER



Applied Survey Research is a nonprofit social research firm dedicated to conducting and using community-based research to help people build better communities. Since 1980, ASR has employed best practices for survey research, assessment, and evaluation in order to better serve public and private agencies, health and human service organizations, cities and county offices, school districts, institutions of higher learning, and charitable foundations.

Watsonville Office:

P.O. Box 1927
Watsonville, CA 95077
Tel: (831) 728-1356 - Fax: (831) 728-3374

San Jose Office:

1871 The Alameda, Ste. 180
San Jose, CA 95126
Tel: (408) 247-8319 - Fax: (408) 260-7749

Claremont Office:

P.O. Box 1845
Claremont, CA 91711
Tel: (909) 267-9332

www.appliedsurveyresearch.org

TABLE OF CONTENTS

Introduction and Acknowledgements	v
Methodology	vi
Legend	vi
Economy	1
Economic Well-being.....	1
Employment Status	2
Job Opportunities.....	3
Housing Affordability	3
Housing Occupancy and Tenure.....	4
Education.....	5
Satisfaction with Local Education.....	5
School Safety	6
After School Activities.....	7
School Readiness	7
Health.....	8
Overall Health	8
Access to Health Care	8
Health Insurance	10
Dental Care.....	11
Alcohol Use – Binge Drinking.....	11
Community Acceptance of Adult Alcohol Provision.....	12
Community Acceptance of Recreational Marijuana Use.....	12
Methamphetamine Concerns.....	12
Prescription Medications.....	13
Physical Activity.....	13
Fruit and Vegetable Consumption.....	13
Fast Food Consumption.....	14
Diabetes.....	14
Obesity	15
5210 Health Campaign	15
Mental Health.....	16
End of Life Wishes.....	16
Public Safety.....	16
Concern about Crime / Neighborhood Safety	16
Law Enforcement Effectiveness.....	17
Family Violence.....	18

Drug Abuse.....	18
Disaster Preparedness.....	19
Social Environment.....	19
Basic Needs.....	19
Homelessness.....	20
People with Disabilities.....	22
Volunteerism and Charitable Giving.....	23
Community Support.....	24
Knowledge about Local Government Issues.....	24
Social Activism.....	25
Quality of Life.....	25
Racism and Discrimination.....	26
Natural Environment.....	27
Concern for the Environment.....	27
Farmers Markets and Local Produce Stands.....	28
Protected Land.....	28
Water Use Reduction.....	29
Water Pollution Reduction.....	30
Alternative Transportation.....	30
Demographic Profile of Survey Respondents.....	31

INTRODUCTION AND ACKNOWLEDGEMENTS

The mission of the Pajaro Valley Community Health Trust (Health Trust) is to improve the quality of life and health for all residents of our community, particularly those in greatest need.

While we have made good progress toward this goal, we know that many people in the Pajaro Valley are still without health care – and that is unacceptable.

Finding the root causes of health disparities in our community is the key to understanding the issues and providing solutions. To this end, the Health Trust has again engaged the services of Applied Survey Research (ASR) to conduct an oversample of Pajaro Valley residents through the Year 17 Community Assessment Project's (CAP) survey of health and other quality of life indicators.

Our report, "*A Glimpse of Reality: Health & Other Disparities in the Pajaro Valley, 2011*" is the product of this effort. In this publication, we share and compare the responses of Pajaro Valley residents with those of residents in the balance of Santa Cruz County. We also show how those responses have changed from 2007 to 2011.

While there is evidence of some improvement in health equity for Pajaro Valley residents, other trends – including higher rates of obesity and diabetes - give a sobering portrayal of health status in our community.

We hope that the identification of these disparities and similarities will provide valuable insight to all those who strive for better quality health care throughout our community.

We are very grateful to the Health Services Agency in Santa Cruz County for their leadership and investment in public health and for their partnership and support in the publication of this report.

METHODOLOGY



Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. One of the types of data gathered for this project is primary (original) data. The primary data method included in this Community Assessment Project (CAP) was a telephone survey. Surveys are important to use in assessments because there is much to be learned from people's perceptions of their community. It is also needed to make observable (objective or empirically-gathered) data more clear by either complimenting it with similar findings or explaining differences between results. For example, data may show there are more deaths due to heart disease, and the survey data can be used as a supplement to explain why by asking questions related to heart disease behavioral risk factors. For this reason, Applied Survey Research, the research firm contracted by the Santa Cruz County CAP, conducted a telephone survey with over 700 randomly selected county residents. Respondents were asked open-ended questions as well as questions that present confined options. The intent of the survey was to measure the opinions, attitudes, desires, and needs of a demographically representative sample of the county's residents.

The Pajaro Valley Community Health Trust was interested in data specific to zip codes 95076 and 95019 representing the Watsonville, Pajaro, and Freedom areas of south Santa Cruz County (Pajaro Valley). Building upon the CAP, an oversample was administered in the two targeted zip codes. Randomly, the CAP generated 182 surveys from the 95076 and 95019 zip codes. These 182 surveys were pulled from the CAP data and added to an additional 228 random surveys which were conducted using a random-digit dial of cell phone and landline telephone numbers within these zip codes, in both English and Spanish. A total of 400 surveys were included in the oversample.

We are 95% confident that the opinions of survey respondents do not differ from those of the general population of the Pajaro Valley by more than +/- 5.0%. This "margin of error" is useful in assessing how likely it is that the responses observed in the sample would be found in the population of all residents in Pajaro Valley if every resident were to be polled. Data were weighted for gender as most telephone surveys are overrepresented by females. ASR's standard is to weight by gender. In most instances, the "don't know" and non-responses have been removed in order to present a more accurate percentage for each question.

It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the initially stated interval of 5.0%; this margin of error only applies to the overall sample.

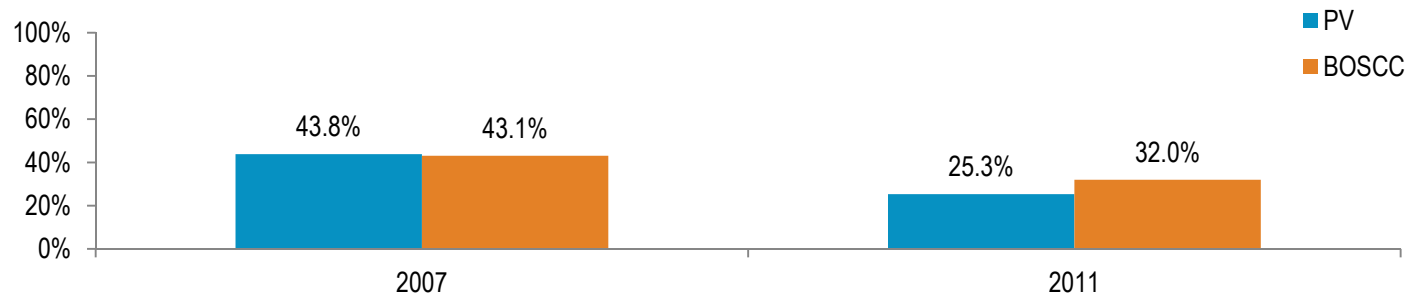
LEGEND

ITEM	CHART COLOR	DESCRIPTION
PV		Pajaro Valley (2011 n=400)
BOSCC		Balance of Santa Cruz County (2011 n=521)

ECONOMY

Economic Well-being

Figure 1: 📞 Do you feel you are better off financially this year than last year? (Respondents answering “Yes”)



PV N: 2007= 374, 2011 N=395

BOSCC N: 2007 N=525, 2011 N=505

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 2: 📞 If you do not feel you are better off financially this year than last year, why do you feel this way? (Top 5 Responses)

PV		BOSCC	
2007	2011	2007	2011
1. Cost of living increased (39.7%)	1. Less income (23.3%)	1. Cost of living increased (41.3%)	1. Cost of living increased (24.6%)
2. Gas prices (16.9%)	2. Cost of living increased (23.0%)	2. Gas prices (21.3%)	2. Unemployed (17.8%)
3. On a fixed income (14.8%)	3. On a fixed income/retired (13.2%)	3. Wages stagnant (18.3%)	3. Less income (16.5%)
4. Unemployed (14.8%)	4. Unemployed (13.2%)	4. On a fixed income (15.6%)	4. The same, doing OK (14.1%)
5. Less income (13.0%)	5. Overall economy has dropped/ recession (12.5%)	5. Less income (12.9%)	5. On a fixed income / retired (13.5%)

PV: 2007= 208 respondents offering 331 responses, 2011 = 296 respondents offering 409 responses.

BOSCC: 2007= 287 respondents offering 459 responses, 2011= 352 respondents offering 478 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Figure 3: 📞 Are you saving money for the future through any of the following saving options? - 2011

	PV	BOSCC
Savings account	44.8%	54.8%
Retirement	38.9%	48.8%
Stocks	3.1%	4.3%
Other	5.3%	7.5%
Not saving	40.2%	28.8%
Total Respondents	393	509
Total Responses	520	734

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Response options changed in 2011.

Employment Status

Figure 4: 📞 What is your employment status?

	PV		BOSCC	
	2007	2011	2007	2011
Employed full-time	33.3%	33.8%	32.7%	30.0%
Employed part-time	12.6%	12.8%	12.1%	10.2%
Unemployed	9.2%	10.5%	4.6%	10.4%
Retired	24.4%	27.1%	33.0%	29.3%
Student	6.1%	2.8%	2.0%	3.1%
Homemaker, parent, caregiver	8.4%	5.4%	4.8%	2.8%
Self-employed	5.9%	7.7%	10.8%	14.2%
Total Respondents	380	391	539	515

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

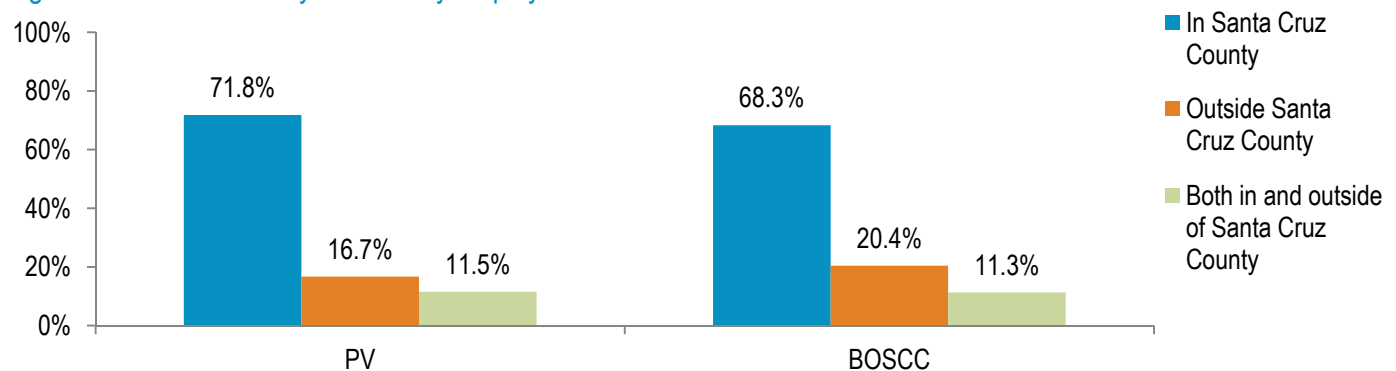
Figure 5: 📞 What prevents you from finding employment? - 2011

	PV	BOSCC
Lack of available jobs	52.5%	54.8%
Health problems/disability	32.5%	24.7%
Lack of required education	12.5%	14.2%
Not looking	10.0%	13.4%
Lack of specific job skills	15.0%	9.4%
Child care/being a mother	12.5%	5.0%
Transportation issues	7.5%	7.6%
Age	2.5%	6.7%
Other	2.5%	4.9%
Total Respondents	40	52
Total Responses	59	73

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 6: 📞 Where are you currently employed? - 2011



PV 2011 N=209

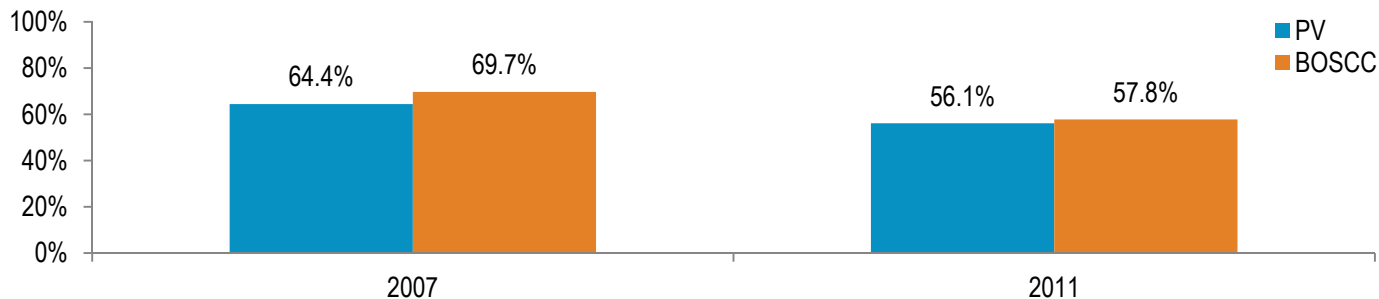
BOSCC 2011 N=279

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Job Opportunities

Figure 7: 📞 Do you feel you have opportunities to work in the Santa Cruz area? (Respondents answering “Yes”)



PV N: 2007=383, 2011 N=374

BOSCC N: 2007 N=525, 2011 N=472

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: In 2011, the question changed from “Do you feel you have opportunities to work in this area?”

Housing Affordability

Figure 8: 📞 How much of your total household take-home pay (income after taxes) goes to rent or housing costs?

	PV		BOSCC	
	2007	2011	2007	2011
30% or less	39.6%	35.7%	55.3%	48.7%
Between 31% and 49%	24.2%	26.2%	23.4%	23.2%
Between 50% and 74%	20.4%	25.1%	17.3%	21.0%
75% or more	15.7%	13.1%	4.0%	7.1%
Total Respondents	333	359	497	463

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: The U.S. Department of Housing and Urban Development considers affordable housing to be housing that costs less than 30% of a household’s annual income.

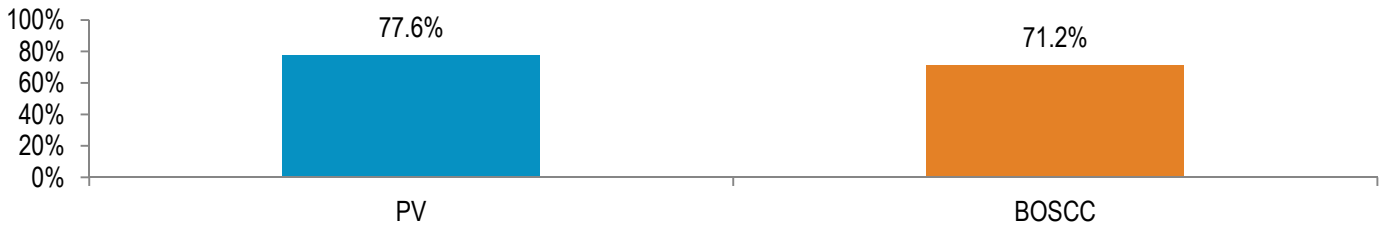
Figure 9: 📞 Due to the cost of housing, have you or anyone living with you needed to do any of the following? - 2011

	PV	BOSCC
Share housing with other families	26.2%	19.9%
Live temporarily with family / friends	24.2%	21.9%
Rent out rooms in your house	12.7%	12.9%
Move when you didn’t want to	11.9%	9.5%
Experience foreclosure	6.8%	4.7%
Live in an overcrowded unit	6.2%	6.0%
Live in a housing unit without adequate plumbing, heat, or electricity	4.2%	2.3%
None of the above	57.9%	65.1%
Other	0.5%	1.4%
Total Respondents	385	505
Total Responses	580	725

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: Due to changes in response options, this question is not comparable to 2007.

Figure 10: ☎ Has any of the preceding had to do with the economic downturn? (Respondents answering “Yes”) - 2011



PV 2011 N=161

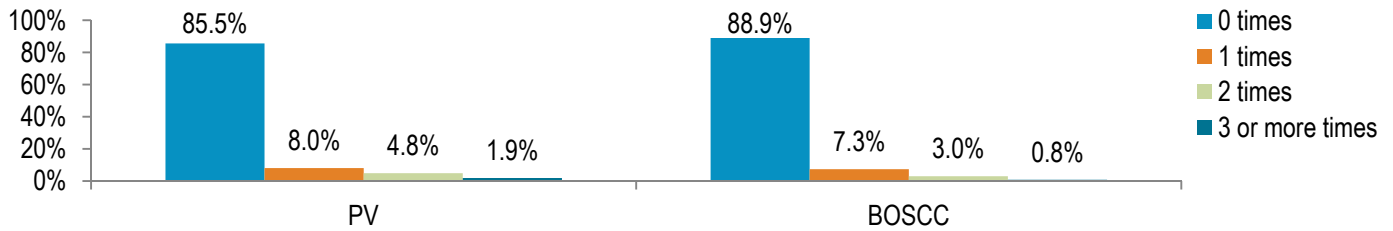
BOSCC 2011 N=172

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Housing Occupancy and Tenure

Figure 11: ☎ How many times have you moved in the past 12 months? - 2011



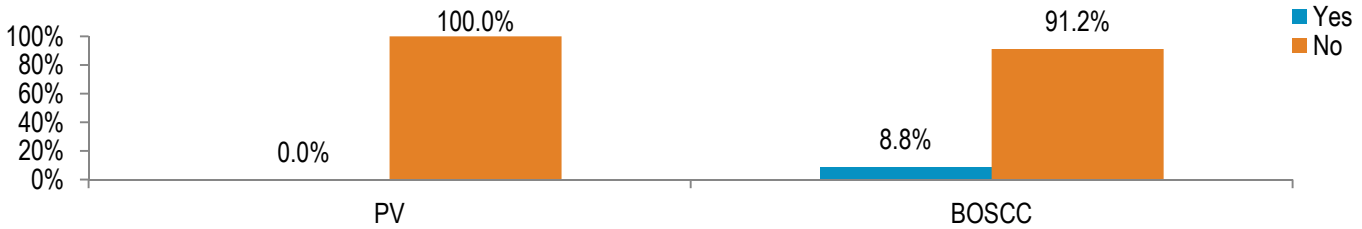
PV 2011 N= 400

BOSCC 2011 N= 518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 12: ☎ If yes, have you moved 3 or more times in the past two months? - 2011



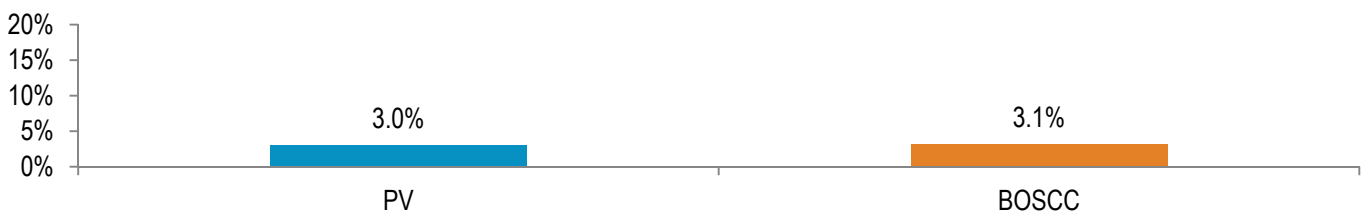
PV 2011 N= 7

BOSCC 2011 N=4

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 13: ☎ Are you in danger of losing your home in the next 90 days? (Respondents answering “Yes”) - 2011



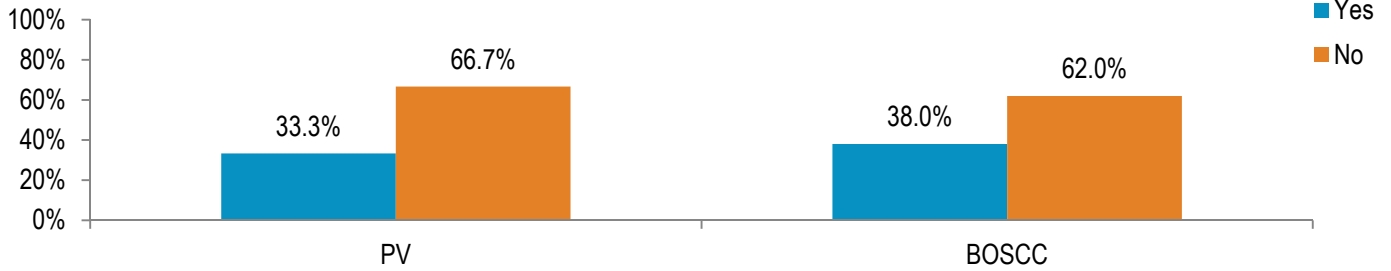
PV 2011 N=394

BOSCC 2011 N= 517

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 14: 📞 If yes, are you in danger of losing your home in the next 14 days? - 2011



PV 2011 N=12

BOSCC 2011 N= 16

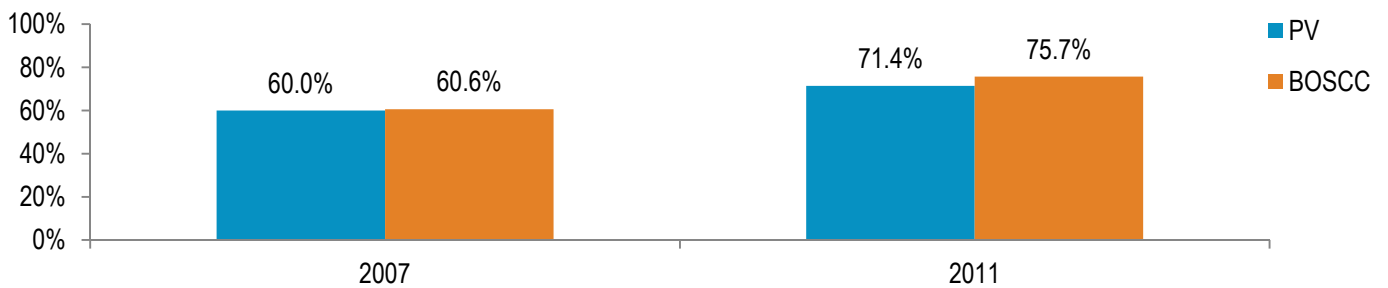
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

EDUCATION

Satisfaction with Local Education

Figure 15: 📞 How satisfied are you with your child's elementary school education? (Respondents answering "Very Satisfied")

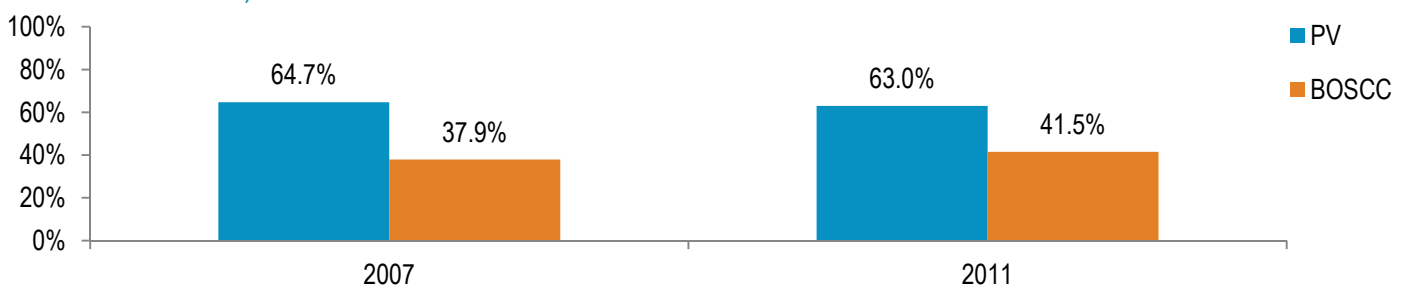


PV N: 2007=86, 2011 N=77

BOSCC N: 2007 N=47, 2011 N=72

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 16: 📞 How satisfied are you with your child's middle school education? (Respondents answering "Very Satisfied")

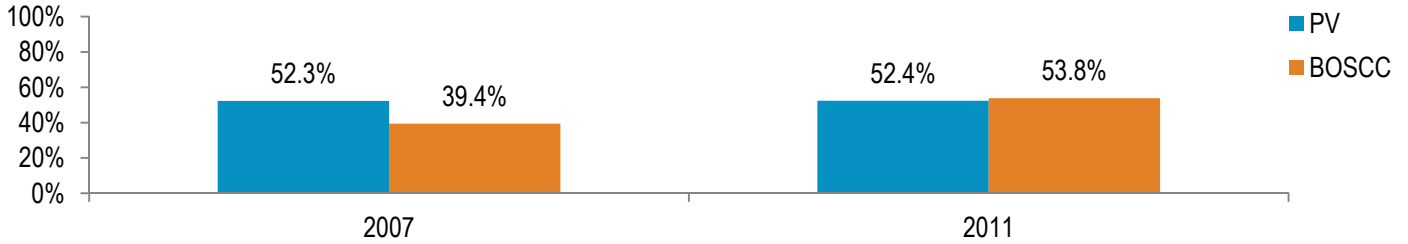


PV N: 2007=40, 2011 N=46

BOSCC N: 2007 N=28, 2011 N=35

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 17: 📞 How satisfied are you with your child’s high school education? (Respondents answering “Very Satisfied”)

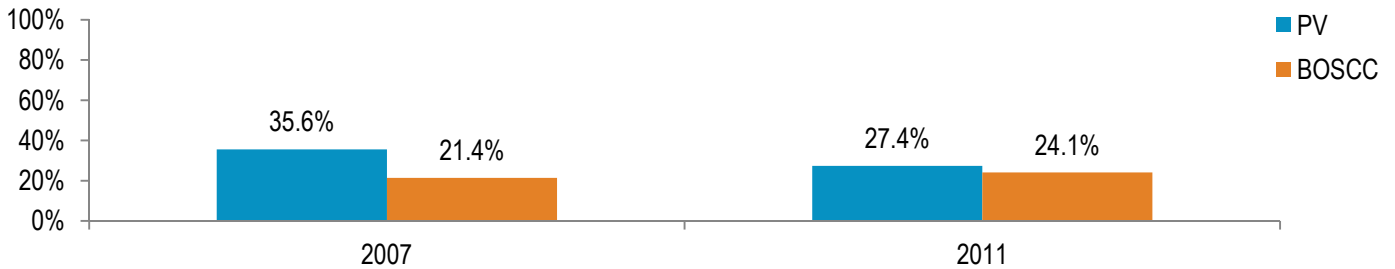


PV N: 2007=31, 2011 N=42

BOSCC N: 2007 N=51, 2011 N=31

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 18: 📞 How satisfied are you with our local system of education? (Respondents answering “Very Satisfied”)



PV N: 2007=347, 2011 N=368

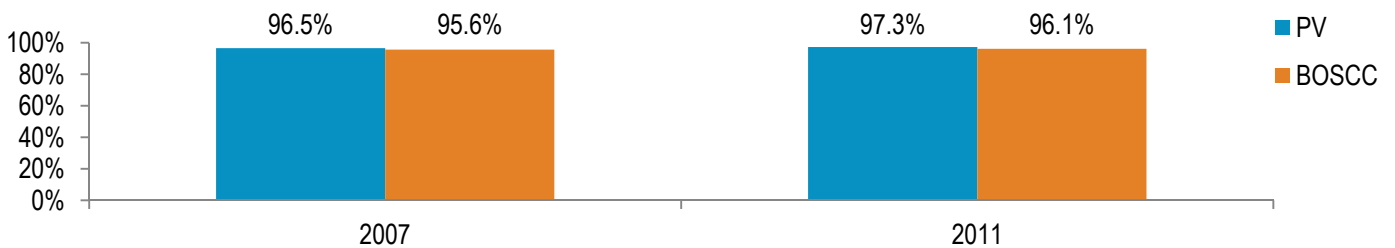
BOSCC N: 2007 N=438, 2011 N=437

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools.

School Safety

Figure 19: 📞 Does your child’s elementary school provide a safe environment for learning? (Respondents answering “Yes”)

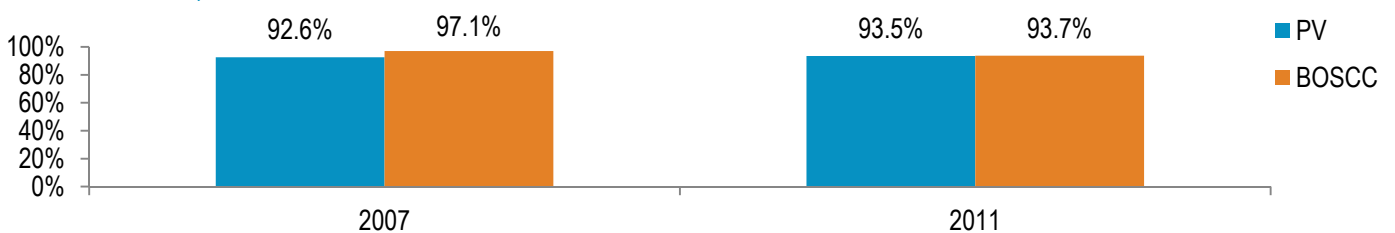


PV N: 2007=86, 2011 N=75

BOSCC N: 2007 N=49, 2011 N=72

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 20: 📞 Does your child’s middle school provide a safe environment for learning? (Respondents answering “Yes”)

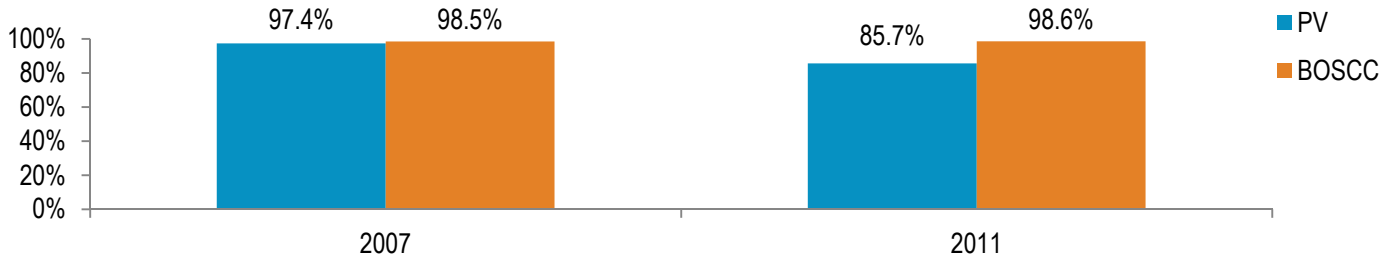


PV N: 2007=40, 2011 N=46

BOSCC N: 2007 N=28, 2011 N=35

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 21: 📞 Does your child's high school provide a safe environment for learning? (Respondents answering "Yes")



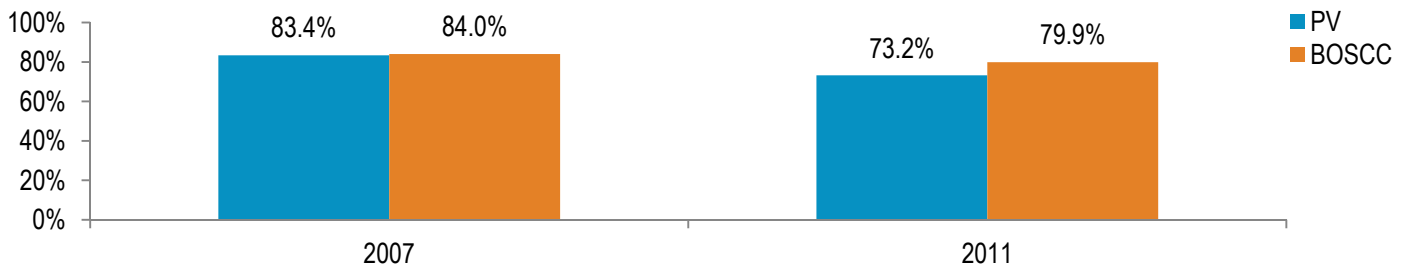
PV N: 2007=29, 2011 N=42

BOSCC N: 2007 N=51, 2011 N=32

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

After School Activities

Figure 22: 📞 Does your child have enough activities after school and on weekends? (Respondents answering "Yes")



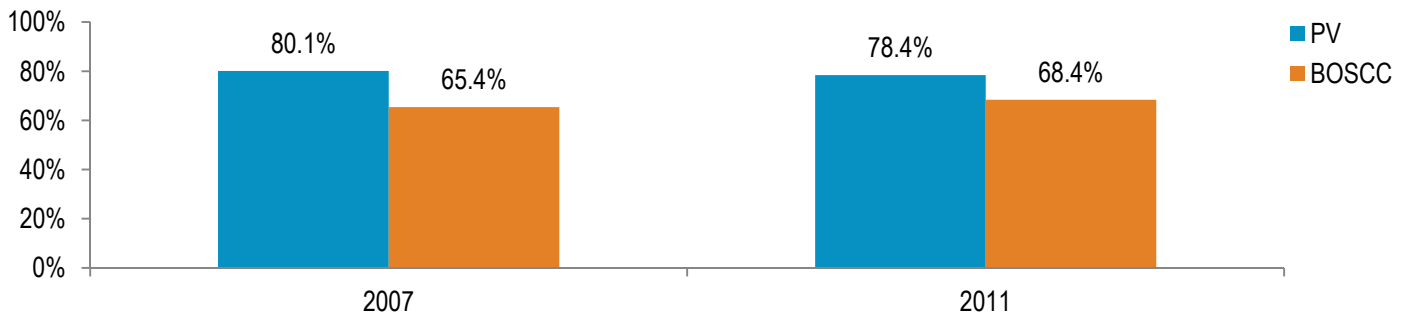
PV N: 2007=109, 2011 N=123

BOSCC N: 2007 N=102, 2011 N=105

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

School Readiness

Figure 23: 📞 How important do you think attending a quality preschool is to a child's success in school? (Respondents answering "Very Important")



PV N: 2007=386, 2011 N=389

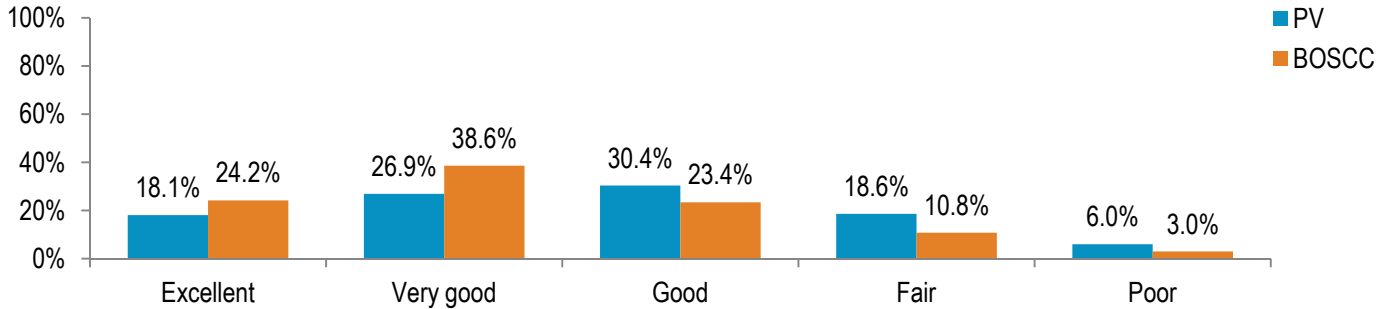
BOSCC N: 2007 N=518, 2011 N=507

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

HEALTH

Overall Health

Figure 24: 📞 Would you say that in general, your overall health is: - 2011



PV 2011 N=398

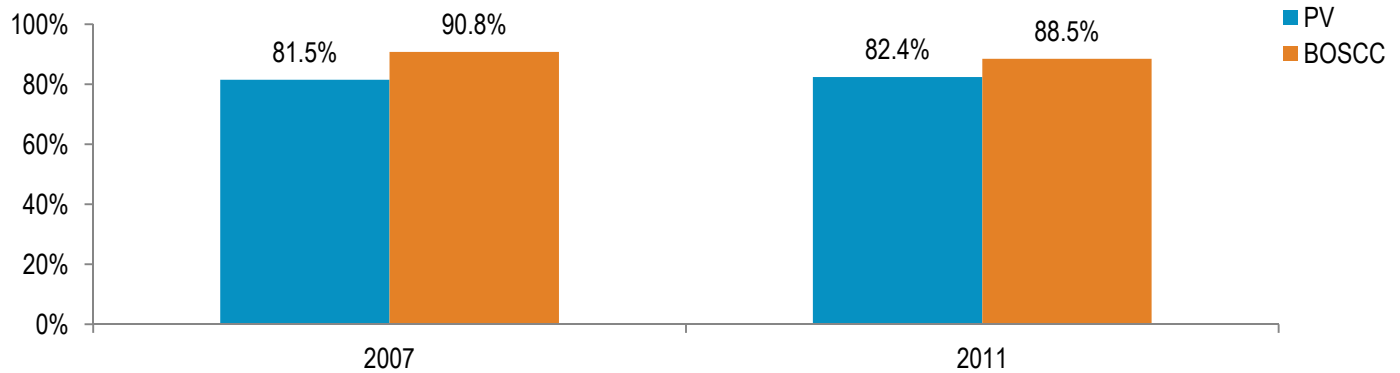
BOSCC 2011 N=519

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Access to Health Care

Figure 25: 📞 Do you have a regular source of health care? (Respondents answering “Yes”)



PV N: 2007= 389, 2011 N=398

BOSCC N: 2007 N= 542 , 2011 N=518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 26: 📞 If you have a regular source of health care, where do you go? - 2011

	PV	BOSCC
Private practice	73.8%	84.5%
Community clinics	28.0%	12.2%
Emergency room	26.8%	23.2%
Urgent care clinics	24.4%	30.7%
Alternative care practices	12.2%	15.6%
Out of county	14.0%	13.3%
Total Respondents	328	453
Total Responses	588	814

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: Due to changes in the question response format in 2009, this question is not comparable to previous years.

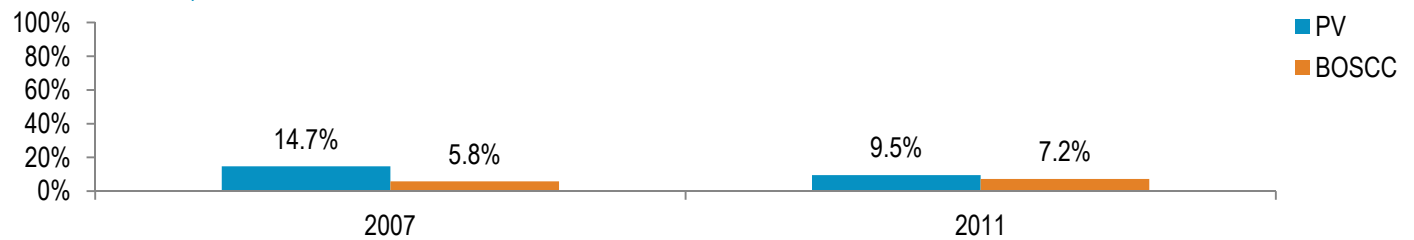
Figure 27: 📞 If you DON'T have a regular source of health care, where do you go? - 2011

	PV	BOSCC
Private practice	33.3%	36.4%
Community clinics	58.7%	30.9%
Emergency room	27.0%	25.4%
Urgent care clinics	23.8%	43.2%
Alternative care practices	11.1%	7.5%
Out of county	6.3%	7.2%
Total Respondents	63	52
Total Responses	102	79

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Note: Survey question was not asked in 2007.

Figure 28: 📞 Have you needed health care in the past year and been unable to receive it? (Respondents answering "Yes")



PV N: 2007=390, 2011 N=400

BOSCC N: 2007 N=540, 2011 N=515

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 29: 📞 If you needed health care, why couldn't you receive it?

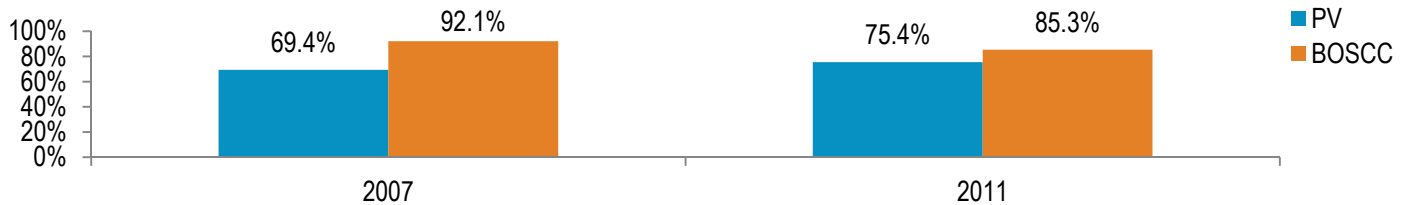
	PV		BOSCC	
	2007	2011	2007	2011
Too expensive ¹	N/A	34.2%	N/A	35.5%
No insurance	38.0%	26.3%	20.0%	34.2%
Insurance wouldn't cover it ¹	9.2%	7.9%	32.9%	7.7%
Couldn't afford co-pay ¹	N/A	7.9%	N/A	1.4%
Medi-Cal/Medi-Cruz problems	7.0%	5.3%	2.6%	6.7%
Couldn't afford the premium ¹	N/A	2.6%	N/A	N/A
Couldn't afford it ¹	38.3%	NA	44.5%	N/A
Other	7.0%	15.8%	0%	13.5%
Total Respondents	57	38	31	37

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

¹ In 2011, the response options were changed to include "couldn't afford co-pay," "couldn't afford premium," and "too expensive." The response option "couldn't afford it" was removed.

Health Insurance

Figure 30: 📞 Do you currently have health insurance? (Respondents answering “Yes”)



PV N: 2007= 387, 2011 N=398

BOSCC N: 2007 N= 541, 2011 N=517

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 31: 📞 If yes, does your health insurance cover?

	PV		BOSCC	
	2007	2011	2007	2011
Dental care				
Responses	68.7%	57.9%	61.3%	57.0%
Respondents	266	172	494	438
Prescriptions				
Responses	86.9%	90.8%	92.5%	89.0%
Respondents	257	292	487	425
Dependents				
Responses	48.5%	61.6%	48.3%	67.8%
Respondents	267	211	496	291
Mental health				
Responses	77.6%	77.8%	83.4%	85.0%
Respondents	189	198	380	288

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 32: 📞 How many of your children have health insurance? - 2011

	PV		BOSCC	
	NONE	AT LEAST ONE	NONE	AT LEAST ONE
Children 0 – 5 years old	7.2%	92.8%	6.4%	93.6%
Children 6 – 17 years old	7.0%	93.0%	3.8%	96.2%

PV N: Children 0-5 N=69, Children 6-17 N=115

BOSCC N: Children 0-5 N=64, Children 6-17 N=103

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question not asked in 2007.

Figure 33: 📞 How many of your children have dental insurance? - 2011

	PV		BOSCC	
	NONE	AT LEAST ONE	NONE	AT LEAST ONE
Children 0 – 5 years old	17.6%	82.5%	18.9%	81.1%
Children 6 – 17 years old	11.5%	88.5%	16.9%	83.1%

PV N: Children 0-5 N=68, Children 6-17 N=113

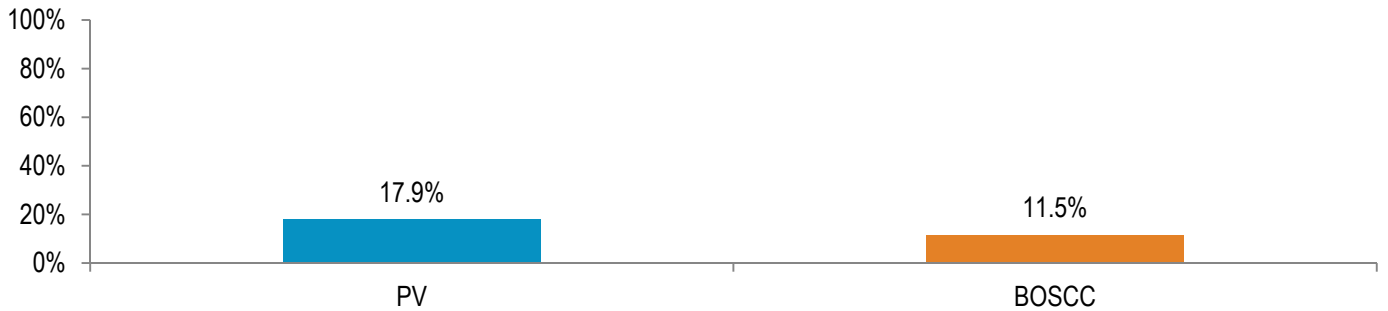
BOSCC N: Children 0-5 N=60, Children 6-17 N=102

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question not asked in 2007.

Dental Care

Figure 34: 📞 Have you needed dental care in the past year and been unable to receive it? (Respondents answering “Yes”) - 2011



PV 2011 N=397

BOSCC 2011 N: 519

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question not asked in 2007.

Figure 35: 📞 If you needed dental care, why couldn't you receive it? - 2011

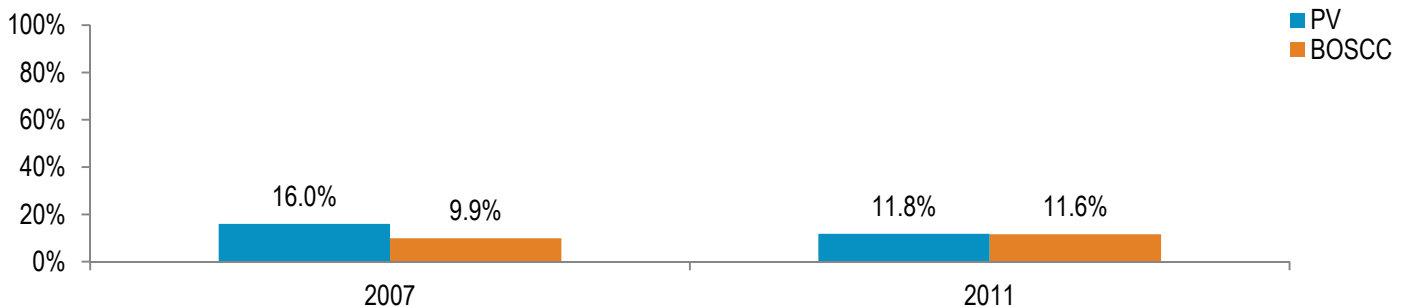
	PV	BOSCC
No insurance	31.0%	17.1%
Too expensive	29.6%	48.5%
Insurance wouldn't cover it	19.7%	14.6%
Couldn't afford co-pay	8.5%	11.2%
Couldn't afford premiums	5.6%	7.8%
Other	5.6%	N/A
Total Respondents	71	58

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Alcohol Use – Binge Drinking

Figure 36: 📞 Considering all types of alcoholic beverages, during the past 30 days about how many times did you have 5 or more drinks on an occasion? An occasion is about 2 hours. (Respondents answering “One or More Times”)



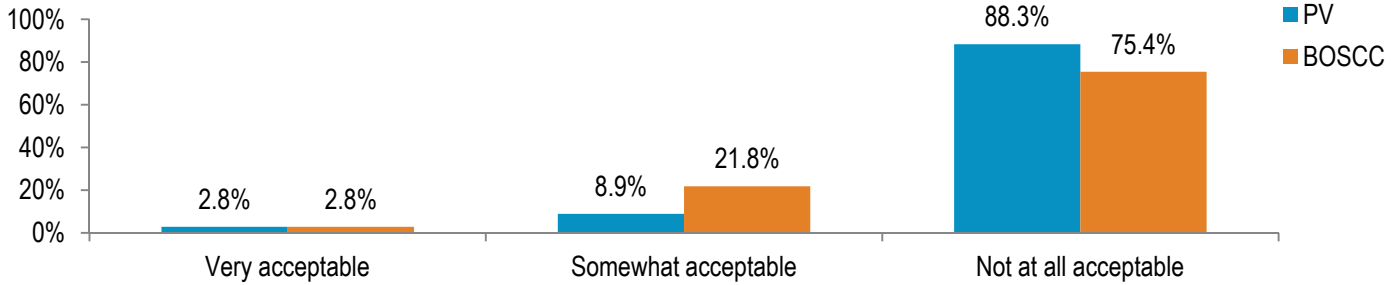
PV N: 2007= 388, 2011 N=398

BOSCC N: 2007 N= 538, 2011 N=517

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Community Acceptance of Adult Alcohol Provision

Figure 37: 📞 How acceptable do you think it is for adults to provide alcohol to underage youth in their home? - 2011



PV 2011 N=393

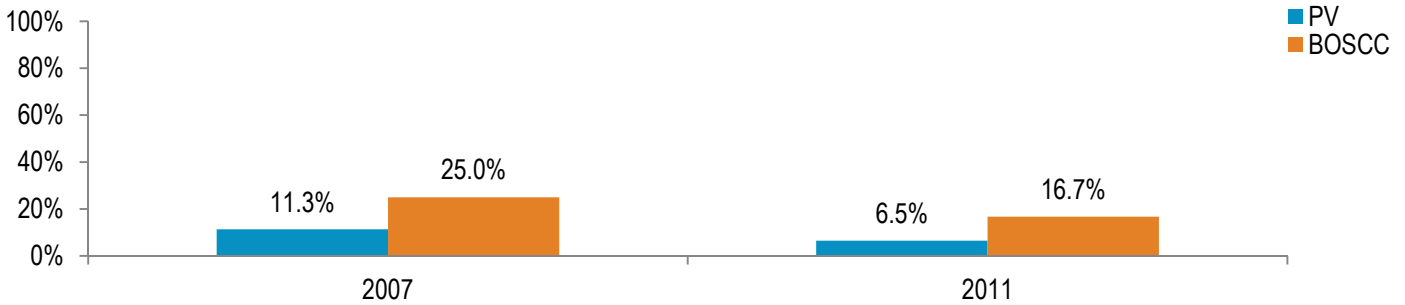
BOSCC 2011 N=379

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Community Acceptance of Recreational Marijuana Use

Figure 38: 📞 How acceptable do you find the use of marijuana for recreational or non-medicinal use? (Respondents answering "Very Acceptable"¹)



PV N: 2007= 381, 2011 N=386

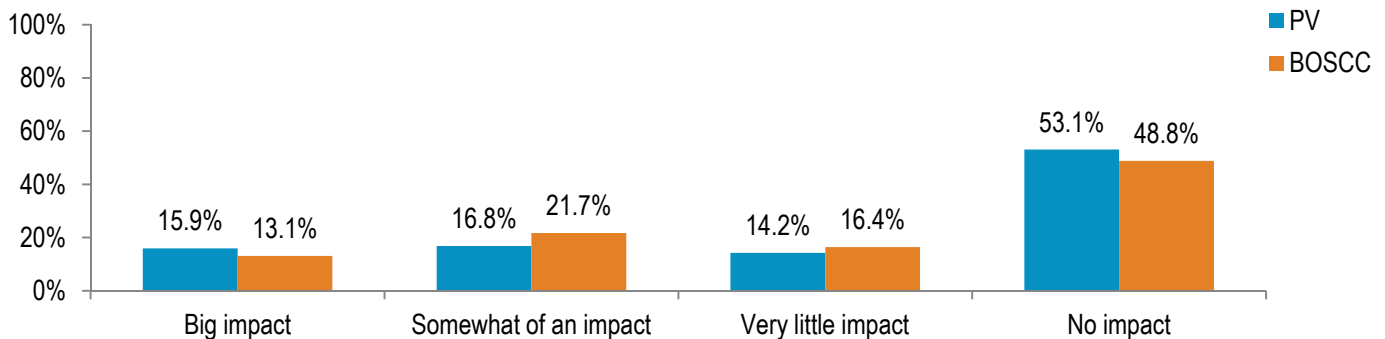
BOSCC N: 2007 N= 525, 2011 N=495

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

¹ In 2011, "Very Acceptable" replaced "Acceptable" as a response option.

Methamphetamine Concerns

Figure 39: 📞 How much of an impact has methamphetamine use had in your neighborhood? - 2011



PV 2011 N=339

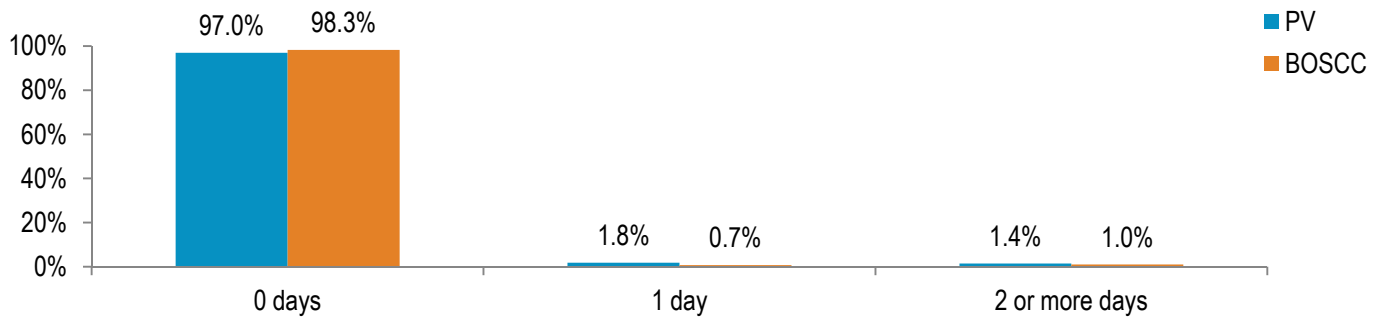
BOSCC 2011 N=465

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Prescription Medications

Figure 40: 📞 During the past 30 days, on how many days did you use prescription medicines not prescribed to you by a doctor for recreational use (such as Vicodin, Oxycodin, Percodan, Ritalin, Adderall)? - 2011



PV 2011 N=399

BOSCC 2011 N=520

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Physical Activity

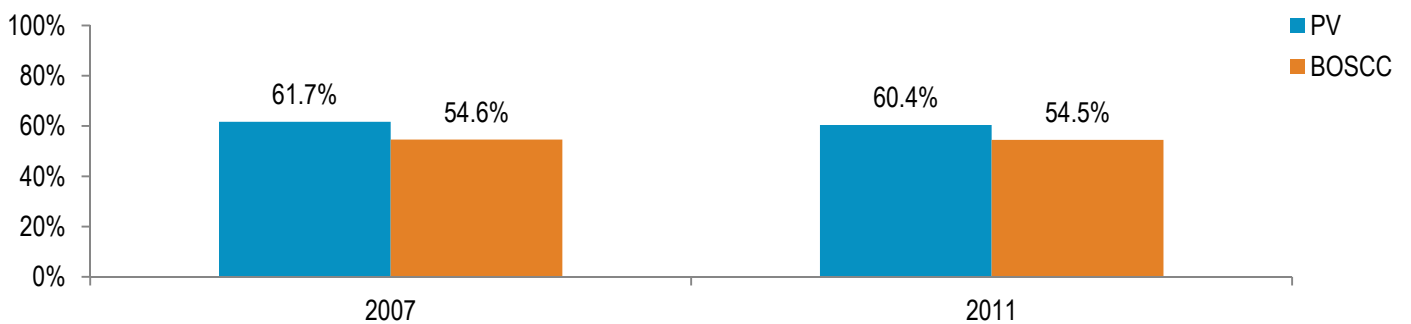
Figure 41: 📞 How many days per week do you engage in physical activity for a combined total of 30 minutes or more?

	PV		BOSCC	
	2007	2011	2007	2011
None	11.9%	14.1%	5.8%	7.2%
1 – 2 days	18.0%	20.9%	12.3%	17.1%
3 – 4 days	24.0%	30.5%	29.3%	33.3%
5 or more days	46.2%	34.5%	52.6%	42.4%
Total responses	391	397	542	518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Fruit and Vegetable Consumption

Figure 42: 📞 Do you eat 5 or more servings of fruits and vegetables a day? A serving is 1 medium apple or a small bowl of salad. Fresh, frozen, canned, 100% juice or dried fruits or vegetables all count. (Respondents answering “Yes”)



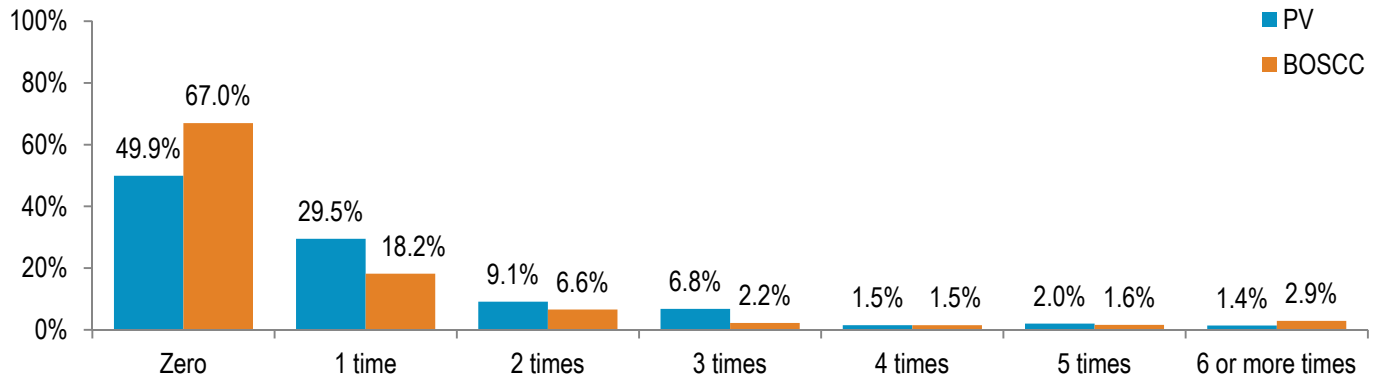
PV N: 2007= 389, 2011 N=394

BOSCC N: 2007 N=533, 2011 N=511

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Fast Food Consumption

Figure 43: 📞 How many times in the past 7 days did you eat fast food? - 2011



PV 2011 N=397

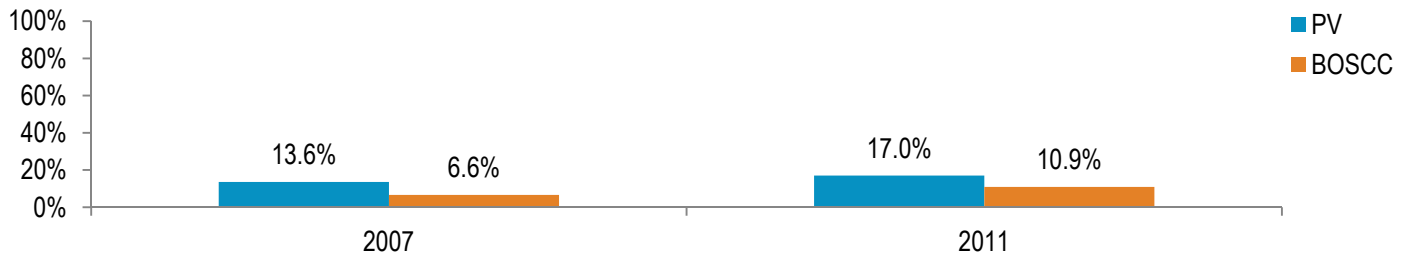
BOSCC 2011 N=517

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Diabetes

Figure 44: 📞 Other than during pregnancy, has a doctor ever told you that you have diabetes or pre-diabetes? (Respondents answering "Yes")



PV N: 2007=389, 2011 N=400

BOSCC N: 2007 N=528, 2011 N=515

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 45: 📞 If yes, were you told it was:

	PV		BOSCC	
	2007	2011	2007	2011
Diabetes	65.2%	61.2%	56.2%	59.9%
Pre-diabetes	34.8%	38.8%	43.8%	40.1%
Total responses	49	67	33	54

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Obesity

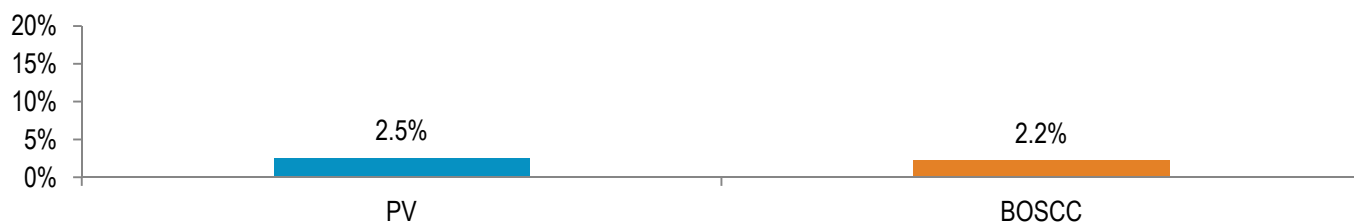
Figure 46: 📞 Body Mass Index (BMI) of Adults

	PV		BOSCC	
	2007	2011	2007	2011
Low (BMI Less than 18.5)	1.3%	3.0%	1.2%	1.8%
Normal (BMI 18.5 – 24.9)	34.5%	32.7%	48.9%	45.0%
Overweight (BMI 25.0 – 29.9)	41.9%	34.9%	37.9%	34.8%
Obese (BMI 30.0 or more)	22.3%	29.4%	11.9%	18.5%
Total responses	341	364	517	479

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

5210 Health Campaign

Figure 47: 📞 Thinking about physical activity and nutrition, do you know what the 5210 campaign stands for? (Respondents answering “Yes”) - 2011



PV 2011 N=400

BOSCC 2011 N=521

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Figure 48: 📞 If yes, please briefly describe what the 5210 campaign stands for. - 2011

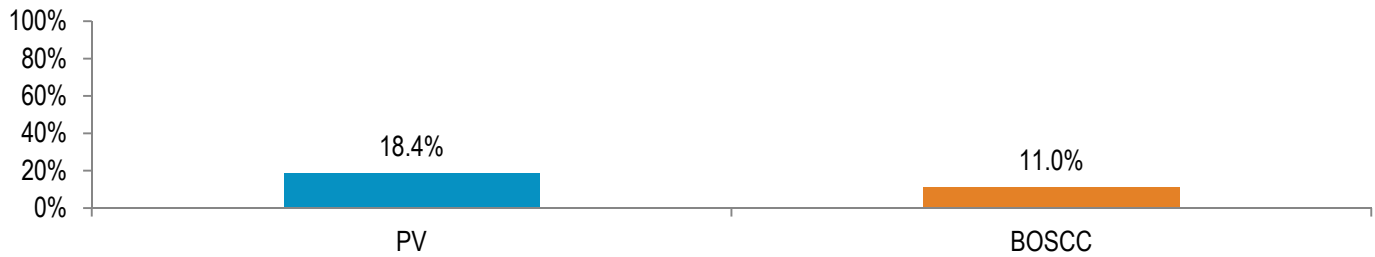
	PV	BOSCC
Knows all four of the 5210 definitions	10.0%	3.3%
Knows three of the four definitions	10.0%	0.0%
Knows two of the four definitions	30.0%	22.8%
Knows one of the four definitions	20.0%	8.8%
Has general knowledge of 5210 but not specific definitions	30.0%	65.2%
Total Respondents	10	11

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Mental Health

Figure 49: 📞 During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities? (Respondents answering “Yes”) - 2011



PV 2011 N=397

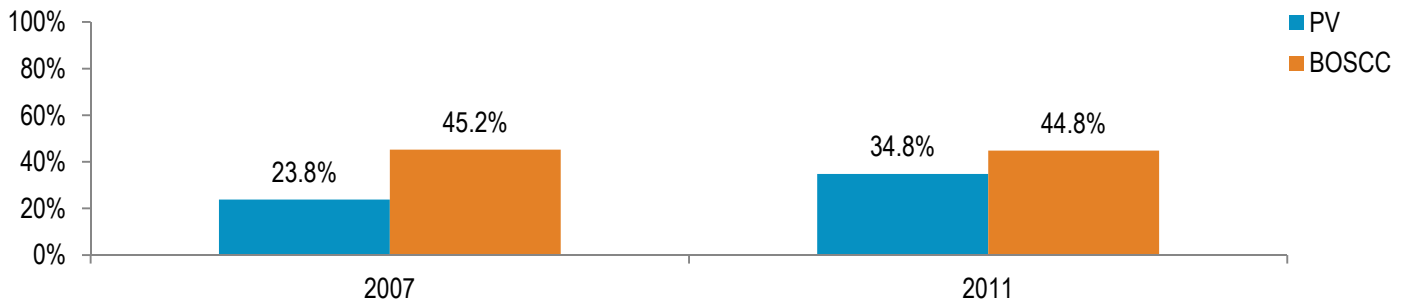
BOSCC 2011 N=521

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

End of Life Wishes

Figure 50: 📞 Do you have your end-of-life wishes for medical treatment in a written document? (Respondents answering “Yes”)



PV N: 2007= 381, 2011 N=400

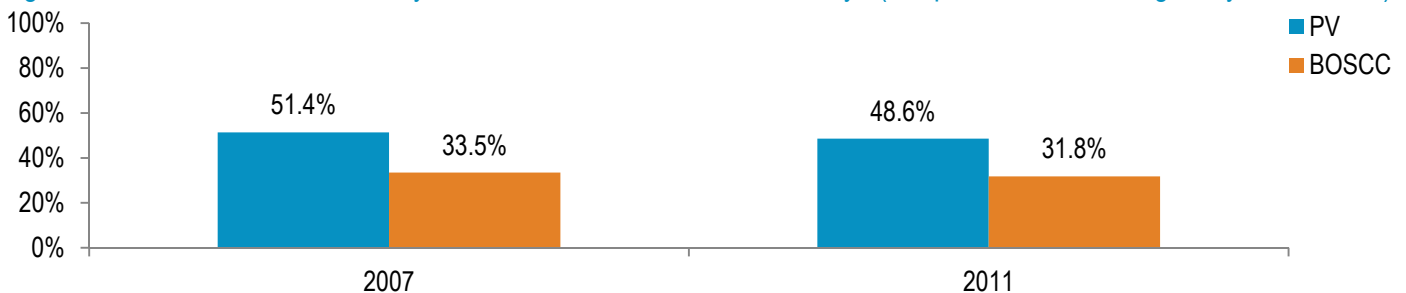
BOSCC N: 2007 N= 537, 2011 N=520

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

PUBLIC SAFETY

Concern about Crime / Neighborhood Safety

Figure 51: 📞 How concerned are you about crime in Santa Cruz County? (Respondents answering “Very Concerned”)

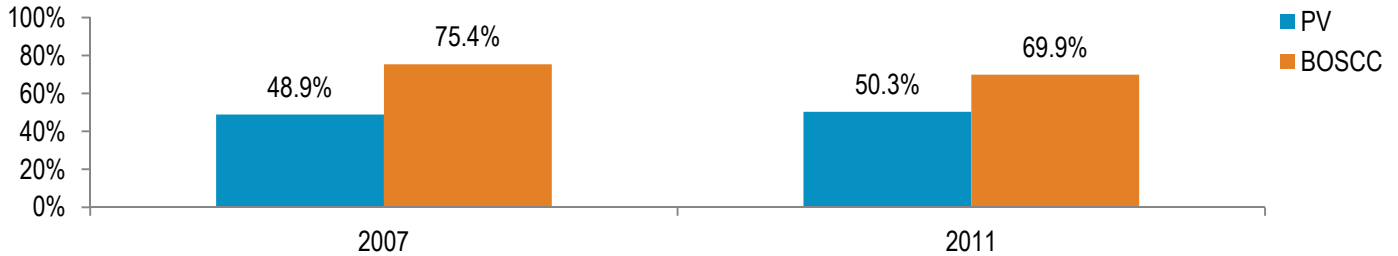


PV N: 2007=389, 2011 N=399

BOSCC N: 2007 N=537, 2011 N=518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 52: 📞 How safe would you say you feel in your neighborhood? (Respondents answering “Very Safe”)

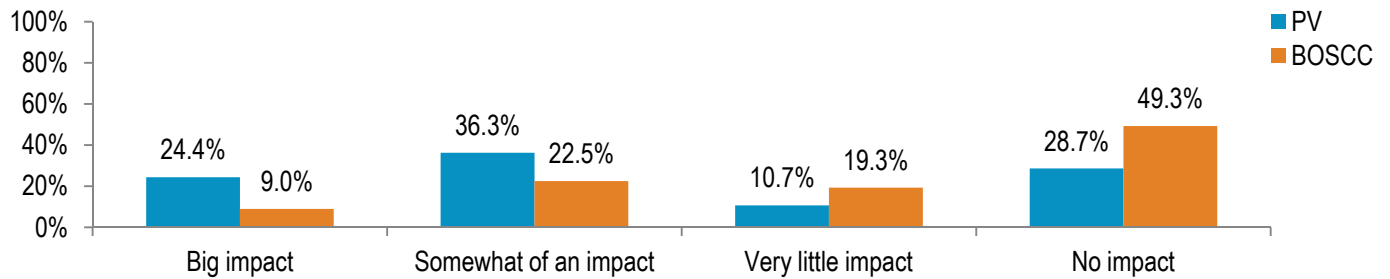


PV N: 2007=390, 2011 N=398

BOSCC N: 2007 N=542, 2011 N=519

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 53: 📞 How much of an impact have gangs had in your neighborhood? - 2011



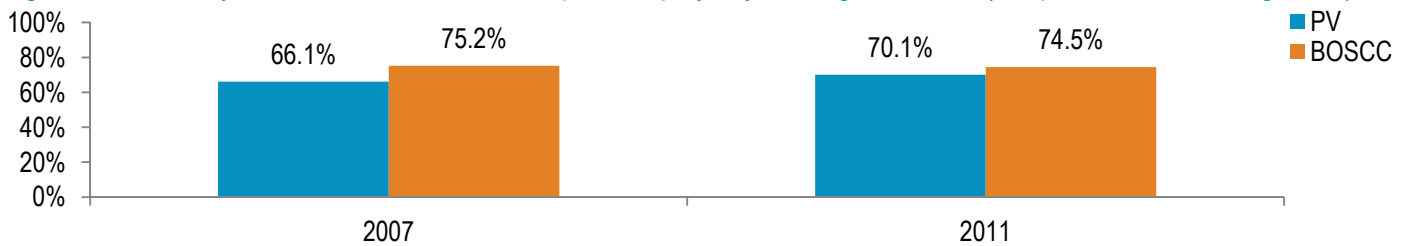
PV 2011 N=394

BOSCC 2011 N=509

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 54: 📞 Do you feel children have a safe place to play in your neighborhood? (Respondents answering “Yes”)



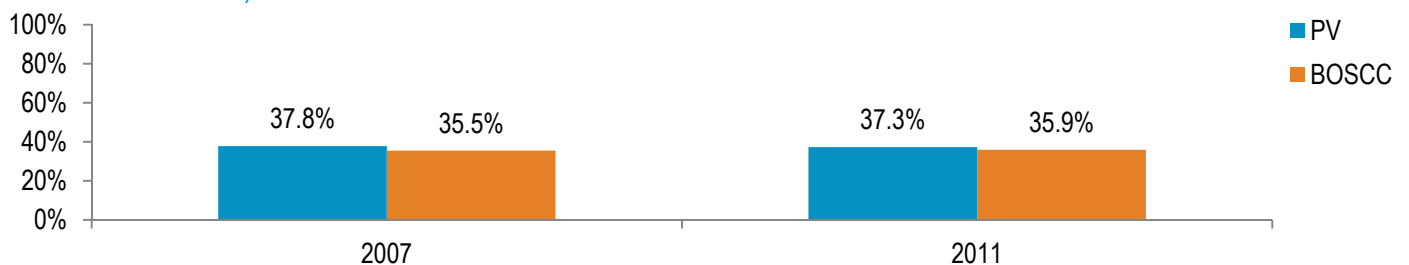
PV N: 2007=385, 2011 N=395

BOSCC N: 2007 N=536, 2011 N=511

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Law Enforcement Effectiveness

Figure 55: 📞 How effective do you think law enforcement is in our community? (Respondents answering “Very Effective”)



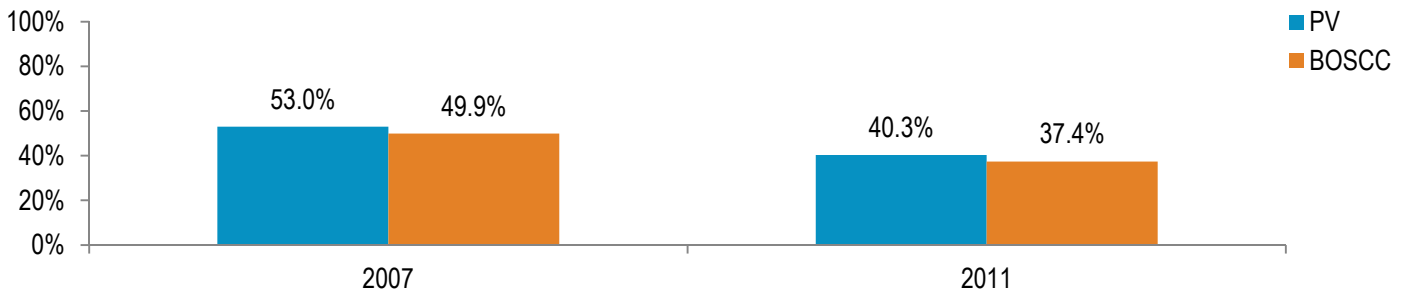
PV N: 2007=376, 2011 N=394

BOSCC N: 2007 N=512, 2011 N=506

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Family Violence

Figure 56: 📞 How concerned are you about family violence in our community (includes domestic violence, child abuse, and senior abuse)? (Respondents answering “Very Concerned”)



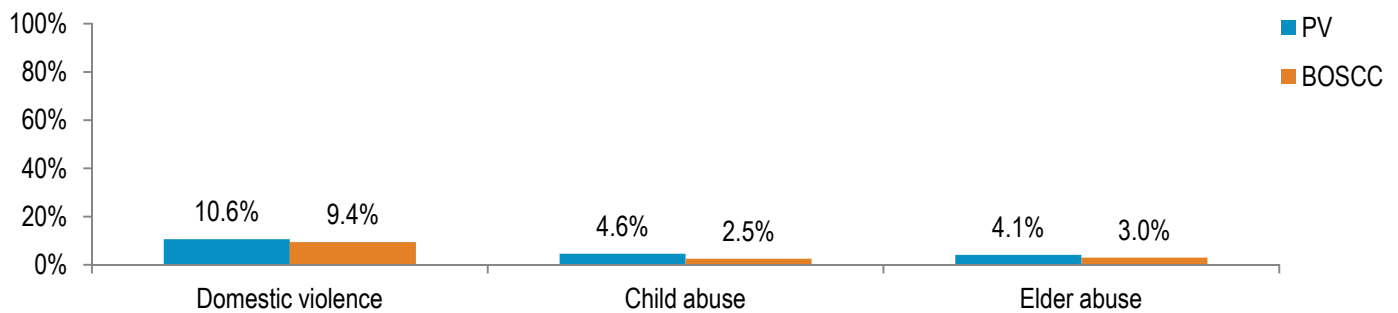
PV N: 2007=383, 2011 N=395

BOSCC N: 2007 N=522, 2011 N=507

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Note: In 2011, survey question changed from “in Santa Cruz County” to “in our community.”

Figure 57: 📞 Has a family member or friend experienced family violence (including domestic violence, child abuse, and elder abuse) in the last year? (Respondents answering “Yes”) - 2011



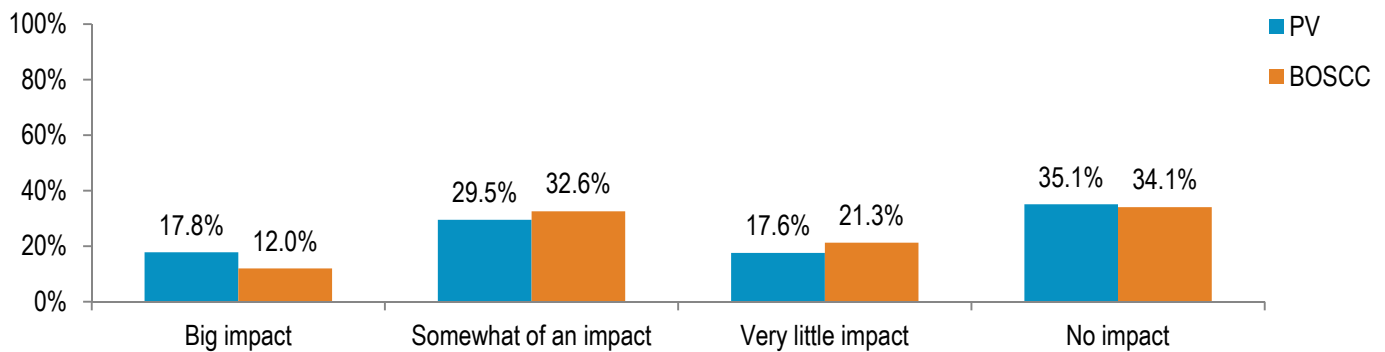
Domestic Violence - PV N=397, BOSCC N=504; Child Abuse – PV N=395, BOSCC N=508; Elder Abuse – PV N=395, BOSCC N=507

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Drug Abuse

Figure 58: 📞 How much of an impact has drug and alcohol abuse had in your neighborhood? - 2011



PV 2011 N=376

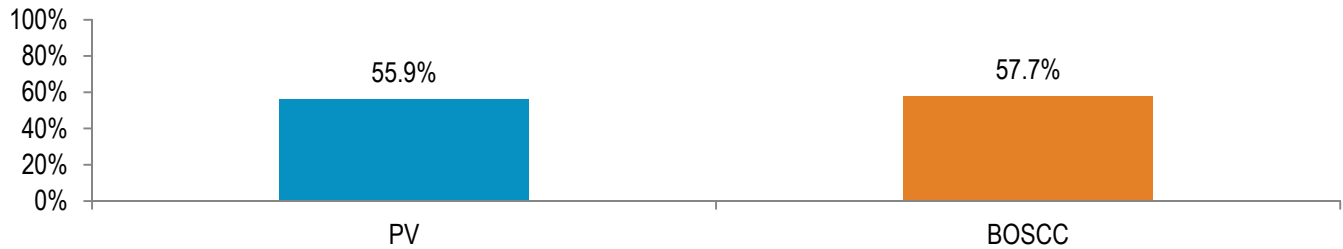
BOSCC 2011 N=490

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Disaster Preparedness

Figure 59: 📞 Does your family or household have an emergency supply kit set aside for immediate use that could sustain all members of the family or household for 72 hours? (Respondents answering “Yes”) - 2011



PV 2011 N=395

BOSCC 2011 N=519

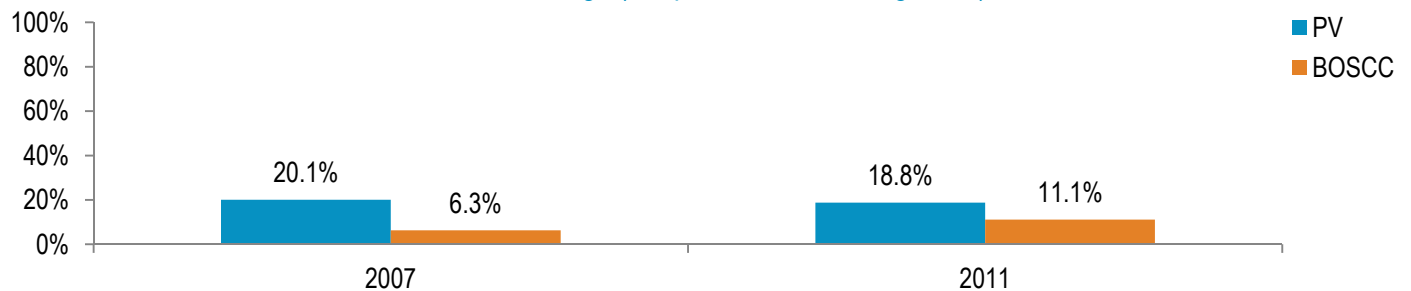
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

SOCIAL ENVIRONMENT

Basic Needs

Figure 60: 📞 In any given month in the last 12 months, did you find yourself having to go without basic needs such as child care, health care, food, or housing? (Respondents answering “Yes”)



PV N: 2007=390, 2011 N=400

BOSCC N: 2007 N=542, 2011 N=520

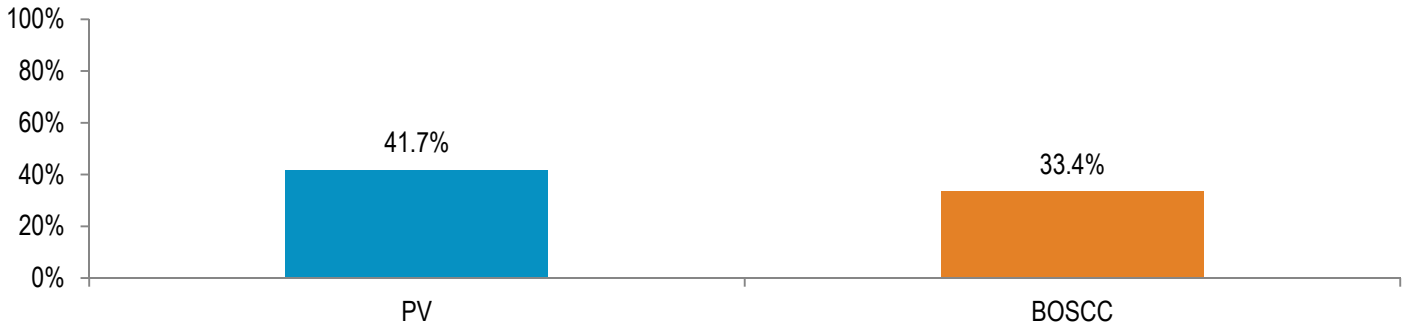
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 61: 📞 If yes, what did you go without? (Selected responses)

	PV		BOSCC	
	2007	2011	2007	2011
Health care	51.5%	53.3%	75.7%	61.9%
Food/limited food choices	37.1%	32.0%	26.6%	36.5%
Child care	18.1%	20.0%	11.0%	5.7%
Rent/housing	21.9%	14.7%	9.2%	15.7%
Dental Care	NA	12.0%	NA	7.1%
Other	5.7%	1.3%	2.3%	0.0%
Total Respondents	78	75	34	57
Total Responses	106	100	45	72

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 62: ☎ If yes, did you get help from any social service program (for example, the food bank, a shelter, a public assistance program)? (Respondents answering “Yes”) – 2011



PV 2011 N=72

BOSCC 2011 N=58

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 63: ☎ If no, why did you not get help from any social service program? - 2011

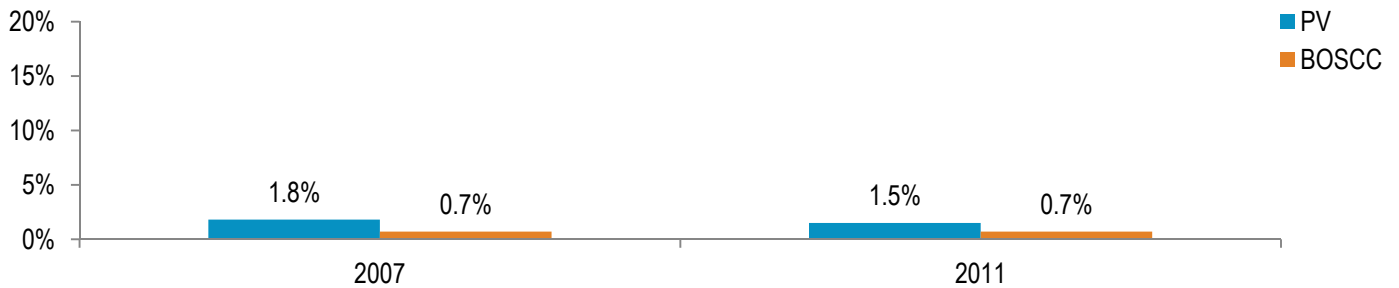
	PV	BOSCC
I applied for public assistance	35.7%	42.2%
I didn't want to	33.3%	24.1%
I didn't know where to get help	16.7%	13.6%
Didn't think I qualified	4.8%	15.2%
Other	14.3%	5.9%
Total Respondents	42	37
Total Responses	44	37

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Homelessness

Figure 64: ☎ Have you been without housing in Santa Cruz County during the past year (homeless, in a shelter, on the street, or living in your vehicle)? (Respondents answering “Yes”)

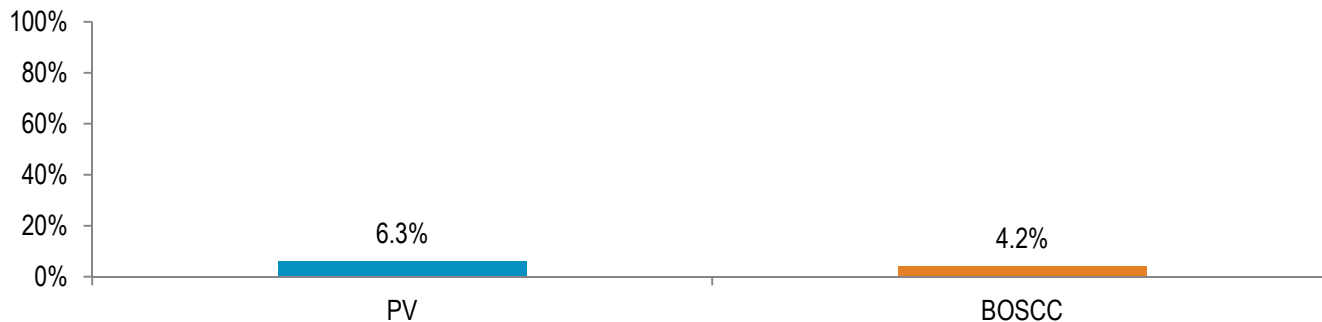


PV N: 2007=389, 2011 N=400

BOSCC N: 2007 N=542, 2011 N=521

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 65: 📞 Is anyone staying at your address on a temporary basis who otherwise might be considered homeless? (Respondents answering “Yes”) - 2011



PV 2011 N=397

BOSCC 2011 N=520

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 66: 📞 How many people staying at this address might be considered homeless? - 2011

	PV	BOSCC
1 person	68.0%	77.8%
2 people	24.0%	16.8%
3 people	0.0%	2.1%
4 people	4.0%	3.4%
5 people	4.0%	0.0%
Total Respondents	25	22

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 67: 📞 Relationship of this person or persons to the owner, leaseholder, or primary renter of this property. - 2011

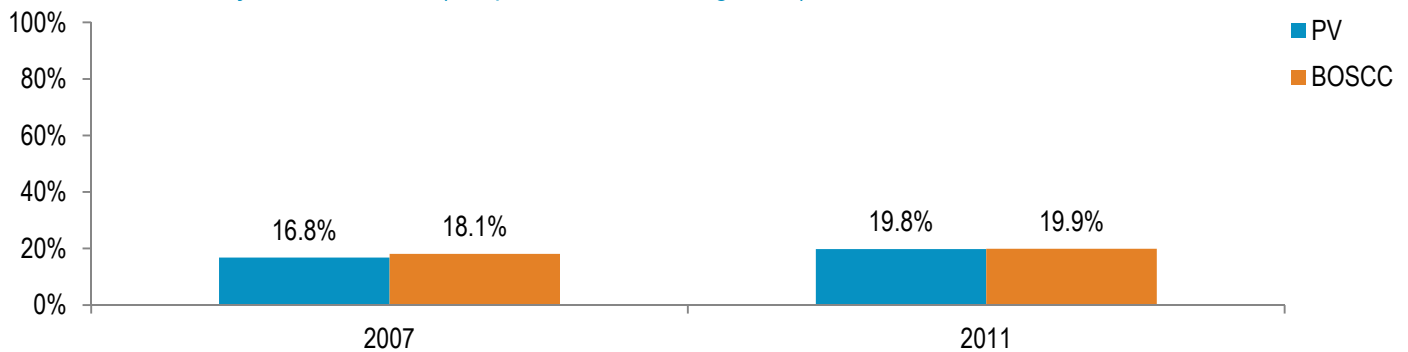
	PV	BOSCC
Immediate family (mother, father, son, daughter, sister)	48.0%	42.1%
Friend	24.0%	35.7%
Extended family (grandparent, aunt, uncle, cousin, or other)	20.0%	16.7%
Non-family member (including in-laws)	12.0%	15.8%
Other relationship	0%	0%
Total Respondents	25	22
Total Responses	26	24

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

People with Disabilities

Figure 68: 📞 Have you or a member of your household been diagnosed with a disability that significantly limits one or more major life activities? (Respondents answering “Yes”)



PV N: 2007=386, 2011 N= 394

BOSCC N: 2007 N=539, 2011 N=514

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 69: 📞 How many people in your household have been diagnosed with a disability? - 2011

	PV	BOSCC
1 person	80.8%	85.0%
2 people	19.2%	15.0%
Total Respondents	78	102

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

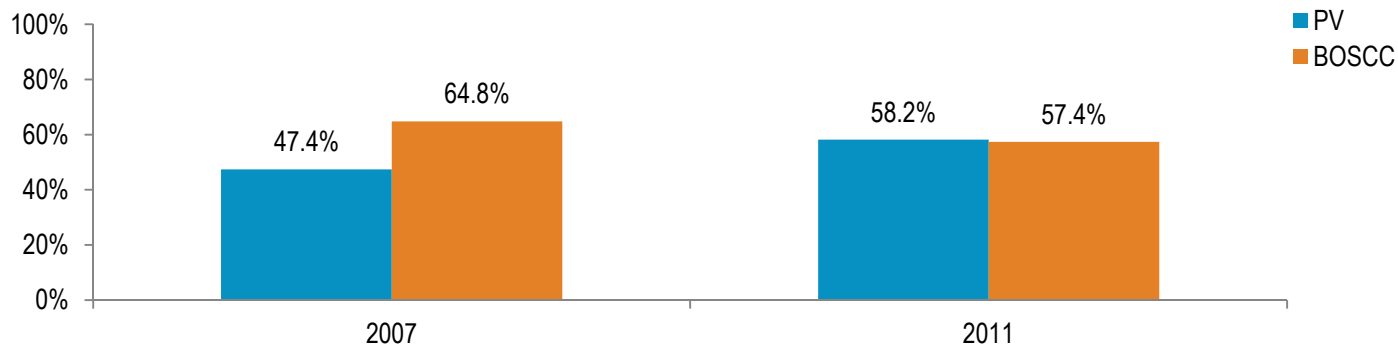
Note: Survey question was not asked in 2007.

Figure 70: 📞 What are the ages of the persons diagnosed as having a disability?

	PV		BOSCC	
	2007	2011	2007	2011
5 years or less	2.5%	1.3%	0.0%	1.5%
6 to 18 years	6.1%	6.5%	2.3%	3.9%
19 to 24 years	0.0%	5.2%	6.6%	3.1%
25 to 34 years	4.9%	3.9%	8.3%	8.3%
35 to 44 years	15.6%	6.5%	5.8%	7.4%
45 to 54 years	21.5%	9.1%	20.7%	11.6%
55 to 64 years	31.3%	32.5%	25.2%	32.1%
65 to 74 years	17.9%	22.1%	12.1%	17.3%
75 to 84 years	12.1%	14.3%	30.3%	15.6%
85 years and over	2.5%	13.0%	4.3%	9.7%
Total Respondents	62	77	92	102
Total Responses	71	88	107	113

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 71: 📞 Is the person with a disability participating in community life at the levels he or she desires? (Respondents answering “Yes”)



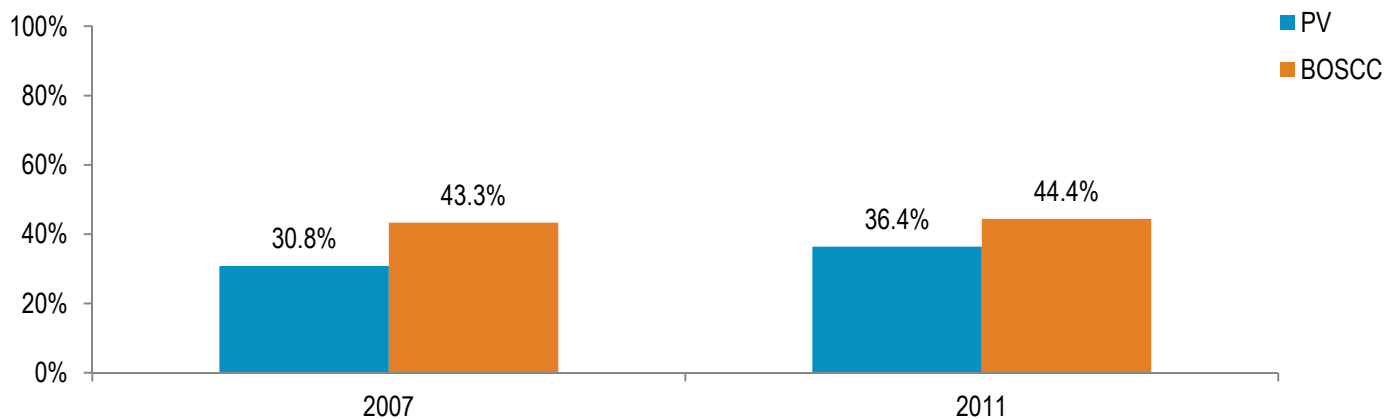
PV N: 2007=60, 2011 N=91

BOSCC N: 2007 N=92, 2011 N=136

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Volunteerism and Charitable Giving

Figure 72: 📞 Do you regularly do volunteer work in the community? (Respondents answering “Yes”)



PV N: 2007=389, 2011 N=398

BOSCC N: 2007 N=541, 2011 N=517

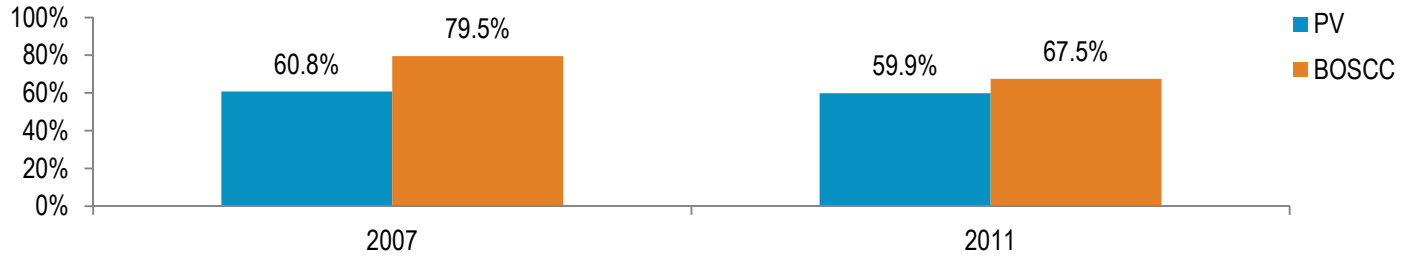
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 73: 📞 If yes, where do you volunteer? (Selected responses)

	PV		BOSCC	
	2007	2011	2007	2011
Church	23.1%	27.1%	24.8%	21.7%
School	18.7%	22.2%	28.9%	19.6%
Service organizations	20.4%	18.8%	10.9%	9.1%
Poverty/homeless assistance	14.2%	11.1%	6.4%	7.4%
Health organizations	5.8%	9.0%	8.7%	10.1%
Total Respondents	117	144	233	224
Total Responses	148	209	330	305

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 74: 📞 Do you regularly contribute money to charitable organizations? (Respondents answering “Yes”)



PV N: 2007=386, 2011 N=397

BOSCC N: 2007 N=542, 2011 N=518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

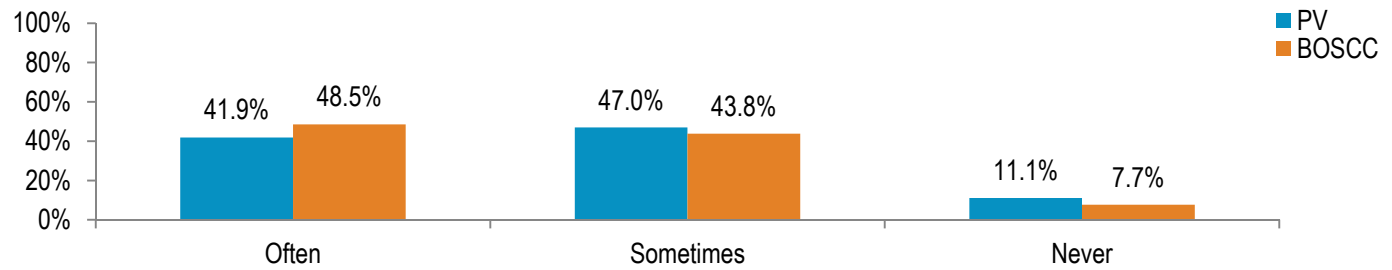
Figure 75: 📞 If yes, will you give:

	PV		BOSCC	
	2007	2011	2007	2011
Less than last year	19.3%	26.8%	16.6%	22.5%
More than last year	9.2%	9.8%	19.2%	13.6%
About the same as last year	71.5%	63.4%	64.2%	63.9%
Total Respondents	228	235	417	342

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Community Support

Figure 76: 📞 How often do you feel that people in your neighborhood help each other? – 2011



PV 2011 N=389

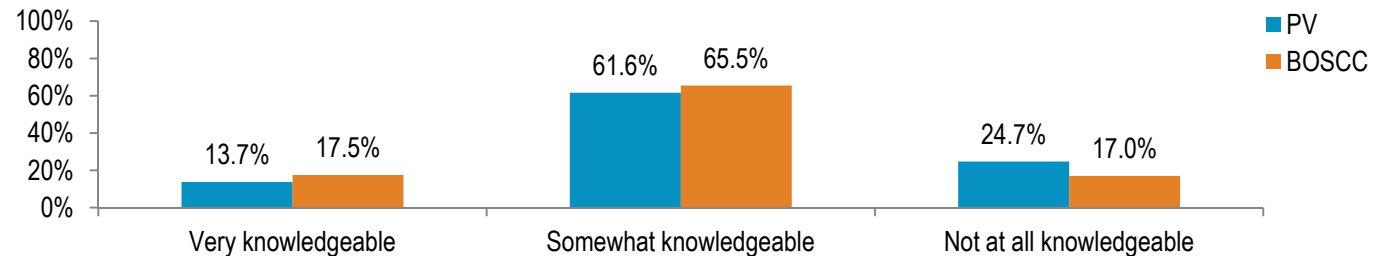
BOSCC 2011 N=512

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Knowledge about Local Government Issues

Figure 77: 📞 In general, how knowledgeable are you about local government issues and decisions? - 2011



PV 2011 N=393

BOSCC 2011 N=513

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Social Activism

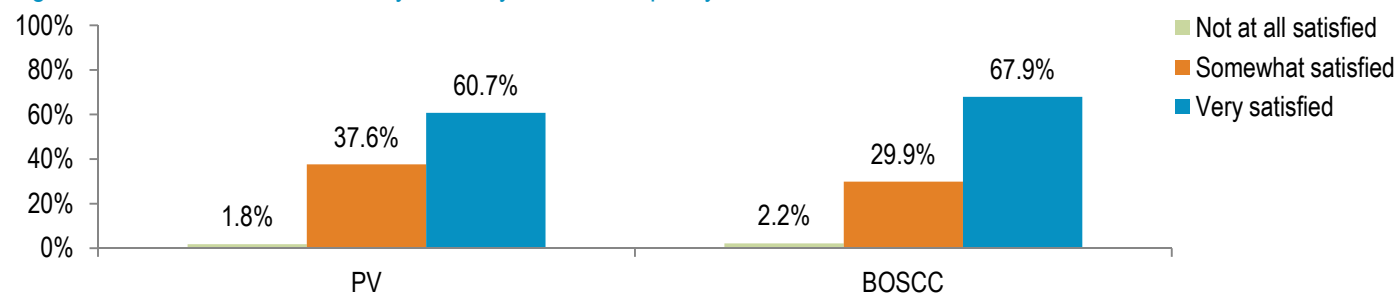
Figure 78: 📞 In the last 12 months, have you done any of the following? - 2011

	PV	BOSCC
Signed a petition	64.5%	73.8%
Met with, e-mailed, called or sent a letter to any local politician	48.5%	56.3%
Attended a town meeting, public hearing, or public affair	46.5%	43.0%
Joined an on-line political advocacy group	19.5%	32.2%
Joined a protest or demonstration	12.0%	19.1%
Vote	2.0%	4.8%
Joined a political advocacy group	1.0%	2.8%
Other political action	2.5%	4.5%
Total Respondents	200	352
Total Responses	393	833

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Quality of Life

Figure 79: 📞 How satisfied are you with your overall quality of life? - 2011



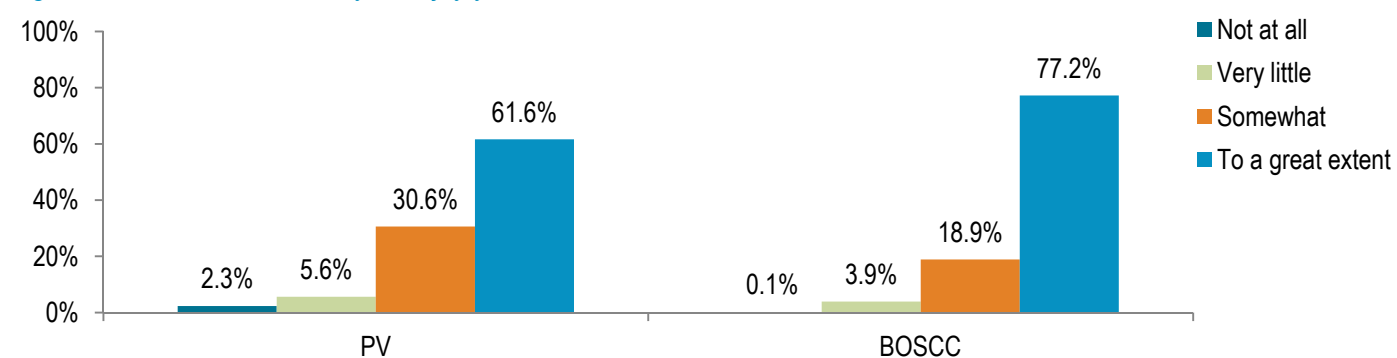
PV 2011 N=399

BOSCC 2011 N=521

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 80: 📞 How much do you enjoy your life? - 2011



PV 2011 N=396

BOSCC 2011 N=517

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 81: 📞 Generally speaking, what contributes most to your quality of life in Santa Cruz County? (What do you like about Santa Cruz County?) – Top 5 Responses

PV		BOSCC	
2007	2011	2007	2011
1. Scenery / geography / climate (58.2%)	1. Scenery / geography / climate (74.2%)	1. Scenery / geography / climate (74.8%)	1. Scenery / geography / climate (75.9%)
2. Outdoor recreation (10.0%)	2. Family / friends / friendly people (21.0%)	2. Family / friends / friendly people (14.5%)	2. Family / friends / friendly people (21.3%)
3. Quiet / peaceful (9.9%)	3. Community / low population / slow pace (15.4%)	3. Outdoor recreation (9.2%)	3. Community / low population / slow pace (17.0%)
4. Family / friends / friendly people (9.0%)	4. Social climate (11.7%)	4. Community / low population / slow pace (9.0%)	4. Social climate (16.7%)
5. Many different things (8.6%)	5. Quiet / peaceful (6.4%)	5. Social climate (8.8%)	5. Quiet / peaceful (6.5%)

PV: 2007= 357 respondents offering 529 responses, 2011 = 376 respondents offering 518 responses.

BOSCC: 2007= 535 respondents offering 835 responses, 2011= 510 respondents offering 753 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 82: 📞 What do you think takes away from your quality of life? (What don't you like about Santa Cruz County?) – Top 5 Responses

PV		BOSCC	
2007	2011	2007	2011
1. Gangs / crime (20.6%)	1. Nothing takes away from quality of life (28.0%)	1. Traffic (33.9%)	1. Traffic (16.4%)
2. Traffic (17.5%)	2. Gangs / crime (19.5%)	2. Cost of living / housing (22.4%)	2. Nothing takes away from quality of life (15.9%)
3. Cost of living / housing (17.0%)	3. Traffic (12.2%)	3. Overcrowding (12.2%)	3. Cost of living / housing (15.7%)
4. Nothing takes away from quality of life (9.5%)	4. Cost of living / housing (10.2%)	4. Politics / too liberal (8.1%)	4. Gangs / crime (14.4%)
5. Overcrowding (8.2%)	5. Overcrowding / unplanned growth (8.2%)	5. Government (city/council) (7.3%)	5. Overcrowding / unplanned growth (8.4%)

PV: 2007= 282 respondents offering 352 responses, 2011 = 353 respondents offering 398 responses.

BOSCC: 2007= 469 respondents offering 639 responses, 2011= 497 respondents offering 578 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Racism and Discrimination

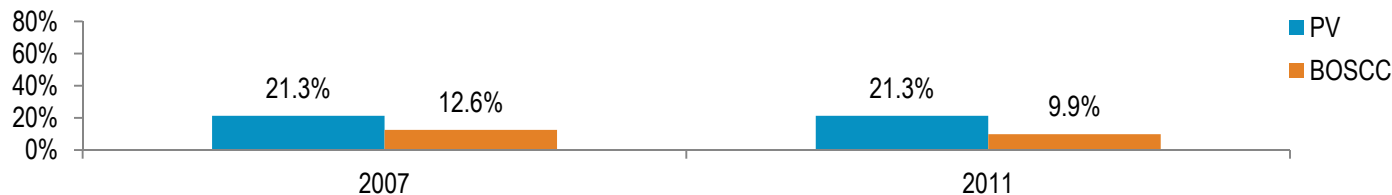
Figure 83: 📞 How much of a problem is racism in Santa Cruz County? - 2011

	PV	BOSCC
A big problem	17.4%	8.1%
Somewhat of a problem	57.7%	60.1%
Not a problem at all	24.9%	31.7%
Total Respondents	385	473

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011.

Note: Survey question was not asked in 2007.

Figure 84: 📞 Have you felt discriminated against (unfair treatment of a person, racial group, or minority) in Santa Cruz County in the last 12 months? (Respondents answering “Yes”)



PV N: 2007=389, 2011 N=399

BOSCC N: 2007 N=540, 2011 N=518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 85: 📞 If yes, for what reasons? (Selected Responses)

	PV		BOSCC	
	2007	2011	2007	2011
Ethnicity/race	54.8%	72.0%	21.7%	38.9%
Language	18.8%	11.0%	4.9%	5.0%
Gender	1.0%	8.5%	11.5%	11.3%
Socioeconomic status	4.9%	8.5%	20.7%	17.8%
Appearance	9.0%	6.1%	9.3%	2.6%
Age	9.0%	4.9%	16.7%	21.2%
Disability	6.9%	3.7%	0.0%	9.8%
Sexual orientation	NA	1.2%	NA	7.0%
Other	4.9%	6.1%	23.5%	18.6%
Total Respondents	76	82	64	50
Total Responses	109	100	87	68

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

NATURAL ENVIRONMENT

Concern for the Environment

Figure 86: 📞 What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 5 Responses)

PV		BOSCC	
2007	2011	2007	2011
1. Air pollution (car emissions) (23.9%)	1. Water pollution (ocean/river/bay) (22.5%)	1. Water pollution (ocean/river/bay) (21.7%)	1. Water pollution (ocean/river/bay) (22.7%)
2. Litter (16.5%)	2. Litter (13.7%)	2. Development of open space/ agricultural land (16.6%)	2. Water availability/ Salt water intrusion (11.8%)
3. Water pollution (ocean/river/bay) (15.2%)	3. General pollution (10.5%)	3. Traffic/too many cars (13.7%)	3. Drinking water quality (8.5%)
4. Development of open space/ agricultural land (15.2%)	4. No preservation of natural environment/ wildlife (9.8%)	4. Overpopulation (12.9%)	4. Litter (8.3%)
5. General pollution (10.4%)	5. Air pollution (car emissions) (7.7%)	5. Air pollution (car emissions) (10.6%)	5. No preservation of natural environment/ wildlife (6.8%)

PV: 2007= 232 respondents offering 308 responses, 2011 = 285 respondents offering 332 responses.

BOSCC: 2007= 421 respondents offering 527 responses, 2011= 419 respondents offering 487 responses.

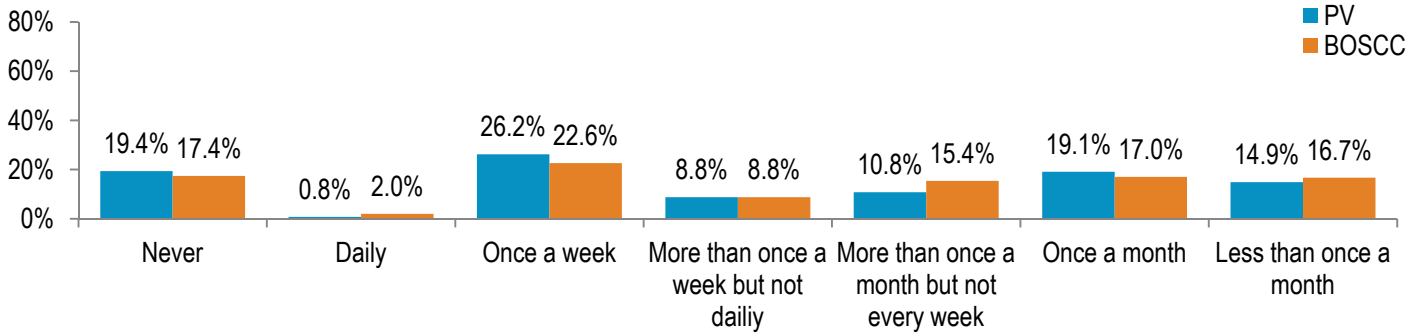
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Note: In 2007, many respondents indicated “don’t know” when asked this question or preferred not to answer, hence, a low respondent number for Pajaro Valley.

Farmers Markets and Local Produce Stands

Figure 87: 📞 How often do you shop at farmers markets or local produce stands? - 2011



PV: 2011 N=397

BOSCC: 2011 N=517

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2011.

Figure 88: 📞 What prevents you from shopping at farmers markets or local produce stands? - 2011

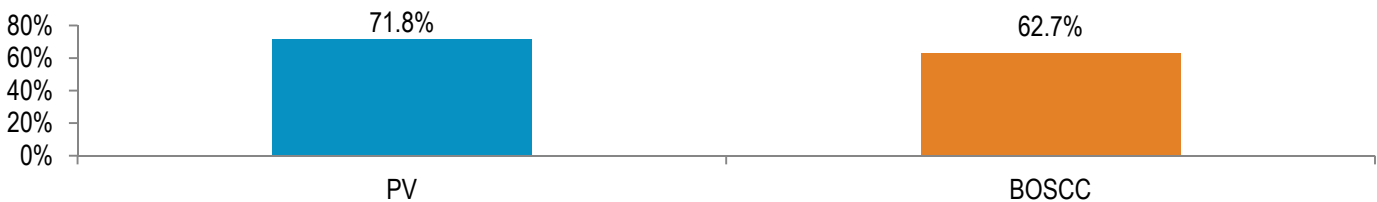
	PV	BOSCC
Nothing prevents me	27.8%	27.4%
Times are not convenient	26.2%	28.7%
Location	16.1%	12.8%
Cost	11.6%	12.8%
Don't want to shop at more than one store	9.0%	6.2%
Grow my own vegetables	2.6%	1.4%
Weather	0.0%	1.0%
Variety	1.6%	1.4%
Lazy	1.6%	1.6%
Parking	1.3%	0.6%
Transportation	1.1%	3.0%
Other	6.9%	9.1%
Total Respondents	254	501
Total Responses	400	531

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Protected Land

Figure 89: 📞 Should stronger regulations be imposed to provide greater protection for open space? (Respondents answering "Yes") - 2011



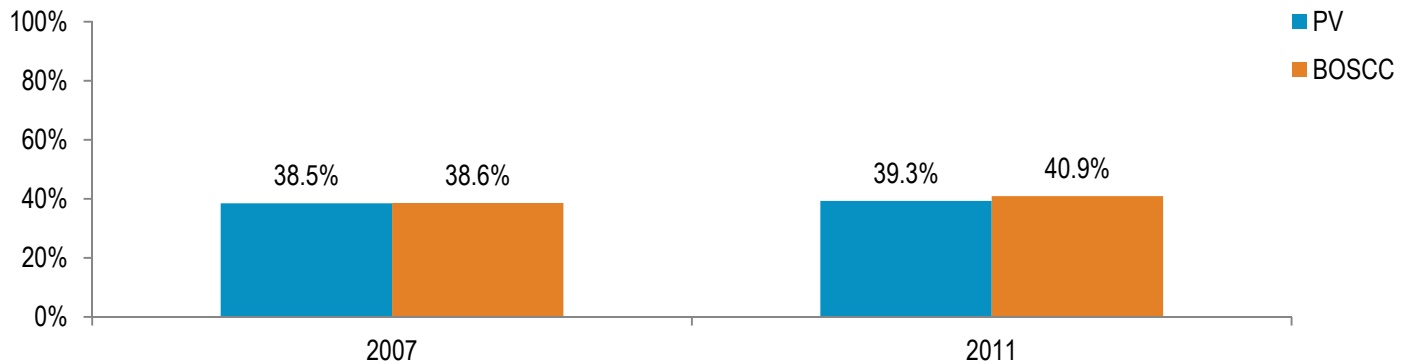
PV 2011 N=365

BOSCC 2011 N=461

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Figure 90: 📞 How satisfied are you with what the County is doing to preserve open space such as wildlife habitat and farmland? (Respondents answering “Very Satisfied”)



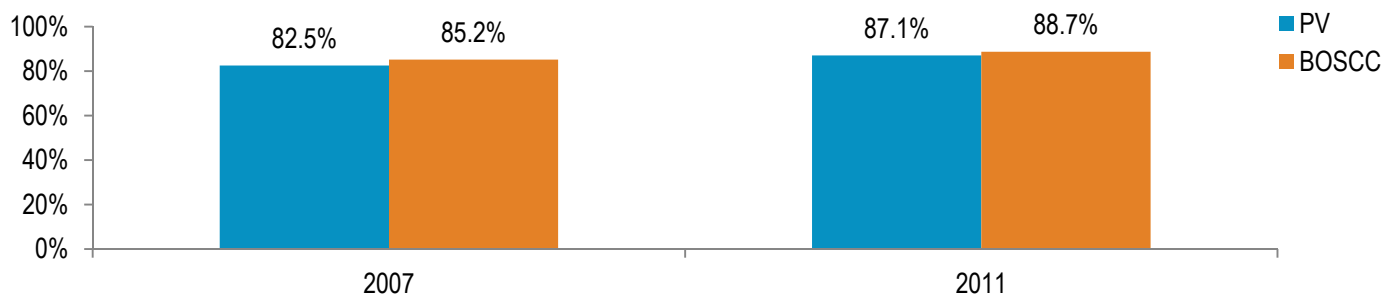
PV N: 2007=357, 2011 N=374

BOSCC N: 2007 N=510, 2011 N=488

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Water Use Reduction

Figure 91: 📞 Are you taking steps to reduce your household water consumption? (Respondents answering “Yes”)



PV N: 2007=385; 2011 N=396

BOSCC: 2007=537; 2011 N=513

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 92: 📞 If yes, have you done any of the following? (Top 5 Responses)

PV		BOSCC	
2007	2011	2007	2011
1. Installed a low-flow showerhead (75.3%)	1. Installed a low-flow showerhead (80.4%)	1. Installed a low-flow toilet (75.6%)	1. Installed a low-flow showerhead (80.9%)
2. Use a hose end nozzle or use timers to water (66.3%)	2. Installed a low-flow toilet (74.1%)	2. Use a hose end nozzle or use timers to water (74.4%)	2. Use a hose end nozzle or use timers to water (76.8%)
3. Installed a low-flow toilet (62.0%)	3. Use a hose end nozzle or use timers to water (70.5%)	3. Installed a low-flow showerhead (69.3%)	3. Installed a low-flow toilet (70.6%)
4. Upgraded appliances to low-flow (washing machines and dishwashers) (51.7%)	4. Modify your landscape to reduce irrigation water (64.6%)	4. Planted low-water landscaping (57.5%)	4. Modify your landscape to reduce irrigation water (68.4%)
5. Planted low-water landscaping (50.0%)	5. Installed a front loading washing machine (42.6%)	5. Upgraded appliances to low-flow (washing machines and dishwashers) (53.9%)	5. Installed a front loading washing machine (42.6%)

PV: 2007= 309 respondents offering 1,018 responses, 2011 = 336 respondents offering 1,280 responses.

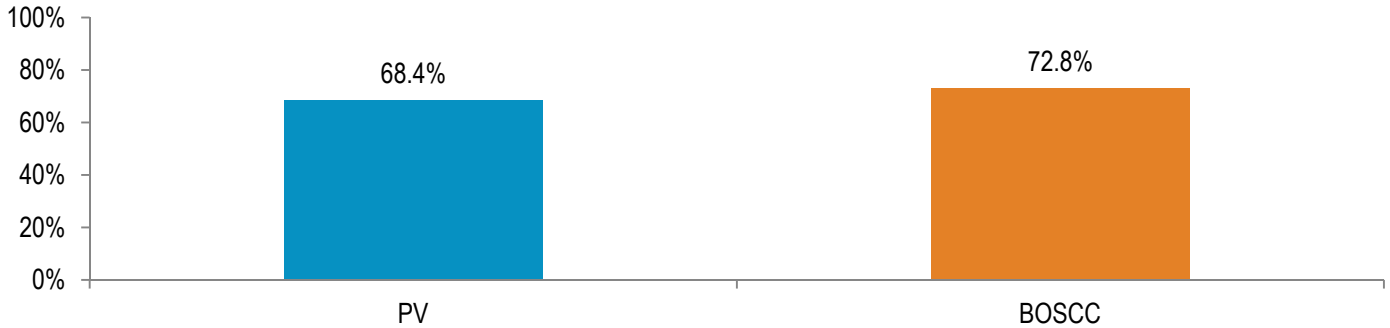
BOSCC: 2007= 449 respondents offering 1,634 responses, 2011= 443 respondents offering 1,698 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Water Pollution Reduction

Figure 93: 📞 Are you taking steps to reduce water pollution at home or work? (Respondents answering “Yes”) - 2011



PV N: 2011 N=370

BOSCC: 2011 N=465

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Figure 94: 📞 If so, have you done any of the following? (Top 5 Responses) - 2011

PV	BOSCC
1. Kept paints and chemicals out of storm drains (86.8%)	1. Kept paints and chemicals out of storm drains (90.6%)
2. Used less toxic fertilizers and pesticides (67.9%)	2. Used less toxic fertilizers and pesticides (70.8%)
3. Used appropriate amounts of fertilizers and outdoor pesticides (67.5%)	3. Washed cars at car washes rather than on the street (69.0%)
4. Washed cars at car washes rather than on the street (65.8%)	4. Used appropriate amounts of fertilizers and outdoor pesticides (66.1%)
5. Reduced runoff from irrigation of landscaping (62.6%)	5. Reduced runoff from irrigation of landscaping (65.9%)

PV: 2011 = 243 respondents offering 1,001 responses.

BOSCC: 2011= 334 respondents offering 1,455 responses.

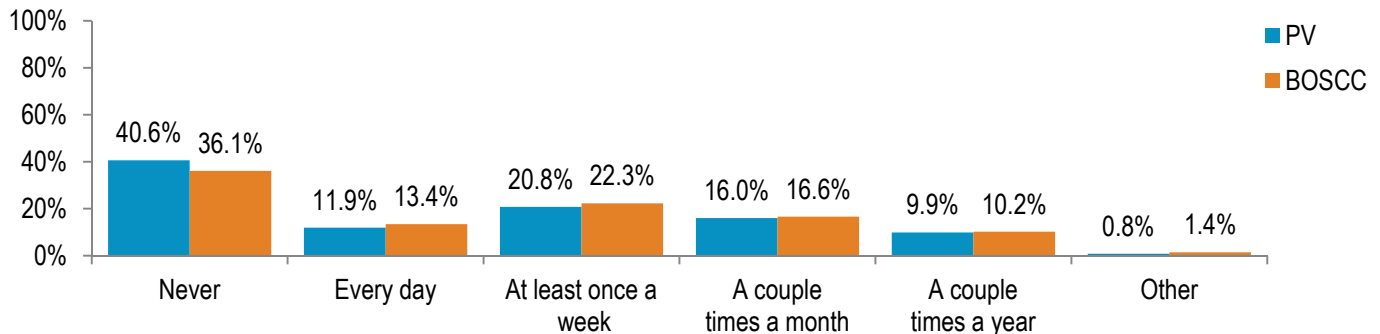
Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Note: Survey question was not asked in 2007.

Alternative Transportation

Figure 95: 📞 How often do you use alternative forms of transportation – carpooling, bus, bicycle, etc. – rather than driving alone? - 2011



PV: 2011 N=394

BOSCC: 2011 N=518

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Scale changed since 2007 thus those responses are no longer comparable.

Figure 96: 📞 What would encourage you to use alternative forms of transportation? (Top 5 Responses)

PV		BOSCC	
2007	2011	2007	2011
1. Already use it (14.6%)	1. More frequent bus schedule/ convenience (25.2%)	1. More frequent bus schedule/ convenience (17.0%)	1. More frequent bus schedule/ convenience (27.0%)
2. Nothing/ wouldn't use it (12.3%)	2. Nothing/ wouldn't use it (24.2%)	2. Nothing/ wouldn't use it (14.5%)	2. Nothing/ wouldn't use it (21.8%)
3. Expense of gasoline (10.6%)	3. Easier access (6.9%)	3. Easier access (12.1%)	3. Easier access (10.4%)
4. More frequent bus schedule/ convenience (7.8%)	4. Already use it (6.2%)	4. Public transportation in certain areas (8.3%)	4. Expense of gasoline (4.6%)
5. Public transportation in certain areas (6.6%)	5. Expense of gasoline (5.6%)	5. Expense of gasoline (6.1%)	5. More/ safer/ better bike paths (4.7%)

PV: 2007 N= 316, 2011 N=306

BOSCC: 2007 N= 475, 2011 N=380

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS

Figure 97: 📞 What is your zip code?

	PV	
	2007	2011
95019	9.6%	9.0%
95076	88.9%	90.8%
95077 (P.O. Box)	1.5%	0.3%
Total Respondents	391	400

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 98: 📞 What is your gender?

	PV		BOSCC	
	2007	2011	2007	2011
Male	49.5%	41.8%	49.5%	48.2%
Female	50.5%	58.3%	50.5%	51.8%
Total Respondents	391	400	542	521

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 99: 📞 Which of the following best describes your racial or ethnic group?

	PV		BOSCC	
	2007	2011	2007	2011
Caucasian	39.4%	46.4%	88.3%	84.4%
Latino/Hispanic	53.2%	45.4%	4.0%	10.1%
Multi-racial/Multi-ethnic	1.6%	3.3%	3.8%	3.1%
Asian	2.1%	2.6%	1.3%	1.4%
Native American	2.8%	1.3%	1.5%	0.3%
Filipino	0.6%	0.8%	0.0%	0.2%
African American	0.6%	0.3%	0.4%	0.2%
Pacific Islander	0.0%	0.0%	0.8%	0.2%
Total Respondents	381	392	533	513

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 100: 📞 Which of the following age groups are you in?

	PV		BOSCC	
	2007	2011	2007	2011
18 years or less	6.2%	1.5%	1.6%	0.9%
19 to 24 years	7.4%	7.5%	2.5%	4.9%
25 to 34 years	15.5%	14.8%	7.0%	10.9%
35 to 44 years	18.6%	13.6%	13.8%	12.3%
45 to 54 years	15.0%	16.8%	18.9%	15.5%
55 to 64 years	15.8%	20.4%	26.1%	26.3%
65 to 74 years	10.7%	12.8%	16.1%	14.0%
75 to 84 years	10.4%	10.1%	11.0%	11.4%
85 years and over	0.4%	2.5%	3.2%	3.8%
Total Respondents	384	398	538	518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 101: 📞 Which income range best describes your family income?

	PV		BOSCC	
	2007	2011	2007	2011
Less than \$15,000 per year	27.2%	20.8%	7.7%	11.7%
\$15,000 - \$24,999 per year	25.1%	17.6%	6.3%	12.6%
\$25,000 - \$34,999 per year	9.0%	16.3%	10.4%	10.1%
\$35,000 - \$49,999 per year	10.8%	12.3%	10.8%	11.0%
\$50,000 - \$65,499 per year	10.0%	10.1%	14.3%	10.4%
\$65,500 - \$99,999 per year	7.9%	13.1%	20.0%	20.7%
\$100,000 - \$149,999 per year	6.8%	6.1%	20.4%	13.7%
\$150,000 or more per year	3.2%	3.7%	10.2%	9.8%
Total Respondents	351	375	485	464

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011.

Figure 102: 📞 How long have you lived in Santa Cruz County?

	PV		BOSCC	
	2007	2011	2007	2011
Under 1 year	1.9%	0.3%	0.9%	2.2%
1 – 2 years	3.4%	1.5%	3.7%	3.0%
3 – 5 years	9.0%	5.1%	8.4%	5.9%
6 – 10 years	15.4%	12.4%	15.1%	9.3%
11 – 15 years	11.1%	9.6%	9.8%	13.3%
16 – 20 years	8.9%	8.1%	9.8%	9.4%
Over 20 years	50.2%	63.1%	52.2%	57.0%
Total Respondents	384	396	541	519

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 103: 📞 Are you a parent or guardian of a child (or children) under the age of 18?

	PV		BOSCC	
	2007	2011	2007	2011
Yes	38.2%	37.3%	25.2%	24.8%
No	61.8%	62.8%	74.8%	75.2%
Total Respondents	391	400	542	521

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 104: 📞 How many children do you have that are ages birth to 5 years? - 2011

	PV	BOSCC
1 child	62.9%	75.1%
2 children	32.9%	13.3%
3 children	1.4%	11.6%
4 children	2.9%	0.0%
Total Respondents	70	64

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Figure 105: 📞 How many children do you have that are ages 6 to 17 years? - 2011

	PV	BOSCC
1 child	44.3%	59.2%
2 children	34.8%	31.2%
3 children	16.5%	6.8%
4 children	1.7%	2.4%
5 children	2.6%	0.0%
6 children	0.0%	0.4%
Total Respondents	115	104

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011.

Note: Survey question was not asked in 2007.

Figure 106: ☎ Are your children in: - 2011

	PV	BOSCC
Public school	78.4%	68.3%
Private school	6.1%	16.9%
Not of school age	19.6%	21.5%

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

PV: Multiple response question with 148 respondents offering 154 responses.

BOSCC: Multiple response question with 127 respondents offering 136 responses.

Note: Survey question was not asked in 2007.

Figure 107: ☎ Are your children in elementary school?

	PV		BOSCC	
	2007	2011	2007	2011
Yes	76.3%	61.6%	48.4%	68.3%
No	23.7%	38.4%	51.6%	31.7%
Total Respondents	113	125	101	105

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 108: ☎ Are your children in middle school?

	PV		BOSCC	
	2007	2011	2007	2011
Yes	35.7%	38.4%	27.3%	33.4%
No	64.3%	61.6%	72.7%	66.6%
Total Respondents	113	125	101	104

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.

Figure 109: ☎ Are your children in high school?

	PV		BOSCC	
	2007	2011	2007	2011
Yes	27.7%	35.2%	50.6%	30.8%
No	72.3%	64.8%	49.4%	69.2%
Total Respondents	113	125	101	104

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011.



Publication of this report was supported by
THE COUNTY OF SANTA CRUZ HEALTH SERVICES AGENCY



55 Brennan St.
Watsonville, CA 95076
(831) 728-1356

1871 The Alameda, Ste. 180
San Jose, CA 95126
(408) 247-8319

WWW.APPLIEDSURVEYRESEARCH.ORG