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Kern Council of Governments: 2022 Community Survey

May 2022

Overview and Research Objectives

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The Kern Council of Governments commissioned Godbe Research to conduct a telephone and online survey of residents of Kern County with the following research objectives:

- Gauge residents' overall opinion of current and future quality of life in their city or town, as well as the community's response to the COVID-19 crisis;
- Survey the importance of specific issues related to future quality of life in the County;
- Understand the daily commute behavior of the average resident, and the impact of the COVID-19 crisis on current and potential future commute behavior;
- Test support for opting for a scooter or e-bike for transportation;
- Determine housing preferences, as well as awareness of and interest in a new law allowing shared lots and duplexes; and
- Identify any differences in opinion due to demographic and/or behavioral characteristics.

Methodology Overview

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➢ Data Collection	Telephone and online interviewing
➢ Universe	641,082 adult (age 18 or older) residents of Kern County
➢ Fielding Dates	February 13 through February 28, 2022
➢ Interview Length	21 minutes (Phone)
➢ Sample Size	1,343 Adult residents (Cell=278; Landline=107; Text/online=958) 58 interviews were conducted in Spanish
➢ Margin of Error	± 2.67%

Note: The sample of respondents was compared with the actual adult population of Kern County (weighted to the 2019 American Community Survey (ACS) for gender, age and ethnicity) to examine possible differences between the demographics of the sample of respondents and the actual County population. The data were weighted to the 2019 American Community Survey (ACS) for gender, age and ethnicity, and weighted to the 2010 Census data for region and home ownership.

Executive Summary

Executive Summary I

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- In the current survey, a majority of residents gave a favorable rating to the community's response to the COVID-19 crisis, with 19.5 percent of respondents giving a "Very favorable" response and 34.2 percent "Somewhat favorable" response. In contrast, 36.6 percent of residents indicated an unfavorable rating.
- The 2022 survey uncovered a slightly higher level of satisfaction with the quality of life among Kern County residents than in 2021, with 21.4 percent reporting they are "Very satisfied" in comparison to 15.4 percent in 2021. Overall, 60.6 percent of residents said they were at least "Somewhat satisfied" in 2022, compared with 55.5 percent in 2021.
- Slightly more respondents predicted the quality of life in their city or town will be better in twenty years over 2021 results. A positive outlook was reported by 28.9 percent, with a slight increase in those who said "Much better" and corresponding slight decrease in those believe it will be "Somewhat worse." However, 41.1 percent of residents feel the future will be "Somewhat worse" or "Much worse."
- When asked in an open-ended format what features they liked most about their city/town, the highest scoring responses were "Small town atmosphere" (39.0%), "Cost of living" (37.0%), and "Cost of housing" (32.3%). The least liked features were "Homelessness" (52.0%), "Crime rate" (47.4%), and "Air quality" (46.7%).

Executive Summary II

- As in the past, the current survey assessed the importance of 20 issues for improving future quality of life in Kern County. The quality of public education continues to be the top priority, and the top seven priorities were the same as 2021 but in slightly different order. The most important issues for the future in 2022 were (in order):
  1. "Improving the quality of public education (6T)" (3.61)
  2. "Preserving water supply (6M)" (3.57)
  3. "Improving crime prevention and gang prevention programs (6S)" (3.55)
  4. "Maintaining local streets and roads (6G)" (3.47)
  5. "Improving water quality (6N)" (3.45)
  6. "Improving air quality (6L)" (3.38)
  7. "Creating more high paying jobs (6A)" (3.37)
- As in 2021, a majority of residents (72.5 percent) reported in the current survey that they usually drive alone as their primary mode of transportation to work or school.

Executive Summary III

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- A follow up question was asked of commuters in the current survey to assess interest in utilizing a scooter or e-bike as an alternate primary or secondary mode of transit. About a quarter of residents indicated they would consider this option as a primary method of transportation, and 36.7% said they would consider it as part of another mode.
- The current survey results reflect a slight decrease in the number of residents who said they have been telecommuting or working from home during the COVID-19 crisis (29.1 percent in 2022 vs. 32.9 percent in 2021). There was a significant increase in those who said they expect to continue after the crisis (44.7 percent in 2022 vs. 31.4 percent in 2021). The most popular reasons given for telecommuting were “Saving the environment/helping to prevent climate change” and “Saving time.”
- There were small shifts in opinion about traffic flow in 2022, with a slight increases in the ratings “Good” and “Poor,” balanced by a decrease in the “Fair” rating. In 2022, 8.2 percent of residents rated traffic flow “Excellent” and 31.4 percent “Good.” However, 40.7 percent ranked it as “Fair” and 18.9 percent said “Poor.”

Executive Summary IV

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- Respondents who reported they commute driving alone were then asked if they would consider an alternative method of transportation, if available. The majority (63.8 percent) said they would continue to "Drive alone," followed by "Electric vehicle" by 22.5 percent of respondents. The next tier of preferences, in order, included "Bike/Electric bike," "Carpool or vanpool," "Autonomous/self-driving car," "Express bus service," "Walk," and "Uber/Lyft."
- With respect to current housing, 45.9 percent of residents said they live in a single-family home with a large yard, and 35.3 percent reported living in a single-family home with a small yard. Further, 13.5 percent live in an apartment, 3.6 percent live in a townhouse or condominium, and 0.4 percent said they live in a multi-use building.
- When asked about a future housing preference, 81.6 percent ("Definitely yes" or "Probably yes") of respondents said they would opt for a single-family home with a large yard and 75.1 percent said they would select a single-family home with a small yard. In addition, 44.4 percent reported a preference for a townhome or condominium, 32.9 percent would choose an apartment, and 31.7 percent would prefer a living in a mixed-use building.

Executive Summary V

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- When the residents were asked if they had any awareness of a new law allowing single family home lots to have two units or a duplex, three quarters responded in the negative. About one in five respondents indicated they had seen, heard or read about the new law.
- In a follow up question, respondents were asked if they would consider living in a home that shared a lot with another house or live in a duplex. About a third indicated they would consider this option, but more than half of the residents said they would not.
- In light of this new law, homeowners were asked if they would consider building a second dwelling unit or converting their home to a duplex. About a quarter of homeowners said they would consider this change, while more than half of homeowners replied in the negative.

Key Findings

Q1. Favorability Rating of How Community is Addressing the COVID-19 Crisis (n=1,343)

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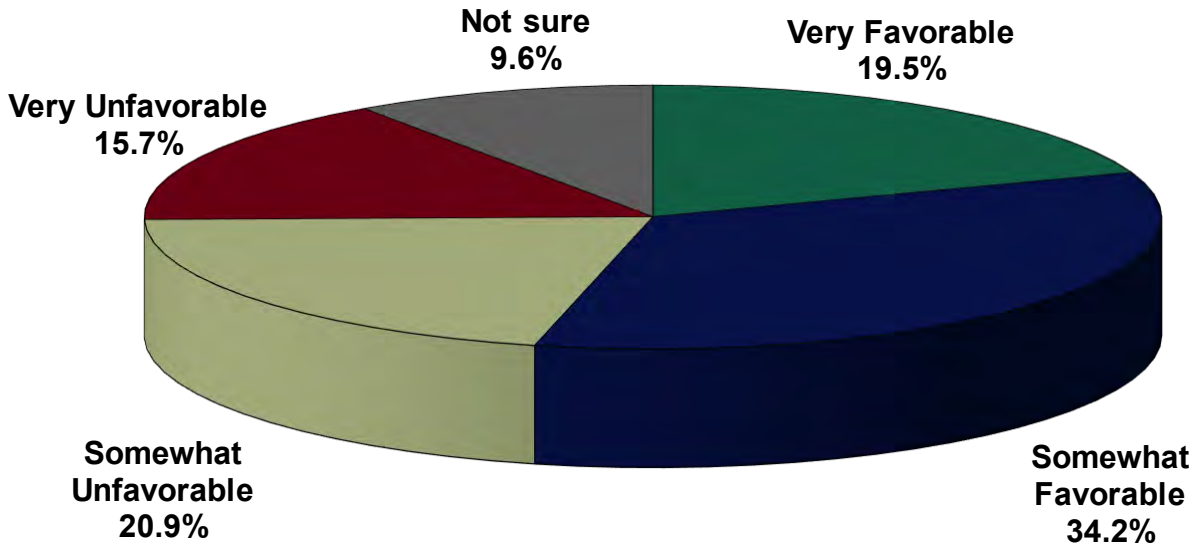
The first question of the survey asked residents for their opinion on how their community is addressing the Coronavirus crisis. Overall, more than half (53.7%) responded with a favorable rating ("Very favorable" at 19.5% and "Somewhat favorable" at 34.2%). In contrast, 36.6% rated the COVID-19 response as unfavorable ("Very unfavorable" at 15.7% and "Somewhat unfavorable" at 20.9%). However, nearly one in ten respondents said they either did not know or had no opinion.



Q1. Favorability Rating of How Community is Addressing the COVID-19 Crisis

Gender Comparisons

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When looking at the data in terms of differences expressed among genders, residents who indicated "Other" were more likely to give a "Very unfavorable" rating, while women had a greater tendency to indicate a "Somewhat favorable" rating of the community's response to the Coronavirus crisis.

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	1343	679	652	12
Very Favorable	262 19.5%	136 20.0%	126 19.3%	0 0.0%
Somewhat Favorable	459 34.2%	247 36.4%	211 32.4%	0 4.1%
Somewhat Unfavorable	281 20.9%	121 17.8%	155 23.8%	5 39.3%
Very Unfavorable	211 15.7%	99 14.6%	106 16.2%	6 50.4%
DK/NA	129 9.6%	75 11.1%	53 8.2%	1 6.1%

Q1. Favorability Rating of How Community is Addressing the COVID-19 Crisis

Age Comparisons

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When the survey results are examined in light of age, the 55-to-59-year-olds tended to rate the community COVID-19 response efforts as "Very favorable." Alternatively, residents ages 18 to 34 were more likely to give the response "Somewhat unfavorable."

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
Very Favorable	262 19.5%	26 14.7%	64 22.8%	34 14.2%	51 24.7%	30 30.0%	19 19.4%	22 16.1%	11 19.5%	4 23.7%	1 2.1%
Somewhat Favorable	459 34.2%	52 28.9%	75 27.1%	88 36.7%	69 33.1%	31 31.0%	44 44.5%	55 39.9%	25 43.9%	7 42.6%	14 47.8%
Somewhat Unfavorable	281 20.9%	50 28.0%	76 27.4%	49 20.5%	37 17.8%	16 15.5%	18 17.7%	29 21.1%	4 6.9%	2 13.2%	0 1.5%
Very Unfavorable	211 15.7%	30 17.0%	37 13.3%	48 20.0%	31 15.0%	14 14.3%	14 13.6%	16 11.4%	9 16.5%	2 14.3%	9 33.2%
DK/NA	129 9.6%	20 11.4%	26 9.4%	20 8.6%	20 9.4%	9 9.1%	5 4.8%	16 11.5%	7 13.3%	1 6.1%	4 15.4%

Q1. Favorability Rating of How Community is Addressing the COVID-19 Crisis

Ethnicity Comparisons

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When responses were compared in terms of various ethnicities, Hispanic/Latino residents were more likely to give a "Very favorable" rating for how the community addressed COVID-19.

	Ethnic Group									
	Total	**African American**	**American Indian/ Alaskan**	**Asian**	**Caucasian**	**Hispanic/ Latino**	**Native Hawaiian/ Pacific Islander**	**Two or more races**	**Some other race**	**Not sure/ DK/NA**
Total	1343	64	8	60	426	682	1	44	14	42
Very Favorable	262 19.5%	13 20.6%	0 1.8%	6 10.0%	62 14.6%	163 23.9%	0 0.1%	8 19.0%	2 14.9%	7 16.4%
Somewhat Favorable	459 34.2%	18 27.8%	1 18.9%	22 35.9%	155 36.4%	239 35.0%	1 58.3%	13 28.7%	1 8.3%	10 23.1%
Somewhat Unfavorable	281 20.9%	13 20.4%	1 7.8%	12 19.9%	87 20.4%	150 22.0%	0 0.0%	9 19.5%	5 33.9%	5 11.8%
Very Unfavorable	211 15.7%	15 22.9%	1 15.3%	10 16.8%	76 17.8%	82 12.0%	1 41.6%	7 16.0%	4 28.6%	15 35.7%
DK/NA	129 9.6%	5 8.3%	4 56.2%	11 17.5%	46 10.8%	48 7.0%	0 0.0%	7 16.8%	2 14.3%	6 13.1%

Q1. Favorability Rating of How Community is Addressing the COVID-19 Crisis

Regional Comparisons

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When analyzed in terms of geographical region, West Kern residents were more likely to rate the community's efforts in addressing the COVID-19 crisis as "Very favorable."

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
Very Favorable	262 19.5%	33 42.3%	179 17.1%	22 23.3%	29 22.7%
Somewhat Favorable	459 34.2%	24 30.4%	367 35.2%	32 33.7%	37 29.0%
Somewhat Unfavorable	281 20.9%	10 12.7%	230 22.1%	20 21.1%	21 16.5%
Very Unfavorable	211 15.7%	6 7.5%	166 15.9%	15 16.2%	23 18.5%
DK/NA	129 9.6%	6 7.1%	102 9.7%	5 5.6%	17 13.3%

Q2. Satisfaction with Quality of Life
(n=1,343)

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Next, residents were given the opportunity to indicate their level of satisfaction with the quality of life in their city or town. The residents appear to have a more positive outlook when compared with 2021 data. There was a significant increase in the number of respondents who said they were “Very satisfied” with the quality of life (21.4% in 2022 vs. 15.4% in 2021), which balances with the fact that fewer residents indicated in the current survey that they were “Somewhat dissatisfied” (23.2% in 2022 vs. 27.9% in 2021). For 2022, more than 3 out of 5 respondents indicated satisfaction, in contrast with slightly more than a third reporting dissatisfaction. Slightly more than one percent of residents did not offer an opinion or declined to answer the question (DK/NA).

The graphic on the next page illustrates the relative satisfaction with quality of life for 2022 at 60.6% (“Very satisfied” at 21.4%, “Somewhat satisfied” at 39.2%), compared with survey results from 2021 (55.5%), 2020 (62.1%), 2019 (67.2%), 2018 (72.4%), 2017 (83.5%), 2016 (85.1%), and 2014 (84.3%).

The chart on the next page presents a graphical representation of the results for the years mentioned above.

Q2. Satisfaction with Quality of Life
(n=1,343) Continued

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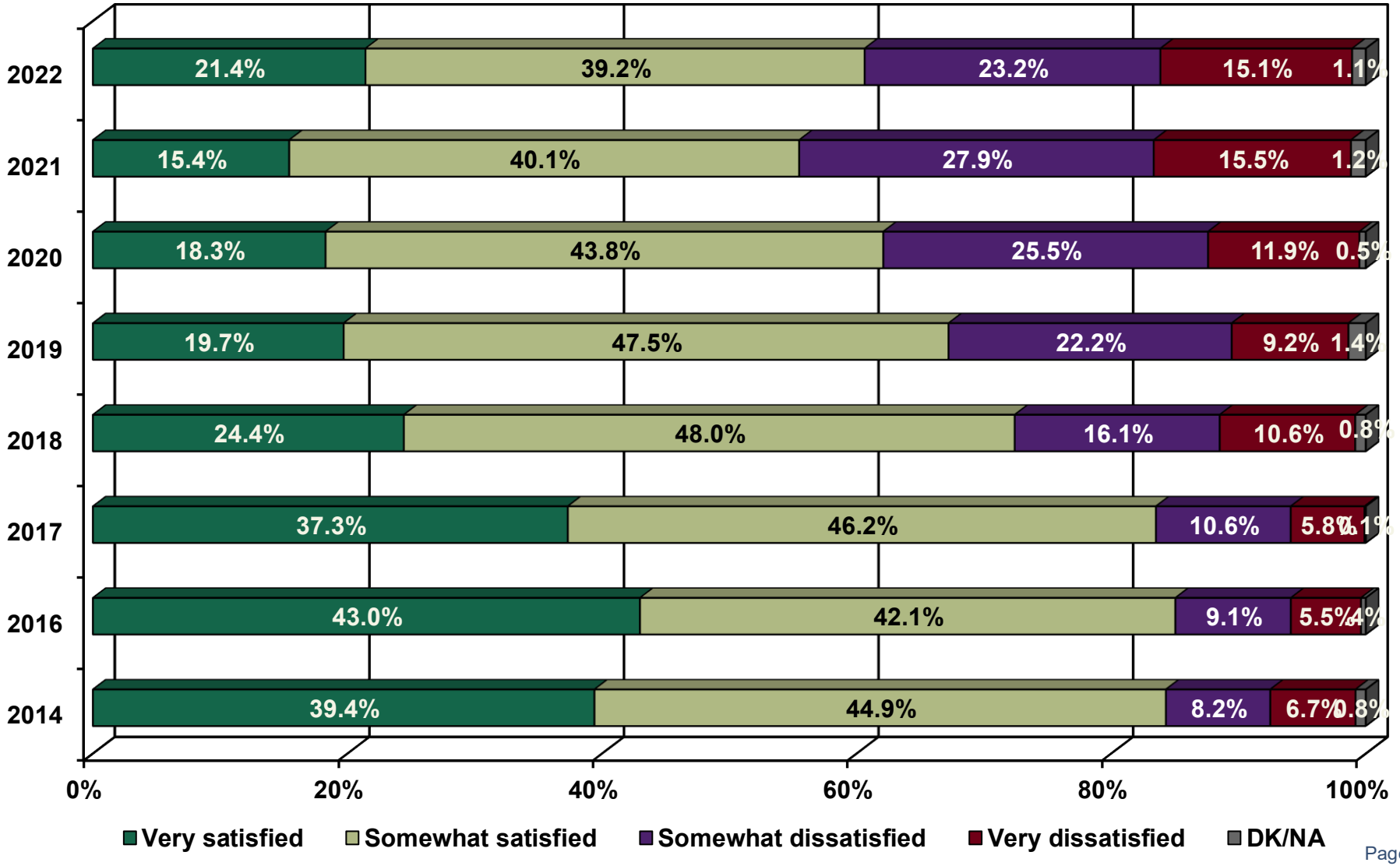

Q2. Satisfaction with Quality of Life
Gender Comparisons

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Gain Insight

Residents identifying as male or female were more likely to say they are “Somewhat safisfied” with the quality of life, whereas respondents who identified as other had a greater tendency to indicate they are “Very dissatisfied.”

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	1343	679	652	12
Very satisfied	288 21.4%	155 22.9%	132 20.3%	0 0.0%
Somewhat satisfied	527 39.2%	281 41.3%	246 37.7%	0 2.8%
Somewhat dissatisfied	312 23.2%	145 21.3%	164 25.2%	3 26.5%
Very dissatisfied	202 15.1%	94 13.8%	100 15.3%	9 70.7%
DK/NA	14 1.1%	4 0.7%	10 1.5%	0 0.0%

Q2. Satisfaction with Quality of Life
Age Comparisons

GODBE RESEARCH
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In terms of age groups, residents ages 18 to 24 and 75 to 84 tended to indicate they are “Very satisfied” with the overall quality of life, while those ages 25 to 34 and 60 to 74 were more likely to report they are “Somewhat satisfied.”

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
Very satisfied	288 21.4%	51 28.6%	44 15.9%	46 19.4%	52 24.8%	21 21.1%	19 18.9%	26 18.9%	20 36.0%	4 27.3%	4 12.8%
Somewhat satisfied	527 39.2%	49 27.6%	120 43.0%	77 32.2%	80 38.3%	39 38.9%	47 47.3%	67 48.1%	22 38.7%	7 43.6%	19 68.0%
Somewhat dissatisfied	312 23.2%	41 22.7%	71 25.5%	68 28.7%	43 20.8%	25 24.7%	23 23.3%	33 24.2%	5 8.2%	2 12.6%	1 3.4%
Very dissatisfied	202 15.1%	31 17.6%	42 15.3%	47 19.7%	33 15.7%	13 13.1%	8 8.3%	12 8.8%	8 14.4%	3 16.5%	4 15.7%
DK/NA	14 1.1%	6 3.5%	1 0.4%	0 0.0%	1 0.5%	2 2.2%	2 2.2%	0 0.0%	2 2.7%	0 0.0%	0 0.0%

Q2. Satisfaction with Quality of Life
Ethnicity Comparisons

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In terms of ethnicity, there were no statistically significant differences in opinion among the various groups.

	Ethnic Group									
	Total	**African American**	**American Indian/ Alaskan**	**Asian**	**Caucasian**	**Hispanic/ Latino**	**Native Hawaiian/ Pacific Islander**	**Two or more races**	**Some other race**	**Not sure/ DK/NA**
Total	1343	64	8	60	426	682	1	44	14	42
Very satisfied	288 21.4%	17 26.5%	2 24.0%	10 16.0%	76 17.7%	164 24.0%	0 23.0%	6 14.7%	2 17.3%	10 24.0%
Somewhat satisfied	527 39.2%	16 24.1%	3 41.2%	24 39.4%	178 41.8%	268 39.3%	1 41.6%	15 33.8%	6 39.8%	17 39.2%
Somewhat dissatisfied	312 23.2%	19 28.9%	3 34.9%	23 37.5%	104 24.3%	143 20.9%	0 35.3%	15 34.5%	2 13.3%	4 9.4%
Very dissatisfied	202 15.1%	7 10.6%	0 0.0%	2 3.5%	65 15.3%	105 15.4%	0 0.0%	7 17.1%	4 29.6%	12 27.4%
DK/NA	14 1.1%	6 9.8%	0 0.0%	2 3.6%	3 0.8%	3 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

Q2. Satisfaction with Quality of Life
Regional Comparisons

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In terms of geographical differences, West Kern and Mountains regions residents had a higher likelihood of stating they are “Very satisfied” with the overall quality of life in Kern County. In contrast, the Central and East region respondents had a greater tendency to say they are “Very dissatisfied.”

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
Very satisfied	288 21.4%	28 36.6%	186 17.8%	44 46.4%	29 22.8%
Somewhat satisfied	527 39.2%	31 39.8%	425 40.7%	31 32.9%	39 31.1%
Somewhat dissatisfied	312 23.2%	10 13.4%	260 24.9%	13 13.2%	29 23.1%
Very dissatisfied	202 15.1%	7 8.9%	168 16.1%	5 5.1%	22 17.6%
DK/NA	14 1.1%	1 1.3%	4 0.4%	2 2.4%	7 5.4%

Q3. Outlook on Future Quality of Life
(n=1,343)

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In this question, residents were asked to assess whether they felt the quality of life in their city or town would become better or worse, or stay about the same, over the next 20 years. In the current survey results, there are small shifts among the responses with slightly more respondents indicating they believe it will be “Much better” (9.9%% in 2022 vs. 7.3% in 2021) and slightly fewer giving the response “Somewhat worse” (21.2% in 2022 vs. 24.8% in 2021).

The results are illustrated in a comparative chart on the following page.

Q3. Outlook on Future Quality of Life
(n=1,343) Continued

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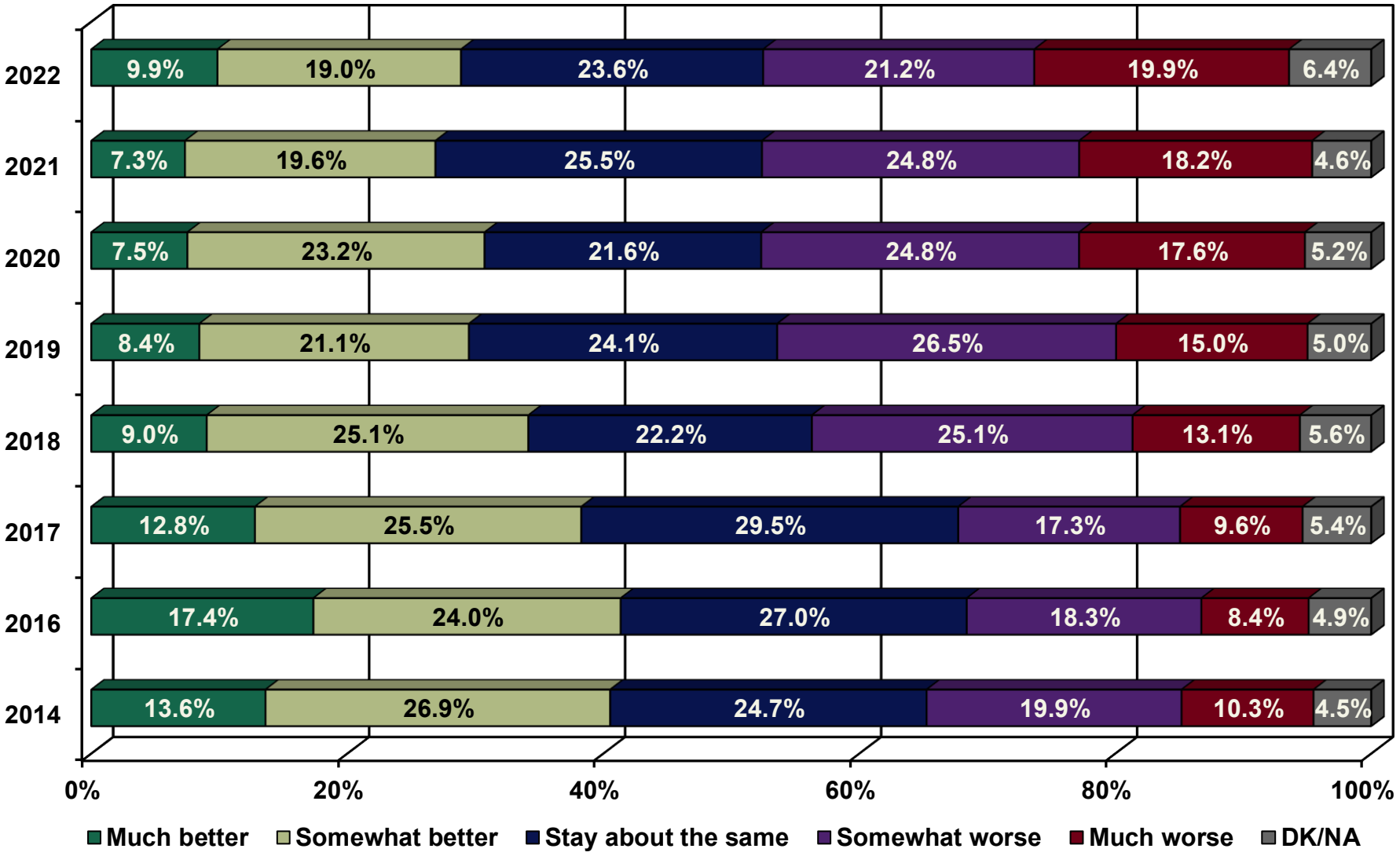

Q3. Outlook on Future Quality of Life
Gender Comparisons

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Residents who identified as other were more likely to feel pessimistic about the future quality of life in the County, stating they feel the future will be "Somewhat worse."

	Respondents Gender			
	Total	Male	Female	Other
Total	1343	679	652	12
Much better	132 9.9%	72 10.6%	61 9.3%	0 0.0%
Somewhat better	256 19.0%	126 18.6%	129 19.8%	0 0.0%
Stay about the same	317 23.6%	168 24.8%	147 22.5%	2 17.6%
Somewhat worse	284 21.2%	134 19.8%	142 21.8%	8 64.8%
Much worse	267 19.9%	130 19.2%	136 20.8%	1 11.5%
DK/NA	86 6.4%	48 7.1%	37 5.7%	1 6.1%

Q3. Outlook on Future Quality of Life
Age Comparisons

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When examined in terms of age, residents ages 18 to 24 and 55 to 59 were more likely to say their outlook for the future quality of life was more positive, while respondents ages 25 to 44 and 65 to 74 was somewaht negative.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
Much better	132 9.9%	24 13.7%	23 8.3%	26 11.0%	22 10.7%	17 17.1%	5 4.7%	3 2.4%	8 13.5%	1 9.4%	2 7.3%
Somewhat better	256 19.0%	53 29.5%	53 19.0%	39 16.4%	37 17.7%	11 11.1%	19 18.8%	22 15.7%	14 24.1%	3 21.3%	5 18.9%
Stay about the same	317 23.6%	55 31.0%	60 21.5%	45 18.7%	58 28.0%	15 15.1%	25 25.5%	32 22.8%	13 23.6%	4 25.3%	10 33.6%
Somewhat worse	284 21.2%	19 10.4%	63 22.8%	58 24.3%	36 17.2%	24 23.7%	23 23.4%	44 31.6%	12 21.4%	3 21.5%	2 7.6%
Much worse	267 19.9%	25 14.0%	63 22.8%	56 23.5%	39 18.7%	29 28.8%	17 16.8%	28 20.0%	6 11.1%	0 0.5%	4 13.1%
DK/NA	86 6.4%	3 1.4%	16 5.7%	14 6.0%	16 7.6%	4 4.1%	11 10.8%	10 7.5%	4 6.2%	3 22.0%	6 19.4%

Q3. Outlook on Future Quality of Life
Ethnicity Comparisons

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African American and Hispanic/Latino residents were the most optimistic, with a higher tendency to indicate they felt the future would be “Much better.” On the other hand, Caucasian residents had a higher likelihood of being more pessimistic, predicting life will be “Much worse.”

	Ethnic Group									
	Total	**African American**	**American Indian/ Alaskan**	**Asian**	**Caucasian**	**Hispanic/ Latino**	**Native Hawaiian/ Pacific Islander**	**Two or more races**	**Some other race**	**Not sure/ DK/NA**
Total	1343	64	8	60	426	682	1	44	14	42
Much better	132 9.9%	13 20.5%	0 0.0%	6 10.6%	24 5.7%	82 12.0%	0 0.0%	2 5.7%	2 10.7%	3 7.4%
Somewhat better	256 19.0%	15 24.0%	1 18.9%	14 23.1%	64 14.9%	153 22.5%	0 0.0%	6 13.5%	1 9.1%	0 0.8%
Stay about the same	317 23.6%	18 27.8%	0 6.4%	14 23.3%	87 20.4%	180 26.4%	0 33.2%	7 15.6%	2 14.5%	8 20.0%
Somewhat worse	284 21.2%	9 13.6%	0 1.1%	16 26.8%	109 25.5%	124 18.2%	0 31.5%	14 31.3%	5 33.5%	7 17.4%
Much worse	267 19.9%	7 10.9%	3 36.6%	6 10.4%	110 25.9%	102 15.0%	0 0.0%	13 29.9%	5 32.2%	21 48.7%
DK/NA	86 6.4%	2 3.1%	3 37.1%	3 5.7%	33 7.7%	40 5.9%	0 35.3%	2 4.1%	0 0.0%	2 5.6%

Q3. Outlook on Future Quality of Life
Regional Comparisons

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Residents of East and West Kern County had a greater tendency to state they feel the future quality of life would be "Somewhat better," whereas Central region residents were more likely to to predict it would be "Somewhat worse."

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
Much better	132 9.9%	10 12.8%	93 8.9%	11 11.5%	19 14.9%
Somewhat better	256 19.0%	27 34.3%	169 16.2%	18 18.8%	42 33.3%
Stay about the same	317 23.6%	17 22.1%	249 23.8%	22 23.6%	29 22.7%
Somewhat worse	284 21.2%	9 11.2%	243 23.3%	18 19.1%	15 11.6%
Much worse	267 19.9%	9 11.4%	225 21.6%	17 17.9%	16 12.7%
DK/NA	86 6.4%	6 8.3%	65 6.2%	9 9.2%	6 4.8%

Q4. Most Liked Features of City or Town
(n=1,343)

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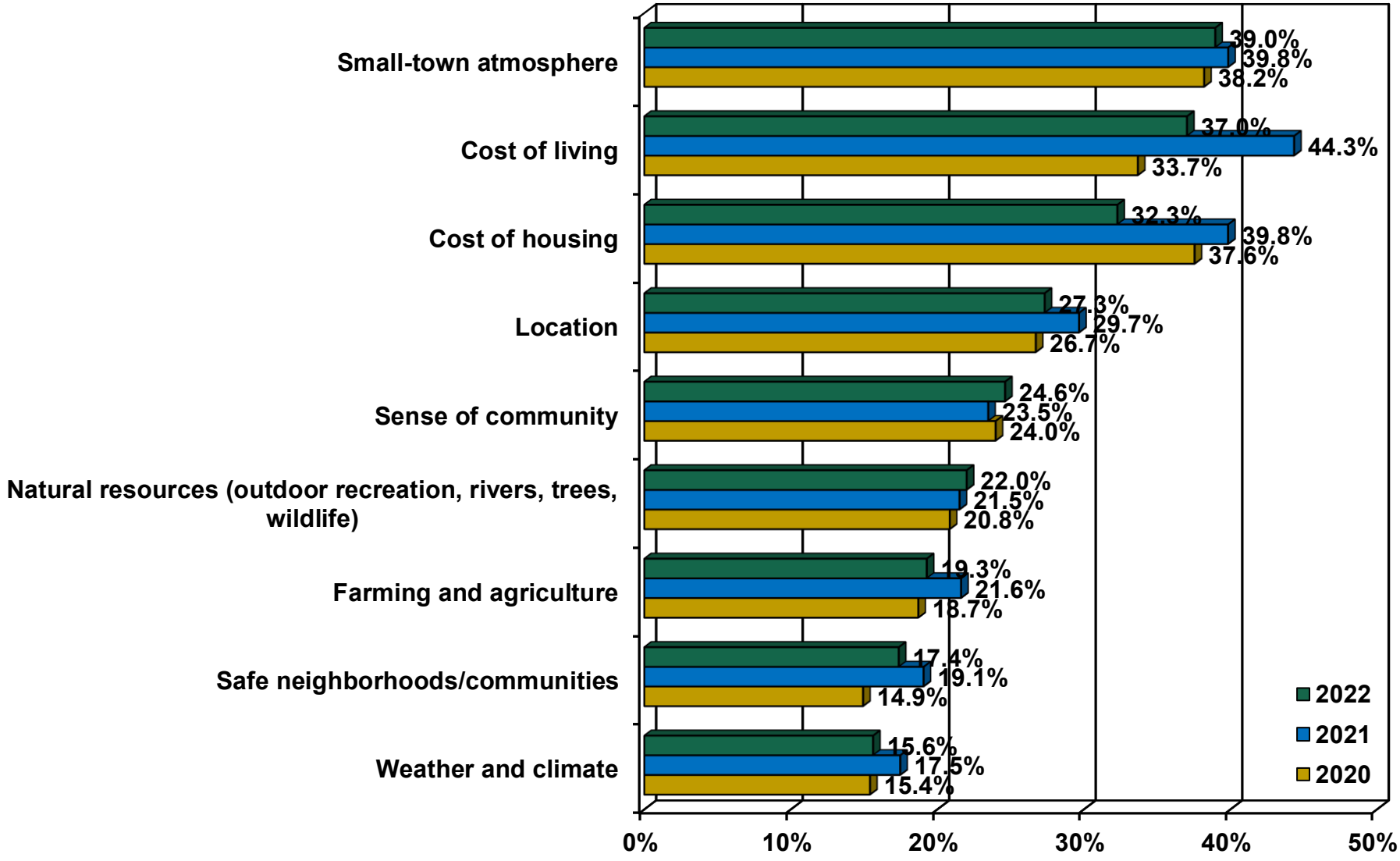
The residents were next asked in an open-end format with multiple responses accepted, what they liked most about their city or town. Overall, responses in the current survey are very similar to those of 2020. The three most common responses were the same as in the 2021 survey, but in a different order. In the current survey results, “Small town atmosphere” at 39.0% (compared with 39.8% in 2021) was the highest-ranking response, followed by “Cost of living” at 37.0% (compared with 44.3% in 2021) and “Cost of housing” at 32.3% (compared with 39.8% in 2021). While still part of the top three responses, “Cost of living” and “Cost of housing” received significantly fewer mentions in the current survey over 2021.

The next tier of responses encompasses “Location” at 27.3%, “Sense of community” at 24.6%, and “Natural resources” at 22.0%. “Farming and agriculture” at 19.3%, “Safe neighborhoods/communities” at 17.4%, “Weather and climate” at 15.6%, and “Cultural diversity” at 14.5% round out the next tier of features. All other responses received less than ten percent mentions.

The data are illustrated in charts on the following two pages.

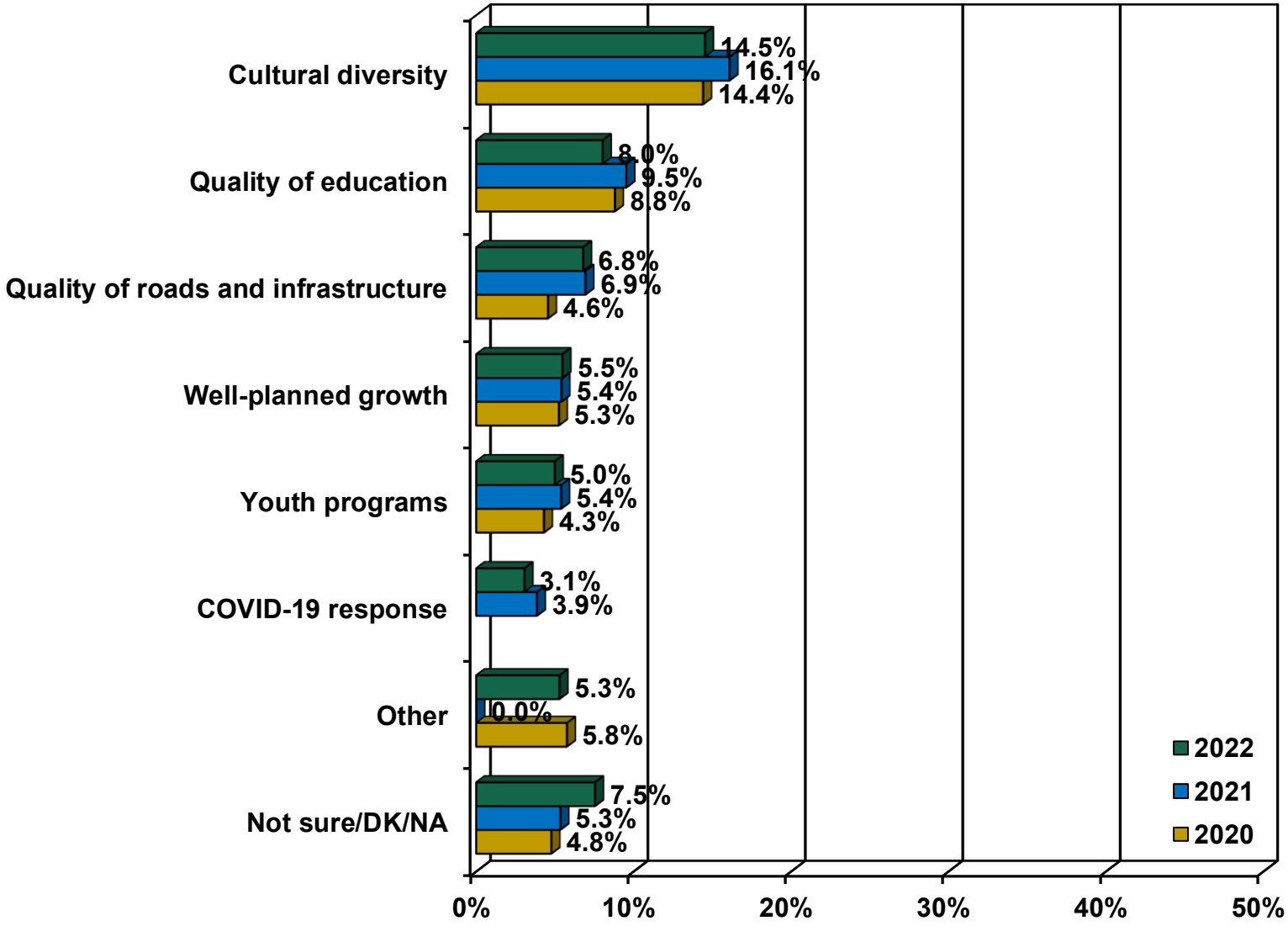
Q4. Most Liked Features of City or Town
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q4. Most Liked Features of City or Town
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q5. Least Liked Features of City or Town
(n=1,343)

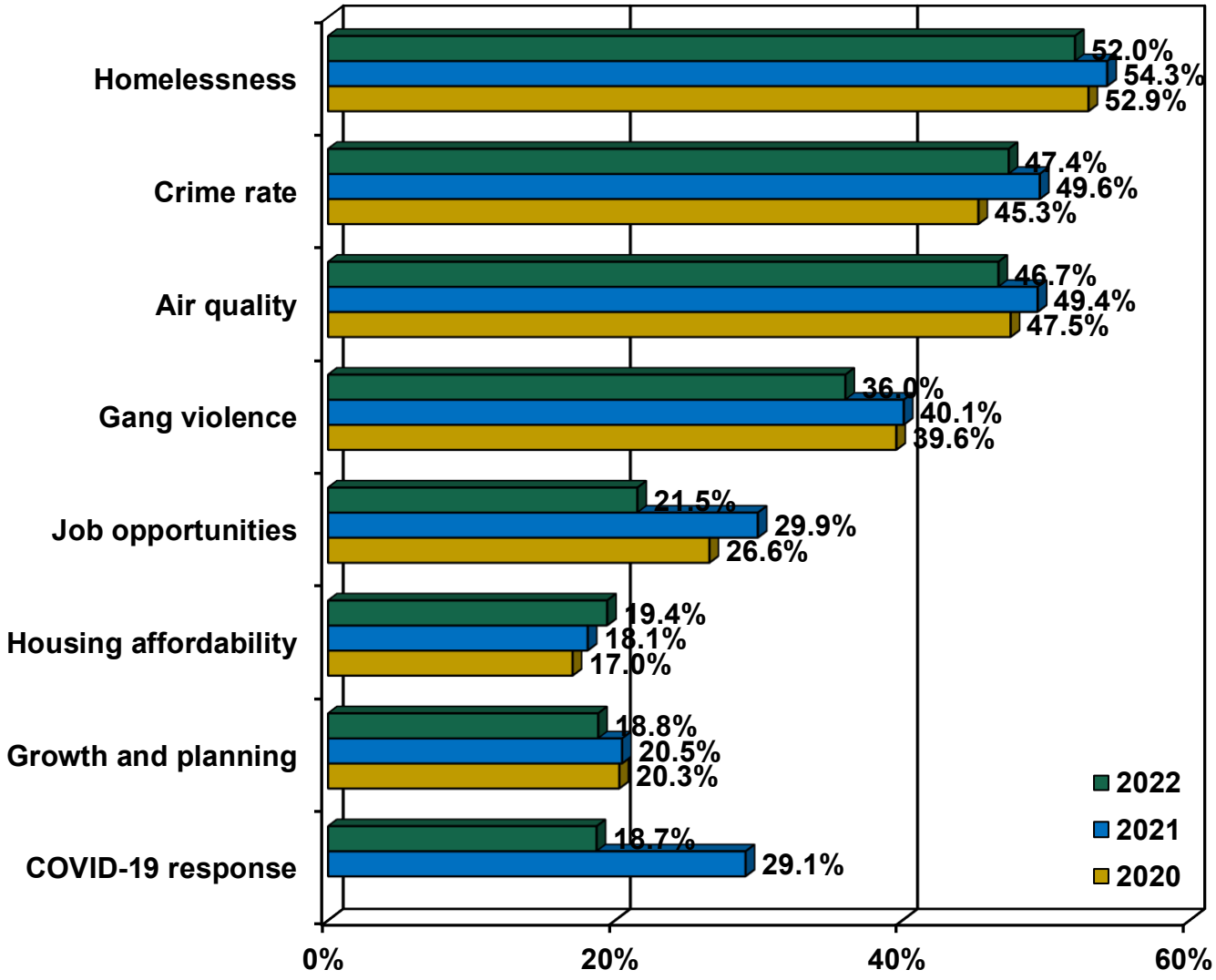
GODBE RESEARCH
Gain Insight

This question was administered in the same format at the previous question, where residents were asked to describe features they liked least about their city or town. Residents could provide multiple responses in an open-end format. The top three responses are the same as in 2021, and in the same order. However, there were significant reductions in the number of mentions for quite a few of the categories, including “Job opportunities,” “COVID-19 response,” and “Lack of community resources.” In the top tier, half of the residents mentioned “Homelessness” as their least liked feature (52.0%), which was followed by “Crime rate” at 47.4% and “Air quality” at 46.7%.

Following this, “Gang violence” was cited by about a third of respondents and “Job opportunities” was mentioned by about one in five. “Housing affordability,” “Growth and planning,” “COVID-19 response” “Traffic congestion” “Lack of community resources,” and “Cost of living” were cited by about one in six respondents as their least liked feature. Fewer than one in seven residents gave the replies “Youth programs,” Farm land” and “Public transportation.”

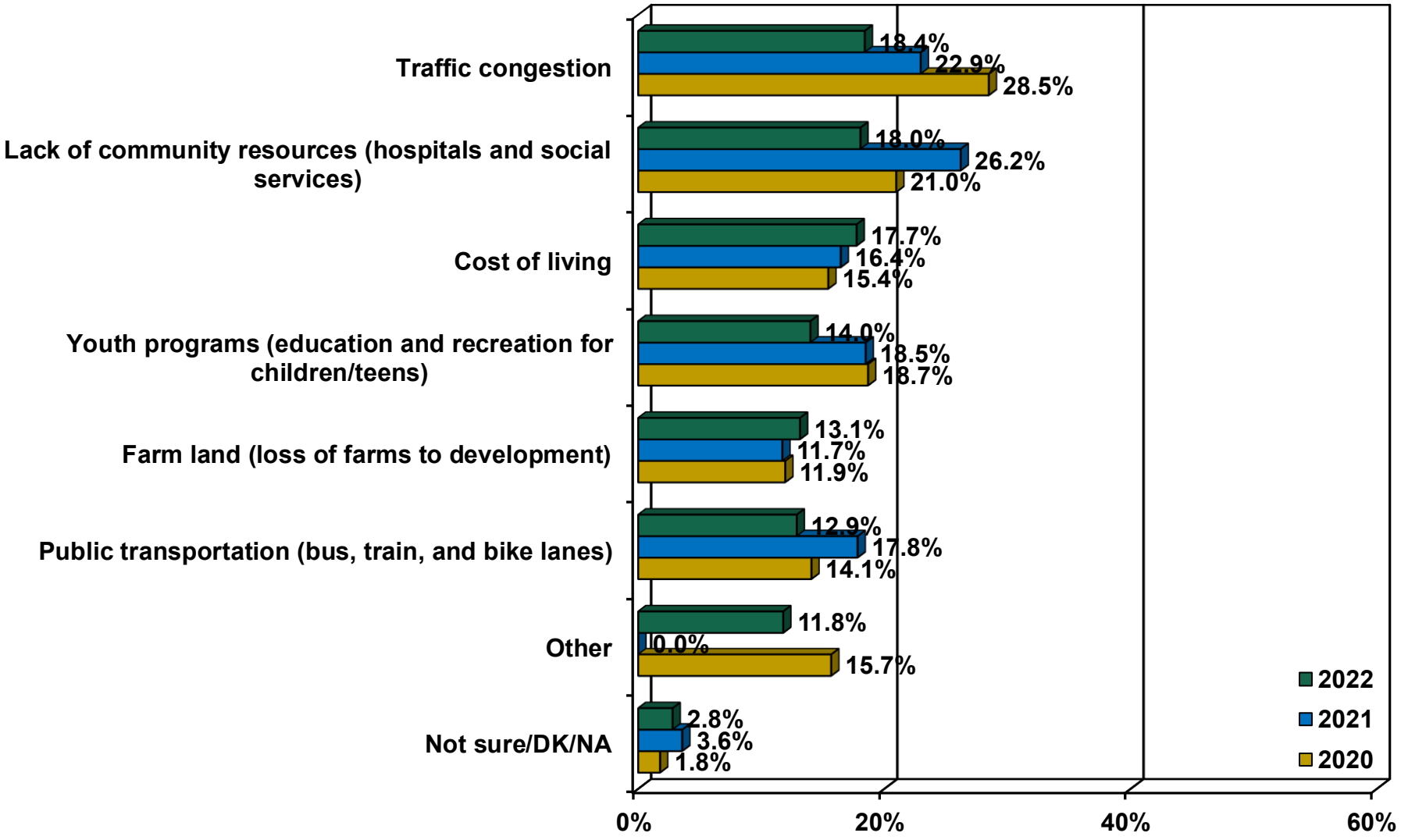
Charts illustrating the results are presented on the next two pages.

Q5. Least Liked Features of City or Town
(n=1,343) Continued



Q5. Least Liked Features of City or Town
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q6. Economic Vitality and Equitable Services (n=1,343)

GODBE RESEARCH
Gain Insight

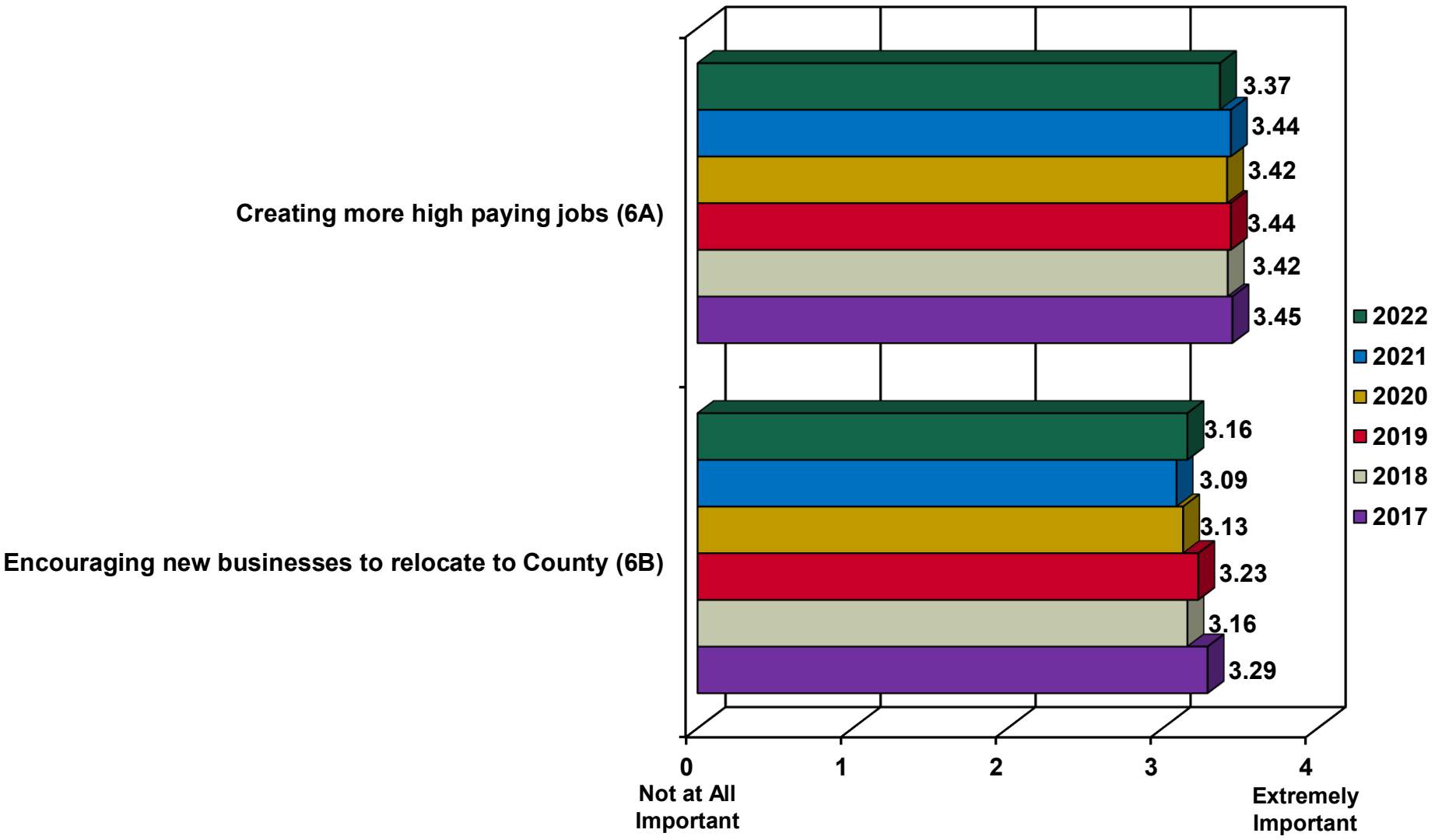
This section of the survey asked residents to think about the next 20 years and rate the importance of a number of issues that would impact improving the future quality of life in Kern County. The results are presented in groups of similar sets of issues. At the end of this section data tables are presented which include all issues examined in this section, segmented by gender, age, region, ethnicity, and household income.

Economic Vitality and Equitable Services is the first topic of issues in this section, where the importance rating of each issue is essentially identical in comparison with the 2021 results. “Creating more high paying jobs (6A)” (mean score of 3.37) received an “Extremely important” rating by nearly 60% of residents, and “Encouraging new businesses to relocate to County (6B)” (mean score of 3.16) achieved an “Extremely important” rating by more than half.

On the following pages, the data are illustrated for each of the specific issues included in the Economic Vitality and Equitable Services grouping in the form of a summary chart, comparative table, and subgroup comparisons. This format is followed for each of the sub-sections of this question.

Q6. Economic Vitality and Equitable Services
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Economic Vitality and Equitable Services
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Creating more high paying jobs (6A)	2022	3.37	1.9%	2.6%	11.3%	24.2%	59.0%	1.0%
	2021	3.44	2.0%	2.0%	9.2%	23.1%	63.1%	0.6%
	2020	3.42	1.8%	2.7%	9.0%	24.8%	60.9%	0.9%
	2019	3.44	1.4%	2.3%	9.4%	24.2%	61.5%	1.1%
	2018	3.42	2.4%	2.4%	8.0%	24.4%	61.7%	1.1%
	2017	3.45	2.2%	2.3%	8.4%	21.8%	64.7%	0.6%
	2016	3.41	2.5%	2.4%	9.6%	22.3%	62.8%	.4%
	2015	3.49	2.2%	1.5%	8.3%	21.0%	66.5%	.5%
	2014	3.52	2.9%	1.9%	6.2%	17.6%	70.8%	.5%
	2013	3.48	3.3%	1.8%	8.0%	16.1%	69.4%	1.4%
	2012	3.6	2%	2%	5%	18%	73%	.7%
	2011	3.5	3%	1%	6%	21%	69%	<1%
	2010	3.5	2%	1%	8%	21%	66%	1%
	2009	3.5	2%	3%	8%	22%	65%	<1%
	2008	3.4	3%	1%	8%	22%	65%	1%

Q6. Economic Vitality and Equitable Services
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Encouraging new businesses to relocate to the County in order to diversify the local economy (6B)	2022	3.16	3.6%	4.9%	14.1%	24.9%	50.1%	2.2%
	2021	3.09	5.4%	5.2%	13.2%	25.3%	48.2%	2.8%
	2020	3.13	3.6%	3.2%	17.7%	25.4%	48.0%	2.0%
	2019	3.23	2.7%	3.6%	14.7%	25.2%	52.0%	1.8%
	2018	3.16	4.1%	2.7%	15.1%	27.0%	48.8%	2.4%
	2017	3.29	2.4%	3.0%	11.6%	27.9%	53.1%	2.0%
	2016	3.23	3.6%	1.8%	13.6%	29.4%	50.9%	.8%
	2015	3.19	4.0%	3.7%	15.2%	22.9%	52.8%	1.4%
	2014	3.31	3.6%	2.5%	10.3%	25.4%	56.7%	1.6%
	2013	3.29	4.1%	3.2%	9.7%	24.7%	57.3%	1.0%
	2012	3.4	2%	2%	8%	27%	60%	1%
	2011	3.4	3%	3%	11%	21%	61%	1%
	2010	3.4	3%	3%	9%	26%	59%	1%
	2009	3.4	2%	3%	10%	26%	58%	<1%
	2008	3.2	3%	2%	15%	31%	49%	<1%

Q6. Economic Vitality and Equitable Services
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Promoting economic activities to improve the region's global competitiveness	2012	3.2	3%	3%	13%	30%	48%	3%
Providing education and job training to ensure businesses have a strong base of local workers	2012	3.5	2%	2%	5%	23%	69%	<1%
Expanding the kinds of businesses in the region	2012	3.2	3%	3%	12%	33%	49%	1%
Encouraging tourist serving attractions and facilities	2012	2.9	4%	5%	21%	33%	36%	1%
Providing police, fire and emergency medical services in all communities	2012	3.6	2%	2%	5%	17%	75%	<1%

Q6. Economic Vitality and Equitable Services
Gender Comparisons

GODBE RESEARCH
Gain Insight

When the data are analyzed in terms of gender identification, women were more likely to place higher importance on “Creating more high paying jobs.”

	Respondent's Gender			
	Total	Male	Female	Other
6A. Creating more high paying jobs	3.37	3.31	3.43	3.64
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	3.11	3.21	3.02

Q6. Economic Vitality and Equitable Services
Age Comparisons

GODBE RESEARCH
Gain Insight

Viewed in terms of age groupings, residents ages 25 to 44 were more likely to ascribe higher importance to "Creating more high paying jobs (6A)," whereas the 60-to-64-year-olds had a greater tendency to place importance on "Encouraging new businesses to relocate to the County in order to diversify the local economy (6B)."

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6A. Creating more high paying jobs	3.37	3.36	3.47	3.52	3.45	3.34	3.35	3.13	3.08	3.13	2.76
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	2.93	3.07	3.17	3.23	3.21	3.48	3.23	3.19	2.67	3.18

Q6. Economic Vitality and Equitable Services
Regional Comparisons

GODBE RESEARCH
Gain Insight

In light of differences expressed among geographical areas, Central and East Kern County region residents were more likely to express importance for "Encouraging new businesses to relocate to the County in order to diversify the local economy (6B)."

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
6A. Creating more high paying jobs	3.37	3.48	3.37	3.25	3.40
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	3.14	3.18	2.78	3.27

Q6. Community Assets and Infrastructure
(n=1,343)

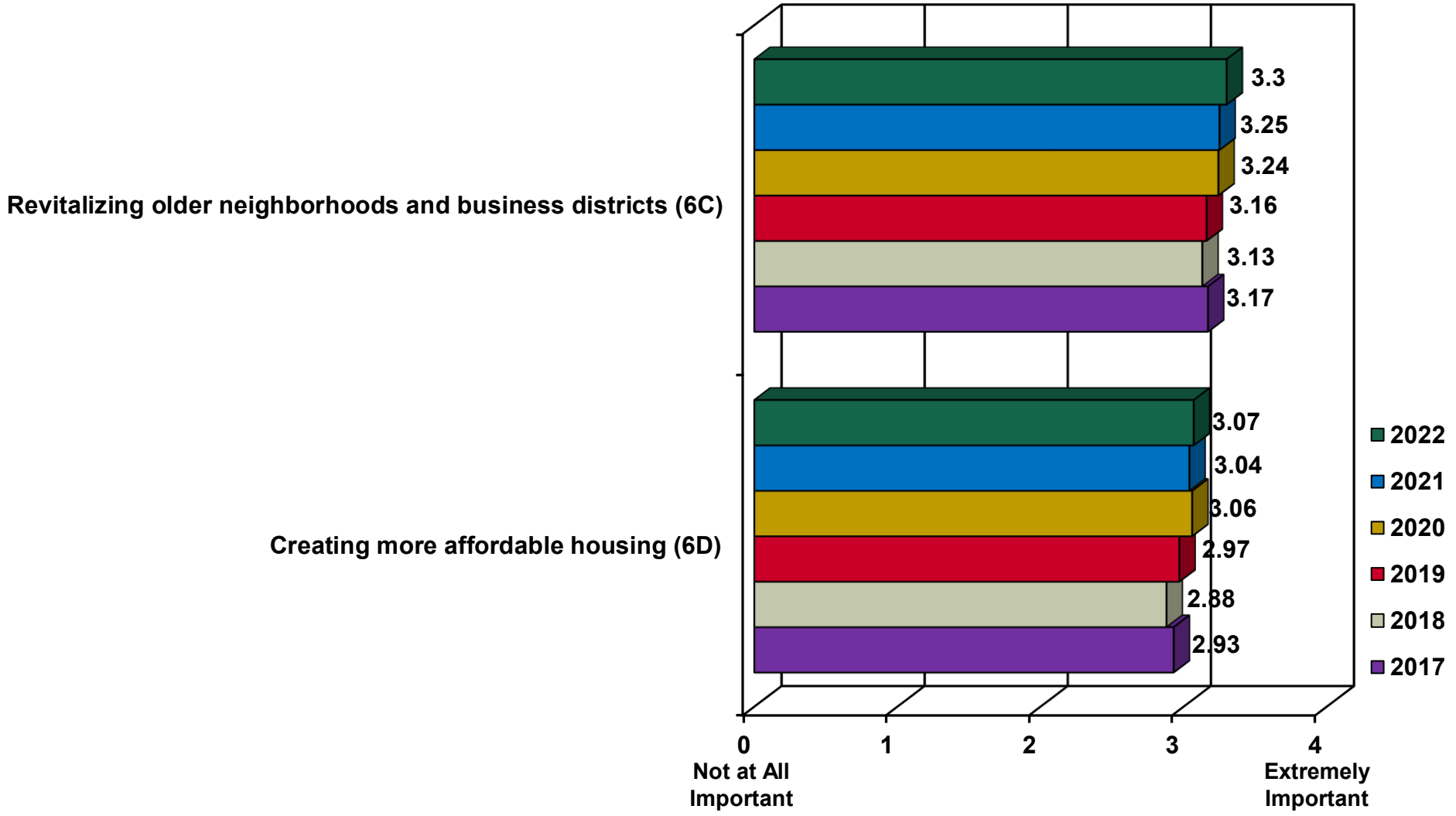
GODBE RESEARCH
Gain Insight

In this sub-section of Question 6, Community Assets and Infrastructure are the focus. Once again, the current results are essentially equivalent to the 2021 results. The two issues discussed in this section, “Revitalizing older neighborhoods and business districts (6C)” (mean score of 3.3) and “Creating more affordable housing (6D)” (mean score of 3.07) garnered an “Extremely important” score from more than half of the respondents.

The results for the current survey are shown on the following pages in the form of a summary chart, comparative table, and subgroup comparisons

Q6. Community Assets and Infrastructure
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Community Assets and Infrastructure
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Revitalizing older neighborhoods and business districts that are becoming rundown (6C)	2022	3.30	2.1%	2.4%	12.7%	28.6%	53.1%	1.2%
	2021	3.25	1.7%	3.5%	14.3%	28.4%	51.5%	0.5%
	2020	3.24	2.5%	3.5%	13.1%	28.5%	51.6%	0.8%
	2019	3.16	3.2%	3.8%	15.0%	28.9%	48.3%	0.8%
	2018	3.13	3.7%	3.2%	14.8%	31.4%	45.6%	1.3%
	2017	3.17	2.5%	2.5%	13.8%	36.8%	43.0%	1.5%
	2016	3.15	3.9%	3.6%	11.8%	35.2%	45.0%	.6%
	2015	3.13	3.6%	3.5%	16.9%	27.3%	47.5%	1.3%
	2014	3.21	4.1%	2.2%	11.6%	31.9%	49.4%	.8%
	2013	3.17	4.7%	3.9%	13.0%	26.0%	51.3%	1.1%
	2012	3.3	3%	3%	12%	31%	51%	<1%
	2011	3.2	4%	4%	15%	26%	50%	1%
	2010	3.2	3%	3%	15%	31%	47%	1%
	2009	3.2	2%	4%	16%	30%	48%	0%
	2008	3.3	3%	2%	12%	31%	52%	0%

Q6. Community Assets and Infrastructure
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Creating more affordable housing (6D)	2022	3.07	6.0%	6.2%	13.7%	22.0%	51.1%	1.0%
	2021	3.04	5.9%	6.6%	14.7%	21.9%	49.9%	1.0%
	2020	3.06	5.2%	6.1%	15.3%	23.4%	49.0%	1.0%
	2019	2.97	7.6%	5.3%	16.1%	23.6%	46.8%	0.6%
	2018	2.88	8.4%	7.5%	16.6%	21.2%	45.2%	1.1%
	2017	2.93	6.8%	5.0%	19.6%	25.1%	42.6%	1.0%
	2016	2.94	8.3%	6.4%	15.4%	22.0%	47.6%	.2%
	2015	2.93	6.8%	5.6%	18.9%	23.8%	43.9%	.9%
	2014	2.99	6.9%	6.7%	15.5%	21.2%	49.0%	.7%
	2013	3.07	6.9%	5.9%	13.4%	20.4%	52.8%	.6%
	2012	3.2	5%	5%	11%	22%	56%	<1%
	2011	3.0	7%	7%	17%	20%	49%	<1%
	2010	3.1	6%	6%	16%	22%	50%	1%
	2009	2.9	6%	8%	18%	21%	46%	0%
	2008	3.1	6%	6%	14%	21%	52%	0%

Q6. Community Assets and Infrastructure
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Encouraging arts and museums that focus on the region's local historical and cultural heritage	2012	2.9	5%	5%	21%	33%	36%	<1%
Creating local town centers with shopping and entertainment that are easily accessible to residents	2012	3.1	4%	3%	17%	30%	46%	<1%
Maintaining and improving schools, parks and medical services	2012	3.6	1%	1%	6%	19%	72%	<1%

Q6. Community Assets and Infrastructure
Gender Comparisons

GODBE RESEARCH
Gain Insight

Women had a greater likelihood to place importance on both “Revitalizing older neighborhoods and business districts that are becoming rundown (6C)” and “Creating more affordable housing (6D).”

	Respondent's Gender			
	Total	Male	Female	Other
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.18	3.43	2.93
6D. Creating more affordable housing	3.07	2.89	3.25	3.47

Q6. Community Assets and Infrastructure
Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest age category tended to express higher importance for "Creating more affordable housing (6D)."

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.31	3.43	3.29	3.19	3.34	3.32	3.22	3.28	3.44	2.95
6D. Creating more affordable housing	3.07	3.45	3.14	2.98	3.06	2.83	2.96	2.99	2.96	3.21	2.59

Q6. Community Assets and Infrastructure
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern, Central and East region residents were more likely to place higher importance on “Revitalizing older neighborhoods and business districts that are becoming rundown (6C)”. West Kern and Central respondents had a greater likelihood of stating higher importance for “Creating more affordable housing (6D).”

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.42	3.33	2.84	3.31
6D. Creating more affordable housing	3.07	3.41	3.10	2.66	2.91

Q6. Transportation Choices
(n=1,343)

GODBE RESEARCH
Gain Insight

Next, seven transportation issues were analyzed, and residents were asked to rate the importance for each with regard to improving the future quality of life in Kern County. As with previous sections, the data are presented on the following pages as a summary chart, comparative table, and subgroup comparisons.

For this series of issues, the current survey results are essentially identical to those of 2021. As in 2021, only one issue received a mean score of at least three on a scale of zero to four. That issue, "Maintaining local streets and roads (6G)" (mean score of 3.47), received an "Extremely Important" rating from three out of five residents.

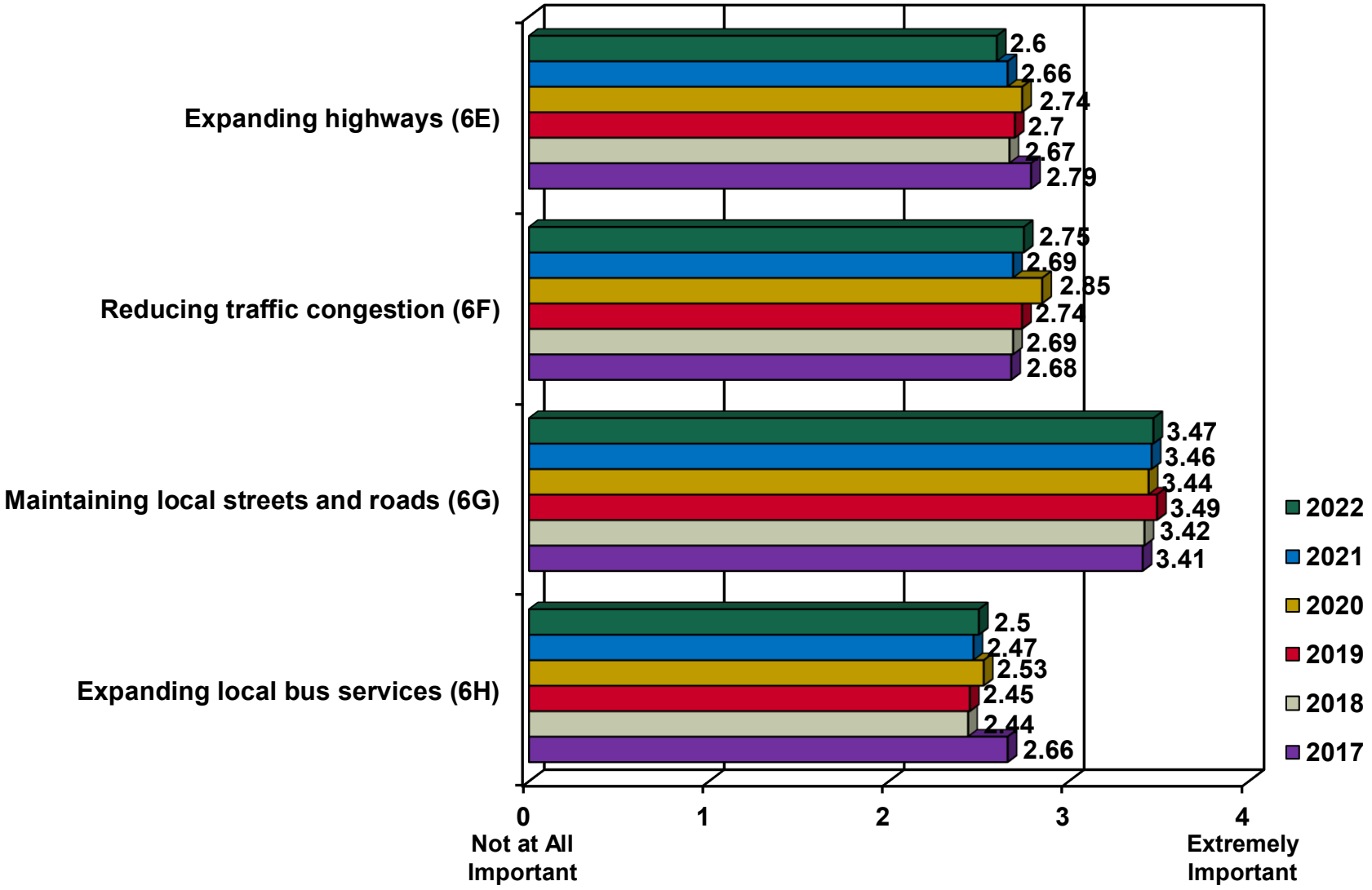
The remaining six issues, in descending order of importance, were "Maintaining and improving sidewalks and bike lanes (6J)" (mean score of 2.93), "Reducing traffic congestion (6F)" (mean score of 2.75), "Improving public transportation to other cities (6I)" (mean score of 2.62), "Expanding highways (6E)" (mean score of 2.6), "Expanding local bus services (6H)" (mean score of 2.5), and "Providing public transportation, carpooling, and other alternatives to driving alone (6K)" (mean score of 2.48).

Additionally, "Maintaining and improving sidewalks and bike lanes (6J)" achieved an "Extremely Important" rating from two out of five residents, while "Reducing traffic congestion (6F)" and "Improving public transportation to other cities (6I)" garnered an "Extremely Important" rating from a third of residents. The remaining three issues, "Expanding highways (6E)," "Expanding local bus services (6H)," and "Providing public transportation, carpooling, and other alternatives to driving alone (6K)," were given an "Extremely Important" by about three in ten residents.

The results are presented on the following pages.

Q6. Transportation Choices
(n=1,343) Continued

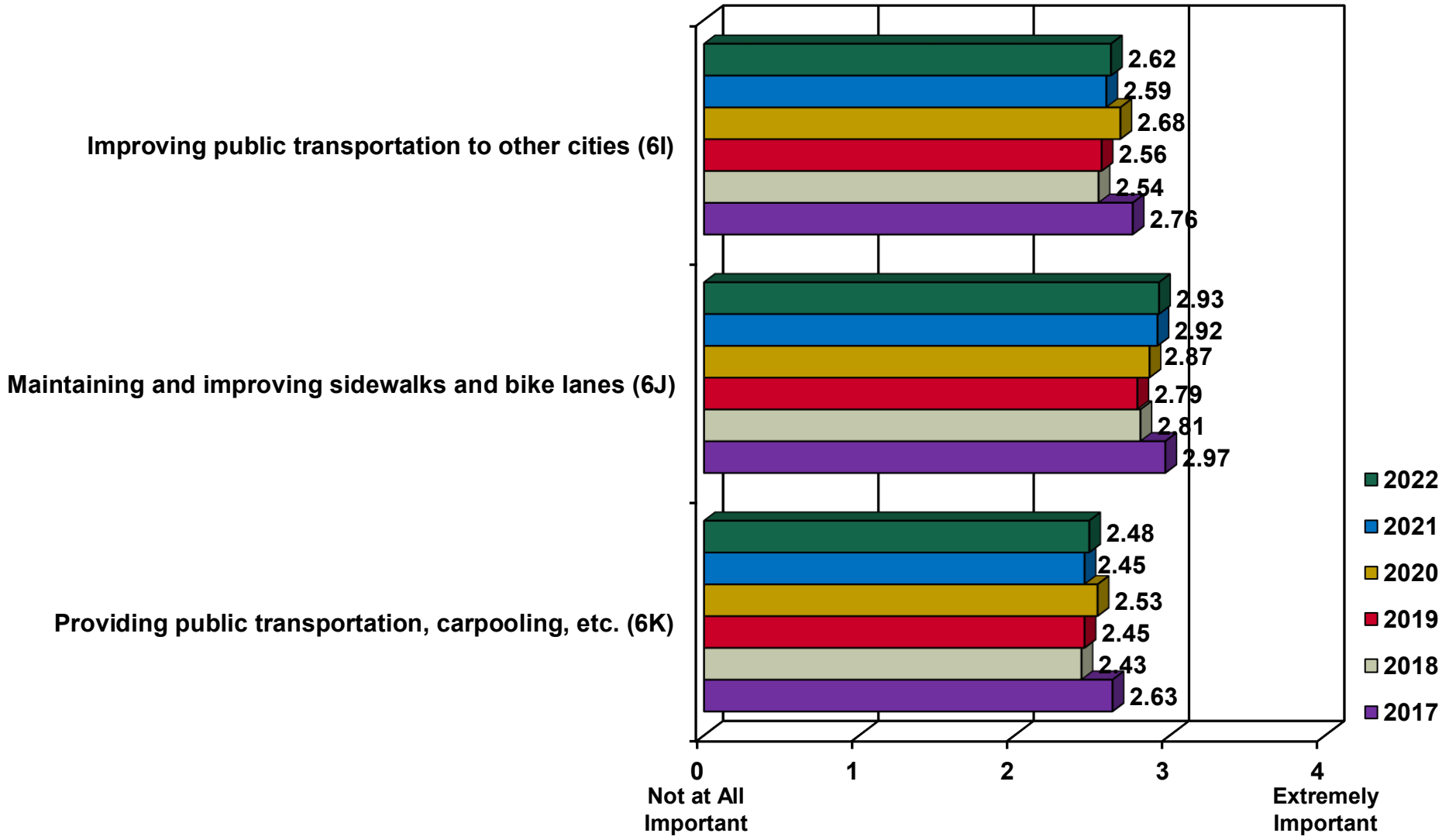
GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Transportation Choices
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Transportation Choices
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Expanding highways (6E)	2022	2.60	9.6%	8.5%	24.2%	25.6%	30.9%	1.1%
	2021	2.66	8.2%	7.4%	24.4%	28.6%	30.5%	1.0%
	2020	2.74	7.5%	7.1%	23.4%	26.3%	34.5%	1.3%
	2019	2.70	6.7%	8.2%	24.4%	28.8%	31.3%	0.6%
	2018	2.67	8.7%	7.3%	24.0%	26.5%	32.6%	0.8%
	2017	2.79	7.2%	5.8%	21.4%	31.3%	33.3%	1.0%
	2016	2.85	5.8%	7.7%	18.0%	32.1%	36.1%	.3%
	2015	2.80	7.6%	7.4%	19.2%	28.7%	36.6%	.3%
	2014	2.93	6.2%	4.3%	20.6%	27.4%	40.7%	.7%
	2013	2.87	7.3%	7.1%	18.9%	23.9%	42.1%	.7%
	2012	3.0	4%	5%	17%	32%	41%	<1%
	2011	2.9	6%	7%	21%	26%	39%	<1%
	2010	3.0	5%	5%	20%	29%	41%	1%
	2009	2.9	4%	7%	18%	31%	39%	1%
	2008	3.0	5%	5%	18%	25%	47%	0%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Reducing traffic congestion (6F)	2022	2.75	7.3%	8.3%	21.3%	27.8%	34.8%	0.4%
	2021	2.69	8.5%	9.7%	21.1%	24.6%	35.2%	0.9%
	2020	2.85	8.2%	7.9%	16.5%	24.6%	42.3%	0.5%
	2019	2.74	7.9%	9.1%	21.6%	23.6%	37.2%	0.6%
	2018	2.69	10.6%	6.9%	20.1%	26.0%	35.3%	1.2%
	2017	2.68	8.9%	9.1%	20.9%	25.4%	34.5%	1.2%
	2016	2.79	7.8%	8.2%	19.4%	26.0%	38.2%	.4%
	2015	2.77	7.8%	8.6%	20.4%	24.6%	38.4%	.3%
	2014	2.90	7.3%	6.8%	17.0%	26.6%	42.0%	.3%
	2013	2.99	7.0%	6.8%	15.1%	22.5%	48.4%	.2%
	2012	3.1	6%	5%	15%	27%	47%	<1%
	2011	2.9	8%	6%	18%	23%	43%	2%
	2010	3.0	5%	6%	18%	25%	45%	1%
	2009	3.1	4%	6%	15%	26%	48%	1%
	2008	3.2	4%	5%	14%	20%	57%	0%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Maintaining local streets and roads (6G)	2022	3.47	0.5%	1.2%	9.9%	27.7%	60.2%	0.6%
	2021	3.46	0.9%	1.3%	9.3%	27.5%	60.7%	0.3%
	2020	3.44	1.1%	2.3%	9.7%	24.8%	61.7%	0..4%
	2019	3.49	0.9%	0.9%	9.1%	26.0%	62.8%	0.3%
	2018	3.42	1.4%	1.8%	8.9%	29.0%	58.4%	0.6%
	2017	3.41	1.6%	1.1%	8.3%	32.6%	56.0%	0.3%
	2016	3.39	2.0%	1.6%	7.7%	32.2%	56.3%	.2%
	2015	3.39	1.7%	2.1%	10.8%	26.6%	58.6%	.2%
	2014	3.45	2.0%	.9%	8.4%	27.6%	60.9%	.2%
	2013	3.45	2.3%	1.6%	8.8%	23.5%	63.6%	.3%
	2012	3.5	2%	<1%	9%	27%	62%	<1%
	2011	3.5	1%	2%	7%	23%	67%	<1%
	2010	3.5	1%	1%	7%	31%	60%	<1%
	2009	3.4	1%	2%	7%	34%	56%	0%
	2008	3.5	1%	1%	8%	27%	62%	0%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Expanding local bus services (6H)	2022	2.50	10.1%	12.4%	23.5%	23.0%	29.5%	1.5%
	2021	2.47	11.4%	11.6%	22.8%	22.7%	28.6%	2.8%
	2020	2.53	10.0%	10.2%	23.5%	26.0%	27.7%	2.7%
	2019	2.45	12.4%	11.6%	22.1%	23.3%	28.4%	2.2%
	2018	2.44	12.6%	9.2%	24.0%	27.2%	25.3%	1.7%
	2017	2.66	8.0%	8.1%	22.9%	28.9%	30.1%	2.0%
	2016	2.69	8.7%	8.5%	20.2%	26.7%	33.5%	2.3%
	2015	2.72	8.2%	8.2%	21.5%	24.7%	34.8%	2.5%
	2014	2.78	7.6%	6.3%	21.6%	27.8%	35.1%	1.6%
	2013	2.73	8.5%	7.7%	22.4%	23.4%	36.4%	1.6%
	2012	2.9	5%	5%	20%	27%	41%	2%
	2011	2.7	6%	10%	22%	26%	35%	2%
	2010	2.9	4%	7%	23%	25%	39%	1%
	2009	2.8	4%	7%	23%	32%	32%	2%
	2008	2.9	6%	5%	20%	28%	39%	1%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving public transportation to other cities (6l)	2022	2.62	10.6%	9.7%	21.8%	22.3%	34.7%	0.9%
	2021	2.59	11.2%	9.1%	21.2%	23.0%	33.3%	2.2%
	2020	2.68	8.6%	8.9%	22.7%	23.4%	35.0%	1.3%
	2019	2.56	11.0%	9.4%	23.9%	22.5%	32.3%	0.9%
	2018	2.54	11.0%	11.1%	21.8%	23.0%	31.5%	1.6%
	2017	2,76	8.6%	6.8%	20.4%	26.3%	36.0%	1.9%
	2016	2.78	7.9%	7.0%	19.8%	27.5%	36.0%	1.7%
	2015	2.78	8.3%	6.8%	21.4%	24.4%	38.0%	1.1%
	2014	2.82	7.3%	8.1%	18.1%	26.4%	38.8%	1.2%
	2013	2.81	9.3%	6.0%	19.2%	24.6%	40.0%	1.0%
	2012	3.0	5%	5%	18%	28%	44%	<1%
	2011	2.9	6%	7%	19%	27%	40%	<1%
	2010	2.9	5%	7%	21%	27%	39%	1%
	2009	2.8	6%	7%	21%	29%	36%	0%
	2008	3.0	5%	8%	17%	27%	43%	1%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Maintaining and improving sidewalks and bike lanes (6J)	2022	2.93	3.3%	9.4%	19.4%	26.3%	41.2%	0.5%
	2021	2.92	4.4%	7.6%	19.7%	27.7%	40.2%	0.4%
	2020	2.87	5.7%	7.6%	19.9%	27.3%	39.1%	0.4%
	2019	2.79	5.5%	8.1%	24.2%	25.1%	36.5%	0.6%
	2018	2.81	6.1%	7.5%	22.0%	27.0%	36.7%	0.7%
	2017	2.97	4.3%	4.9%	18.7%	32.8%	38.6%	0.7%
	2016	2.87	5.4%	6.2%	19.7%	33.1%	35.5%	.1%
	2015	2.94	4.5%	7.0%	20.6%	25.0%	42.5%	.4%
	2014	2.96	3.6%	6.5%	19.4%	31.0%	38.9%	.5%
	2013	2.99	5.5%	5.2%	17.7%	27.4%	43.7%	.6%
	2012	3.1	2%	6%	14%	33%	45%	1%
	2011	3.0	5%	6%	18%	28%	43%	1%
	2010	2.9	5%	8%	22%	26%	39%	1%
	2009	2.9	4%	7%	22%	29%	38%	0%
	2008	3.0	5%	5%	20%	27%	43%	0%

Q6. Transportation Choices
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Providing public transportation, carpooling, and other alternatives to driving alone (6K)	2022	2.48	12.3%	10.8%	23.9%	18.8%	31.7%	2.5%
	2021	2.45	12.3%	12.5%	21.4%	22.6%	29.2%	1.9%
	2020	2.53	10.0%	9.9%	26.0%	22.8%	29.9%	1.3%
	2019	2.45	13.3%	10.4%	25.0%	19.3%	31.2%	0.8%
	2018	2.43	12.5%	10.1%	23.9%	26.4%	25.5%	1.6%
	2017	2.63	8.0%	7.8%	25.8%	28.7%	29.0%	0.7%
	2016	2.73	8.2%	7.6%	20.9%	28.8%	33.8%	.6%
	2015	2.80	6.4%	6.5%	22.2%	29.0%	34.6%	1.2%
	2014	2.78	6.8%	7.3%	21.4%	28.6%	34.8%	1.2%
	2013	2.80	7.7%	6.9%	20.4%	26.4%	37.6%	.9%
	2012	3.0	4%	6%	18%	31%	41%	1%
	2011	2.8	6%	8%	21%	28%	37%	<1%
	2010	2.9	5%	7%	19%	31%	37%	1%
	2009	2.9	4%	7%	21%	30%	38%	0%
Improving traffic safety for motorists, pedestrians and bicyclists	2012	3.4	2%	4%	12%	24%	59%	0%
Improving truck and rail hubs to move produce to market faster	2012	3.0	5%	5%	17%	34%	37%	3%

Q6. Transportation Choices
Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to place importance on all of the transportation issues examined in this section, with the exception of "Reducing traffic congestion (6F)" and "Maintaining local streets and roads (6G)." Additionally, like the women, men also had a greater tendency to place importance on "Expanding highways (6E)."

	Respondent's Gender			
	Total	Male	Female	Other
6E. Expanding highways	2.60	2.64	2.59	1.64
6F. Reducing traffic congestion	2.75	2.75	2.75	2.45
6G. Maintaining local streets and roads	3.47	3.45	3.48	3.15
6H. Expanding local bus services	2.50	2.32	2.68	2.91
6I. Improving public transportation to other cities	2.62	2.45	2.80	2.19
6J. Maintaining and improving sidewalks and bike lanes	2.93	2.81	3.06	3.25
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.32	2.64	2.72

Q6. Transportation Choices
Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents, ages 18 to 24, were more likely to ascribe importance to “Expanding local bus services (6H)” and “Improving public transportation to other cities (6I),” while the 25-to-34-year-olds had a greater tendency to rate “Maintaining and improving sidewalks and bike lanes (6J)” as important. The issue “Reducing traffic congestion (6F)” had a higher likelihood of being considered important by residents ages 35 to 84, and “Expanding highways (6E)” was more likely to be favored by the 45-to-64-year-olds. “Maintaining local streets and roads (6G)” were more likely to receive a higher importance rating by residents ages 55 to 59.

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6E. Expanding highways	2.60	2.36	2.33	2.69	2.74	2.95	2.99	2.60	2.73	2.75	2.05
6F. Reducing traffic congestion	2.75	2.34	2.51	2.82	2.86	3.06	2.96	2.92	3.17	2.70	2.84
6G. Maintaining local streets and roads	3.47	3.30	3.47	3.54	3.43	3.62	3.52	3.49	3.50	3.32	3.30
6H. Expanding local bus services	2.50	2.90	2.50	2.34	2.53	2.48	2.54	2.34	2.44	2.43	2.10
6I. Improving public transportation to other cities	2.62	2.95	2.47	2.61	2.60	2.55	2.83	2.39	2.56	3.13	2.58
6J. Maintaining and improving sidewalks and bike lanes	2.93	2.98	3.05	2.99	2.98	2.78	3.00	2.64	2.94	2.58	2.63
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.69	2.32	2.43	2.57	2.42	2.60	2.41	2.52	2.76	2.42

Q6. Transportation Choices
Regional Comparisons

GODBE RESEARCH
Gain Insight

Residents of West Kern, Central and East Kern regions were more likely to express higher importance for "Expanding highways (6E)" and "Maintaining and improving sidewalks and bike lanes (6J)." West Kern residents also tended to indicate higher importance for "Improving public transportation to other cities (6I)." and "Providing public transportation, carpooling, and other alternatives to driving alone (6K)." "Reducing traffic congestion (6F)" was more likely to be considered important by West Kern and Central residents. Lastly, East Kern respondents had a greater tendency to state importance for the issue "Expanding local bus services (6H)."

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6E. Expanding highways	2.60	2.76	2.63	2.18	2.64
6F. Reducing traffic congestion	2.75	2.73	2.88	2.24	2.10
6G. Maintaining local streets and roads	3.47	3.44	3.48	3.31	3.50
6H. Expanding local bus services	2.50	2.82	2.45	2.42	2.78
6I. Improving public transportation to other cities	2.62	2.99	2.56	2.56	2.86
6J. Maintaining and improving sidewalks and bike lanes	2.93	3.21	2.92	2.55	3.15
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	3.00	2.45	2.37	2.48

Q6. Conserve Undeveloped Land and Natural Resources
(n=1,343)

GODBE RESEARCH
Gain Insight

The next set of issues in the survey concern conserving undeveloped land and natural resources for improving the future quality of life in Kern County. The current survey results are nearly identical to 2021 and appear in the same rank order. In addition, as in 2021, all four issues examined received a mean score of at least three on a scale of zero to four.

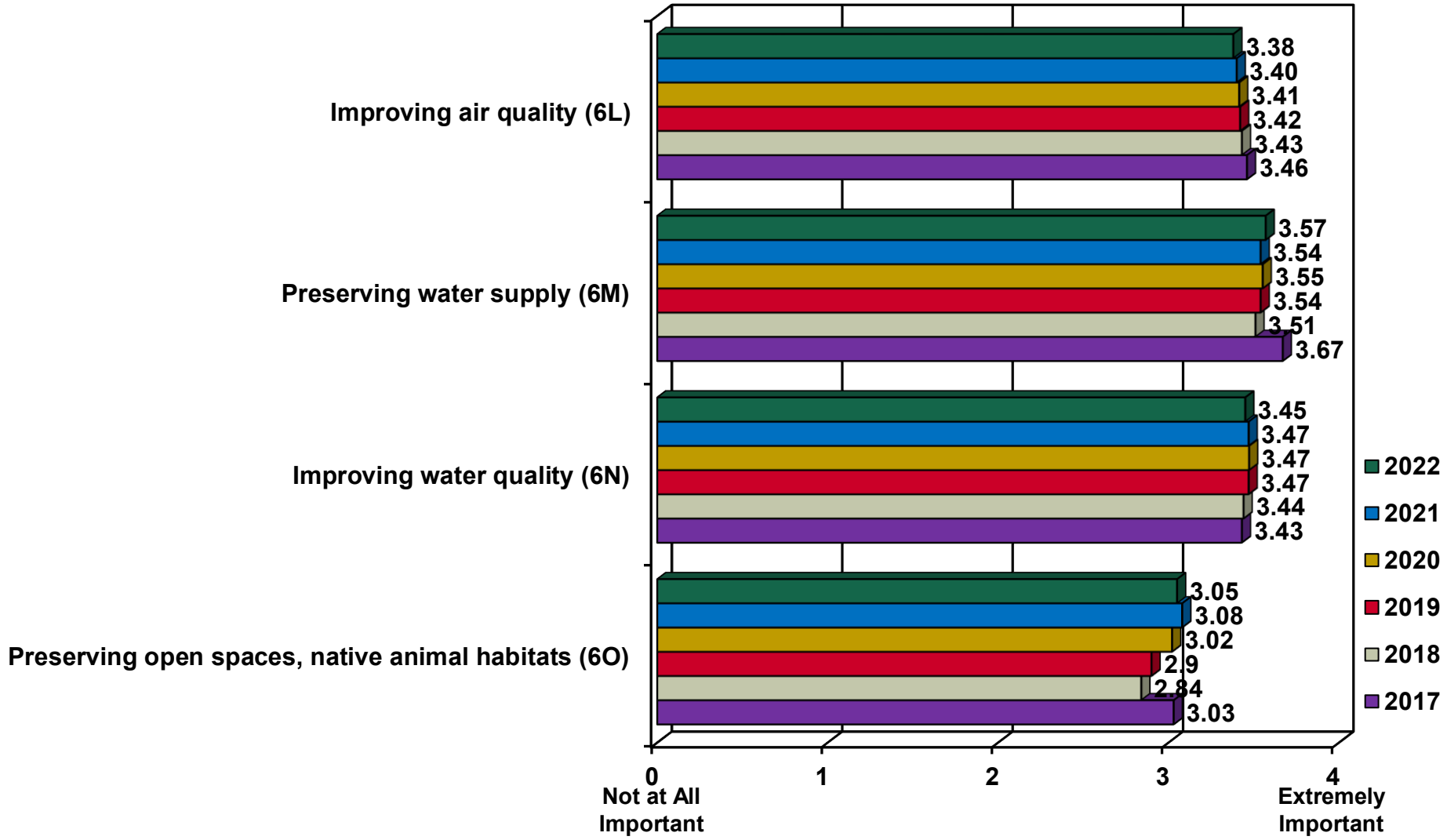
The highest rated issues were “Preserving water supply (6M)” (mean score of 3.57), “Improving water quality (6N)” (mean score of 3.45) and ”Improving air quality (6L)” (mean score of 3.38). “Preserving open spaces, native animal habitats (6O)” (mean score of 3.08) rounded out the four issues in ranking.

In addition, “Preserving water supply (6M)” achieved an “Extremely Important” score from seven out of ten respondents, while “Improving air quality (6L)” and “Improving water quality (6N)” earned an “Extremely Important” rating from two-thirds of residents. The lowest scoring issue, “Preserving open spaces, native animal habitats (6O),” was rated as “Extremely Important” by nearly half of the residents.

The results are presented as a summary chart, comparative table, and subgroup comparisons on the following pages.

Q6. Conserve Undeveloped Land and Natural Resources
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Conserve Undeveloped Land and Natural Resources

Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving air quality (6L)	2022	3.38	3.6%	4.1%	10.5%	13.7%	67.7%	0.4%
	2021	3.40	4.1%	3.6%	8.4%	16.0%	67.4%	0.5%
	2020	3.41	3.1%	4.6%	9.2%	13.5%	69.3%	0.3%
	2019	3.42	3.8%	3.2%	8.1%	16.7%	67.1%	1.0%
	2018	3.43	5.0%	3.0%	7.4%	12.7%	71.4%	0.4%
	2017	3.46	3.5%	3.4%	7.8%	13.4%	71.2%	0.6%
	2016	3.43	4.9%	2.6%	7.2%	15.2%	69.7%	.4%
	2015	3.46	4.8%	3.1%	6.3%	12.2%	73.1%	.4%
	2014	3.48	4.0%	2.7%	6.4%	14.5%	72.1%	.3%
	2013	3.42	3.7%	3.2%	9.0%	14.8%	68.8%	.4%
	2012	3.5	3%	3%	6%	17%	72%	<1%
	2011	3.4	5%	4%	8%	15%	68%	<1%
	2010	3.4	4%	4%	8%	18%	66%	<1%
	2009	3.4	3%	4%	11%	16%	66%	0%
	2008	3.5	4%	3%	7%	11%	74%	0%

Q6. Conserve Undeveloped Land and Natural Resources

Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Preserving water supply (6M)	2022	3.57	1.8%	2.1%	5.0%	19.4%	71.5%	0.3%
	2021	3.54	1.9%	1.7%	7.0%	18.5%	70.4%	0.5%
	2020	3.55	2.2%	1.8%	6.7%	17.1%	71.8%	0.4%
	2019	3.54	1.7%	2.1%	7.6%	18.0%	70.0%	0.7%
	2018	3.51	2.5%	1.2%	8.6%	17.6%	69.6%	0.5%
	2017	3.67	0.8%	1.3%	4.8%	16.0%	76.4%	0.6%
	2016	3.66	2.1%	1.0%	4.5%	13.2%	79.0%	.2%
	2015	3.70	1.5%	1.0%	4.9%	11.3%	81.0%	.4%
	2014	3.64	1.8%	2.2%	3.3%	15.1%	77.4%	.1%
	2013	3.55	2.4%	2.5%	6.0%	16.2%	72.6%	.4%
	2012	3.6	2%	2%	5%	14%	77%	<1%
	2011	3.6	1%	2%	7%	15%	74%	1%
	2010	3.6	2%	1%	5%	16%	76%	<1%
	2009	3.6	1%	2%	5%	19%	73%	0%
	2008	3.6	1%	2%	6%	14%	75%	0%

Q6. Conserve Undeveloped Land and Natural Resources

Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving water quality (6N)	2022	3.45	2.0%	3.2%	9.5%	18.1%	66.5%	0.6%
	2021	3.47	2.4%	3.3%	7.4%	18.6%	67.3%	1.1%
	2020	3.47	2.1%	3.6%	7.4%	18.3%	67.9%	0.6%
	2019	3.47	2.0%	2.2%	9.4%	19.5%	66.1%	0.8%
	2018	3.44	2.5%	2.1%	9.7%	20.3%	64.6%	0.9%
	2017	3.43	2.7%	2.2%	9.6%	19.6%	65.2%	0.5%
	2016	3.43	3.0%	2.5%	8.3%	20.1%	65.6%	.5%
	2015	3.40	3.5%	2.8%	10.0%	16.7%	66.0%	1.1%
	2014	3.49	4.0%	2.0%	5.9%	16.8%	70.9%	.5%
	2013	3.46	3.4%	2.7%	8.5%	15.0%	70.0%	.4%
	2012	3.6	2%	2%	6%	17%	72%	1%
	2011	3.4	5%	4%	8%	15%	68%	<1%
	2010	3.4	4%	4%	8%	18%	66%	<1%
	2009	3.4	3%	4%	11%	16%	66%	0%
	2008	3.5	4%	3%	7%	11%	74%	0%

Q6. Conserve Undeveloped Land and Natural Resources

Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Preserving open spaces and native animal habitats (6O)	2022	3.05	4.8%	6.7%	16.5%	22.9%	48.8%	0.4%
	2021	3.08	5.0%	5.1%	15.6%	24.7%	48.6%	1.0%
	2020	3.02	4.7%	6.7%	16.8%	24.9%	46.4%	0.6%
	2019	2.90	7.4%	6.3%	17.6%	23.7%	43.1%	1.9%
	2018	2.84	7.3%	5.9%	20.9%	24.5%	39.2%	2.3%
	2017	3.03	4.9%	4.9%	16.5%	29.4%	43.6%	0.7%
	2016	2.96	6.3%	5.8%	16.2%	28.6%	42.7%	.4%
	2015	2.94	5.8%	5.5%	19.7%	26.6%	41.6%	.8%
	2014	2.86	7.9%	7.3%	16.6%	26.9%	41.1%	.3%
	2013	2.98	6.3%	5.8%	16.8%	25.4%	44.8%	.9%
	2012	3.1	3%	5%	17%	28%	47%	<1%
	2011	2.9	6%	7%	19%	27%	40%	<1%
	2010	2.9	5%	7%	21%	27%	39%	1%
	2009	2.8	6%	7%	21%	29%	36%	0%
	2008	3.0	5%	8%	17%	27%	43%	1%

Q6. Conserve Undeveloped Land and Natural Resources

Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving County lakes and aquatics facilities	2014	2.98	4.4%	4.2%	19.3%	30.5%	39.4%	2.3%
Preventing the loss of farm land to residential and commercial development	2012	3.1	4%	5%	15%	28%	48%	1%
	2011	3.2	3%	5%	16%	25%	50%	2%
	2010	3.1	3%	5%	16%	26%	50%	1%
	2009	3.2	4%	4%	13%	28%	50%	1%
	2008	2.9	6%	5%	20%	28%	39%	1%
Maintaining airspace for testing military aircraft	2012	2.5	12%	11%	22%	23%	30%	2%
Maintaining and improving parks and recreation facilities near residential neighborhoods	2012	3.3	2%	2%	13%	31%	52%	<1%
Creating multi-use trails	2012	2.6	8%	9%	26%	30%	24%	3%

Q6. Conserve Undeveloped Land and Natural Resources

Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to place importance on all four of the issues, whereas men had a greater tendency to express importance for “Preserving water supply (6M).”

	Respondent's Gender			
	Total	Male	Female	Other
6L. Improving air quality	3.38	3.27	3.50	3.64
6M. Preserving water supply	3.57	3.52	3.63	2.86
6N. Improving water quality	3.45	3.32	3.58	3.64
6O. Preserving open spaces and native animal habitats	3.05	2.92	3.17	3.52

Q6. Conserve Undeveloped Land and Natural Resources

Age Comparisons

GODBE RESEARCH
Gain Insight

There were no discernable differences in opinion expressed among the various age groupings.

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6L. Improving air quality	3.38	3.52	3.37	3.30	3.33	3.32	3.48	3.46	3.53	3.53	2.92
6M. Preserving water supply	3.57	3.54	3.51	3.53	3.57	3.54	3.70	3.76	3.70	3.70	3.04
6N. Improving water quality	3.45	3.58	3.44	3.40	3.47	3.46	3.51	3.36	3.40	3.53	3.09
6O. Preserving open spaces and native animal habitats	3.05	3.26	3.01	3.15	3.04	2.87	2.94	3.00	3.10	2.47	2.77

Q6. Conserve Undeveloped Land and Natural Resources

Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region respondents were more likely to place higher importance on "Improving air quality (6L)." In addition, Central region residents also tended to indicate importance for "Preserving water supply (6M)."

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6L. Improving air quality	3.38	3.45	3.52	2.77	2.68
6M. Preserving water supply	3.57	3.44	3.60	3.57	3.38
6N. Improving water quality	3.45	3.43	3.46	3.25	3.49
6O. Preserving open spaces and native animal habitats	3.05	3.18	3.02	3.23	3.07

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices (n=1,343)

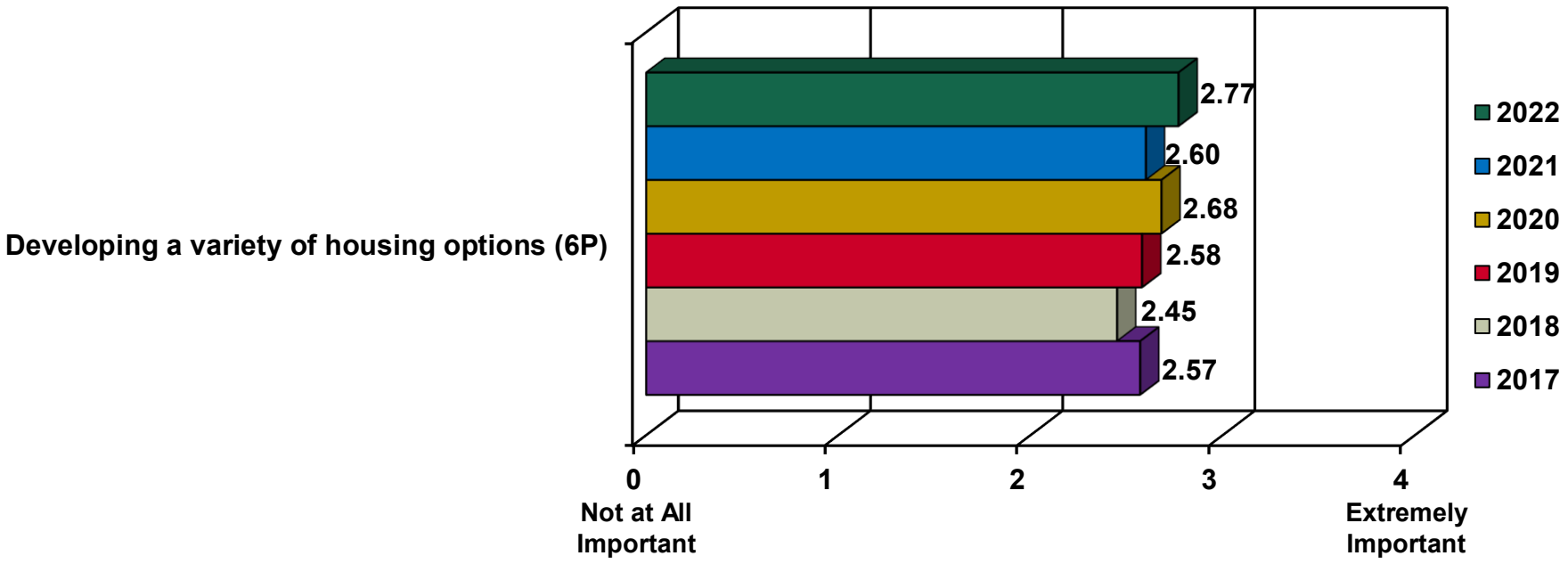
GODBE RESEARCH
Gain Insight

When the residents were asked to gauge their opinion on the importance of the use of compact, efficient development where appropriate and providing a variety of housing choices for improving the future quality of life in Kern County (6P), we see a small but statistically insignificant increase in the importance rating over 2021 (2022 mean score of 2.77 vs. 2021 mean score of 2.60). This issue was rated as “Extremely Important” by two out of five residents, which is also a slight increase from 2021.

The data are presented on the following pages in the form of a summary chart, comparative table, and subgroup comparisons.

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices (n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Developing a variety of housing options, including apartments, townhomes and condominiums (6P)	2022	2.77	9.6%	8.4%	17.5%	23.1%	40.3%	1.2%
	2021	2.60	10.8%	10.2%	21.7%	21.6%	34.9%	0.8%
	2020	2.68	8.9%	10.5%	20.0%	23.1%	36.3%	1.1%
	2019	2.58	10.8%	9.0%	22.8%	24.8%	31.9%	0.7%
	2018	2.45	12.9%	10.3%	23.0%	23.2%	28.5%	2.1%
	2017	2.57	9.3%	10.1%	23.7%	25.8%	29.6%	1.5%
	2016	2.63	11.2%	8.2%	18.2%	30.6%	31.2%	.6%
	2015	2.56	10.9%	8.9%	23.4%	25.3%	30.4%	1.2%
	2014	2.68	7.4%	7.7%	23.6%	30.3%	29.8%	1.2%
	2013	2.65	10.9%	6.3%	22.2%	26.7%	32.8%	1.1%
	2012	2.8	8%	7%	19%	32%	34%	1%
	2011	2.5	11%	10%	27%	24%	28%	1%
	2010	2.5	8%	11%	29%	24%	27%	1%
	2009	2.4	9%	12%	29%	26%	22%	1%
	2008	2.5	8%	12%	27%	23%	29%	0%
Preserving and rehabilitating existing housing	2012	3.1	3%	3.6%	16%	35%	42%	1%
Encouraging new housing that is energy efficient	2012	3.3	4%	4%	10%	29%	53%	1%
Preserving the community character of the region	2012	3.1	3%	5%	16%	34%	40%	3%

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Gender Comparisons

GODBE RESEARCH
Gain Insight

When examined in terms of gender identification, women were more likely to ascribe higher importance to this issue.

	Respondent's Gender			
	Total	Male	Female	Other
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	2.63	2.91	3.39

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest age group was more likely to express high importance for this issue.

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	3.31	2.91	2.65	2.66	2.52	2.64	2.56	2.55	2.89	2.49

Q6. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices
Regional Comparisons

GODBE RESEARCH
Gain Insight

Residents of West Kern, Central and East Kern regions were more likely to indicate higher importance for this issue.

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	2.97	2.80	2.17	2.89

Q6. Services, Safety and Equity
(n=1,343)

GODBE RESEARCH
Gain Insight

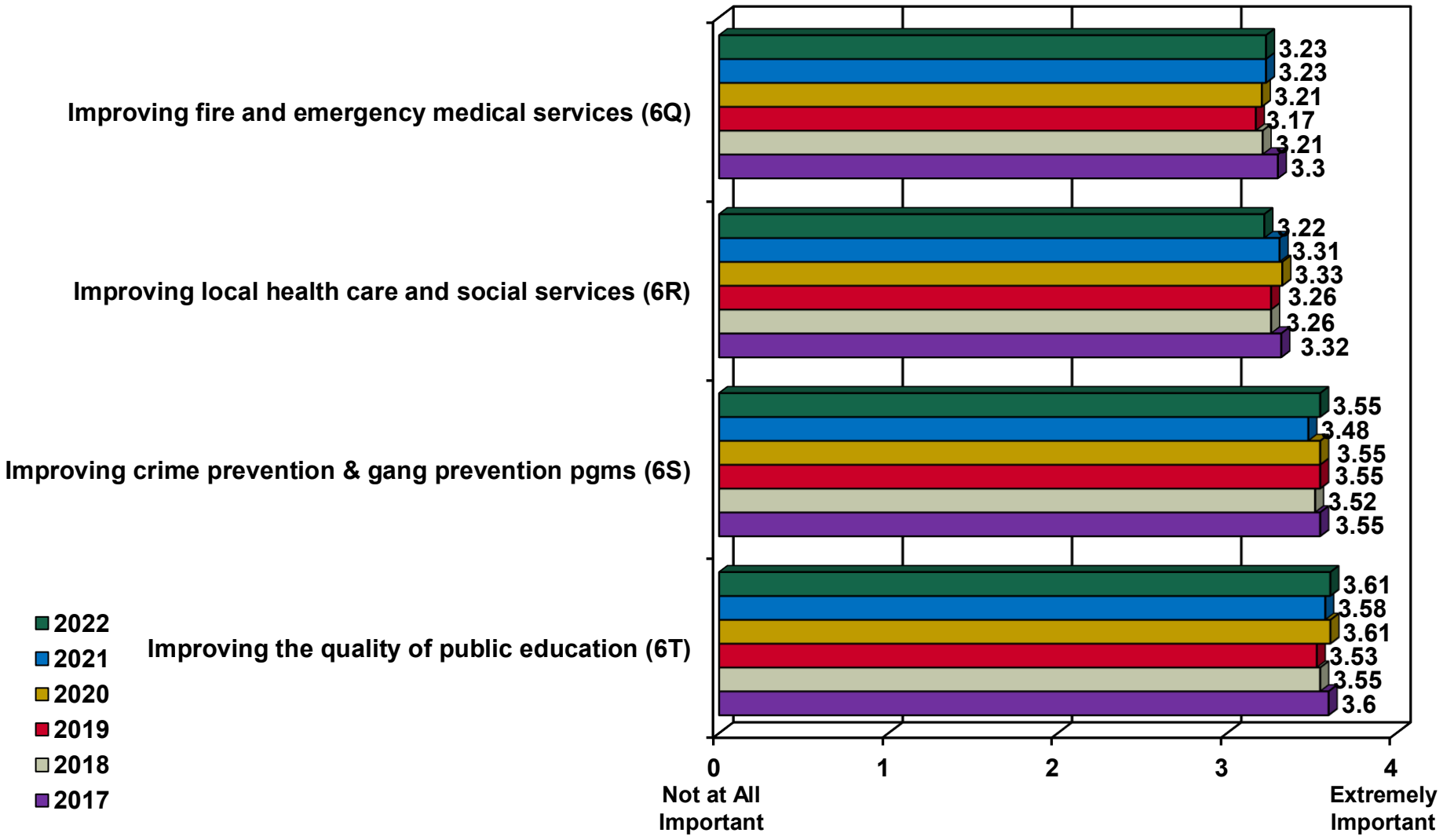
The final subsection for this question examines the importance of issues regarding a variety of services, safety and equity issues for improving the future quality of life in Kern County. Similar to the sets of issues analzyed previously, the current survey data mirrors that of 2021. All of the issues garnered a mean score of at least three on a scale of zero to four.

The two highest rated issues were “Improving the quality of public education (6T)” (mean score of 3.61) and ”Improving crime prevention and gang prevention programs (6S)” (mean score of 3.55). These issues also each received an “Extremely Important” score from seven out of ten respondents. The remaining two issues, “Improving fire and emergency medical services (6Q)” (mean score of 3.23) and “Improving local health care and social services (6R)” (mean score of 3.22), both garnered an “Extremely Important” rating from more than half of the residents.

The results are presented on the following pages in the form of a summary chart, comparative table, and subgroup comparisons.

Q6. Services, Safety and Equity
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important 4" = +4, "3" = +3, "2" = +2, "1" = +1, and "Not at all Important 0" = 0

Q6. Services, Safety and Equity
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving fire and emergency medical services (6Q)	2022	3.23	2.8%	3.9%	13.5%	25.8%	52.5%	1.5%
	2021	3.23	2.2%	4.9%	13.5%	25.3%	52.2%	2.0%
	2020	3.21	1.8%	4.8%	15.0%	26.8%	50.4%	1.3%
	2019	3.17	3.0%	4.0%	16.6%	25.3%	50.1%	1.0%
	2018	3.21	2.9%	3.6%	15.4%	24.9%	51.7%	1.4%
	2017	3.30	2.8%	2.5%	12.5%	25.9%	54.9%	1.4%
	2016	3.25	2.9%	3.5%	12.3%	27.7%	52.6%	1.0%
	2015	3.24	4.6%	2.9%	13.9%	21.1%	57.0%	.5%
Improving local health care and social services (6R)	2022	3.22	3.5%	4.7%	12.2%	25.2%	53.8%	0.6%
	2021	3.31	3.4%	3.4%	10.9%	22.4%	59.0%	0.9%
	2020	3.33	2.4%	3.6%	11.1%	24.0%	57.7%	1.2%
	2019	3.26	2.9%	3.5%	15.0%	21.4%	56.2%	1.0%
	2018	3.26	3.6%	4.7%	10.8%	23.3%	56.8%	0.8%
	2017	3.32	2.1%	2.8%	12.1%	26.0%	56.0%	1.1%
	2016	3.27	3.4%	3.2%	10.5%	27.8%	54.3%	.7%
	2015	3.30	3.4%	3.4%	11.5%	22.8%	58.4%	.5%
Improving crime prevention and gang prevention programs (6S)	2022	3.55	1.3%	2.7%	7.2%	17.2%	70.9%	0.8%
	2021	3.48	1.6%	2.6%	9.7%	17.8%	67.6%	0.7%
	2020	3.55	2.1%	2.3%	7.2%	15.7%	72.4%	0.4%
	2019	3.55	1.5%	1.9%	7.2%	18.5%	69.9%	1.0%
	2018	3.52	2.4%	1.5%	7.1%	18.4%	69.3%	1.2%
	2017	3.55	1.6%	2.1%	6.8%	18.1%	71.1%	0.4%
	2016	3.56	1.9%	1.6%	6.1%	19.5%	70.8%	.0%
	2015	3.42	2.9%	3.3%	8.6%	19.5%	65.5%	.2%

Q6. Services, Safety and Equity
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Improving the quality of public education (6T)	2022	3.61	1.3%	1.7%	6.7%	15.5%	73.8%	1.1%
	2021	3.58	2.1%	1.4%	6.3%	16.1%	73.6%	0.5%
	2020	3.61	1.4%	1.6%	5.4%	17.0%	73.1%	1.5%
	2019	3.53	1.7%	2.1%	7.7%	17.9%	68.8%	1.8%
	2018	3.55	2.3%	1.9%	6.4%	16.8%	72.3%	0.3%
	2017	3.60	1.5%	1.0%	6.9%	17.4%	72.4%	0.9%
	2016	3.60	2.5%	2.0%	3.9%	16.2%	74.8%	.7%
	2015	3.59	2.0%	1.8%	5.7%	15.6%	73.8%	1.1%
Improving local libraries	2016	2.82	6.7%	6.1%	20.5%	31.0%	34.9%	.7%
	2015	2.82	7.6%	6.1%	19.6%	28.4%	36.7%	1.6%

Q6. Services, Safety and Equity

Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to place higher importance on all four of the issues presented in this section.

	Respondent's Gender			
	Total	Male	Female	Other
6Q. Improving fire and emergency medical services	3.23	3.15	3.31	3.75
6R. Improving local health care and social services	3.22	3.10	3.34	3.46
6S. Improving crime prevention and gang prevention programs	3.55	3.52	3.59	2.99
6T. Improving the quality of public education	3.61	3.50	3.71	3.71

Q6. Services, Safety and Equity

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of differences in opinion when examined by age groupings, the 18-to-24-year-olds were more likely to ascribe higher importance to the issue "Improving local health care and social services (6R)." Residents ages 55 to 84 had a greater tendency to place importance on "Improving crime prevention and gang prevention programs (6S)," and those ages 18 to 44 were more likely to indicate higher importance for "Improving the quality of public education (6T)."

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6Q. Improving fire and emergency medical services	3.23	3.42	3.28	3.17	3.29	3.03	3.10	3.18	3.28	3.12	2.95
6R. Improving local health care and social services	3.22	3.55	3.32	3.11	3.12	3.06	3.04	3.11	3.34	3.90	2.80
6S. Improving crime prevention and gang prevention programs	3.55	3.51	3.37	3.57	3.49	3.78	3.70	3.71	3.80	3.80	3.13
6T. Improving the quality of public education	3.61	3.71	3.67	3.71	3.63	3.49	3.35	3.55	3.61	3.32	3.05

Q6. Services, Safety and Equity

Regional Comparisons

GODBE RESEARCH
Gain Insight

West and East Kern region respondents expressed a greater tendency to place higher importance on "Improving local health care and social services (6R)." Central region residents were more likely to ascribe importance to "Improving crime prevention and gang prevention programs (6S)."

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6Q. Improving fire and emergency medical services	3.23	3.44	3.19	3.28	3.37
6R. Improving local health care and social services	3.22	3.52	3.16	3.21	3.49
6S. Improving crime prevention and gang prevention programs	3.55	3.53	3.61	3.27	3.31
6T. Improving the quality of public education	3.61	3.61	3.60	3.55	3.68

Q6. Importance of Specific Issues in Next 20 Years

Top Rated Issues

GODBE RESEARCH
Gain Insight

The survey assessed the importance of 20 issues related to improving the future quality of life in Kern County, tracked with results from previous surveys. While these issues were not grouped when presented to the survey respondent, they are grouped into the six topic areas: (a) Economic Vitality and Equitable Services; (b) Community Assets and Infrastructure; (c) Transportation Choices; (d) Conserving Undeveloped Land and Natural Resources; (e) Use Compact, Efficient Development Where Appropriate and Provide Variety of Housing Choices; and (f) Services and Public Safety.

- The top seven rated issues, across categories rated on a scale of 4 “Extremely important” to 0 “Not important”, were essentially identical and ranked similarly to 2021:
  - “improving the quality of public education (6T)” (3.61)
  - “preserving water supply (6M)” (3.57)
  - “improving crime prevention and gang prevention programs(6S)” (3.55)
  - “maintaining local streets and roads (6G)” (3.47)
  - “improving water quality (6N)” (3.45)
  - “improving air quality (6L)” (3.38)
  - “creating more high paying jobs (6A)” (3.37)

Q6. Importance of Specific Issues in Next 20 Years

Gender Comparisons

GODBE RESEARCH
Gain Insight

	Respondent's Gender			
	Total	Male	Female	Other
6A. Creating more high paying jobs	3.37	3.31	3.43	3.64
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	3.11	3.21	3.02
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.18	3.43	2.93
6D. Creating more affordable housing	3.07	2.89	3.25	3.47
6E. Expanding highways	2.60	2.64	2.59	1.64
6F. Reducing traffic congestion	2.75	2.75	2.75	2.45
6G. Maintaining local streets and roads	3.47	3.45	3.48	3.15
6H. Expanding local bus services	2.50	2.32	2.68	2.91
6I. Improving public transportation to other cities	2.62	2.45	2.80	2.19
6J. Maintaining and improving sidewalks and bike lanes	2.93	2.81	3.06	3.25
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.32	2.64	2.72
6L. Improving air quality	3.38	3.27	3.50	3.64
6M. Preserving water supply	3.57	3.52	3.63	2.86
6N. Improving water quality	3.45	3.32	3.58	3.64
6O. Preserving open spaces and native animal habitats	3.05	2.92	3.17	3.52
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	2.63	2.91	3.39
6Q. Improving fire and emergency medical services	3.23	3.15	3.31	3.75
6R. Improving local health care and social services	3.22	3.10	3.34	3.46
6S. Improving crime prevention and gang prevention programs	3.55	3.52	3.59	2.99
6T. Improving the quality of public education	3.61	3.50	3.71	3.71

Q6. Importance of Specific Issues in Next 20 Years

Age Comparisons

GODBE RESEARCH
Gain Insight

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
6A. Creating more high paying jobs	3.37	3.36	3.47	3.52	3.45	3.34	3.35	3.13	3.08	3.13	2.76
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	2.93	3.07	3.17	3.23	3.21	3.48	3.23	3.19	2.67	3.18
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.31	3.43	3.29	3.19	3.34	3.32	3.22	3.28	3.44	2.95
6D. Creating more affordable housing	3.07	3.45	3.14	2.98	3.06	2.83	2.96	2.99	2.96	3.21	2.59
6E. Expanding highways	2.60	2.36	2.33	2.69	2.74	2.95	2.99	2.60	2.73	2.75	2.05
6F. Reducing traffic congestion	2.75	2.34	2.51	2.82	2.86	3.06	2.96	2.92	3.17	2.70	2.84
6G. Maintaining local streets and roads	3.47	3.30	3.47	3.54	3.43	3.62	3.52	3.49	3.50	3.32	3.30
6H. Expanding local bus services	2.50	2.90	2.50	2.34	2.53	2.48	2.54	2.34	2.44	2.43	2.10
6I. Improving public transportation to other cities	2.62	2.95	2.47	2.61	2.60	2.55	2.83	2.39	2.56	3.13	2.58
6J. Maintaining and improving sidewalks and bike lanes	2.93	2.98	3.05	2.99	2.98	2.78	3.00	2.64	2.94	2.58	2.63
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.69	2.32	2.43	2.57	2.42	2.60	2.41	2.52	2.76	2.42
6L. Improving air quality	3.38	3.52	3.37	3.30	3.33	3.32	3.48	3.46	3.53	3.53	2.92
6M. Preserving water supply	3.57	3.54	3.51	3.53	3.57	3.54	3.70	3.76	3.70	3.70	3.04
6N. Improving water quality	3.45	3.58	3.44	3.40	3.47	3.46	3.51	3.36	3.40	3.53	3.09
6O. Preserving open spaces and native animal habitats	3.05	3.26	3.01	3.15	3.04	2.87	2.94	3.00	3.10	2.47	2.77
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	3.31	2.91	2.65	2.66	2.52	2.64	2.56	2.55	2.89	2.49
6Q. Improving fire and emergency medical services	3.23	3.42	3.28	3.17	3.29	3.03	3.10	3.18	3.28	3.12	2.95
6R. Improving local health care and social services	3.22	3.55	3.32	3.11	3.12	3.06	3.04	3.11	3.34	3.90	2.80
6S. Improving crime prevention and gang prevention programs	3.55	3.51	3.37	3.57	3.49	3.78	3.70	3.71	3.80	3.80	3.13
6T. Improving the quality of public education	3.61	3.71	3.67	3.71	3.63	3.49	3.35	3.55	3.61	3.32	3.05

Q6. Importance of Specific Issues in Next 20 Years

Regional Comparisons

GODBE RESEARCH
Gain Insight

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
6A. Creating more high paying jobs	3.37	3.48	3.37	3.25	3.40
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	3.14	3.18	2.78	3.27
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.42	3.33	2.84	3.31
6D. Creating more affordable housing	3.07	3.41	3.10	2.66	2.91
6E. Expanding highways	2.60	2.76	2.63	2.18	2.64
6F. Reducing traffic congestion	2.75	2.73	2.88	2.24	2.10
6G. Maintaining local streets and roads	3.47	3.44	3.48	3.31	3.50
6H. Expanding local bus services	2.50	2.82	2.45	2.42	2.78
6I. Improving public transportation to other cities	2.62	2.99	2.56	2.56	2.86
6J. Maintaining and improving sidewalks and bike lanes	2.93	3.21	2.92	2.55	3.15
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	3.00	2.45	2.37	2.48
6L. Improving air quality	3.38	3.45	3.52	2.77	2.68
6M. Preserving water supply	3.57	3.44	3.60	3.57	3.38
6N. Improving water quality	3.45	3.43	3.46	3.25	3.49
6O. Preserving open spaces and native animal habitats	3.05	3.18	3.02	3.23	3.07
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	2.97	2.80	2.17	2.89
6Q. Improving fire and emergency medical services	3.23	3.44	3.19	3.28	3.37
6R. Improving local health care and social services	3.22	3.52	3.16	3.21	3.49
6S. Improving crime prevention and gang prevention programs	3.55	3.53	3.61	3.27	3.31
6T. Improving the quality of public education	3.61	3.61	3.60	3.55	3.68

Q6. Importance of Specific Issues in Next 20 Years

Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

	Ethnic Group									
	Total	African American	American Indian/ Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/ Pacific Islander	Two or more races	Some other race	Not sure/ DK/NA
6A. Creating more high paying jobs	3.37	3.44	2.80	3.59	3.19	3.54	3.57	3.20	2.87	2.53
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	2.87	2.47	3.46	3.10	3.27	4.00	2.68	2.81	2.60
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.36	2.88	3.06	3.15	3.46	3.54	3.36	3.11	2.48
6D. Creating more affordable housing	3.07	3.36	3.04	3.32	2.86	3.26	3.14	2.80	2.44	1.76
6E. Expanding highways	2.60	2.73	2.49	2.97	2.35	2.78	1.64	2.42	2.20	1.89
6F. Reducing traffic congestion	2.75	2.59	2.96	2.73	2.63	2.88	1.52	2.74	2.56	2.23
6G. Maintaining local streets and roads	3.47	3.41	3.21	3.46	3.34	3.60	3.77	3.45	2.77	2.96
6H. Expanding local bus services	2.50	2.84	2.74	2.49	2.15	2.79	2.15	2.36	2.03	1.28
6I. Improving public transportation to other cities	2.62	2.88	2.11	2.89	2.21	2.94	2.10	2.26	2.21	1.32
6J. Maintaining and improving sidewalks and bike lanes	2.93	3.01	2.97	3.04	2.66	3.16	3.69	2.70	2.24	2.11
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.78	2.64	2.75	2.16	2.72	2.90	2.30	1.73	1.41
6L. Improving air quality	3.38	3.24	3.24	3.63	3.33	3.50	2.73	3.19	2.74	2.36
6M. Preserving water supply	3.57	3.41	3.49	3.57	3.55	3.60	4.00	3.67	3.39	3.41
6N. Improving water quality	3.45	3.53	3.50	3.63	3.23	3.62	3.14	3.17	3.13	2.86
6O. Preserving open spaces and native animal habitats	3.05	3.12	2.98	3.21	2.87	3.18	4.00	3.02	2.49	2.47
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	3.21	2.86	2.87	2.55	2.98	2.51	2.41	1.96	1.48
6Q. Improving fire and emergency medical services	3.23	3.07	3.30	3.51	3.00	3.42	3.37	3.12	2.92	2.61
6R. Improving local health care and social services	3.22	3.35	3.01	3.56	3.04	3.40	4.00	2.99	2.32	2.03
6S. Improving crime prevention and gang prevention programs	3.55	3.45	3.06	3.83	3.46	3.64	3.37	3.55	3.07	2.95
6T. Improving the quality of public education	3.61	3.61	3.28	3.82	3.46	3.71	4.00	3.64	3.34	3.09

Q6. Importance of Specific Issues in Next 20 Years

Household Income Comparisons

GODBE RESEARCH
Gain Insight

	Annual Household Income						
	Total	Less than $25,000	$25,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 or more	Not sure/ DK/NA
6A. Creating more high paying jobs	3.37	3.61	3.44	3.47	3.37	3.32	3.05
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.16	3.02	3.17	3.43	3.13	3.17	2.79
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.30	3.35	3.46	3.44	3.29	3.16	3.06
6D. Creating more affordable housing	3.07	3.50	3.45	3.30	2.94	2.54	3.03
6E. Expanding highways	2.60	2.42	2.67	2.83	2.60	2.59	2.29
6F. Reducing traffic congestion	2.75	2.51	2.87	2.81	2.88	2.62	2.68
6G. Maintaining local streets and roads	3.47	3.34	3.53	3.58	3.50	3.41	3.34
6H. Expanding local bus services	2.50	2.67	2.90	2.72	2.45	1.97	2.52
6I. Improving public transportation to other cities	2.62	2.82	2.94	2.76	2.61	2.21	2.55
6J. Maintaining and improving sidewalks and bike lanes	2.93	3.04	3.18	2.93	3.12	2.64	2.75
6K. Providing public transportation, carpooling, and other alternatives to driving alone	2.48	2.59	2.75	2.67	2.51	2.06	2.46
6L. Improving air quality	3.38	3.31	3.60	3.43	3.40	3.25	3.27
6M. Preserving water supply	3.57	3.59	3.58	3.61	3.52	3.60	3.50
6N. Improving water quality	3.45	3.56	3.61	3.44	3.32	3.36	3.46
6O. Preserving open spaces and native animal habitats	3.05	3.33	3.26	2.96	3.11	2.89	2.87
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.77	3.19	3.11	3.12	2.80	2.20	2.48
6Q. Improving fire and emergency medical services	3.23	3.46	3.41	3.23	3.21	3.00	3.26
6R. Improving local health care and social services	3.22	3.59	3.47	3.30	3.17	2.91	3.13
6S. Improving crime prevention and gang prevention programs	3.55	3.51	3.58	3.57	3.55	3.58	3.45
6T. Improving the quality of public education	3.61	3.80	3.61	3.60	3.63	3.58	3.51

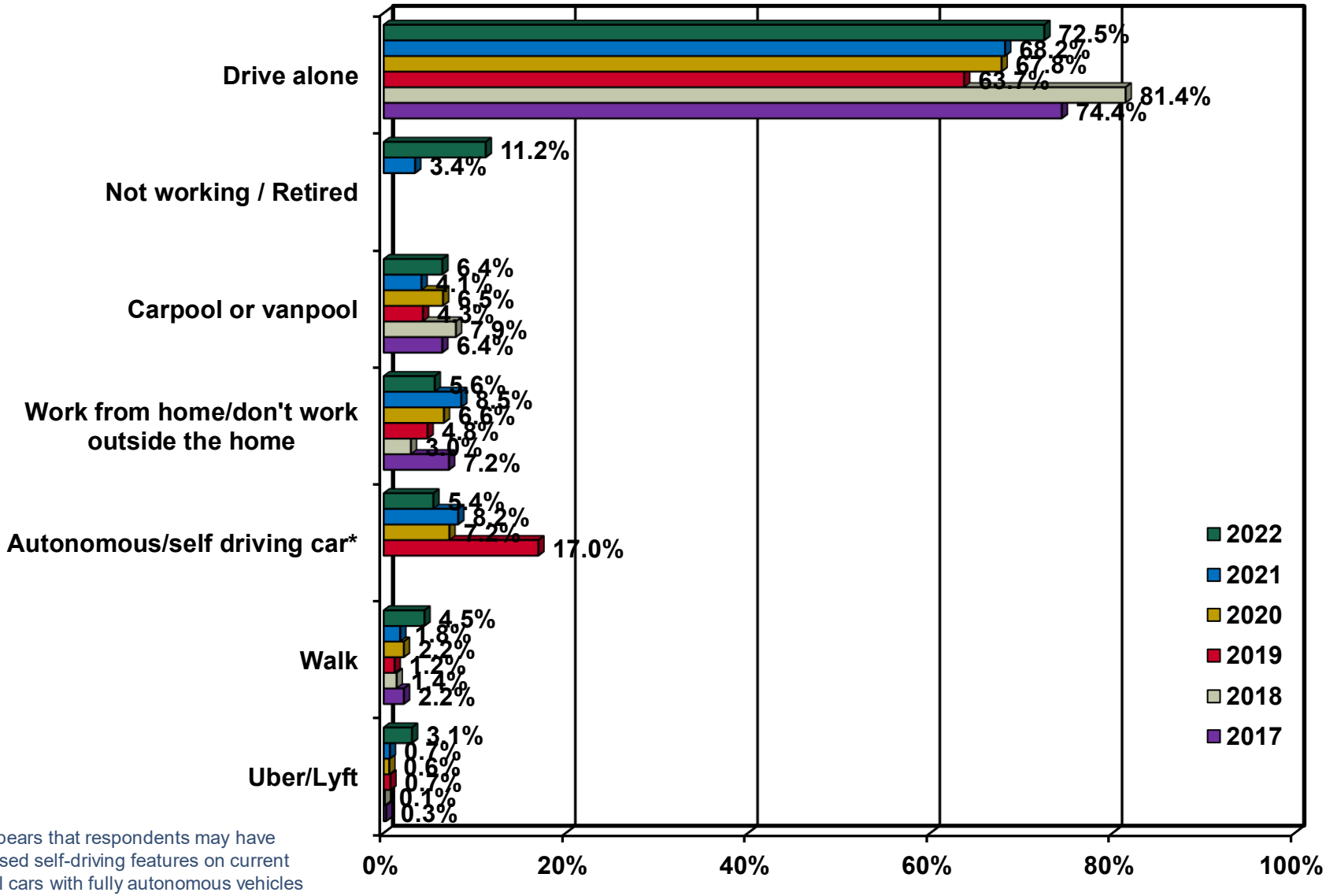
Q7. Type of Transportation Used Traveling to Work or School (n=1,343)

The current survey results are somewhat similar the previous year's data, although there are a few differences that should be noted. As in previous years, "Drive alone" was the most common response to this question. However, there were slightly more residents who cited this in 2022 over 2021 (72.5% in 2022 vs. 68.2% in 2021). There was a noticeable increase in those who gave the response "Not working/Retired" in the current data (11.2% in 2022 vs. 3.4% in 2021). In addition, there was a small increase in those who said they "Walk" (4.5% in 2022 vs. 1.8% in 2021) and "Uber/Lyft" (3.1% in 2022 vs. 0.7% in 2021), whereas there were small decreases in those who said they "Work from home/don't work outside the home" (5.6% in 2022 vs. 8.5% in 2021) or utilize an "Autonomous/self driving car" (5.4% in 2022 vs. 8.2% in 2021).

The results are presented on the nexgt three pages.

Q7. Primary Type of Transportation Used Traveling to Work or School
(n=1,343) Continued

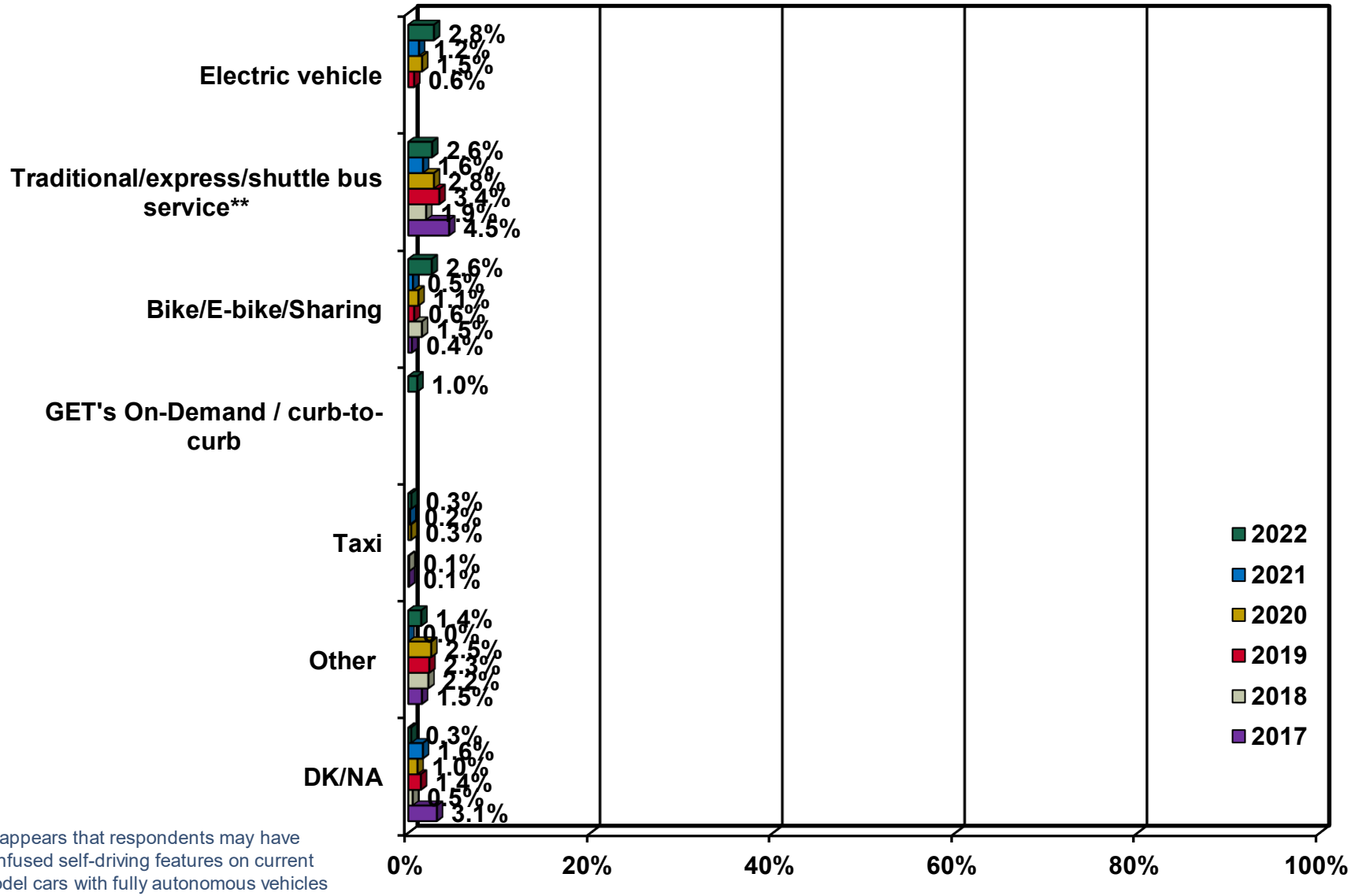
GODBE RESEARCH
Gain Insight



*It appears that respondents may have confused self-driving features on current model cars with fully autonomous vehicles
**Previously "Public Transit"

Q7. Primary Type of Transportation Used Traveling to Work or School
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



*It appears that respondents may have confused self-driving features on current model cars with fully autonomous vehicles
**Previously "Public Transit"

Q7. Primary Type of Transportation Used Traveling to Work or School

Gender Comparisons

GODBE RESEARCH
Gain Insight

Here transportation behavior is analyzed in terms of gender identification. The results show that men were more likely to report driving alone as their primary mode of transit to work or school, whereas women had a higher likelihood of stating they use a “Shuttle service” or “Work from home/don’t work outside the home.” Residents who identified as “Other” had a greater tendency to indicate they utilize “Express bus service.”

The table of results are on the following page.

Q7. Primary Type of Transportation Used Traveling to Work or School

Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

	Respondents Gender			
	Total	Male	Female	Other
Total	1343	679	652	12
Bike / Electric bike	34 2.6%	22 3.2%	13 2.0%	0 0.0%
Carpool or vanpool	86 6.4%	39 5.8%	47 7.2%	0 0.0%
Drive alone	974 72.5%	517 76.1%	448 68.7%	9 77.6%
Electric vehicle	38 2.8%	19 2.8%	19 2.9%	0 0.0%
Express bus service	10 0.7%	3 0.5%	5 0.8%	1 8.7%
GET's On-Demand / curb-to-curb	13 1.0%	7 1.0%	6 1.0%	0 0.0%
Self-driving car	73 5.4%	36 5.3%	36 5.6%	1 7.6%
Shuttle service	7 0.5%	1 0.2%	6 1.0%	0 0.0%
Taxi	4 0.3%	0 0.0%	4 0.7%	0 0.0%
Traditional bus service	18 1.4%	13 1.9%	6 0.9%	0 0.0%
Uber/Lyft	42 3.1%	16 2.4%	24 3.7%	1 8.7%
Walk	60 4.5%	33 4.9%	27 4.1%	0 0.0%
Work from home / don't work outside the home	75 5.6%	24 3.5%	50 7.7%	1 6.1%
Retired	150 11.2%	74 10.9%	76 11.7%	0 0.0%
Other	19 1.4%	8 1.1%	11 1.8%	0 0.0%
Not sure	4 0.3%	0 0.0%	4 0.6%	0 0.0%

Q7. Primary Type of Transportation Used Traveling to Work or School

Age Comparisons

GODBE RESEARCH
Gain Insight

Here we analyze resident transit habits in terms of age. As seen in previous surveys, residents younger than the traditional retirement age of 65 (ages 18 to 64) were more likely to state they primarily drive alone to their destination, whereas those ages 60 and older were more likely to say they are retired. The youngest residents, ages 18 to 24, had a greater tendency to say they prefer to walk, and those ages 35 to 44 were more likely to say they "Work from home/don't work outside the home." It is interesting to note that the 75-to-84-year-olds had a greater tendency to indicate they utilize an electric vehicle, and the 35-to-44- and 60-to-64-year-olds had a higher likelihood of reporting they use a self-driving car.

The results are presented on the next page.

Q7. Primary Type of Transportation Used Traveling to Work or School

Age Comparisons Continued

GODBE RESEARCH
Gain Insight

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure / DK/NA
Total	1343	179	278	239	209	100	100	139	56	15	28
Bike / Electric bike	34 2.6%	7 4.0%	6 2.3%	5 2.0%	7 3.2%	2 2.2%	2 2.3%	5 3.6%	0 0.0%	0 0.0%	0 0.0%
Carpool or vanpool	86 6.4%	13 7.5%	28 9.9%	19 8.0%	15 7.0%	5 5.1%	1 0.9%	4 2.8%	0 0.0%	0 0.0%	2 6.3%
Drive alone	974 72.5%	141 78.7%	234 84.0%	180 75.6%	166 79.4%	79 79.0%	64 64.3%	61 43.8%	25 44.6%	2 14.3%	22 76.9%
Electric vehicle	38 2.8%	4 2.3%	8 3.0%	9 3.6%	2 1.0%	1 0.7%	3 3.2%	5 3.8%	5 9.8%	0 0.0%	0 0.0%
Express bus service	10 0.7%	3 1.7%	5 1.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	1 4.5%
GET's On-Demand / curb-to-curb	13 1.0%	7 3.7%	2 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 2.3%	1 2.3%	0 0.0%	0 0.0%
Self-driving car	73 5.4%	3 1.8%	6 2.0%	21 8.8%	15 7.2%	9 8.9%	10 9.8%	7 4.8%	3 5.4%	0 0.0%	0 0.0%
Shuttle service	7 0.5%	0 0.0%	4 1.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.5%	1 1.8%	0 0.5%	0 0.0%
Taxi	4 0.3%	0 0.0%	3 1.1%	0 0.0%	1 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Traditional bus service	18 1.4%	7 3.9%	0 0.0%	4 1.5%	2 1.1%	1 1.2%	0 0.0%	2 1.5%	2 3.7%	0 0.0%	0 0.0%
Uber/Lyft	42 3.1%	6 3.6%	15 5.2%	8 3.3%	1 0.6%	1 1.0%	5 5.2%	3 2.1%	1 1.8%	0 0.0%	1 4.7%
Walk	60 4.5%	23 12.8%	7 2.6%	11 4.6%	4 1.9%	1 1.3%	3 3.3%	7 5.4%	0 0.0%	0 0.0%	3 9.5%
Work from home / don't work outside the home	75 5.6%	2 1.2%	21 7.4%	22 9.2%	6 3.0%	6 6.1%	5 5.0%	8 5.7%	3 4.6%	2 13.2%	0 1.5%
Retired	150 11.2%	0 0.0%	0 0.0%	0 0.0%	3 1.5%	4 3.5%	27 26.7%	70 50.2%	32 56.6%	10 63.0%	6 20.2%
Other	19 1.4%	4 2.3%	0 0.0%	5 2.1%	4 2.0%	4 3.9%	0 0.0%	2 1.3%	0 0.0%	0 0.0%	0 0.0%
Not sure	4 0.3%	0 0.0%	0 0.0%	0 0.0%	1 0.6%	0 0.0%	0 0.0%	0 0.2%	1 2.2%	1 9.4%	0 0.0%

Q7. Primary Type of Transportation Used Traveling to Work or School

Regional Comparisons

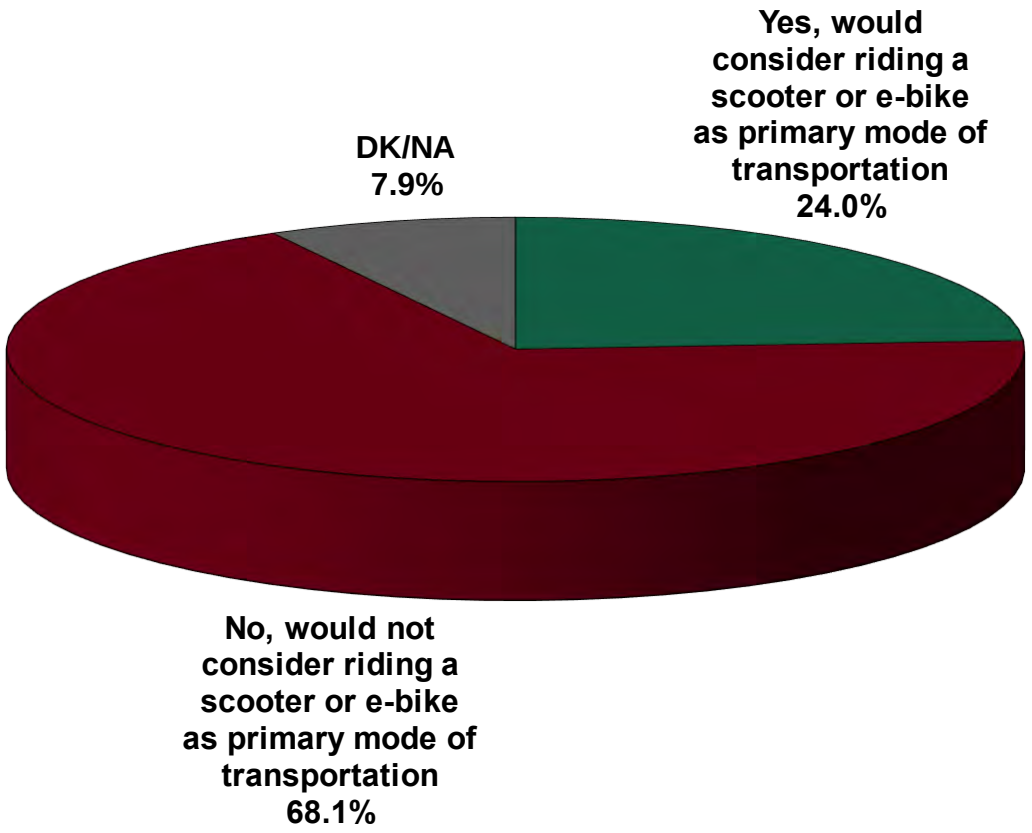
East Kern region respondents were more likely to indicate they utilize “Express bus service.”

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
Total	1343	78	1044	95	127
Bike / Electric bike	34 2.6%	3 4.0%	28 2.7%	1 0.6%	3 2.1%
Carpool or vanpool	86 6.4%	8 10.5%	63 6.1%	5 5.1%	10 7.9%
Drive alone	974 72.5%	61 78.3%	754 72.3%	69 73.3%	89 70.3%
Electric vehicle	38 2.8%	0 0.0%	31 3.0%	1 1.4%	5 4.2%
Express bus service	10 0.7%	0 0.1%	5 0.5%	0 0.0%	4 3.4%
GET's On-Demand / curb-to-curb	13 1.0%	0 0.0%	11 1.0%	0 0.0%	2 1.8%
Self-driving car	73 5.4%	3 3.3%	60 5.8%	2 1.7%	8 6.5%
Shuttle service	7 0.5%	0 0.1%	6 0.6%	0 0.0%	1 0.8%
Taxi	4 0.3%	0 0.0%	4 0.4%	0 0.0%	0 0.0%
Traditional bus service	18 1.4%	1 1.4%	13 1.3%	2 1.6%	2 1.8%
Uber/Lyft	42 3.1%	0 0.0%	36 3.5%	1 0.7%	4 3.5%
Walk	60 4.5%	2 3.1%	48 4.6%	1 0.9%	9 7.0%
Work from home / don't work outside the home	75 5.6%	2 2.8%	53 5.1%	9 9.4%	11 8.6%
Retired	150 11.2%	4 4.8%	129 12.3%	12 12.2%	6 5.0%
Other	19 1.4%	2 3.1%	12 1.1%	0 0.5%	4 3.5%
Not sure	4 0.3%	0 0.0%	4 0.3%	1 0.6%	0 0.0%

Q8. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation
(commuters from Q7) (n=1,118)

GODBE RESEARCH
Gain Insight

A new set of questions were added to the 2022 survey, to assess whether residents would consider riding a scooter or e-bike as part of their primary mode of transit. About a quarter of the respondents replied in the affirmative, while two-thirds indicated they were not interested in this form of transportation.



Q8. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Gender Comparisons

GODBE RESEARCH
Gain Insight

When looked at in terms of gender, residents who identified as other were more likely to be open to the idea of using a scooter or e-bike for their primary mode of transportation.

	Respondents Gender			
	Total	Male	Female	Other
Total	1118	581	526	11
Yes, would consider riding a scooter or e-bike as primary mode of transportation	268 24.0%	152 26.2%	109 20.8%	6 54.0%
No, would not consider riding a scooter or e-bike as primary mode of transportation	762 68.1%	386 66.3%	371 70.6%	5 46.0%
DK/NA	88 7.9%	43 7.4%	45 8.6%	0 0.0%

Q8. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Age Comparisons

GODBE RESEARCH
Gain Insight

Perhaps not surprisingly, the youngest residents, ages 18 to 34, were more likely to consider riding a scooter or e-bike for their primary mode of transit.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1118	177	257	217	199	91	68	61	22	4	22
Yes, would consider riding a scooter or e-bike as primary mode of transportation	268 24.0%	58 32.7%	82 32.0%	43 19.9%	48 23.9%	12 13.4%	15 21.5%	8 13.3%	1 4.6%	0 0.0%	1 3.9%
No, would not consider riding a scooter or e-bike as primary mode of transportation	762 68.1%	114 64.6%	160 62.0%	159 73.4%	135 67.7%	71 77.6%	48 70.1%	46 74.9%	13 59.3%	2 62.0%	15 65.8%
DK/NA	88 7.9%	5 2.6%	15 6.0%	14 6.6%	17 8.4%	8 9.0%	6 8.4%	7 11.8%	8 36.1%	1 38.0%	7 30.3%

Q8. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Regional Comparisons

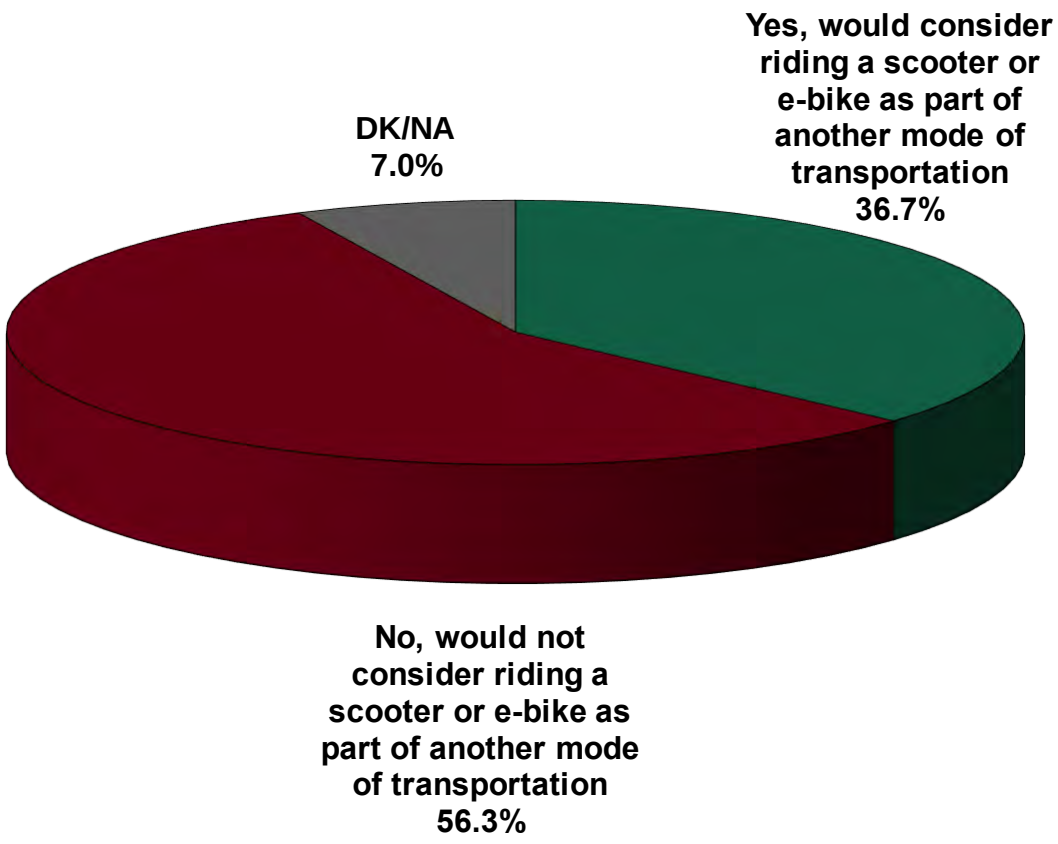
GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinions expressed by residents when considering the four geographical regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1118	72	862	74	110
Yes, would consider riding a scooter or e-bike as primary mode of transportation	268 24.0%	25 35.2%	193 22.4%	18 23.9%	32 29.2%
No, would not consider riding a scooter or e-bike as primary mode of transportation	762 68.1%	44 61.9%	592 68.6%	55 73.3%	71 65.1%
DK/NA	88 7.9%	2 2.9%	78 9.0%	2 2.8%	6 5.8%

Q9. Consider Riding a Scooter or e-Bike as Part of Another Mode of Transportation (commuters from Q7) (n=1,118)

The question about considering riding a scooter or e-bike was followed up with a question designed to see if the residents would opt for this transit option if it was part of another mode of transportation. More residents were open to this idea. However, still more than half of the respondents replied in the negative.



Q9. Consider Riding a Scooter or e-Bike as Part of Another Mode of Transportation

Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion among gender identities.

	Respondents Gender			
	Total	Male	Female	Other
Total	1118	581	526	11
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	410 36.7%	227 39.1%	177 33.7%	6 54.0%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	629 56.3%	316 54.4%	308 58.6%	5 46.0%
DK/NA	78 7.0%	38 6.5%	41 7.7%	0 0.0%

Q9. Consider Riding a Scooter or e-Bike as Part of Another Mode of Transportation

Age Comparisons

GODBE RESEARCH
Gain Insight

Similar to the previous question, interest in a scooter or e-bike is very much dependent on age. As seen previously, the youngest respondents (18-24) were more likely to say they would try this form of transportation, while those ages 35 to 59 and 65 to 74 had a greater tendency to say they were uninterested.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1118	177	257	217	199	91	68	61	22	4	22
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	410 36.7%	100 56.5%	106 41.0%	70 32.2%	76 38.0%	22 24.1%	21 30.9%	13 21.9%	2 10.3%	0 0.0%	1 3.3%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	629 56.3%	72 40.8%	139 54.1%	132 61.1%	115 57.9%	57 63.1%	42 61.7%	41 66.8%	12 53.2%	2 62.0%	16 71.5%
DK/NA	78 7.0%	5 2.6%	12 4.8%	14 6.7%	8 4.1%	12 12.8%	5 7.4%	7 11.3%	8 36.5%	1 38.0%	6 25.2%

Q9. Consider Riding a Scooter or e-Bike as Part of Another Mode of Transportation
Regional Comparisons

GODBE RESEARCH
Gain Insight

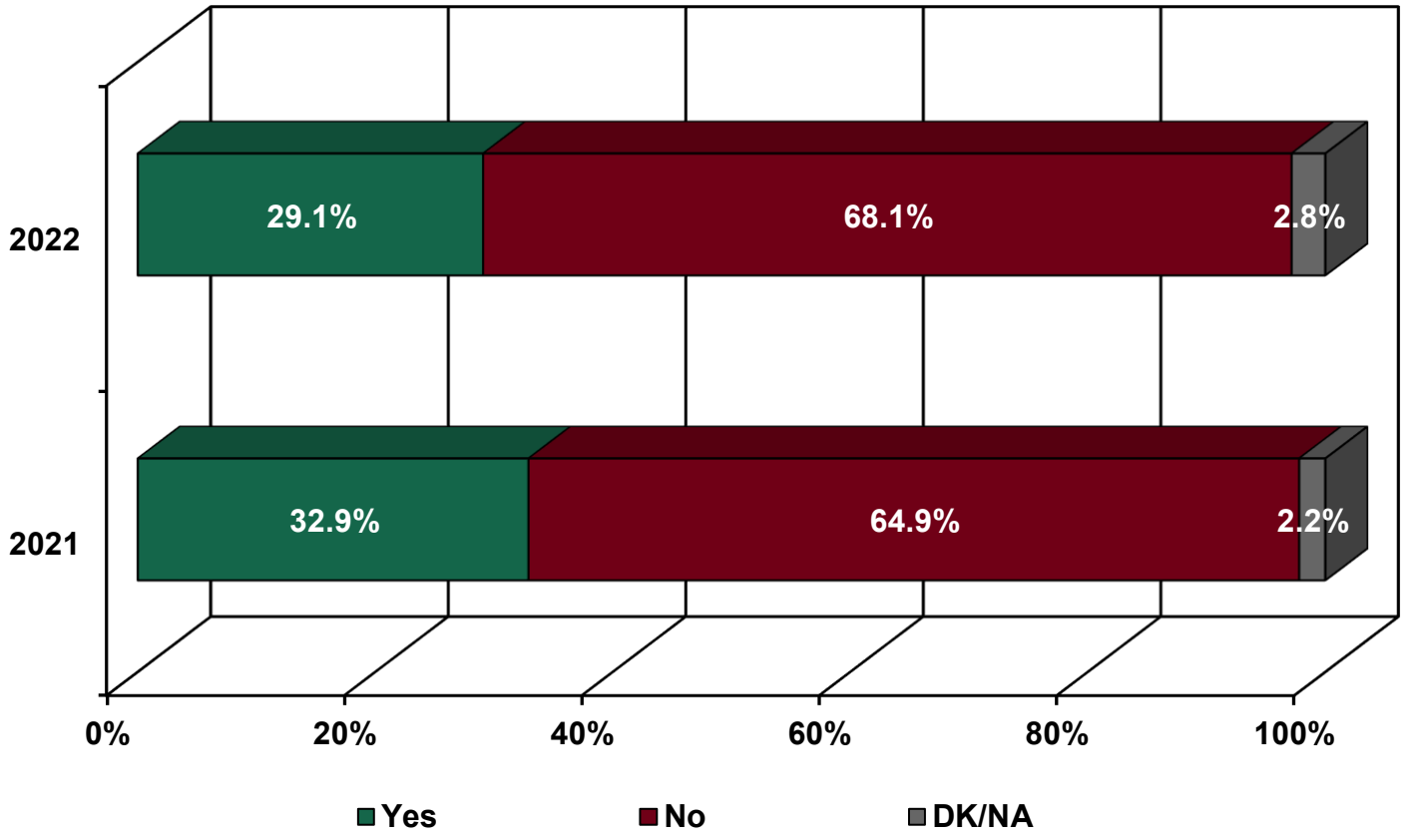
There were no statistically significant differences in opinion by the residents when viewed in terms of geographical region.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1118	72	862	74	110
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	410 36.7%	34 47.8%	308 35.7%	24 32.2%	44 40.6%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	629 56.3%	35 49.2%	489 56.7%	46 62.1%	59 53.5%
DK/NA	78 7.0%	2 2.9%	66 7.6%	4 5.7%	7 6.0%

Q10. Began Telecommuting or Working From Home With COVID-19 Crisis (n=1,118)

GODBE RESEARCH
Gain Insight

In the current survey, slightly fewer residents reported that had been telecommuting or working from home since the beginning of the COVID-19 crisis.



Q10. Began Telecommuting or Working From Home With COVID-19 Crisis

Gender Comparisons

GODBE RESEARCH
Gain Insight

When viewed in terms of gender identification groups, there were no statistically significant differences in opinion.

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	1118	581	526	11
Yes	325 29.1%	166 28.5%	159 30.2%	1 7.4%
No	761 68.1%	402 69.1%	350 66.6%	9 83.4%
DK/NA	32 2.8%	14 2.4%	17 3.2%	1 9.2%

Q10. Began Telecommuting or Working From Home With COVID-19 Crisis

Age Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in response when viewed in terms of age.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1118	177	257	217	199	91	68	61	22	4	22
Yes	325 29.1%	63 35.7%	73 28.3%	56 25.6%	56 27.9%	22 24.5%	29 42.8%	16 25.4%	11 49.1%	0 0.0%	1 2.3%
No	761 68.1%	109 61.5%	176 68.3%	156 71.8%	141 71.0%	64 70.9%	39 57.2%	44 71.4%	10 45.4%	2 62.0%	20 92.0%
DK/NA	32 2.8%	5 2.8%	9 3.5%	6 2.6%	2 1.1%	4 4.6%	0 0.0%	2 3.3%	1 5.5%	1 38.0%	1 5.8%

Q10. Began Telecommuting or Working From Home With COVID-19 Crisis

Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

Also, among ethnic groupings, there were no statistically significant differences in response from the residents.

	Ethnic Group									
	Total	**African American**	**American Indian/Alaskan**	**Asian**	**Caucasian**	**Hispanic/ Latino**	**Native Hawaiian/ Pacific Islander**	**Two or more races**	**Some other race**	**Not sure/ DK/NA**
Total	1118	55	4	47	320	614	1	36	10	31
Yes	325 29.1%	13 24.0%	0 0.0%	12 25.6%	98 30.8%	182 29.7%	1 66.8%	12 34.9%	2 18.2%	4 12.8%
No	761 68.1%	41 74.3%	4 100.0%	33 69.8%	209 65.3%	417 67.9%	0 33.2%	22 60.9%	9 81.8%	27 87.2%
DK/NA	32 2.8%	1 1.7%	0 0.0%	2 4.6%	12 3.9%	15 2.4%	0 0.0%	1 4.2%	0 0.0%	0 0.0%

Q10. Began Telecommuting or Working From Home With COVID-19 Crisis

Regional Comparisons

GODBE RESEARCH
Gain Insight

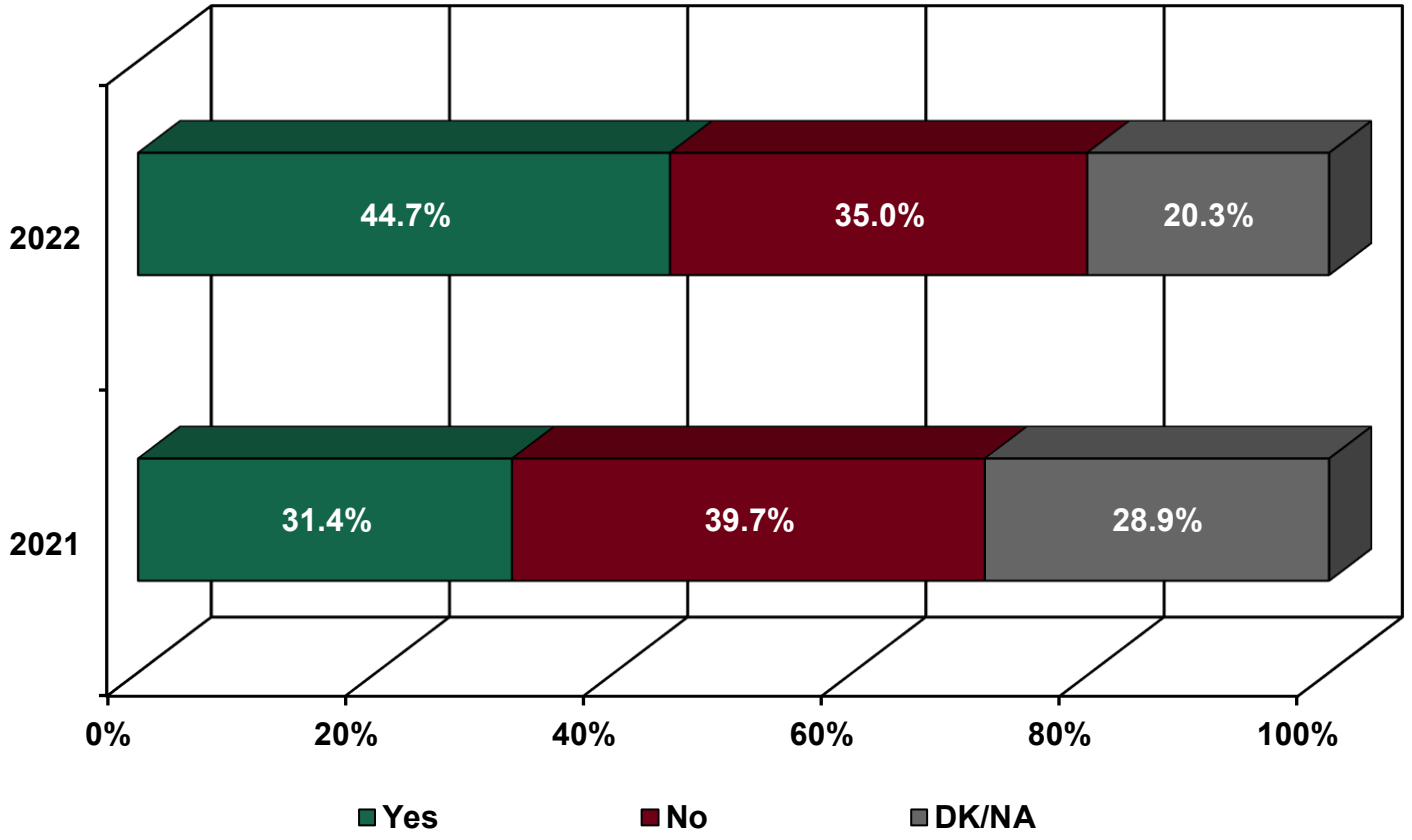
In terms of geographical region of residence, again there were no statistically significant differences in response to this question.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1118	72	862	74	110
Yes	325 29.1%	18 24.6%	251 29.1%	26 35.1%	30 27.6%
No	761 68.1%	54 75.4%	584 67.8%	46 61.8%	77 70.2%
DK/NA	32 2.8%	0 0.0%	27 3.1%	2 3.1%	2 2.2%

Q11. Will Continue Telecommuting or Working From Home Post-COVID-19 Crisis
(COVID-19 telecommuters from Q10) (n=325)

GODBE RESEARCH
Gain Insight

Residents who reported they began telecommuting or working from home with the COVID-19 crisis were asked a follow up question to learn if they would continue this practice after the crisis. More than 2 out of 5 respondents said that they would, an increase of 13.3% over 2021 results. About a third said they would not, and about one in five either did not know or had no answer for this question.



Q11. Will Continue Telecommuting or Working From Home Post-COVID-19 Crisis

Gender Comparisons

GODBE RESEARCH
Gain Insight

When analyzed in terms of gender identification, men were more likely to state they would continue telecommuting after the crisis, whereas women had a greater tendency to say they would not.

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	325	166	159	1
Yes	145 44.7%	84 50.9%	61 38.2%	0 40.2%
No	114 35.0%	49 29.7%	65 40.7%	0 0.1%
DK/NA	66 20.3%	32 19.4%	33 21.0%	0 59.7%

Q11. Will Continue Telecommuting or Working From Home Post-COVID-19 Crisis

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of age, there were no statistically significant differences in opinion among the different groupings.

	Age									
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75+**	**Not sure/ DK/NA**
Total	325	63	73	56	56	22	29	16	11	1
Yes	145 44.7%	34 53.3%	30 41.3%	25 45.5%	26 46.0%	9 39.6%	9 30.5%	9 55.2%	5 41.3%	0 0.2%
No	114 35.0%	19 30.2%	27 37.3%	22 40.0%	16 28.1%	9 38.5%	15 50.0%	4 25.8%	3 25.9%	0 0.2%
DK/NA	66 20.3%	10 16.5%	16 21.4%	8 14.5%	14 25.9%	5 22.0%	6 19.5%	3 19.0%	4 32.8%	0 99.6%

Q11. Will Continue Telecommuting or Working From Home Post-COVID-19 Crisis

Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion among the various ethnic groups.

	Ethnic Group									
	Total	African American	American Indian/ Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/ Pacific Islander	Two or more races	Some other race	Not sure/ DK/NA
Total	325	13		12	98	182	1	12	2	4
Yes	145 44.7%	3 22.9%		5 38.9%	39 39.5%	92 50.3%	0 0.0%	4 33.2%	1 67.6%	1 36.1%
No	114 35.0%	5 38.1%		4 35.6%	35 35.9%	60 32.8%	1 100.0%	7 53.2%	1 32.4%	1 33.3%
DK/NA	66 20.3%	5 39.0%		3 25.5%	24 24.5%	31 16.9%	0 0.0%	2 13.5%	0 0.0%	1 30.6%

Q11. Will Continue Telecommuting or Working From Home Post-COVID-19 Crisis

Regional Comparisons

GODBE RESEARCH
Gain Insight

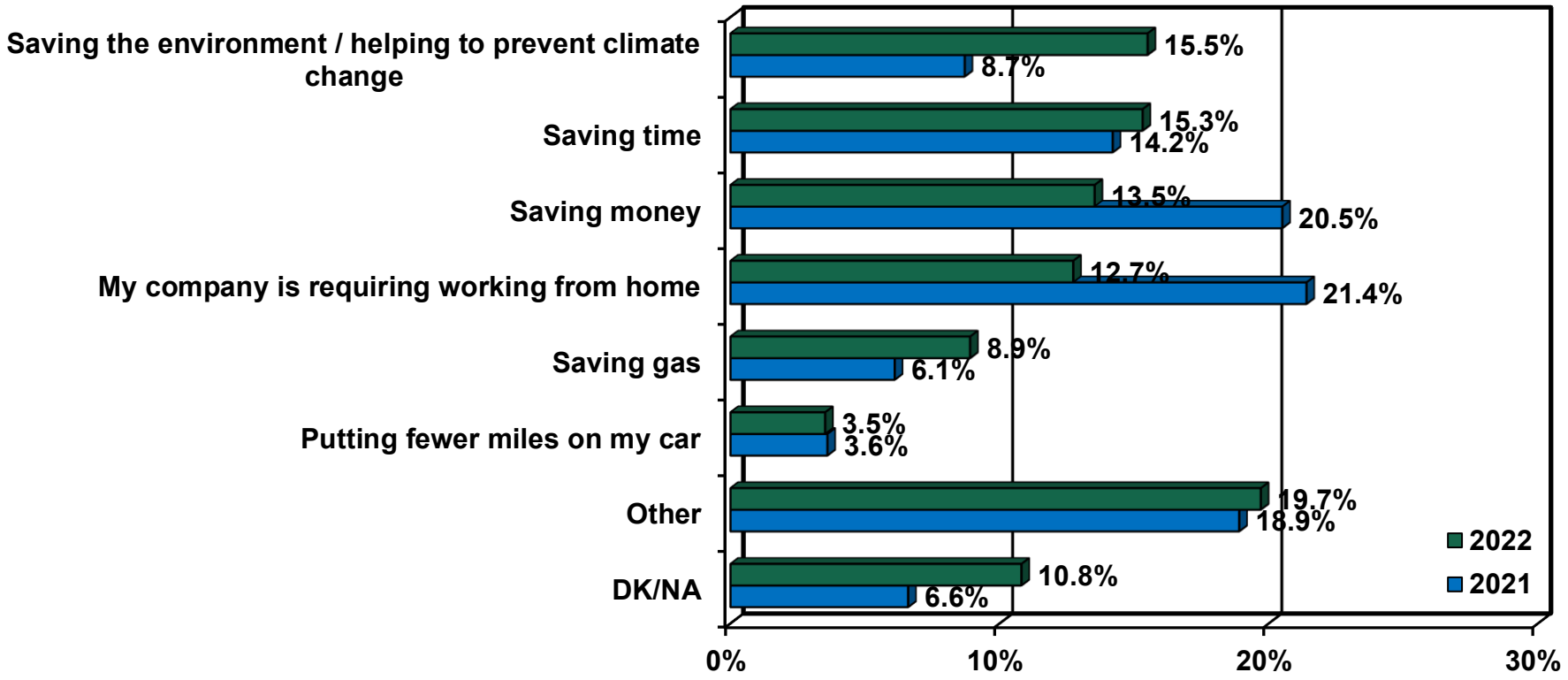
There were no statistically significant differences in opinion among respondents from the four geographic regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	325	18	251	26	30
Yes	145 44.7%	11 60.0%	118 47.0%	8 31.3%	8 28.1%
No	114 35.0%	5 28.5%	86 34.1%	10 38.8%	13 43.6%
DK/NA	66 20.3%	2 11.4%	48 19.0%	8 29.9%	9 28.4%

Q12. Reasons to Continue Telecommuting or Working From Home Post-COVID-19 Crisis

GODBE RESEARCH
Gain Insight

Those who said they would continue telecommuting or working from home after the COVID-19 crisis was over were asked to give their reasons for this change to their commute behavior. When the current data is compared with 2021, there have been some significant changes in residents' reasons. In the current survey, more residents cited "Saving the environment/helping to prevent climate change" (15.5% in 2022 vs. 8.7% in 2021) and "Saving time" (15.3% in 2022 vs. 14.2% in 2021), while fewer said "Saving money" (13.5% in 2022 vs. 20.5% in 2021) and "My company is requiring working from home" (12.7% in 2022 vs. 21.4% in 2021).



Q12. Reasons to Continue Telecommuting or Working From Home Post-COVID-19 Crisis
Gender Comparisons

GODBE RESEARCH
Gain Insight

Men were more likely to say they would continue telecommuting because they are "Putting fewer miles on my car" and "Saving time." Women had a greater tendency to cite "Saving gas" as their reason.

	Respondents Gender			
	Total	Male	Female	Other
Total	325	166	159	1
My company is requiring working from home	41 12.7%	23 14.2%	18 11.3%	0 0.0%
Putting fewer miles on my car	11 3.5%	10 5.8%	2 1.2%	0 0.1%
Saving gas	29 8.9%	7 4.0%	22 14.1%	0 0.0%
Saving money	44 13.5%	20 11.9%	24 15.3%	0 0.0%
Saving the environment / helping to prevent climate change	50 15.5%	22 13.2%	28 17.7%	0 40.2%
Saving time	50 15.3%	36 21.4%	14 8.7%	0 59.7%
Other	64 19.7%	34 20.5%	30 18.9%	0 0.0%
DK/NA	35 10.8%	15 9.0%	20 12.8%	0 0.0%

Q12. Reasons to Continue Telecommuting or Working From Home Post-COVID-19 Crisis
Age Comparisons

GODBE RESEARCH
Gain Insight

"My company is requiring working from home" was more likely to be the reason given by residents ages 45 to 54 and 60 to 64, while "Saving money" tended to be cited more often by those ages 35 to 44 and 55 to 59. "Saving the environment/helping to prevent climate change" had a greater likelihood of being mentioned by the 65-to-74-year-olds.

	Age									
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75+**	**Not sure/ DK/NA**
Total	325	63	73	56	56	22	29	16	11	1
My company is requiring working from home	41 12.7%	1 0.9%	10 14.2%	5 9.5%	12 21.2%	3 14.2%	9 31.8%	1 7.1%	0 0.0%	0 0.0%
Putting fewer miles on my car	11 3.5%	4 6.4%	2 2.5%	4 6.8%	0 0.0%	0 0.0%	2 6.0%	0 0.0%	0 1.0%	0 0.4%
Saving gas	29 8.9%	12 18.5%	6 7.9%	0 0.0%	5 9.6%	1 6.2%	3 10.3%	1 5.4%	1 9.4%	0 0.0%
Saving money	44 13.5%	7 11.2%	5 7.0%	17 31.2%	7 13.4%	7 31.3%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Saving the environment / helping to prevent climate change	50 15.5%	5 7.5%	20 28.0%	6 10.9%	7 12.6%	1 4.4%	2 7.1%	6 39.8%	3 27.1%	0 0.0%
Saving time	50 15.3%	9 14.3%	10 13.5%	7 13.1%	6 10.5%	3 14.5%	8 28.2%	3 21.6%	3 23.0%	0 99.6%
Other	64 19.7%	20 32.0%	8 11.3%	12 21.1%	12 21.3%	3 15.2%	4 13.3%	4 25.1%	1 8.9%	0 0.0%
DK/NA	35 10.8%	6 9.3%	11 15.7%	4 7.4%	6 11.4%	3 14.2%	1 2.9%	0 0.9%	3 30.5%	0 0.0%

Q12. Reasons to Continue Telecommuting or Working From Home Post-COVID-19 Crisis
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

African American residents were more likely to state they would continue this commute behavior for the reasons "Putting fewer miles on my car" and Saving gas."

	Ethnic Group									
	Total	African American	American Indian/ Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/ Pacific Islander	Two or more races	Some other race	Not sure/ DK/NA
Total	325	13		12	98	182	1	12	2	4
My company is requiring working from home	41 12.7%	0 0.0%		3 23.0%	11 10.8%	28 15.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Putting fewer miles on my car	11 3.5%	5 37.1%		0 0.0%	4 4.1%	2 1.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Saving gas	29 8.9%	4 33.3%		3 25.5%	9 9.1%	10 5.4%	0 0.0%	1 11.6%	0 0.0%	1 30.6%
Saving money	44 13.5%	0 0.0%		2 17.4%	9 9.1%	30 16.5%	0 0.0%	2 17.4%	1 33.9%	0 0.0%
Saving the environment / helping to prevent climate change	50 15.5%	2 14.9%		0 0.0%	15 14.9%	31 16.9%	0 52.9%	1 6.3%	0 17.7%	1 36.1%
Saving time	50 15.3%	0 0.0%		1 9.0%	18 18.1%	28 15.5%	0 0.0%	3 21.3%	0 0.1%	0 0.0%
Other	64 19.7%	0 0.0%		3 25.1%	18 17.9%	40 21.8%	0 47.1%	1 8.2%	1 48.3%	1 33.3%
DK/NA	35 10.8%	2 14.7%		0 0.0%	16 16.0%	13 7.2%	0 0.0%	4 35.2%	0 0.0%	0 0.0%

Q12. Reasons to Continue Telecommuting or Working From Home Post-COVID-19 Crisis
Regional Comparisons

GODBE RESEARCH
Gain Insight

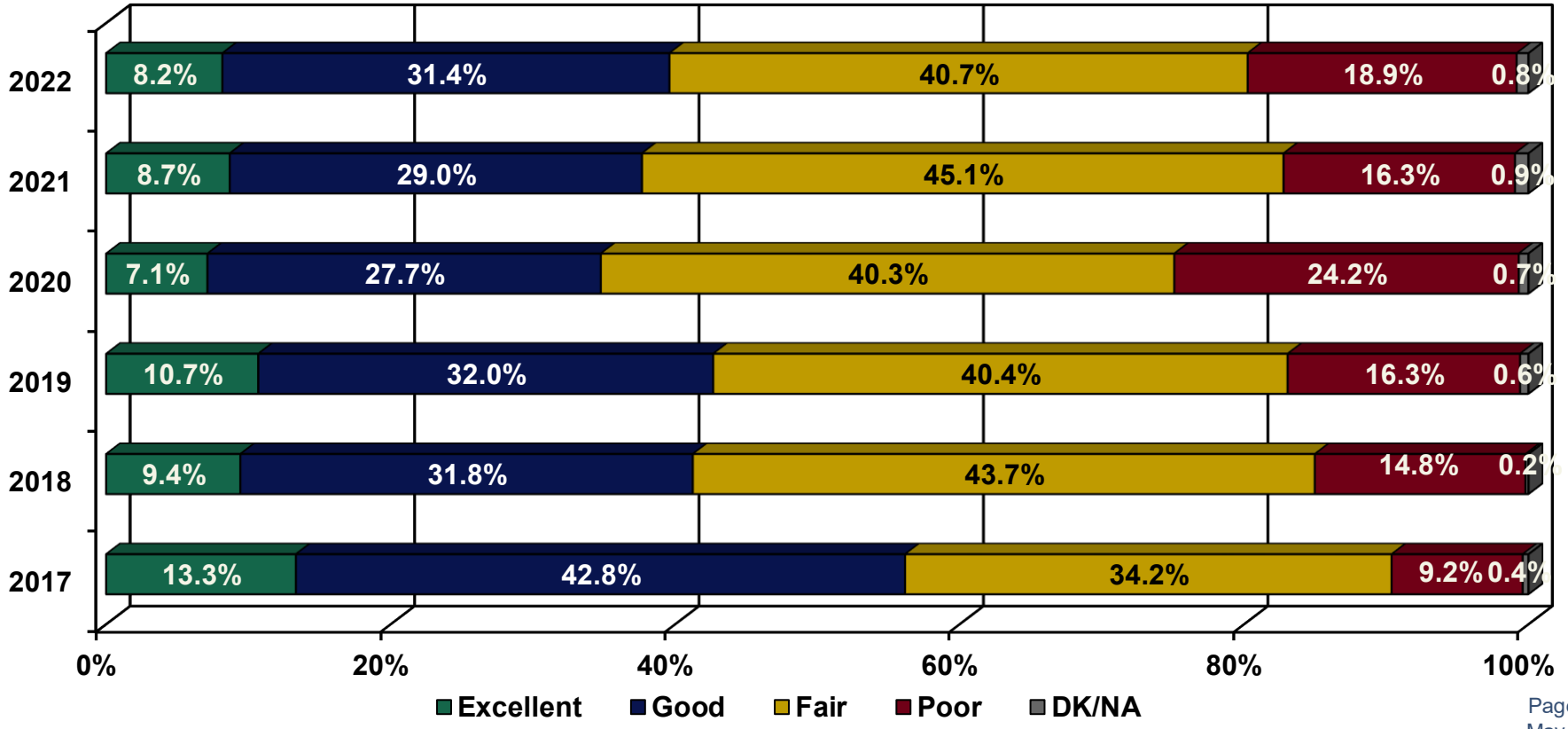
In terms of geographical differences, West and East Kern residents tended to be more likely to cite "Putting fewer miles on my car" as their reason for continuing to telecommute. In addition, West Kern respondents had a greater likelihood of giving "Saving money" as their reason, and East Kern residents were more likely to indicate "Saving gas" as a reason.

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
Total	325	18	251	26	30
My company is requiring working from home	41 12.7%	1 3.1%	35 14.1%	4 15.3%	1 4.8%
Putting fewer miles on my car	11 3.5%	2 13.8%	5 1.8%	1 4.9%	3 10.3%
Saving gas	29 8.9%	1 3.3%	14 5.7%	4 15.6%	10 32.5%
Saving money	44 13.5%	7 38.9%	34 13.6%	2 7.4%	1 3.2%
Saving the environment / helping to prevent climate change	50 15.5%	2 10.2%	44 17.4%	4 17.2%	1 1.7%
Saving time	50 15.3%	1 8.3%	39 15.7%	4 15.7%	5 16.2%
Other	64 19.7%	2 13.1%	53 21.0%	4 14.2%	5 17.1%
DK/NA	35 10.8%	2 9.2%	27 10.6%	3 9.8%	4 14.2%

Q13. Rating of Traffic Flow in City or Town
(n=1,343)

GODBE RESEARCH
Gain Insight

When asked to rate the flow of traffic in their city or town, residents held nearly the same opinion as in the 2021 survey. There was, however, a small decrease in those who said traffic flow ws “Fair,” balanced by a slight increase in residents who rated it “Poor.” There was also a slight, but statistically insignificant increase in the number of residents who rated traffic as “Good.” Overall, nearly two out of five residents had a positive view of traffic flow (“Excellent” at 8.2% and “Good” at 31.4%). In addition, two out of five residents had a “Fair” view of traffic (40.7%), while about one in six respondents gave traffic a rating of “Poor” (18.9%).



Q13. Rating of Traffic Flow in City or Town
Gender Comparisons

GODBE RESEARCH
Gain Insight

Men were more likely to rate traffic flow as “Good,” while residents who identified as other had a greater tendency to report traffic flow as “Poor.”

	Respondents Gender			
	Total	Male	Female	Other
Total	1343	679	652	12
Excellent	110 8.2%	55 8.0%	54 8.4%	1 6.1%
Good	422 31.4%	231 34.1%	191 29.3%	0 0.0%
Fair	546 40.7%	273 40.3%	268 41.1%	4 36.7%
Poor	254 18.9%	113 16.6%	134 20.6%	7 57.2%
DK/NA	11 0.8%	7 1.0%	4 0.6%	0 0.0%

Q13. Rating of Traffic Flow in City or Town
Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 25 to 44 and 55 to 59 had a greater likelihood of rating traffic flow as "Poor."

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
Excellent	110 8.2%	23 12.9%	31 11.3%	19 8.0%	10 5.0%	7 6.5%	5 5.3%	9 6.8%	2 4.0%	2 14.0%	0 0.0%
Good	422 31.4%	61 34.1%	90 32.3%	75 31.6%	65 31.1%	28 28.4%	29 28.9%	32 23.0%	24 43.2%	9 56.7%	9 31.8%
Fair	546 40.7%	80 44.6%	93 33.4%	92 38.6%	92 44.2%	41 40.7%	49 49.4%	64 46.2%	18 32.8%	2 14.3%	14 51.0%
Poor	254 18.9%	15 8.4%	64 23.0%	50 20.9%	41 19.7%	23 22.5%	16 16.4%	28 20.5%	11 19.7%	2 14.9%	3 10.9%
DK/NA	11 0.8%	0 0.0%	0 0.0%	2 0.9%	0 0.0%	2 2.0%	0 0.0%	5 3.5%	0 0.4%	0 0.0%	2 6.3%

Q13. Rating of Traffic Flow in City or Town
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern, Mountains and East Kern residents tended to have a more positive outlook on traffic flow, while residents of the Central region were more likely to say it was “Fair” or “Poor.” However, West Kern residents were somewhat split on their opinion of traffic, by having a tendency to say traffic was “Excellent,” “Good” and “Poor.”

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
Excellent	110 8.2%	23 29.0%	47 4.5%	17 17.5%	24 18.6%
Good	422 31.4%	34 44.4%	283 27.1%	47 49.1%	59 46.2%
Fair	546 40.7%	14 18.5%	461 44.2%	27 28.3%	44 34.4%
Poor	254 18.9%	6 8.1%	242 23.2%	5 4.8%	1 0.7%
DK/NA	11 0.8%	0 0.0%	11 1.0%	0 0.2%	0 0.1%

Q14. Most Likely Alternative Transportation
(drive alone only from Q7) (n=974)

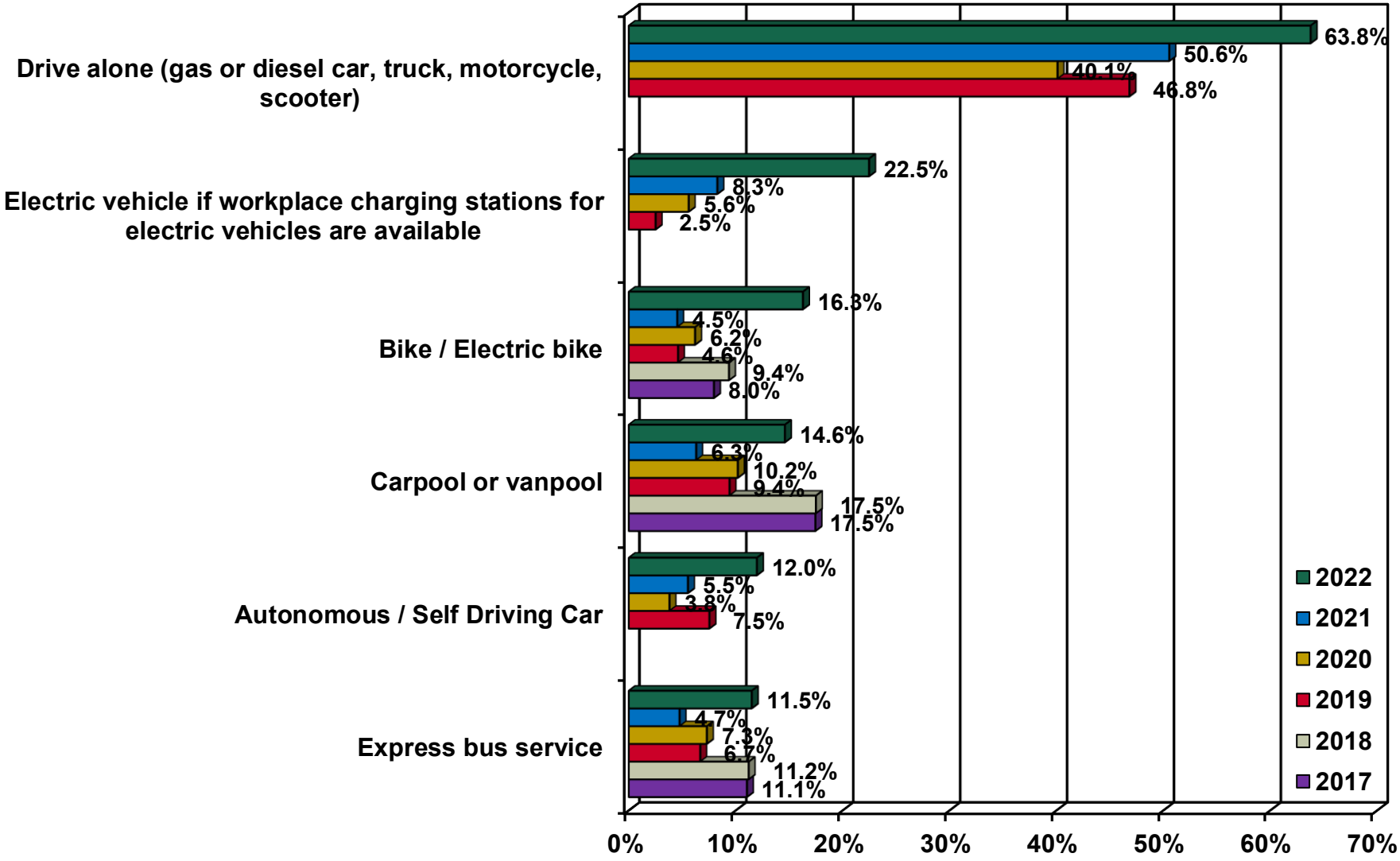
GODBE RESEARCH
Gain Insight

In the current survey results, many of the choices for alternative transportation saw increases, most likely due to the shift allowing for multiple responses in this question. As seen in the past, the response “Drive alone” garned the most mentions at 63.8%, followed by “Electric vehicle” which was cited by 22.5% of respondents. The next tier of preferences included “Bike/Electric bike” at 16.3%, “Carpool or vanpool” at 14.6%, “Autonomous/self-driving car” at 12.0%, “Express bus service” at 11.5%, “Walk” at 10.4%, and “Uber/Lyft” at 10.3%. All other transit options received less than ten percent mentions.

The current survey results are illustrated on the next three pages.

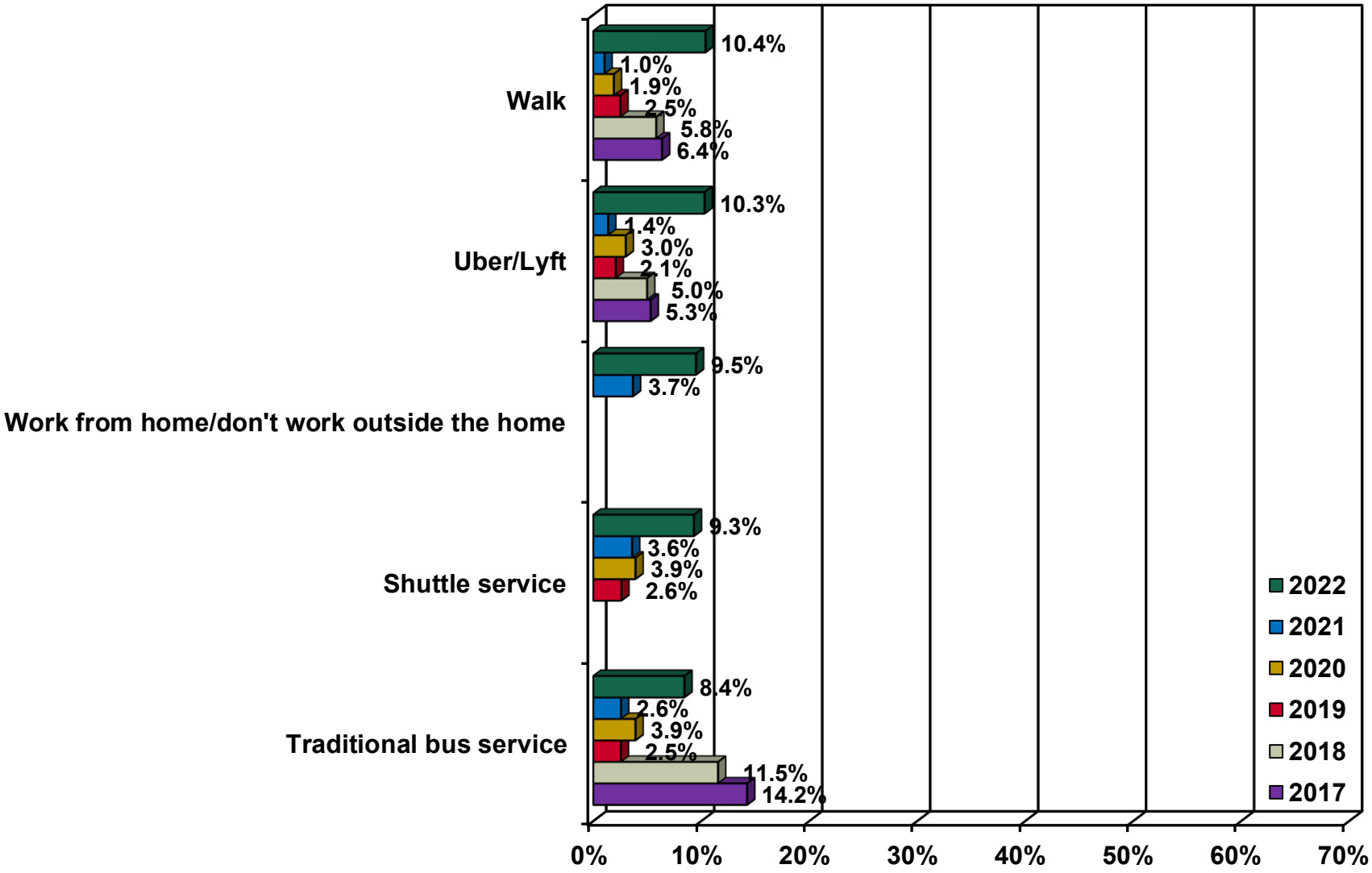
Q14. Most Likely Alternative Transportation
(drive alone only from Q7) (n=974) Continued

GODBE RESEARCH
Gain Insight



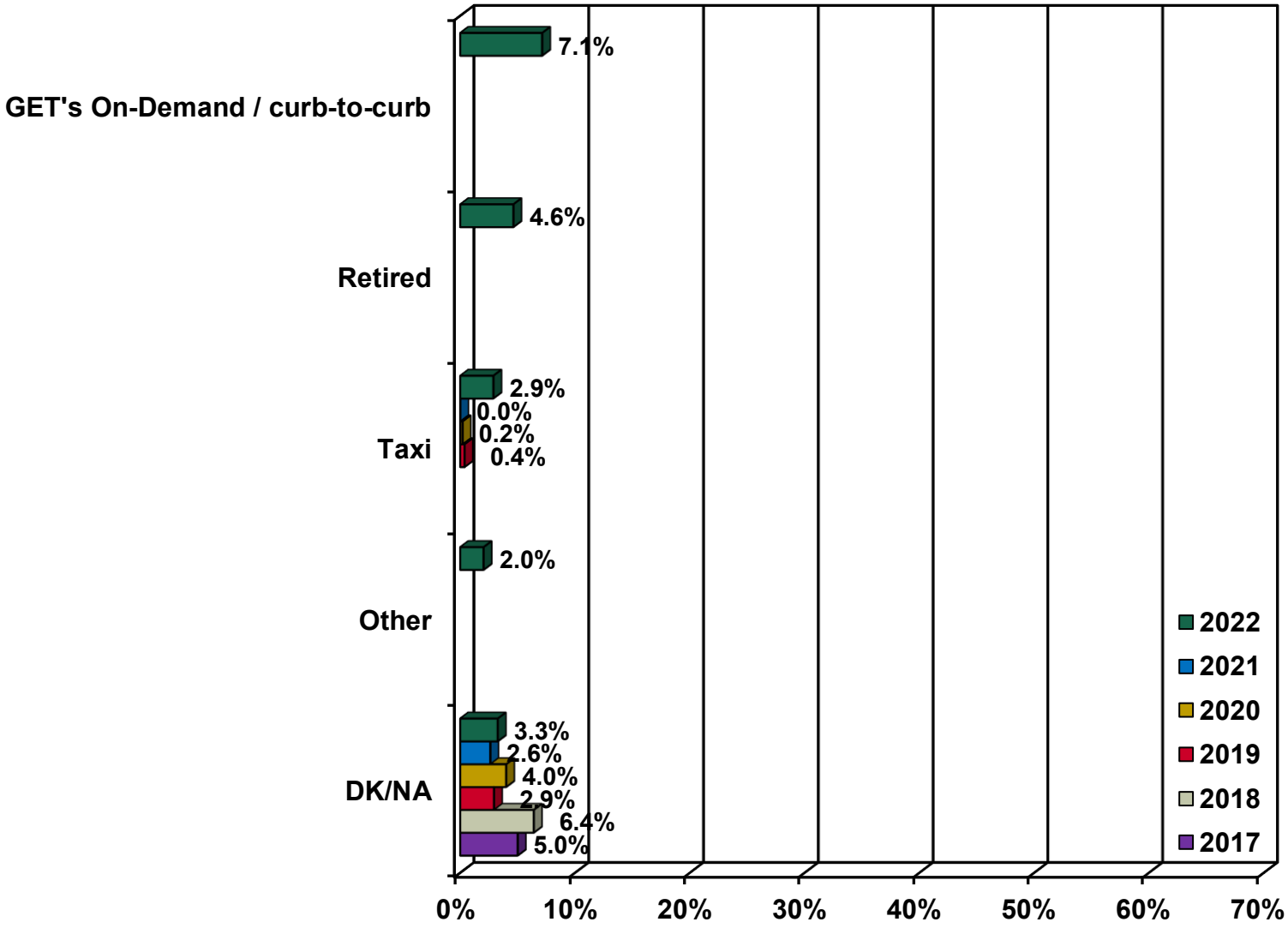
Q14. Most Likely Alternative Transportation
(drive alone only from Q7) (n=974) Continued

GODBE RESEARCH
Gain Insight



Q14. Most Likely Alternative Transportation
(drive alone only from Q7) (n=974) Continued

GODBE RESEARCH
Gain Insight



Q14. Most Likely Alternative Transportation
Gender Comparisons

GODBE RESEARCH
Gain Insight

When alternative transportation choices are examined in terms of gender identification, interesting differences emerge. Men were more likely to opt for electric vehicles, self-driving cars, and taxis. Women, in contrast, had a greater tendency to prefer carpools or vanpools and GET's On-Demand/curb-to-curb service. Residents who identified as other were more likely to express a choice for bikes or electric bikes and electric vehicles.

The data table is shown on the next page.

Q14. Most Likely Alternative Transportation
Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

	Respondents Gender			
	Total	Male	Female	Other
Total	974	517	448	9
Bike / Electric bike	159 16.3%	88 17.0%	65 14.6%	5 57.4%
Carpool or vanpool	142 14.6%	56 10.8%	86 19.3%	0 0.0%
Drive alone	621 63.8%	342 66.3%	274 61.3%	4 47.7%
Electric vehicle	219 22.5%	135 26.2%	79 17.6%	5 49.7%
Express bus service	112 11.5%	60 11.6%	49 10.9%	3 34.8%
GET's On-Demand / curb-to-curb	70 7.1%	28 5.5%	41 9.2%	0 0.0%
Self-driving car	117 12.0%	83 16.0%	34 7.5%	0 0.0%
Shuttle service	91 9.3%	41 7.9%	50 11.2%	0 0.0%
Taxi	28 2.9%	23 4.5%	5 1.1%	0 0.0%
Traditional bus service	82 8.4%	39 7.5%	43 9.7%	0 0.0%
Uber/Lyft	100 10.3%	58 11.3%	40 8.9%	2 22.7%
Walk	101 10.4%	57 11.1%	42 9.3%	2 26.3%
Work from home / don't work outside the home	93 9.5%	44 8.5%	48 10.8%	0 3.6%
Retired	45 4.6%	29 5.6%	16 3.6%	0 0.0%
Other	20 2.0%	9 1.8%	10 2.3%	0 0.0%
Not sure	32 3.3%	16 3.2%	15 3.3%	1 7.9%

Q14. Most Likely Alternative Transportation
Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents, ages 18 to 24, revealed a greater openness to alternative forms of transportation over the other age groups. Specifically, this group were more likely to say they would opt for bikes or electric bikes, carpools or vanpools, electric vehicles, express bus service, GET's On-Demand/curb-to-curb service, shuttle service, and even walking. In contrast, the 35-to-44-year-olds had a higher likelihood of indicating an interest in driving alone, and the 35-to-54-year-olds showed a greater tendency to say they might opt for a self-driving car. Residents ages 55 to 59 and 65 to 84 were more likely to report they are retired.

The results are presented on the following page.

Q14. Most Likely Alternative Transportation
Age Comparisons Continued

GODBE RESEARCH
Gain Insight

	Age										
	Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
Total	974	141	234	180	166	79	64	61	25	2	22
Bike / Electric bike	159 16.3%	39 27.7%	48 20.5%	18 10.2%	27 16.3%	11 14.4%	11 16.5%	3 5.6%	1 4.1%	0 0.0%	0 0.0%
Carpool or vanpool	142 14.6%	35 24.8%	24 10.4%	31 17.1%	27 16.0%	16 20.2%	3 4.7%	6 9.4%	1 3.9%	0 0.0%	0 0.0%
Drive alone	621 63.8%	93 65.8%	150 64.4%	130 72.2%	106 63.9%	52 66.2%	29 45.7%	30 49.7%	13 52.6%	0 0.0%	17 77.9%
Electric vehicle	219 22.5%	59 41.8%	40 17.2%	26 14.7%	42 25.5%	20 24.7%	19 29.4%	7 11.4%	6 22.0%	0 0.0%	0 2.3%
Express bus service	112 11.5%	27 18.9%	18 7.8%	14 8.0%	24 14.6%	7 9.3%	8 12.0%	11 17.6%	2 8.7%	1 34.4%	0 0.0%
GET's On-Demand / curb-to-curb	70 7.1%	24 17.1%	9 3.9%	5 3.0%	17 10.4%	5 6.1%	2 3.7%	4 5.8%	2 8.7%	1 34.4%	0 0.0%
Self-driving car	117 12.0%	15 11.0%	25 10.8%	32 17.8%	30 18.4%	8 10.6%	1 1.1%	1 2.0%	3 12.0%	0 0.0%	0 0.6%
Shuttle service	91 9.3%	23 16.7%	13 5.7%	11 5.9%	24 14.3%	9 11.5%	5 7.9%	4 5.8%	1 4.1%	1 34.4%	0 0.0%
Taxi	28 2.9%	8 5.7%	12 5.2%	0 0.0%	3 2.0%	3 3.8%	0 0.0%	1 1.5%	0 0.0%	1 34.4%	0 0.0%
Traditional bus service	82 8.4%	13 9.4%	29 12.4%	13 7.1%	14 8.2%	4 4.7%	2 3.6%	3 4.5%	1 4.8%	1 34.4%	3 13.3%
Uber/Lyft	100 10.3%	26 18.8%	36 15.5%	14 7.5%	12 7.5%	6 7.2%	3 4.8%	2 2.8%	1 4.1%	0 0.0%	0 0.0%
Walk	101 10.4%	36 25.4%	29 12.5%	8 4.2%	10 5.9%	5 6.4%	6 9.7%	5 8.6%	1 4.1%	0 0.0%	1 6.1%
Work from home / don't work outside the home	93 9.5%	21 14.9%	23 9.8%	16 8.7%	17 10.4%	4 5.5%	6 9.4%	2 3.3%	2 8.7%	0 0.0%	1 6.1%
Retired	45 4.6%	0 0.0%	0 0.0%	0 0.0%	1 0.6%	6 7.8%	1 2.2%	21 33.8%	14 54.6%	0 0.0%	2 10.6%
Other	20 2.0%	2 1.5%	12 5.0%	1 0.8%	4 2.5%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Not sure	32 3.3%	0 0.1%	12 5.2%	7 3.7%	4 2.6%	3 4.1%	2 3.5%	1 1.4%	0 0.1%	1 65.6%	1 3.4%

Q14. Most Likely Alternative Transportation
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern residents were more likely to favor driving alone or using a taxi as an alternate transit mode.

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
Total	974	61	754	69	89
Bike / Electric bike	159 16.3%	13 21.7%	123 16.4%	9 13.1%	13 14.5%
Carpool or vanpool	142 14.6%	16 26.1%	106 14.1%	7 10.5%	13 14.3%
Drive alone	621 63.8%	49 80.3%	475 63.0%	45 65.2%	52 58.5%
Electric vehicle	219 22.5%	8 13.3%	183 24.3%	15 21.5%	13 14.2%
Express bus service	112 11.5%	5 8.6%	84 11.1%	8 11.6%	15 16.7%
GET's On-Demand / curb-to-curb	70 7.1%	1 1.5%	61 8.1%	5 7.5%	3 2.9%
Self-driving car	117 12.0%	3 4.6%	90 11.9%	11 16.1%	13 14.8%
Shuttle service	91 9.3%	6 10.3%	68 9.1%	5 6.6%	11 12.8%
Taxi	28 2.9%	7 11.6%	19 2.5%	1 1.7%	1 0.9%
Traditional bus service	82 8.4%	10 16.7%	57 7.5%	4 5.3%	11 12.8%
Uber/Lyft	100 10.3%	8 13.6%	80 10.6%	8 11.1%	4 4.7%
Walk	101 10.4%	9 14.2%	76 10.0%	5 7.8%	11 12.8%
Work from home / don't work outside the home	93 9.5%	2 3.3%	78 10.3%	10 13.8%	3 3.7%
Retired	45 4.6%	1 2.4%	41 5.4%	1 0.8%	2 2.5%
Other	20 2.0%	0 0.5%	17 2.2%	3 3.9%	0 0.0%
Not sure	32 3.3%	0 0.7%	22 2.9%	2 2.7%	7 8.4%

Q15. Current Housing Type
(n=1,343)

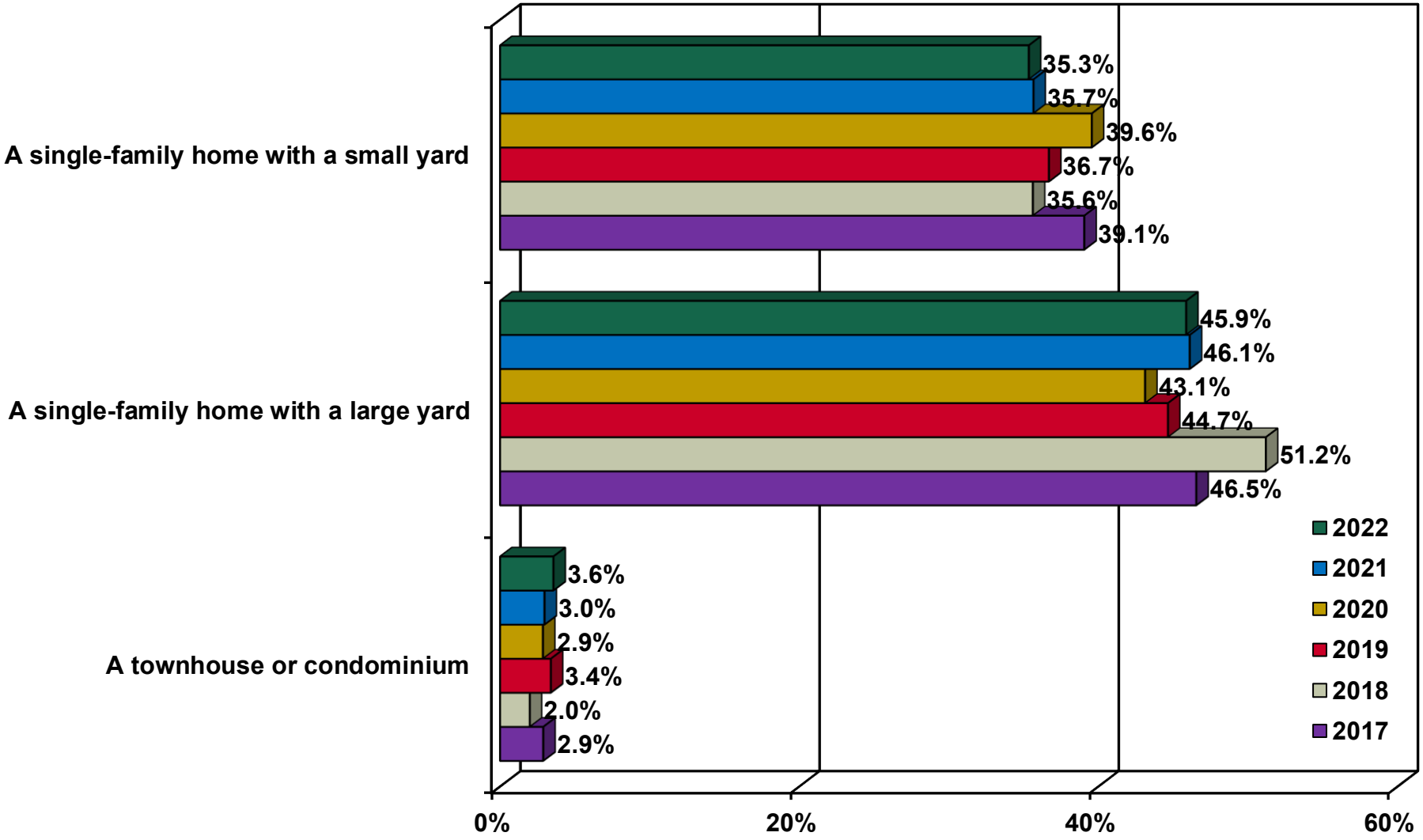
GODBE RESEARCH
Gain Insight

The next section of the survey focuses on housing issues. Residents were asked to describe the type of housing they currently live in. The results of the current survey are essentially identical to those of 2021, with those who said they live in a single-family home with a large yard the most common response at 45.9%. This was followed by respondents who reported they live in a single-family home with a small yard at 35.3%. The next most common housing choice was an apartment, cited by 13.5% of residents, followed by townhouse/condominium at 3.6% and multi-use building at 0.4%.

The year-to-year comparative results are illustrated on the following pages.

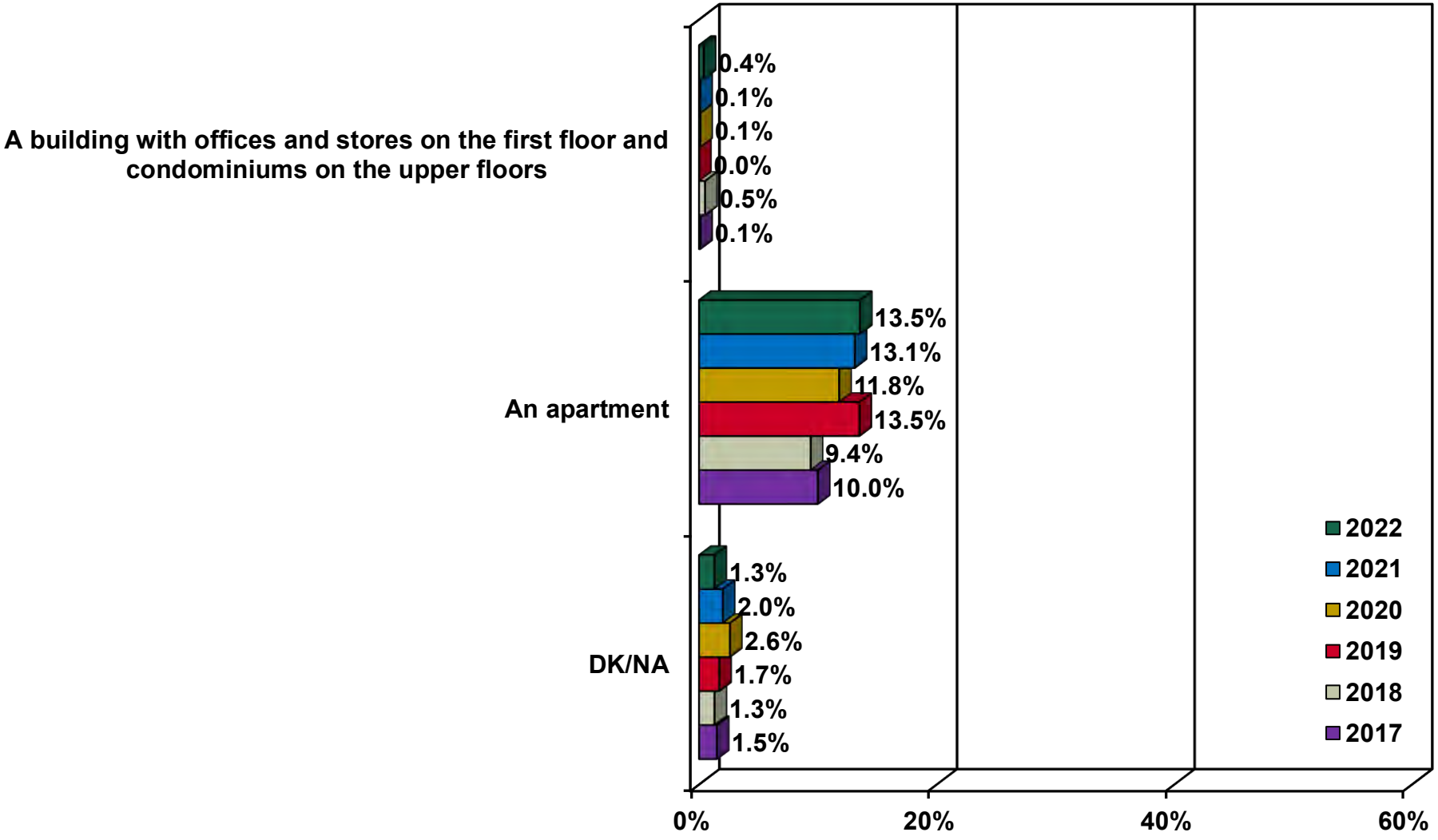
Q15. Current Housing Type
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q15. Current Housing Type
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q15. Current Housing Type
Gender Comparisons

GODBE RESEARCH
Gain Insight

Men had a higher likelihood of saying they live in a a single-family home with a small yard, whereas women were more likely to say they live in a single-family home with a large yard.

	Respondents Gender			
	Total	Male	Female	Other
Total	1343	679	652	12
A single-family home with a small yard	475 35.3%	263 38.7%	211 32.3%	1 8.7%
A single-family home with a large yard	616 45.9%	290 42.8%	322 49.4%	3 26.8%
A townhouse or condominium	48 3.6%	18 2.6%	28 4.3%	2 14.1%
A building with offices and stores on the first floor and condominiums on the upper floors	5 0.4%	3 0.5%	2 0.3%	0 0.0%
An apartment	182 13.5%	100 14.8%	79 12.1%	3 24.2%
DK/NA	17 1.3%	5 0.7%	10 1.5%	3 26.3%

Q15. Current Housing Type
Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents, ages 18 to 34, were more likely to state they live in an apartment. Residents age 65 to 74 had a greater tendency to report they live in a single-family home with a large yard.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
A single-family home with a small yard	475 35.3%	72 40.4%	94 34.0%	94 39.3%	74 35.7%	35 35.0%	36 36.2%	36 25.8%	20 34.8%	4 27.9%	9 32.1%
A single-family home with a large yard	616 45.9%	66 37.0%	108 38.7%	112 47.1%	97 46.3%	55 54.3%	52 52.7%	83 59.7%	29 51.8%	8 51.5%	6 22.1%
A townhouse or condominium	48 3.6%	5 2.6%	11 3.8%	3 1.2%	13 6.3%	3 3.3%	4 4.0%	2 1.7%	3 4.6%	1 9.4%	3 10.3%
A building with offices and stores on the first floor and condominiums on the upper floors	5 0.4%	0 0.0%	2 0.6%	2 0.6%	0 0.0%	0 0.0%	2 2.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
An apartment	182 13.5%	34 18.9%	60 21.5%	27 11.2%	23 10.8%	6 6.2%	4 3.6%	18 12.8%	3 4.5%	0 0.0%	9 32.1%
DK/NA	17 1.3%	2 1.2%	4 1.5%	2 0.7%	2 0.8%	1 1.2%	1 1.5%	0 0.0%	2 4.4%	2 11.1%	1 3.3%

Q15. Current Housing Type
Regional Comparisons

GODBE RESEARCH
Gain Insight

When comparing geographical differences, the Mountains region residents were more likely to report they live in a single-family home with a large yard, whereas West Kern residents had a greater tendency to indicate they live in multi-use buildings.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
A single-family home with a small yard	475 35.3%	36 45.9%	365 35.0%	28 29.3%	46 36.2%
A single-family home with a large yard	616 45.9%	30 38.0%	478 45.8%	56 58.9%	53 41.6%
A townhouse or condominium	48 3.6%	2 3.1%	44 4.2%	0 0.4%	1 1.1%
A building with offices and stores on the first floor and condominiums on the upper floors	5 0.4%	2 2.1%	2 0.2%	0 0.0%	2 1.2%
An apartment	182 13.5%	8 10.9%	146 14.0%	9 9.8%	18 14.2%
DK/NA	17 1.3%	0 0.0%	9 0.8%	2 1.6%	7 5.7%

Q15. Current Housing Type
Length of Residence Comparisons

GODBE RESEARCH
Gain Insight

In terms of length of residence in Kern County, those reporting one year to less than ten years of residency in the County were more likely to report they live in an apartment.

	Years Lived in Kern County				
	Total	Less than one year	One to less than five years	Five to less than ten years	Ten years or more
Total	1343	31	123	143	1046
A single-family home with a small yard	475 35.3%	9 28.9%	32 26.0%	43 30.3%	390 37.3%
A single-family home with a large yard	616 45.9%	8 25.5%	48 38.9%	57 39.6%	504 48.1%
A townhouse or condominium	48 3.6%	2 5.9%	4 3.6%	7 4.7%	35 3.3%
A building with offices and stores on the first floor and condominiums on the upper floors	5 0.4%	0 0.0%	2 1.3%	0 0.0%	4 0.3%
An apartment	182 13.5%	11 34.9%	30 24.1%	36 24.8%	106 10.1%
DK/NA	17 1.3%	1 4.9%	7 6.1%	1 0.6%	8 0.7%

Q15. Current Housing Type
Income Comparisons

GODBE RESEARCH
Gain Insight

Residents in the highest income categories ($75,000 or more) were more likely to say they live in a single-family home with a large yard. In contrast, respondents who reported incomes up to $74,999 per year had a higher likelihood of stating they live in an apartment.

	Total Annual Household Income						
	Total	**Less than $24,999**	**$25,000-$49,999**	**$50,000-$74,999**	**$75,000-$99,999**	**$100,000 or more**	**Not sure/ DK/NA**
Total	1343	109	257	258	233	316	170
A single-family home with a small yard	475 35.3%	39 35.6%	99 38.6%	86 33.3%	84 36.0%	95 30.2%	72 42.1%
A single-family home with a large yard	616 45.9%	35 32.5%	84 32.8%	115 44.6%	116 49.8%	199 63.0%	66 38.8%
A townhouse or condominium	48 3.6%	5 4.4%	11 4.2%	6 2.2%	12 5.0%	7 2.2%	8 4.7%
A building with offices and stores on the first floor and condominiums on the upper floors	5 0.4%	0 0.0%	4 1.4%	0 0.0%	2 0.7%	0 0.0%	0 0.0%
An apartment	182 13.5%	25 22.8%	55 21.3%	50 19.4%	20 8.4%	15 4.6%	18 10.7%
DK/NA	17 1.3%	5 4.7%	4 1.7%	1 0.6%	0 0.0%	0 0.0%	6 3.6%

Q16. Housing Option Preferences
(n=1,343)

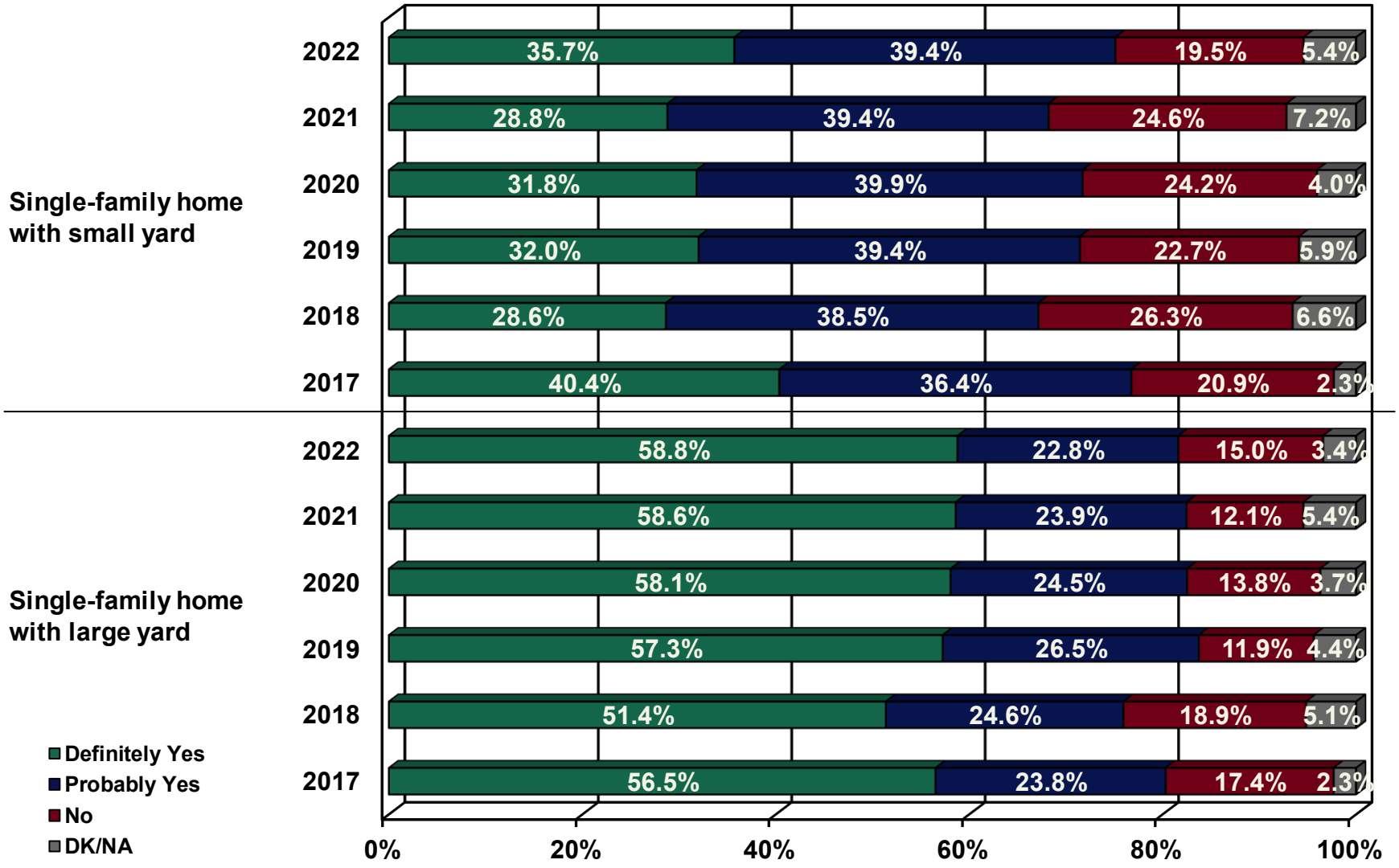
GODBE RESEARCH
Gain Insight

The next question asked residents to consider all of the possible housing options offered and give their preference of housing type they would choose if they were to relocate within Kern County in the next ten years. The single-family home with a small yard option gained some popularity since 2021, with more respondents replying “Definitely yes” (35.7% in 2022 vs. 28.8% in 2021) and fewer saying “No” (19.5% in 2022 vs. 24.6% in 2021). The popularity of the single-family home with a large yard didn’t change much except for a slight, but statistically insignificant, shift of responses from the “DK/NA” category (3.4% in 2022 vs. 5.4% in 2021) to “No” (15.0% in 2022 vs. 12.1% in 2021). The townhouse or condominium option gained in the “Definitely yes” response category (15.5% in 2022 vs. 11.7% in 2021) on balance from a decrease in those who responded “No” to this option (46.0% in 2022 vs. 52.1% in 2021). Slightly more respondents seemed open to the idea of living in a multi-use building, with a shift from a “No” response (60.4% in 2022 vs. 63.8% in 2021) to “Probably yes” (22.4% in 2022 vs. 19.2% in 2021). Similarly, the option of living in an apartment gained some appeal with a decrease in the response “No” (60.6% in 2022 vs. 63.3% in 2021) and an increase in the “Definitely yes” response category (12.4% in 2022 vs. 8.8% in 2021).

The results are charted on the next three pages.

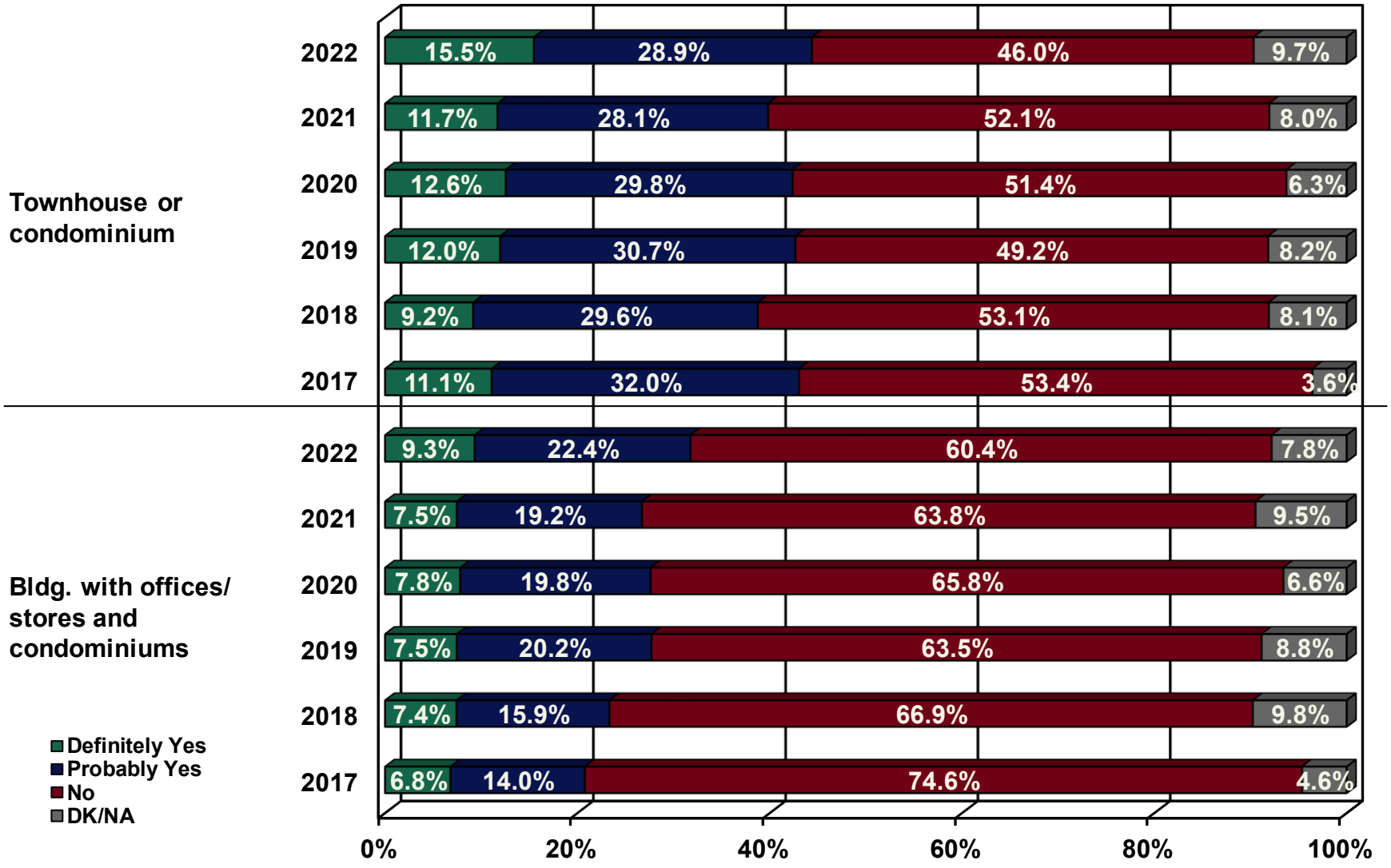
Q16. Housing Option Preferences
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



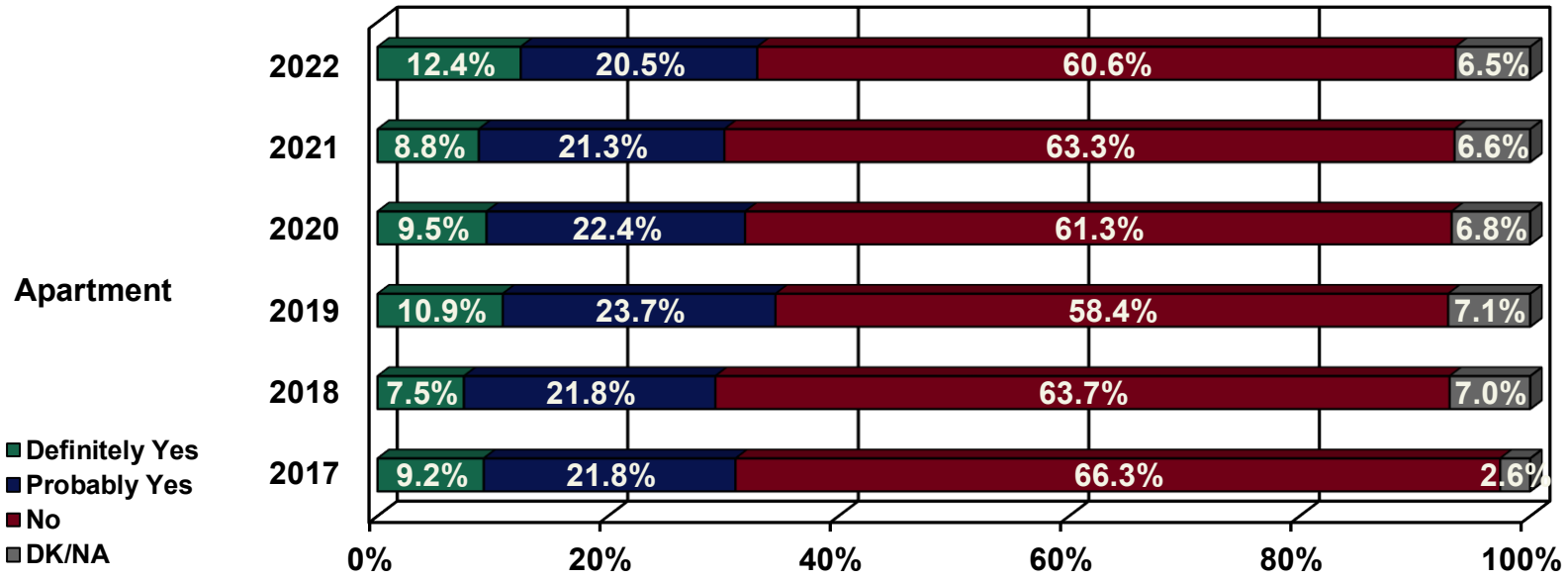
Q16. Housing Option Preferences
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q16. Housing Option Preferences
(n=1,343) Continued

GODBE RESEARCH
Gain Insight



Q16. Housing Option Preferences
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
A single-family home with a small yard	2022	35.7%	39.4%	19.5%	5.4%
	2021	28.8%	39.4%	24.6%	7.2%
	2020	31.8%	39.9%	24.2%	4.0%
	2019	32.0%	39.4%	22.7%	5.9%
	2018	28.6%	38.5%	26.3%	6.6%
	2017	40.4%	36.4%	20.9%	2.3%
	2015	32.0%	31.2%	35.8%	1.0%
	2014	40.6%	33.1%	25.3%	1.0%
	2013	46.8%	22.8%	29.5%	.8%
	2012	44.1%	33.9%	21.3%	.7%
	2009	30%	37%	32%	1%
	2008	28%	37%	34%	0%
A single-family home with a large yard	2022	58.8%	22.8%	15.0%	3.4%
	2021	58.6%	23.9%	12.1%	5.4%
	2020	58.1%	24.5%	13.8%	3.7%
	2019	57.3%	26.5%	11.9%	4.4%
	2018	51.4%	24.6%	18.9%	5.1%
	2017	56.5%	23.8%	17.4%	2.3%
	2015	52.4%	20.2%	25.9%	1.5%
	2014	64.2%	17.0%	18.0%	.8%
	2013	67.6%	14.6%	17.1%	.6%
	2012	64.4%	19.9%	14.9%	.9%
	2009	59%	25%	16%	1%
	2008	57%	27%	15%	0%

Q16. Housing Option Preferences
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
A townhouse or condominium	2022	15.5%	28.9%	46.0%	9.7%
	2021	11.7%	28.1%	52.1%	8.0%
	2020	12.6%	29.8%	51.4%	6.3%
	2019	12.0%	30.7%	49.2%	8.2%
	2018	9.2%	29.6%	53.1%	8.1%
	2017	11.1%	32.0%	53.4%	3.6%
	2015	11.0%	24.8%	62.7%	1.5%
	2014	13.9%	25.9%	58.3%	1.9%
	2013	17.1%	21.4%	61.1%	.4%
	2012	21.1%	30.7%	47.2%	.9%
	2009	11%	33%	55%	1%
	2008	13%	27%	58%	1%
A building with offices and stores on the first floor and condominiums on the upper floors	2022	9.3%	22.4%	60.4%	7.8%
	2021	7.5%	19.2%	63.8%	9.5%
	2020	7.8%	19.8%	65.8%	6.6%
	2019	7.5%	20.2%	63.5%	8.8%
	2018	7.4%	15.9%	66.9%	9.8%
	2017	6.8%	14.0%	74.6%	4.6%
	2015	7.1%	9.7%	82.1%	1.1%
	2014	7.9%	12.0%	77.7%	2.4%
	2013	7.3%	8.7%	83.4%	.6%
	2012	9.8%	18.1%	70.9%	1.3%
	2009	7%	14%	78%	1%
	2008	8%	13%	78%	1%

Q16. Housing Option Preferences
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
An apartment	2022	12.4%	20.5%	60.6%	6.5%
	2021	8.8%	21.3%	63.3%	6.6%
	2020	9.5%	22.4%	61.3%	6.8%
	2019	10.9%	23.7%	58.4%	7.1%
	2018	7.5%	21.8%	63.7%	7.0%
	2017	9.2%	21.8%	66.3%	2.6%
	2015	9.9%	12.4%	76.4%	1.3%
	2014	13.5%	16.4%	69.0%	1.1%
	2013	16.1%	11.0%	72.2%	.6%
	2012	12.5%	21.8%	64.9%	.8%
	2009	9%	18%	72%	1%
	2008	10%	19%	71%	1%

Q16. Housing Option Preferences
Gender Comparisons

GODBE RESEARCH
Gain Insight

In terms of gender differences, men and women were more likely opt for a single-family home with a large yard and men also appear somewhat open to a single-family home with a small yard. Both single-family home options were more likely to be rejected by residents who identified as other. In addition, women had a greater tendency to respond “Probably yes” to the apartment option.

The data is presented below and on the following page.

		Respondents Gender			
		Total	Male	Female	Other
16A. A single-family home with a small yard	Total	1343	679	652	12
	Definitely Yes	480 35.7%	239 35.2%	237 36.4%	4 31.8%
	Probably Yes	529 39.4%	285 42.0%	243 37.3%	1 6.1%
	No	261 19.5%	123 18.1%	132 20.3%	6 47.3%
	DK/NA	73 5.4%	32 4.7%	39 6.0%	2 14.8%
16B. A single-family home with a large yard	Total	1343	679	652	12
	Definitely Yes	790 58.8%	408 60.0%	380 58.3%	2 15.6%
	Probably Yes	307 22.8%	160 23.5%	144 22.0%	4 29.8%
	No	201 15.0%	90 13.2%	106 16.2%	6 45.9%
	DK/NA	46 3.4%	22 3.3%	22 3.4%	1 8.7%

Q16. Housing Option Preferences
Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

		Respondents Gender			
		Total	Male	Female	Other
16C. A townhouse or condominium	Total	1343	679	652	12
	Definitely Yes	208 15.5%	117 17.2%	88 13.5%	3 24.2%
	Probably Yes	388 28.9%	178 26.2%	208 31.9%	2 20.2%
	No	617 46.0%	310 45.7%	301 46.2%	6 46.9%
	DK/NA	130 9.7%	74 10.9%	55 8.4%	1 8.7%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	679	652	12
	Definitely Yes	125 9.3%	71 10.5%	51 7.8%	3 24.2%
	Probably Yes	301 22.4%	156 22.9%	144 22.1%	2 14.1%
	No	812 60.4%	403 59.4%	403 61.8%	6 46.9%
	DK/NA	105 7.8%	49 7.2%	54 8.2%	2 14.8%
16E. An apartment	Total	1343	679	652	12
	Definitely Yes	167 12.4%	92 13.6%	72 11.0%	3 24.2%
	Probably Yes	276 20.5%	120 17.7%	151 23.1%	5 37.8%
	No	814 60.6%	423 62.3%	387 59.4%	4 29.3%
	DK/NA	87 6.5%	44 6.4%	42 6.5%	1 8.7%

Q16. Housing Option Preferences
Age Comparisons

GODBE RESEARCH
Gain Insight

Overall, in terms of the influence of age on housing choices, younger resident tended to be more inclined to single-family homes with large yards, townhouses/condominiums, multi-use buildings and apartments. Middle-aged respondents were more likely to favor single-family homes with large yards and reject townhouses/ condominiums and apartments. Older residents were more likely to say "No" to single-family homes with a large yard, townhouses/condominiums, and apartments. The data is presented below and on the next page.

		Age										
		Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
16A. A single-family home with a small yard	Total	1343	179	278	239	209	100	100	139	56	15	28
	Definitely Yes	480 35.7%	76 42.7%	96 34.6%	75 31.5%	85 40.5%	42 41.7%	32 32.0%	40 29.0%	23 40.4%	5 30.7%	6 21.2%
	Probably Yes	529 39.4%	72 40.3%	118 42.5%	97 40.7%	66 31.7%	33 32.9%	44 44.0%	64 46.1%	19 33.9%	3 19.2%	13 45.9%
	No	261 19.5%	24 13.4%	56 20.1%	52 21.9%	42 20.3%	22 21.6%	22 21.8%	26 18.7%	8 14.8%	6 40.7%	3 10.2%
	DK/NA	73 5.4%	6 3.6%	8 2.9%	14 5.9%	16 7.4%	4 3.8%	2 2.3%	9 6.2%	6 10.9%	1 9.4%	6 22.7%
16B. A single-family home with a large yard	Total	1343	179	278	239	209	100	100	139	56	15	28
	Definitely Yes	790 58.8%	118 65.8%	190 68.4%	158 66.0%	128 61.4%	62 62.2%	49 48.8%	51 36.5%	21 36.7%	5 32.9%	9 30.9%
	Probably Yes	307 22.8%	38 21.2%	58 20.9%	50 20.9%	46 22.1%	23 22.9%	30 29.8%	35 25.4%	11 18.9%	4 25.0%	12 43.4%
	No	201 15.0%	21 11.9%	27 9.5%	20 8.5%	29 13.9%	11 11.0%	20 20.1%	44 31.6%	20 35.2%	6 42.1%	3 10.3%
	DK/NA	46 3.4%	2 1.1%	3 1.2%	11 4.6%	5 2.6%	4 4.0%	1 1.4%	9 6.5%	5 9.2%	0 0.0%	4 15.4%

Q16. Housing Option Preferences
Age Comparisons Continued

GODBE RESEARCH
Gain Insight

		Age										
		Total	18-24	25-34	35-44	45-54	55-59	60-64	65-74	75-84	85 and over	Not sure/ DK/NA
16C. A townhouse or condominium	Total	1343	179	278	239	209	100	100	139	56	15	28
	Definitely Yes	208 15.5%	62 34.6%	41 14.6%	20 8.6%	32 15.4%	12 12.3%	12 11.6%	18 12.9%	4 8.0%	1 7.8%	5 18.6%
	Probably Yes	388 28.9%	59 32.8%	76 27.3%	80 33.4%	65 30.9%	29 28.8%	25 25.6%	27 19.5%	15 26.6%	4 28.7%	8 29.5%
	No	617 46.0%	47 26.4%	143 51.5%	122 51.2%	98 47.1%	47 46.6%	53 53.0%	66 47.8%	26 46.4%	10 62.5%	5 16.5%
	DK/NA	130 9.7%	11 6.2%	18 6.6%	16 6.9%	14 6.6%	12 12.3%	10 9.8%	27 19.8%	11 19.0%	0 1.0%	10 35.4%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	179	278	239	209	100	100	139	56	15	28
	Definitely Yes	125 9.3%	24 13.3%	39 13.9%	16 6.7%	22 10.3%	9 8.6%	4 4.1%	10 7.1%	0 0.0%	0 0.0%	3 10.1%
	Probably Yes	301 22.4%	54 30.4%	55 19.9%	59 24.7%	54 26.0%	22 21.5%	21 21.5%	20 14.1%	10 17.7%	2 13.2%	4 13.2%
	No	812 60.4%	95 53.3%	165 59.5%	153 64.0%	119 57.2%	63 62.5%	59 59.1%	91 65.4%	42 75.3%	12 77.4%	12 43.0%
	DK/NA	105 7.8%	5 3.0%	19 6.8%	11 4.6%	13 6.4%	7 7.4%	15 15.2%	19 13.4%	4 7.0%	1 9.4%	10 33.7%
16E. An apartment	Total	1343	179	278	239	209	100	100	139	56	15	28
	Definitely Yes	167 12.4%	49 27.5%	52 18.5%	17 7.1%	19 9.2%	8 8.0%	2 2.0%	14 10.4%	1 2.4%	1 7.8%	3 10.6%
	Probably Yes	276 20.5%	64 35.6%	61 21.8%	47 19.6%	37 17.5%	15 15.0%	21 20.6%	15 11.0%	8 14.9%	4 24.0%	5 17.7%
	No	814 60.6%	58 32.2%	148 53.1%	167 69.7%	140 67.1%	72 71.2%	69 69.2%	92 66.1%	45 79.1%	10 67.1%	15 52.1%
	DK/NA	87 6.5%	8 4.7%	18 6.5%	9 3.6%	13 6.1%	6 5.9%	8 8.2%	17 12.6%	2 3.5%	0 1.0%	6 19.6%

Q16. Housing Option Preferences
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern residents were more likely to favor a single-family home with a small yard as a future housing option, while Central and East Kern respondents tended to indicate some interest in townhouses and condominiums. Mountains region residents had a greater tendency to reject townhouses and condominiums, and along with West Kern were not inclined toward multi-use buildings.

The comparative tables are below and on the following page.

		Zip Code Area				
		Total	West Kern	Central	Mountains	East
16A. A single-family home with a small yard	Total	1343	78	1044	95	127
	Definitely Yes	480 35.7%	42 53.5%	356 34.1%	34 35.5%	48 38.3%
	Probably Yes	529 39.4%	27 35.2%	417 39.9%	29 31.0%	55 43.8%
	No	261 19.5%	9 11.4%	210 20.1%	23 24.6%	19 14.9%
	DK/NA	73 5.4%	0 0.0%	61 5.8%	8 8.9%	4 3.0%
16B. A single-family home with a large yard	Total	1343	78	1044	95	127
	Definitely Yes	790 58.8%	51 65.6%	592 56.7%	64 67.3%	83 65.2%
	Probably Yes	307 22.8%	16 20.5%	241 23.1%	17 18.3%	32 25.6%
	No	201 15.0%	11 13.9%	172 16.5%	10 10.2%	8 6.5%
	DK/NA	46 3.4%	0 0.0%	38 3.7%	4 4.2%	3 2.6%

Q16. Housing Option Preferences
Regional Comparisons Continued

GODBE RESEARCH
Gain Insight

		Zip Code Area				
		Total	West Kern	Central	Mountains	East
16C. A townhouse or condominium	Total	1343	78	1044	95	127
	Definitely Yes	208 15.5%	15 19.0%	167 16.0%	11 12.0%	15 11.7%
	Probably Yes	388 28.9%	22 28.3%	316 30.3%	13 13.6%	37 29.1%
	No	617 46.0%	41 52.7%	451 43.2%	61 64.6%	64 50.7%
	DK/NA	130 9.7%	0 0.0%	110 10.5%	9 9.9%	11 8.4%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	78	1044	95	127
	Definitely Yes	125 9.3%	6 7.3%	96 9.1%	8 7.9%	16 13.0%
	Probably Yes	301 22.4%	15 19.3%	255 24.4%	12 12.5%	20 15.6%
	No	812 60.4%	56 72.7%	599 57.4%	71 75.0%	85 67.1%
	DK/NA	105 7.8%	1 0.8%	94 9.0%	4 4.6%	5 4.3%
16E. An apartment	Total	1343	78	1044	95	127
	Definitely Yes	167 12.4%	13 17.1%	132 12.6%	9 9.7%	13 10.1%
	Probably Yes	276 20.5%	23 30.2%	207 19.8%	14 14.4%	32 25.1%
	No	814 60.6%	40 51.3%	632 60.6%	66 69.8%	75 59.6%
	DK/NA	87 6.5%	1 1.3%	73 7.0%	6 6.1%	7 5.3%

Q16. Housing Option Preferences
Income Comparisons

GODBE RESEARCH
Gain Insight

On the whole, residents in the lower annual income categories had a tendency to be more open to for single-family homes with a small yard, townhouses and condominiums, multi-use buildings and apartments. Alternatively, respondents reporting the highest income were also more likely to reject each of these options, in favor of a likely bias toward single-family homes with a large yard.

The results are presented here and on the next page.

		Total Annual Household Income						
		Total	Less than $24,999	$25,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 or more	Not sure/ DK/NA
16A. A single-family home with a small yard	Total	1343	109	257	258	233	316	170
	Definitely Yes	480 35.7%	51 47.0%	84 32.9%	126 48.7%	85 36.5%	83 26.4%	50 29.3%
	Probably Yes	529 39.4%	32 29.1%	118 45.9%	89 34.4%	93 40.0%	128 40.6%	69 40.7%
	No	261 19.5%	21 19.3%	46 18.1%	31 12.1%	48 20.8%	86 27.3%	28 16.4%
	DK/NA	73 5.4%	5 4.7%	8 3.0%	12 4.7%	6 2.6%	18 5.7%	23 13.7%
16B. A single-family home with a large yard	Total	1343	109	257	258	233	316	170
	Definitely Yes	790 58.8%	68 62.7%	128 49.7%	159 61.7%	149 64.1%	207 65.4%	79 46.1%
	Probably Yes	307 22.8%	20 17.9%	71 27.5%	54 21.0%	48 20.6%	65 20.7%	49 28.8%
	No	201 15.0%	17 15.5%	50 19.4%	37 14.3%	27 11.5%	39 12.4%	32 18.5%
	DK/NA	46 3.4%	4 4.0%	9 3.4%	8 3.0%	9 3.7%	5 1.6%	11 6.6%

Q16. Housing Option Preferences
Income Comparisons Continued

GODBE RESEARCH
Gain Insight

		Total Annual Household Income						
		Total	Less than $24,999	$25,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 or more	Not sure/ DK/NA
16C. A townhouse or condominium	Total	1343	109	257	258	233	316	170
	Definitely Yes	208 15.5%	30 27.1%	46 17.7%	43 16.5%	31 13.2%	31 10.0%	28 16.4%
	Probably Yes	388 28.9%	40 36.4%	87 33.8%	75 28.9%	51 21.9%	88 27.8%	48 28.3%
	No	617 46.0%	34 31.0%	97 38.0%	118 45.6%	134 57.6%	166 52.5%	68 40.0%
	DK/NA	130 9.7%	6 5.5%	27 10.5%	23 9.0%	17 7.4%	31 9.7%	26 15.3%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	109	257	258	233	316	170
	Definitely Yes	125 9.3%	14 12.5%	32 12.6%	31 12.1%	13 5.5%	25 7.8%	10 6.1%
	Probably Yes	301 22.4%	35 32.0%	57 22.0%	52 20.1%	50 21.6%	82 25.9%	26 15.2%
	No	812 60.4%	50 45.4%	144 56.3%	168 65.2%	149 64.0%	193 61.1%	107 62.9%
	DK/NA	105 7.8%	11 10.1%	23 9.1%	7 2.6%	20 8.8%	16 5.1%	27 15.7%
16E. An apartment	Total	1343	109	257	258	233	316	170
	Definitely Yes	167 12.4%	28 26.0%	44 17.1%	36 14.1%	23 10.1%	15 4.7%	20 11.7%
	Probably Yes	276 20.5%	35 32.0%	83 32.2%	64 25.0%	39 16.9%	28 9.0%	26 15.2%
	No	814 60.6%	41 37.8%	113 44.0%	136 52.8%	162 69.7%	252 79.8%	109 63.9%
	DK/NA	87 6.5%	5 4.2%	17 6.8%	21 8.2%	8 3.3%	20 6.5%	16 9.1%

Q16. Housing Option Preferences
Length of Residence Comparisons

GODBE RESEARCH
Gain Insight

Newly arrived residents to the County were more likely to be interested in single-family homes with a small yard, townhouse/condominiums, and apartments. The longest-term residents had a greater tendency to reject multi-use buildings and apartments. Further, residents of one to less than five years were more likely prefer a multi-use building, while those in residence for five to up to ten years tended to show disinterest in multi-use buildings, but a preference for apartments. Residents of the County for ten or more years also were more likely to dismiss living in multi-use buildings and apartments. The results are shown below and on the next page.

		Years Lived in Kern County				
		Total	Less than one year	One to less than five years	Five to less than ten years	Ten years or more
16A. A single-family home with a small yard	Total	1343	31	123	143	1046
	Definitely Yes	480 35.7%	19 61.4%	44 36.0%	51 35.5%	366 35.0%
	Probably Yes	529 39.4%	7 23.7%	52 42.3%	66 45.9%	404 38.6%
	No	261 19.5%	1 4.1%	19 15.7%	17 12.0%	224 21.4%
	DK/NA	73 5.4%	3 10.7%	7 5.9%	9 6.6%	53 5.0%
16B. A single-family home with a large yard	Total	1343	31	123	143	1046
	Definitely Yes	790 58.8%	20 65.5%	75 61.1%	90 62.6%	605 57.8%
	Probably Yes	307 22.8%	3 9.7%	29 23.3%	35 24.5%	240 22.9%
	No	201 15.0%	4 14.1%	13 10.8%	17 11.8%	167 15.9%
	DK/NA	46 3.4%	3 10.7%	6 4.8%	2 1.1%	35 3.3%

Q16. Housing Option Preferences
Length of Residence Comparisons Continued

GODBE RESEARCH
Gain Insight

		Years Lived in Kern County				
		Total	Less than one year	One to less than five years	Five to less than ten years	Ten years or more
16C. A townhouse or condominium	Total	1343	31	123	143	1046
	Definitely Yes	208 15.5%	11 34.2%	11 8.9%	21 14.9%	165 15.8%
	Probably Yes	388 28.9%	6 20.5%	47 38.0%	45 31.6%	290 27.7%
	No	617 46.0%	7 24.0%	47 37.8%	69 47.9%	495 47.3%
	DK/NA	130 9.7%	7 21.3%	19 15.3%	8 5.6%	96 9.2%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	31	123	143	1046
	Definitely Yes	125 9.3%	4 13.3%	21 17.2%	13 9.4%	86 8.3%
	Probably Yes	301 22.4%	9 28.5%	26 20.8%	28 19.7%	239 22.8%
	No	812 60.4%	11 34.6%	66 53.3%	96 67.2%	639 61.1%
	DK/NA	105 7.8%	7 23.7%	11 8.7%	5 3.7%	81 7.8%
16E. An apartment	Total	1343	31	123	143	1046
	Definitely Yes	167 12.4%	9 27.8%	11 8.9%	29 20.0%	119 11.3%
	Probably Yes	276 20.5%	7 23.1%	31 24.9%	37 25.6%	201 19.2%
	No	814 60.6%	12 38.3%	72 58.1%	75 52.4%	655 62.6%
	DK/NA	87 6.5%	3 10.7%	10 8.0%	3 2.0%	71 6.8%

Q16. Housing Option Preferences
Current Housing Comparisons

GODBE RESEARCH
Gain Insight

When segmenting housing preferences according to current housing type, as in previous year, the data reveals large majorities of residents living in a single-family home with a small yard, a single-family home with a large yard, and a townhouse, condo or apartment would opt for a single-family home with a large or small yard given the chance. However, those living in a single-family home with a large yard would not downsize to a small yard.

A majority of those living in a townhome or condo, mixed use building or an apartment would be willing to remain in a townhome or condo. The population of residents living in a mixed-use building are too small to make meaningful comparisons.

Q16. Housing Option Preferences
Current Housing Comparisons Continued

GODBE RESEARCH
Gain Insight

		15. Next, please consider a variety of housing issues. Do you currently live in _____					
		A single-family home with a small yard	A single-family home with a large yard	A townhouse or condominium	A building with offices and stores on the first floor and condominiums on the upper floors	An apartment	DK/NA
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
16A. A single-family home with a small yard if you were to relocate within Kern County.	Definitely Yes	47.2%	21.4%	43.8%	25.0%	48.3%	19.2%
	Probably Yes	35.1%	39.8%	37.5%	50.0%	39.0%	19.2%
	No	12.6%	32.8%	9.4%	25.0%	11.9%	38.5%
	DK/NA	5.2%	6.0%	9.4%	0.0%	0.8%	23.1%
	Total Yes	82.3%	61.2%	81.3%	75.0%	87.3%	38.5%
16B. A single-family home with a large yard if you were to relocate within Kern County.	Definitely Yes	49.1%	64.1%	40.6%	50.0%	55.1%	38.5%
	Probably Yes	24.0%	21.1%	31.3%	25.0%	22.0%	23.1%
	No	22.3%	11.6%	18.8%	25.0%	21.2%	15.4%
	DK/NA	4.5%	3.3%	9.4%	0.0%	1.7%	23.1%
	Total Yes	73.2%	85.2%	71.9%	75.0%	77.1%	61.5%
16C. A townhouse or condominium if you were to relocate within Kern County.	Definitely Yes	12.8%	7.0%	34.4%	50.0%	30.5%	7.7%
	Probably Yes	26.6%	22.0%	43.8%	25.0%	34.7%	19.2%
	No	51.3%	61.8%	12.5%	25.0%	27.1%	50.0%
	DK/NA	9.3%	9.3%	9.4%	0.0%	7.6%	23.1%
	Total Yes	39.4%	29.0%	78.1%	75.0%	65.3%	26.9%
16D. A building with offices and stores on the first floor and condominiums on the upper floors if you were to relocate within Kern County.	Definitely Yes	7.1%	4.1%	12.5%	50.0%	19.5%	7.7%
	Probably Yes	17.3%	17.1%	25.0%	50.0%	25.4%	7.7%
	No	68.2%	71.6%	37.5%	0.0%	44.1%	65.4%
	DK/NA	7.4%	7.1%	25.0%	0.0%	11.0%	19.2%
	Total Yes	24.5%	21.3%	37.5%	100.0%	44.9%	15.4%
16E. An apartment if you were to relocate within Kern County.	Definitely Yes	6.3%	4.4%	12.5%	50.0%	42.4%	3.8%
	Probably Yes	15.8%	11.6%	34.4%	25.0%	35.6%	11.5%
	No	72.3%	77.7%	34.4%	25.0%	16.9%	65.4%
	DK/NA	5.6%	6.3%	18.8%	0.0%	5.1%	19.2%
	Total Yes	22.1%	16.0%	46.9%	75.0%	78.0%	15.4%

Q16. Housing Option Preferences
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

Asian residents were more likely to express interest in both single-family homes with a large yard and multi-use buildings. On the other hand, Caucasian respondents had a greater tendency to reject single-family homes with large yards. The data are presented here, continuing on the next page.

		Ethnic Group									
		Total	African American	American Indian/Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/Pacific Islander	Two or more races	Some other race	Not sure / DK/NA
16A. A single-family home with a small yard	Total	1343	64	8	60	426	682	1	44	14	42
	Definitely Yes	480 35.7%	20 31.4%	0 2.9%	30 49.8%	155 36.2%	238 35.0%	0 31.6%	16 37.0%	7 50.5%	12 29.4%
	Probably Yes	529 39.4%	25 39.3%	5 69.4%	17 28.3%	157 36.8%	294 43.0%	1 68.4%	15 33.9%	4 24.8%	12 27.5%
	No	261 19.5%	13 20.4%	1 9.3%	10 16.0%	90 21.0%	124 18.2%	0 0.0%	9 21.0%	3 20.2%	12 28.1%
	DK/NA	73 5.4%	6 9.0%	1 18.3%	4 5.9%	25 5.9%	26 3.8%	0 0.0%	4 8.1%	1 4.5%	6 14.9%
16B. A single-family home with a large yard	Total	1343	64	8	60	426	682	1	44	14	42
	Definitely Yes	790 58.8%	39 60.3%	1 8.0%	41 67.6%	230 54.1%	421 61.7%	1 77.0%	25 57.1%	7 51.5%	24 57.7%
	Probably Yes	307 22.8%	16 25.0%	5 68.7%	5 8.4%	85 20.0%	172 25.3%	0 23.0%	7 15.5%	5 34.4%	10 24.6%
	No	201 15.0%	7 11.6%	2 20.7%	11 18.1%	91 21.4%	77 11.3%	0 0.0%	9 21.3%	1 9.3%	2 5.3%
	DK/NA	46 3.4%	2 3.1%	0 2.5%	4 5.9%	19 4.5%	12 1.8%	0 0.0%	3 6.0%	1 4.8%	5 12.4%

Q16. Housing Option Preferences
Ethnicity Comparisons Continued

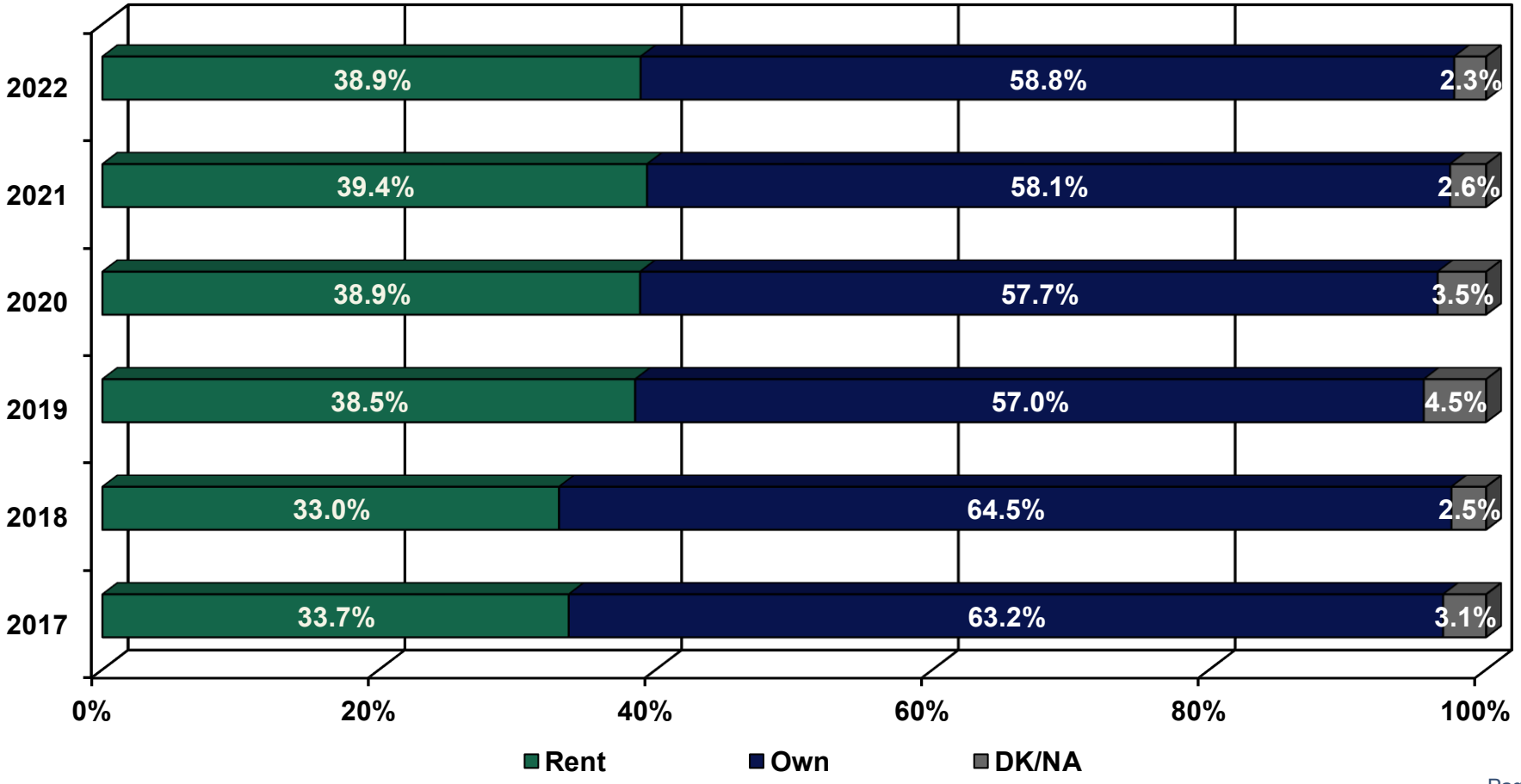
GODBE RESEARCH
Gain Insight

		Ethnic Group									
		Total	African American	American Indian/Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/Pacific Islander	Two or more races	Some other race	Not sure / DK/NA
16C. A townhouse or condominium	Total	1343	64	8	60	426	682	1	44	14	42
	Definitely Yes	208 15.5%	11 17.8%	1 15.8%	12 20.3%	66 15.6%	103 15.1%	0 35.4%	7 15.0%	2 11.9%	5 12.0%
	Probably Yes	388 28.9%	26 39.8%	4 53.9%	12 20.1%	128 30.1%	199 29.2%	0 31.5%	11 25.1%	2 17.4%	5 11.3%
	No	617 46.0%	21 33.3%	2 27.7%	30 49.9%	198 46.3%	311 45.6%	0 23.0%	23 53.3%	7 52.0%	24 56.0%
	DK/NA	130 9.7%	6 9.1%	0 2.7%	6 9.7%	34 8.0%	69 10.2%	0 10.2%	3 6.5%	3 18.7%	9 20.7%
16D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1343	64	8	60	426	682	1	44	14	42
	Definitely Yes	125 9.3%	11 17.5%	0 0.3%	4 7.0%	37 8.8%	65 9.5%	0 35.4%	2 5.1%	0 0.0%	4 10.2%
	Probably Yes	301 22.4%	18 27.2%	2 20.0%	27 44.7%	87 20.5%	151 22.2%	1 41.6%	10 23.8%	3 19.1%	3 6.8%
	No	812 60.4%	31 47.7%	2 30.0%	26 42.6%	263 61.6%	429 62.8%	0 23.0%	23 51.4%	10 71.3%	29 67.4%
	DK/NA	105 7.8%	5 7.6%	4 49.6%	3 5.7%	39 9.1%	37 5.4%	0 0.0%	9 19.7%	1 9.6%	7 15.6%
16E. An apartment	Total	1343	64	8	60	426	682	1	44	14	42
	Definitely Yes	167 12.4%	14 21.2%	0 3.0%	6 10.1%	54 12.7%	83 12.2%	0 0.1%	4 8.7%	2 16.6%	4 8.4%
	Probably Yes	276 20.5%	20 30.8%	2 21.8%	10 15.8%	78 18.2%	153 22.4%	0 35.3%	9 21.1%	0 3.5%	4 8.7%
	No	814 60.6%	28 42.9%	5 59.7%	39 64.7%	268 62.9%	408 59.8%	1 64.6%	25 57.8%	10 71.3%	30 69.9%
	DK/NA	87 6.5%	3 5.1%	1 15.4%	6 9.4%	26 6.2%	38 5.6%	0 0.0%	5 12.4%	1 8.6%	5 12.9%

Q17. Own or Rent Residence
(n=1,343)

GODBE RESEARCH
Gain Insight

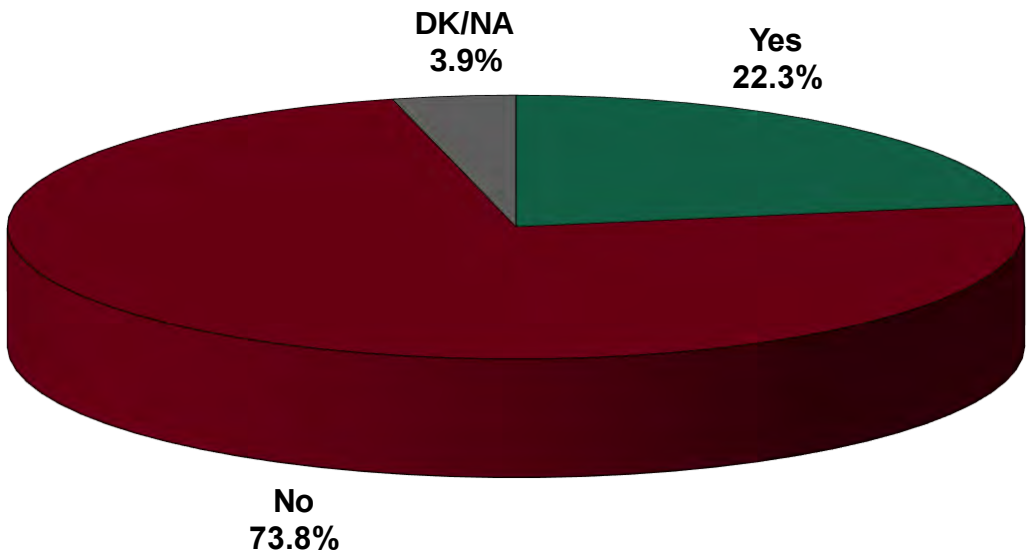
More than half of Kern County residents said they own their home, whereas about a little more than one third rent their place of residence.



Q18. Seen, Heard or Read About New Law Allowing SFH Lots to Have 2 Units/Duplex (n=1,343)

GODBE RESEARCH
Gain Insight

In a new question for the 2022 survey, residents were asked if they had seen, heard or ready anything about a new low allowing single family home lots to have two separate units or a duplex. Nearly three quarters of the respondents indicated they had no awareness of this new law, whereas about one in five residents were aware of this change.



Q18. Seen, Heard or Read About New Law Allowing SFH Lots to Have 2 Units/Duplex
Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in response among gender identities.

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	1343	679	652	12
Yes	299 22.3%	159 23.3%	138 21.1%	3 28.3%
No	991 73.8%	494 72.8%	489 75.0%	8 63.0%
DK/NA	53 3.9%	26 3.8%	26 3.9%	1 8.7%

Q18. Seen, Heard or Read About New Law Allowing SFH Lots to Have 2 Units/Duplex
Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 55 to 59 and 65 to 84 had a greater likelihood of having seen, heard or read about this new law, whereas the 18-to-54-year-olds were more likely to report they were not aware of the law.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure / DK/NA**
Total	1343	179	278	239	209	100	100	139	56	15	28
Yes	299 22.3%	27 14.9%	44 15.8%	52 21.6%	45 21.8%	35 35.2%	21 21.3%	50 35.7%	21 37.9%	3 19.1%	1 4.8%
No	991 73.8%	146 81.7%	218 78.4%	181 75.6%	160 76.9%	62 61.5%	74 74.3%	82 59.3%	34 60.0%	13 80.9%	21 75.6%
DK/NA	53 3.9%	6 3.4%	16 5.8%	7 2.7%	3 1.3%	3 3.3%	4 4.4%	7 4.9%	1 2.1%	0 0.0%	6 19.6%

Q18. Seen, Heard or Read About New Law Allowing SFH Lots to Have 2 Units/Duplex

Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

When comparing awareness of this new law among ethnicities, Asian residents were more likely to state they had seen, heard or read about the new law. In contrast, Hispanic/Latino respondents had a greater likelihood of not being aware of the change.

	Ethnic Group									
	Total	**African American**	**American Indian/ Alaskan**	**Asian**	**Caucasian**	**Hispanic/ Latino**	**Native Hawaiian/ Pacific Islander**	**Two or more races**	**Some other race**	**Not sure/ DK/NA**
Total	1343	64	8	60	426	682	1	44	14	42
Yes	299 22.3%	21 33.2%	1 7.1%	25 41.8%	106 24.9%	122 17.8%	0 23.0%	11 26.2%	3 22.7%	10 22.4%
No	991 73.8%	37 57.2%	6 77.5%	31 51.7%	302 70.8%	541 79.3%	1 77.0%	30 67.6%	10 72.8%	33 77.0%
DK/NA	53 3.9%	6 9.5%	1 15.4%	4 6.6%	18 4.3%	19 2.9%	0 0.0%	3 6.2%	1 4.5%	0 0.6%

Q18. Seen, Heard or Read About New Law Allowing SFH Lots to Have 2 Units/Duplex
Regional Comparisons

GODBE RESEARCH
Gain Insight

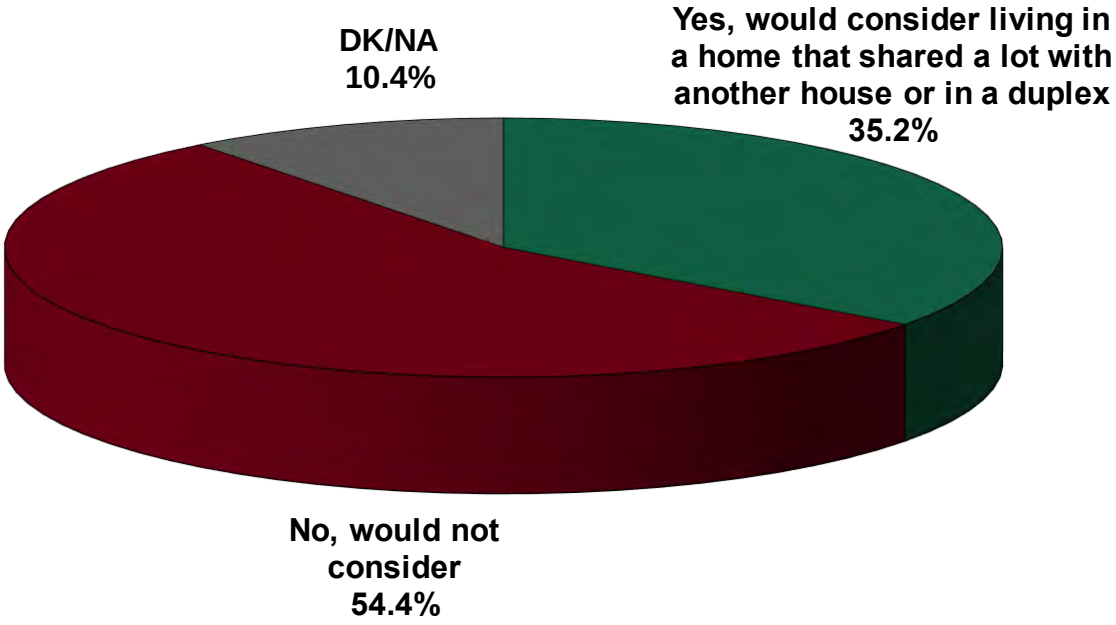
There were no statistically significant differences in opinion among residents from the four geographical regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1343	78	1044	95	127
Yes	299 22.3%	17 21.3%	228 21.8%	24 24.9%	32 25.0%
No	991 73.8%	60 77.8%	775 74.3%	68 72.1%	87 68.7%
DK/NA	53 3.9%	1 0.9%	41 3.9%	3 3.0%	8 6.4%

Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex (n=1,311)

GODBE RESEARCH
Gain Insight

In a follow up question, the residents were asked if they would consider living in a home that shared a lot with another house or living in a duplex. Slightly more than half responded that they would not consider this type of housing arrangement, whereas a third replied in the positive. About one in ten residents responded they either did not know or had no answer for this question.



Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex
Gender Comparisons

GODBE RESEARCH
Gain Insight

In terms of differences in opinion among genders, men were more likely to indicate they would not consider this type of housing arrangement, but women had a greater tendency to say they would consider it.

	Respondents Gender			
	Total	**Male**	**Female**	**Other**
Total	1311	665	635	11
Yes, would consider living in a home that shared a lot with another house or in a duplex	461 35.2%	206 31.0%	248 39.1%	7 61.2%
No, would not consider	714 54.4%	396 59.6%	315 49.5%	3 25.4%
DK/NA	137 10.4%	63 9.4%	72 11.4%	1 13.4%

Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex
Age Comparisons

GODBE RESEARCH
Gain Insight

The responses to this question split noticeably along age groupings. The youngest residents, ages 18 to 24, were more likely to indicate they would consider living in a home that shares a lot with another house or living in a duplex. In contrast all other age groups had a greater tendency to say they would not consider this living arrangement.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	1311	166	273	234	207	100	99	137	55	15	25
Yes, would consider living in a home that shared a lot with another house or in a duplex	461 35.2%	96 58.1%	94 34.5%	62 26.6%	70 33.7%	35 34.7%	30 30.7%	44 32.5%	18 33.5%	4 23.4%	7 26.3%
No, would not consider	714 54.4%	52 31.2%	156 57.2%	155 66.4%	114 55.2%	54 54.1%	57 58.0%	76 55.2%	32 57.4%	12 76.6%	6 23.6%
DK/NA	137 10.4%	18 10.7%	23 8.3%	16 7.0%	23 11.1%	11 11.2%	11 11.3%	17 12.3%	5 9.1%	0 0.0%	13 50.1%

Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion when considering this housing type among the different ethnicities.

	Ethnic Group									
	Total	African American	American Indian/ Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/ Pacific Islander	Two or more races	Some other race	Not sure/ DK/NA
Total	1311	64	6	60	418	662	1	44	14	41
Yes, would consider living in a home that shared a lot with another house or in a duplex	461 35.2%	33 51.5%	1 22.7%	19 32.2%	150 35.9%	227 34.3%	1 66.8%	15 33.5%	4 30.4%	10 24.2%
No, would not consider	714 54.4%	24 37.8%	2 32.0%	34 56.8%	218 52.1%	377 57.0%	0 33.2%	23 53.2%	7 51.8%	27 64.6%
DK/NA	137 10.4%	7 10.7%	3 45.3%	7 11.0%	50 11.9%	58 8.7%	0 0.0%	6 13.3%	3 17.7%	5 11.2%

Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex
Regional Comparisons

GODBE RESEARCH
Gain Insight

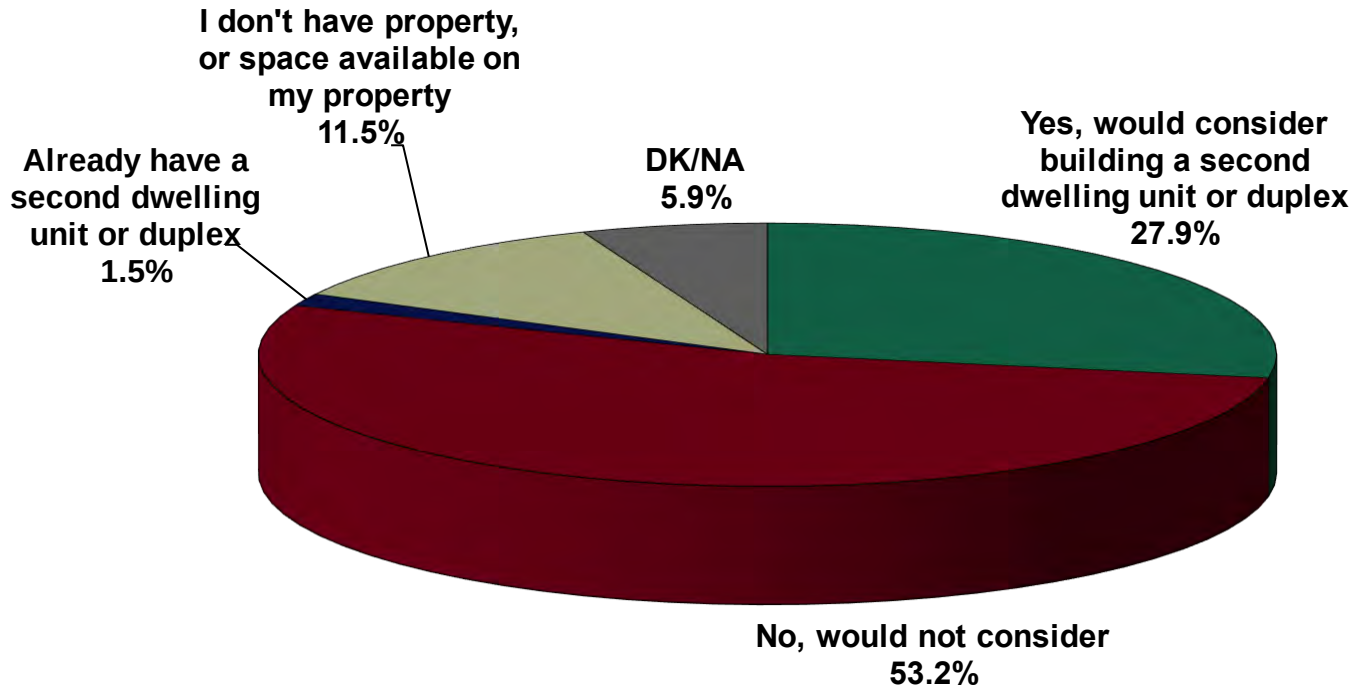
There were no statistically significant differences in opinion expressed regarding this housing option among residents of the four geographical regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1311	74	1016	95	127
Yes, would consider living in a home that shared a lot with another house or in a duplex	461 35.2%	30 40.4%	360 35.5%	26 28.0%	44 35.0%
No, would not consider	714 54.4%	44 59.6%	542 53.4%	60 63.9%	67 52.8%
DK/NA	137 10.4%	0 0.0%	114 11.2%	8 8.1%	15 12.2%

Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex
(own home only from Q17) (n=790)

GODBE RESEARCH
Gain Insight

A follow up question was asked of residents in Question 17 who indicated they own their home. They were asked if they had space available would they consider building a second dwelling unit or converting their home to a duplex. In response, more than half of the respondents said they would not consider this, while a little more than a quarter said they would. About one in ten residents reported that they do not have sufficient space or property to build or convert their home, and a little more than one percent said they already have a second unit or duplex. Less than six percent of residents said they did not know or had no answer for this question.



Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex
Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinions among genders.

	Respondents Gender			
	Total	Male	Female	Other
Total	790	413	373	4
Yes, would consider building a second dwelling unit or duplex	220 27.9%	111 26.9%	108 29.0%	1 20.8%
No, would not consider	420 53.2%	217 52.4%	201 53.8%	3 79.2%
Already have a second dwelling unit or duplex	12 1.5%	7 1.8%	4 1.2%	0 0.0%
I don't have property, or space available on my property	91 11.5%	51 12.3%	40 10.8%	0 0.0%
DK/NA	47 5.9%	27 6.6%	20 5.2%	0 0.0%

Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of differences by age, the youngest residents (18 to 24) were more likely to be open to the idea of building a second dwelling unit or converting their home to a duplex.

	Age										
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-59**	**60-64**	**65-74**	**75-84**	**85 and over**	**Not sure/ DK/NA**
Total	790	64	123	148	137	70	77	105	43	13	9
Yes, would consider building a second dwelling unit or duplex	220 27.9%	28 44.1%	47 38.2%	42 28.3%	38 28.0%	18 25.2%	18 23.1%	21 20.1%	7 15.8%	1 4.6%	1 7.9%
No, would not consider	420 53.2%	23 35.3%	62 50.5%	86 58.1%	80 58.7%	32 45.6%	34 44.1%	62 58.8%	26 60.2%	12 94.9%	3 31.1%
Already have a second dwelling unit or duplex	12 1.5%	0 0.0%	0 0.0%	2 1.2%	0 0.0%	1 1.1%	4 4.8%	4 3.9%	0 0.0%	0 0.5%	1 14.2%
I don't have property, or space available on my property	91 11.5%	9 14.1%	9 7.4%	13 8.9%	10 7.5%	13 18.9%	16 20.5%	11 10.6%	6 14.7%	0 0.0%	3 29.5%
DK/NA	47 5.9%	4 6.5%	5 3.9%	5 3.4%	8 5.6%	6 9.2%	6 7.5%	7 6.7%	4 9.3%	0 0.0%	2 17.3%

Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

When analyzed by ethnicity, Caucasians were more likely to indicate they either don't have property or space available on their property to construct a second dwelling unit or convert to a duplex.

	Ethnic Group									
	Total	African American	American Indian/ Alaskan	Asian	Caucasian	Hispanic/ Latino	Native Hawaiian/ Pacific Islander	Two or more races	Some other race	Not sure/ DK/NA
Total	790	29	3	53	262	371	0	26	10	35
Yes, would consider building a second dwelling unit or duplex	220 27.9%	7 22.9%	1 18.0%	21 38.7%	54 20.8%	117 31.6%	0 0.0%	10 36.7%	2 18.7%	9 25.1%
No, would not consider	420 53.2%	14 47.8%	0 10.3%	26 47.9%	145 55.3%	201 54.2%	0 0.0%	13 49.5%	6 60.4%	16 45.1%
Already have a second dwelling unit or duplex	12 1.5%	0 0.0%	0 0.0%	1 2.1%	3 1.1%	5 1.4%	0 0.0%	2 5.7%	0 0.0%	1 3.8%
I don't have property, or space available on my property	91 11.5%	7 23.2%	0 4.3%	4 7.6%	43 16.4%	29 7.7%	0 30.7%	1 5.4%	1 7.0%	6 17.4%
DK/NA	47 5.9%	2 6.2%	2 67.4%	2 3.7%	17 6.3%	19 5.1%	0 69.3%	1 2.7%	1 13.8%	3 8.6%

Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex
Regional Comparisons

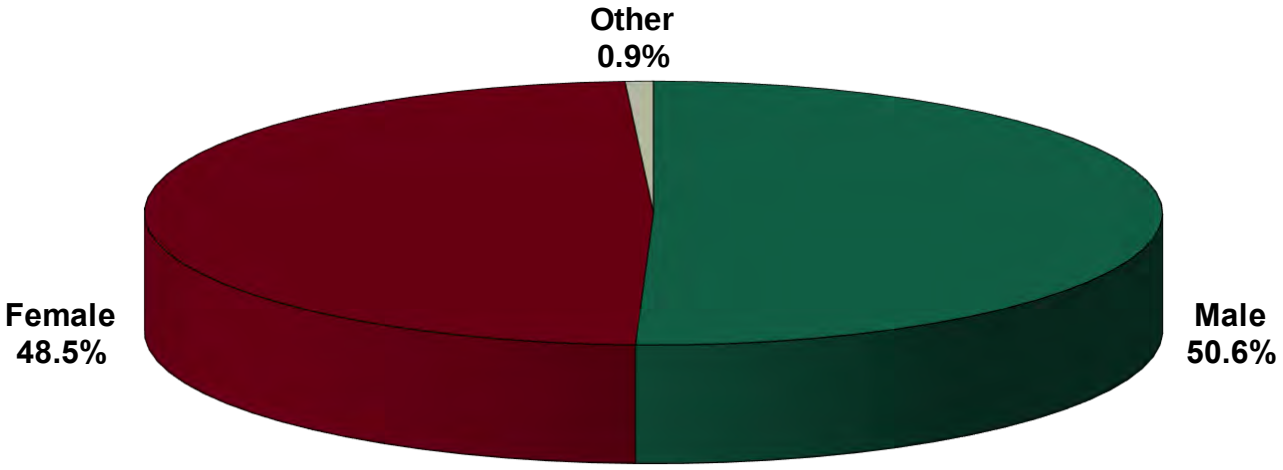
GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion expressed among residents of the four geographical regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	790	23	636	66	65
Yes, would consider building a second dwelling unit or duplex	220 27.9%	7 32.1%	175 27.5%	20 30.6%	18 27.4%
No, would not consider	420 53.2%	14 60.7%	330 52.0%	40 61.1%	36 54.9%
Already have a second dwelling unit or duplex	12 1.5%	1 3.8%	10 1.5%	1 1.9%	0 0.0%
I don't have property, or space available on my property	91 11.5%	0 0.0%	80 12.7%	2 3.7%	8 12.3%
DK/NA	47 5.9%	1 3.3%	41 6.4%	2 2.6%	3 5.3%

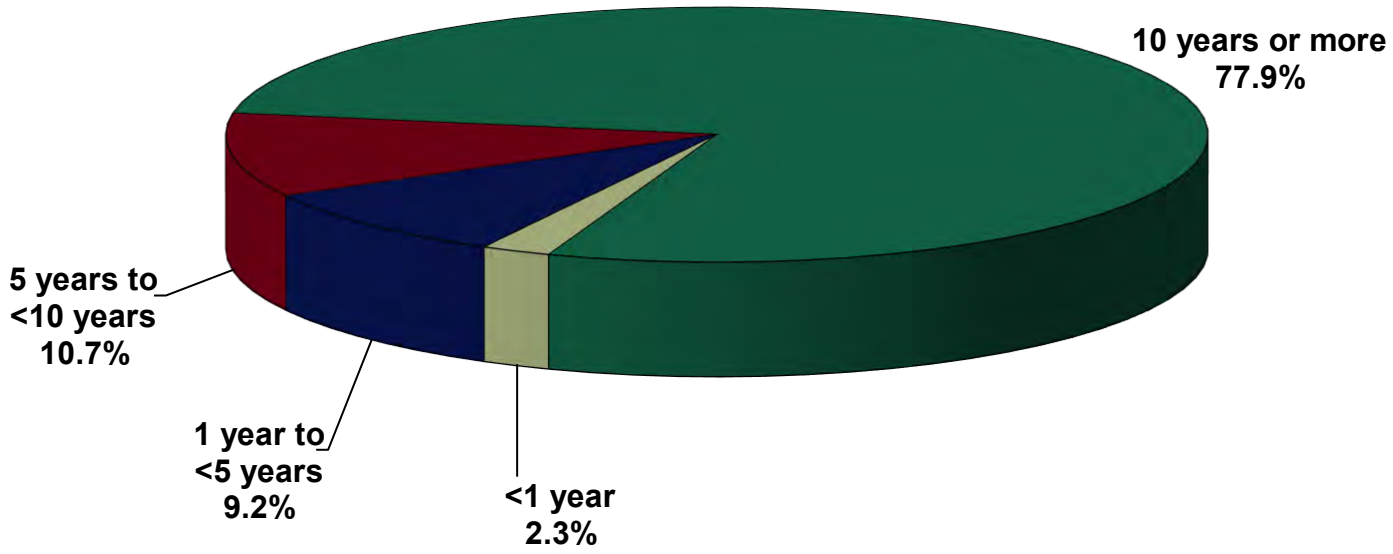
Appendix A:
Additional Demographic Information

QA. Gender



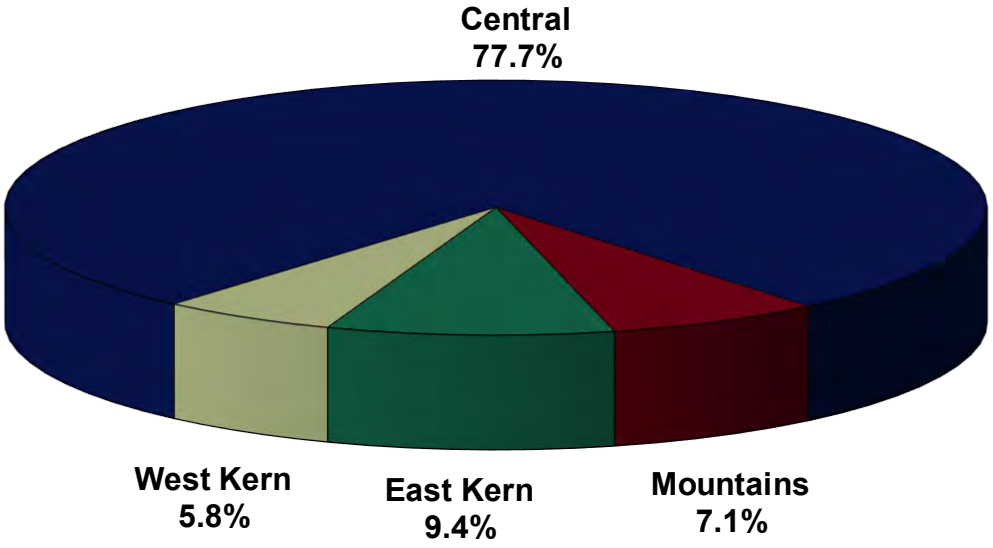
QB. Length of Residency in Kern County

GODBE RESEARCH
Gain Insight



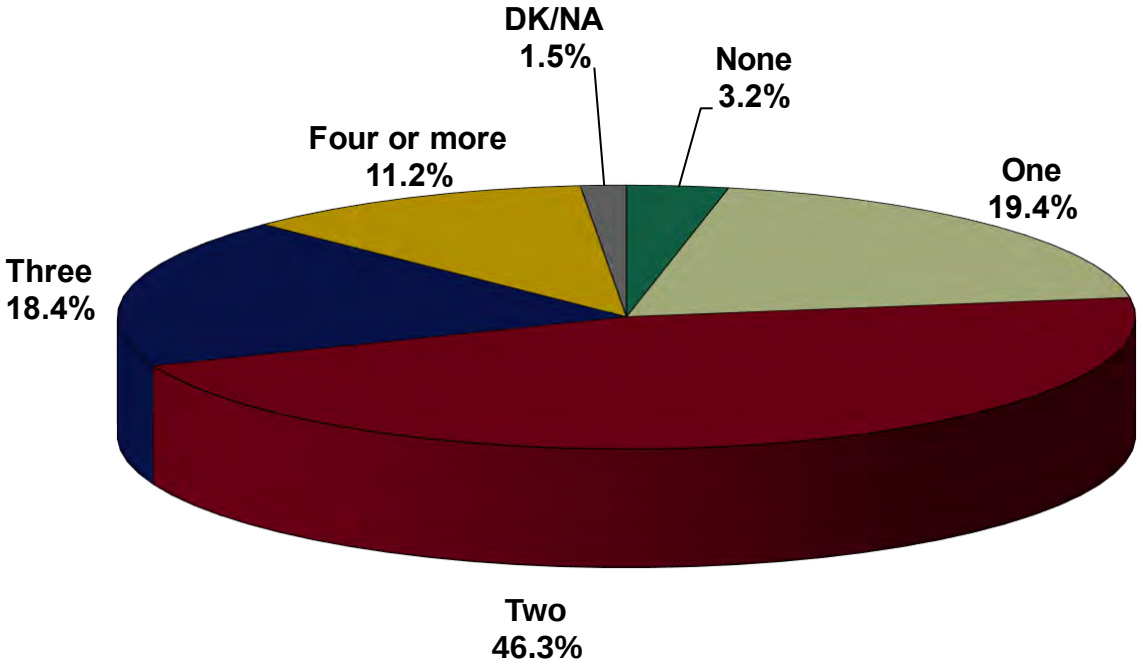
QC. Home Zip Code

GODBE RESEARCH
Gain Insight



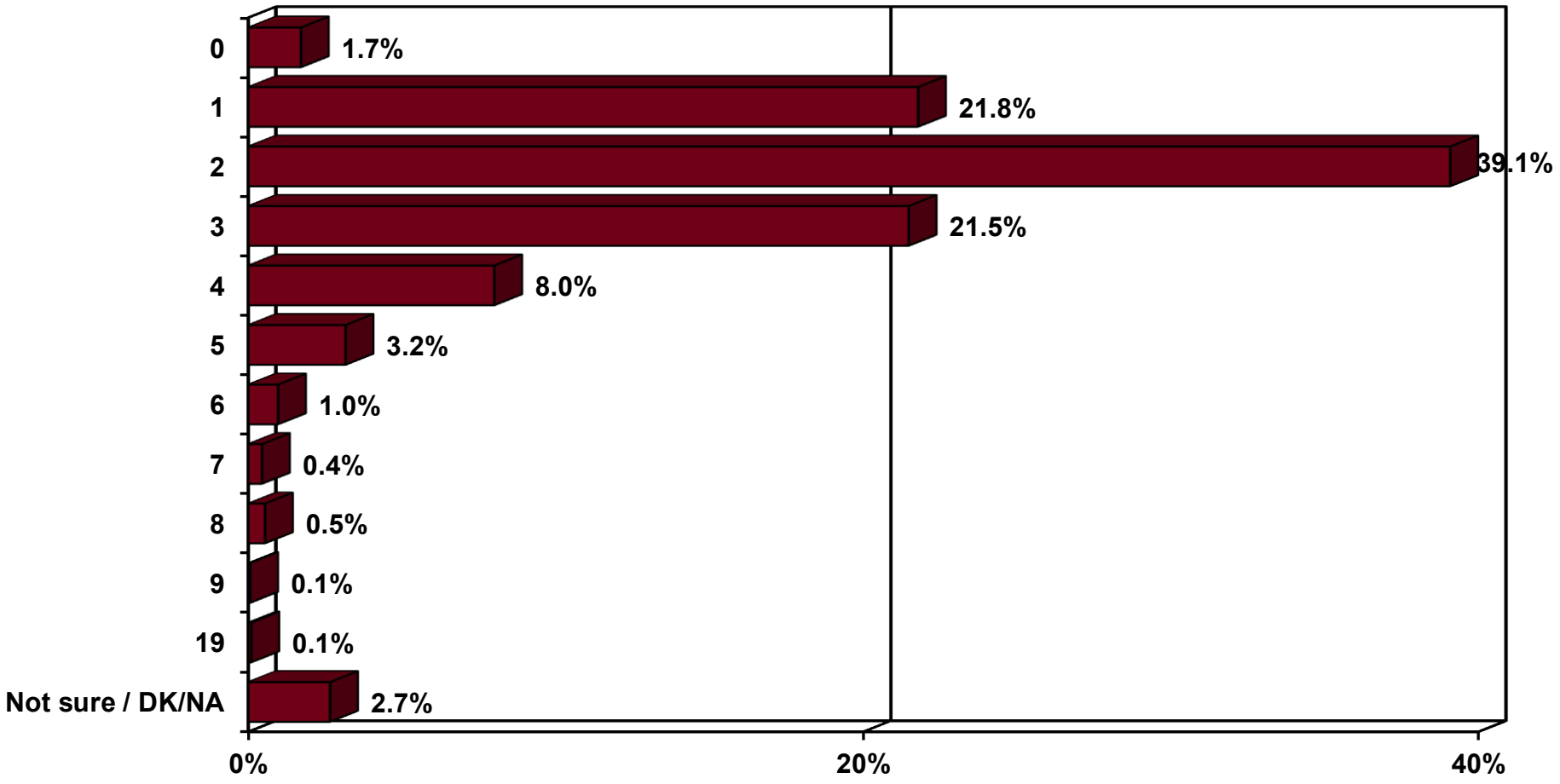
QD. Drivers in Household

GODBE RESEARCH
Gain Insight

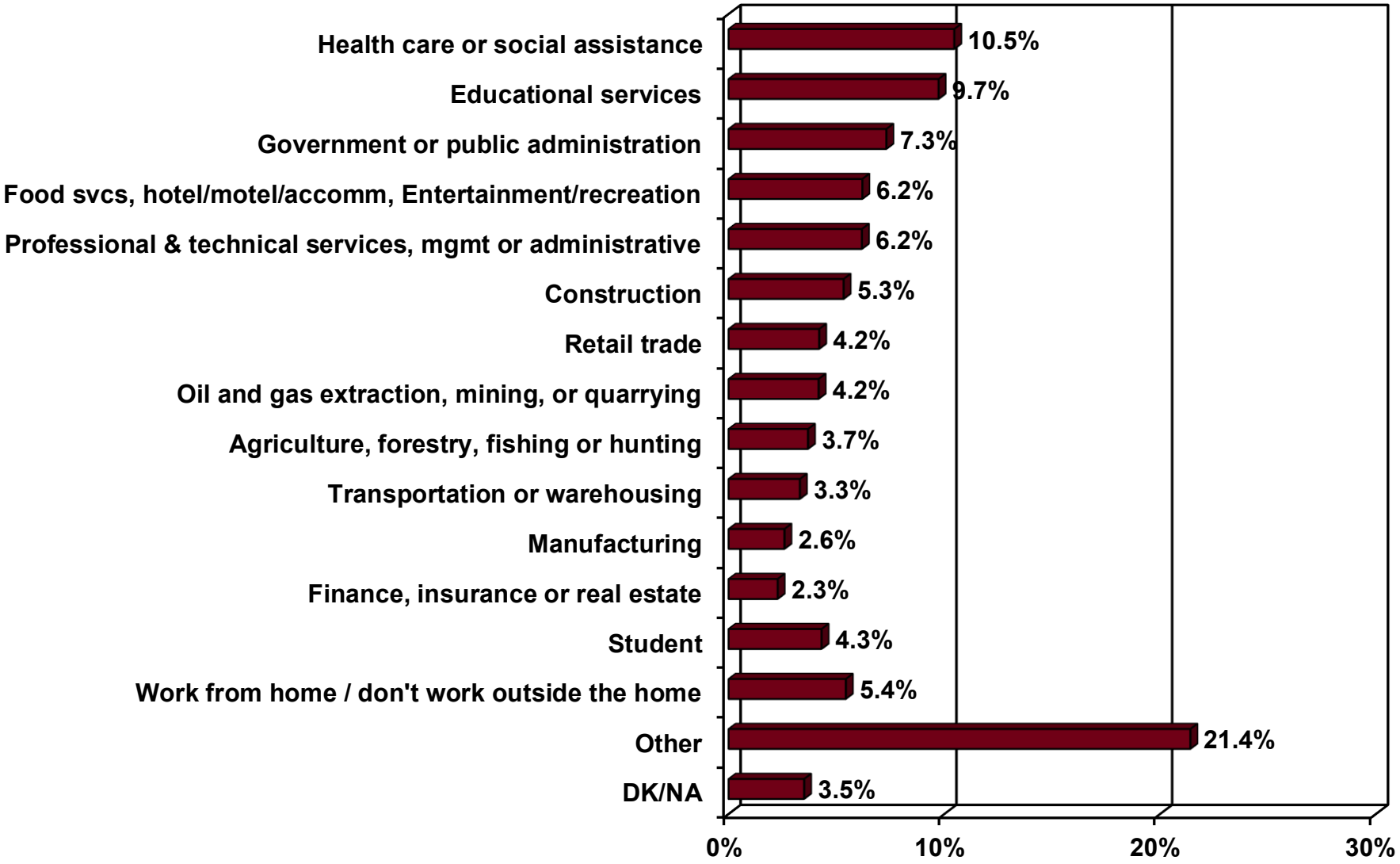


QE. Motor Vehicles in Household

GODBE RESEARCH
Gain Insight



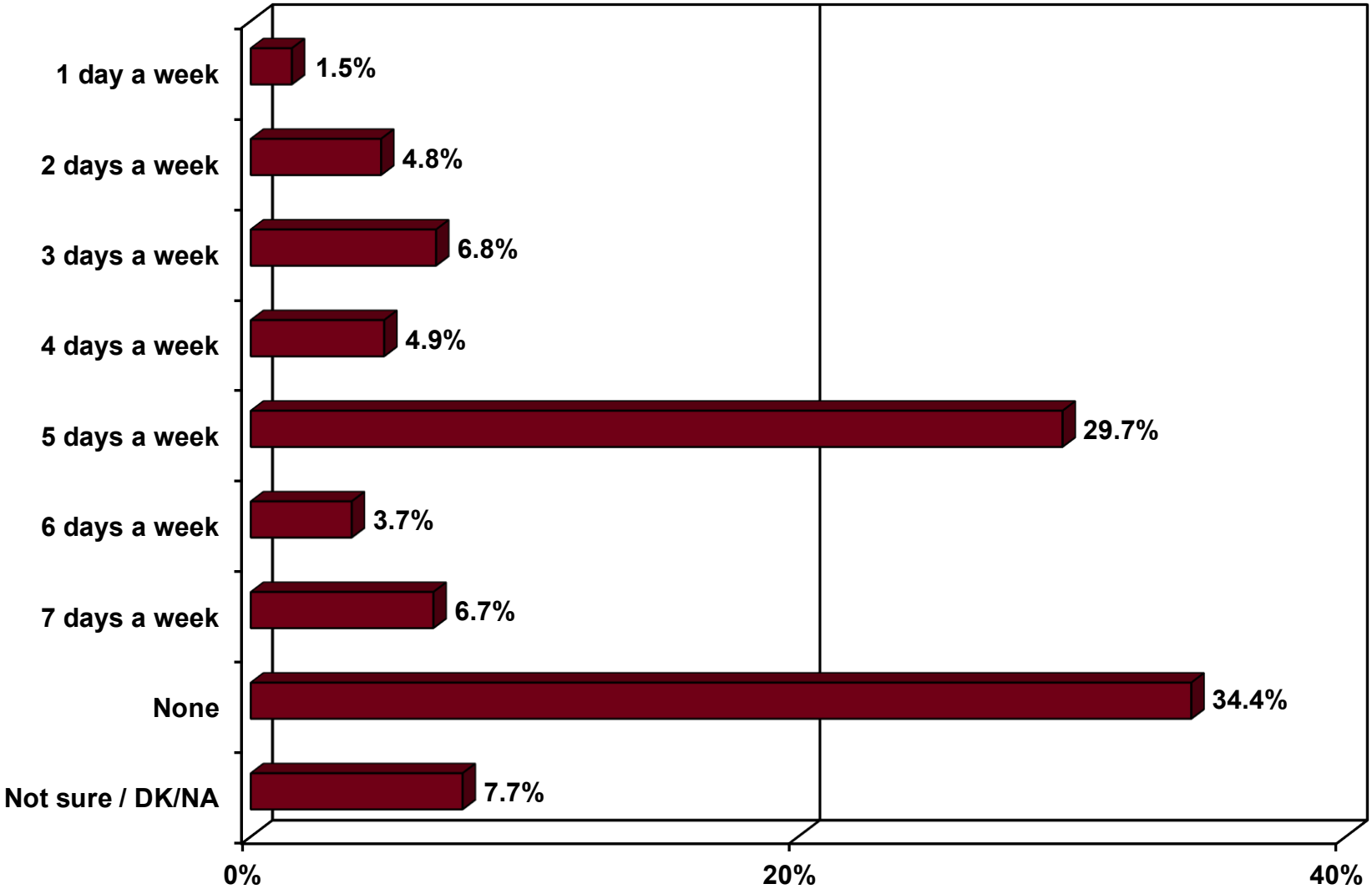
QF. Industry Employed In



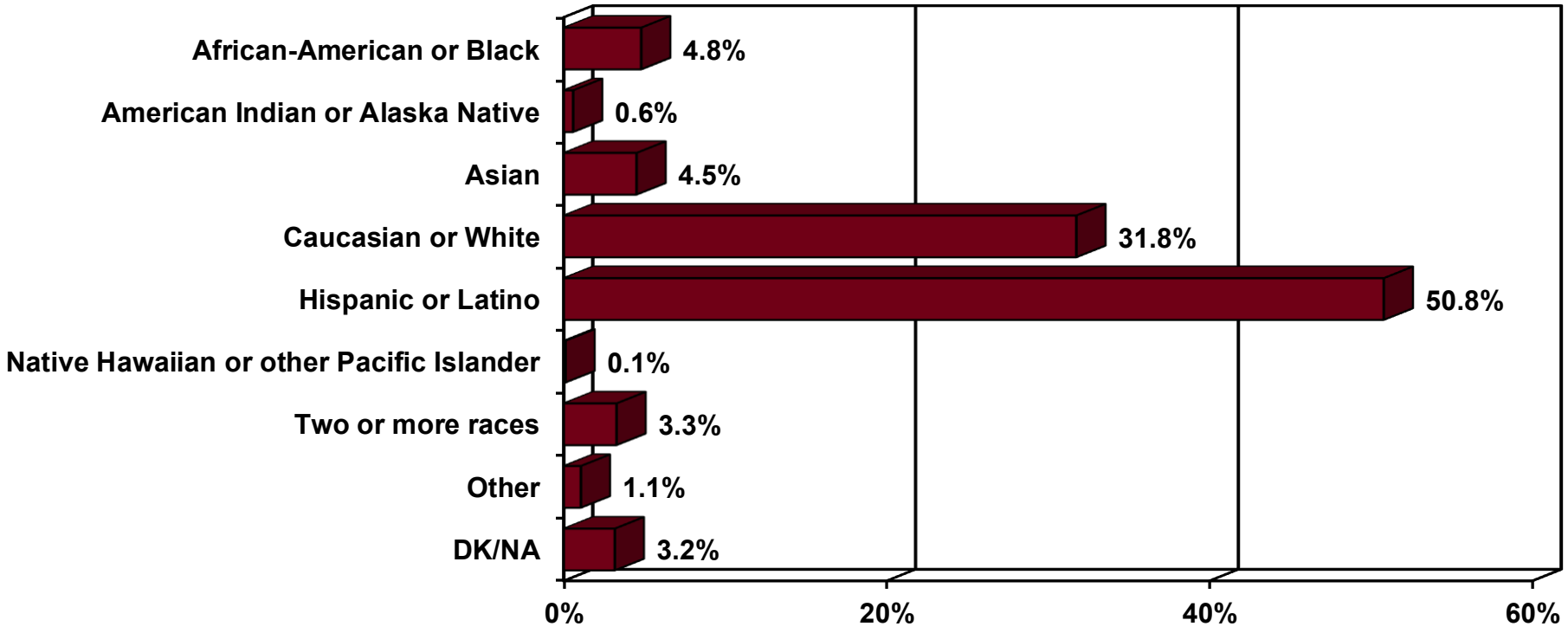
Note: Professions that were mentioned by less than 2 percent of the residents have been added to the "Other mentions" category for charting purposes.

QG. Number of Days Each Week Telecommuting for Work or School

GODBE RESEARCH
Gain Insight

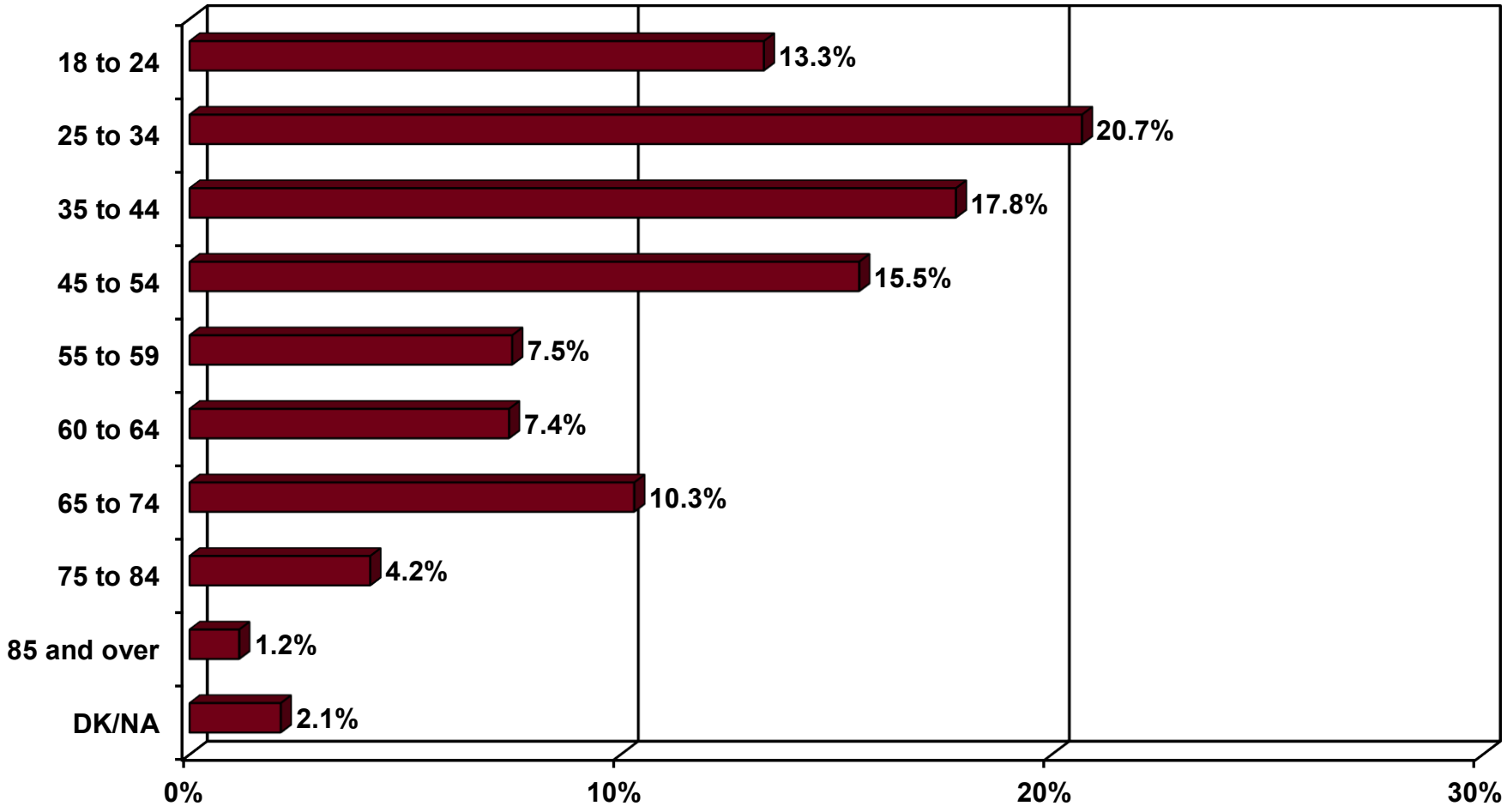


QH. Ethnicity



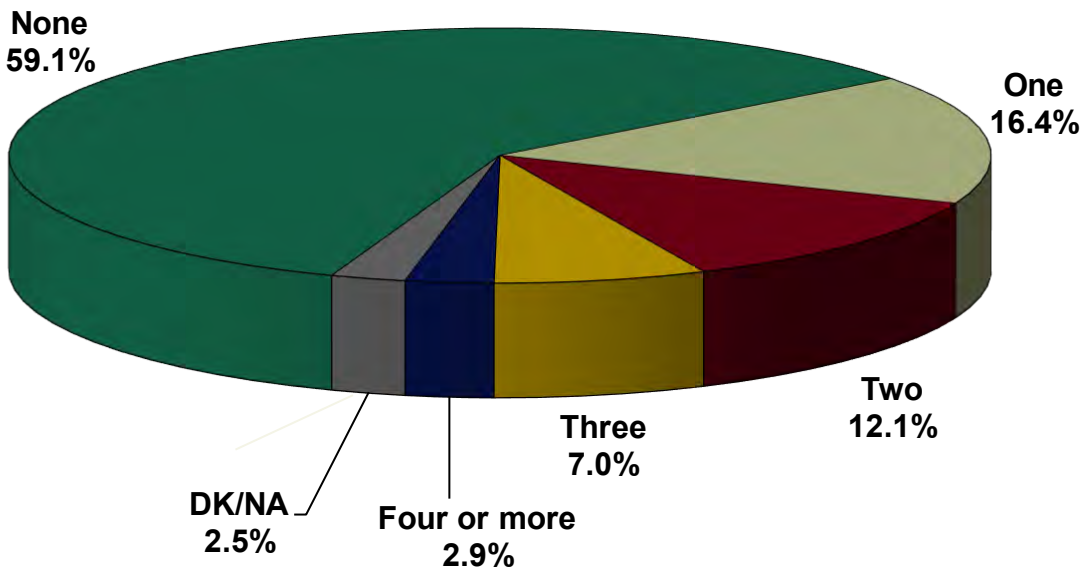
QI. Age

GODBE RESEARCH
Gain Insight



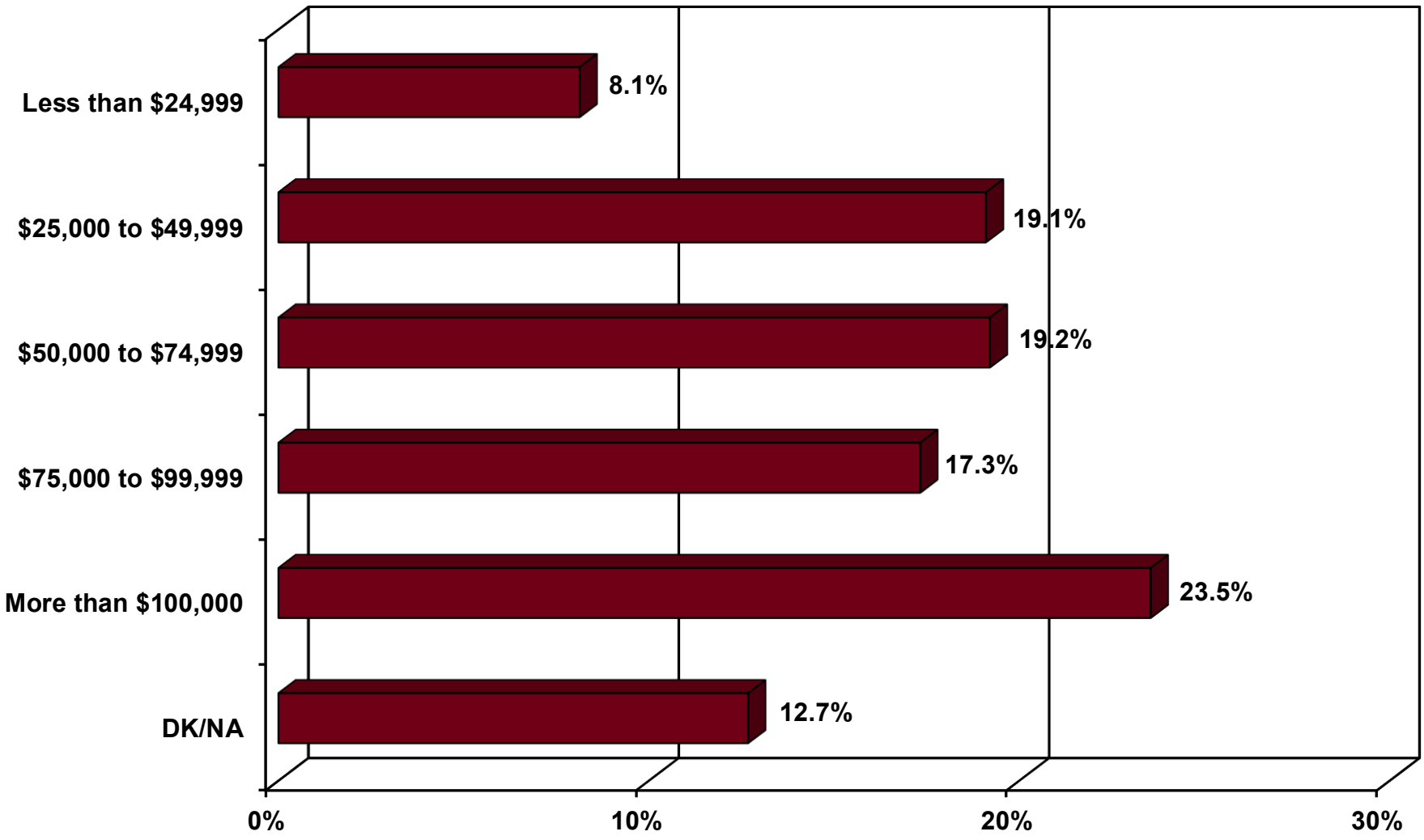
QJ. Number of Children Living in Household

GODBE RESEARCH
Gain Insight

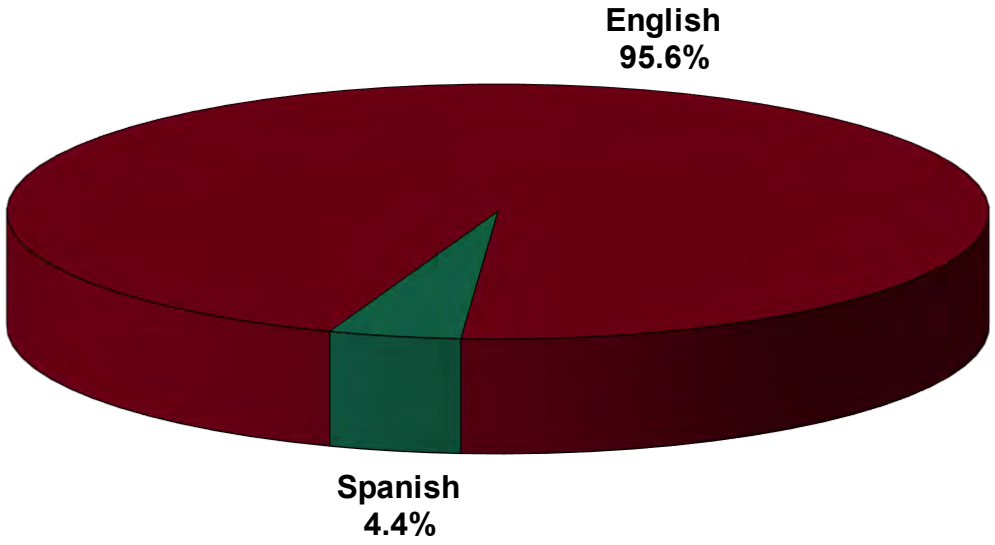


QK. Household Income

GODBE RESEARCH
Gain Insight



QL. Survey Language



Appendix B: Detailed Methodology

Survey Methodology

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Gain Insight

Survey Parameters

The respondents were selected using a random sample of voter file numbers, and a supplemental list of Hispanic surname residents. Interviewers first asked potential respondents a series of questions referred to as "Screeners." These questions were used to ensure that the person lived in Kern County and was at least 18 years of age. Additionally, in order to ensure that the sample was representative of the ethnicity of the County population, 58 interviews were conducted in Spanish.

Overall, 1,343 residents in Kern County completed the survey, representing the population of approximately 641,082 adult residents. The study parameters resulted in a margin of error of plus or minus 2.67 percent. Interviews were conducted from February 13 to February 28, 2022, and the average interview time was 21 minutes. Interviews were conducted in either Spanish (n = 58) or English (n = 1,285), depending on the preference of the resident who was surveyed.

In order to allow segmentation of the results by region of Kern County, three areas of the County were over-sampled. During the study, oversamples were completed in each of the following regions – West Kern (n=78), Mountains (n=95), and East Kern (n=127), and the remaining interviews were completed in the Central region (n=1,044). For the overall results presented in this report, the over-sampling was corrected by statistically weighting the data by region.

Sample and Weighting

Once collected, the sample of respondents was compared with the actual adult population of Kern County (weighted to the 2019 American Community Survey (ACS) for gender, age and ethnicity) to examine possible differences between the demographics of the sample of respondents and the actual County population. The data were weighted to the 2019 American Community Survey (ACS) for region, and weighted to the 2010 Census data for home ownership.

Questionnaire Methodology

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 4, 5, 6, 12, and 16 were randomized to avoid such position bias.

Questions 4, 5, 7 and 14 allowed the residents surveyed to mention multiple responses. For this reason, the response percentages sum to more than 100, and these represent the percent of residents who mentioned a particular response, rather than the percent of total responses.

Margin of Error I

GODBE RESEARCH
Gain Insight

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn. These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

For example, the following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 1,343 adult residents age 18 or older was drawn from the estimated population of Kern County of approximately 641,082 adult residents, one can be 95% confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table on the following page indicates, the margin of error for all aggregate responses is between 1.60 and 2.67% for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by 1,343 respondents, one can be 95% confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 2.67%. The percent margin of error applies to both sides of the answer, so that for a question in which 50% of respondents said yes, one can be 95% confident that the actual percent of the population that would say yes is between 47% (50 minus 2.67) and 53% (50 plus 2.67).

The margin of error for a given question also depends on the distribution of responses to the question. The 2.67% refers to dichotomous questions where opinions are evenly split in the sample with 50% of respondents saying yes and 50% saying no. If that same question were to receive a response in which 10% of the respondents say yes and 90% say no, then the margin of error would be no greater than plus or minus 1.60%. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup’s response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are comprised of 25 or fewer respondents.

Margin of Error II

GODBE RESEARCH
Gain Insight

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1343	1.60%	2.14%	2.45%	2.62%	2.67%
1000	1.86%	2.48%	2.84%	3.03%	3.10%
800	2.08%	2.77%	3.17%	3.39%	3.46%
600	2.40%	3.20%	3.67%	3.92%	4.00%
500	2.63%	3.50%	4.02%	4.29%	4.38%
400	2.94%	3.92%	4.49%	4.80%	4.90%
300	3.39%	4.53%	5.18%	5.54%	5.66%
200	4.16%	5.54%	6.35%	6.79%	6.93%

Reading Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix E. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (n = 1,201) is presented in the first column of data under "Total."

The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. In this example, among the total respondents, 472 respondents reported their "very satisfied" response, and this number of respondents equals 39.3% of the total sample size of 1,201. Next to the "Total" column are the other columns representing responses from the male and female respondents. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percent of the entire sample.

EXAMPLE OF DATA CROSSTABULATION TABLE		Respondent's Gender		
		Total	Male	Female
1. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?	Total	1201	619	582
	Very satisfied	472	233	239
		39.3%	37.6%	41.1%
	Somewhat satisfied	505	276	229
		42.1%	44.7%	39.4%
	Somewhat dissatisfied	130	63	67
		10.8%	10.1%	11.5%
	Very dissatisfied	87	45	42
		7.3%	7.2%	7.3%
	DK/NA	7	2	5
		.6%	.4%	.8%

Subgroup Comparisons

GODBE RESEARCH
Gain Insight

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a "z-test" was performed. In the headings of each column are labels, "A," "B," "C," etc. along with a description of the variable. The "z-test" is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Respondent's Gender in the pictured table, for example).

The results from the "z-test" are displayed in a separate table below the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, a significantly higher percent of men (44.7%) reported "somewhat satisfied" than women (39.4%). Hence, the letter "B," which stands women, appears under Column "A," which stands for men. The letters in the table indicate the differences where one can be 95% confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percentage figures are significantly different from each other. The variance and sample size associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other, yet the difference may not be statistically significant according to the "z" statistic.

EXAMPLE OF DATA CROSSTABULATION TABLE		Respondent's Gender		
		Total	Male	Female
1. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?	Total	1201	619	582
	Very satisfied	472	233	239
		39.3%	37.6%	41.1%
	Somewhat satisfied	505	276	229
		42.1%	44.7%	39.4%
	Somewhat dissatisfied	130	63	67
		10.8%	10.1%	11.5%
	Very dissatisfied	87	45	42
		7.3%	7.2%	7.3%
	DK/NA	7	2	5
		.6%	.4%	.8%

EXAMPLE OF DATA FOR Z-TEST		Respondent's Gender	
		Male	Female
		(A)	(B)
1. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?	Very satisfied		
	Somewhat satisfied	B	
	Somewhat dissatisfied		
	Very dissatisfied		
	DK/NA		

Understanding a Mean

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Gain Insight

In addition to the analysis of the percent of the responses, some results are discussed with respect to an average score. To derive the overall importance of an issue, Q6 for example, a number value was assigned to each response category – in this case,

The number values that correspond to respondents' answers were then averaged to produce a final score that reflects the overall importance of an issue. The resulting mean score makes the interpretation of the data considerably easier.

In the crosstabulation tables for Question 6 of the survey, the reader will find mean scores. These mean scores represent the average response of each group. The table to the right shows the scales for each corresponding question. Responses of "DK/NA" were not included in the calculations of the means for any question.

Question	Measure	Scale	Values
Q6	Importance Ratings	+4 to 0	+4.0 = "Extremely Important" +3.0 +2.0 +1.0 0.0 = "Not Important"

Means Comparisons

A typical crosstabulation table of mean scores is shown in the adjacent table. All subgroups of interest concerning question 6 are included in Appendix E.

The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, the feature, "Providing programs to improve energy efficiency," earned a mean score of 1.3. Next to the "Total" column are other columns representing the mean scores assigned by the respondents grouped by Gender.

The data from these columns are read in the same fashion as the data in the "Total" column. To test whether two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percentage figures, a statistically significant result is indicated by the letter representing the data column.

EXAMPLE OF DATA FOR MEANS COMPARISON	Gender		
	Total	Male	Female
Providing programs to improve energy efficiency	1.3	1.4	1.2
Providing programs to conserve natural resources	1.1	1.1	1.1
Providing incentives for residents, businesses, schools and churches to use solar and windpower	.9	.8	.9

EXAMPLE OF DATA FOR T-TEST	Gender	
	Male	Female
	(A)	(B)
Providing programs to improve energy efficiency	B	
Providing programs to conserve natural resources		
Providing incentives for residents, businesses, schools and churches to use solar and windpower		

Appendix C: Topline Report

GODBE RESEARCH
Gain Insight

KERN COUNCIL OF GOVERNMENTS

2022 Community Survey

Topline Report
n=1,343
21 minutes
Hybrid: Phone & Online
Spanish Translation
Universe: Residents of Kern County, 18 years or older

May 9, 2022

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

METHODOLOGY

Sample Universe:
- 641,082 Adults 18+

Sample Size:
n=1,343 Adults 18+

Data Collection Methodology:
n=107 Landline
n=278 Cell
n=953 Online from text invitation
n=5 Online from email invitation

Marin of Error:
- Adults 18+ = ± 2.67%

Interview Dates: February 13 to 28, 2022

Survey Length: 21 minutes

OVERALL SATISFACTION

		Total		
		Column N %	Count	∑ or Mean
1. Do you have a favorable or unfavorable opinion of the job your community is doing to address the COVID-19 crisis in your area?	Very Favorable	19.5%	262	
	Somewhat Favorable	34.2%	459	
	Somewhat Unfavorble	20.9%	281	
	Very Unfavorble	15.7%	211	
	DK/NA	9.6%	129	
	Total Favorable	53.7%		
	Total Unfavorable	36.6%		
	Ratio Fav to Unfav	1.5		
2. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?	Very satisfied	21.4%	288	
	Somewhat satisfied	39.2%	527	
	Somewhat dissatisfied	23.2%	312	
	Very dissatisfied	15.1%	202	
	DK/NA	1.1%	14	
	Total Satisfied	60.6%		
	Total Dissatisfied	38.3%		
	Ratio Sat to Dissat	1.6		
3. Looking ahead to the next 20 years, do you think the quality of life in your city or town will stay about the same as today, or will it be better or worse?	Much better	9.9%	132	
	Somewhat better	19.0%	256	
	Stay about the same	23.6%	317	
	Somewhat worse	21.2%	284	
	Much worse	19.9%	267	
	DK/NA	6.4%	86	
	Total Better	28.9%		
	Total Worse	41.1%		
	Ratio Better to Worse	0.7		

		Total		
		Column N %	Count	∑ or Mean
4. What do you like most about your city or town?	Small-town atmosphere	39.0%	523	
	Cost of living	37.0%	497	
	Cost of housing	32.3%	434	
	Location	27.3%	367	
	Sense of community	24.6%	331	
	Natural resources	22.0%	295	
	Farming and agriculture	19.3%	259	
	Safe neighborhoods / Communities	17.4%	233	
	Weather and climate	15.6%	210	
	Cultural diversity	14.5%	195	
	Quality of education	8.0%	108	
	Quality of roads and infrastructure	6.8%	91	
	Well-planned growth	5.5%	74	
	Youth programs	5.0%	67	
	COVID-19 response	3.1%	41	
	Other	5.3%	71	
	Not sure	7.5%	101	
5. What do you like least about your city or town?	Homelessness	52.0%	698	
	Crime rate	47.4%	636	
	Air quality	46.7%	627	
	Gang violence	36.0%	484	
	Job opportunities	21.5%	289	
	Housing affordability	19.4%	261	
	Growth and planning	18.8%	253	
	COVID-19 response	18.7%	251	
	Traffic congestion	18.4%	247	
	Lack of community resources	18.0%	242	
	Cost of living	17.7%	238	
	Youth programs	14.0%	188	
	Farm land	13.1%	176	
	Public transportation	12.9%	173	
	Other	11.8%	158	
	Not sure	2.8%	37	

IMPORTANCE OF SPECIFIC ISSUES IN NEXT 20 YEARS

		Total		
		Column N %	Count	∑ or Mean
6A. Creating more high paying jobs	0 NOT IMPORTANT	1.9%	26	
	1	2.6%	35	
	2	11.3%	152	
	3	24.2%	325	
	4 EXTREMELY IMPORTANT	59.0%	792	83.2%
	DK/NA	1.0%	13	
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy	0 NOT IMPORTANT	3.6%	49	
	1	4.9%	66	
	2	14.1%	190	
	3	24.9%	335	
	4 EXTREMELY IMPORTANT	50.1%	673	75.1%
	DK/NA	2.2%	30	
6C. Revitalizing older neighborhoods and business districts that are becoming rundown	0 NOT IMPORTANT	2.1%	28	
	1	2.4%	33	
	2	12.7%	170	
	3	28.6%	384	
	4 EXTREMELY IMPORTANT	53.1%	713	81.6%
	DK/NA	1.2%	16	
6D. Creating more affordable housing	0 NOT IMPORTANT	6.0%	81	
	1	6.2%	83	
	2	13.7%	184	
	3	22.0%	296	
	4 EXTREMELY IMPORTANT	51.1%	686	73.1%
	DK/NA	1.0%	13	
6E. Expanding highways	0 NOT IMPORTANT	9.6%	129	
	1	8.5%	115	
	2	24.2%	325	
	3	25.6%	344	
	4 EXTREMELY IMPORTANT	30.9%	414	56.5%
	DK/NA	1.1%	15	
6F. Reducing traffic congestion	0 NOT IMPORTANT	7.3%	98	
	1	8.3%	111	
	2	21.3%	287	
	3	27.8%	374	
	4 EXTREMELY IMPORTANT	34.8%	468	62.7%
	DK/NA	0.4%	6	
6G. Maintaining local streets and roads	0 NOT IMPORTANT	0.5%	6	
	1	1.2%	17	
	2	9.9%	133	
	3	27.7%	372	
	4 EXTREMELY IMPORTANT	60.2%	808	87.9%
	DK/NA	0.5%	7	
6H. Expanding local bus services	0 NOT IMPORTANT	10.1%	136	
	1	12.4%	166	
	2	23.5%	316	
	3	23.0%	310	
	4 EXTREMELY IMPORTANT	29.5%	397	52.6%
	DK/NA	1.5%	20	

		Total		
		Column N %	Count	∑ or Mean
6I. Improving public transportation to other cities	0 NOT IMPORTANT	10.6%	142	
	1	9.7%	130	
	2	21.8%	293	
	3	22.3%	299	
	4 EXTREMELY IMPORTANT	34.7%	467	57.0%
	DK/NA	0.9%	13	
6J. Maintaining and improving sidewalks and bike lanes	0 NOT IMPORTANT	3.3%	44	
	1	9.4%	127	
	2	19.4%	260	
	3	26.3%	353	
	4 EXTREMELY IMPORTANT	41.2%	553	67.5%
	DK/NA	0.5%	6	
6K. Providing public transportation, carpooling, and other alternatives to driving alone	0 NOT IMPORTANT	12.3%	165	
	1	10.8%	146	
	2	23.9%	320	
	3	18.8%	253	
	4 EXTREMELY IMPORTANT	31.7%	426	50.5%
	DK/NA	2.5%	34	
6L. Improving air quality	0 NOT IMPORTANT	3.6%	48	
	1	4.1%	55	
	2	10.5%	141	
	3	13.7%	184	
	4 EXTREMELY IMPORTANT	67.7%	909	81.4%
	DK/NA	0.4%	6	
6M. Preserving water supply	0 NOT IMPORTANT	1.8%	25	
	1	2.1%	28	
	2	5.0%	67	
	3	19.4%	260	
	4 EXTREMELY IMPORTANT	71.5%	960	90.8%
	DK/NA	0.3%	4	
6N. Improving water quality	0 NOT IMPORTANT	2.0%	27	
	1	3.2%	43	
	2	9.5%	128	
	3	18.1%	243	
	4 EXTREMELY IMPORTANT	66.5%	894	84.6%
	DK/NA	0.6%	8	
6O. Preserving open spaces and native animal habitats	0 NOT IMPORTANT	4.8%	64	
	1	6.7%	89	
	2	16.5%	222	
	3	22.9%	308	
	4 EXTREMELY IMPORTANT	48.8%	656	71.7%
	DK/NA	0.4%	5	
6P. Developing a variety of housing options, including apartments, townhomes and condominiums	0 NOT IMPORTANT	9.6%	128	
	1	8.4%	113	
	2	17.5%	234	
	3	23.1%	311	
	4 EXTREMELY IMPORTANT	40.3%	541	63.4%
	DK/NA	1.2%	16	

		Total		
		Column N %	Count	∑ or Mean
6Q. Improving fire and emergency medical services	0 NOT IMPORTANT	2.8%	38	
	1	3.9%	53	
	2	13.5%	181	
	3	25.8%	346	
	4 EXTREMELY IMPORTANT	52.5%	705	78.3%
	DK/NA	1.5%	20	
6R. Improving local health care and social services	0 NOT IMPORTANT	3.5%	47	
	1	4.7%	63	
	2	12.2%	163	
	3	25.2%	339	
	4 EXTREMELY IMPORTANT	53.8%	723	79.1%
	DK/NA	0.6%	7	
6S. Improving crime prevention and gang prevention programs	0 NOT IMPORTANT	1.3%	17	
	1	2.7%	36	
	2	7.2%	96	
	3	17.2%	231	
	4 EXTREMELY IMPORTANT	70.9%	952	88.1%
	DK/NA	0.8%	11	
6T. Improving the quality of public education	0 NOT IMPORTANT	1.3%	17	
	1	1.7%	22	
	2	6.7%	89	
	3	15.5%	208	
	4 EXTREMELY IMPORTANT	73.8%	992	89.3%
	DK/NA	1.1%	14	

IMPORTANCE OF SPECIFIC ISSUES IN NEXT 20 YEARS--INTENSITY SCORE

	Total		
	Column N %	Count	∑ or Mean
6T. Improving the quality of public education			3.61
6M. Preserving water supply			3.57
6S. Improving crime prevention and gang prevention programs			3.55
6G. Maintaining local streets and roads			3.47
6N. Improving water quality			3.45
6L. Improving air quality			3.38
6A. Creating more high paying jobs			3.37
6C. Revitalizing older neighborhoods and business districts that are becoming rundown			3.30
6Q. Improving fire and emergency medical services			3.23
6R. Improving local health care and social services			3.22
6B. Encouraging new businesses to relocate to the County in order to diversify the local economy			3.16
6D. Creating more affordable housing			3.07
6O. Preserving open spaces and native animal habitats			3.05
6J. Maintaining and improving sidewalks and bike lanes			2.93
6P. Developing a variety of housing options, including apartments, townhomes and condominiums			2.77
6F. Reducing traffic congestion			2.75
6I. Improving public transportation to other cities			2.62
6E. Expanding highways			2.60
6H. Expanding local bus services			2.50
6K. Providing public transportation, carpooling, and other alternatives to driving alone			2.48

TRANSPORTATION BEHAVIOR & ATTITUDES

		Total		
		Column N %	Count	∑ or Mean
7. What is the primary mode of transportation that you currently use to go to work or school?	Drive alone	72.5%	974	
	Retired	11.2%	150	
	Carpool or vanpool	6.4%	86	
	Work from home / don't work outside the home	5.6%	75	
	Self-driving car	5.4%	73	
	Walk	4.5%	60	
	Uber/Lyft	3.1%	42	
	Electric vehicle	2.8%	38	
	Bike / Electric bike	2.6%	34	
	Traditional bus service	1.4%	18	
	GET's On-Demand / curb-to-curb	1.0%	13	
	Express bus service	0.7%	10	
	Shuttle service	0.5%	7	
	Taxi	0.3%	4	
	Other	1.4%	19	
	Not sure	0.3%	4	
8. Would you consider riding a scooter or e-bike as your primary mode of transportation?	Yes, would consider riding a scooter or e-bike as primary mode of transportation	24.0%	268	
	No, would not consider riding a scooter or e-bike as primary mode of transportation	68.1%	762	
	DK/NA	7.9%	88	
9. Would you consider riding a scooter or e-bike as part of another transportation mode, or for errands during your work or school day?	Yes, would consider riding a scooter or e-bike as part of another mode of transportation	36.7%	410	
	No, would not consider riding a scooter or e-bike as part of another mode of transportation	56.3%	629	
	DK/NA	7.0%	78	
10. Since the COVID-19 crisis began, have you been telecommuting or working from home?	Yes	29.1%	325	
	No	68.1%	761	
	DK/NA	2.8%	32	
11. When the COVID-19 crisis is behind us, will you continue telecommuting or working from home?	Yes	44.7%	145	
	No	35.0%	114	
	DK/NA	20.3%	66	
12. When the COVID-19 crisis is behind us, what is the most important reason for you to continue to telecommute or work from home?	My company is requiring working from home	12.7%	41	
	Putting fewer miles on my car	3.5%	11	
	Saving gas	8.9%	29	
	Saving money	13.5%	44	
	Saving the environment / helping to prevent climate change	15.5%	50	
	Saving time	15.3%	50	
	Other (specify:) _____	19.7%	64	
	DK/NA	10.8%	35	
13. Based on your personal experience, how would you rate the current traffic flow in your city or town? Is traffic flow excellent, good, fair, or poor?	Excellent	8.2%	110	
	Good	31.4%	422	
	Fair	40.7%	546	
	Poor	18.9%	254	
	DK/NA	0.8%	11	

		Total		
		Column N %	Count	∑ or Mean
14. Which of the following would you be most likely to use to travel to and from work or school if they were available in your area? [ASK ONLY IF Q7 = 3, DRIVE ALONE; SKIP IF Q7=1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 98 OR 99]	Drive alone	63.8%	621	
	Electric vehicle	22.5%	219	
	Bike / Electric bike	16.3%	159	
	Carpool or vanpool	14.6%	142	
	Self-driving car	12.0%	117	
	Express bus service	11.5%	112	
	Walk	10.4%	101	
	Uber/Lyft	10.3%	100	
	Work from home / don't work outside the home	9.5%	93	
	Shuttle service	9.3%	91	
	Traditional bus service	8.4%	82	
	GET's On-Demand / curb-to-curb	7.1%	70	
	Retired	4.6%	45	
	Taxi	2.9%	28	
	Other	2.0%	20	
	Not sure	3.3%	32	

HOUSING PREFERENCES

		Total		
		Column N %	Count	∑ or Mean
15. Next, please consider a variety of housing issues. Do you currently live in _____	A single-family home with a small yard	35.3%	475	
	A single-family home with a large yard	45.9%	616	
	A townhouse or condominium	3.6%	48	
	A building with offices and stores on the first floor and condominiums on the upper floors	0.4%	5	
	An apartment	13.5%	182	
	DK/NA	1.3%	17	
16A. A single-family home with a small yard if you were to relocate within Kern County.	Definitely Yes	35.7%	480	
	Probably Yes	39.4%	529	
	No	19.5%	261	
	DK/NA	5.4%	73	
	Total Yes	75.1%		
16B. A single-family home with a large yard if you were to relocate within Kern County.	Definitely Yes	58.8%	790	
	Probably Yes	22.8%	307	
	No	15.0%	201	
	DK/NA	3.4%	46	
	Total Yes	81.6%		
16C. A townhouse or condominium if you were to relocate within Kern County.	Definitely Yes	15.5%	208	
	Probably Yes	28.9%	388	
	No	46.0%	617	
	DK/NA	9.7%	130	
	Total Yes	44.4%		
16D. A building with offices and stores on the first floor and condominiums on the upper floors if you were to relocate within Kern County.	Definitely Yes	9.3%	125	
	Probably Yes	22.4%	301	
	No	60.4%	812	
	DK/NA	7.8%	105	
	Total Yes	31.8%		
16E. An apartment if you were to relocate within Kern County.	Definitely Yes	12.4%	167	
	Probably Yes	20.5%	276	
	No	60.6%	814	
	DK/NA	6.5%	87	
	Total Yes	32.9%		
16B. A single-family home with a large yard if you were to relocate within Kern County.				1.45
16A. A single-family home with a small yard if you were to relocate within Kern County.				1.17
16C. A townhouse or condominium if you were to relocate within Kern County.				0.66
16E. An apartment if you were to relocate within Kern County.				0.49
16D. A building with offices and stores on the first floor and condominiums on the upper floors if you were to relocate within Kern County.				0.45
17. Do you currently rent or own your place of residence?	Rent	38.9%	522	
	Own	58.8%	790	
	DK/NA	2.3%	32	
18. Have you seen, heard or read anything about a new law that allows single family home lots to have two separate units or a duplex?	Yes	22.3%	299	
	No	73.8%	991	
	DK/NA	3.9%	53	
19. Would you consider living in a home that shared a lot with another house or living in a duplex ?	Yes, would consider living in a home that shared a lot with another house or in a duplex	35.2%	461	
	No, would not consider	54.4%	714	
	DK/NA	10.4%	137	

		Total		
		Column N %	Count	∑ or Mean
20. If you have space available on your property, would you consider building a second dwelling unit or converting your home to a duplex?	Yes, would consider building a second dwelling unit or duplex	27.9%	220	
	No, would not consider	53.2%	420	
	Already have a second dwelling unit or duplex	1.5%	12	
	I don't have property, or space available on my property	11.5%	91	
	DK/NA	5.9%	47	

DEMOGRAPHICS

		Total		
		Column N %	Count	∑ or Mean
A. Respondent's Gender	Male	50.6%	679	
	Female	48.5%	652	
	Other	0.9%	12	
B. How many years have you lived in Kern County?	Less than one year	2.3%	31	
	One year to less than five years	9.2%	123	
	Five years to less than ten years	10.7%	143	
	10 years or more	77.9%	1046	
	Do not live in Kern County	0.0%	0	
	DK/NA	0.0%	0	
C. Zip Code Area	West Kern	5.8%	78	
	Central	77.7%	1044	
	Mountain	7.1%	95	
	East	9.4%	127	
D. Including yourself, how many drivers live in your household?	None	3.2%	43	
	One	19.4%	261	
	Two	46.3%	622	
	Three	18.4%	247	
	Four or more	11.2%	150	
	DK/NA	1.5%	19	
E. How many motor vehicles does your household have?	0	1.7%	23	
	1	21.8%	293	
	2	39.1%	525	
	3	21.5%	288	
	4	8.0%	107	
	5	3.2%	42	
	6	1.0%	13	
	7	0.4%	6	
	8	0.5%	7	
	9	0.1%	1	
	10	0.0%	0	
	12	0.0%	0	
	15	0.0%	0	
	19	0.1%	1	
	25	0.0%	0	
	Not sure / DK/NA	2.7%	36	

		Total		
		Column N %	Count	∑ or Mean
E. How many motor vehicles does your household have?	0	1.7%	23	
	1	21.8%	293	
	2	39.1%	525	
	3	21.5%	288	
	4	8.0%	107	
	5	3.2%	42	
	6	1.0%	13	
	7	0.4%	6	
	8	0.5%	7	
	9	0.1%	1	
	10	0.0%	0	
	12	0.0%	0	
	15	0.0%	0	
	19	0.1%	1	
	25	0.0%	0	
	Not sure / DK/NA	2.7%	36	
F. What industry do you work in?	Agriculture, forestry, fishing or hunting	3.7%	49	
	Construction	5.3%	72	
	Educational services	9.7%	131	
	Finance, insurance or real estate	2.3%	31	
	Food services, hotel/motel/accommodations, Entertainment or recreation	6.2%	83	
	Government or public administration	7.3%	98	
	Health care or social assistance	10.5%	140	
	Installation, repair and maintenance	1.6%	21	
	Manufacturing	2.6%	35	
	Oil and gas extraction, mining, or quarrying	4.2%	56	
	Professional and technical services, management or administrative	6.2%	83	
	Retail trade	4.2%	56	
	Transportation or warehousing	3.3%	44	
	Utilities	0.6%	8	
	Wholesale trade	0.4%	6	
	Science and technology	1.8%	24	
	Student	4.3%	58	
	Work from home / don't work outside the home	5.4%	73	
	Other	17.0%	228	
	DK/NA	3.5%	47	

		Total		
		Column N %	Count	∑ or Mean
G. How many days a week could you telecommute to and from work or school?	1 day a week	1.5%	20	
	2 days a week	4.8%	64	
	3 days a week	6.8%	91	
	4 days a week	4.9%	65	
	5 days a week	29.7%	398	
	6 days a week	3.7%	49	
	7 days a week	6.7%	90	
	None	34.4%	461	
	Not sure / DK/NA	7.7%	104	
H. What ethnic group or groups do you consider yourself a part of?	African-American or Black	4.8%	64	
	American Indian or Alaska Native	0.6%	8	
	Asian	4.5%	60	
	Caucasian or White	31.8%	426	
	Hispanic or Latino	50.8%	682	
	Native Hawaiian or other Pacific Islander	0.1%	1	
	Two or more races	3.3%	44	
	Other [SPECIFY]	1.1%	14	
	DK/NA	3.2%	42	
I. What is your age?	18 to 24	13.3%	179	
	25 to 34	20.7%	278	
	35 to 44	17.8%	239	
	45 to 54	15.5%	209	
	55 to 59	7.5%	100	
	60 to 64	7.4%	100	
	65 to 74	10.3%	139	
	75 to 84	4.2%	56	
	85 and over	1.2%	15	
	DK/NA	2.1%	28	
J. How many children under the age of 18 live in your household?	None	59.1%	794	
	One	16.4%	221	
	Two	12.1%	162	
	Three	7.0%	94	
	Four or more	2.9%	39	
	DK/NA	2.5%	33	
K. To wrap things up, what is your total annual household income?	Less than $24,999	8.1%	109	
	$25,000 to $49,999	19.1%	257	
	$50,000 to $74,999	19.2%	258	
	$75,000 to $99,999	17.3%	233	
	More than $100,000	23.5%	316	
	DK/NA	12.7%	170	
L. Language	English	95.6%	1285	
	Spanish	4.4%	58	

Appendix D: Questionnaire

KERN COUNCIL OF GOVERNMENTS

2022 Community Survey

Questionnaire
n=1,200
Budget: 22 minutes (current 21-minutes)
Hybrid: Phone & Online
Spanish Translation
Universe: Residents of Kern County, 18 years or older

May 9, 2022

FINAL

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

CLIENT EMAIL SETUP INFORMATION

Step 1

The email address that was previously established (executive.director@kerncog.org) is still working and forwarding to Godbe Research at surveys.gra@gmail.com. We will use it as before.

Step 2

As we have discussed in the past, providing email lists to update the voter file is helpful, but not required. Because of the changing survey environment, we no longer are looking for additional emails, but instead we are looking for resident lists that would include a cell phone number to update the voter file. The data needs to include separate fields for first name, last name, street address, and cell phone. If available to Kern COG, the format of the excel files should be:

First Name	Last Name	Email	Cell Phone	Home Phone	Street Address	City	State	Zip
Bryan	Godbe	wbgodbe@godberesearch.com	650-520-9150	650-288-3027	1575 Old Bayshore Highway	Burlingame	CA	94010
Leslie	Godbe	lcgodbe@godberesearch.com	650-533-2320	650-288-3041	1575 Old Bayshore Highway	Burlingame	CA	94010

Client Check List

☒ Maintain email address and forwarding to Godbe Research at surveys.gra@gmail.com.

☐ Produce the new "Text Sourcing Letter" (page 3) on Kern COG stationary, sign and return it to Godbe Research via email.

☐ Provide official logo for texting to Godbe Research.

☐ Send cell phone list if available to Godbe Research.

TEXT SOURCING LETTER

May 9, 2022

Toskr, Inc.
1330 Broadway, 3rd Floor
Oakland, CA 94612

Attn: Daniel Souweine, CEO

The Kern Council of Governments is a public agency governed by an elected, Board. As such, the Kern Council of Governments commissioned Godbe Research and McGuire Research Services to conduct a survey of voters to assist us in achieving our agency's government mission.

The source of the sample that Godbe Research and McGuire Research Services are using are publicly available, county voter registration records from Kern County that voters have opted to provide both landline and cell numbers, and email address. The landline or cell number is optional field and is not required to register to vote. Additionally, the survey invitation used by Godbe Research and McGuire Research Services clearly identifies the source of the list and allows participants to opt out of the process and ensures they will not be texted again for this research study.

We would appreciate the opportunity to complete this project which allows us to communicate with our constituents and allows registered voter to participate in the governmental process.

Sincerely,

Ahron Hakimi
Executive Director
Kern Council of Governments

TEXT MESSAGE INVITATION

Hi, <name>! This is Jennifer for McGuire Research. We're conducting a survey for Kern Council of Governments (Ahron Hakimi, Executive Director) on issues in Kern County.

Your responses are strictly confidential and used for research only. Your personal data will not be sold to anyone.

To participate, please click the link below:

<survey link>

Please complete the survey by 01-__-22.

STOP to Stop.

(replace LOGO with official version for texting)

GENERAL EMAIL INVITATION

From: executive.director@kerncog.org

Reply to: executive.director@kerncog.org

Subject: Participate in this important study about our community

Dear [insert name],

The Kern Council of Governments has commissioned GRA and McGuire Research, independent research firms, to conduct research on important issues in your area.

Your individual responses are entirely confidential and will be used for research purposes only. Your data will not be sold or provided to anyone. You will not be approached for any other reason - we are only interested in your opinions.

For the individual named above, you can access the survey by simply clicking on the link below. If your email does not support links, cut and paste the entire link into your browser.

<survey link with unique voter file id>

We ask that you please complete the survey on or before _____, 2022, after which it will be closed.

Thank you in advance for your participation.

Regards,

Ahron Hakimi
Executive Director
Kern Council of Governments

Technical Issues: If you have technical issues or questions with the survey link, password or completing the survey form please contact Technical Assistance (pwood@mcguire-research.com).

Questions about the Agency or this Survey: If you have questions about the Kern Council of Governments, or the purpose of this survey please contact: executive.director@kerncog.org

Note: Email addresses for this survey were obtained from public records at the Registrar of Voters in Kern County. If you no longer wish to receive invitations or reminders for this research please click HERE to unsubscribe.

INTRODUCTION & SCREENERS

[ONLINE INTRODUCTION]

Thank you for your interest in taking our survey to help understand issues in Kern County. All of your answers to the survey will be kept strictly anonymous and confidential.

Survey Instructions:

Once you have answered all the questions on a page, click the "Next" button in the lower-left corner of the screen to continue. If you have any technical difficulties with the survey, please email: Technical Assistance.

[PHONE INTERVIEW]

Hello, May I speak with _____? Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues in Kern County, and we would like to hear your opinions, we really appreciate your time. [VOTER; ASK FOR SPECIFIC PERSON, IF NOT AVAILABLE SCHEDULE CALL BACK. LISTED: ASK FOR SPECIFIC PERSON, IF NOT AVAILABLE ASK ANOTHER ADULT 18+ IN HOUSEHOLD]

[IF NEEDED]: This is a study about issues of importance in your community. It is a survey only and I am not selling anything.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."]

[IF THE INDIVIDUAL INDICATES THAT THEY ARE AN ELECTED OFFICIAL, THANK THEM FOR THEIR TIME, POLITELY EXPLAIN THAT THE FOCUS OF THIS SURVEY IS ON THE PUBLIC'S PERCEPTION OF ISSUES, AND TERMINATE THE INTERVIEW.]

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion research studies are exempt under the law that congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"].

Before we get started, I'd like to verify that you are eligible to complete the survey.

i. But first, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely	1	
Yes, cell but cannot talk safely	2	[CALL BACK LATER]
No, not on cell	3	
[DON'T READ] DK/NA/REFUSED	99	[CALL BACK LATER]

[ALL RESPONDENTS]

ii. Are you, or any member of your household, associated with any County or City government board, committee, or commission?

Yes	1	[CONTINUE TO Qiii TEXT]

No---------- 2 [GO TO QA]
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99 [CONTINUE TO Qiii TEXT]

iii. Thank you for your time, but the focus of this survey is on the general public's opinion of local issues. Due to your response to this question, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]

A. Respondent's Gender [PHONE ONLY: RECORD BY VOICE]:

Male---------- 1
Female ---------- 2

B. How many years have you lived in Kern County? [PHONE: DON'T READ CHOICES; ONLINE: SHOW LIST]

Less than one year---------- 1
One year to less than five years---------- 2
Five years to less than ten years---------- 3
10 years or more ---------- 4
Do not live in Kern County ---------- 5 [THANK & TERMINATE]
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99 [THANK & TERMINATE]

C. What is your home zip code?

[ONLINE:]

(please specify 5-digit zip:) _____---------

[PHONE: DON'T READ LIST; USE FOLLOWING QUOTAS]

WEST KERN [n = 200]

93206 ----------
93224 ----------
93249 ----------
93251 ----------
93252 ----------
93268 ----------
93276 ----------

CENTRAL REGION [n = 600]

93203 ----------
93215 ----------
93220 ----------
93226 ----------
93241 ----------
93250 ----------
93263 ----------
93280 ----------
93287 ----------
93301 ----------
93302 ----------
93303 ----------
93304 ----------
93305 ----------
93306 ----------
93307 ----------
93308 ----------
93309 ----------
93311 ----------
93312 ----------
93313 ----------
93314 ----------
93380 ----------
93381 ----------
93382 ----------
93383 ----------
93384 ----------
93385 ----------
93386 ----------
93387 ----------
93388 ----------
93389 ----------
93390 ----------

MOUNTAINS [n = 200]

93205 ----------
93222 ----------
93225 ----------
93238 ----------
93240 ----------
93243 ----------
93255 ----------
93283 ----------
93285 ----------
93518 ----------
93531 ----------
93561 ----------

EAST KERN [n = 200]

93501 ----------

93505 ----------
93516 ----------
93519 ----------
93523 ----------
93524 ----------
93527 ----------
93528 ----------
93554 ----------
93555 ----------
93560 ----------

[OTHER & DK/NA – TERMINATES]

OTHER---------- 98 [THANK & TERMINATE]
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99 [THANK & TERMINATE]

OVERALL SATISFACTION

1. Do you have a favorable or unfavorable opinion of the job your community is doing to address the COVID-19 crisis in your area?

   [PHONE: GET ANSWER, THEN ASK:] Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?

   Very favorable ---------- 1
   Somewhat favorable ---------- 2
   Somewhat unfavorable ---------- 3
   Very unfavorable ---------- 4
   [ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA---------- 99

2. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?

   [PHONE: GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

   Very satisfied ---------- 1
   Somewhat satisfied ---------- 2
   Somewhat dissatisfied ---------- 3
   Very dissatisfied ---------- 4
   [ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA---------- 99

3. Looking ahead to the next 20 years, do you think the quality of life in your city or town will stay about the same as today, or will it be better or worse?

   [PHONE: ASK IF REPLY IS "BETTER" OR "WORSE":] Is that much (better/worse) or somewhat (better/worse)?

   Much better ---------- 1
   Somewhat better ---------- 2
   Stay about the same ---------- 3
   Somewhat worse ---------- 4
   Much worse ---------- 5
   [ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA---------- 99

4. What do you like MOST about your city or town? [OPEN-ENDED QUESTION: RECORD MULTIPLE RESPONSES; PHONE: DON'T READ CHOICES; ONLINE: SHOW CHOICES, RANDOMIZE]

   Cost of housing ---------- 1
   Cost of living ---------- 2
   COVID-19 response ---------- 3
   Cultural diversity ---------- 4
   Farming and agriculture ---------- 5
   Location ---------- 6

Natural resources (outdoor recreation, rivers, trees, wildlife) ---------- 7
Quality of education ---------- 8
Quality of roads and infrastructure ---------- 9
Safe neighborhoods/communities ---------- 10
Sense of community ---------- 11
Small-town atmosphere ---------- 12
Weather and climate ---------- 13
Well-planned growth ---------- 14
Youth programs ---------- 15
Other [SPECIFY: _____] ---------- 98
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

5. What do you like LEAST about your city or town? [OPEN-ENDED QUESTION: RECORD MULTIPLE RESPONSES; PHONE: DON'T READ CHOICES, ONLINE: SHOW CHOICES, RANDOMIZE]

Air quality ---------- 1
Cost of living ---------- 2
COVID-19 response ---------- 3
Crime rate ---------- 4
Farm land (loss of farms to development) ---------- 5
Gang violence ---------- 6
Growth and planning ---------- 7
Homelessness ---------- 8
Housing affordability ---------- 9
Job opportunities ---------- 10
Lack of community resources (hospitals and social services) ---------- 11
Public transportation (bus, train, and bike lanes) - 12
Traffic congestion ---------- 13
Youth programs (education and recreation for children/teens) ---------- 14
Other [SPECIFY: _____] ---------- 98
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

IMPORTANCE OF SPECIFIC ISSUES IN NEXT 20 YEARS

6. Again, looking ahead to the next 20 years, here are a number of issues facing residents. Please rate the importance of each issue in improving the future quality of life in Kern County.

[ONLINE:] On a scale of 0 to 4, with 0 being not important to 4 being extremely important, how important are the following?

[PHONE:] On a scale of 0 to 4, with 0 being not important to 4 being extremely important, how important is _____? RESPONSE MUST BE A NUMBER; REPEAT THE SCALE TO PROMPT]

[RANDOMIZE]

	Not Imp. 0	1	2	3	Ext. Imp. 4	[ONLINE: Not sure / PHONE: DON'T READ] DK/NA

[ONLINE DON'T SHOW SUBHEADS OR PARENTHETICALS BELOW]

ECONOMIC VITALITY AND EQUITABLE SERVICES

A. Creating more high paying jobs (2011-5E / 2012-3A / 2015-5A)
B. Encouraging new businesses to relocate to the County in order to diversify the local economy (2011-5F / 2012-3B / 2015-5B)

COMMUNITY ASSETS AND INFRASTRUCTURE

C. Revitalizing older neighborhoods and business districts that are becoming rundown (2011-5G / 2012-4A / 2015-5C)
D. Creating more affordable housing (2011-5H / 2012-4B / 2015-5D)

TRANSPORTATION CHOICES

E. Expanding highways (2011-5J / 2012-5A / 2015-5E)
F. Reducing traffic congestion (2011-5K / 2012-5B / 2015-5F)
G. Maintaining local streets and roads (2011-5L / 2012-5C / 2015-5G)
H. Expanding local bus services (2011-5M / 2012-5D / 2015-5H)
I. Improving public transportation to other cities (2011-5N / 2012-5E / 2015-5I)
J. Maintaining and improving sidewalks and bike lanes (2011-5O / 2012-5F / 2015-5J)
K. Providing public transportation, carpooling, and other alternatives to driving alone (2011-5P / 2012-5G / 2015-5K)

CONSERVE UNDEVELOPED LAND AND NATURAL RESOURCES

L. Improving air quality (2011-5B / 2012-6A / 2015-5L) ----------0--------1--------2--------3--------4-------99
M. Preserving water supply (2011-5R / 2012-6B / 2015-5M) ----------0--------1--------2--------3--------4-------99
N. Improving water quality (2011-5T / 2012-6C / 2015-5N)----------0--------1--------2--------3--------4-------99
O. Preserving open spaces and native animal habitats (2011-5Q / 2012-6E / 2015-5O)----------0--------1--------2--------3--------4-------99

USE COMPACT, EFFICIENT DEVELOPMENT WHERE APPROPRIATE AND PROVIDE A VARIETY OF HOUSING CHOICES

P. Developing a variety of housing options, including apartments, townhomes and condominiums (2011-5I / 2012-7C / 2015-5P) --0--------1--------2--------3--------4-------99

SERVICES, SAFETY AND EQUITY

Q. Improving fire and emergency medical services (2015-5Q)----------0--------1--------2--------3--------4-------99
R. Improving local health care and social services (2015-5R)----------0--------1--------2--------3--------4-------99
S. Improving crime prevention and gang prevention programs (2015-5S) ----------0--------1--------2--------3--------4-------99
T. Improving the quality of public education (2015-5T)----------0--------1--------2--------3--------4-------99

TRANSPORTATION BEHAVIOR & ATTITUDES

Next, think about your daily commute and local transportation issues.

7. What is the primary mode of transportation that you currently use to go to work or school?

[DON'T RANDOMIZE; PHONE: READ LIST. IF MORE THAN ONE RESPONSE, MULTIPLE RESPONSE OK; ONLINE: SHOW LIST]

Bike / Electric bike	1	[CONTINUE]
Carpool or vanpool	2	[CONTINUE]
Drive alone (gas or diesel car, truck, motorcycle, scooter)	3	[CONTINUE]
Electric vehicle	4	[CONTINUE]
Express bus service	5	[CONTINUE]
GET's On-Demand / curb-to-curb	6	[CONTINUE]
Self-driving car	7	[CONTINUE]
Shuttle service	8	[CONTINUE]
Taxi	9	[CONTINUE]
Traditional bus service	10	[CONTINUE]
Uber/Lyft	11	[CONTINUE]
Walk	12	[CONTINUE]
Work from home / don't work outside the home	13	[GO TO Q13]
Retired	14	[GO TO Q13]
Other [SPECIFY]	98	[CONTINUE]
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA	99	[GO TO Q13]

8. Would you consider riding a scooter or e-bike as your primary mode of transportation?

Yes, would consider riding a scooter or e-bike as primary mode of transportation	1
No, would not consider riding a scooter or e-bike as primary mode of transportation	2
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA	99

9. Would you consider riding a scooter or e-bike as part of another transportation mode, or for errands during your work or school day?

Yes, would consider riding a scooter or e-bike as part of another mode of transportation	1
No, would not consider riding a scooter or e-bike as part of another mode of transportation	2
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA	99

10. Since the COVID-19 crisis began, have you been telecommuting or working from home?

Yes	1
No	2

[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

11. [IF Q10 = 1, ASK:] When the COVID-19 crisis is behind us, will you continue telecommuting or working from home?

Yes ---------- 1
No---------- 2
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

12. [IF Q10 = 1, ASK:] When the COVID-19 crisis is behind us, what is the most important reason for you to continue to telecommute or work from home? [READ / SHOW LIST. RANDOMIZE]

My company is requiring working from home-------- 1
Putting fewer miles on my car ---------- 2
Saving gas ---------- 3
Saving money ---------- 4
Saving the environment / helping to prevent climate change ---------- 5
Saving time---------- 6
Other (specify:) _____ ---------- 98
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

13. Based on your personal experience, how would you rate the <u>current</u> traffic flow in your city or town? Is traffic flow excellent, good, fair, or poor?

Excellent ---------- 1
Good ---------- 2
Fair ---------- 3
Poor ---------- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

14. [ASK ONLY IF Q7 = 3, DRIVE ALONE; SKIP IF Q7=1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 98 OR 99] Which of the following would you be most likely to use to travel to and from work or school if they were available in your area? [DON'T RANDOMIZE; PHONE: READ LIST. IF MORE THAN ONE RESPONSE, MULTIPLE RESPONSE OK; ONLINE: SHOW LIST]

Bike / Electric bike---------- 1
Carpool or vanpool---------- 2
Drive alone (gas or diesel car, truck, motorcycle, scooter) ---------- 3
Electric vehicle ---------- 4
Express bus service ---------- 5
GET's On-Demand / curb-to-curb---------- 6
Self-driving car ---------- 7
Shuttle service ---------- 8
Taxi---------- 9

Traditional bus service ---------- 10
Uber/Lyft ---------- 11
Walk---------- 12
Work from home / don't work outside the home -- 13
Retired---------- 14
Other [SPECIFY] ---------- 98
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

HOUSING PREFERENCES

15. Next, please consider a variety of housing issues. Do you currently live in _____
[READ ENTIRE LIST; ONLINE: SHOW LIST]

[RANDOMIZE]

A single-family home with a small yard ---------- 1
A single-family home with a large yard ---------- 2
A townhouse or condominium ---------- 3
A building with offices and stores on the first floor and condominiums on the upper floors ---------- 4
An apartment ---------- 5
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

16. Now, here is a list of housing options. For each one, would you consider that type of housing if you were to relocate within Kern County in the next 10 years.

Given your household income, would you consider living in _____ if you were to relocate within Kern County. [PHONE: GET ANSWER, IF "YES," THEN ASK:] Would that be definitely yes or probably yes?

[RANDOMIZE]

	Definitely Yes	Probably Yes	No	[ONLINE: Not sure / PHONE: DON'T READ] DK/NA
A. A single-family home with a small yard	1	2	3	99
B. A single-family home with a large yard	1	2	3	99
C. A townhouse or condominium	1	2	3	99
D. A building with offices and stores on the first floor and condominiums on the upper floors	1	2	3	99
E. An apartment	1	2	3	99

17. Do you currently rent or own your place of residence?

Rent ---------- 1
Own ---------- 2
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99 [ASK Q18 THEN SKIP TO QA]

18. Have you seen, heard or read anything about a new law that allows single family home lots to have two separate units or a duplex?

Yes ---------- 1
No ---------- 2
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

19. Would you consider living in a home that shared a lot with another house or living in a duplex ?

Yes, would consider living in a home that shared a lot with another house or in a duplex ---------- 1
No, would not consider ---------- 2
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

20. [IF Q17 = 2, ASK:] If you have space available on your property, would you consider building a second dwelling unit or converting your home to a duplex?

Yes, would consider building a second dwelling unit or duplex ---------- 1
No, would not consider ---------- 2
Already have a second dwelling unit or duplex ----- 3
I don't have property, or space available on my property ---------- 4
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA ---------- 99

DEMOGRAPHICS

There are just a few more questions that will only be used for statistical comparisons.

A. [ONLINE:] What is your gender?

Male ---------- 1
Female ---------- 2
Other ---------- 3

D. Including yourself, how many drivers live in your household?

None ---------- 0
One ---------- 1
Two ---------- 2
Three ---------- 3
Four or more ---------- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

E. How many motor vehicles does your household have? [PHONE: IF NEEDED, PROMPT TO INCLUDE ALL AUTOMOBILES AND MOTORCYCLES THAT ARE LICENSED FOR USE ON PUBLIC ROADS AND IN WORKING ORDER.]

Fill in number: ---------- _____
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

F. What industry do you work in?

Agriculture, forestry, fishing or hunting ---------- 1
Construction ---------- 2
Educational services ---------- 3
Finance, insurance or real estate ---------- 4
Food services, hotel/motel/accommodations,
Entertainment or recreation ---------- 5
Government or public administration ---------- 6
Health care or social assistance ---------- 7
Installation, repair and maintenance ---------- 8
Manufacturing ---------- 9
Oil and gas extraction, mining, or quarrying, ------ 10
Professional and technical services,
management or administrative ---------- 11
Retail trade ---------- 12
Transportation or warehousing ---------- 13
Utilities ---------- 14
Wholesale trade ---------- 15
Science and technology ---------- 16
Student ---------- 17
Work from home / don't work outside the home -- 18

[DON'T READ] Other [SPECIFY: _____] ---- 98
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

G. How many days a week could you telecommute to and from work or school?

1 days a week ---------- 1
2 days a week ---------- 2
3 days a week ---------- 3
4 days a week ---------- 4
5 days a week ---------- 5
6 days a week ---------- 6
7 days a week ---------- 7
None ---------- 8
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

H. What ethnic group or groups do you consider yourself a part of?

[PHONE: IF RESPONDENT HESITATES, READ LIST; ONLINE: SHOW CHOICES. DO NOT RANDOMIZE LIST. SINGLE RESPONSE ONLY]

African-American or Black ---------- 1
American Indian or Alaska Native ---------- 2
Asian ---------- 3
Caucasian or White ---------- 4
Hispanic or Latino ---------- 5
Native Hawaiian or other Pacific Islander ---------- 6
Two or more races ---------- 7
[DON'T READ] Other [SPECIFY] ---------- 98
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

I. What is your age?

[PHONE: DON'T READ LIST. ONLINE: SHOW LIST]

18 to 24 ---------- 1
25 to 34 ---------- 2
35 to 44 ---------- 3
45 to 54 ---------- 4
55 to 59 ---------- 5
60 to 64 ---------- 6
65 to 74 ---------- 7
75 to 84 ---------- 8
85 and over ---------- 9
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

J. How many children under the age of 18 live in your household?

None ---------- 0

One----------1
Two----------2
Three----------3
Four or more----------4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

K. To wrap things up, what is your total annual household income?

Less than $24,999 ----------1
$25,000 to $49,999 ----------2
$50,000 to $74,999 ----------3
$75,000 to $99,999 ----------4
More than $100,000 ----------5
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA---------- 99

These are all the questions I have for you. Thank you very much for participating!

L. Survey Language:

English----------1
Spanish ----------2

INFORMATION FROM VOTER FILE: All information is included in voter registration records, and these items will not be asked during interviews.

M. Gender

Male----------1
Female ----------2
Unknown----------3

N. Age

18-29 years ----------1
30-39 years ----------2
40-49 years ----------3
50-69 years ----------4
70+ years----------5
Not coded----------6

O. Broad Ethnic Groupings:

East and South Asian ----------1
European ----------2
Hispanic / Portuguese----------3
Likely African-American ----------4
Other----------5
Unknown----------6

P. Marital Status

Single or Unknown----------1
Married ----------2
Non-Traditional----------3

Q. Homeownership Status

Owner----------1
Renter ----------2

R. Estimated Income Range

$1,000-$14,999----------1
$15,000-$24,999 ----------2
$25,000-$34,999 ----------3
$35,000-$49,999 ----------4
$50,000-$74,999 ----------5
$75,000-$99,999 ----------6
$100,000-$124,999----------7
$125,000-$149,999----------8
$150,000-$174,999----------9
$175,000-$199,999---------- 10
$200,000-$249,999---------- 11
$250,000 and up---------- 12
Unknown---------- 13

S. Estimated Home Value Range

$0K to $19K----------1
$20K to $49K----------2
$50K to $99K----------3
$100K to $149K----------4
$150K to $174K----------5
$175K to $199K----------6
$200K to $249K----------7
$250K to $299K----------8
$300K to $399K----------9
$400K to $499K---------- 10
$500K to $749K---------- 11
$750K to $999K---------- 12
$1000K to 1M and over---------- 13
Unknown---------- 14

T. Social Economic Ladder (ISPSA)

1----------1
2----------2
3----------3
4----------4
5----------5

6----------6
7----------7
8----------8
9----------9
Unknown---------- 99

U. Individual Party

American Independent----------1
Democratic----------2
Green----------3
Libertarian----------4
Natural Law ----------5
Non-Partisan----------6
Other----------7
Peace and Freedom----------8
Reform----------9
Republican ---------- 10
Unknown---------- 11

V. Household Party Type

Democratic----------1
Democratic & Independent ----------2
Democratic & Republican ----------3
Democratic & Republican & Independent ----------4
Independent----------5
Republican ----------6
Republican & Independent----------7

W. Household Gender Composition

Mixed Gender Household----------1
Female Only Household----------2
Male Only Household ----------3
Cannot Determine----------4

X. Registration Date

2021 to 2022----------1
2017 to 2020----------2
2013 to 2016----------3
2009 to 2012----------4
2005 to 2008----------5
2001 to 2004----------6
1997 to 2000----------7
1993 to 1996----------8
1981 to 1992----------9
1980 or before---------- 10
Not coded---------- 99

Y. Voting Frequency

0----------0
1----------1
2----------2
3----------3
4----------4
5----------5
6----------6
7----------7
8----------8

Z. Voting History

	No	Poll	Mail
Voted 2/08	0	1	2
Voted 6/08	0	1	2
Voted 11/08	0	1	2
Voted 5/09	0	1	2
Voted 11/09 *[if applicable]*	0	1	2
Voted 06/10	0	1	2
Voted 11/10	0	1	2
Voted 11/11 *[if available]*	0	1	2
Voted 06/12	0	1	2
Voted 11/12	0	1	2
Voted 11/13 *[if available]*	0	1	2
Voted 06/14	0	1	2
Voted 11/14	0	1	2
Voted 11/15 *[if available]*	0	1	2
Voted 06/16	0	1	2
Voted 11/16	0	1	2
Voted 11/17 *[if available]*	0	1	2
Voted 06/18	0	1	2
Voted 11/18	0	1	2
Voted 03/20	0	1	2
Voted 11/20	0	1	2
Voted 09/21 *[if available]*	0	1	2

AA. Household Voter Count

1----------1
2----------2
3----------3
4----------4
5----------5
6----------6
7----------7

BB. Supervisorial District:

District 1----------1
District 2----------2
District 3----------3
District 4----------4
District 5----------5

CC. City:

Arvin----------1
Bakersfield ----------2
California City----------3
Delano----------4
Maricopa----------5
McFarland ----------6
Ridgecrest----------7
Shafter----------8
Taft ----------9
Tehachapi ---------- 10
Wasco ---------- 11
Unincorporated---------- 99

DD. Permanent Absentee Voter

Military----------1
Permanent US ----------2
Unknown----------3

EE. Likely November 2022 Voter

Yes ----------1
No----------2

FF. Precinct Number: _____

GG. Date of Interview: _____

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