GODBE RESEARCH
Gain Insight

Kern Council of Governments: 2023 Community Survey

May 2023

Overview and Research Objectives

GODBE RESEARCH
Gain Insight

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 most and least liked aspects;
- 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 telecommuting and working remotely on current and potential future commute behavior;
- Test support for alternative modes of transportation, including interest in opting for a scooter or e-bike;
- Determine housing preferences, as well as awareness of and interest in shared lots and duplexes; and
- Identify any differences in opinion due to demographic and/or behavioral characteristics.

Methodology Overview

GODBE RESEARCH
Gain Insight

➢ Data Collection	Telephone and online interviewing
➢ Universe	654,323 adult (age 18 or older) residents of Kern County
➢ Fielding Dates	February 13 through February 26, 2023
➢ Interview Length	22 minutes (Phone)
➢ Sample Size	1,282 Adult residents (Cell=211; Landline=141; Text/online=930) 64 interviews were conducted in Spanish
➢ Margin of Error	± 2.73%

Note: The sample of respondents was compared with the actual adult population of Kern County (weighted to the 2021 American Community Survey (ACS) for gender, age, ethnicity, and homeownership) to examine possible differences between the demographics of the sample of respondents and the actual County population. The data were weighted to the 2021 American Community Survey (ACS) for gender, age and ethnicity, and weighted to the 2020 Census data for region and home ownership.

Executive Summary

Executive Summary I

GODBE RESEARCH
Gain Insight

- The current survey results revealed a somewhat lower level of satisfaction with the quality of life among Kern County residents when compared with 2022. While the majority of respondents (56.1%) said they were at least “Somewhat satisfied,” those that responded “Very satisfied” dropped 8.1% from 2022 and was balanced by gains in the “Somewhat satisfied” and “Somewhat dissatisfied” response categories.
- Slightly fewer residents indicated they felt the quality of life in their city or town would be “Much better” in the current survey over 2022, with 27.4% expressing a positive outlook compared to 28.9% in 2022. In contrast, there was a slight increase in those who predicted life would be “Somewhat worse,” and 45.8% of respondents reported feeling the future would be “Somewhat worse” or “Much worse.”
- Residents were asked in an open-ended format (multiple responses accepted) to provide the most liked features of their city or town, and the top three scoring responses were “Cost of living” (37.4%), “Small town atmosphere” (36.7%), and “Cost of housing” (33.2%). The least liked features cited were “Homelessness” (55.5%), “Crime rate” (51.2%), and “Air quality” (43.6%).

Executive Summary II

- Once again, the survey assessed the importance of 20 issues for improving future quality of life in Kern County and compared the results with previous years. In the current survey, “Preserving water supply” rose to the highest priority spot, with the top seven priorities the same as in 2022, albeit in a slightly different order. In order, the most important issues for the future were:
  1. “Preserving water supply (M)” (3.66)
  2. “Improving the quality of public education (T)” (3.59)
  3. “Improving crime prevention and gang prevention programs (S)” (3.52)
  4. “Improving water quality (N)” (3.44)
  5. “Maintaining local streets and roads (G)” (3.43)
  6. “Creating more high paying jobs (A)” (3.36)
  7. “Improving air quality (L)” (3.30)
- Consistent with previous year’s results, the overwhelming majority of residents (71.3%) indicated they drive alone as their primary mode of transportation to work or school.

Executive Summary III

GODBE RESEARCH
Gain Insight

- Commuters were asked an additional question to gauge interest in using a scooter or e-bike as their alternate primary or secondary method of transportation. Almost a quarter of respondents said they would consider this option for their primary transit mode, and nearly one third indicated they would consider it as part of another mode of transportation.
- A total of 21.3% of residents said they telecommute or work from home. The top reasons cited for working remotely were “Saving money,” “My company is requiring working from home,” “Saving time,” and “Saving gas.” Of those not currently telecommuting but could if they wanted, about one in seven said they could work remotely at least 5 days a week. The top cited reasons for starting to telecommute were “Saving gas” and “Saving money.”
- Residents viewed traffic a bit more negatively than in 2022, posting lower “Good” ratings and higher “Fair” ratings. However, there was a slight reduction in those who said “Poor.” In the current results, 8.0% said traffic flow was “Excellent” and 27.4% “Good,” in contrast with 48.2% rating it “Fair” and 16.0% “Poor.”

Executive Summary IV

GODBE RESEARCH
Gain Insight

- Residents who reported they commute driving alone were asked a follow up question about whether they would consider an alternative mode of transportation, if available. The vast majority (62.9%) indicated they would continue to “Drive alone,” followed by 19.8% of residents who would choose an “Electric vehicle.” The options “Carpool or vanpool,” “Bike/Electric bike,” “Express bus service,” “Walk,” and “Uber/Lyft” comprised the next tier of transit modes. All other transit options received less than 10% mentions.
- Nearly half of respondents reported currently living in a single-family home with a large yard (47.2%), followed by more than a third who said they live in a single-family home with a small yard (35.7%). About one in ten residents make their home in an apartment (11.7%), while 4.1% live in a townhouse or condominium. None said they live in a multi-use building.
- When probed about a future housing preference, 81.4% (“Definitely yes”/ “Probably yes”) of respondents said they would choose a single-family home with large yard, whereas 73.4% would opt for a single-family home with small yard. A townhome or condominium was preferred by 40.1% of residents, while 29.1% would favor an apartment and 26.8% select a mixed-use building.

Executive Summary V

GODBE RESEARCH
Gain Insight

- More than half of the respondents (57.5%) said they own their own home, with more than a third stating they are renters (36.8%).
- When asked about their inclination to live in a home that shares a lot with another house or live in a duplex, about a quarter of residents (27.8%) said they would consider this living arrangement. On the other hand, three out of five respondents (60.7%) reacted negatively to this option.
- When homeowners were asked if they would consider building a second dwelling unit or converting their home to a duplex, more than a quarter (27.3%) said they would consider this possibility, and 2.9% indicated they already had a second dwelling unit or duplex on their property. A majority of respondents (53.1%) said they wouldn't consider this housing option and 11.4% reported that they did not have property or space available to create a second dwelling unit.

Key Findings

Q1. Satisfaction with Quality of Life
(n=1,282)

GODBE RESEARCH
Gain Insight

The survey began with asking residents to indicate their level of satisfaction with the quality of life in their city or town, and the results were then compared with those of previous years. In the current survey, while more than half of respondents indicated satisfaction, the data revealed a trend toward a less positive viewpoint when compared with 2022.

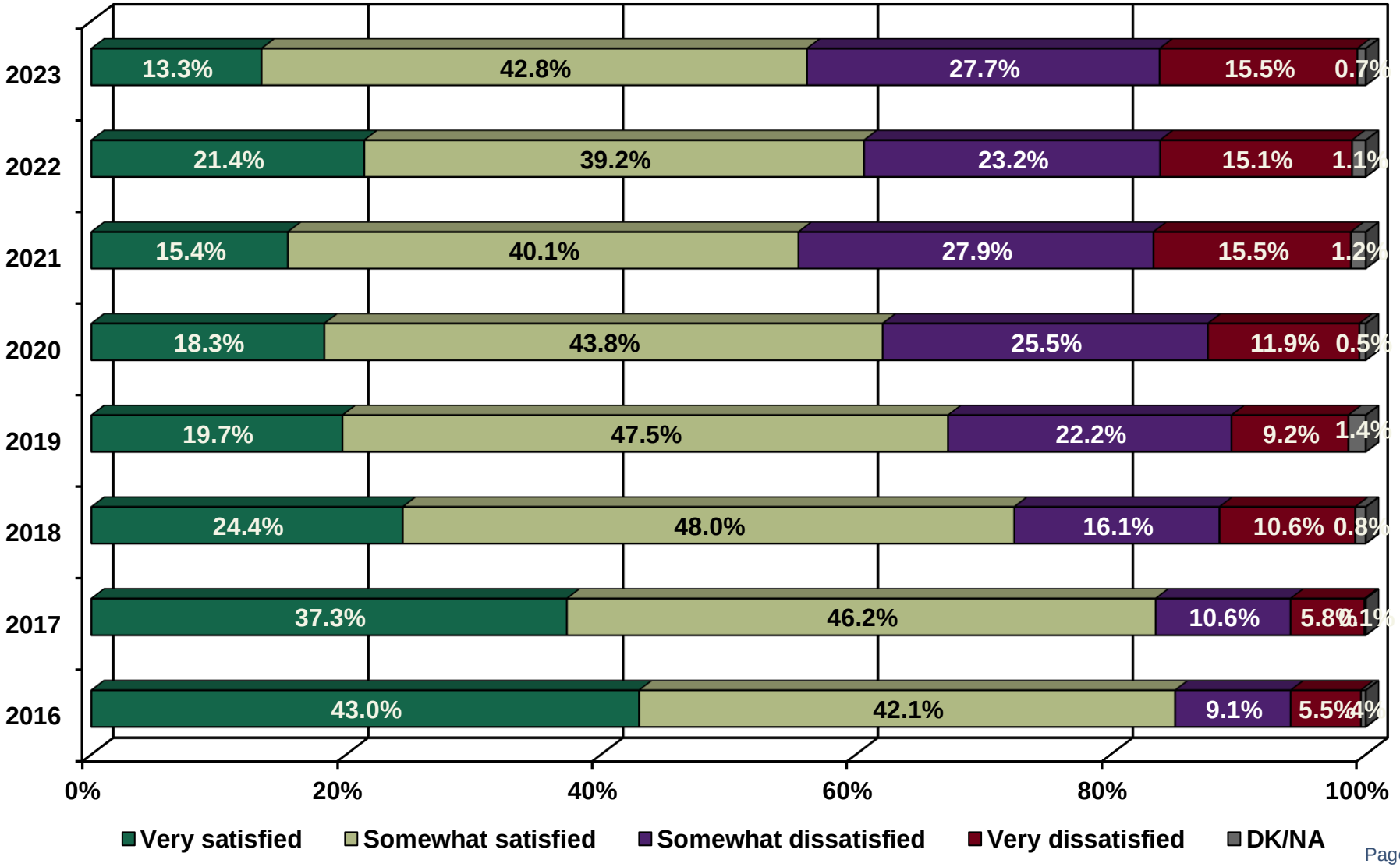
The number of residents who said they were “Very satisfied” with the quality of life decreased by 8.1% (13.3% in 2023 vs. 21.4% in 2022). On balance, a greater number of residents indicated they were “Somewhat satisfied” (42.8% in 2023 vs. 39.2% in 2022) and “Somewhat dissatisfied” (27.7% in 2023 vs. 23.2% in 2022). Approximately two out of five respondents reported some level of dissatisfaction, with less than one percent who did not offer an opinion or declined to answer the question (DK/NA).

The graphics on the following pages illustrate the relative satisfaction with quality of life for 2023 at 56.1% (“Very satisfied” at 13.3%, “Somewhat satisfied” at 42.8%), compared with survey results from 2022 (60.6%), 2021 (55.5%), 2020 (62.1%), 2019 (67.2%), 2018 (72.4%), 2017 (83.5%), 2016 (85.1%), and 2015 (82.0%).

The year-to-year comparison data is presented on the following two pages.

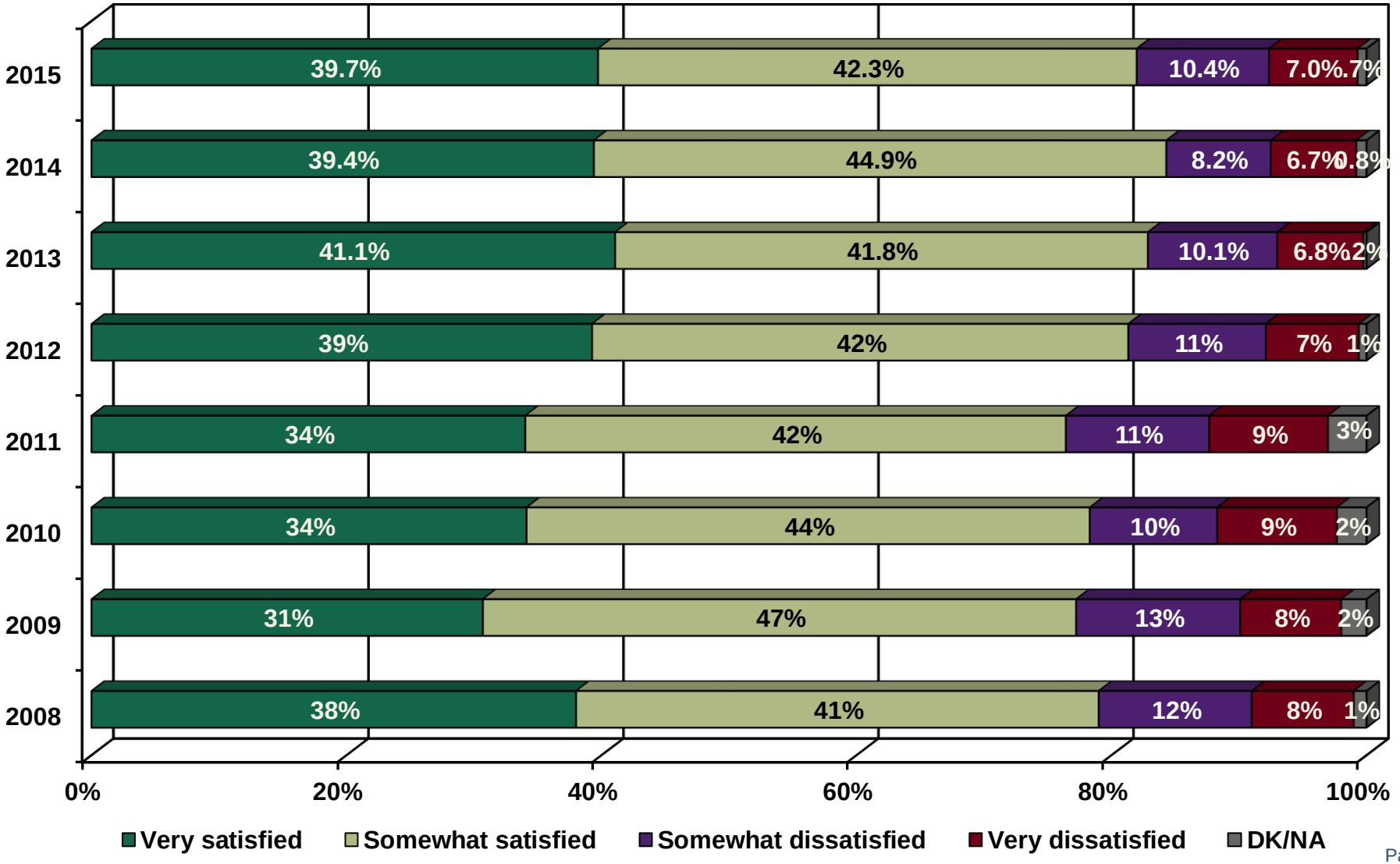
Q1. Satisfaction with Quality of Life
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q1. Satisfaction with Quality of Life
Continued

GODBE RESEARCH
Gain Insight



Q1. Satisfaction with Quality of Life
Gender Comparisons

GODBE RESEARCH
Gain Insight

When the data is analyzed in terms of gender, there were no statistically significant differences in opinion to report between genders.

	Respondents Gender		
	Total	**Male**	**Female**
Total	1282	650	632
Very satisfied	171 13.3%	91 14.0%	80 12.7%
Somewhat satisfied	549 42.8%	293 45.0%	256 40.5%
Somewhat dissatisfied	355 27.7%	172 26.5%	183 28.9%
Very dissatisfied	199 15.5%	91 14.0%	108 17.1%
DK/NA	8 0.7%	3 0.5%	5 0.8%

Q1. Satisfaction with Quality of Life
Age Comparisons

GODBE RESEARCH
Gain Insight

When the data is examined in light of age groups, residents ages 55 to 59 had a greater tendency to say they were “Somewhat dissatisfied.”

	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	1282	176	262	238	199	90	95	143	59	17	4
Very satisfied	171 13.3%	26 15.0%	34 13.1%	29 12.2%	21 10.4%	12 13.1%	13 14.0%	22 15.1%	11 19.2%	2 11.9%	1 17.5%
Somewhat satisfied	549 42.8%	89 50.9%	104 39.7%	96 40.3%	86 43.6%	35 38.6%	40 42.4%	58 41.0%	29 48.6%	10 63.1%	0 0.0%
Somewhat dissatisfied	355 27.7%	32 18.1%	77 29.3%	74 31.3%	52 26.2%	33 36.6%	29 30.3%	36 25.1%	16 26.3%	4 22.7%	3 72.6%
Very dissatisfied	199 15.5%	28 16.0%	44 16.9%	36 15.1%	38 19.1%	9 10.3%	13 13.3%	27 18.8%	4 6.0%	0 0.0%	0 9.9%
DK/NA	8 0.7%	0 0.0%	2 0.9%	3 1.1%	1 0.7%	1 1.5%	0 0.0%	0 0.0%	0 0.0%	0 2.3%	0 0.0%

Q1. Satisfaction with Quality of Life
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

In terms of differences of opinion among ethnic groups, Hispanic/Latino residents were more likely to report they were “Very satisfied,” in contrast with African American respondents who had a higher likelihood to say they were “Very dissatisfied.”

	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	1282	58	8	55	388	686	1	53	7	26
Very satisfied	171 13.3%	4 6.9%	0 0.0%	9 16.8%	38 9.7%	115 16.7%	0 0.0%	3 6.6%	0 0.0%	2 8.4%
Somewhat satisfied	549 42.8%	18 31.1%	5 53.1%	27 48.9%	159 41.1%	308 44.9%	1 44.6%	16 30.7%	3 39.8%	13 48.3%
Somewhat dissatisfied	355 27.7%	16 27.8%	1 10.8%	14 24.4%	123 31.8%	170 24.8%	1 41.6%	23 43.7%	3 43.2%	4 17.1%
Very dissatisfied	199 15.5%	20 34.2%	3 36.0%	5 9.9%	66 17.1%	88 12.8%	0 13.7%	10 19.0%	1 16.9%	5 20.4%
DK/NA	8 0.7%	0 0.0%	0 0.0%	0 0.0%	1 0.3%	6 0.8%	0 0.0%	0 0.0%	0 0.0%	1 5.7%

Q1. Satisfaction with Quality of Life
Regional Comparisons

GODBE RESEARCH
Gain Insight

With respect to differences in opinion among residents living in the four regions, West Kern and Mountains respondents were more likely to report they are “Very satisfied” with the overall quality of life in Kern County, whereas the East region residents had a higher likelihood to state they are “Very dissatisfied.”

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1282	62	1001	93	126
Very satisfied	171 13.3%	14 22.5%	126 12.6%	21 22.2%	11 8.6%
Somewhat satisfied	549 42.8%	27 42.8%	437 43.7%	43 46.6%	42 33.1%
Somewhat dissatisfied	355 27.7%	15 23.6%	270 27.0%	23 24.8%	47 37.0%
Very dissatisfied	199 15.5%	7 10.5%	160 15.9%	6 6.5%	27 21.3%
DK/NA	8 0.7%	0 0.6%	8 0.8%	0 0.0%	0 0.0%

Q2. Outlook on Future Quality of Life
(n=1,282)

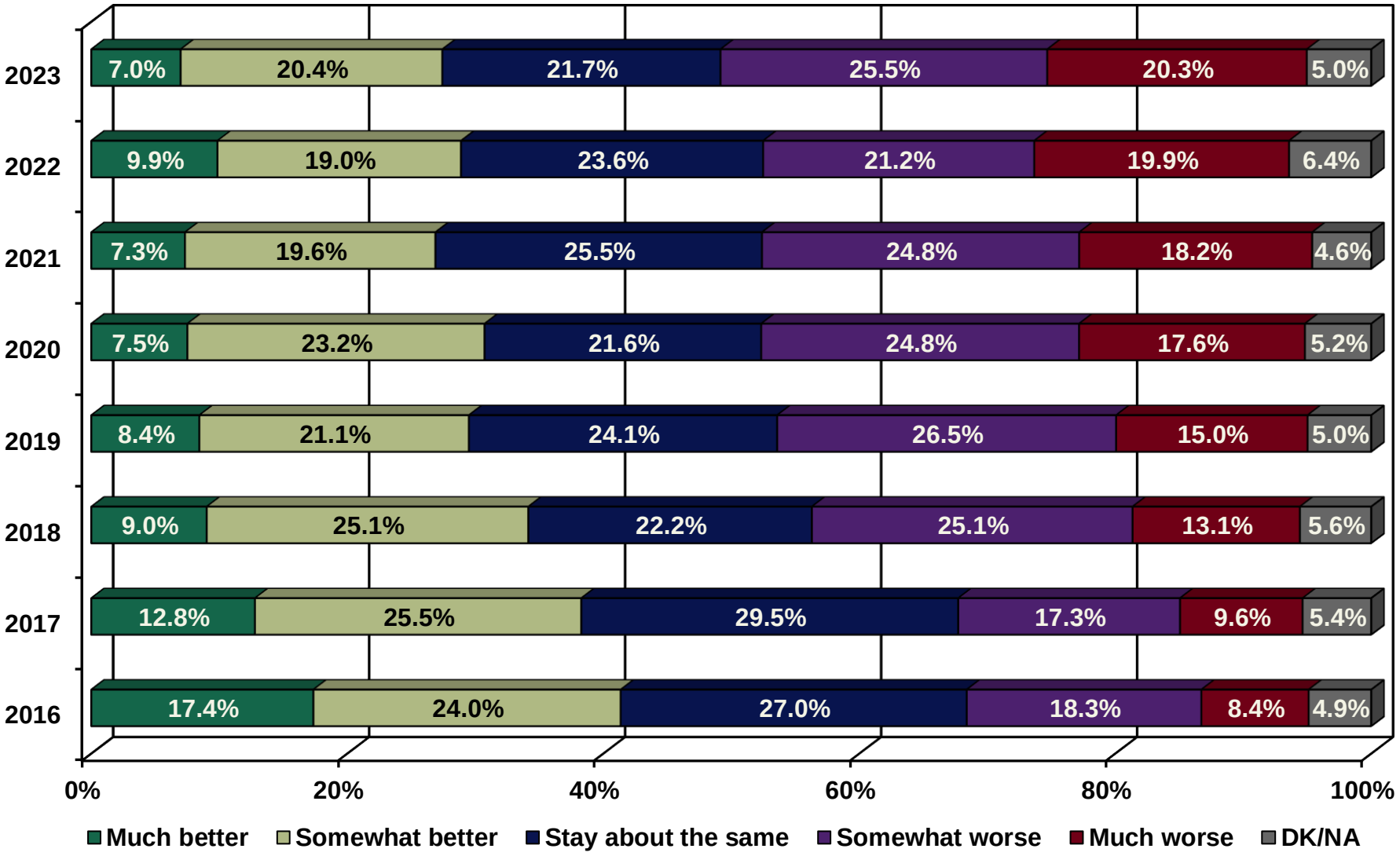
GODBE RESEARCH
Gain Insight

Next, residents were asked to consider 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. Small shifts in opinion were observed, including a slight decrease in the number of respondents who stated they believe it will be “Much better” (7.0% in 2023 vs. 9.9%% in 2022) and a small increase in those who gave the response “Somewhat worse” (25.5% in 2023 vs. 21.2% in 2022).

Comparative year-to-year data is presented on the following two pages.

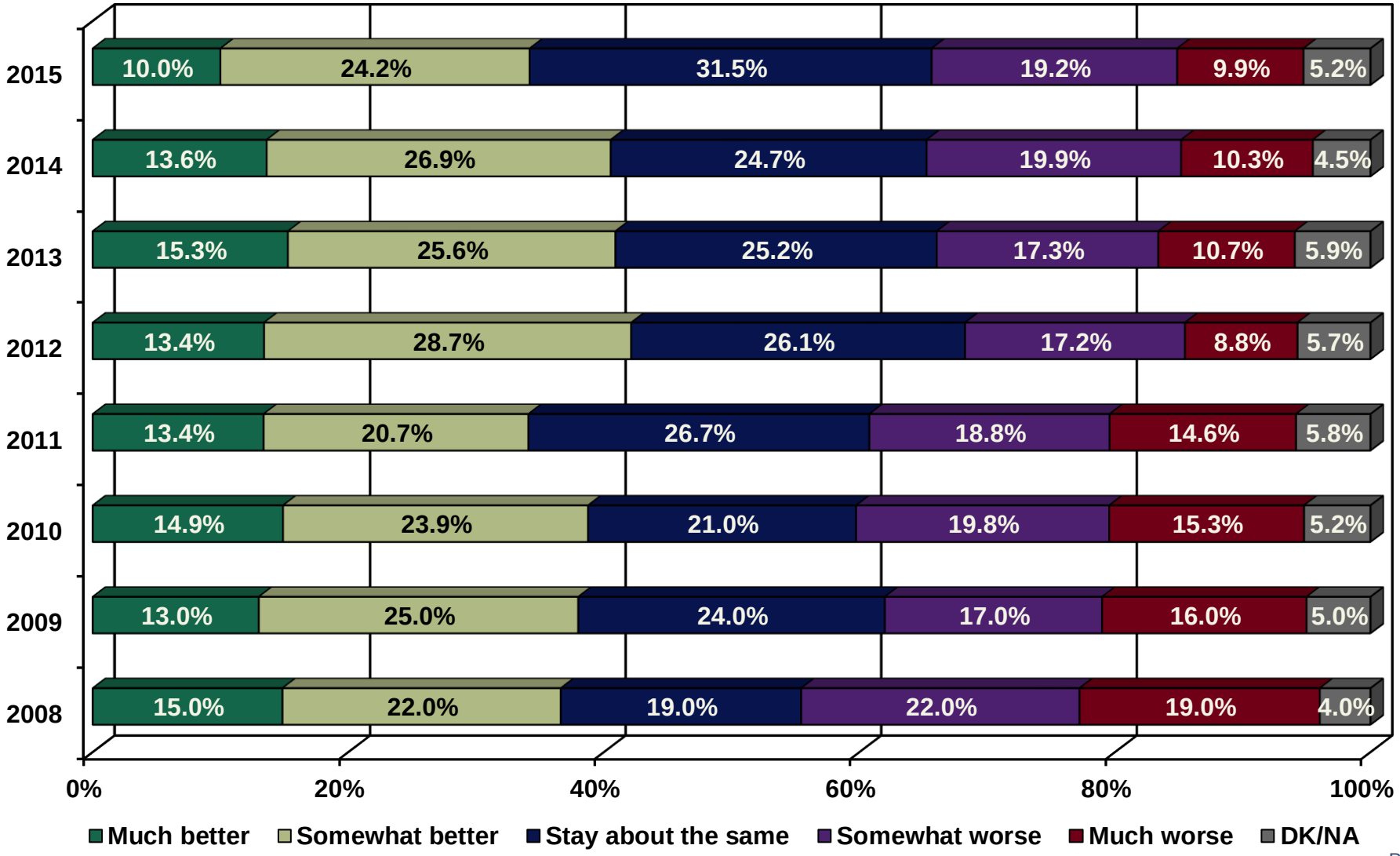
Q2. Outlook on Future Quality of Life
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q2. Outlook on Future Quality of Life
Continued

GODBE RESEARCH
Gain Insight



Q2. Outlook on Future Quality of Life
Gender Comparisons

GODBE RESEARCH
Gain Insight

Men were more likely to say they felt the future quality of life would remain about the same, while women tended to be more pessimistic indicating they felt it would be much worse.

	Respondents Gender		
	Total	Male	Female
Total	1282	650	632
Much better	90 7.0%	39 6.1%	50 7.9%
Somewhat better	262 20.4%	134 20.6%	128 20.3%
Stay about the same	279 21.7%	157 24.2%	122 19.3%
Somewhat worse	327 25.5%	176 27.1%	151 23.9%
Much worse	260 20.3%	111 17.1%	149 23.6%
DK/NA	64 5.0%	33 5.0%	32 5.1%

Q2. Outlook on Future Quality of Life
Age Comparisons

GODBE RESEARCH
Gain Insight

When analyzed in light of age groups, there are stark differences in opinion. Younger residents (ages 18 to 34) tended to appear more hopeful with a “Somewhat better” response, while older residents (ages 35 to 64) were more likely to express a negative outlook giving the response “Much worse.”

	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	1282	176	262	238	199	90	95	143	59	17	4
Much better	90 7.0%	23 13.3%	21 8.2%	13 5.5%	13 6.3%	5 5.2%	3 3.2%	7 4.7%	1 2.1%	3 20.1%	0 0.0%
Somewhat better	262 20.4%	54 30.6%	79 30.1%	41 17.5%	28 14.2%	11 12.3%	16 16.4%	19 13.5%	10 17.0%	3 18.3%	1 17.5%
Stay about the same	279 21.7%	44 25.0%	62 23.5%	51 21.3%	43 21.6%	14 15.3%	19 19.7%	32 22.8%	11 18.1%	2 12.6%	2 47.5%
Somewhat worse	327 25.5%	40 23.0%	50 19.3%	59 24.9%	46 23.3%	28 31.3%	30 32.0%	45 31.7%	21 34.7%	5 32.9%	1 25.2%
Much worse	260 20.3%	13 7.1%	36 13.7%	63 26.4%	57 28.8%	29 32.5%	23 24.2%	26 18.3%	11 18.3%	2 11.7%	0 9.9%
DK/NA	64 5.0%	2 0.9%	14 5.3%	10 4.4%	11 5.8%	3 3.5%	4 4.5%	13 9.1%	6 9.8%	1 4.3%	0 0.0%

Q2. Outlook on Future Quality of Life
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

In terms of ethnicity, Asian residents had a greater tendency to indicate they felt the future quality of life in the County would be “Somewhat better,” in contrast with Caucasian residents who were more likely to say they felt it would 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	1282	58	8	55	388	686	1	53	7	26
Much better	90 7.0%	1 1.2%	0 0.0%	5 9.6%	17 4.4%	64 9.3%	0 0.0%	2 4.5%	0 0.0%	0 1.5%
Somewhat better	262 20.4%	12 19.9%	0 0.0%	20 35.2%	63 16.1%	158 23.0%	1 72.7%	9 17.3%	0 0.0%	0 1.6%
Stay about the same	279 21.7%	19 32.8%	1 14.0%	16 28.1%	82 21.2%	140 20.4%	0 0.0%	17 32.9%	1 18.6%	2 7.6%
Somewhat worse	327 25.5%	15 26.3%	2 25.3%	13 24.1%	116 30.0%	160 23.4%	0 13.6%	8 15.3%	0 0.0%	12 45.1%
Much worse	260 20.3%	10 16.6%	5 60.7%	2 2.9%	97 24.9%	118 17.2%	0 13.7%	14 26.3%	5 81.4%	10 36.8%
DK/NA	64 5.0%	2 3.3%	0 0.0%	0 0.0%	13 3.3%	46 6.7%	0 0.0%	2 3.6%	0 0.0%	2 7.3%

Q2. Outlook on Future Quality of Life
Regional Comparisons

GODBE RESEARCH
Gain Insight

The Central region residents had a greater tendency to predict the quality of life would be “Somewhat worse.”

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1282	62	1001	93	126
Much better	90 7.0%	4 6.0%	71 7.1%	6 6.7%	8 6.6%
Somewhat better	262 20.4%	18 29.5%	193 19.3%	20 21.2%	31 24.4%
Stay about the same	279 21.7%	14 22.5%	203 20.3%	23 25.1%	38 30.3%
Somewhat worse	327 25.5%	16 25.7%	267 26.7%	25 27.5%	19 14.7%
Much worse	260 20.3%	9 14.4%	212 21.2%	15 16.1%	24 18.8%
DK/NA	64 5.0%	1 1.9%	54 5.4%	3 3.4%	7 5.2%

Q3. Most Liked Features of City or Town
(n=1,282)

GODBE RESEARCH
Gain Insight

Next, residents were asked in an open-end format with multiple responses accepted to indicate what they liked most about their city or town. Results for the current survey largely mirror those of 2022, with increases in the number of mentions for “Location” and “Cultural diversity.” They are for the most part in the same order as 2022, with the exception that “Cost of living” (37.4% in 2023 compared with 37.0% in 2022) was the highest-ranking response. This was followed by “Small-town atmosphere” at (36.7% in 2023 compared with 39.0% in 2022), “Cost of housing” (33.2% in 2023 compared with 32.3% in 2022), and “Location” (31.4% in 2023 compared with 27.3% in 2022).

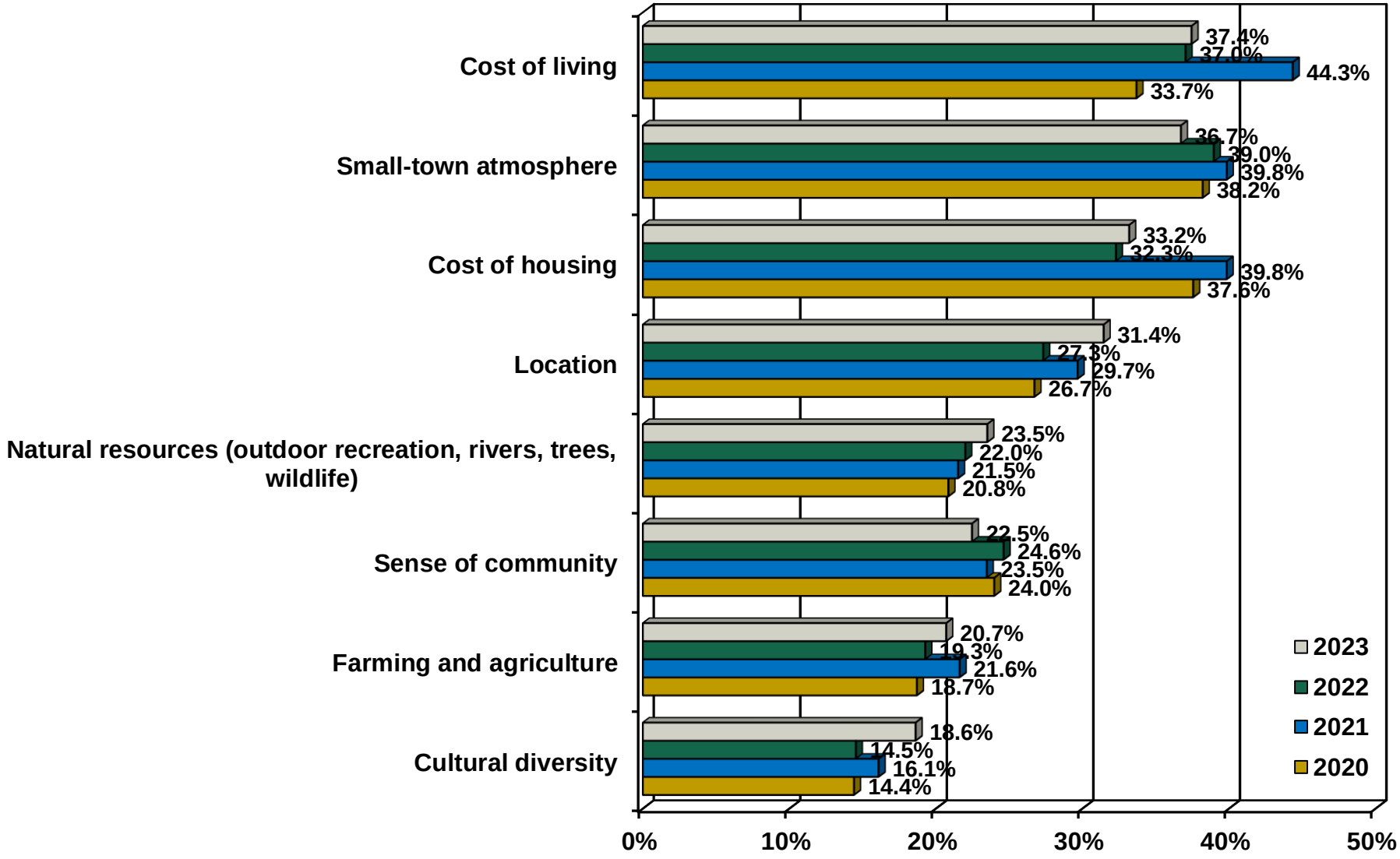
In the next tier of responses “Natural resources” and “Sense of community” switched places in the hierarchy with slight changes in the number of mentions. In order this second tier includes “Natural resources” (23.5%), “Sense of community” (22.5%), and “Farming and agriculture” (20.7%). The third tier is comprised of “Cultural diversity” (18.6%), “Weather and climate” (18.1%), and “Safe neighborhoods/communities” (15.8%).

All other responses received less than ten percent mentions.

The results are presented in charts on the following two pages.

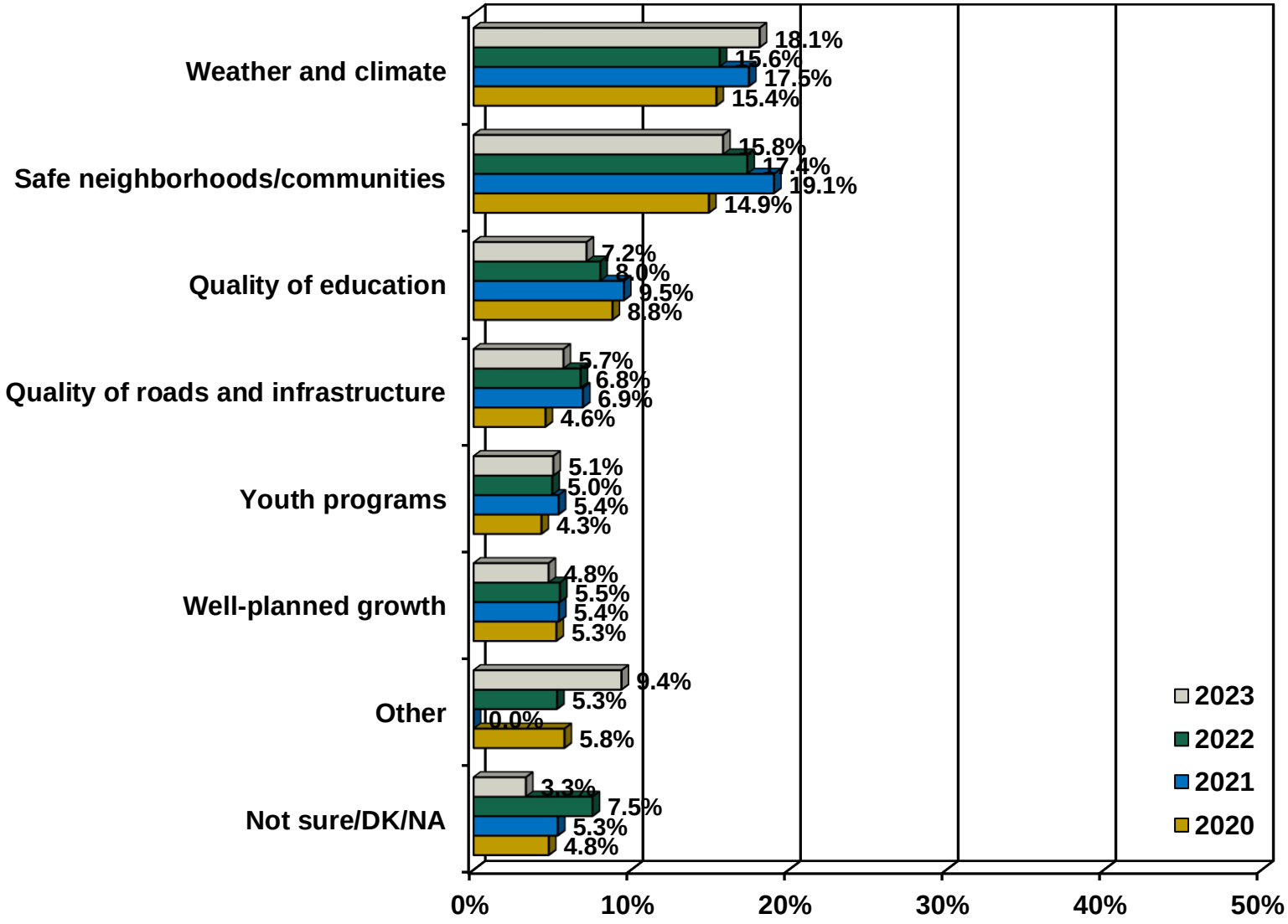
Q3. Most Liked Features of City or Town
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q3. Most Liked Features of City or Town
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q4. Least Liked Features of City or Town
(n=1,282)

GODBE RESEARCH
Gain Insight

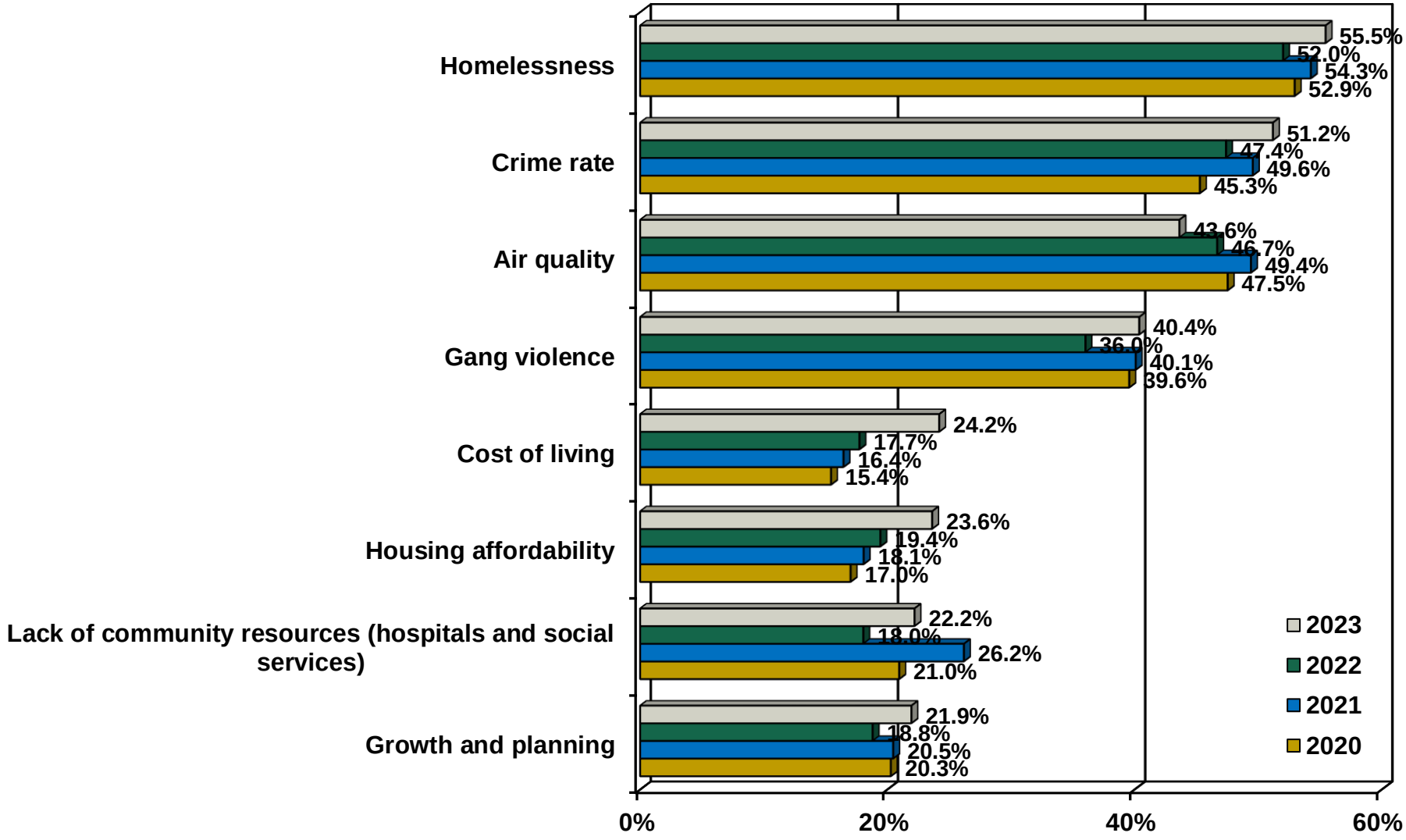
Respondents were next asked in the same format at the previous question to describe what features they liked least about their city or town. As in the previous question, residents were allowed to give multiple responses in an open-end format. Overall, the responses were similarly ranked to 2022. Categories that had increases in mentions in the current survey were “Homelessness” (+3.5%), “Crime rate” (+3.8%), “Gang violence” (+4.4%), “Cost of living” (+6.5%), “Housing affordability” (+4.2%), “Lack of community resources” (+4.2%), “Growth and planning” (+3.1%), and “Public transportation” (+3.3%). In contrast, one category, “Air quality,” received fewer mentions (-3.1%).

The top three responses are the same as 2022 and in the same order, “Homelessness” (55.5%), “Crime rate” (51.2%), and “Air quality” (43.6%). “Gang violence” rounds out the top tier of responses at 40.4%. Following this, about one in five residents cited “Cost of living,” “Housing affordability,” “Lack of community resources,” “Growth and planning,” “Job opportunities,” and “Traffic congestion.” Approximately one in six residents gave the responses “Youth programs,” “Public transportation,” and “Farm land.”

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

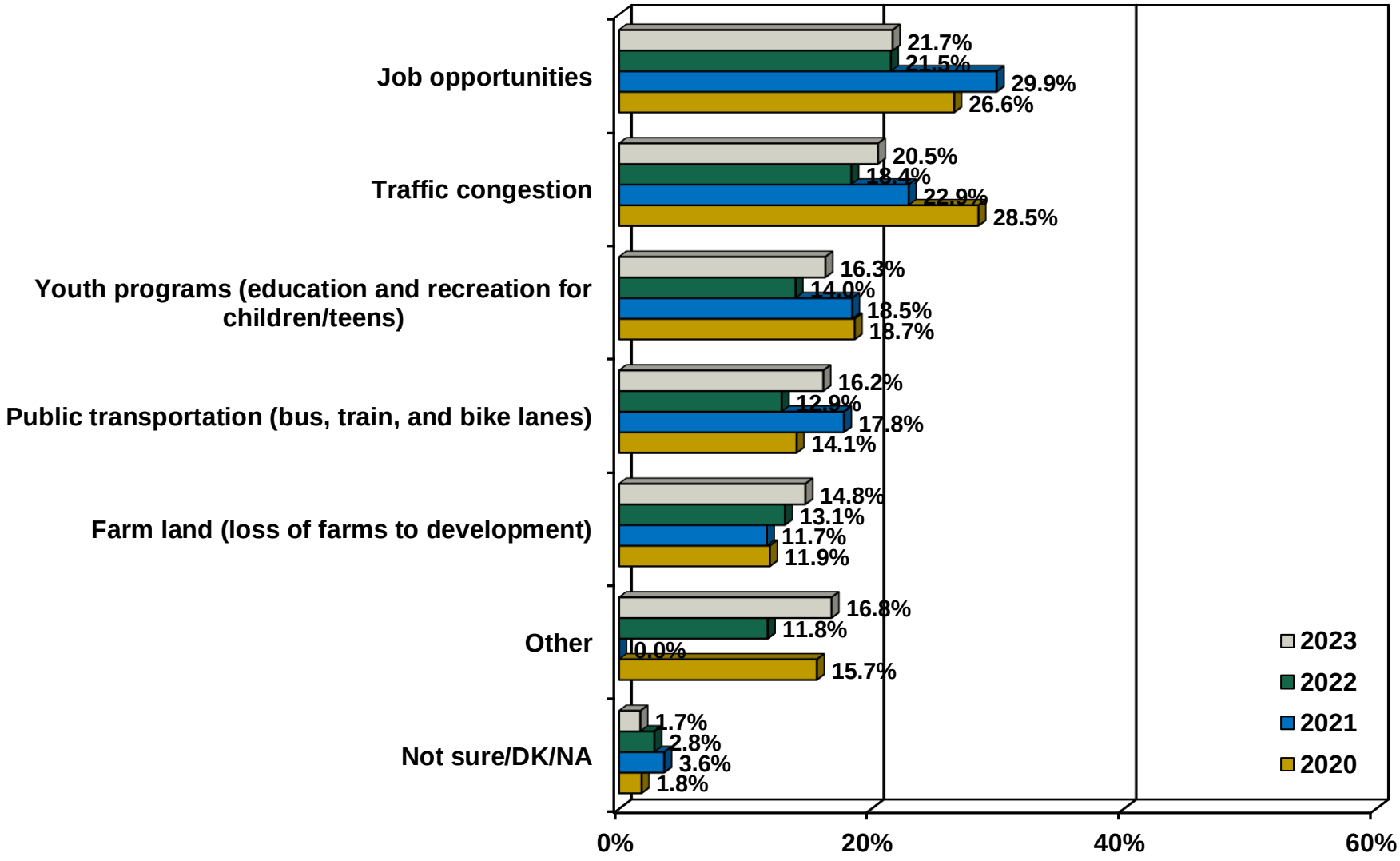
Q4. Least Liked Features of City or Town
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q4. Least Liked Features of City or Town
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q5. Economic Vitality and Equitable Services
(n=1,282)

GODBE RESEARCH
Gain Insight

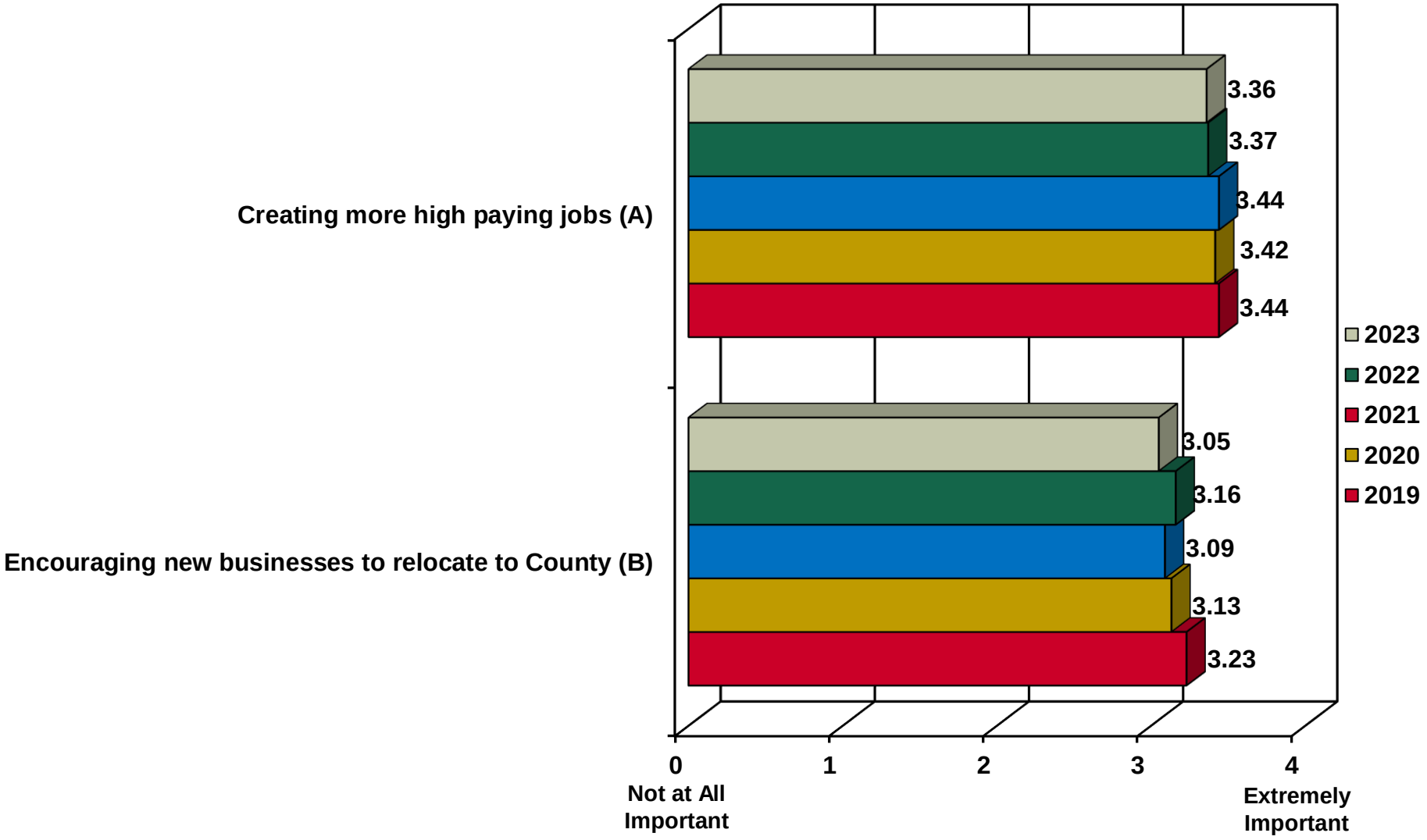
This section of the survey is focused on asking residents to consider the next 20 years and rate the importance of a group of issues that would impact improving the future quality of life in Kern County. The issues are grouped by subject matter and the results presented in those groups of similar sets of issues. In addition, at the conclusion of this section data tables are shown which include all of the issues studied segmented by gender, age, region, ethnicity, and household income.

The first topic of focus in this section is Economic Vitality and Equitable Services, and the importance rating of each issue is compared with previous years' results. The current survey results are nearly identical to the 2022 results. "Creating more high paying jobs (A)" (mean score of 3.36) garnered an "Extremely important" rating from almost three out of five residents, and "Encouraging new businesses to relocate to County (B)" (mean score of 3.05) received an "Extremely important" rating by more two out of five residents.

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

Q5. Economic Vitality and Equitable Services
(n=1,282) 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

Q5. 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 (A)	2023	3.36	2.0%	2.5%	12.5%	22.7%	59.6%	0.7%
	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%

Q5. 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 (B)	2023	3.05	4.5%	4.3%	17.5%	27.4%	44.5%	1.8%
	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%

Q5. 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%

Q5. Economic Vitality and Equitable Services
Gender Comparisons

GODBE RESEARCH
Gain Insight

In terms of gender differences, women had a higher likelihood of considering “Encouraging new businesses to relocate to the County in order to diversify the local economy (B)” important.

	Respondent's Gender		
	Total	Male	Female
A. Creating more high paying jobs	3.36	3.33	3.40
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	2.99	3.12

Q5. Economic Vitality and Equitable Services
Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 18 to 34 and 45 to 54 were more likely to place higher importance on "Creating more high paying jobs (A)." On the other hand, those ages 60 to 64 had a greater tendency to ascribe importance to "Encouraging new businesses to relocate to the County in order to diversify the local economy (B)."

	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
A. Creating more high paying jobs	3.36	3.52	3.46	3.34	3.40	3.08	3.41	3.28	2.94	3.56	3.80
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	2.82	3.11	3.09	3.04	3.00	3.32	3.12	2.76	3.48	2.25

Q5. Economic Vitality and Equitable Services
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region residents had a higher likelihood to ascribe importance to “Creating more high paying jobs (A)“. Respondents in the West Kern, Central and East regions were more likely to place importance on “Encouraging new businesses to relocate to the County in order to diversify the local economy (B).”

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
A. Creating more high paying jobs	3.36	3.56	3.40	3.01	3.25
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	3.34	3.05	2.72	3.17

Q5. Community Assets and Infrastructure
(n=1,282)

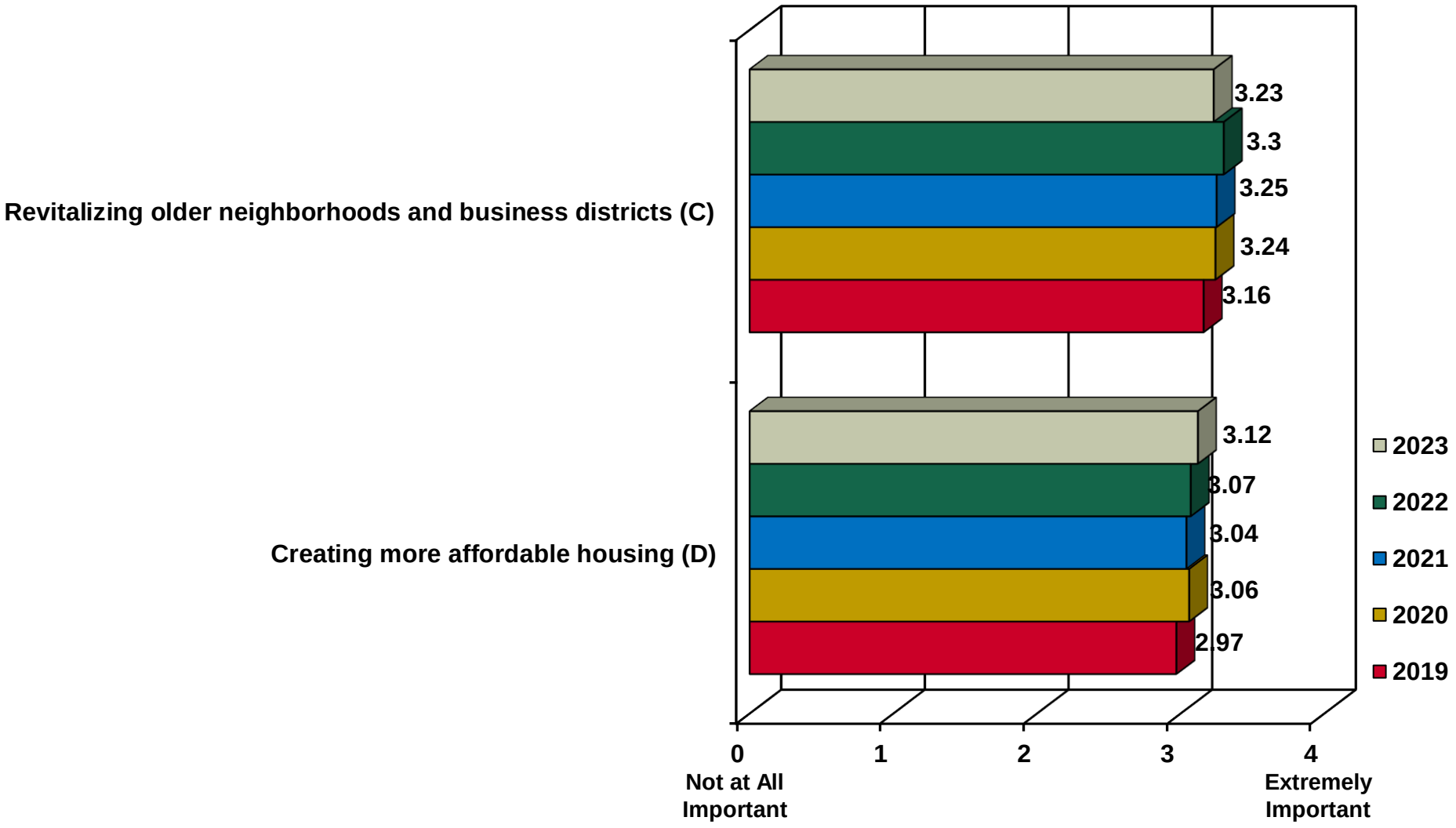
GODBE RESEARCH
Gain Insight

Community Assets and Infrastructure are the focus of the next sub-section of this question, and the results of the two issues covered are essentially identical to 2022. “Revitalizing older neighborhoods and business districts (C)” achieved a mean score of 3.23 and “Creating more affordable housing (D)” reached a mean score of 3.12. Each of these issues received an “Extremely important” score from more than half of the residents.

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

Q5. Community Assets and Infrastructure
(n=1,282) 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

Q5. 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 (C)	2023	3.23	1.8%	3.9%	14.4%	28.6%	50.1%	1.3%
	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%

Q5. 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 (D)	2023	3.12	5.2%	6.1%	14.4%	19.7%	54.0%	0.6%
	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%

Q5. 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%**

Q5. Community Assets and Infrastructure
Gender Comparisons

GODBE RESEARCH
Gain Insight

Both issues, “Revitalizing older neighborhoods and business districts that are becoming rundown (C)” and “Creating more affordable housing (D)” tended to be viewed with higher importance by women.

	Respondent's Gender		
	Total	Male	Female
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.14	3.32
D. Creating more affordable housing	3.12	3.01	3.23

Q5. Community Assets and Infrastructure
Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents (ages 18 to 34) were more likely to ascribe higher importance for “Creating more affordable housing (D).”

	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
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.19	3.18	3.15	3.30	3.18	3.45	3.29	3.09	3.37	3.83
D. Creating more affordable housing	3.12	3.55	3.25	2.95	2.99	3.08	3.12	3.10	2.55	3.25	1.75

Q5. Community Assets and Infrastructure
Regional Comparisons

GODBE RESEARCH
Gain Insight

In terms of regional differences, West Kern and Central region residents had a greater tendency to place importance on both of the issues in this sub-section, “Revitalizing older neighborhoods and business districts that are becoming rundown (C)” and “Creating more affordable housing (D).”

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.43	3.30	2.75	2.90
D. Creating more affordable housing	3.12	3.41	3.16	2.87	2.80

Q5. Transportation Choices
(n=1,282)

GODBE RESEARCH
Gain Insight

In this sub-section, seven transportation issues were the focus, and residents were asked to rate the importance for each with regard to improving the future quality of life in Kern County. Consistent with the previous sub-sections, the results are presented on the following pages as a summary chart, comparative table, and subgroup comparisons.

The current survey results are identical to those of 2022, and like 2022 one issue received a mean score of at least three on a scale of zero to four. That issue, “Maintaining local streets and roads (G)” (mean score of 3.43), garnered an “Extremely Important” rating from nearly three out of five residents.

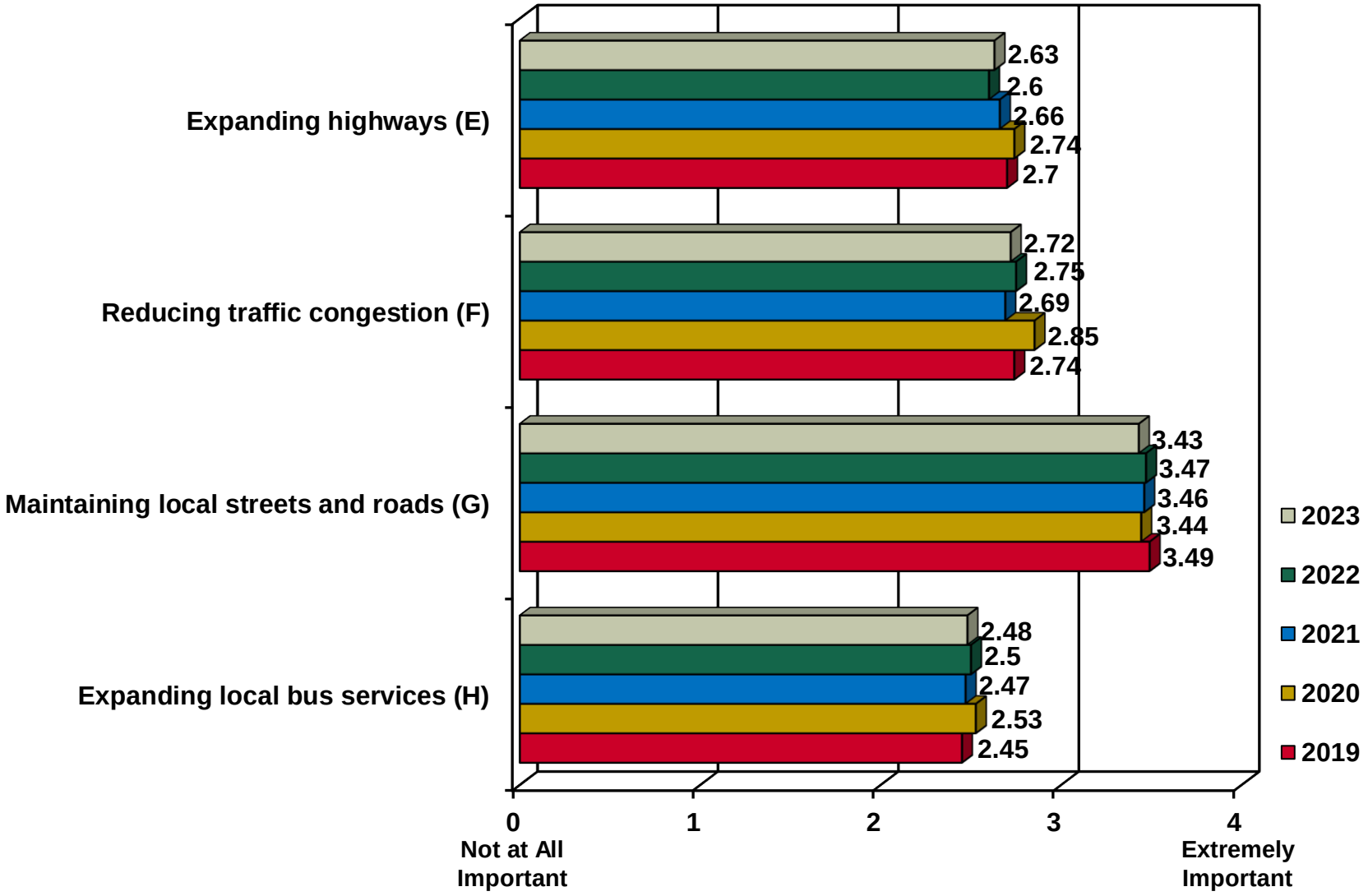
The remaining six issues discussed, in descending order of importance, were “Maintaining and improving sidewalks and bike lanes (J)” (mean score of 2.9), “Reducing traffic congestion (F)” (mean score of 2.72), “Expanding highways (E)” (mean score of 2.63), “Improving public transportation to other cities (I)” (mean score of 2.6), “Providing public transportation, carpooling, and other alternatives to driving alone (K)” (mean score of 2.49), and “Expanding local bus services (H)” (mean score of 2.48).

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

The data are illustrated on the following pages, along with summary chart, comparative table, and subgroup comparisons.

Q5. Transportation Choices
(n=1,282) Continued

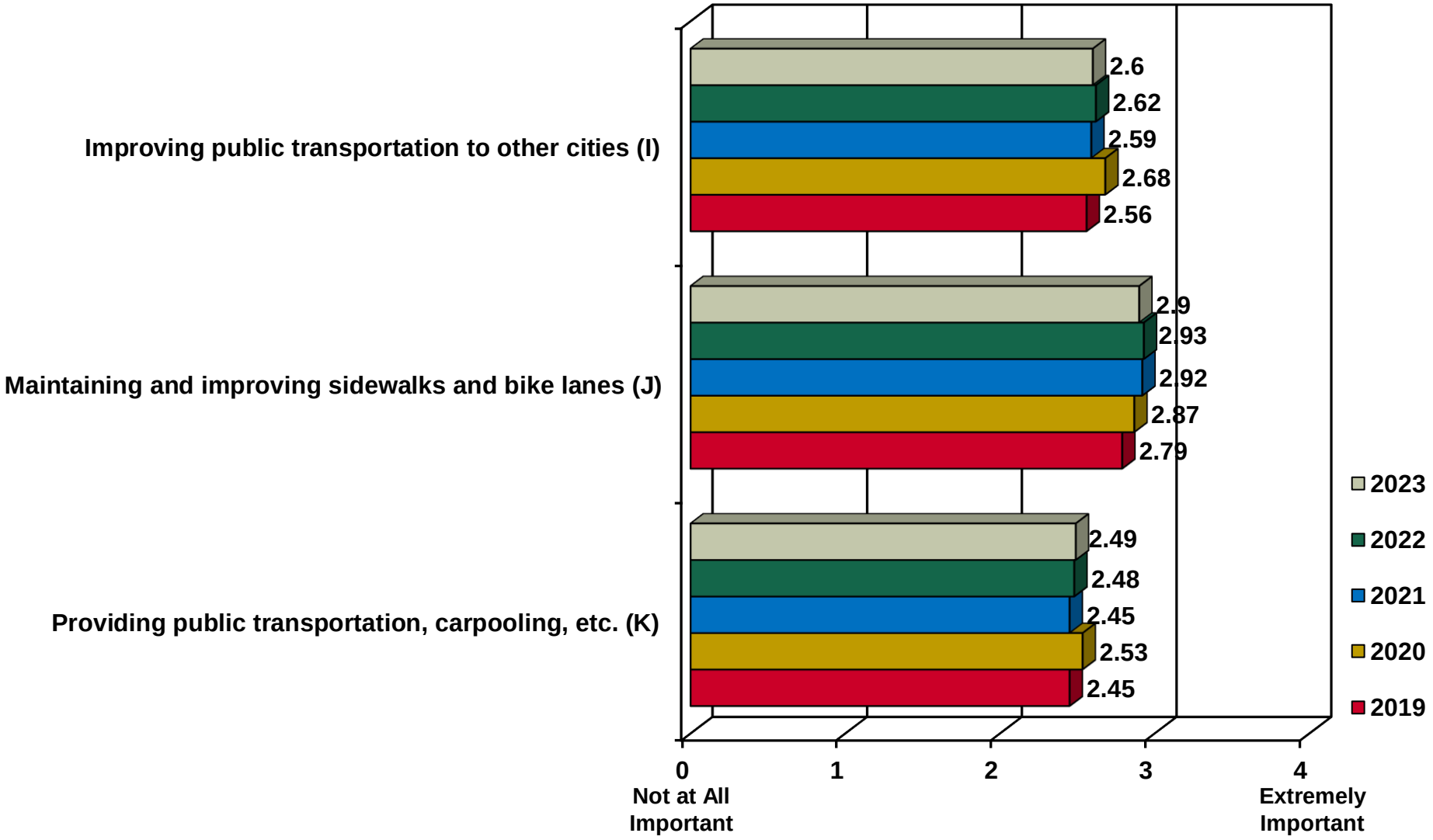
GODBE RESEARCH
Gain Insight



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

Q5. Transportation Choices
(n=1,282) 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

Q5. Transportation Choices
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Mean Score	Not Important 0	1	2	3	Extremely Important 4	DK/NA
Expanding highways (E)	2023	2.63	8.9%	8.2%	24.1%	26.6%	31.1%	1.1%
	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%

Q5. 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 (F)	2023	2.72	8.0%	7.7%	23.2%	26.0%	34.5%	0.8%
	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%

Q5. 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 (G)	2023	3.43	0.7%	1.4%	11.2%	26.9%	59.3%	0.4%
	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%

Q5. 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 (H)	2023	2.48	10.7%	10.1%	26.1%	23.2%	27.8%	2.2%
	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%

Q5. 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 (I)	2023	2.60	9.8%	9.5%	23.2%	23.0%	32.2%	2.3%
	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%

Q5. 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 (J)	2023	2.90	3.5%	7.9%	23.1%	25.9%	39.1%	0.5%
	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%

Q5. 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 (K)	2023	2.49	11.3%	9.6%	26.4%	22.6%	28.9%	1.3%
	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%

Q5. Transportation Choices
Gender Comparisons

GODBE RESEARCH
Gain Insight

When examinined in light of gender, women were more likely to ascribe higher importance to “Expanding local bus services (H),” “Improving public transportation to other cities (I),” and “Providing public transportation, carpooling, and other alternatives to driving alone (K).”

	Respondent's Gender		
	Total	Male	Female
E. Expanding highways	2.63	2.62	2.64
F. Reducing traffic congestion	2.72	2.67	2.77
G. Maintaining local streets and roads	3.43	3.40	3.46
H. Expanding local bus services	2.48	2.38	2.59
I. Improving public transportation to other cities	2.60	2.48	2.71
J. Maintaining and improving sidewalks and bike lanes	2.90	2.84	2.96
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.38	2.60

Q5. Transportation Choices
Age Comparisons

GODBE RESEARCH
Gain Insight

Younger residents, ages 18 to 24 had a greater likelihood of placing importance on "Providing public transportation, carpooling, and other alternatives to driving alone (K)," while those ages 18 to 34, were more likely to ascribe importance to "Expanding local bus services (H)." The 45-to-54- and 65-to-74-year-olds had a higher tendency to express importance for "Expanding highways (E)" and "Reducing traffic congestion (F)." Lastly, 45-to-54- and 65-to-74-year-olds, in addition to residents age 85 and older, had a greater tendency to rate "Maintaining local streets and roads (G)" as important

	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
E. Expanding highways	2.63	2.45	2.42	2.51	2.83	2.73	2.84	2.95	2.63	2.92	2.90
F. Reducing traffic congestion	2.72	2.72	2.43	2.61	2.91	2.70	2.90	2.90	2.99	3.01	2.43
G. Maintaining local streets and roads	3.43	3.29	3.30	3.45	3.60	3.21	3.59	3.63	3.34	3.95	2.62
H. Expanding local bus services	2.48	2.73	2.68	2.24	2.36	2.13	2.52	2.53	2.57	2.99	1.28
I. Improving public transportation to other cities	2.60	2.80	2.70	2.42	2.47	2.33	2.69	2.68	2.55	3.03	2.53
J. Maintaining and improving sidewalks and bike lanes	2.90	3.05	2.91	2.89	2.89	2.61	2.86	2.99	2.75	2.84	2.43
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.85	2.53	2.28	2.42	2.11	2.55	2.58	2.33	3.07	2.98

Q5. Transportation Choices
Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region residents were more likely to ascribe importance to “Expanding highways (E),” while West Kern, Central, and Mountains regions respondents had a greater likelihood to place importance on “Reducing traffic congestion (F).” Central region residents had a greater tendency to express higher importance for “Maintaining and improving sidewalks and bike lanes (J),” and West Kern respondents had a higher likelihood of favoring “Providing public transportation, carpooling, and other alternatives to driving alone (K).”

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
E. Expanding highways	2.63	2.61	2.75	2.19	2.10
F. Reducing traffic congestion	2.72	2.44	2.94	2.04	1.59
G. Maintaining local streets and roads	3.43	3.57	3.45	3.25	3.36
H. Expanding local bus services	2.48	2.62	2.50	2.20	2.51
I. Improving public transportation to other cities	2.60	2.91	2.59	2.37	2.65
J. Maintaining and improving sidewalks and bike lanes	2.90	3.04	2.94	2.58	2.68
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.81	2.52	2.14	2.31

Q5. Conserve Undeveloped Land and Natural Resources
(n=1,282)

GODBE RESEARCH
Gain Insight

For this set of issues in the survey, focused on conserving undeveloped land and natural resources for improving the future quality of life in Kern County, the 2023 results track consistently to 2022 and in the same rank order. Each of the issues achieved a mean score of at least three on a scale of zero to four.

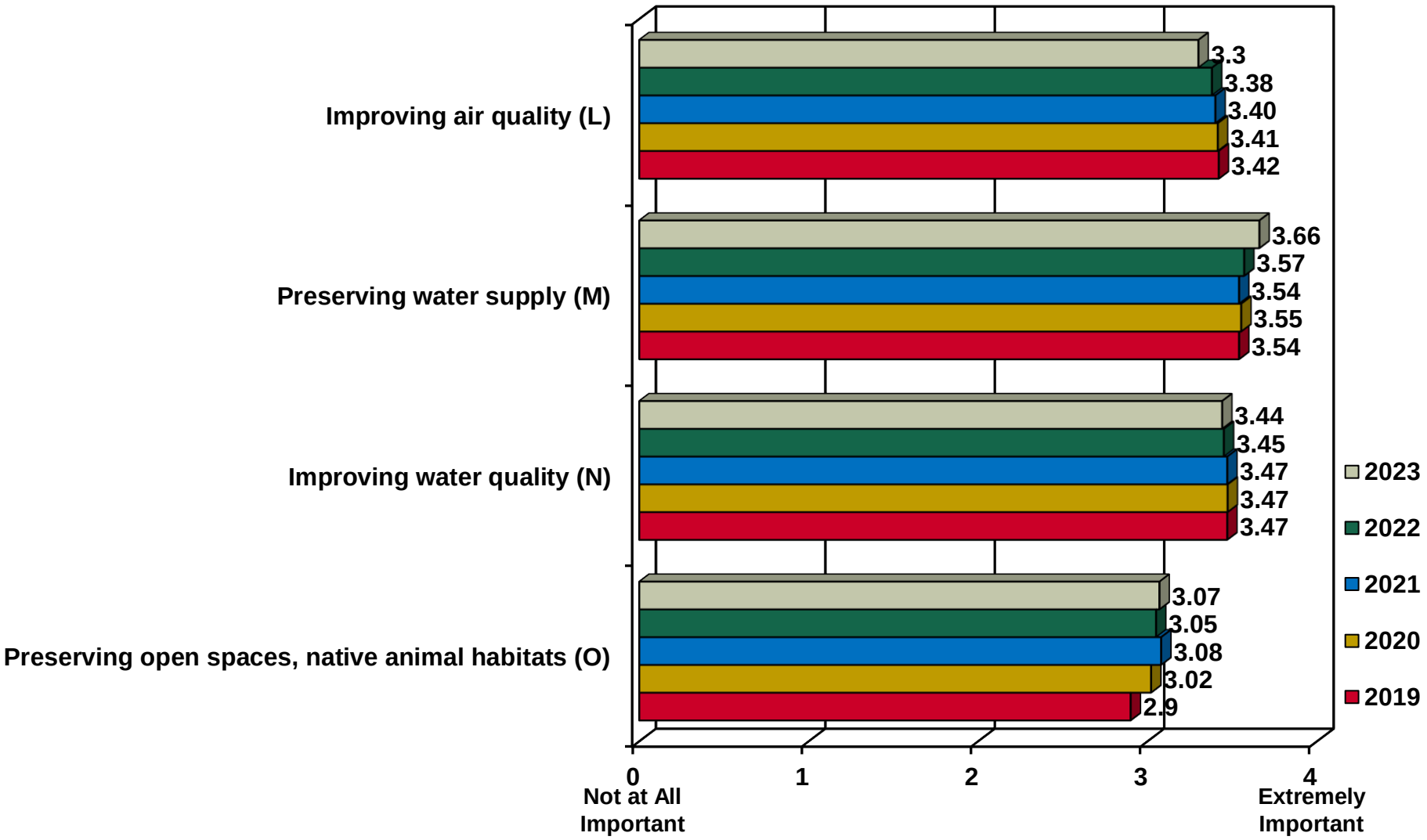
As in 2022, the highest rated issues were “Preserving water supply (M)” (mean score of 3.66), “Improving water quality (N)” (mean score of 3.44) and ”Improving air quality (L)” (mean score of 3.3). The lowest ranked issue was “Preserving open spaces, native animal habitats (O)” (mean score of 3.07).

“Preserving water supply (M)” garnered an “Extremely Important” score from more than three quarters of residents, and “Improving air quality (L)” and “Improving water quality (N)” received an “Extremely Important” rating from more than 3 out of 5 respondents. The lowest scoring issue, “Preserving open spaces, native animal habitats (O),” was given an “Extremely Important” rating by half of the residents.

As in the previous sub-sections of issues, the results are presented as a summary chart, comparative table, and subgroup comparisons on the following pages.

Q5. Conserve Undeveloped Land and Natural Resources
(n=1,282) 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

Q5. 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 (L)	2023	3.30	4.5%	4.0%	11.5%	16.8%	62.6%	0.6%
	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%

Q5. 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 (M)	2023	3.66	0.7%	1.1%	6.1%	15.4%	76.2%	0.6%
	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%

Q5. 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 (N)	2023	3.44	1.2%	3.2%	10.7%	19.6%	64.7%	0.7%
	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%

Q5. 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 (O)	2023	3.07	5.1%	5.7%	16.6%	21.6%	50.3%	0.8%
	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%

Q5. 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%

Q5. Conserve Undeveloped Land and Natural Resources

Gender Comparisons

GODBE RESEARCH
Gain Insight

In terms of gender, women had a higher likelihood of placing importance on three of the four issues, “Improving air quality (L),” “Improving water quality (N)” and “Preserving open spaces and native animal habitats (O).”

	Respondent's Gender		
	Total	Male	Female
L. Improving air quality	3.30	3.15	3.45
M. Preserving water supply	3.66	3.63	3.70
N. Improving water quality	3.44	3.35	3.54
O. Preserving open spaces and native animal habitats	3.07	2.89	3.25

Q5. Conserve Undeveloped Land and Natural Resources

Age Comparisons

GODBE RESEARCH
Gain Insight

When examining differences in opinion based on age, 18-to-24- and 65-to-74-year-olds were more likely to place importance on "Improving air quality (L)," and 18-to-34- and 65-to-74-year-olds had a greater likelihood of ascribing importance to "Preserving open spaces and native animal habitats (O)." Residents ages 65 to 74 also tended to express importance for "Preserving water supply (M)."

	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**
L. Improving air quality	3.30	3.48	3.30	3.02	3.29	3.14	3.38	3.50	3.39	3.75	3.05
M. Preserving water supply	3.66	3.61	3.64	3.56	3.65	3.52	3.75	3.85	3.85	4.00	4.00
N. Improving water quality	3.44	3.41	3.45	3.35	3.45	3.38	3.49	3.57	3.57	3.45	3.27
O. Preserving open spaces and native animal habitats	3.07	3.30	3.21	2.98	2.91	2.61	2.98	3.14	3.26	3.16	4.00

Q5. Conserve Undeveloped Land and Natural Resources

Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region residents tended to ascribe importance to “Improving air quality (L),” whereas Central and Mountains region respondents had a greater likelihod of placing importance on “Preserving open spaces and native animal habitats (O).” Central region residents were also more likely to ascribe importance to “Preserving water supply (M)” and “Improving water quality (N).”

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
L. Improving air quality	3.30	3.37	3.49	2.52	2.34
M. Preserving water supply	3.66	3.55	3.72	3.40	3.42
N. Improving water quality	3.44	3.39	3.52	3.13	3.11
O. Preserving open spaces and native animal habitats	3.07	3.08	3.10	3.19	2.75

Q5. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices (n=1,282)

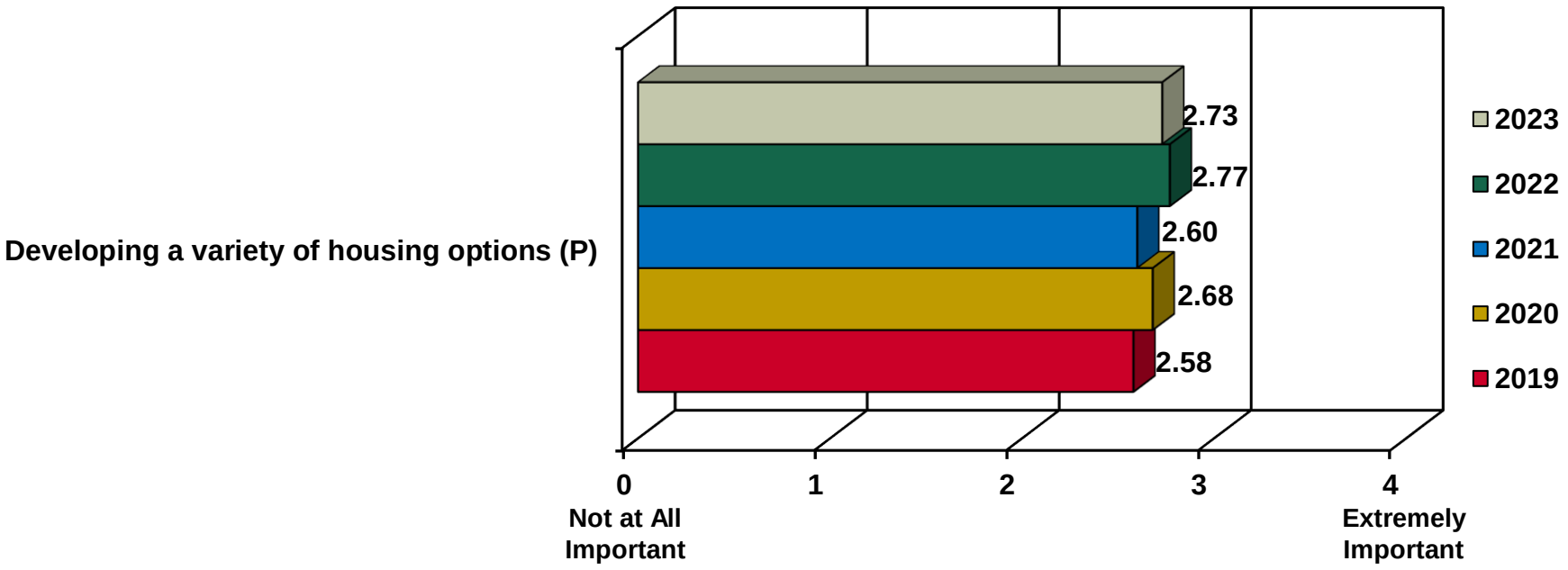
GODBE RESEARCH
Gain Insight

For the sub-section centered 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, current survey results are essentially identical to 2022. The issue “Developing a variety of housing options (P)” was deemed “Extremely Important” by more than one third of residents.

On the following pages, the data is shown in the form of a summary chart, comparative table, and subgroup comparisons.

Q5. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices (n=1,282) 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

Q5. 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 (P)	2023	2.73	8.5%	7.2%	22.1%	26.0%	35.2%	1.0%
	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%

Q5. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Gender Comparisons

GODBE RESEARCH
Gain Insight

Women respondents were more likely to place higher importance on this issue.

	Respondent's Gender		
	Total	Male	Female
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	2.66	2.80

Q5. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of age, the youngest respondents (18 to 24) had a higher likelihood of signaling 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	2.73	3.20	2.79	2.61	2.52	2.48	2.78	2.76	2.37	2.94	2.45

Q5. Use Compact, Efficient Development Where Appropriate and Provide a Variety of Housing Choices

Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region residents had a greater tendency to express higher importance for this issue.

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	2.96	2.79	2.19	2.48

Q5. Services, Safety and Equity
(n=1,282)

GODBE RESEARCH
Gain Insight

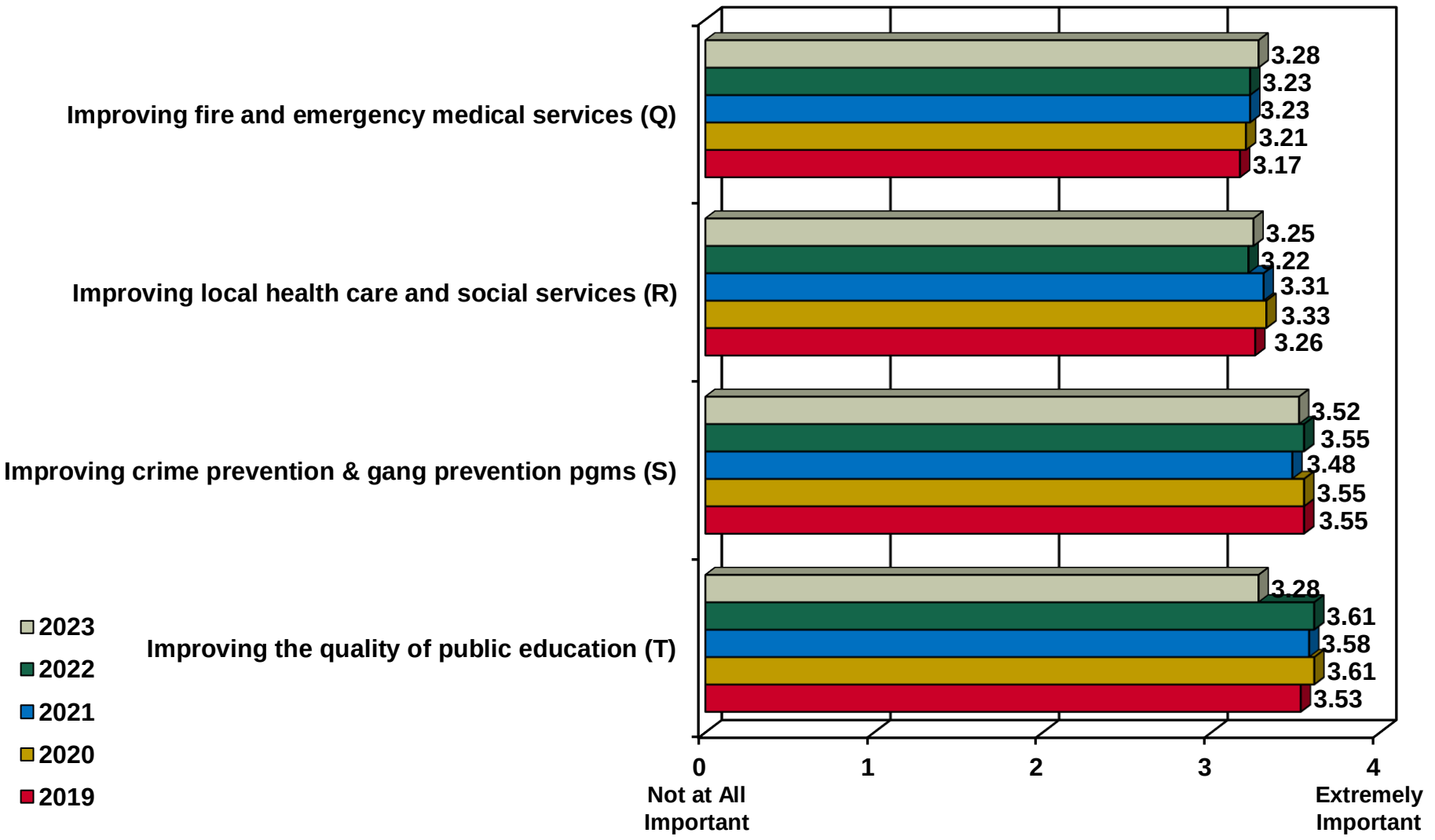
The last sub-section in this question tests the importance of issues regarding a variety of services, safety and equity issues for improving the future quality of life in Kern County. Three of the four issues of focus ("Improving fire and emergency medical services (Q)," "Improving local health care and social services (R)," and "Improving crime prevention and gang prevention programs (S)") resulted in essentially identical scores to 2022. However, the fourth issue, "Improving the quality of public education (T)," was rated lower in importance than in 2022 (3.28 in 2023 vs. 3.61 in 2022). As in 2022, all of the issues received a mean score of at least three on a scale of zero to four.

The highest rated issue was "Improving crime prevention and gang prevention programs (S)" (mean score of 3.52). The remaining three issues had importance ratings that were nearly the same, "Improving fire and emergency medical services (Q)" (mean score of 3.28), "Improving local health care and social services (R)" (mean score of 3.25), and "Improving the quality of public education (T)" (mean score of 3.28). "Improving crime prevention and gang prevention programs (S)" and "Improving the quality of public education (T)" were both rated as "Extremely Important" by more than seven out of ten residents, whereas "Improving fire and emergency medical services (Q)" and "Improving local health care and social services (R)" garnered an "Extremely Important" score by more than half of the respondents.

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

Q5. Services, Safety and Equity
(n=1,282) 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

Q5. 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 (Q)	2023	3.28	2.1%	3.1%	15.0%	23.4%	55.0%	1.3%
	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 (R)	2023	3.25	2.8%	3.6%	15.2%	21.9%	56.1%	0.4%
	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%

Q5. 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 crime prevention and gang prevention programs (S)	2023	3.52	2.1%	2.9%	8.1%	13.7%	72.0%	1.3%
	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%
Improving the quality of public education (T)	2023	3.59	1.3%	1.7%	7.5%	15.7%	73.1%	0.6%
	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%

Q5. Services, Safety and Equity

Gender Comparisons

GODBE RESEARCH
Gain Insight

With respect to gender, women respondents were more likely to acribe higher importance to all of the issues in this section.

	Respondent's Gender		
	Total	Male	Female
Q. Improving fire and emergency medical services	3.28	3.22	3.34
R. Improving local health care and social services	3.25	3.14	3.37
S. Improving crime prevention and gang prevention programs	3.52	3.46	3.59
T. Improving the quality of public education	3.59	3.54	3.63

Q5. Services, Safety and Equity

Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents, ages 18 to 34 had a greater tendency to place importance on ”Improving local health care and social services (R).” In contrast, respondents ages 60 to 74 were more likely to ascribe importance to ”Improving crime prevention and gang prevention programs (S).”

	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
Q. Improving fire and emergency medical services	3.28	3.34	3.28	3.26	3.29	3.00	3.28	3.37	3.16	3.71	3.75
R. Improving local health care and social services	3.25	3.37	3.37	3.26	3.12	2.92	3.31	3.31	3.04	3.37	3.80
S. Improving crime prevention and gang prevention programs	3.52	3.39	3.36	3.42	3.64	3.42	3.80	3.75	3.66	4.00	3.90
T. Improving the quality of public education	3.59	3.66	3.55	3.69	3.59	3.40	3.60	3.51	3.45	3.79	4.00

Q5. Services, Safety and Equity

Regional Comparisons

GODBE RESEARCH
Gain Insight

West Kern and Central region respondents were more likely to express higher importance for "Improving crime prevention and gang prevention programs (6S)."

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
Q. Improving fire and emergency medical services	3.28	3.37	3.30	3.20	3.12
R. Improving local health care and social services	3.25	3.47	3.24	3.11	3.33
S. Improving crime prevention and gang prevention programs	3.52	3.51	3.64	3.06	2.92
T. Improving the quality of public education	3.59	3.53	3.62	3.47	3.45

Q5. 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 and was tracked against results of previous years' surveys. The seven top-rated issues shown below were not grouped together when presented to the survey respondent, rather they were contained within their common topic area of focus. The six areas of focus were: (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:
  - "preserving water supply (M)" (3.66)
  - "improving the quality of public education (T)" (3.59)
  - "improving crime prevention and gang prevention programs(S)" (3.52)
  - "improving water quality (N)" (3.44)
  - "maintaining local streets and roads (G)" (3.43)
  - "creating more high paying jobs (A)" (3.36)
  - "improving air quality (L)" (3.30)

Q5. Importance of Specific Issues in Next 20 Years

Gender Comparisons

GODBE RESEARCH
Gain Insight

	Respondent's Gender		
	Total	Male	Female
A. Creating more high paying jobs	3.36	3.33	3.40
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	2.99	3.12
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.14	3.32
D. Creating more affordable housing	3.12	3.01	3.23
E. Expanding highways	2.63	2.62	2.64
F. Reducing traffic congestion	2.72	2.67	2.77
G. Maintaining local streets and roads	3.43	3.40	3.46
H. Expanding local bus services	2.48	2.38	2.59
I. Improving public transportation to other cities	2.60	2.48	2.71
J. Maintaining and improving sidewalks and bike lanes	2.90	2.84	2.96
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.38	2.60
L. Improving air quality	3.30	3.15	3.45
M. Preserving water supply	3.66	3.63	3.70
N. Improving water quality	3.44	3.35	3.54
O. Preserving open spaces and native animal habitats	3.07	2.89	3.25
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	2.66	2.80
Q. Improving fire and emergency medical services	3.28	3.22	3.34
R. Improving local health care and social services	3.25	3.14	3.37
S. Improving crime prevention and gang prevention programs	3.52	3.46	3.59
T. Improving the quality of public education	3.59	3.54	3.63

Q5. 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
A. Creating more high paying jobs	3.36	3.52	3.46	3.34	3.40	3.08	3.41	3.28	2.94	3.56	3.80
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	2.82	3.11	3.09	3.04	3.00	3.32	3.12	2.76	3.48	2.25
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.19	3.18	3.15	3.30	3.18	3.45	3.29	3.09	3.37	3.83
D. Creating more affordable housing	3.12	3.55	3.25	2.95	2.99	3.08	3.12	3.10	2.55	3.25	1.75
E. Expanding highways	2.63	2.45	2.42	2.51	2.83	2.73	2.84	2.95	2.63	2.92	2.90
F. Reducing traffic congestion	2.72	2.72	2.43	2.61	2.91	2.70	2.90	2.90	2.99	3.01	2.43
G. Maintaining local streets and roads	3.43	3.29	3.30	3.45	3.60	3.21	3.59	3.63	3.34	3.95	2.62
H. Expanding local bus services	2.48	2.73	2.68	2.24	2.36	2.13	2.52	2.53	2.57	2.99	1.28
I. Improving public transportation to other cities	2.60	2.80	2.70	2.42	2.47	2.33	2.69	2.68	2.55	3.03	2.53
J. Maintaining and improving sidewalks and bike lanes	2.90	3.05	2.91	2.89	2.89	2.61	2.86	2.99	2.75	2.84	2.43
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.85	2.53	2.28	2.42	2.11	2.55	2.58	2.33	3.07	2.98
L. Improving air quality	3.30	3.48	3.30	3.02	3.29	3.14	3.38	3.50	3.39	3.75	3.05
M. Preserving water supply	3.66	3.61	3.64	3.56	3.65	3.52	3.75	3.85	3.85	4.00	4.00
N. Improving water quality	3.44	3.41	3.45	3.35	3.45	3.38	3.49	3.57	3.57	3.45	3.27
O. Preserving open spaces and native animal habitats	3.07	3.30	3.21	2.98	2.91	2.61	2.98	3.14	3.26	3.16	4.00
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	3.20	2.79	2.61	2.52	2.48	2.78	2.76	2.37	2.94	2.45
Q. Improving fire and emergency medical services	3.28	3.34	3.28	3.26	3.29	3.00	3.28	3.37	3.16	3.71	3.75
R. Improving local health care and social services	3.25	3.37	3.37	3.26	3.12	2.92	3.31	3.31	3.04	3.37	3.80
S. Improving crime prevention and gang prevention programs	3.52	3.39	3.36	3.42	3.64	3.42	3.80	3.75	3.66	4.00	3.90
T. Improving the quality of public education	3.59	3.66	3.55	3.69	3.59	3.40	3.60	3.51	3.45	3.79	4.00

Q5. Importance of Specific Issues in Next 20 Years

Regional Comparisons

GODBE RESEARCH
Gain Insight

	Zip Code Area				
	Total	West Kern	Central	Mountains	East Kern
A. Creating more high paying jobs	3.36	3.56	3.40	3.01	3.25
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	3.34	3.05	2.72	3.17
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.43	3.30	2.75	2.90
D. Creating more affordable housing	3.12	3.41	3.16	2.87	2.80
E. Expanding highways	2.63	2.61	2.75	2.19	2.10
F. Reducing traffic congestion	2.72	2.44	2.94	2.04	1.59
G. Maintaining local streets and roads	3.43	3.57	3.45	3.25	3.36
H. Expanding local bus services	2.48	2.62	2.50	2.20	2.51
I. Improving public transportation to other cities	2.60	2.91	2.59	2.37	2.65
J. Maintaining and improving sidewalks and bike lanes	2.90	3.04	2.94	2.58	2.68
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.81	2.52	2.14	2.31
L. Improving air quality	3.30	3.37	3.49	2.52	2.34
M. Preserving water supply	3.66	3.55	3.72	3.40	3.42
N. Improving water quality	3.44	3.39	3.52	3.13	3.11
O. Preserving open spaces and native animal habitats	3.07	3.08	3.10	3.19	2.75
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	2.96	2.79	2.19	2.48
Q. Improving fire and emergency medical services	3.28	3.37	3.30	3.20	3.12
R. Improving local health care and social services	3.25	3.47	3.24	3.11	3.33
S. Improving crime prevention and gang prevention programs	3.52	3.51	3.64	3.06	2.92
T. Improving the quality of public education	3.59	3.53	3.62	3.47	3.45

Q5. 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
A. Creating more high paying jobs	3.36	3.63	3.91	3.15	3.17	3.49	3.31	3.50	2.81	2.56
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	3.32	3.38	3.43	2.86	3.16	3.86	2.71	1.22	2.59
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.28	3.39	3.30	3.03	3.35	4.00	3.27	2.96	2.57
D. Creating more affordable housing	3.12	3.18	3.91	2.92	2.88	3.31	2.73	3.11	2.05	2.07
E. Expanding highways	2.63	2.86	2.66	2.37	2.40	2.78	1.93	2.79	2.91	1.86
F. Reducing traffic congestion	2.72	2.37	2.27	2.41	2.46	2.93	1.07	3.00	2.77	1.96
G. Maintaining local streets and roads	3.43	3.58	3.60	3.50	3.33	3.49	3.86	3.27	3.60	3.26
H. Expanding local bus services	2.48	2.91	3.10	2.29	2.19	2.65	3.14	2.62	1.17	1.63
I. Improving public transportation to other cities	2.60	2.83	3.00	2.73	2.32	2.76	1.89	2.49	1.70	1.97
J. Maintaining and improving sidewalks and bike lanes	2.90	2.98	2.91	3.18	2.67	3.02	3.59	2.97	2.16	2.36
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.54	2.35	2.13	2.21	2.71	2.87	2.59	1.53	1.54
L. Improving air quality	3.30	3.08	3.71	2.81	3.07	3.50	3.04	3.52	2.07	2.65
M. Preserving water supply	3.66	3.64	3.74	3.46	3.60	3.74	3.59	3.59	3.49	3.29
N. Improving water quality	3.44	3.53	3.56	3.51	3.25	3.57	3.28	3.52	2.50	2.77
O. Preserving open spaces and native animal habitats	3.07	2.41	3.83	3.11	3.02	3.15	3.86	3.31	2.35	2.42
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	3.13	3.69	2.65	2.51	2.87	2.32	2.67	1.27	1.70
Q. Improving fire and emergency medical services	3.28	3.26	3.27	3.30	3.10	3.39	3.58	3.35	2.87	2.91
R. Improving local health care and social services	3.25	3.38	3.82	3.21	3.08	3.38	3.46	3.28	1.77	2.47
S. Improving crime prevention and gang prevention programs	3.52	3.36	3.90	3.62	3.34	3.65	3.31	3.37	3.38	3.27
T. Improving the quality of public education	3.59	3.55	3.83	3.58	3.43	3.68	3.58	3.69	3.67	3.23

Q5. Importance of Specific Issues in Next 20 Years

Household Income Comparisons

GODBE RESEARCH
Gain Insight

	Annual Household Income							
	Total	Less than $24,999	$25,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000-$124,999	$125,000 or more	Not sure / DK/NA
A. Creating more high paying jobs	3.36	3.35	3.55	3.53	3.40	3.40	3.08	3.20
B. Encouraging new businesses to relocate to the County in order to diversify the local economy	3.05	2.99	3.08	3.13	3.06	3.17	3.05	2.74
C. Revitalizing older neighborhoods and business districts that are becoming rundown	3.23	3.20	3.14	3.33	3.48	3.27	3.09	3.05
D. Creating more affordable housing	3.12	3.52	3.48	3.44	3.27	2.77	2.49	2.87
E. Expanding highways	2.63	2.41	2.58	2.79	2.74	2.87	2.44	2.62
F. Reducing traffic congestion	2.72	2.75	2.65	2.79	2.82	2.78	2.53	2.79
G. Maintaining local streets and roads	3.43	3.42	3.34	3.54	3.46	3.56	3.38	3.31
H. Expanding local bus services	2.48	2.89	2.73	2.65	2.80	2.27	1.84	2.39
I. Improving public transportation to other cities	2.60	2.81	2.63	2.81	2.79	2.48	2.14	2.66
J. Maintaining and improving sidewalks and bike lanes	2.90	2.87	2.89	2.97	3.03	2.97	2.74	2.82
K. Providing public transportation, carpooling, and other alternatives to driving alone	2.49	2.70	2.70	2.59	2.61	2.28	2.04	2.63
L. Improving air quality	3.30	3.38	3.45	3.50	3.29	3.16	3.05	3.25
M. Preserving water supply	3.66	3.76	3.69	3.72	3.68	3.66	3.52	3.65
N. Improving water quality	3.44	3.54	3.40	3.60	3.57	3.46	3.21	3.37
O. Preserving open spaces and native animal habitats	3.07	3.41	3.07	3.08	3.28	2.89	2.80	3.13
P. Developing a variety of housing options, including apartments, townhomes and condominiums	2.73	3.00	3.06	3.03	2.69	2.69	2.19	2.45
Q. Improving fire and emergency medical services	3.28	3.28	3.36	3.26	3.39	3.31	3.07	3.37
R. Improving local health care and social services	3.25	3.46	3.38	3.37	3.43	3.04	2.96	3.16
S. Improving crime prevention and gang prevention programs	3.52	3.69	3.51	3.63	3.50	3.55	3.38	3.44
T. Improving the quality of public education	3.59	3.65	3.61	3.67	3.67	3.53	3.49	3.45

Q6. Type of Transportation Used Traveling to Work or School
(n=1,282)

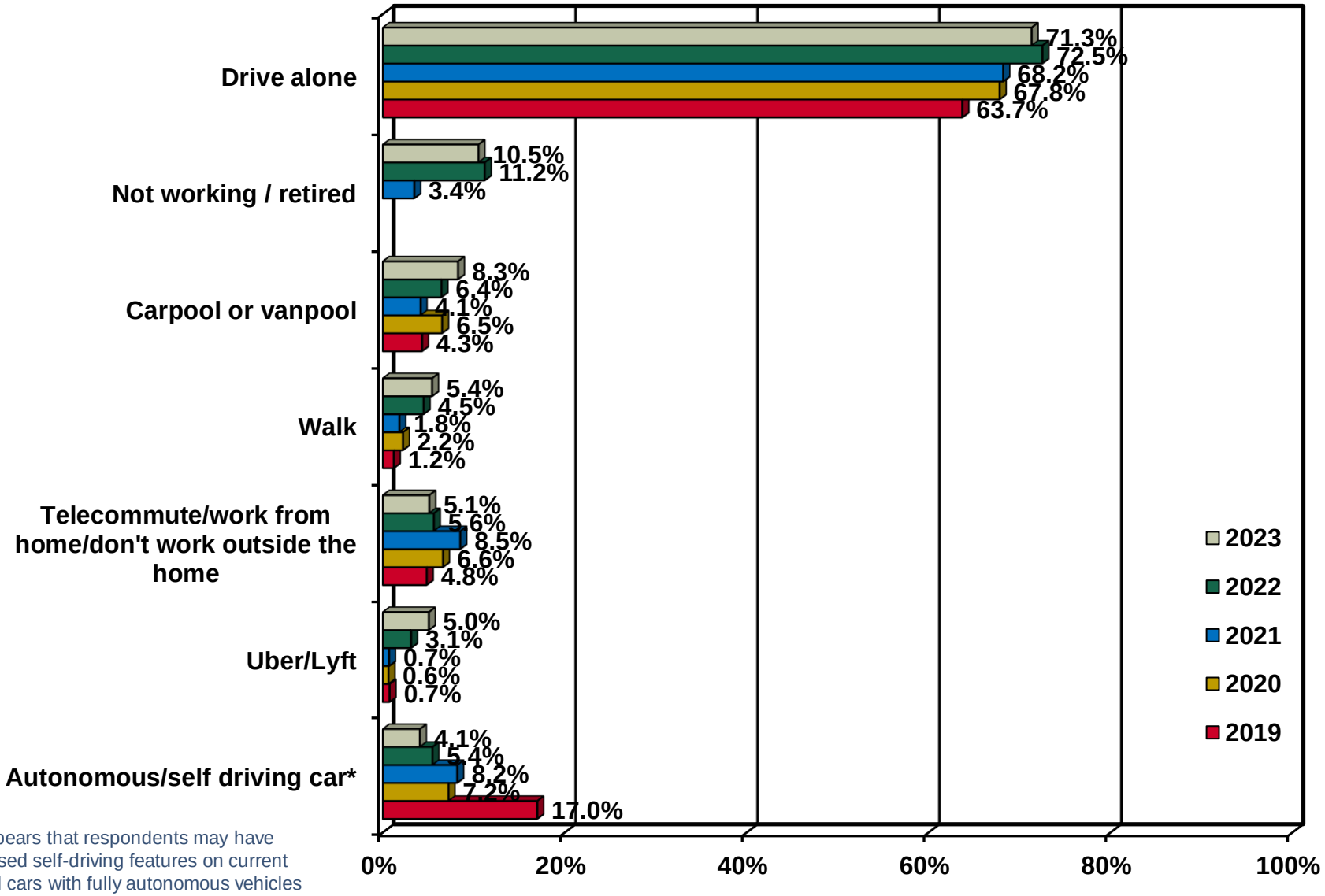
GODBE RESEARCH
Gain Insight

The respondents were next asked to report the type of transit mode used for commuting to their workplace or school. The 2023 survey results are essentially consistent with the previous year. Continuing the trend, “Drive alone” was still the highest scoring response to the question.

The data are presented on the following two pages.

Q6. Primary Type of Transportation Used Traveling to Work or School
(n=1,282) Continued

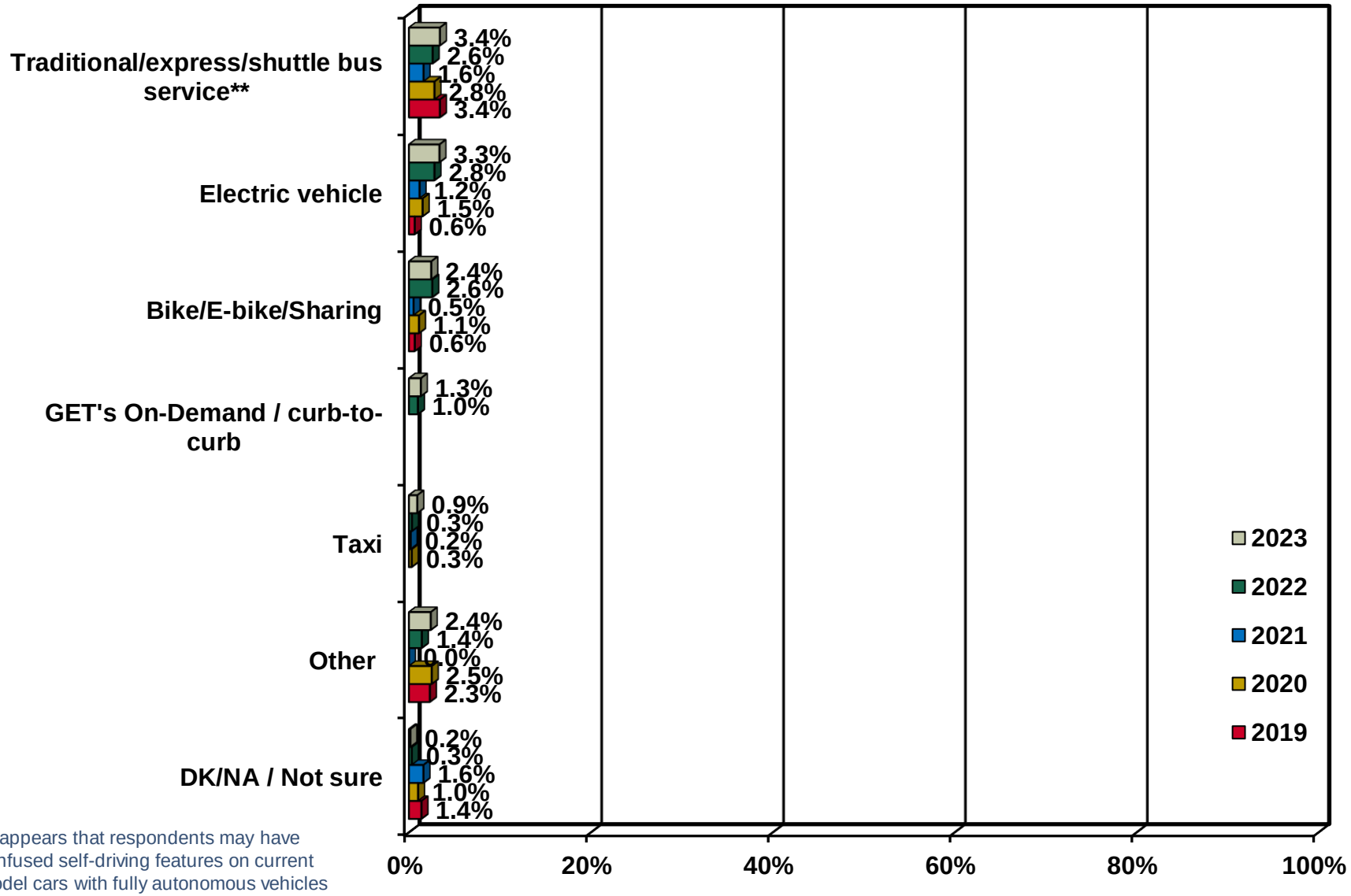
GODBE RESEARCH
Gain Insight



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

Q6. Primary Type of Transportation Used Traveling to Work or School
(n=1,282) 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"

Q6. Primary Type of Transportation Used Traveling to Work or School

Gender Comparisons

GODBE RESEARCH
Gain Insight

Men were more likely to state they drive alone as their primary type of transportation to work or school. In contrast, women had a greater likelihood of reporting they utilize “Self-driving car,” “Shuttle service,” “Taxi,” and “Walk.”

The data is presented on the next page.

Q6. Primary Type of Transportation Used Traveling to Work or School

Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

	Respondents Gender		
	Total	Male	Female
Total	1282	650	632
Bike / Electric bike	31 2.4%	21 3.2%	11 1.7%
Carpool or vanpool	106 8.3%	53 8.1%	53 8.4%
Drive alone	914 71.3%	499 76.7%	416 65.8%
Electric vehicle	43 3.3%	21 3.3%	22 3.4%
Express bus service	10 0.8%	3 0.4%	7 1.1%
GET's On-Demand / curb-to-curb	17 1.3%	9 1.4%	8 1.2%
Self-driving car	52 4.1%	19 3.0%	33 5.2%
Shuttle service	9 0.7%	1 0.2%	8 1.2%
Taxi	12 0.9%	2 0.3%	10 1.5%
Traditional bus service	24 1.9%	8 1.2%	16 2.6%
Uber/Lyft	65 5.0%	26 4.0%	39 6.1%
Walk	69 5.4%	26 4.0%	43 6.8%
Telecommute / Work from home / don't work outside the home	65 5.1%	26 4.1%	39 6.1%
Retired	135 10.5%	58 8.9%	76 12.1%
Other	31 2.4%	7 1.0%	24 3.8%
Not sure	2 0.2%	1 0.1%	1 0.2%

Q6. Primary Type of Transportation Used Traveling to Work or School

Age Comparisons

GODBE RESEARCH
Gain Insight

When transit habits are examined in terms of age, the younger residents (ages 18 to 54) had a greater tendency to report “Drive alone” as their primary means of transit to work or school. Respondents ages 35 to 44 and 55 to 59 were more likely to indicate they telecommute, work from home, or don’t work outside their home. Not surprisingly, those ages 60 and older had a higher likelihood of stating they are retired.

The data table is shown on the following page.

Q6. 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	1282	176	262	238	199	90	95	143	59	17	4
Bike / Electric bike	31 2.4%	2 1.1%	5 2.1%	9 4.0%	6 2.8%	4 4.5%	2 1.9%	1 0.4%	2 4.1%	0 0.0%	0 0.0%
Carpool or vanpool	106 8.3%	17 9.9%	27 10.4%	20 8.3%	22 10.9%	8 9.3%	3 3.0%	6 4.0%	3 4.6%	0 0.0%	0 0.0%
Drive alone	914 71.3%	151 85.8%	201 76.5%	189 79.7%	151 76.0%	61 67.7%	56 59.0%	71 49.8%	27 44.8%	5 30.0%	3 74.8%
Electric vehicle	43 3.3%	8 4.7%	10 4.0%	10 4.3%	5 2.7%	3 3.2%	1 1.4%	1 0.8%	3 5.6%	0 0.0%	0 0.0%
Express bus service	10 0.8%	2 1.2%	1 0.5%	2 1.0%	2 0.9%	0 0.0%	1 1.4%	1 0.7%	0 0.0%	0 0.0%	0 0.0%
GET's On-Demand / curb-to-curb	17 1.3%	0 0.0%	3 1.0%	4 1.5%	2 0.8%	2 1.7%	3 3.1%	3 1.8%	2 3.0%	0 0.0%	0 0.0%
Self-driving car	52 4.1%	0 0.0%	9 3.4%	5 2.3%	12 6.0%	5 5.8%	8 8.6%	6 4.2%	4 6.6%	2 9.2%	1 25.2%
Shuttle service	9 0.7%	0 0.0%	2 0.7%	2 0.8%	2 0.8%	1 1.5%	1 1.4%	0 0.0%	1 1.7%	0 0.0%	0 0.0%
Taxi	12 0.9%	0 0.0%	6 2.1%	3 1.3%	2 0.8%	1 1.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Traditional bus service	24 1.9%	2 1.1%	4 1.5%	6 2.7%	3 1.6%	4 3.9%	1 0.5%	3 2.1%	1 2.2%	0 0.0%	0 0.0%
Uber/Lyft	65 5.0%	21 11.9%	11 4.2%	11 4.7%	8 3.9%	3 3.3%	4 4.3%	3 2.1%	4 5.9%	0 0.0%	0 0.0%
Walk	69 5.4%	9 4.9%	17 6.4%	12 5.0%	10 5.1%	8 9.2%	3 3.6%	6 4.1%	4 6.7%	0 0.0%	0 0.0%
Telecommute / Work from home / don't work outside the home	65 5.1%	10 5.7%	15 5.8%	19 7.8%	10 5.0%	8 9.3%	3 3.2%	0 0.0%	0 0.1%	0 0.0%	0 0.0%
Retired	135 10.5%	0 0.0%	6 2.2%	5 1.9%	10 4.9%	1 1.3%	24 25.0%	59 41.4%	21 34.8%	10 58.6%	0 0.0%
Other	31 2.4%	4 2.2%	4 1.4%	10 4.2%	2 1.1%	3 3.9%	3 3.6%	1 0.8%	3 5.3%	0 0.0%	0 0.0%
Not sure	2 0.2%	0 0.0%	0 0.0%	1 0.3%	0 0.0%	1 0.7%	0 0.0%	0 0.0%	0 0.5%	0 2.3%	0 0.0%

Q6. Primary Type of Transportation Used Traveling to Work or School

Regional Comparisons

GODBE RESEARCH
Gain Insight

Residents of the East Kern region were more likely to report they “Drive alone,” while Central region respondents had a higher likelihood of stating they are “Retired.”

The results are shown on the next page.

Q6. Primary Type of Transportation Used Traveling to Work or School

Regional Comparisons

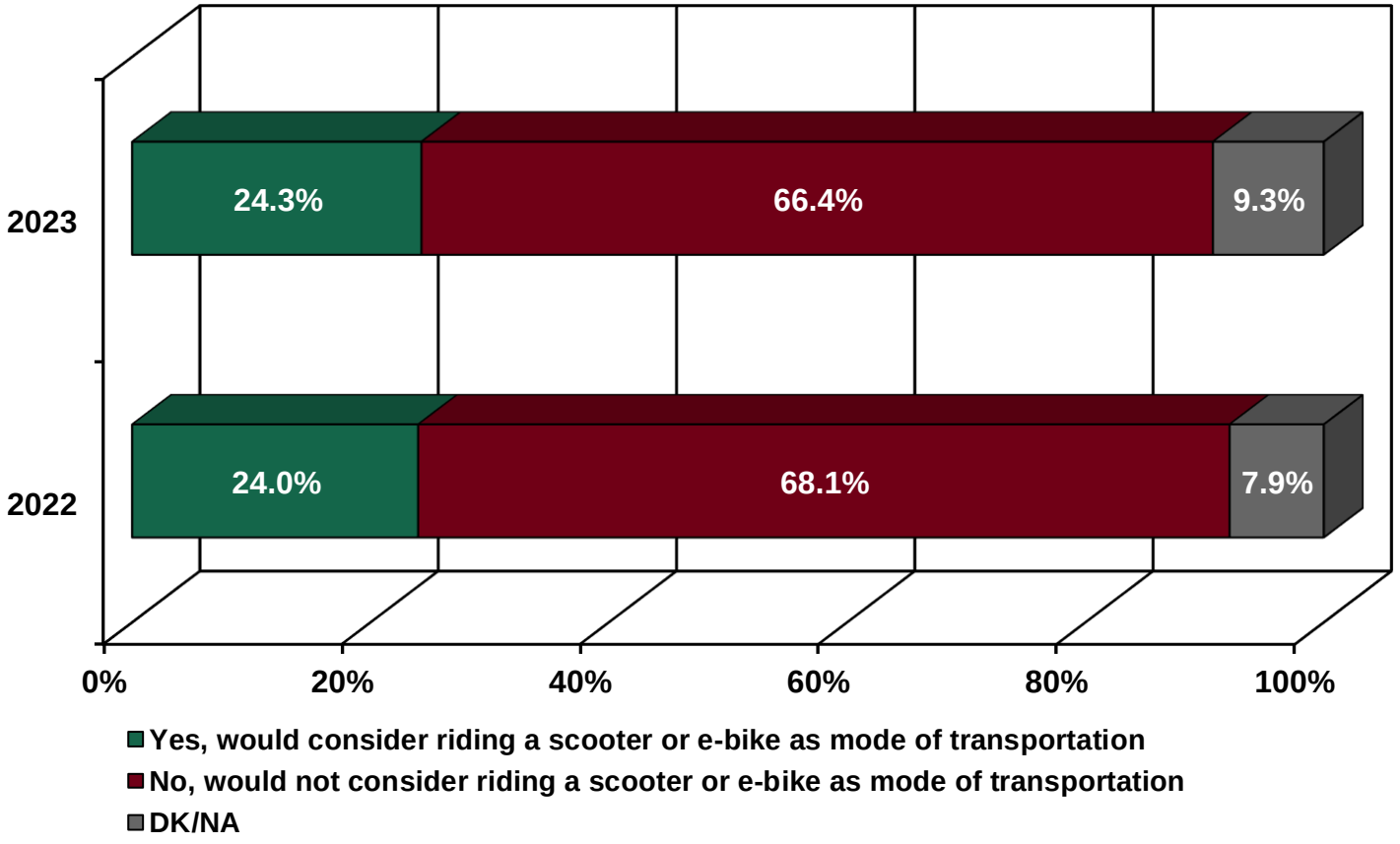
GODBE RESEARCH
Gain Insight

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
Total	1282	62	1001	93	126
Bike / Electric bike	31 2.4%	3 5.0%	22 2.2%	3 2.8%	3 2.6%
Carpool or vanpool	106 8.3%	6 9.9%	89 8.9%	8 8.2%	3 2.3%
Drive alone	914 71.3%	48 77.1%	692 69.2%	72 77.2%	103 81.2%
Electric vehicle	43 3.3%	1 0.9%	37 3.6%	5 5.5%	1 0.6%
Express bus service	10 0.8%	0 0.2%	8 0.8%	0 0.0%	2 1.4%
GET's On-Demand / curb-to-curb	17 1.3%	0 0.0%	16 1.6%	0 0.0%	0 0.3%
Self-driving car	52 4.1%	1 1.7%	47 4.7%	0 0.2%	4 3.3%
Shuttle service	9 0.7%	0 0.0%	9 0.9%	0 0.0%	0 0.0%
Taxi	12 0.9%	1 1.5%	9 0.9%	2 1.7%	0 0.3%
Traditional bus service	24 1.9%	2 3.6%	20 1.9%	1 1.0%	1 1.0%
Uber/Lyft	65 5.0%	2 2.9%	62 6.2%	0 0.0%	1 0.9%
Walk	69 5.4%	2 3.9%	64 6.4%	2 1.8%	1 1.0%
Telecommute / Work from home / don't work outside the home	65 5.1%	5 7.3%	45 4.5%	6 6.8%	9 7.2%
Retired	135 10.5%	1 0.9%	120 12.0%	9 9.9%	5 3.8%
Other	31 2.4%	1 1.0%	27 2.7%	2 2.3%	1 0.9%
Not sure	2 0.2%	0 0.6%	1 0.1%	0 0.0%	1 0.5%

Q7. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation
(commuters from Q6) (n=1,082)

GODBE RESEARCH
Gain Insight

The next two questions in the survey focus on determining whether residents would consider riding a scooter or e-bike as their primary mode of transportation. When compared with 2022, the results were identical. Nearly a quarter of respondents said they would consider a scooter or e-bike, whereas two-thirds said they would not.



Q7. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no significant differences in response between genders.

	Respondents Gender		
	Total	Male	Female
Total	1082	566	516
Yes, would consider riding a scooter or e-bike as primary mode of transportation	263 24.3%	144 25.5%	119 23.0%
No, would not consider riding a scooter or e-bike as primary mode of transportation	719 66.4%	368 65.0%	351 68.0%
DK/NA	101 9.3%	54 9.5%	47 9.1%

Q7. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of age groups, there were no statistically significant differences in response to this question.

	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	1082	166	241	215	179	81	68	83	39	7	4
Yes, would consider riding a scooter or e-bike as primary mode of transportation	263 24.3%	47 28.3%	56 23.2%	48 22.6%	52 29.2%	21 26.2%	11 15.9%	22 26.5%	5 11.7%	1 10.5%	0 0.0%
No, would not consider riding a scooter or e-bike as primary mode of transportation	719 66.4%	97 58.4%	166 68.7%	148 69.1%	111 62.0%	50 61.3%	48 70.3%	60 71.5%	31 80.1%	6 83.9%	3 82.5%
DK/NA	101 9.3%	22 13.3%	20 8.1%	18 8.3%	16 8.8%	10 12.5%	9 13.8%	2 2.0%	3 8.2%	0 5.6%	1 17.5%

Q7. Consider Riding a Scooter or e-Bike as Primary Mode of Transportation

Regional Comparisons

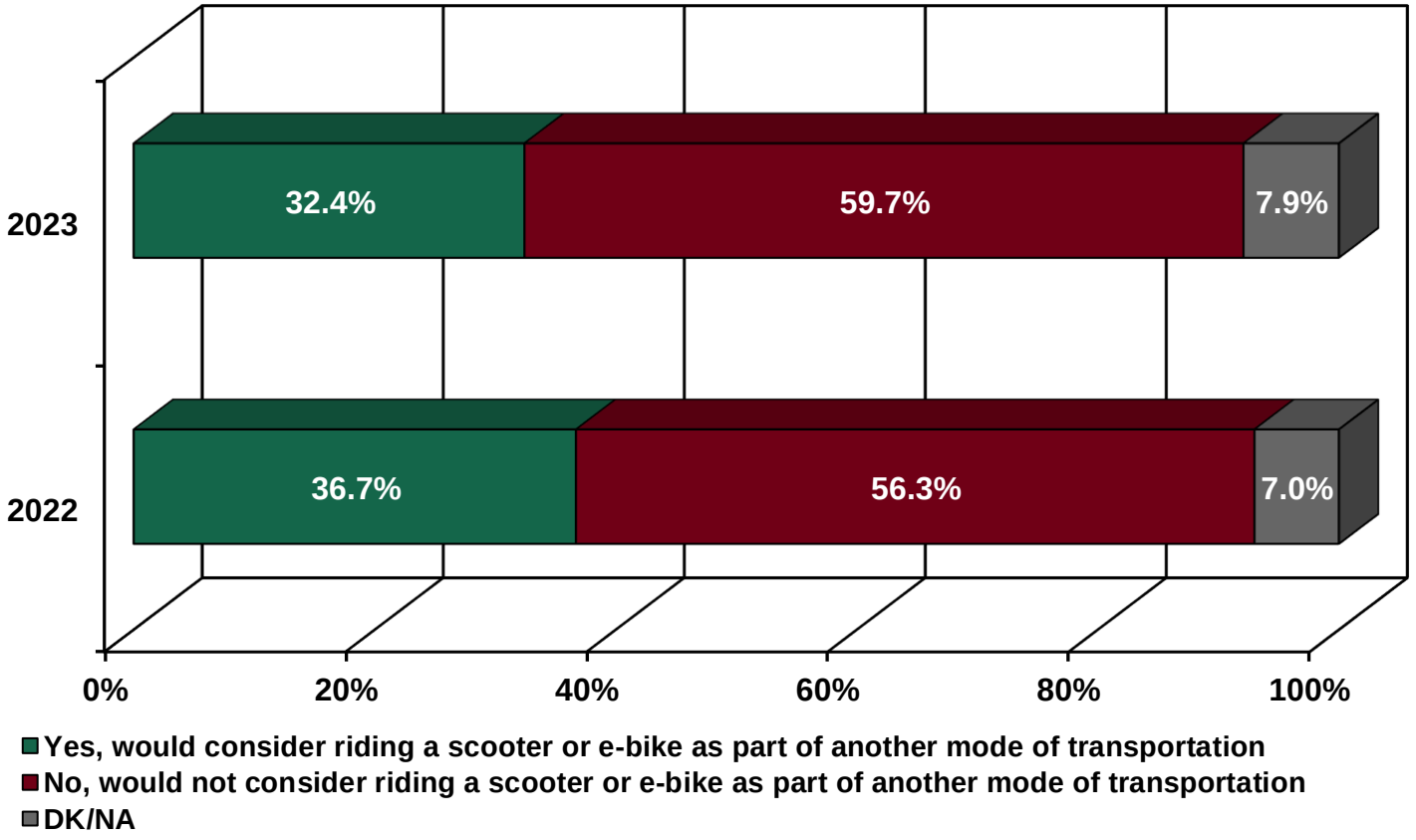
GODBE RESEARCH
Gain Insight

There were no statistically significant differences in response given by residents from among the four geographical regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1082	57	835	77	112
Yes, would consider riding a scooter or e-bike as primary mode of transportation	263 24.3%	20 34.2%	189 22.6%	19 24.3%	36 31.7%
No, would not consider riding a scooter or e-bike as primary mode of transportation	719 66.4%	33 58.2%	567 67.9%	51 66.1%	67 59.9%
DK/NA	101 9.3%	4 7.6%	79 9.5%	7 9.6%	9 8.4%

Q8. Consider Riding a Scooter or e-Bike as Part of Another Mode of Transportation (commuters from Q6) (n=1,082)

Next, a follow up question was posed to commuters to assess whether they would opt for a scooter or e-bike transit option if it was part of another mode of transportation. When compared with the 2022 data, slightly fewer residents were open to this idea. However, nearly one third of the respondents indicated they would consider this option.



Q8. 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 response between genders.

	Respondents Gender		
	Total	Male	Female
Total	1082	566	516
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	351 32.4%	186 32.8%	165 32.0%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	646 59.7%	340 60.1%	306 59.2%
DK/NA	86 7.9%	40 7.1%	45 8.8%

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

Age Comparisons

GODBE RESEARCH
Gain Insight

In terms of age groupings, there were no statistically significant differences in response.

	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	1082	166	241	215	179	81	68	83	39	7	4
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	351 32.4%	64 38.5%	81 33.4%	58 27.3%	66 37.2%	29 36.3%	17 25.5%	29 34.2%	6 14.5%	1 10.5%	0 0.0%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	646 59.7%	86 52.0%	145 60.0%	144 66.9%	95 52.9%	40 49.6%	44 64.7%	53 63.6%	30 77.3%	6 83.9%	4 100.0%
DK/NA	86 7.9%	16 9.5%	16 6.6%	13 5.9%	18 10.0%	11 14.1%	7 9.8%	2 2.2%	3 8.2%	0 5.6%	0 0.0%

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

Regional Comparisons

GODBE RESEARCH
Gain Insight

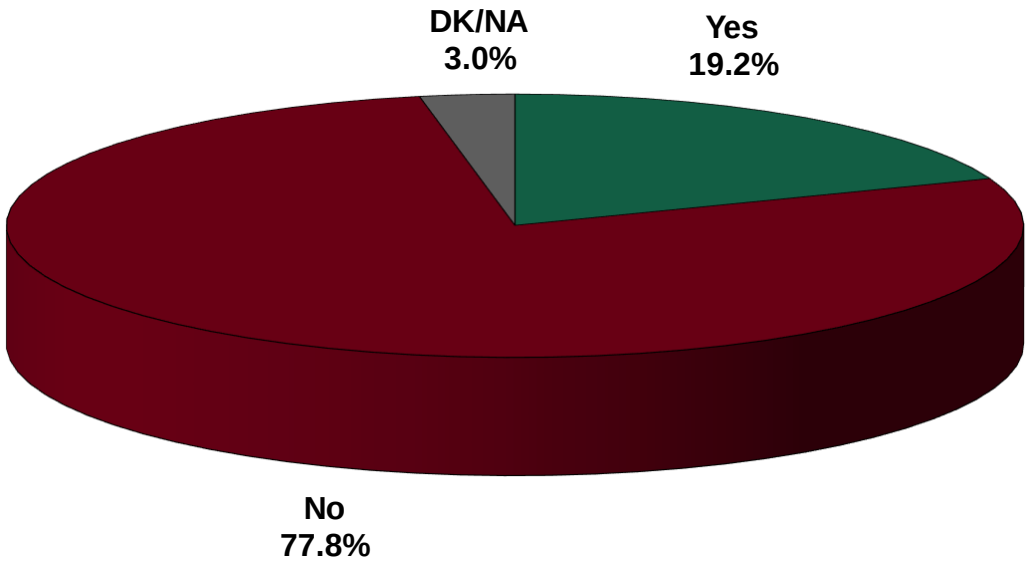
In light of geographical region, there were no statistically significant differences in response given by the residents of the four areas.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1082	57	835	77	112
Yes, would consider riding a scooter or e-bike as part of another mode of transportation	351 32.4%	24 42.1%	257 30.8%	23 29.8%	47 41.8%
No, would not consider riding a scooter or e-bike as part of another mode of transportation	646 59.7%	30 53.1%	507 60.6%	50 65.3%	58 52.0%
DK/NA	86 7.9%	3 4.8%	72 8.6%	4 5.0%	7 6.3%

Q9. Telecommute or Work From Home
(Not IDed as telecommuters in Q6; n=1,147)

GODBE RESEARCH
Gain Insight

In a new question for the 2023 survey, residents were asked if they telecommuted or worked from home. Almost one in five respondents said they did work remotely, while more than three quarters reported they did not.



Total Telecommuters/Work from Home from Q6 + Q10	= 21.3% (n=273)

Q9. Telecommute or Work From Home
Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no differences in response to this question between genders.

	Respondents Gender		
	Total	Male	Female
Total	1082	566	516
Yes	208 19.2%	104 18.3%	104 20.2%
No	842 77.8%	440 77.7%	402 77.9%
DK/NA	33 3.0%	23 4.0%	10 2.0%

Q9. Telecommute or Work From Home
Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 35 to 44 and 85 and older were more likely to report that they work remotely by telecommuting or working from home, whereas respondents ages 75 to 84 had a greater tendency to say they do not.

	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	1082	166	241	215	179	81	68	83	39	7	4
Yes	208 19.2%	25 15.1%	46 19.1%	59 27.5%	39 21.6%	15 18.4%	9 12.5%	10 11.5%	1 2.6%	4 51.4%	2 47.5%
No	842 77.8%	132 79.6%	189 78.4%	149 69.6%	137 76.6%	63 77.9%	58 84.9%	71 84.7%	38 97.4%	3 48.6%	2 52.5%
DK/NA	33 3.0%	9 5.4%	6 2.6%	6 3.0%	3 1.8%	3 3.7%	2 2.6%	3 3.8%	0 0.0%	0 0.0%	0 0.0%

Q9. Telecommute or Work From Home
Regional Comparisons

GODBE RESEARCH
Gain Insight

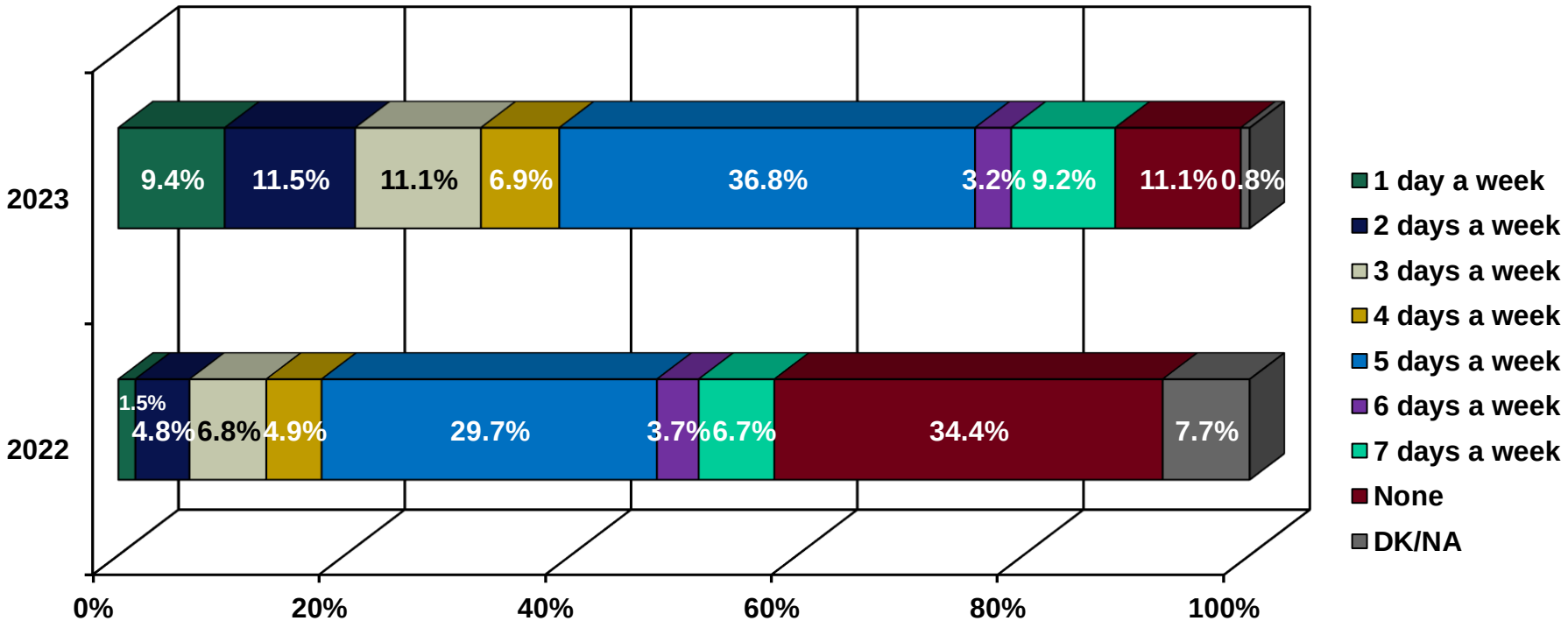
In terms of differences by area, Central region residents had a higher likelihood of indicating they do not telecommute or work from home.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountain**	**East**
Total	1082	57	835	77	112
Yes	208 19.2%	9 16.5%	156 18.7%	20 25.9%	22 19.5%
No	842 77.8%	46 81.0%	659 78.9%	50 64.4%	86 77.0%
DK/NA	33 3.0%	1 2.5%	20 2.4%	7 9.7%	4 3.5%

Q10. Number of Days Per Week Telecommuting or Working From Home (telecommute/work from home from Q6) (n=273)

GODBE RESEARCH
Gain Insight

Next, residents who indicated they telecommute or work from home were asked how many days they do in fact work or attend school remotely. When compared with 2022 data, there has been a sizeable shift in those who are telecommuting or working from home. In particular, the respondents who reported telecommuting or working from home five days a week increased 7.1%. Further, responses citing "1 day a week" increased 7.9%, "2 days a week" registered a 6.7% increase, and "3 days a week" increased 4.3%. There was a corresponding decrease in those who said they don't telecommute.



Q10. Number of Days Per Week Telecommuting or Working From Home

Gender Comparisons

GODBE RESEARCH
Gain Insight

In terms of gender, women were more likely to say they work remotely seven days per week, as well as reporting they do not telecommute or work from home.

	Respondents Gender		
	Total	Male	Female
Total	273	130	143
1 day a week	26 9.4%	16 12.2%	10 6.8%
2 days a week	31 11.5%	16 12.3%	15 10.8%
3 days a week	30 11.1%	18 13.5%	13 8.9%
4 days a week	19 6.9%	8 5.9%	11 7.8%
5 days a week	100 36.8%	53 40.6%	48 33.2%
6 days a week	9 3.2%	7 5.2%	2 1.4%
7 days a week	25 9.2%	5 3.7%	20 14.2%
None	30 11.1%	7 5.6%	23 16.1%
DK/NA	2 0.8%	1 0.8%	1 0.7%

Q10. Number of Days Per Week Telecommuting or Working From Home
Age Comparisons

GODBE RESEARCH
Gain Insight

Respondents ages 85 and older were more likely to say they both telecommute or work from home two days per week and also do not work remotely. Those ages 55 to 59 also had a greater tendency to say they do not work remotely.

	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	273	35	61	78	49	23	12	10	1	4	2
1 day a week	26 9.4%	3 9.3%	3 4.8%	6 7.3%	8 15.6%	3 13.2%	1 11.2%	0 1.0%	0 0.0%	0 0.0%	2 100.0%
2 days a week	31 11.5%	2 5.7%	4 6.5%	15 19.5%	3 5.7%	3 13.3%	1 9.8%	1 14.1%	0 0.0%	2 57.0%	0 0.0%
3 days a week	30 11.1%	4 12.9%	5 8.6%	7 9.4%	9 18.4%	1 3.8%	2 19.3%	1 13.3%	0 0.1%	0 0.0%	0 0.0%
4 days a week	19 6.9%	1 4.3%	4 7.3%	9 11.8%	2 4.3%	2 6.6%	0 0.0%	0 1.0%	0 3.8%	0 0.0%	0 0.0%
5 days a week	100 36.8%	20 57.2%	28 45.7%	26 34.1%	12 24.6%	5 20.2%	4 34.9%	4 46.6%	1 80.8%	0 0.0%	0 0.0%
6 days a week	9 3.2%	2 6.4%	5 8.4%	0 0.0%	1 1.8%	0 1.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
7 days a week	25 9.2%	1 4.2%	9 15.1%	6 7.7%	8 16.3%	0 2.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
None	30 11.1%	0 0.0%	2 3.5%	7 8.8%	6 13.3%	9 38.9%	3 24.8%	1 12.9%	0 15.3%	2 43.0%	0 0.0%
DK/NA	2 0.8%	0 0.0%	0 0.0%	1 1.4%	0 0.0%	0 0.0%	0 0.0%	1 11.0%	0 0.0%	0 0.0%	0 0.0%

Q10. Number of Days Per Week Telecommuting or Working From Home
Regional Comparisons

GODBE RESEARCH
Gain Insight

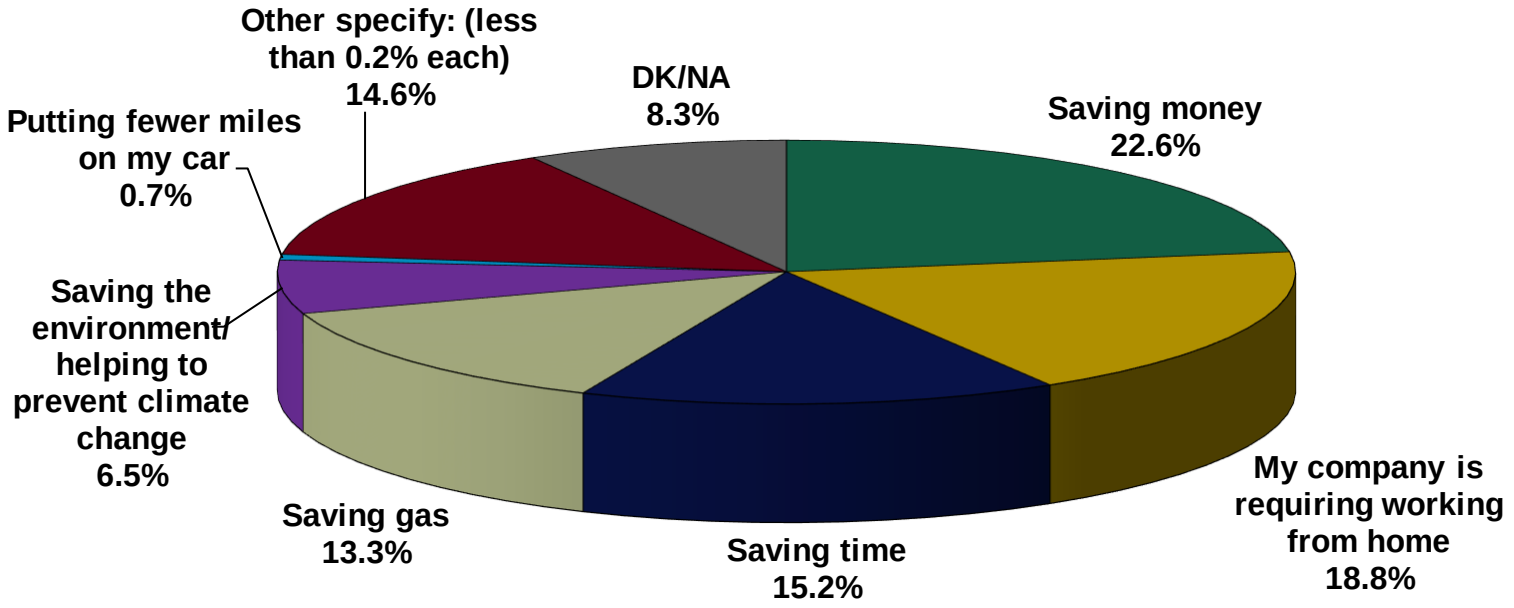
Residents of West Kern were more likely to indicate they telecommute or work from home 6 days a week. Further, Mountain area respondents had a higher likelihood of saying they work remotely two and four days per week, while East Kern residents had a greater tendency to report they use this option three days per week.

	Zip Code Area				
	Total	West Kern	Central	Mountain	East
Total	273	14	202	26	31
1 day a week	26 9.4%	0 0.0%	23 11.4%	2 6.2%	1 3.3%
2 days a week	31 11.5%	1 4.5%	19 9.5%	8 29.9%	4 12.1%
3 days a week	30 11.1%	4 26.0%	18 8.9%	0 1.9%	8 26.4%
4 days a week	19 6.9%	2 11.8%	9 4.5%	6 23.4%	2 6.2%
5 days a week	100 36.8%	3 22.5%	81 40.2%	5 20.6%	11 34.7%
6 days a week	9 3.2%	2 14.7%	4 2.2%	0 1.7%	2 5.7%
7 days a week	25 9.2%	2 12.7%	20 9.9%	2 6.9%	1 4.8%
None	30 11.1%	1 7.8%	25 12.2%	2 9.4%	2 6.9%
DK/NA	2 0.8%	0 0.0%	2 1.1%	0 0.0%	0 0.0%

Q11. Most Important Reason to Continue Telecommuting or Working From Home (telecommute/work from home from Q6 & Q9) (n=273)

GODBE RESEARCH
Gain Insight

In a new question for the 2023 survey, residents that said they were working remotely were asked what the most important reason was for them to continue telecommuting or working from home. The top four most common responses were “Saving money” (22.6%), “My company is requiring working from home” (18.8%), “Saving time” (15.2%) and “Saving gas” (13.3%).



Q11. Most Important Reason to Continue Telecommuting or Working From Home

Gender Comparisons

GODBE RESEARCH
Gain Insight

When the responses are analyzed according to gender, women were more likely to indicate their reason for continuing to work remotely was due to “My company is requiring working from home.” Men, on the other had, had a greater tendency to report that “Saving time” was their reason.

	Respondents Gender		
	Total	Male	Female
Total	273	130	143
My company is requiring working from home	51 18.8%	17 13.4%	34 23.7%
Putting fewer miles on my car	2 0.7%	2 1.5%	0 0.0%
Saving gas	36 13.3%	21 16.0%	16 10.9%
Saving money	62 22.6%	33 25.1%	29 20.2%
Saving the environment / helping to prevent climate change	18 6.5%	10 7.5%	8 5.7%
Saving time	41 15.2%	26 20.3%	15 10.5%
Other	40 14.6%	13 9.7%	27 19.0%
DK/NA	23 8.3%	8 6.5%	14 10.0%

Q11. Most Important Reason to Continue Telecommuting or Working From Home

Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 85 and older were more likely to cite “Saving time” as their reason for telecommuting or working from home.

	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	273	35	61	78	49	23	12	10	1	4	2
My company is requiring working from home	51 18.8%	12 34.5%	9 15.5%	16 20.8%	4 9.0%	5 19.9%	4 33.2%	0 0.0%	1 73.3%	0 0.0%	0 0.0%
Putting fewer miles on my car	2 0.7%	0 0.0%	1 2.2%	1 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Saving gas	36 13.3%	0 0.0%	8 13.5%	8 9.9%	15 30.0%	1 5.7%	0 0.0%	3 29.6%	0 3.8%	0 0.0%	2 100.0%
Saving money	62 22.6%	14 40.2%	10 15.5%	17 22.4%	10 20.4%	6 24.2%	4 30.5%	2 17.2%	0 3.8%	0 0.0%	0 0.0%
Saving the environment / helping to prevent climate change	18 6.5%	0 0.0%	5 8.2%	5 6.4%	5 9.7%	3 13.6%	0 0.0%	0 0.0%	0 3.8%	0 0.0%	0 0.0%
Saving time	41 15.2%	3 9.9%	12 19.7%	15 19.9%	3 5.9%	4 17.8%	0 1.7%	1 13.2%	0 0.0%	2 57.0%	0 0.0%
Other	40 14.6%	1 4.3%	8 13.4%	12 15.6%	9 18.1%	4 16.9%	3 24.8%	2 25.3%	0 0.0%	0 0.0%	0 0.0%
DK/NA	23 8.3%	4 11.1%	7 12.0%	3 4.4%	3 7.0%	0 1.9%	1 9.8%	1 14.7%	0 15.3%	2 43.0%	0 0.0%

Q11. Most Important Reason to Continue Telecommuting or Working From Home
Regional Comparisons

GODBE RESEARCH
Gain Insight

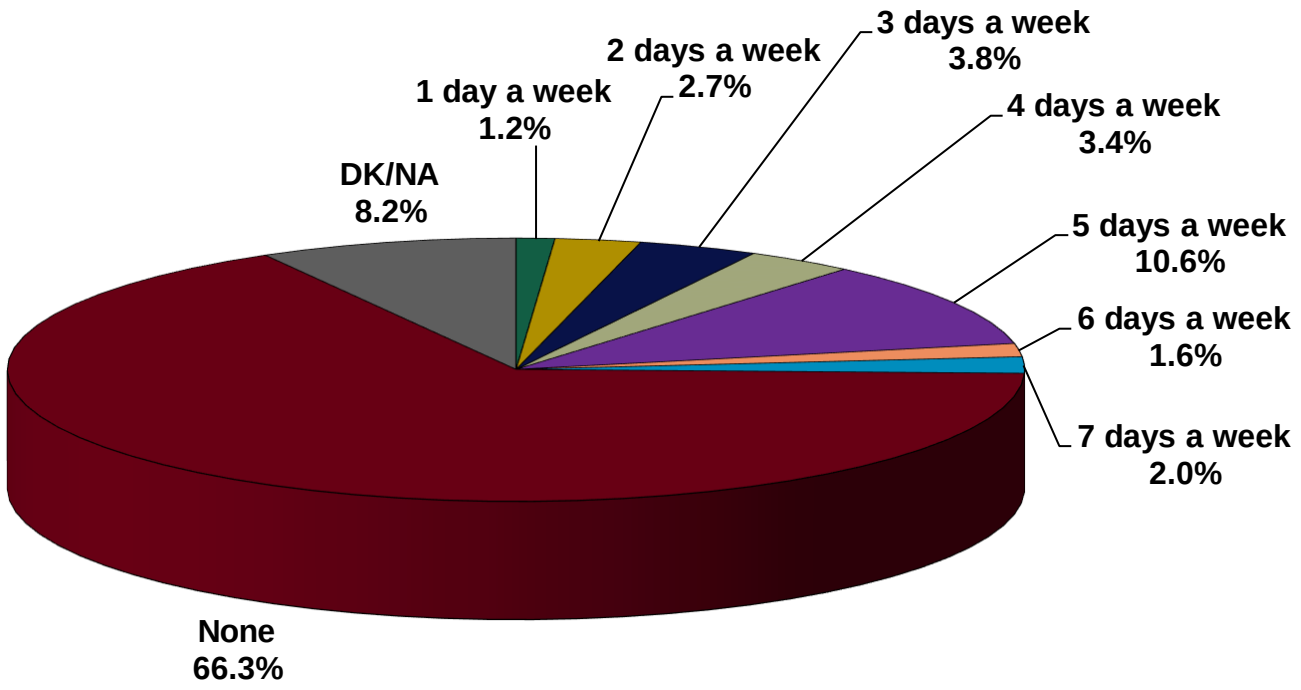
There were no statistically significant differences in reasons offered in response to this question among residents of the four regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountain**	**East**
Total	273	14	202	26	31
My company is requiring working from home	51 18.8%	2 13.0%	41 20.3%	3 9.7%	6 19.3%
Putting fewer miles on my car	2 0.7%	1 3.9%	0 0.0%	0 0.0%	1 4.3%
Saving gas	36 13.3%	3 21.7%	27 13.6%	3 11.4%	3 9.8%
Saving money	62 22.6%	4 26.8%	45 22.2%	7 26.3%	6 19.7%
Saving the environment / helping to prevent climate change	18 6.5%	1 6.7%	14 6.8%	1 5.0%	2 5.8%
Saving time	41 15.2%	1 8.1%	29 14.5%	7 27.7%	4 11.8%
Other	40 14.6%	0 0.0%	31 15.3%	4 15.2%	5 15.9%
DK/NA	23 8.3%	3 19.8%	15 7.2%	1 4.7%	4 13.3%

Q12. Number of Days Per Week Could Telecommute or Work From Home
(non-telecommuters from Q6 & Q9) (n=874)

GODBE RESEARCH
Gain Insight

Additionally, respondents who indicated they don't telecommute or work from home were asked a follow up question of how many days a week they could conceivably work remotely if they wanted to. A majority of residents (two-thirds) indicated they couldn't telecommute or work from home. Approximately one in seven residents said they could work remotely at least 5 days a week.



Q12. Number of Days Per Week Could Telecommute or Work From Home

Gender Comparisons

GODBE RESEARCH
Gain Insight

When examined in light of gender, women were more likely to say they could potentially telecommute or work from home four or five days per week. Contrastingly, men had a greater likelihood of reporting they could not work remotely.

	Respondents Gender		
	Total	Male	Female
Total	874	462	412
1 day a week	11 1.2%	7 1.5%	4 1.0%
2 days a week	24 2.7%	13 2.8%	11 2.7%
3 days a week	33 3.8%	15 3.2%	18 4.5%
4 days a week	30 3.4%	8 1.7%	22 5.3%
5 days a week	93 10.6%	39 8.4%	54 13.2%
6 days a week	14 1.6%	7 1.5%	7 1.8%
7 days a week	18 2.0%	12 2.5%	6 1.4%
None	580 66.3%	328 70.9%	252 61.1%
DK/NA	72 8.2%	35 7.5%	37 9.0%

Q12. Number of Days Per Week Could Telecommute or Work From Home

Age Comparisons

GODBE RESEARCH
Gain Insight

The youngest residents, ages 18 to 24, indicated a greater likelihood of being able to work 4 days per week remotely, while respondents ages 85 and older had a higher tendency to say they could take advantage of this option 5 days per week.

	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	874	141	195	156	140	66	60	74	38	3	2
1 day a week	11 1.2%	2 1.6%	2 1.1%	1 0.4%	3 1.9%	0 0.0%	2 2.5%	0 0.4%	1 3.1%	0 0.0%	0 0.0%
2 days a week	24 2.7%	0 0.0%	7 3.8%	5 3.2%	5 3.7%	0 0.6%	2 4.1%	3 4.7%	0 0.0%	0 0.0%	0 0.0%
3 days a week	33 3.8%	9 6.2%	7 3.4%	3 1.7%	4 2.7%	2 2.8%	3 4.6%	7 9.3%	0 0.2%	0 0.0%	0 0.0%
4 days a week	30 3.4%	14 9.6%	6 3.0%	4 2.3%	2 1.1%	1 0.9%	1 2.3%	2 2.7%	2 4.0%	0 0.0%	0 0.0%
5 days a week	93 10.6%	14 10.1%	23 12.0%	19 12.4%	16 11.7%	10 15.0%	5 7.8%	3 4.7%	0 0.0%	2 51.9%	0 0.0%
6 days a week	14 1.6%	3 2.3%	6 3.2%	0 0.0%	1 0.9%	2 2.5%	0 0.0%	2 2.3%	0 0.0%	0 0.0%	0 0.0%
7 days a week	18 2.0%	5 3.6%	3 1.3%	5 3.3%	3 2.0%	1 1.2%	0 0.0%	0 0.0%	1 3.1%	0 0.0%	0 0.0%
None	580 66.3%	86 61.2%	131 67.1%	102 65.4%	94 66.9%	38 57.8%	42 70.3%	53 71.4%	31 82.4%	1 36.5%	2 100.0%
DK/NA	72 8.2%	7 5.2%	10 5.1%	18 11.3%	13 9.1%	13 19.2%	5 8.4%	3 4.6%	3 7.1%	0 11.5%	0 0.0%

Q12. Number of Days Per Week Could Telecommute or Work From Home

Regional Comparisons

GODBE RESEARCH
Gain Insight

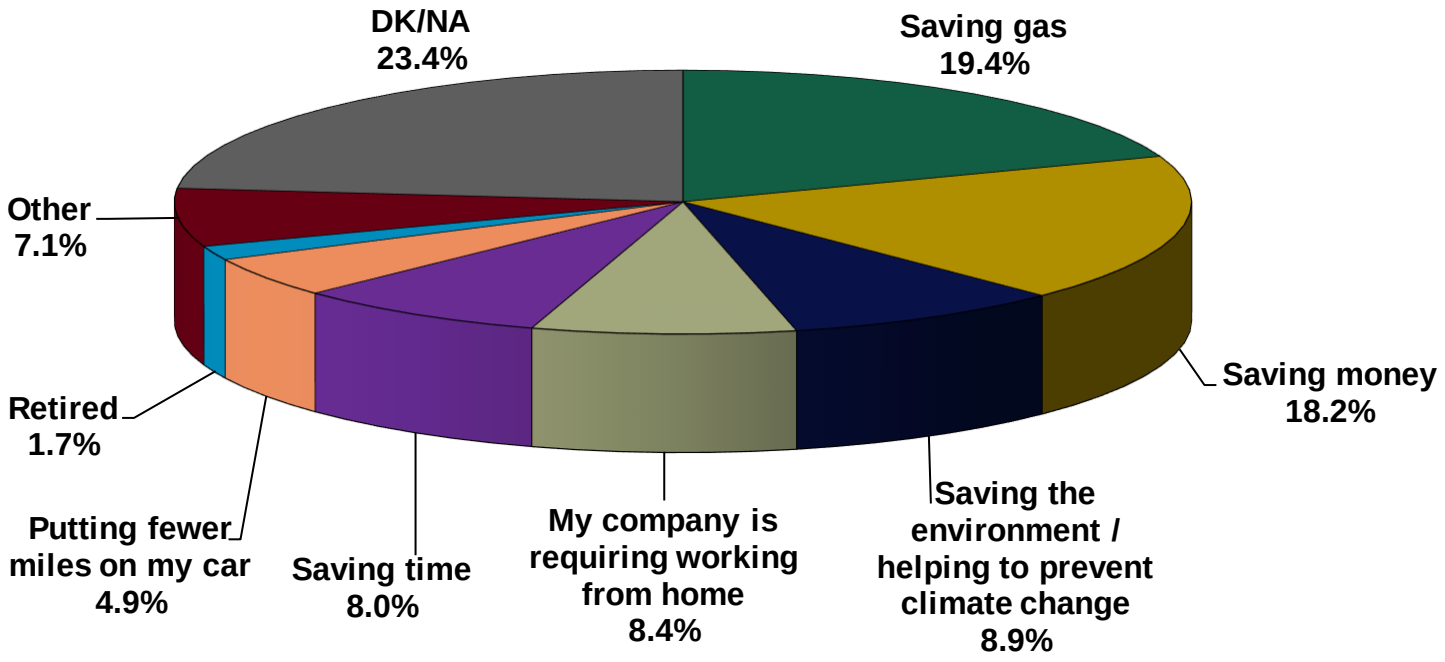
There were no statistically significant differences in response among residents of the four geograohic areas.

	Zip Code Area				
	Total	West Kern	Central	Mountain	East
Total	874	48	679	57	90
1 day a week	11 1.2%	1 2.3%	4 0.6%	2 3.9%	3 3.8%
2 days a week	24 2.7%	1 2.0%	18 2.6%	2 3.2%	4 3.9%
3 days a week	33 3.8%	1 1.2%	28 4.2%	3 4.9%	1 1.6%
4 days a week	30 3.4%	0 0.0%	27 3.9%	0 0.0%	3 3.6%
5 days a week	93 10.6%	6 11.9%	69 10.2%	2 4.0%	16 17.3%
6 days a week	14 1.6%	0 0.3%	12 1.8%	1 2.2%	0 0.5%
7 days a week	18 2.0%	1 1.9%	13 1.9%	2 4.1%	1 1.1%
None	580 66.3%	35 72.8%	451 66.4%	40 69.6%	54 59.9%
DK/NA	72 8.2%	4 7.5%	56 8.3%	5 8.1%	8 8.3%

Q13. Most Important Reason to Begin Telecommuting or Working From Home
(does not telecommute from Q6 & Q9) (n=874)

GODBE RESEARCH
Gain Insight

Following up with residents who do not telecommute or work from home, they were next asked what the most important reason could be for working remotely. The responses “Saving gas” and “Saving money” were mentioned by nearly one in five respondents. The next tier of responses were “Saving the environment/helping to prevent climate change” (8.9%), “My company is requiring working from home” (8.4%), “Saving time” (8.0%), and “Putting fewer miles on my car” (4.9%). About one quarter of respondents either did not know or had no answer for this question.



Q13. Most Important Reason to Begin Telecommuting or Working From Home

Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to respond, “My company is requiring working from home” and “Saving gas” in response to this question.

	Respondents Gender		
	Total	Male	Female
Total	874	462	412
My company is requiring working from home	73 8.4%	30 6.6%	43 10.4%
Putting fewer miles on my car	43 4.9%	24 5.2%	19 4.6%
Saving gas	170 19.4%	77 16.7%	92 22.4%
Saving money	159 18.2%	83 17.9%	76 18.5%
Saving the environment / helping to prevent climate change	78 8.9%	41 8.9%	37 8.9%
Saving time	70 8.0%	36 7.8%	34 8.3%
Retired	15 1.7%	5 1.1%	10 2.4%
Other	62 7.1%	36 7.7%	27 6.4%
DK/NA	204 23.4%	130 28.1%	74 18.1%

Q13. Most Important Reason to Begin Telecommuting or Working From Home

Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 18 to 24 were more likely to cite "Saving money" as their prime motivator to work remotely, while 45-to-54-year-olds had a greater tendency to say "Putting fewer miles on my car." Respondents ages 85 and older had a higher likelihood of indicating "Saving time" as their reason to telecommute or work from home.

	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	874	141	195	156	140	66	60	74	38	3	2
My company is requiring working from home	73 8.4%	8 5.5%	21 10.9%	18 11.8%	8 5.7%	4 6.7%	3 5.6%	6 8.5%	4 10.1%	0 0.0%	0 0.0%
Putting fewer miles on my car	43 4.9%	3 2.0%	4 2.3%	8 5.0%	14 10.3%	4 6.0%	3 5.6%	4 5.9%	2 5.3%	0 0.0%	0 0.0%
Saving gas	170 19.4%	33 23.6%	46 23.7%	26 16.6%	20 14.2%	19 29.0%	7 11.6%	13 17.6%	4 10.9%	1 34.2%	0 0.0%
Saving money	159 18.2%	49 34.7%	26 13.1%	29 18.3%	28 20.0%	12 17.9%	7 11.3%	6 7.6%	3 8.5%	0 0.0%	0 18.8%
Saving the environment / helping to prevent climate change	78 8.9%	10 7.2%	26 13.3%	10 6.1%	14 9.7%	2 3.1%	8 12.6%	4 6.0%	4 11.4%	0 0.0%	0 0.0%
Saving time	70 8.0%	10 6.9%	18 9.3%	15 9.3%	11 8.0%	4 5.8%	3 4.8%	7 10.1%	0 0.1%	2 51.9%	1 47.9%
Retired	15 1.7%	2 1.4%	0 0.0%	0 0.3%	1 0.6%	1 1.3%	2 3.7%	4 5.5%	5 12.5%	0 0.0%	0 0.0%
Other	62 7.1%	1 0.4%	14 7.0%	15 9.6%	12 8.6%	1 2.2%	7 11.7%	11 14.5%	2 5.3%	0 0.0%	0 0.0%
DK/NA	204 23.4%	26 18.3%	40 20.4%	36 23.0%	32 22.9%	18 27.9%	20 33.0%	18 24.3%	14 36.0%	0 13.9%	1 33.3%

Q13. Most Important Reason to Begin Telecommuting or Working From Home

Regional Comparisons

GODBE RESEARCH
Gain Insight

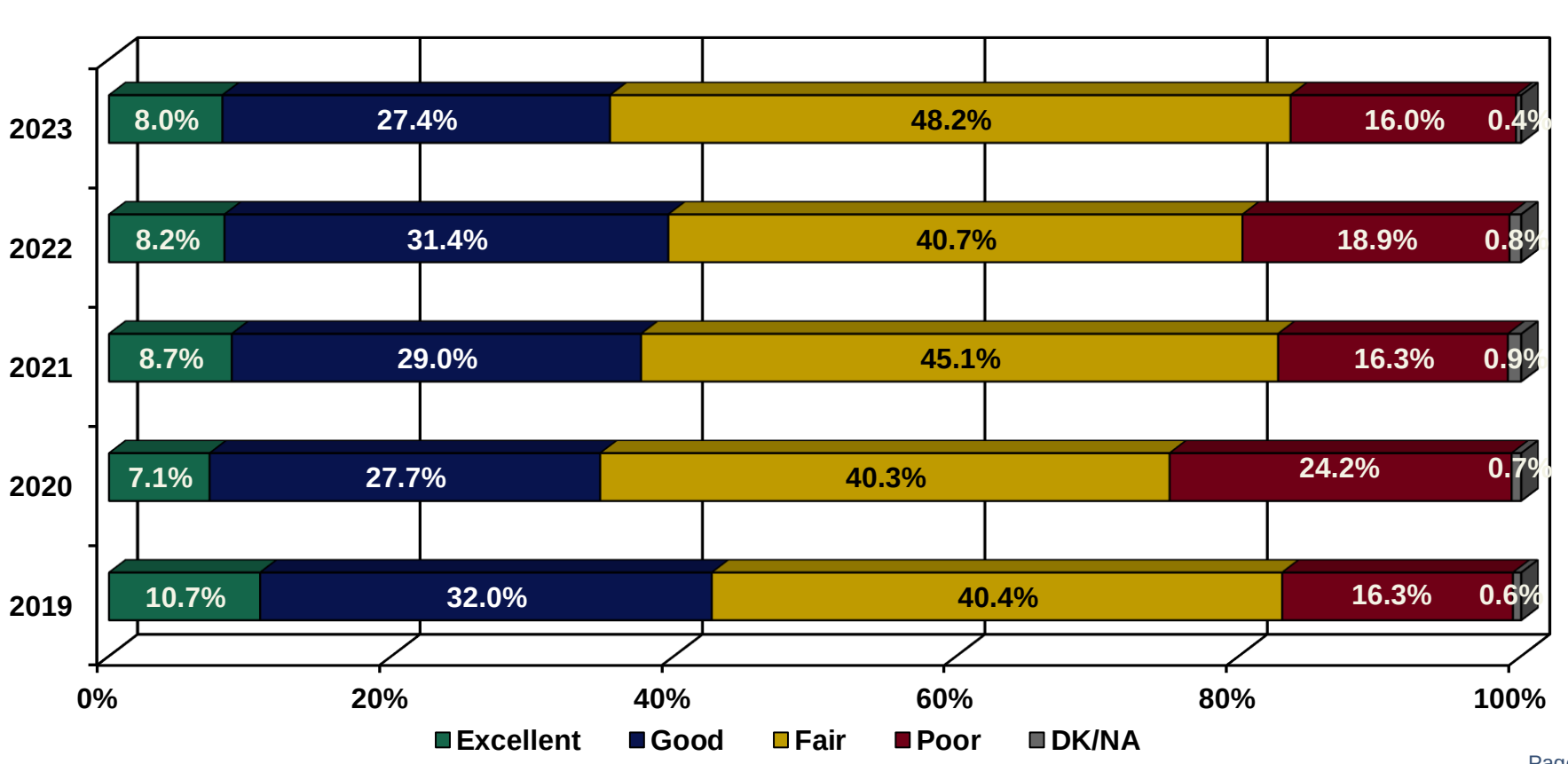
There were no statistically significant differences in response among residents from the four geographical areas.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountain**	**East**
Total	874	48	679	57	90
My company is requiring working from home	73 8.4%	4 8.4%	61 9.0%	2 3.7%	6 6.5%
Putting fewer miles on my car	43 4.9%	1 1.4%	34 5.0%	3 5.3%	6 6.3%
Saving gas	170 19.4%	7 15.3%	127 18.7%	9 15.8%	26 28.8%
Saving money	159 18.2%	10 21.9%	122 18.0%	8 14.4%	18 19.6%
Saving the environment / helping to prevent climate change	78 8.9%	1 1.2%	70 10.3%	3 5.2%	4 4.3%
Saving time	70 8.0%	5 9.7%	48 7.0%	9 15.7%	9 10.0%
Retired	15 1.7%	0 0.0%	11 1.7%	2 3.5%	2 1.9%
Other	62 7.1%	3 6.0%	45 6.7%	6 10.6%	8 8.9%
DK/NA	204 23.4%	17 36.1%	160 23.6%	15 25.7%	12 13.8%

Q14. Rating of Traffic Flow in City or Town
(n=1,282)

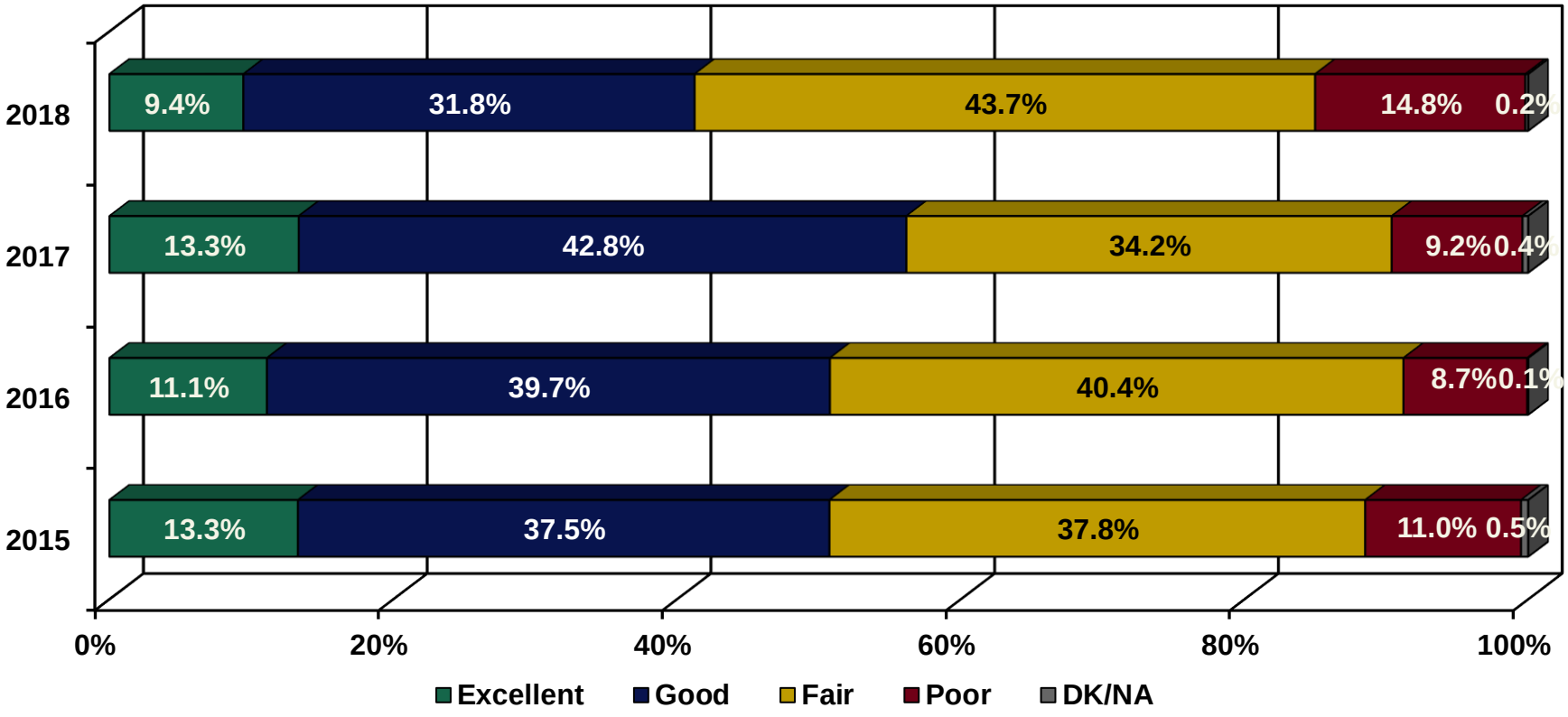
GODBE RESEARCH
Gain Insight

As in previous surveys, residents were asked to rate the flow of traffic in their city or town. When compared with 2022 data, the current survey results show a small decrease in those who said “Good” and “Poor,” with a corresponding increase in the response category “Fair.” In general, about a third of respondents viewed traffic flow in a positive light (“Excellent” at 8.0% and “Good” at 27.4%), whereas about half rated it “Fair” (48.2%), and one in six felt it was “Poor” (16.0).



Q14. Rating of Traffic Flow in City or Town
Continued

GODBE RESEARCH
Gain Insight



Q14. Rating of Traffic Flow in City or Town
Gender Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion on traffic flow between men and women.

	Respondents Gender		
	Total	Male	Female
Total	1282	650	632
Excellent	103 8.0%	59 9.0%	44 7.0%
Good	352 27.4%	173 26.7%	178 28.3%
Fair	618 48.2%	316 48.6%	301 47.7%
Poor	205 16.0%	101 15.6%	104 16.4%
DK/NA	5 0.4%	1 0.1%	4 0.6%

Q14. Rating of Traffic Flow in City or Town
Age Comparisons

GODBE RESEARCH
Gain Insight

When examined in terms of age differences, the 25-to-34-year-olds had a greater tendency to rate traffic flow as “Excellent.” On the other hand, respondents ages 65 to 74 were more likely to give the response “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	1282	176	262	238	199	90	95	143	59	17	4
Excellent	103 8.0%	13 7.4%	40 15.4%	23 9.7%	14 7.1%	4 4.9%	4 4.0%	2 1.6%	1 1.1%	1 4.3%	0 9.9%
Good	352 27.4%	64 36.6%	65 25.0%	64 27.0%	48 24.0%	27 29.6%	23 24.3%	39 27.6%	16 27.3%	4 24.3%	1 17.5%
Fair	618 48.2%	68 38.9%	133 50.8%	109 45.9%	97 48.8%	42 46.6%	55 58.0%	68 47.9%	33 54.9%	10 60.9%	2 47.5%
Poor	205 16.0%	30 17.0%	23 8.8%	39 16.5%	38 19.2%	16 18.2%	13 13.7%	32 22.6%	10 16.7%	2 10.5%	1 25.2%
DK/NA	5 0.4%	0 0.0%	0 0.0%	2 0.8%	2 0.9%	1 0.7%	0 0.0%	0 0.2%	0 0.0%	0 0.0%	0 0.0%

Q14. Rating of Traffic Flow in City or Town
Regional Comparisons

GODBE RESEARCH
Gain Insight

In general, West Kern, Mountains and East Kern residents were more likely to have an optimistic view of traffic flow by reporting their assessment as “Excellent,” “Good” or “Fair.” In contrast, Central region respondents had a higher likelihood of indicating dissatisfaction with traffic flow by giving “Fair” or “Poor” as their response.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1282	62	1001	93	126
Excellent	103 8.0%	14 22.7%	24 2.4%	23 25.2%	42 32.9%
Good	352 27.4%	11 17.6%	257 25.7%	39 41.7%	45 35.6%
Fair	618 48.2%	35 55.9%	526 52.5%	27 29.0%	30 24.1%
Poor	205 16.0%	2 3.8%	190 18.9%	4 3.9%	9 7.2%
DK/NA	5 0.4%	0 0.0%	4 0.4%	0 0.1%	0 0.2%

Q15. Most Likely Alternative Transportation
(drive alone only from Q6) (n=914)

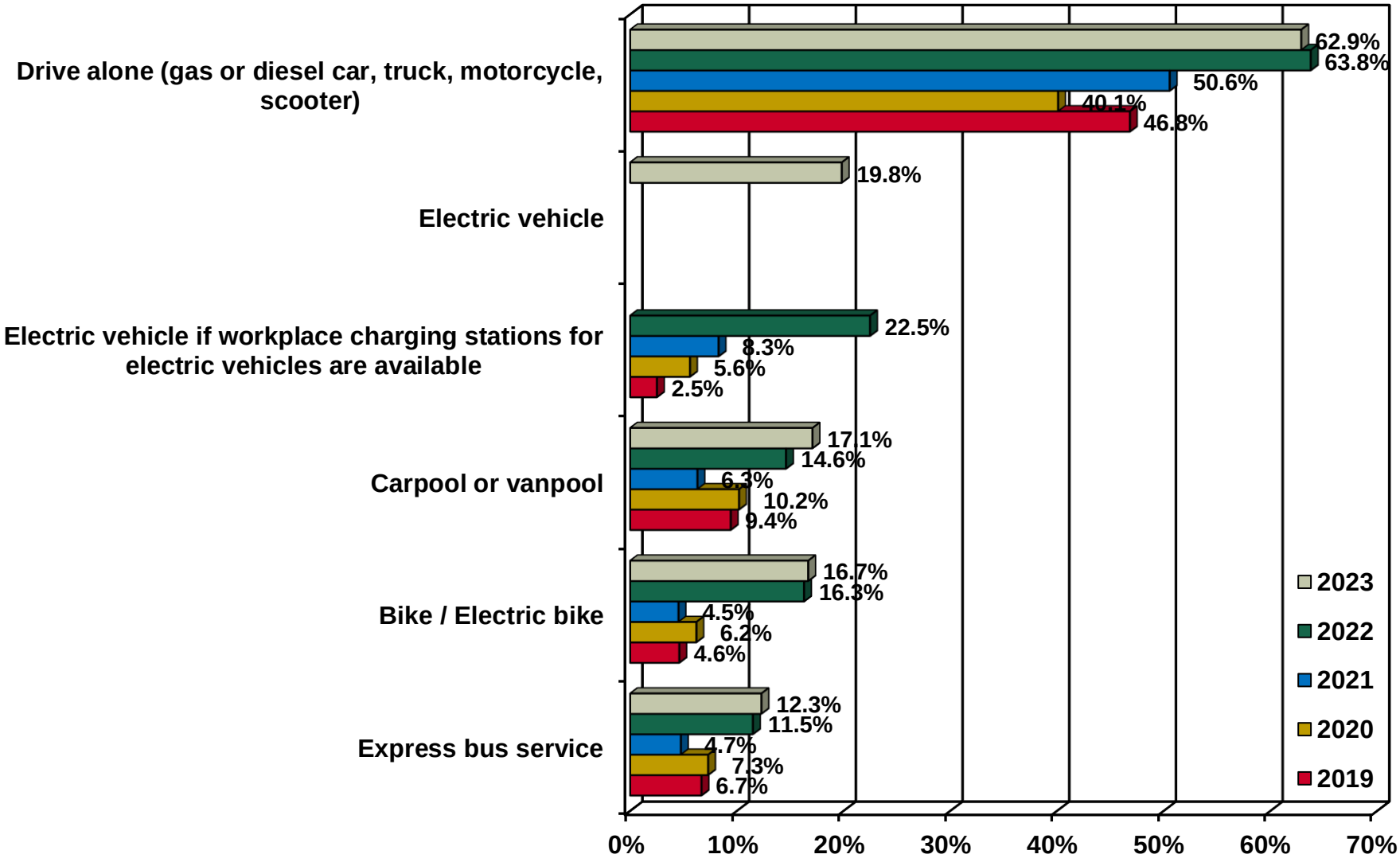
GODBE RESEARCH
Gain Insight

In this question, residents who said they drive alone in response to the query about their primary transportation mode were then asked what they would consider their most likely alternative transit method if it was available in their area. When compared with 2022 results, the current data is largely the same with two exceptions. “Work from home/don’t work outside the home” (12.2% in 2023 vs. 9.5% in 2022) and “Autonomous/self driving car (9.2% in 2023 vs. 12.0% in 2022). As in previous surveys, “Drive alone” received the most mentions at 62.9%, followed by about a fifth of respondents indicating they would choose an “Electric vehicle.” About one in six residents said they would prefer a “Carpool or vanpool” or “Bike/electric bike.” About one in ten respondents were partial to “Express bus service,” “Walk” or “Uber/Lyft.” All other transportation modes garnered less than ten percent mentions.

The data are presented on the following three pages.

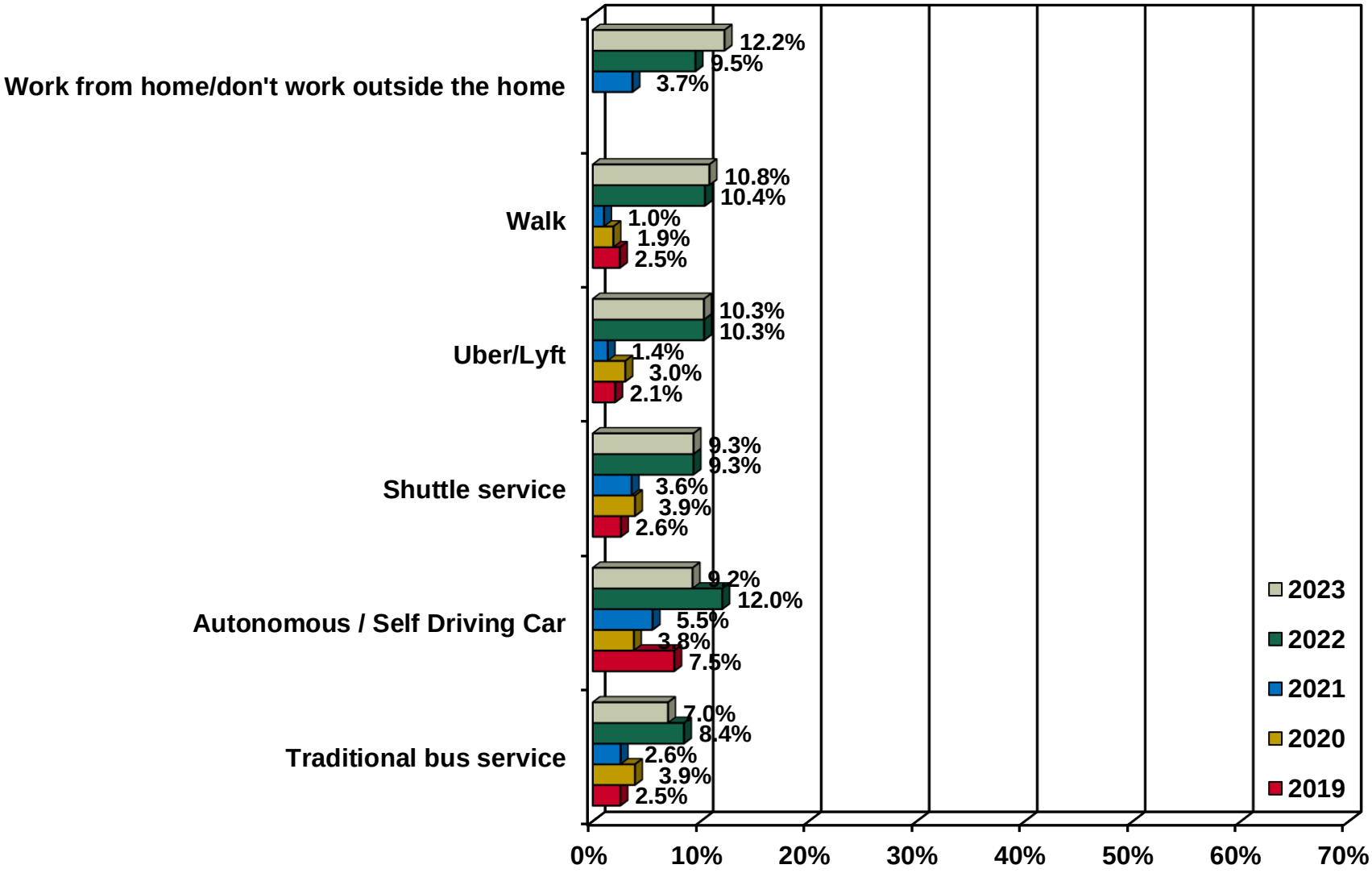
Q15. Most Likely Alternative Transportation
(drive alone only from Q6) (n=914) Continued

GODBE RESEARCH
Gain Insight



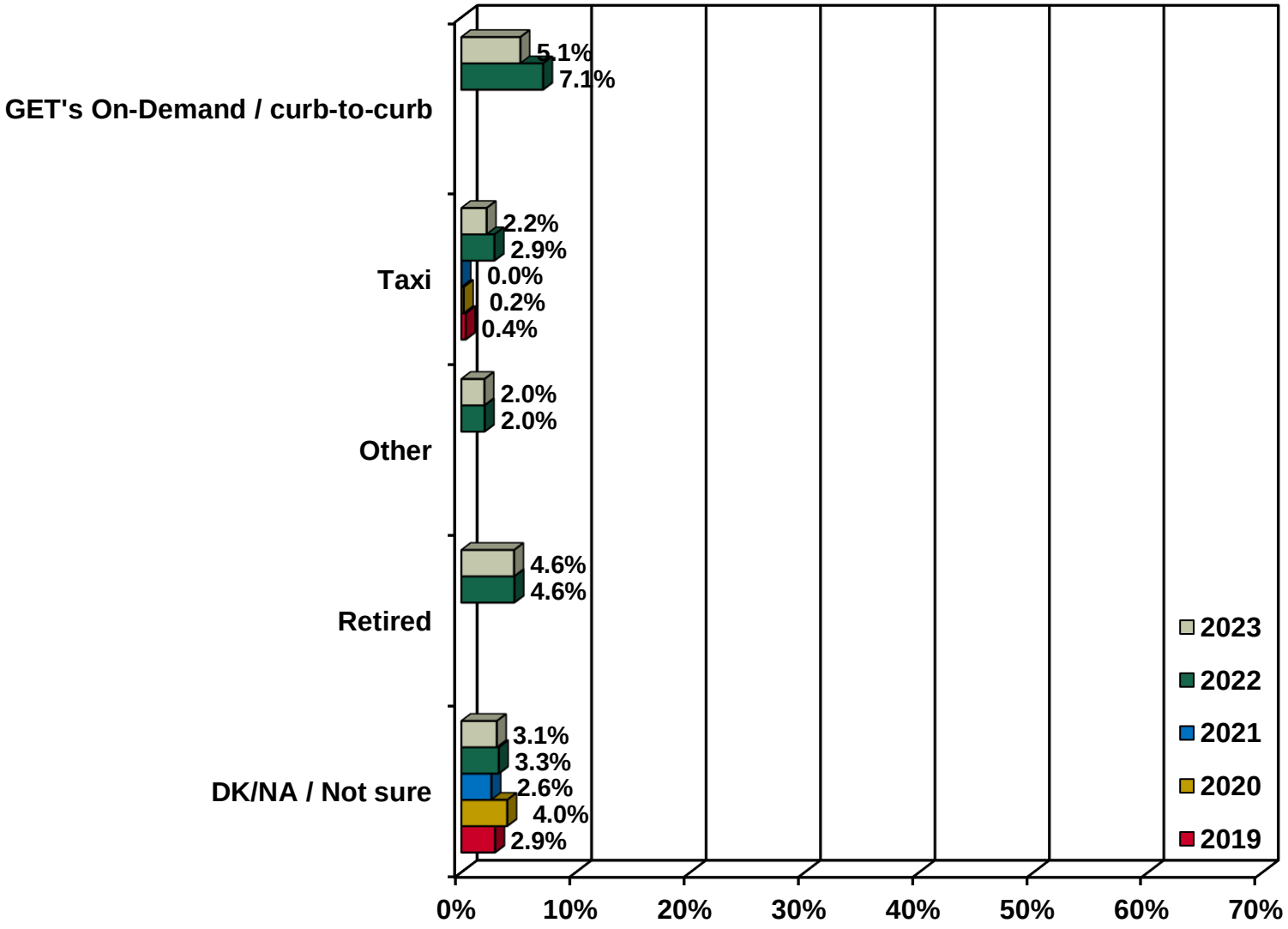
Q15. Most Likely Alternative Transportation
(drive alone only from Q7) (n=914) Continued

GODBE RESEARCH
Gain Insight



Q15. Most Likely Alternative Transportation
(drive alone only from Q6) (n=914) Continued

GODBE RESEARCH
Gain Insight



Q15. Most Likely Alternative Transportation
Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to indicate they would opt for all of the options, except for “Bike/electric bike,” “Electric vehicle,” “GET’s On-Demand/curb-to-curb,” and “Self-driving car.” Men had a greater likelihood of saying they would choose to continue to “Drive alone.”

The data follow on the next page.

Q15. Most Likely Alternative Transportation
Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

	Respondents Gender		
	Total	Male	Female
Total	914	499	416
Bike / Electric bike	153 16.7%	81 16.3%	71 17.1%
Carpool or vanpool	156 17.1%	74 14.8%	82 19.8%
Drive alone	575 62.9%	330 66.2%	245 58.9%
Electric vehicle	181 19.8%	92 18.4%	90 21.6%
Express bus service	112 12.3%	42 8.5%	70 16.9%
GET's On-Demand / curb-to-curb	47 5.1%	23 4.5%	24 5.9%
Self-driving car	84 9.2%	43 8.6%	41 9.9%
Shuttle service	85 9.3%	31 6.2%	55 13.1%
Taxi	20 2.2%	3 0.7%	17 4.0%
Traditional bus service	64 7.0%	27 5.4%	37 8.8%
Uber/Lyft	94 10.3%	39 7.8%	55 13.3%
Walk	99 10.8%	41 8.1%	58 14.0%
Work from home / don't work outside the home	112 12.2%	45 9.0%	66 16.0%
Retired	42 4.6%	19 3.8%	23 5.6%
Other	18 2.0%	12 2.4%	6 1.6%
Not sure	28 3.1%	9 1.8%	19 4.6%

Q15. Most Likely Alternative Transportation
Age Comparisons

GODBE RESEARCH
Gain Insight

With respect to alternative transportation choices by age, the youngest residents had a higher tendency to indicate they would select driving alone, express bus service, taxi, traditional bus service, Uber/Lyft or walking as their alternate transit mode. Respondents ages 35 to 54 years old were more likely to opt for a self-driving car, and residents ages 60 and older had a greater likelihood of saying they are retired.

The data table is on the next page.

Q15. 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	914	151	201	189	151	61	56	71	27	5	3
Bike / Electric bike	153 16.7%	26 17.2%	38 18.9%	32 17.0%	26 16.9%	15 24.0%	4 6.9%	11 15.5%	1 5.5%	0 0.0%	0 0.0%
Carpool or vanpool	156 17.1%	31 20.6%	36 18.1%	37 19.6%	28 18.6%	6 10.6%	7 13.3%	8 11.6%	2 5.7%	0 1.6%	0 0.0%
Drive alone	575 62.9%	124 82.1%	113 56.3%	123 64.8%	92 61.2%	34 56.0%	26 46.8%	44 61.9%	14 52.5%	2 40.5%	3 100.0%
Electric vehicle	181 19.8%	33 21.9%	47 23.4%	42 22.3%	30 19.8%	8 12.9%	13 23.6%	7 9.3%	1 5.2%	0 0.0%	0 0.0%
Express bus service	112 12.3%	32 21.5%	32 15.9%	19 9.8%	12 7.8%	5 8.4%	5 8.8%	8 10.8%	0 0.0%	0 0.0%	0 0.0%
GET's On-Demand / curb-to-curb	47 5.1%	12 8.3%	5 2.5%	12 6.3%	8 5.5%	2 3.5%	6 10.3%	0 0.6%	1 3.8%	0 1.6%	0 0.0%
Self-driving car	84 9.2%	14 9.1%	10 5.0%	28 14.7%	24 15.8%	1 1.6%	6 10.6%	2 2.4%	0 1.1%	0 0.0%	0 0.0%
Shuttle service	85 9.3%	18 11.8%	19 9.3%	23 11.9%	13 8.9%	5 7.6%	4 7.6%	4 5.7%	0 0.0%	0 0.0%	0 0.0%
Taxi	20 2.2%	13 8.7%	3 1.4%	3 1.8%	0 0.0%	0 0.7%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Traditional bus service	64 7.0%	26 17.6%	12 6.1%	11 5.6%	6 3.7%	5 8.9%	0 0.0%	2 2.8%	1 4.5%	0 0.0%	0 0.0%
Uber/Lyft	94 10.3%	33 22.1%	14 7.0%	23 12.1%	8 5.2%	5 8.7%	4 6.9%	7 9.6%	0 0.0%	0 0.0%	0 0.0%
Walk	99 10.8%	36 23.7%	9 4.6%	18 9.6%	19 12.5%	3 5.2%	7 11.7%	5 7.6%	1 5.5%	0 0.0%	0 0.0%
Work from home / don't work outside the home	112 12.2%	28 18.5%	26 12.8%	29 15.5%	14 9.5%	5 8.5%	3 5.1%	6 8.2%	0 0.1%	0 8.5%	0 0.0%
Retired	42 4.6%	5 3.4%	1 0.3%	4 2.2%	3 2.1%	2 4.0%	5 9.1%	12 17.3%	7 24.7%	2 49.4%	0 0.0%
Other	18 2.0%	1 0.7%	2 1.0%	5 2.9%	4 2.5%	2 3.6%	0 0.0%	4 5.4%	0 0.0%	0 0.0%	0 0.0%
Not sure	28 3.1%	3 1.7%	5 2.6%	9 5.0%	4 2.7%	2 3.5%	2 4.0%	1 2.0%	1 3.7%	0 0.0%	0 0.0%

Q15. Most Likely Alternative Transportation
Regional Comparisons

GODBE RESEARCH
Gain Insight

Central region respondents were more likely to select Uber or Lyft as their alternative transit mode, whereas East Kern residents had a greater likelihood of preferring a shuttle service or traditional bus service.

The data table is presented on the following page,

Q15. Most Likely Alternative Transportation
Regional Comparisons

GODBE RESEARCH
Gain Insight

	Zip Code Area				
	Total	West Kern	Central	Mountains	East
Total	914	48	692	72	103
Bike / Electric bike	153 16.7%	7 13.8%	110 15.9%	11 14.9%	25 24.7%
Carpool or vanpool	156 17.1%	12 24.9%	112 16.1%	16 22.6%	16 16.0%
Drive alone	575 62.9%	34 70.2%	433 62.6%	48 67.8%	60 58.1%
Electric vehicle	181 19.8%	9 19.3%	129 18.6%	13 18.7%	30 28.8%
Express bus service	112 12.3%	5 9.8%	89 12.9%	7 9.2%	12 11.5%
GET's On-Demand / curb-to-curb	47 5.1%	2 3.2%	43 6.2%	1 1.6%	2 1.5%
Self-driving car	84 9.2%	3 6.5%	69 9.9%	2 3.2%	10 9.9%
Shuttle service	85 9.3%	4 8.7%	56 8.1%	4 6.2%	20 20.0%
Taxi	20 2.2%	1 3.0%	15 2.2%	0 0.0%	3 3.3%
Traditional bus service	64 7.0%	3 5.4%	40 5.8%	8 10.7%	14 13.2%
Uber/Lyft	94 10.3%	4 9.2%	85 12.2%	2 2.5%	3 3.1%
Walk	99 10.8%	6 11.5%	79 11.5%	8 10.7%	6 5.9%
Work from home / don't work outside the home	112 12.2%	1 2.3%	85 12.3%	8 11.2%	18 17.1%
Retired	42 4.6%	0 0.9%	34 4.9%	3 4.0%	5 4.9%
Other	18 2.0%	0 0.0%	13 1.8%	3 3.9%	3 2.9%
Not sure	28 3.1%	0 0.2%	23 3.3%	1 0.9%	5 4.7%

Q16. Current Housing Type
(n=1,282)

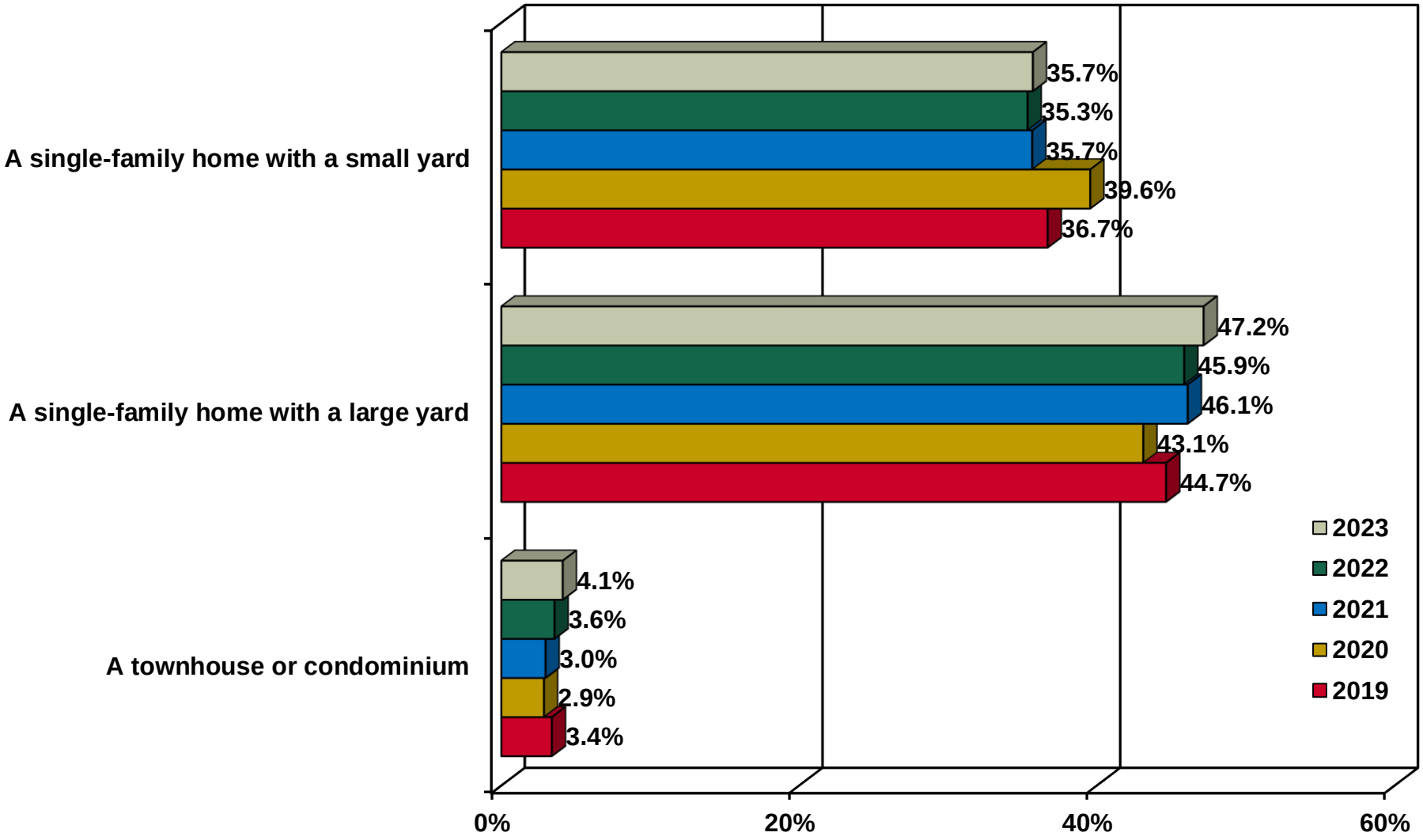
GODBE RESEARCH
Gain Insight

In this section, the survey investigates attitudes toward housing issues. First, the residents were asked to indicate the type of housing they currently live in. When compared with 2022, the current data is basically identical. There are small shifts, but none are statistically significant. As in previous years, a single-family home with a large yard was the highest scoring response at 47.2%, followed by residents who live in a single-family home with a small yard at 35.7%. These were followed by 11.7% of residents who stated they live in an apartment and 4.1% who said they reside in a townhouse or condominium. No survey respondents reported living in a multi-use building.

The results and comparisons to previous years' survey data are presented on the following pages.

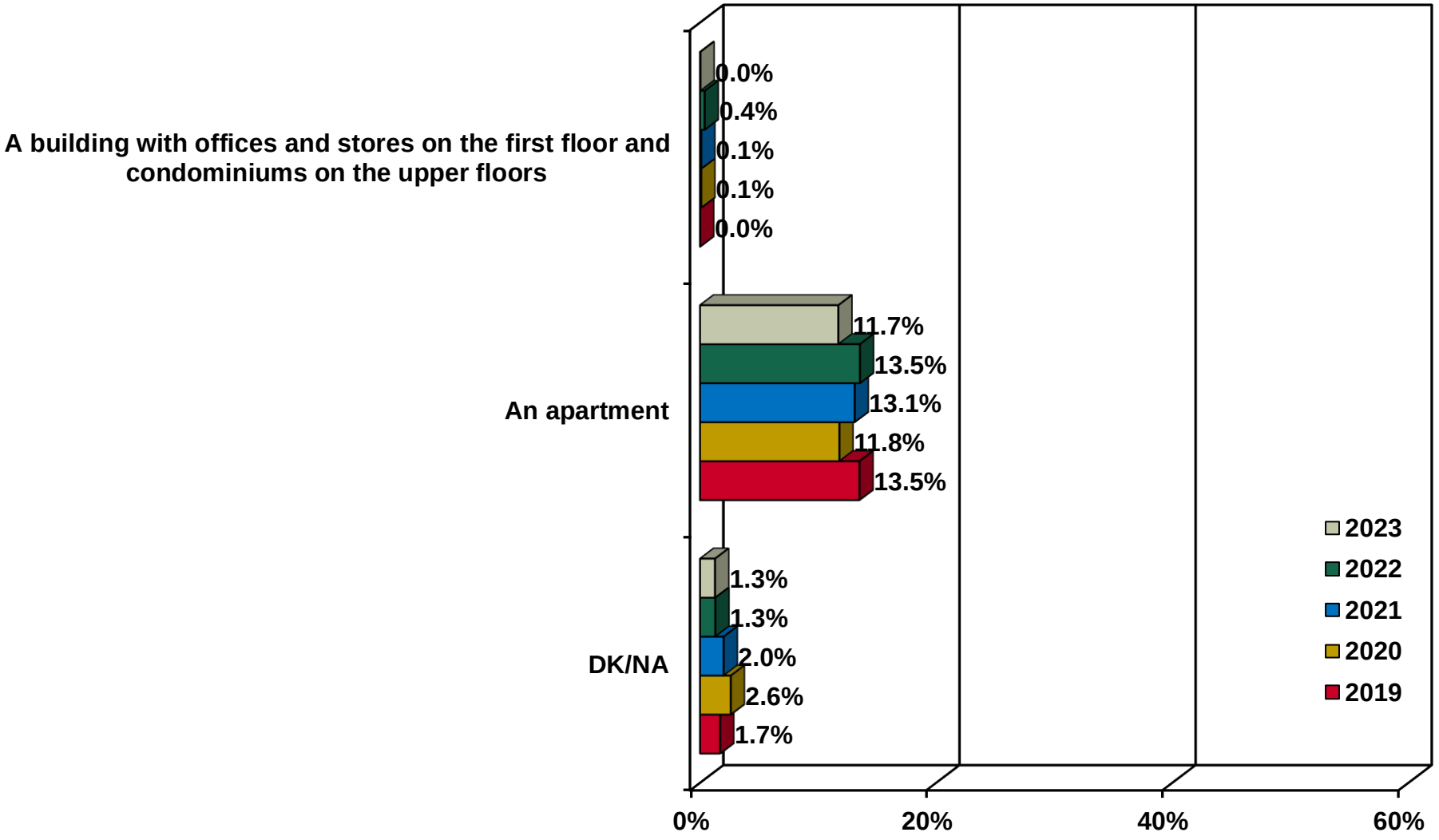
Q16. Current Housing Type
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q16. Current Housing Type
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q16. Current Housing Type
Gender Comparisons

GODBE RESEARCH
Gain Insight

With respect to gender, there were no statistically significant differences in housing choice between men and women.

	Respondents Gender		
	Total	Male	Female
Total	1282	650	632
A single-family home with a small yard	458 35.7%	244 37.5%	214 33.8%
A single-family home with a large yard	605 47.2%	301 46.3%	303 48.0%
A townhouse or condominium	53 4.1%	22 3.4%	31 4.9%
A building with offices and stores on the first floor and condominiums on the upper floors	0 0.0%	0 0.0%	0 0.1%
An apartment	150 11.7%	72 11.1%	78 12.3%
DK/NA	16 1.3%	11 1.6%	6 0.9%

Q16. Current Housing Type
Age Comparisons

GODBE RESEARCH
Gain Insight

The respondents ages 18 to 34 had a greater tendency to indicate they live in an apartment.

	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	1282	176	262	238	199	90	95	143	59	17	4
A single-family home with a small yard	458 35.7%	50 28.3%	100 38.0%	86 36.1%	77 39.0%	36 40.3%	30 31.0%	47 33.1%	24 40.4%	8 47.7%	0 0.0%
A single-family home with a large yard	605 47.2%	77 44.1%	105 40.1%	113 47.6%	105 53.1%	45 49.8%	51 53.3%	74 52.1%	26 44.2%	6 33.5%	2 52.5%
A townhouse or condominium	53 4.1%	16 9.2%	11 4.1%	9 3.7%	7 3.5%	1 0.6%	1 0.5%	3 1.9%	3 4.8%	2 12.1%	2 47.5%
A building with offices and stores on the first floor and condominiums on the upper floors	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.3%	0 0.0%
An apartment	150 11.7%	28 16.1%	44 16.8%	29 12.3%	9 4.4%	7 7.9%	12 12.6%	16 11.0%	5 7.6%	1 4.3%	0 0.0%
DK/NA	16 1.3%	4 2.3%	3 1.1%	1 0.4%	0 0.0%	1 1.5%	2 2.6%	3 1.9%	2 3.1%	0 0.0%	0 0.0%

Q16. Current Housing Type
Regional Comparisons

GODBE RESEARCH
Gain Insight

The Mountains region residents had a greater likelihood of reporting they live in a single-family home with a large yard.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1282	62	1001	93	126
A single-family home with a small yard	458 35.7%	26 42.4%	350 35.0%	30 32.4%	51 40.5%
A single-family home with a large yard	605 47.2%	22 35.1%	472 47.2%	56 59.9%	55 43.9%
A townhouse or condominium	53 4.1%	4 6.4%	39 3.8%	1 1.1%	9 7.4%
A building with offices and stores on the first floor and condominiums on the upper floors	0 0.0%	0 0.6%	0 0.0%	0 0.0%	0 0.0%
An apartment	150 11.7%	9 14.4%	126 12.6%	6 6.0%	9 7.5%
DK/NA	16 1.3%	1 1.0%	14 1.4%	1 0.7%	1 0.6%

Q16. Current Housing Type
Length of Residence Comparisons

GODBE RESEARCH
Gain Insight

Respondents with the shortest length of residency in Kern County (less than 5 years) were more likely to say they live in a townhouse or condominium. Residents of Kern County of five to less than 10 years had a greater likelihood of reporting they live in an apartment, while those who have lived in the County for ten years or more had a greater tendency to indicate they live in a single-family home with a large yard.

	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	1282	22	100	133	1028
A single-family home with a small yard	458 35.7%	9 42.7%	37 37.6%	54 40.4%	357 34.8%
A single-family home with a large yard	605 47.2%	6 26.6%	44 43.9%	49 36.6%	507 49.3%
A townhouse or condominium	53 4.1%	3 11.9%	12 11.7%	2 1.2%	37 3.6%
A building with offices and stores on the first floor and condominiums on the upper floors	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
An apartment	150 11.7%	3 15.7%	6 6.0%	27 20.6%	113 11.0%
DK/NA	16 1.3%	1 3.1%	1 0.7%	2 1.2%	13 1.3%

Q16. Current Housing Type
Income Comparisons

GODBE RESEARCH
Gain Insight

Residents with the highest reported annual income ($75,000 or more) had a greater likelihood of indicating they live in a single-family home with a large yard, whereas respondents with incomes up to $124,999 per year were more likely to report living 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-$124,999**	**$125,000 or more**	**Not sure / DK/NA**
Total	1282	126	217	234	192	143	244	126
A single-family home with a small yard	458 35.7%	43 34.0%	74 34.1%	101 43.3%	59 30.8%	59 41.5%	75 30.6%	46 36.7%
A single-family home with a large yard	605 47.2%	46 36.4%	74 33.9%	87 37.1%	104 54.3%	72 49.9%	162 66.4%	61 48.5%
A townhouse or condominium	53 4.1%	4 3.5%	12 5.5%	9 3.9%	8 4.2%	4 3.0%	6 2.5%	9 7.1%
A building with offices and stores on the first floor and condominiums on the upper floors	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.3%
An apartment	150 11.7%	27 21.6%	51 23.2%	35 15.0%	20 10.6%	8 5.5%	1 0.5%	8 6.3%
DK/NA	16 1.3%	6 4.5%	7 3.4%	2 0.8%	0 0.0%	0 0.0%	0 0.0%	1 1.2%

Q17. Housing Option Preferences
(n=1,282)

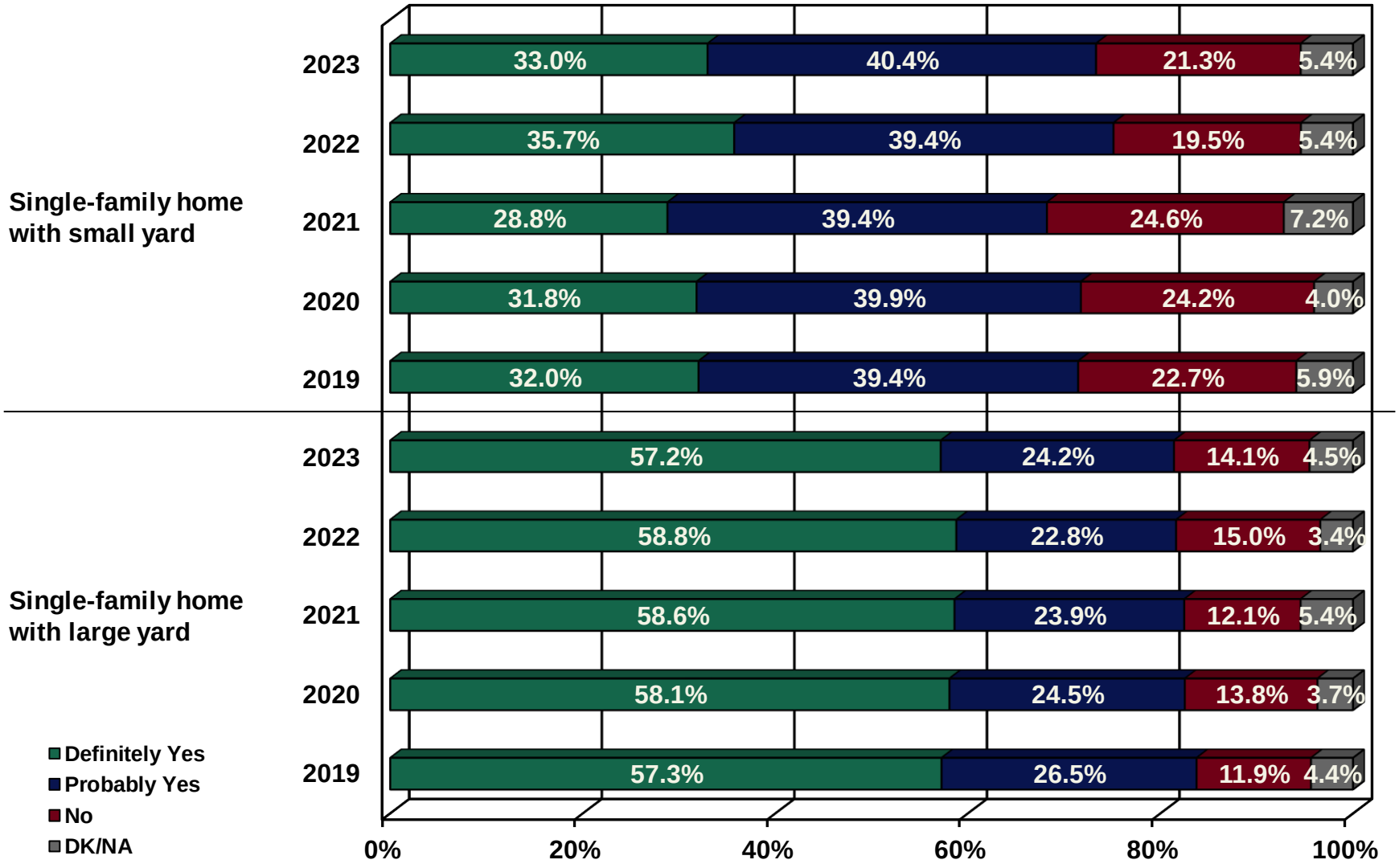
GODBE RESEARCH
Gain Insight

Residents were next asked to consider a variety of possible housing options and indicate a preference for housing type if they were to relocate within Kern County in the next ten years. The results are relatively consistent with the 2022 survey, with a few exceptions. The single-family home with a small yard option saw a slight decrease in those would say “Definitely yes” (33.0% in 2023 vs. 35.7% in 2022), with the other response categories shifting very slightly. There were no statistically significant changes from 2022 data in the interest expressed for a single-family home with a large yard. The townhouse/condominium, multi-use building and apartment choices were slightly less popular in 2023 also. For the townhouse/condominium option, the data revealed fewer residents indicating “Definitely yes” (12.6% in 2023 vs. 15.5% in 2022), and more saying “No” (51.3% in 2023 vs. 46.0% in 2022). With respect to the multi-use building, there was a reduction in those who said “Probably yes” (19.0% in 2023 vs. 22.4% in 2022), and an increase in the number who said “No” (64.0% in 2023 vs. 60.4% in 2022). Finally, apartments appeared to be less popular as well, with more residents indicating a “No” response (66.0% in 2023 vs. 60.6% in 2022).

The data are illustrated on the following three pages.

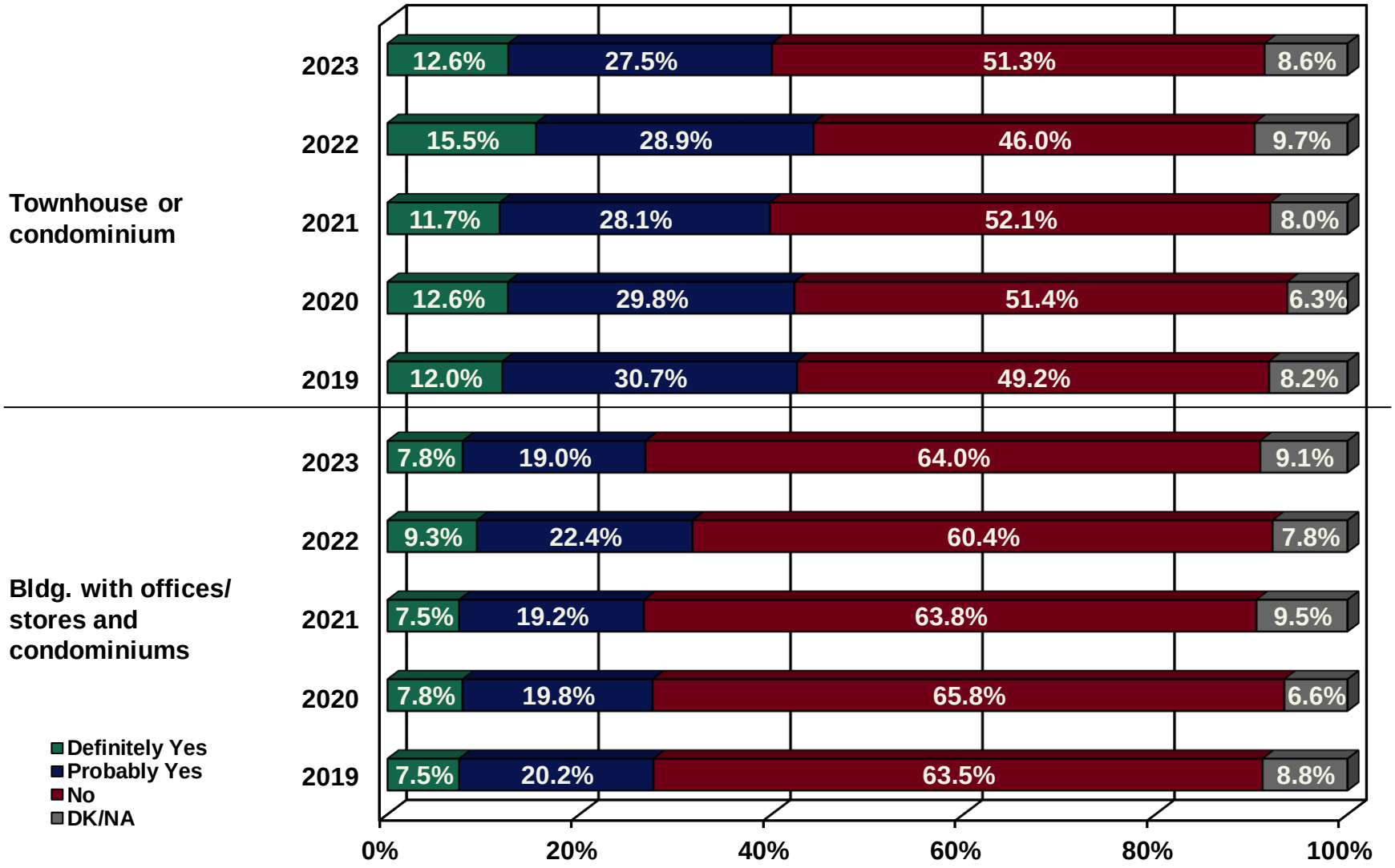
Q17. Housing Option Preferences
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



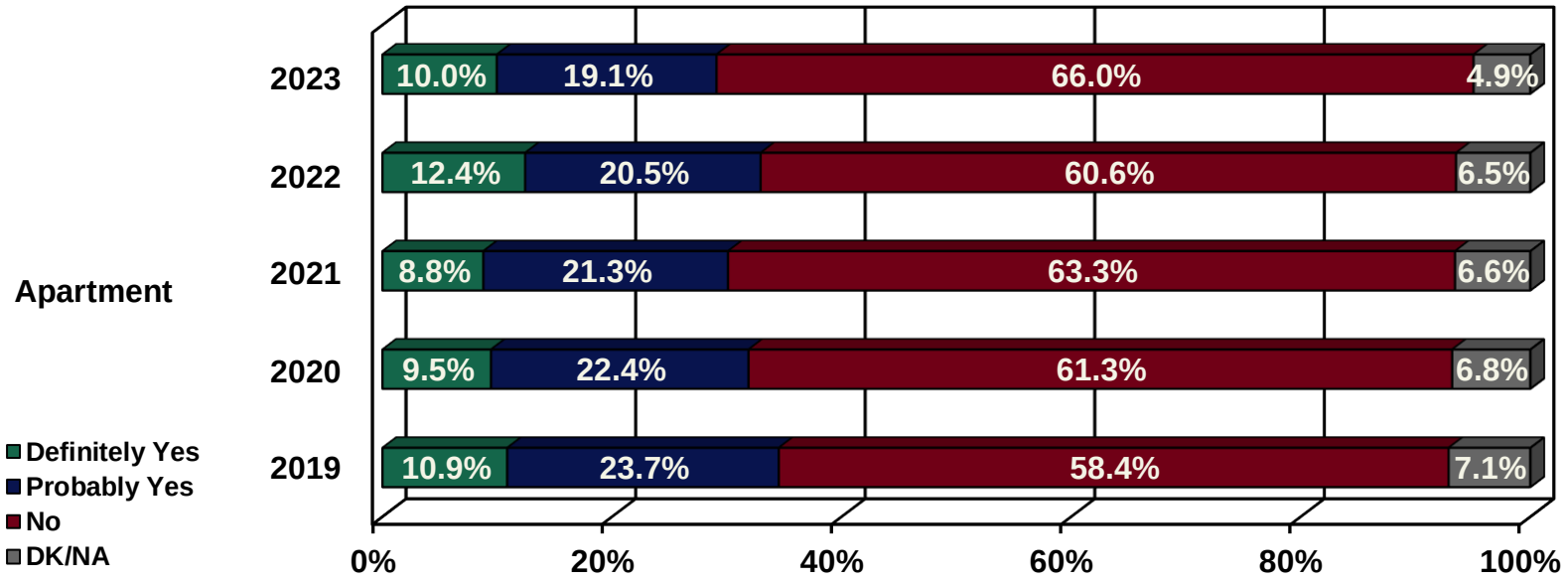
Q17. Housing Option Preferences
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q17. Housing Option Preferences
(n=1,282) Continued

GODBE RESEARCH
Gain Insight



Q17. Housing Option Preferences
Detailed Comparisons

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
A single-family home with a small yard	2023	33.0%	40.4%	21.3%	5.4%
	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	2023	57.2%	24.2%	14.1%	4.5%
	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%

Q17. Housing Option Preferences
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
A townhouse or condominium	2023	12.6%	27.5%	51.3%	8.6%
	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	2023	7.8%	19.0%	64.0%	9.1%
	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%

Q17. Housing Option Preferences
Detailed Comparisons Continued

GODBE RESEARCH
Gain Insight

		Definitely Yes	Probably Yes	No	DK/NA
An apartment	2023	10.0%	19.1%	66.0%	4.9%
	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%

Q17. Housing Option Preferences
Gender Comparisons

GODBE RESEARCH
Gain Insight

Women had a greater likelihood of being more enthusiastic about single-family homes with a small yard and townhouse/condominium options. Men were more likely to have mixed feelings about the single-family home with a small yard and a slight preference for the single-family home with a large yard, while at the same time expressing a greater tendency to reject the townhouse/condominium choice.

The results are shown below and on the following page.

		Respondents Gender		
		Total	Male	Female
A. A single-family home with a small yard	Total	1282	650	632
	Definitely Yes	423 33.0%	185 28.5%	237 37.6%
	Probably Yes	517 40.4%	282 43.3%	236 37.3%
	No	272 21.3%	155 23.8%	118 18.7%
	DK/NA	70 5.4%	29 4.4%	41 6.5%
B. A single-family home with a large yard	Total	1282	650	632
	Definitely Yes	733 57.2%	361 55.6%	372 58.8%
	Probably Yes	311 24.2%	181 27.9%	129 20.5%
	No	180 14.1%	81 12.5%	99 15.7%
	DK/NA	58 4.5%	27 4.1%	31 5.0%

Q17. Housing Option Preferences
Gender Comparisons Continued

GODBE RESEARCH
Gain Insight

		Respondents Gender		
		Total	Male	Female
C. A townhouse or condominium	Total	1282	650	632
	Definitely Yes	161 12.6%	70 10.7%	92 14.5%
	Probably Yes	352 27.5%	179 27.6%	173 27.3%
	No	658 51.3%	355 54.5%	303 48.0%
	DK/NA	111 8.6%	47 7.2%	64 10.1%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	650	632
	Definitely Yes	100 7.8%	50 7.8%	50 7.9%
	Probably Yes	244 19.0%	128 19.6%	116 18.4%
	No	821 64.0%	414 63.7%	407 64.4%
	DK/NA	116 9.1%	58 8.9%	58 9.2%
E. An apartment	Total	1282	650	632
	Definitely Yes	128 10.0%	68 10.5%	60 9.4%
	Probably Yes	245 19.1%	128 19.8%	117 18.5%
	No	846 66.0%	425 65.3%	421 66.6%
	DK/NA	63 4.9%	29 4.5%	34 5.4%

Q17. Housing Option Preferences
Age Comparisons

GODBE RESEARCH
Gain Insight

Generally, younger residents were more likely to favor single-family homes with a large yard, whereas older respondents had a greater tendency to reject this option. The youngest group (18 to 24) and the oldest (85 and older) both had a higher likelihood to opt for living in a townhouse/condominium, while middle aged residents were not so inclined. Further, younger respondents were more likely to express interest in multi-use buildings and apartments, when compared with older residents. The data is shown 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
A. A single-family home with a small yard	Total	1282	176	262	238	199	90	95	143	59	17	4
	Definitely Yes	423 33.0%	60 34.3%	96 36.5%	81 34.0%	61 30.7%	30 32.6%	26 27.3%	42 29.7%	19 32.7%	6 37.3%	2 42.7%
	Probably Yes	517 40.4%	72 41.1%	109 41.8%	89 37.6%	68 34.1%	36 39.6%	46 48.8%	65 45.7%	24 40.2%	6 34.1%	2 47.5%
	No	272 21.3%	33 18.9%	50 19.2%	61 25.6%	53 26.5%	16 17.9%	17 17.5%	26 18.1%	12 19.8%	5 28.6%	0 9.9%
	DK/NA	70 5.4%	10 5.8%	7 2.6%	7 2.8%	17 8.8%	9 9.9%	6 6.4%	9 6.5%	4 7.3%	0 0.0%	0 0.0%
B. A single-family home with a large yard	Total	1282	176	262	238	199	90	95	143	59	17	4
	Definitely Yes	733 57.2%	111 63.0%	166 63.2%	152 64.1%	126 63.6%	50 55.0%	44 46.3%	57 39.7%	22 36.9%	4 23.1%	2 52.5%
	Probably Yes	311 24.2%	39 22.3%	61 23.2%	64 26.7%	42 21.3%	18 20.3%	30 31.4%	30 21.3%	21 36.0%	5 28.4%	0 0.0%
	No	180 14.1%	11 6.4%	28 10.6%	18 7.7%	22 11.2%	13 14.8%	18 18.8%	47 33.2%	14 23.4%	7 39.2%	2 47.5%
	DK/NA	58 4.5%	15 8.4%	8 3.0%	4 1.5%	8 3.8%	9 9.9%	3 3.5%	8 5.8%	2 3.7%	2 9.3%	0 0.0%

Q17. 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
C. A townhouse or condominium	Total	1282	176	262	238	199	90	95	143	59	17	4
	Definitely Yes	161 12.6%	38 21.9%	27 10.2%	33 13.8%	19 9.8%	9 9.9%	12 12.8%	19 13.5%	0 0.3%	3 19.4%	0 0.0%
	Probably Yes	352 27.5%	55 31.4%	82 31.1%	56 23.7%	59 29.6%	15 16.8%	21 21.9%	42 29.1%	15 25.7%	5 32.9%	2 47.5%
	No	658 51.3%	63 36.0%	127 48.6%	133 55.9%	106 53.3%	57 62.6%	50 53.0%	72 50.2%	40 67.7%	8 47.6%	2 52.5%
	DK/NA	111 8.6%	19 10.7%	26 10.0%	16 6.6%	15 7.3%	10 10.7%	12 12.2%	10 7.2%	4 6.3%	0 0.0%	0 0.0%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	176	262	238	199	90	95	143	59	17	4
	Definitely Yes	100 7.8%	7 3.8%	34 13.0%	24 10.3%	17 8.8%	6 6.7%	3 2.8%	9 6.2%	0 0.3%	0 0.0%	0 0.0%
	Probably Yes	244 19.0%	49 27.9%	45 17.3%	35 14.9%	38 19.2%	21 22.8%	23 24.2%	23 16.2%	7 11.6%	3 15.8%	0 0.0%
	No	821 64.0%	110 62.4%	156 59.4%	154 64.7%	117 58.7%	56 61.6%	60 62.9%	102 71.9%	50 83.8%	14 84.2%	4 100.0%
	DK/NA	116 9.1%	10 5.9%	27 10.3%	24 10.2%	26 13.3%	8 8.8%	10 10.1%	8 5.7%	3 4.3%	0 0.0%	0 0.0%
E. An apartment	Total	1282	176	262	238	199	90	95	143	59	17	4
	Definitely Yes	128 10.0%	38 21.6%	34 12.8%	18 7.5%	7 3.3%	5 5.8%	8 8.2%	9 6.1%	6 9.8%	2 14.6%	2 47.5%
	Probably Yes	245 19.1%	53 30.1%	56 21.3%	38 15.8%	39 19.7%	18 19.8%	11 11.3%	21 14.4%	7 11.8%	4 23.8%	0 0.0%
	No	846 66.0%	72 40.8%	162 61.8%	178 75.0%	143 72.0%	61 67.2%	65 67.8%	108 75.6%	45 76.5%	10 61.6%	2 52.5%
	DK/NA	63 4.9%	13 7.4%	11 4.2%	4 1.7%	10 5.0%	7 7.2%	12 12.6%	6 3.9%	1 2.0%	0 0.0%	0 0.0%

Q17. Housing Option Preferences
Regional Comparisons

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in housing option preferences expressed by residents living in the four regions.

The data tables are shown here and on the next page.

		Zip Code Area				
		Total	West Kern	Central	Mountains	East
A. A single-family home with a small yard	Total	1282	62	1001	93	126
	Definitely Yes	423 33.0%	24 38.6%	340 34.0%	24 26.3%	34 27.1%
	Probably Yes	517 40.4%	27 43.5%	390 39.0%	41 44.5%	59 46.8%
	No	272 21.3%	11 17.3%	212 21.2%	23 24.9%	27 21.2%
	DK/NA	70 5.4%	0 0.6%	59 5.9%	4 4.4%	6 4.9%
B. A single-family home with a large yard	Total	1282	62	1001	93	126
	Definitely Yes	733 57.2%	39 63.3%	570 56.9%	50 53.6%	74 58.7%
	Probably Yes	311 24.2%	12 19.8%	237 23.7%	32 34.4%	30 23.5%
	No	180 14.1%	7 11.4%	148 14.8%	7 7.5%	18 14.3%
	DK/NA	58 4.5%	3 5.5%	46 4.6%	4 4.5%	4 3.4%

Q17. Housing Option Preferences
Regional Comparisons Continued

GODBE RESEARCH
Gain Insight

		Zip Code Area				
		Total	West Kern	Central	Mountains	East
C. A townhouse or condominium	Total	1282	62	1001	93	126
	Definitely Yes	161 12.6%	9 14.4%	127 12.7%	8 8.2%	18 14.1%
	Probably Yes	352 27.5%	18 29.1%	279 27.9%	26 27.6%	29 23.2%
	No	658 51.3%	30 47.8%	513 51.3%	54 58.3%	61 48.5%
	DK/NA	111 8.6%	5 8.7%	82 8.2%	6 6.0%	18 14.1%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	62	1001	93	126
	Definitely Yes	100 7.8%	6 9.4%	72 7.2%	6 7.0%	16 13.1%
	Probably Yes	244 19.0%	10 16.3%	197 19.7%	19 20.0%	18 14.5%
	No	821 64.0%	42 68.0%	642 64.1%	63 68.4%	74 58.3%
	DK/NA	116 9.1%	4 6.4%	90 9.0%	4 4.6%	18 14.1%
E. An apartment	Total	1282	62	1001	93	126
	Definitely Yes	128 10.0%	6 8.9%	99 9.9%	8 8.8%	15 12.2%
	Probably Yes	245 19.1%	13 20.8%	198 19.7%	16 17.4%	19 14.8%
	No	846 66.0%	42 66.9%	655 65.4%	66 71.2%	83 65.8%
	DK/NA	63 4.9%	2 3.3%	50 5.0%	2 2.5%	9 7.2%

Q17. Housing Option Preferences
Income Comparisons

GODBE RESEARCH
Gain Insight

Respondents reporting in the lower income ranges were more likely to opt for single-family homes with a small yard, townhouses and condominiums, multi-use buildings and apartments. Overall, residents in the higher income categories had a greater tendency to express a preference for single-family homes with a large yard, and a higher likelihood to reject to the other options. The data table are presented below and on the following page.

		Total Annual Household Income							
		Total	Less than $24,999	$25,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000-$124,999	$125,000 or more	Not sure / DK/NA
A. A single-family home with a small yard	Total	1282	126	217	234	192	143	244	126
	Definitely Yes	423 33.0%	52 41.6%	83 38.1%	89 38.2%	71 37.0%	50 34.8%	46 18.7%	32 25.2%
	Probably Yes	517 40.4%	36 28.8%	93 42.6%	101 43.3%	75 39.3%	51 35.7%	107 44.0%	53 42.3%
	No	272 21.3%	23 18.2%	34 15.5%	36 15.4%	31 16.1%	32 22.5%	84 34.5%	33 25.9%
	DK/NA	70 5.4%	14 11.4%	8 3.9%	7 3.1%	14 7.6%	10 6.9%	7 2.9%	8 6.5%
B. A single-family home with a large yard	Total	1282	126	217	234	192	143	244	126
	Definitely Yes	733 57.2%	64 50.6%	119 54.5%	124 53.1%	122 63.8%	81 56.6%	168 69.0%	55 43.7%
	Probably Yes	311 24.2%	29 22.8%	47 21.7%	69 29.6%	42 21.9%	40 28.1%	47 19.3%	36 28.7%
	No	180 14.1%	20 16.3%	41 18.7%	36 15.5%	23 12.3%	18 12.3%	22 8.9%	20 16.0%
	DK/NA	58 4.5%	13 10.3%	11 5.1%	4 1.8%	4 2.0%	4 3.0%	7 2.9%	15 11.6%

Q17. 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-$124,999	$125,000 or more	Not sure / DK/NA
C. A townhouse or condominium	Total	1282	126	217	234	192	143	244	126
	Definitely Yes	161 12.6%	22 17.6%	44 20.0%	32 13.5%	27 14.2%	15 10.6%	8 3.4%	13 10.6%
	Probably Yes	352 27.5%	45 35.6%	73 33.6%	73 31.0%	37 19.4%	33 23.3%	61 24.8%	31 24.3%
	No	658 51.3%	46 36.7%	85 39.1%	106 45.5%	111 57.9%	88 61.7%	160 65.6%	61 48.4%
	DK/NA	111 8.6%	13 10.1%	16 7.2%	23 10.0%	16 8.5%	6 4.5%	15 6.2%	21 16.6%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	126	217	234	192	143	244	126
	Definitely Yes	100 7.8%	18 14.4%	13 6.2%	17 7.3%	22 11.5%	7 4.7%	15 6.3%	8 6.2%
	Probably Yes	244 19.0%	24 18.7%	58 26.7%	46 19.6%	23 11.8%	22 15.4%	53 21.8%	19 15.0%
	No	821 64.0%	67 52.9%	128 58.7%	157 67.2%	136 71.2%	95 66.6%	155 63.6%	82 65.6%
	DK/NA	116 9.1%	18 13.9%	18 8.4%	14 5.9%	11 5.5%	19 13.3%	20 8.4%	17 13.3%
E. An apartment	Total	1282	126	217	234	192	143	244	126
	Definitely Yes	128 10.0%	25 20.2%	37 16.9%	28 12.0%	12 6.5%	3 1.8%	7 3.0%	15 12.1%
	Probably Yes	245 19.1%	35 28.1%	61 28.0%	43 18.5%	32 17.0%	16 11.0%	32 13.1%	26 20.6%
	No	846 66.0%	54 42.8%	115 52.9%	156 66.7%	138 71.8%	112 78.0%	195 79.6%	77 61.0%
	DK/NA	63 4.9%	11 9.0%	5 2.2%	7 2.8%	9 4.7%	13 9.2%	11 4.3%	8 6.3%

Q17. Housing Option Preferences
Length of Residence Comparisons

GODBE RESEARCH
Gain Insight

The newest residents to Kern County (less than one year) were more likely to state a preference for single-family homes with a large yard and multi-use buildings, and residents of one to less than five years were also partial to single-family homes with a large yard. Those who lived in the County for five to less than ten years had a greater likelihood of rejecting the townhouse/condominium option and more likely to express interest in the single-family house with a large yard. The data are presented here and on the following 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
A. A single-family home with a small yard	Total	1282	22	100	133	1028
	Definitely Yes	423 33.0%	9 41.7%	30 30.4%	47 35.6%	336 32.7%
	Probably Yes	517 40.4%	9 39.6%	51 51.5%	49 36.6%	409 39.8%
	No	272 21.3%	1 3.0%	13 13.0%	29 21.5%	230 22.4%
	DK/NA	70 5.4%	3 15.7%	5 5.1%	8 6.2%	53 5.1%
B. A single-family home with a large yard	Total	1282	22	100	133	1028
	Definitely Yes	733 57.2%	12 53.1%	53 53.4%	98 73.6%	571 55.5%
	Probably Yes	311 24.2%	10 44.9%	30 29.9%	20 14.8%	251 24.5%
	No	180 14.1%	0 2.1%	13 13.0%	11 8.6%	156 15.1%
	DK/NA	58 4.5%	0 0.0%	4 3.7%	4 3.0%	50 4.9%

Q17. 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
C. A townhouse or condominium	Total	1282	22	100	133	1028
	Definitely Yes	161 12.6%	6 25.6%	8 8.1%	17 12.8%	131 12.7%
	Probably Yes	352 27.5%	7 33.3%	28 27.6%	29 21.9%	288 28.0%
	No	658 51.3%	7 30.4%	57 57.1%	83 62.7%	511 49.7%
	DK/NA	111 8.6%	2 10.8%	7 7.1%	3 2.6%	98 9.5%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	22	100	133	1028
	Definitely Yes	100 7.8%	5 23.5%	8 7.7%	7 5.2%	81 7.9%
	Probably Yes	244 19.0%	4 20.0%	27 27.1%	23 17.6%	189 18.4%
	No	821 64.0%	10 48.1%	58 58.2%	92 69.5%	660 64.3%
	DK/NA	116 9.1%	2 8.3%	7 7.1%	10 7.7%	97 9.5%
E. An apartment	Total	1282	22	100	133	1028
	Definitely Yes	128 10.0%	5 23.5%	9 8.6%	17 12.5%	97 9.5%
	Probably Yes	245 19.1%	4 17.9%	22 22.0%	30 22.6%	190 18.5%
	No	846 66.0%	9 41.9%	62 62.6%	85 63.8%	689 67.1%
	DK/NA	63	4	7	1	52

Q17. Housing Option Preferences
Current Housing Comparisons

GODBE RESEARCH
Gain Insight

When segmenting housing preferences according to current housing type, as in the 2022 survey, 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 continue to prefer a single-family home with a large or small yard given the chance. Although, a sizeable portion (63.5%) of those living in a single-family home with a large yard would consider downsizing 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.

Q17. Housing Option Preferences
Current Housing Comparisons Continued

GODBE RESEARCH
Gain Insight

		16. 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	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
17A. Living in A single-family home with a small yard if you were to relocate within Kern County	Definitely Yes	44.6%	204	18.2%	110	47.8%	25	0.0%	0	49.6%	74
	Probably Yes	36.1%	165	45.3%	274	44.6%	24	100.0%	0	33.7%	51
	No	15.5%	71	29.6%	179	7.6%	4	0.0%	0	10.2%	15
	DK/NA	3.8%	17	6.9%	41	0.0%	0	0.0%	0	6.5%	10
	Total Yes	80.7%		63.5%		92.4%		100.0%		83.3%	
17B. Living in A single-family home with a large yard if you were to relocate within Kern County	Definitely Yes	51.4%	235	64.0%	387	49.8%	26	0.0%	0	51.5%	77
	Probably Yes	27.7%	127	20.6%	124	27.0%	14	100.0%	0	26.9%	40
	No	17.3%	79	10.4%	63	16.3%	9	0.0%	0	17.8%	27
	DK/NA	3.6%	17	5.1%	31	6.9%	4	0.0%	0	3.9%	6
	Total Yes	79.1%		84.6%		76.7%		100.0%		78.3%	
17C. Living in A townhouse or condominium if you were to relocate within Kern County.	Definitely Yes	8.9%	41	7.7%	47	40.6%	21	0.0%	0	30.8%	46
	Probably Yes	27.9%	128	23.3%	141	37.2%	20	100.0%	0	41.5%	62
	No	53.9%	247	59.6%	361	15.4%	8	0.0%	0	24.1%	36
	DK/NA	9.2%	42	9.3%	56	6.8%	4	0.0%	0	3.6%	5
	Total Yes	36.8%		31.0%		77.8%		100.0%		72.3%	
17D. Living in 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	8.2%	37	5.0%	30	16.7%	9	0.0%	0	14.9%	22
	Probably Yes	18.0%	83	15.7%	95	31.1%	16	100.0%	0	32.1%	48
	No	63.0%	288	71.7%	433	48.2%	25	0.0%	0	44.7%	67
	DK/NA	10.7%	49	7.7%	46	4.0%	2	0.0%	0	8.2%	12
	Total Yes	26.2%		20.6%		47.8%		100.0%		47.1%	
17E. Living in An apartment if you were to relocate within Kern County	Definitely Yes	6.3%	29	5.1%	31	21.9%	12	0.0%	0	33.4%	50
	Probably Yes	17.5%	80	15.3%	93	35.1%	19	100.0%	0	34.9%	52
	No	71.3%	326	74.8%	452	38.2%	20	0.0%	0	28.0%	42
	DK/NA	4.9%	22	4.8%	29	4.8%	3	0.0%	0	3.8%	6
	Total Yes	23.8%		20.4%		57.0%		100.0%		68.2%	

Q17. Housing Option Preferences
Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

African American residents were more likely to indicate interest in townhouses or condominiums, whereas Hispanic/Latino respondents had a higher likelihood of expressing a preference for a single-family home with a large yard, whereas Caucasian residents had mixed reactions to the single-family home with a large yard option. The results are shown here and following 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
A. A single-family home with a small yard	Total	1282	58	8	55	388	686	1	53	7	26
	Definitely Yes	423 33.0%	25 43.8%	5 59.1%	16 28.6%	115 29.6%	247 36.0%	1 72.7%	12 23.2%	0 0.0%	2 6.4%
	Probably Yes	517 40.4%	21 36.5%	2 26.4%	31 55.4%	164 42.3%	260 37.9%	0 13.7%	24 44.7%	4 56.0%	12 45.6%
	No	272 21.3%	11 19.7%	1 14.5%	6 10.4%	80 20.7%	148 21.6%	0 13.6%	14 25.9%	3 44.0%	9 33.6%
	DK/NA	70 5.4%	0 0.0%	0 0.0%	3 5.6%	29 7.4%	31 4.5%	0 0.0%	3 6.1%	0 0.0%	4 14.4%
B. A single-family home with a large yard	Total	1282	58	8	55	388	686	1	53	7	26
	Definitely Yes	733 57.2%	34 58.3%	4 46.6%	35 62.6%	187 48.3%	427 62.2%	1 100.0%	29 54.3%	5 83.1%	11 43.8%
	Probably Yes	311 24.2%	13 22.5%	0 0.0%	5 8.4%	113 29.1%	156 22.7%	0 0.0%	15 28.3%	1 7.7%	9 33.2%
	No	180 14.1%	9 16.0%	4 44.4%	8 14.5%	72 18.4%	78 11.3%	0 0.0%	7 12.5%	1 9.2%	3 10.9%
	DK/NA	58 4.5%	2 3.3%	1 9.0%	8 14.5%	16 4.1%	26 3.7%	0 0.0%	3 4.9%	0 0.0%	3 12.1%

Q17. Housing Option Preferences
Ethnicity Comparisons Continued

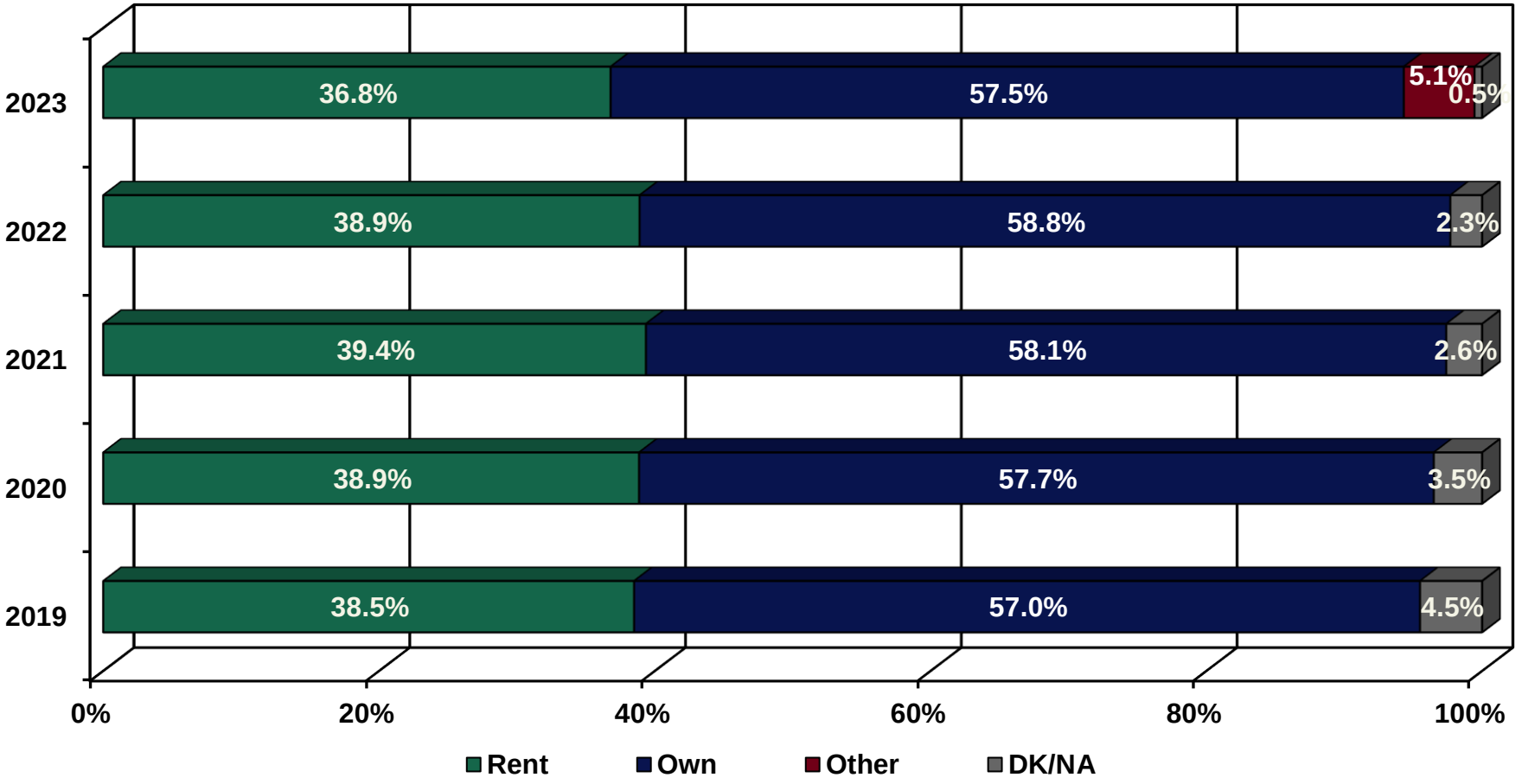
GODBE RESEARCH
Gain Insight

		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
C. A townhouse or condominium	Total	1282	58	8	55	388	686	1	53	7	26
	Definitely Yes	161 12.6%	15 26.1%	2 22.8%	2 3.8%	38 9.7%	99 14.5%	1 41.6%	5 9.0%	0 0.0%	0 0.0%
	Probably Yes	352 27.5%	17 28.7%	4 51.9%	18 32.2%	103 26.7%	190 27.6%	0 0.0%	13 24.5%	0 0.0%	7 28.2%
	No	658 51.3%	24 41.0%	2 25.3%	27 49.3%	209 53.8%	344 50.1%	1 58.4%	30 56.2%	5 70.2%	17 66.3%
	DK/NA	111 8.6%	2 4.2%	0 0.0%	8 14.6%	38 9.9%	53 7.7%	0 0.0%	5 10.3%	2 29.8%	1 5.5%
D. A building with offices and stores on the first floor and condominiums on the upper floors	Total	1282	58	8	55	388	686	1	53	7	26
	Definitely Yes	100 7.8%	9 14.9%	0 0.0%	5 8.3%	33 8.5%	51 7.4%	0 0.0%	3 5.9%	0 0.0%	0 0.0%
	Probably Yes	244 19.0%	17 28.9%	4 47.6%	10 17.3%	68 17.4%	126 18.4%	0 0.0%	14 26.5%	1 15.3%	5 20.0%
	No	821 64.0%	33 56.2%	4 51.0%	29 53.1%	252 65.0%	448 65.4%	1 100.0%	36 67.6%	4 54.9%	14 54.1%
	DK/NA	116 9.1%	0 0.0%	0 1.5%	12 21.3%	35 9.0%	61 8.8%	0 0.0%	0 0.0%	2 29.8%	7 25.9%
E. An apartment	Total	1282	58	8	55	388	686	1	53	7	26
	Definitely Yes	128 10.0%	10 17.3%	1 14.0%	2 3.8%	37 9.5%	74 10.8%	0 0.0%	3 6.5%	0 0.0%	0 0.0%
	Probably Yes	245 19.1%	10 16.4%	3 35.8%	11 19.9%	62 15.9%	140 20.5%	1 41.6%	14 25.9%	2 29.8%	4 14.3%
	No	846 66.0%	35 61.3%	4 50.2%	42 76.3%	257 66.4%	448 65.3%	1 58.4%	33 61.9%	5 70.2%	20 77.2%
	DK/NA	63 4.9%	3 5.0%	0 0.0%	0 0.0%	32 8.2%	24 3.4%	0 0.0%	3 5.8%	0 0.0%	2 8.5%

Q18. Own or Rent Residence
(n=1,282)

GODBE RESEARCH
Gain Insight

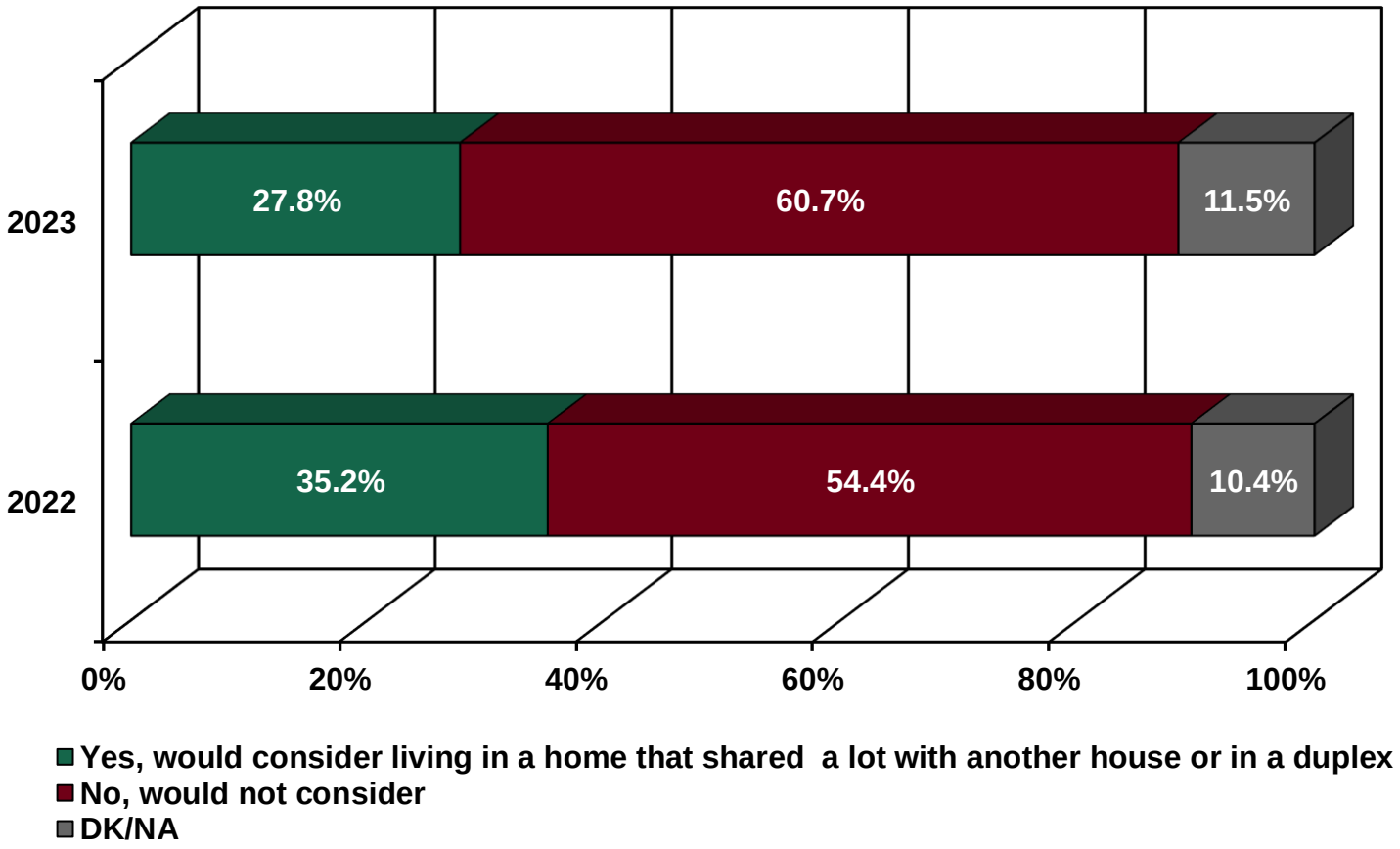
In line with previous years, more than half of residents indicated they own their home, while more than one third of respondents are renters.



Q19. Consider Living in a Home That Shares a Lot With Another House or Living in a Duplex (n=1,282)

GODBE RESEARCH
Gain Insight

Next, the respondents were asked if they would consider living in a home that shared a lot with another house or living in a duplex. When compared with the 2022 results, fewer residents appear to be interested in this type of housing.



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

GODBE RESEARCH
Gain Insight

There were no statistically significant differences in opinion between genders.

	Respondents Gender		
	Total	Male	Female
Total	1282	650	632
Yes, would consider living in a home that shared a lot with another house or in a duplex	356 27.8%	173 26.6%	184 29.1%
No, would not consider	778 60.7%	406 62.5%	372 58.9%
DK/NA	147 11.5%	71 11.0%	76 12.0%

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 youngest residents, ages 18 to 24, had a higher tendency to indicate they would consider this type of living situation.

	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	1282	176	262	238	199	90	95	143	59	17	4
Yes, would consider living in a home that shared a lot with another house or in a duplex	356 27.8%	70 40.1%	85 32.5%	66 27.6%	41 20.6%	20 22.6%	27 28.3%	32 22.5%	7 12.6%	5 30.6%	2 65.0%
No, would not consider	778 60.7%	88 50.3%	142 54.1%	148 62.3%	133 66.7%	61 67.5%	58 61.1%	94 65.7%	44 73.3%	10 57.9%	1 35.0%
DK/NA	147 11.5%	17 9.6%	35 13.4%	24 10.1%	25 12.7%	9 9.9%	10 10.6%	17 11.8%	8 14.2%	2 11.5%	0 0.0%

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

GODBE RESEARCH
Gain Insight

African American, Caucasian and Hispanic/Latino residents were more likely to indicate interest in living in a home with a shared lot or in 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	1282	58	8	55	388	686	1	53	7	26
Yes, would consider living in a home that shared a lot with another house or in a duplex	356 27.8%	20 35.2%	5 53.2%	4 7.3%	110 28.3%	199 29.0%	1 86.3%	12 22.8%	0 0.0%	6 21.8%
No, would not consider	778 60.7%	33 56.2%	3 32.9%	44 79.5%	236 60.9%	405 59.1%	0 13.7%	35 67.0%	5 70.2%	18 68.3%
DK/NA	147 11.5%	5 8.7%	1 14.0%	7 13.2%	42 10.9%	82 11.9%	0 0.0%	5 10.2%	2 29.8%	3 9.9%

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

GODBE RESEARCH
Gain Insight

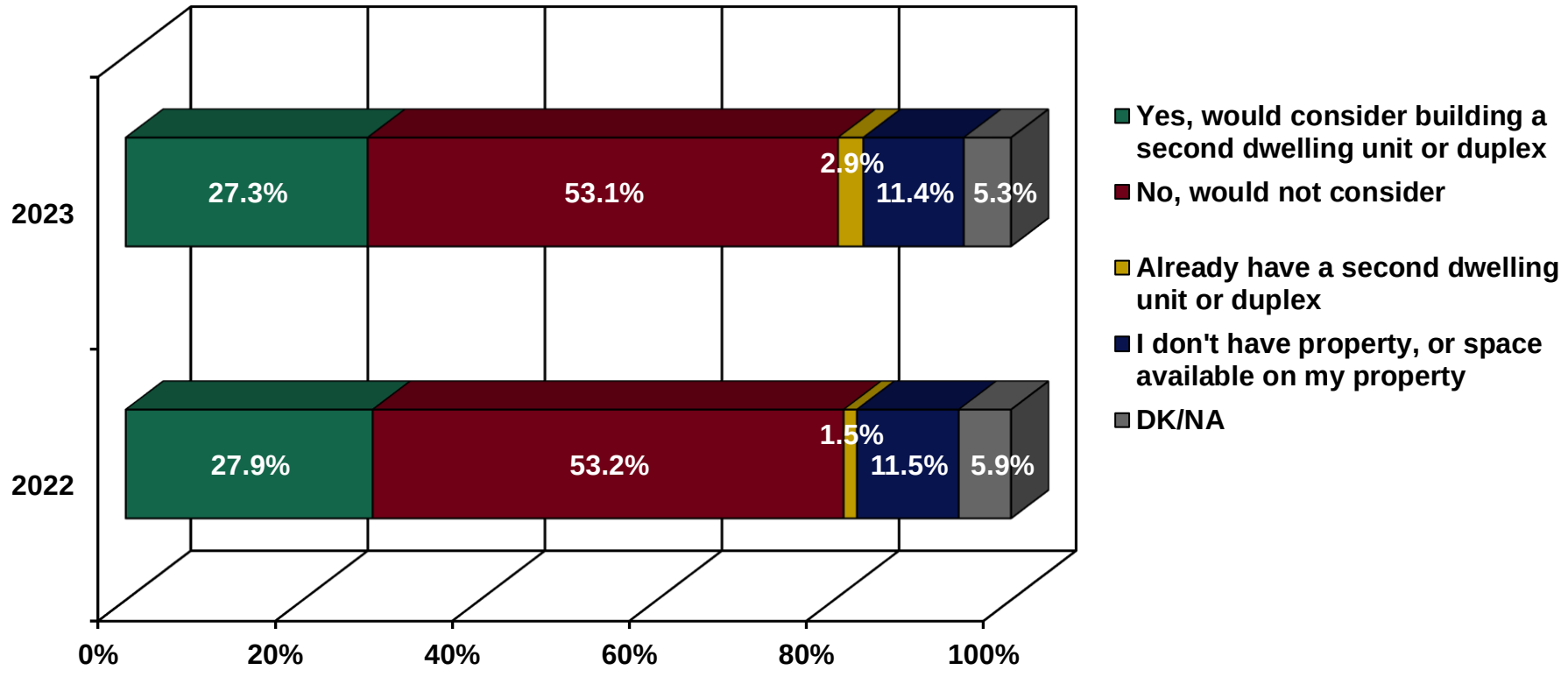
There were no statistically significant differences in opinion among residents from the four regions.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	1282	62	1001	93	126
Yes, would consider living in a home that shared a lot with another house or in a duplex	356 27.8%	22 35.6%	272 27.2%	24 26.3%	38 30.0%
No, would not consider	778 60.7%	36 57.3%	607 60.7%	61 65.5%	75 59.0%
DK/NA	147 11.5%	4 7.1%	122 12.1%	8 8.2%	14 11.0%

Q20. Consider Building Second Dwelling Unit or Converting Home to Duplex
(own home only from Q18) (n=738)

GODBE RESEARCH
Gain Insight

Residents who indicated in Question 18 they own their home, were then asked if they had space available would they consider building a second dwelling unit or converting their home to a duplex. The response was consistent with the 2022 results, with about a quarter of residents indicating they would consider this option and more than half responding in the negative. Nearly three percent said they already have a second unit or duplex, whereas slightly more than one in ten residents said they do not have sufficient space or property to build or convert their home.



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

Gender Comparisons

GODBE RESEARCH
Gain Insight

Women were more likely to report they already have a second dwelling unit or duplex.

	Respondents Gender		
	Total	Male	Female
Total	738	380	357
Yes, would consider building a second dwelling unit or duplex	202 27.3%	114 29.9%	88 24.6%
No, would not consider	392 53.1%	206 54.1%	186 52.1%
Already have a second dwelling unit or duplex	21 2.9%	6 1.7%	15 4.1%
I don't have property, or space available on my property	84 11.4%	36 9.4%	48 13.4%
DK/NA	39 5.3%	18 4.9%	21 5.8%

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

Age Comparisons

GODBE RESEARCH
Gain Insight

Residents ages 35 to 44 were more likely to report they would consider building a second dwelling unit or duplex on their property, whereas 75-to-84-year-olds had a greater tendency to respond they would not consider doing this. The youngest residents (ages 18 to 24) had a higher likelihood of saying they already have a second dwelling unit or duplex on their property.

	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	738	56	110	139	132	56	70	109	51	14	0
Yes, would consider building a second dwelling unit or duplex	202 27.3%	13 22.5%	22 20.2%	57 40.7%	46 35.1%	15 26.4%	15 21.8%	24 22.2%	8 15.5%	2 11.5%	0 0.0%
No, would not consider	392 53.1%	21 36.5%	62 56.7%	59 42.2%	65 48.8%	34 60.6%	43 61.5%	63 57.3%	35 69.7%	10 77.2%	0 100.0%
Already have a second dwelling unit or duplex	21 2.9%	7 11.9%	2 2.2%	4 2.6%	1 1.0%	1 1.3%	0 0.0%	4 3.4%	1 1.9%	2 11.3%	0 0.0%
I don't have property, or space available on my property	84 11.4%	2 3.5%	18 16.3%	11 8.1%	15 11.7%	5 8.6%	9 13.5%	17 15.1%	6 12.6%	0 0.0%	0 0.0%
DK/NA	39 5.3%	14 25.6%	5 4.6%	9 6.4%	4 3.4%	2 3.1%	2 3.3%	2 2.0%	0 0.3%	0 0.0%	0 0.0%

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

Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

In terms of ethnicity, African Americans indicated a higher tendency to respond positively to this question and would consider building a second dwelling unit or 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	738	31	4	42	237	372	0	29	3	19
Yes, would consider building a second dwelling unit or duplex	202 27.3%	17 54.4%	3 78.2%	13 31.8%	59 25.0%	101 27.1%	0 49.8%	7 25.4%	1 17.5%	1 2.6%
No, would not consider	392 53.1%	13 41.8%	0 0.1%	24 57.0%	125 52.8%	196 52.8%	0 50.2%	19 63.1%	2 82.5%	12 62.3%
Already have a second dwelling unit or duplex	21 2.9%	1 2.2%	0 0.0%	0 0.0%	10 4.0%	10 2.7%	0 0.0%	1 2.8%	0 0.0%	0 0.0%
I don't have property, or space available on my property	84 11.4%	0 1.5%	0 0.0%	5 11.2%	30 12.6%	41 11.2%	0 0.0%	3 8.8%	0 0.0%	5 23.2%
DK/NA	39 5.3%	0 0.0%	1 21.6%	0 0.0%	13 5.6%	23 6.2%	0 0.0%	0 0.0%	0 0.0%	2 11.9%

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

Regional Comparisons

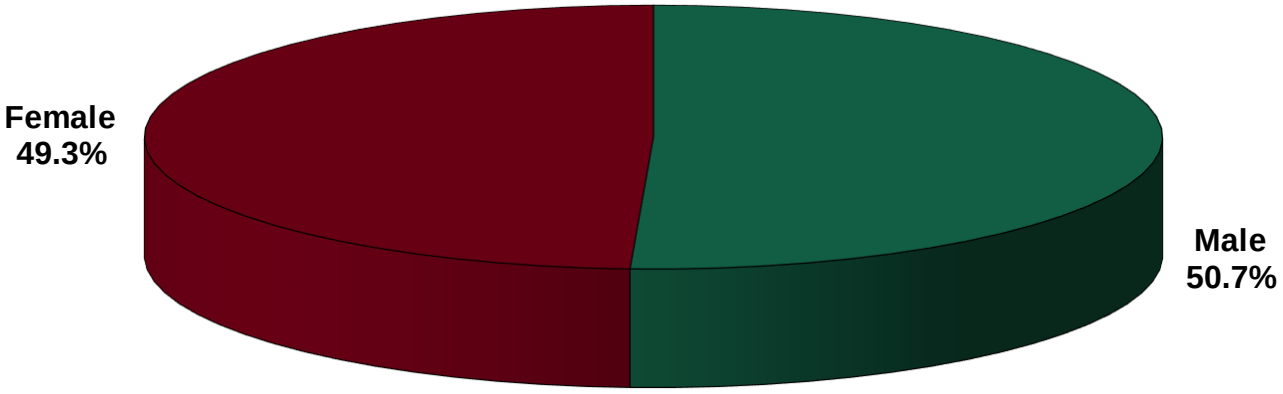
GODBE RESEARCH
Gain Insight

In looking at the four regions, there were no statistically significant differences in opinion among residents.

	Zip Code Area				
	Total	**West Kern**	**Central**	**Mountains**	**East**
Total	738	23	589	57	69
Yes, would consider building a second dwelling unit or duplex	202 27.3%	8 33.6%	159 26.9%	14 24.6%	21 30.9%
No, would not consider	392 53.1%	12 49.8%	320 54.3%	32 56.2%	29 41.7%
Already have a second dwelling unit or duplex	21 2.9%	2 6.6%	17 2.8%	1 1.9%	2 2.8%
I don't have property, or space available on my property	84 11.4%	1 6.3%	68 11.5%	3 5.9%	11 15.9%
DK/NA	39 5.3%	1 3.7%	26 4.4%	6 11.3%	6 8.6%

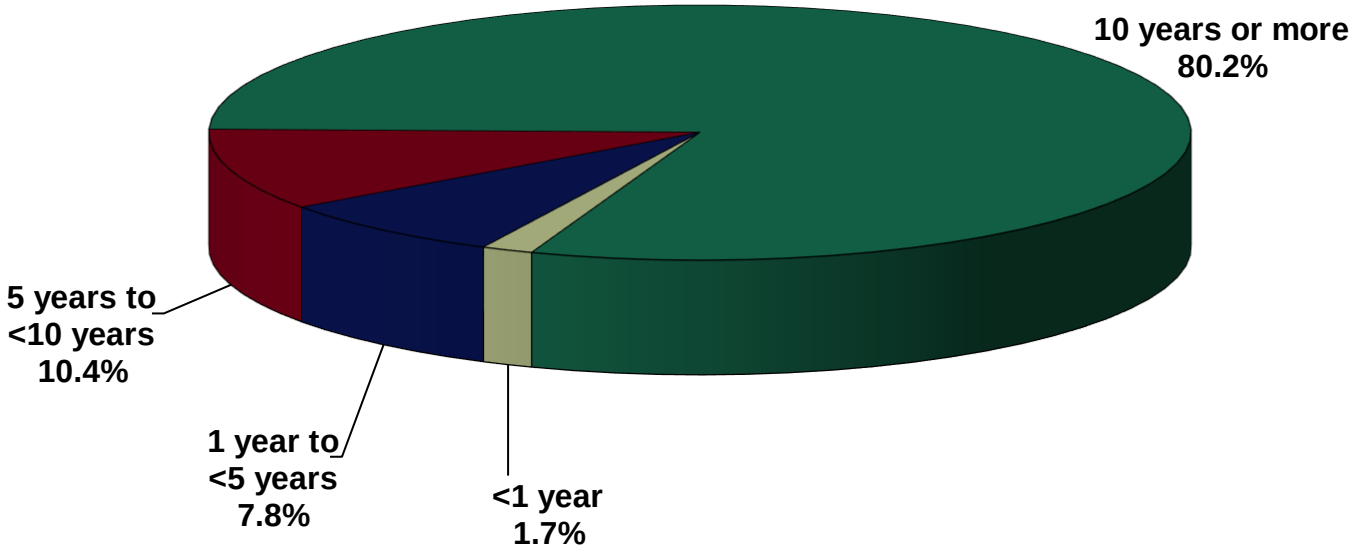
Appendix A:
Additional Demographic Information

QA. Respondent's Gender



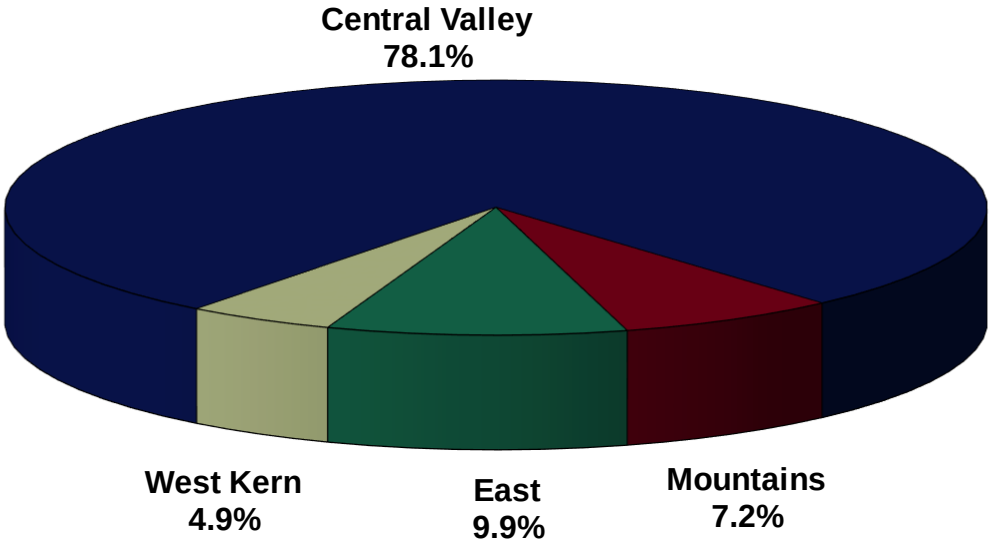
QB. Length of Residency in Kern County

GODBE RESEARCH
Gain Insight

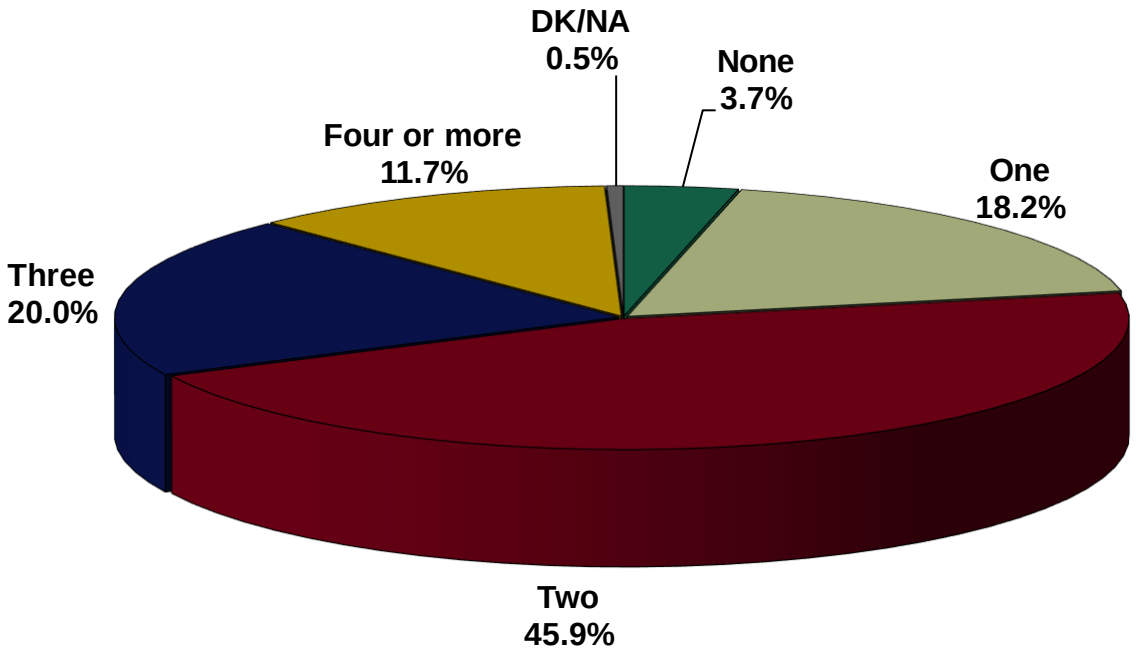


QC. Home Zip Code Area

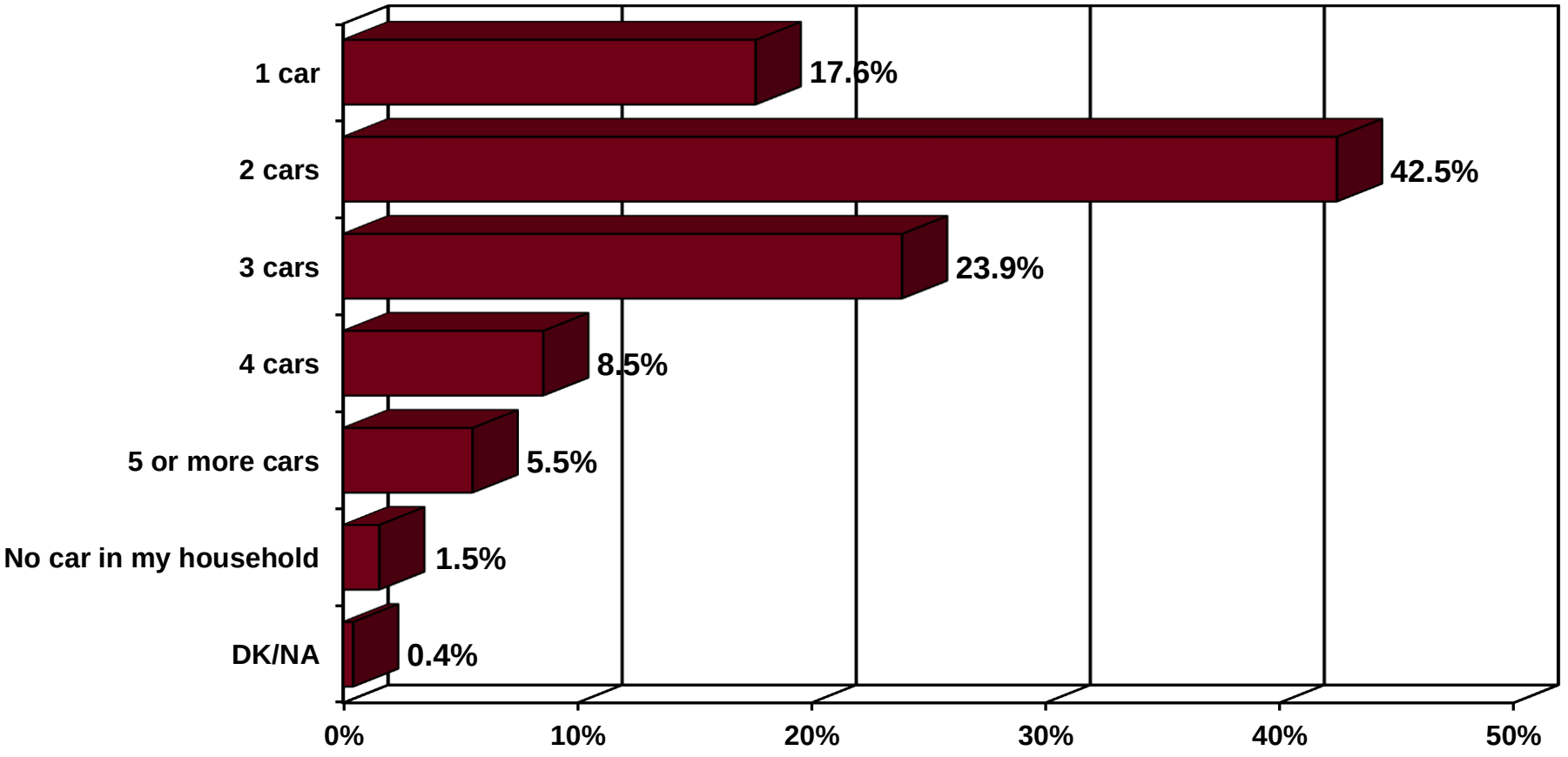
GODBE RESEARCH
Gain Insight



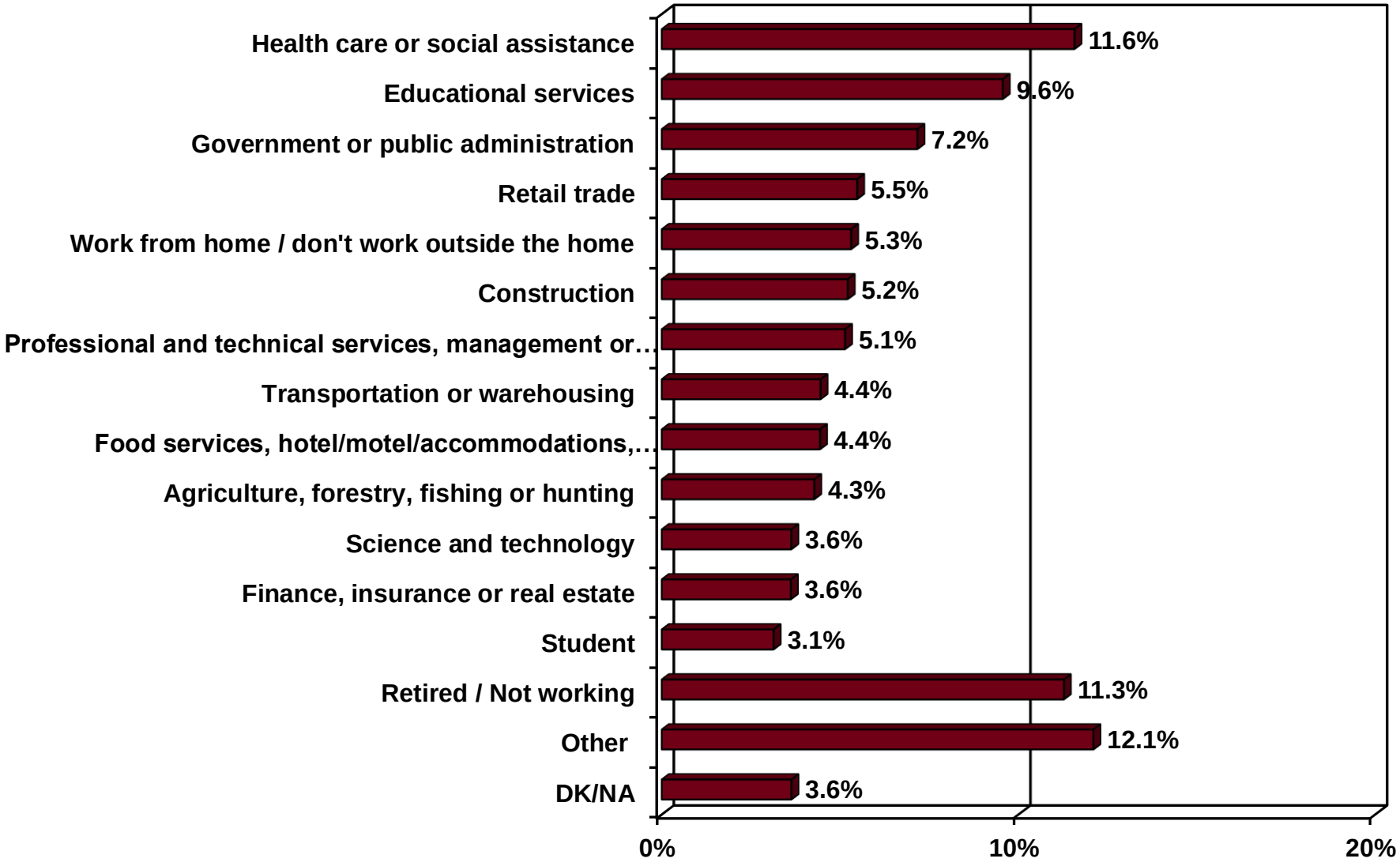
QD. Drivers in Household



QE. Motor Vehicles in Household

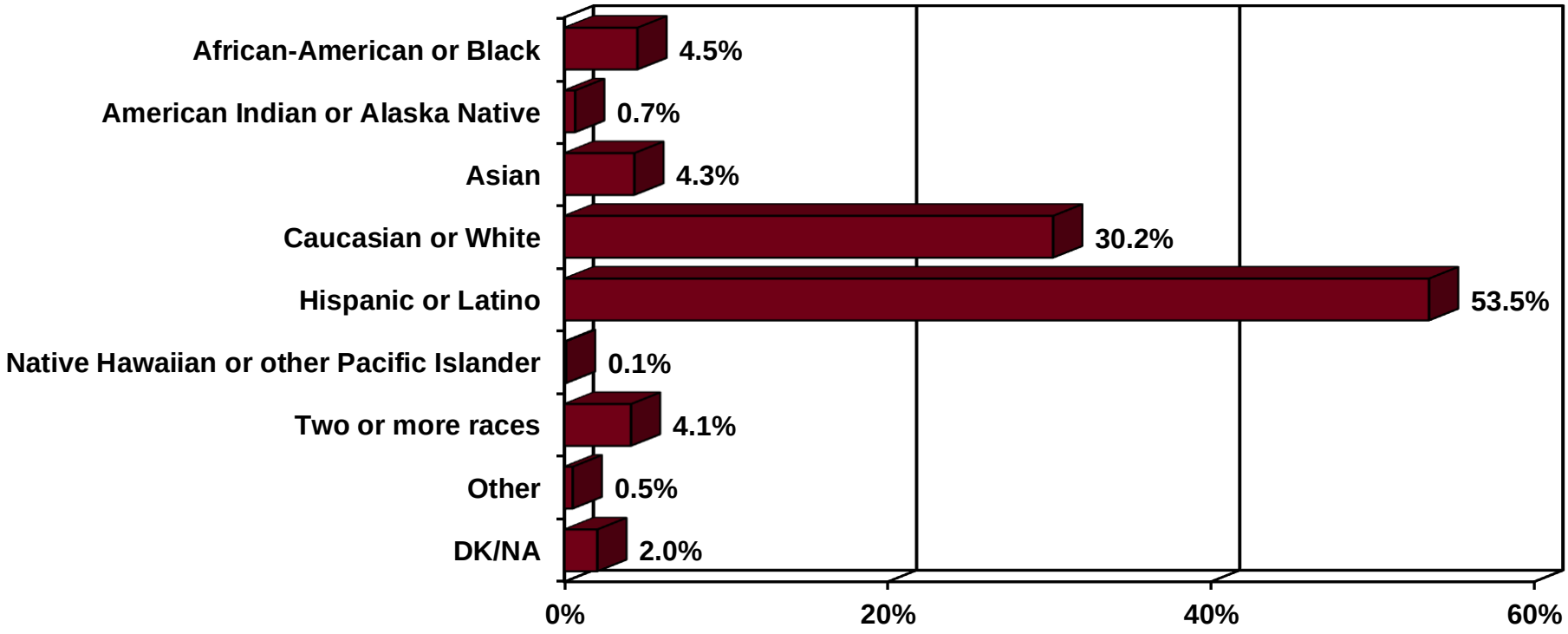


QF. Industry Employed In

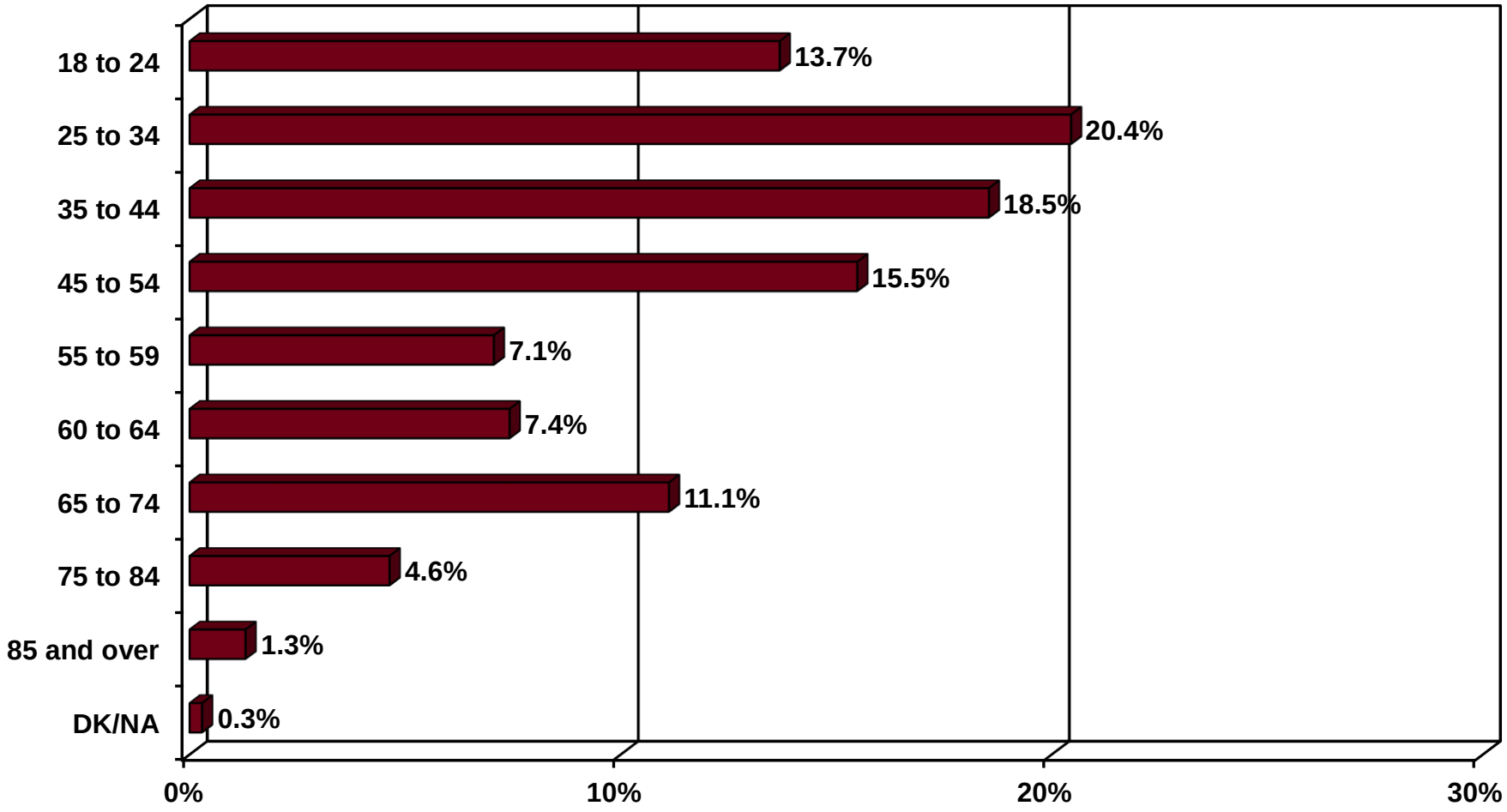


Note: Professions that were mentioned by less than 3 percent of the residents have been added to the “Other mentions” category for charting purposes.

QG. Ethnicity

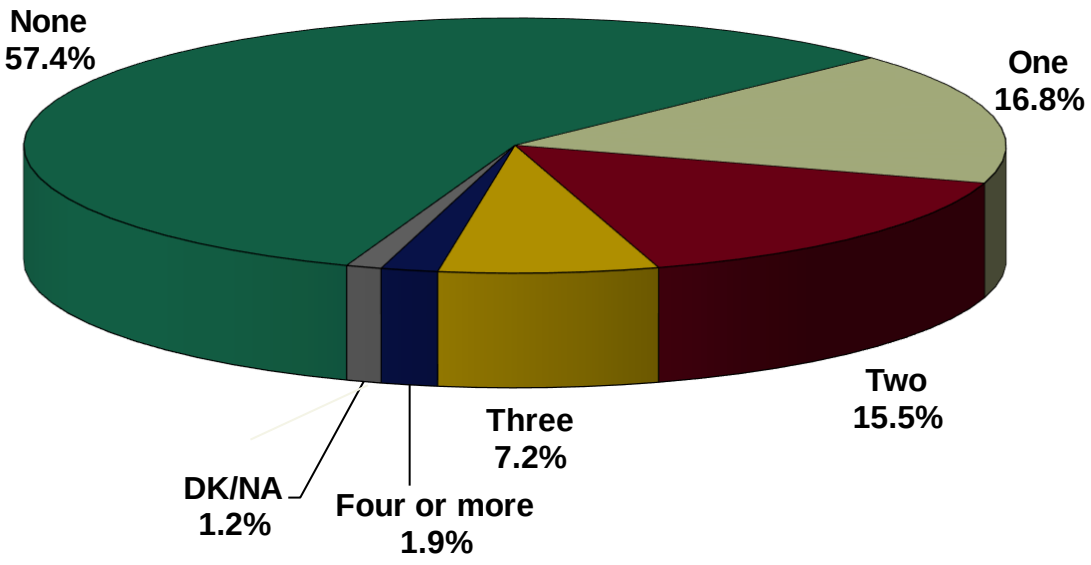


QH. Age


18 to 24
13.7%
25 to 34
20.4%
35 to 44
18.5%
45 to 54
15.5%
55 to 59
7.1%
60 to 64
7.4%
65 to 74
11.1%
75 to 84
4.6%
85 and over
1.3%
DK/NA
0.3%
0%
10%
20%
30%

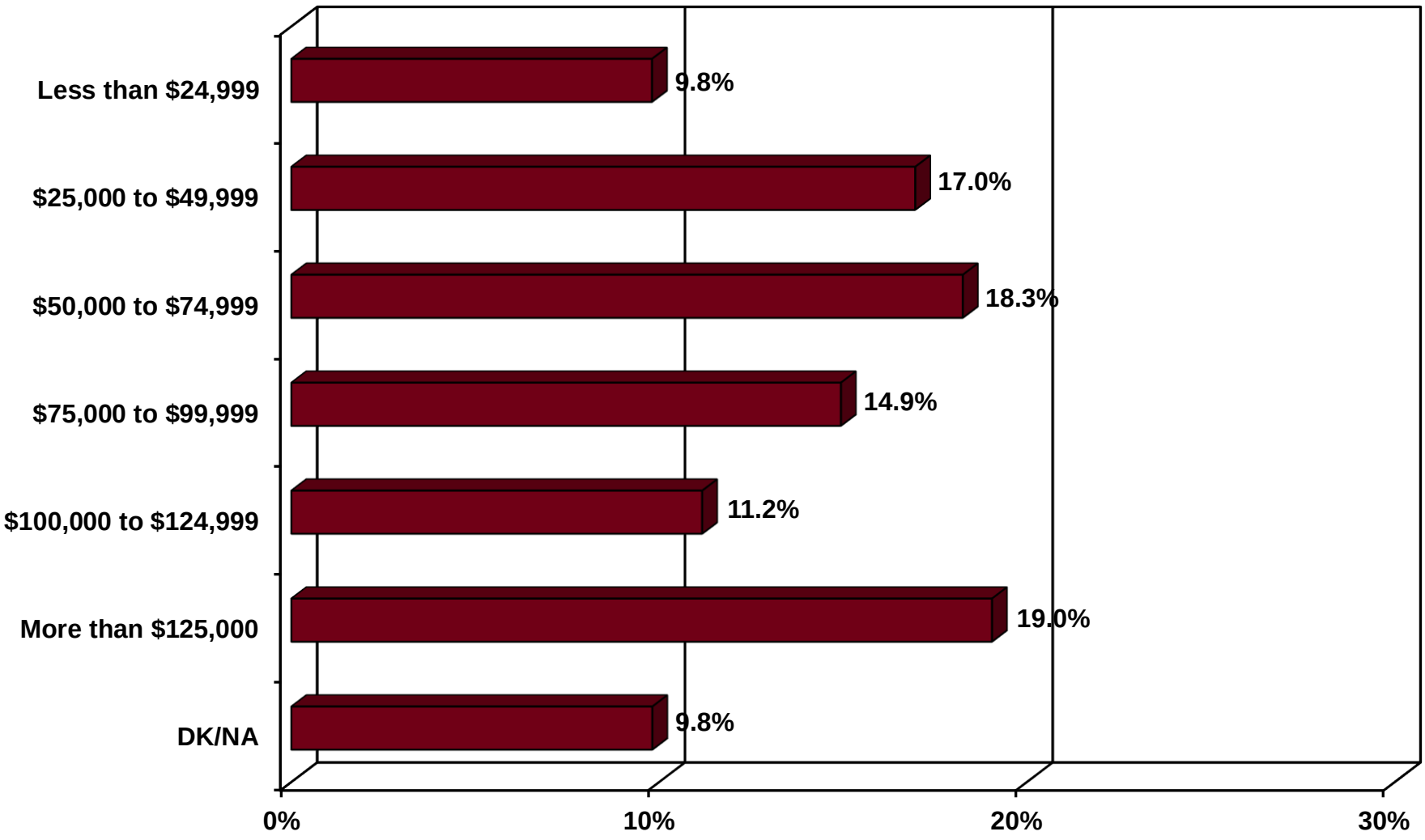
QI. Number of Children Living in Household

GODBE RESEARCH
Gain Insight



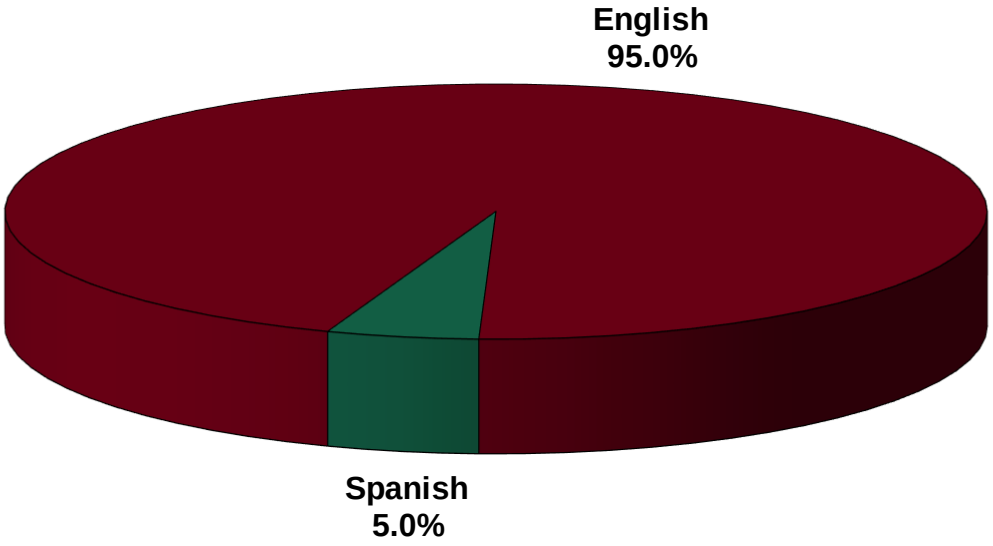
QJ. Household Income

GODBE RESEARCH
Gain Insight



QK. Survey Language

GODBE RESEARCH
Gain Insight



Appendix B: Detailed Methodology

Survey Methodology

GODBE RESEARCH
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, 64 interviews were conducted in Spanish.

Overall, 1,282 residents in Kern County completed the survey, representing the population of approximately 654,323 adult residents. The study parameters resulted in a margin of error of plus or minus 2.73 percent. Interviews were conducted from February 13 to February 26, 2023, and the average interview time was 22 minutes. Interviews were conducted in either Spanish (n = 64) or English (n = 1,218), 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=62), Mountains (n=93), and East Kern (n=126), and the remaining interviews were completed in the Central region (n=1,001). 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 2021 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 2021 American Community Survey (ACS) for region, and weighted to the 2020 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 3, 4, 5, 11, 13, 16 and 17 were randomized to avoid such position bias.

Questions 3, 4, 6, and 15 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 1,282 adult residents age 18 or older was drawn from the estimated population of Kern County of approximately 654,323 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 1.64 and 2.73% for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by 1,282 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 2.73%. 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 2.73) and 53% (50 plus 2.73).

The margin of error for a given question also depends on the distribution of responses to the question. The 2.73% 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 1.64%. 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%
1282	**1.64%**	**2.19%**	**2.51%**	**2.68%**	**2.73%**
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

GODBE RESEARCH
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, Q5 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 5 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
Q5	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 5 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

2023 Community Survey

Topline Report
n=1,282
22 minutes
Hybrid: Phone & Online
Spanish Translation
Universe: Residents of Kern County, 18 years or older

March 21, 2023

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:
- **654,323 Likely November 2024 Voters**

Sample Size:
n=1,282

Data Collection Methodology:
n=141 Landline
n=211 Cell
n=930 Online from text invitation

Margin of Error:
- **Adults 18 years or older ± 2.73%**

Interview Dates: February 13 to 26, 2023
Survey Length: 22 minutes

OVERALL SATISFACTION

		Total		
		Column N %	Count	∑ or Mean
1. Generally speaking are you satisfied or dissatisfied with the quality of life in your city or town?	Very satisfied	13.3%	171	
	Somewhat satisfied	42.8%	549	
	Somewhat dissatisfied	27.7%	355	
	Very dissatisfied	15.5%	199	
	DK/NA	0.7%	8	
	Total Satisfied	56.2%		
	Total Dissatisfied	43.2%		
	Ratio Sat to Dissat	1.30		
2. 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	7.0%	90	
	Somewhat better	20.4%	262	
	Stay about the same	21.7%	279	
	Somewhat worse	25.5%	327	
	Much worse	20.3%	260	
	DK/NA	5.0%	64	
	Total Better	27.4%		
	About the Same	21.7%		
	Total Worse	45.8%		
	Ratio Better to Worse	0.60		

		Total		
		Column N %	Count	∑ or Mean
3. What do you like most about your city or town?	Cost of living	37.4%	480	
	Small-town atmosphere	36.7%	471	
	Cost of housing	33.2%	425	
	Location	31.4%	403	
	Natural resources	23.5%	301	
	Sense of community	22.5%	288	
	Farming and agriculture	20.7%	265	
	Cultural diversity	18.6%	239	
	Weather and climate	18.1%	233	
	Safe neighborhoods / Communities	15.8%	203	
	Quality of education	7.2%	92	
	Quality of roads and infrastructure	5.7%	73	
	Youth programs	5.1%	65	
	Well-planned growth	4.8%	61	
	Other (less than 3% each)	9.4%	120	
	Not sure	3.3%	43	
4. What do you like least about your city or town?	Homelessness	55.5%	711	
	Crime rate	51.2%	656	
	Air quality	43.6%	559	
	Gang violence	40.4%	518	
	Cost of living	24.2%	310	
	Housing affordability	23.6%	303	
	Lack of community resources	22.2%	284	
	Growth and planning	21.9%	281	
	Job opportunities	21.7%	278	
	Traffic congestion	20.5%	263	
	Youth programs	16.3%	210	
	Public transportation	16.2%	207	
	Farm land	14.8%	189	
	Other (less than 2.5% each)	16.8%	216	
	Not sure	1.7%	21	

IMPORTANCE OF SPECIFIC ISSUES IN THE NEXT 20 YEARS

		Total		
		Column N %	Count	∑ or Mean
5A. Creating more high paying jobs	0 NOT IMPORTANT	2.0%	26	
	1	2.5%	32	
	2	12.5%	160	
	3	22.7%	290	
	4 EXTREMELY IMPORTANT	59.6%	765	82.3%
	DK/NA	0.7%	9	
5B. Encouraging new businesses to relocate to the County in order to diversify the local economy	0 NOT IMPORTANT	4.5%	57	
	1	4.3%	56	
	2	17.5%	224	
	3	27.4%	351	
	4 EXTREMELY IMPORTANT	44.5%	571	71.9%
	DK/NA	1.8%	23	
5C. Revitalizing older neighborhoods and business districts that are becoming rundown	0 NOT IMPORTANT	1.8%	24	
	1	3.9%	50	
	2	14.4%	184	
	3	28.6%	366	
	4 EXTREMELY IMPORTANT	50.1%	642	78.6%
	DK/NA	1.3%	16	
5D. Creating more affordable housing	0 NOT IMPORTANT	5.2%	66	
	1	6.1%	79	
	2	14.4%	185	
	3	19.7%	253	
	4 EXTREMELY IMPORTANT	54.0%	692	73.7%
	DK/NA	0.6%	7	
5E. Expanding highways	0 NOT IMPORTANT	8.9%	115	
	1	8.2%	105	
	2	24.1%	309	
	3	26.6%	341	
	4 EXTREMELY IMPORTANT	31.1%	398	57.7%
	DK/NA	1.1%	14	
5F. Reducing traffic congestion	0 NOT IMPORTANT	8.0%	102	
	1	7.7%	99	
	2	23.2%	297	
	3	26.0%	333	
	4 EXTREMELY IMPORTANT	34.5%	442	60.4%
	DK/NA	0.8%	10	
5G. Maintaining local streets and roads	0 NOT IMPORTANT	0.7%	10	
	1	1.4%	18	
	2	11.2%	144	
	3	26.9%	345	
	4 EXTREMELY IMPORTANT	59.3%	760	86.2%
	DK/NA	0.4%	5	
5H. Expanding local bus services	0 NOT IMPORTANT	10.7%	137	
	1	10.1%	129	
	2	26.1%	335	
	3	23.2%	297	
	4 EXTREMELY IMPORTANT	27.8%	356	50.9%
	DK/NA	2.2%	28	

		Total		
		Column N %	Count	∑ or Mean
5I. Improving public transportation to other cities	0 NOT IMPORTANT	9.8%	126	
	1	9.5%	122	
	2	23.2%	297	
	3	23.0%	295	
	4 EXTREMELY IMPORTANT	32.2%	413	55.2%
	DK/NA	2.3%	29	
5J. Maintaining and improving sidewalks and bike lanes	0 NOT IMPORTANT	3.5%	44	
	1	7.9%	102	
	2	23.1%	296	
	3	25.9%	332	
	4 EXTREMELY IMPORTANT	39.1%	501	65.0%
	DK/NA	0.5%	6	
5K. Providing public transportation, carpooling, and other alternatives to driving alone	0 NOT IMPORTANT	11.3%	145	
	1	9.6%	123	
	2	26.4%	338	
	3	22.6%	290	
	4 EXTREMELY IMPORTANT	28.9%	370	51.5%
	DK/NA	1.3%	16	
5L. Improving air quality	0 NOT IMPORTANT	4.5%	57	
	1	4.0%	51	
	2	11.5%	148	
	3	16.8%	216	
	4 EXTREMELY IMPORTANT	62.6%	802	79.4%
	DK/NA	0.6%	8	
5M. Preserving water supply	0 NOT IMPORTANT	0.7%	9	
	1	1.1%	14	
	2	6.1%	78	
	3	15.4%	197	
	4 EXTREMELY IMPORTANT	76.2%	976	91.5%
	DK/NA	0.6%	8	
5N. Improving water quality	0 NOT IMPORTANT	1.2%	15	
	1	3.2%	41	
	2	10.7%	137	
	3	19.6%	251	
	4 EXTREMELY IMPORTANT	64.7%	829	84.2%
	DK/NA	0.7%	9	
5O. Preserving open spaces and native animal habitats	0 NOT IMPORTANT	5.1%	66	
	1	5.7%	73	
	2	16.6%	212	
	3	21.6%	276	
	4 EXTREMELY IMPORTANT	50.3%	645	71.9%
	DK/NA	0.8%	10	
5P. Developing a variety of housing options, including apartments, townhomes and condominiums	0 NOT IMPORTANT	8.5%	109	
	1	7.2%	93	
	2	22.1%	283	
	3	26.0%	333	
	4 EXTREMELY IMPORTANT	35.2%	451	61.2%
	DK/NA	1.0%	12	

		Total		
		Column N %	Count	∑ or Mean
5Q. Improving fire and emergency medical services	0 NOT IMPORTANT	2.1%	27	
	1	3.1%	40	
	2	15.0%	193	
	3	23.4%	300	
	4 EXTREMELY IMPORTANT	55.0%	705	78.4%
	DK/NA	1.3%	17	
5R. Improving local health care and social services	0 NOT IMPORTANT	2.8%	36	
	1	3.6%	46	
	2	15.2%	195	
	3	21.9%	281	
	4 EXTREMELY IMPORTANT	56.1%	719	78.0%
	DK/NA	0.4%	5	
5S. Improving crime prevention and gang prevention programs	0 NOT IMPORTANT	2.1%	27	
	1	2.9%	38	
	2	8.1%	103	
	3	13.7%	175	
	4 EXTREMELY IMPORTANT	72.0%	922	85.6%
	DK/NA	1.3%	16	
5T. Improving the quality of public education	0 NOT IMPORTANT	1.3%	17	
	1	1.7%	21	
	2	7.5%	97	
	3	15.7%	202	
	4 EXTREMELY IMPORTANT	73.1%	937	88.8%
	DK/NA	0.6%	8	

IMPORTANCE OF SPECIFIC ISSUES – RANKED BY INTENSITY

	Total		
	Column N %	Count	∑ or Mean
5M. Preserving water supply			3.66
5T. Improving the quality of public education			3.59
5S. Improving crime prevention and gang prevention programs			3.52
5N. Improving water quality			3.44
5G. Maintaining local streets and roads			3.43
5A. Creating more high paying jobs			3.36
5L. Improving air quality			3.30
5Q. Improving fire and emergency medical services			3.28
5R. Improving local health care and social services			3.25
5C. Revitalizing older neighborhoods and business districts that are becoming rundown			3.23
5D. Creating more affordable housing			3.12
5O. Preserving open spaces and native animal habitats			3.07
5B. Encouraging new businesses to relocate to the County in order to diversify the local economy			3.05
5J. Maintaining and improving sidewalks and bike lanes			2.90
5P. Developing a variety of housing options, including apartments, townhomes and condominiums			2.73
5F. Reducing traffic congestion			2.72
5E. Expanding highways			2.63
5I. Improving public transportation to other cities			2.60
5K. Providing public transportation, carpooling, and other alternatives to driving alone			2.49
5H. Expanding local bus services			2.48

TRANSPORTATION BEHAVIOR & ATTITUDES

		Total		
		Column N %	Count	∑ or Mean
6. What is the primary mode of transportation that you currently use to go to work or school?	Drive alone	71.3%	914	
	Retired	10.5%	135	
	Carpool or vanpool	8.3%	106	
	Walk	5.4%	69	
	Telecommute / Work from home / don't work outside the home	5.1%	65	
	Uber/Lyft	5.0%	65	
	Self-driving car	4.1%	52	
	Electric vehicle	3.3%	43	
	Bike / Electric bike	2.4%	31	
	Traditional bus service	1.9%	24	
	GET's On-Demand / curb-to-curb	1.3%	17	
	Taxi	0.9%	12	
	Express bus service	0.8%	10	
	Shuttle service	0.7%	9	
	Other	2.4%	31	
	Not sure	0.2%	2	
7. Would you consider riding a scooter or e-bike as your mode of transportation?	Yes, would consider riding a scooter or e-bike as mode of transportation	24.3%	263	
	No, would not consider riding a scooter or e-bike as mode of transportation	66.4%	719	
	DK/NA	9.3%	101	
8. 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	32.4%	351	
	No, would not consider riding a scooter or e-bike as part of another mode of transportation	59.7%	646	
	DK/NA	7.9%	86	
9. Do you telecommute or work from home?	Yes	19.2%	208	
	No	77.8%	842	
	DK/NA	3.0%	33	
10. How many days a week do you telecommute to and from work or school? (n=273)	1 day a week	9.4%	26	
	2 days a week	11.5%	31	
	3 days a week	11.1%	30	
	4 days a week	6.9%	19	
	5 days a week	36.8%	100	
	6 days a week	3.2%	9	
	7 days a week	9.2%	25	
	None	11.1%	30	
	DK/NA	0.8%	2	

		Total		
		Column N %	Count	∑ or Mean
12. How many days a week could you telecommute to and from work or school? (n=874)	1 day a week	1.2%	11	
	2 days a week	2.7%	24	
	3 days a week	3.8%	33	
	4 days a week	3.4%	30	
	5 days a week	10.6%	93	
	6 days a week	1.6%	14	
	7 days a week	2.0%	18	
	None	66.3%	580	
	DK/NA	8.2%	72	
13. What could be the most important reason for you to telecommute or work from home? (n=874)	Saving gas	19.4%	170	
	Saving money	18.2%	159	
	Saving the environment / helping to prevent climate change	8.9%	78	
	My company is requiring working from home	8.4%	73	
	Saving time	8.0%	70	
	Putting fewer miles on my car	4.9%	43	
	Retired	1.7%	15	
	Other (specify:) _____	7.1%	62	
	DK/NA	23.4%	204	
14. 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	8.0%	103	
	Good	27.4%	352	
	Fair	48.2%	618	
	Poor	16.0%	205	
	DK/NA	0.4%	5	
15. (Among "drive along" only; n=914) 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?	Drive alone	62.9%	575	
	Electric vehicle	19.8%	181	
	Carpool or vanpool	17.1%	156	
	Bike / Electric bike	16.7%	153	
	Express bus service	12.3%	112	
	Work from home / don't work outside the home	12.2%	112	
	Walk	10.8%	99	
	Uber/Lyft	10.3%	94	
	Shuttle service	9.3%	85	
	Self-driving car	9.2%	84	
	Traditional bus service	7.0%	64	
	GET's On-Demand / curb-to-curb	5.1%	47	
	Taxi	2.2%	20	
	Retired	4.6%	42	
	Other	2.0%	18	
	Not sure	3.1%	28	

HOUSING PREFERENCES

		Total		
		Column N %	Count	∑ or Mean
16. Next, please consider a variety of housing issues. Do you currently live in _____	A single-family home with a small yard	35.7%	458	
	A single-family home with a large yard	47.2%	605	
	A townhouse or condominium	4.1%	53	
	A building with offices and stores on the first floor and condominiums on the upper floors	0.0%	0	
	An apartment	11.7%	150	
	DK/NA	1.3%	16	
17. Given your household income, would you consider living in _____ if you were to relocate within Kern County.				
17A. Living in A single-family home with a small yard if you were to relocate within Kern County	Definitely Yes	33.0%	423	
	Probably Yes	40.4%	517	
	No	21.3%	272	
	DK/NA	5.4%	70	
17B. Living in A single-family home with a large yard if you were to relocate within Kern County	Definitely Yes	57.2%	733	
	Probably Yes	24.2%	311	
	No	14.1%	180	
	DK/NA	4.5%	58	
17C. Living in A townhouse or condominium if you were to relocate within Kern County.	Definitely Yes	12.6%	161	
	Probably Yes	27.5%	352	
	No	51.3%	658	
	DK/NA	8.6%	111	
17D. Living in 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	7.8%	100	
	Probably Yes	19.0%	244	
	No	64.0%	821	
	DK/NA	9.1%	116	
17E. Living in An apartment if you were to relocate within Kern County	Definitely Yes	10.0%	128	
	Probably Yes	19.1%	245	
	No	66.0%	846	
	DK/NA	4.9%	63	
18. Do you currently rent or own your place of residence?	Rent	36.8%	472	
	Own	57.5%	738	
	Other	5.1%	66	
	DK/NA	0.5%	7	
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	27.8%	356	
	No, would not consider	60.7%	778	
	DK/NA	11.5%	147	
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	27.3%	202	
	No, would not consider	53.1%	392	
	Already have a second dwelling unit or duplex	2.9%	21	
	I don't have property, or space available on my property	11.4%	84	
	DK/NA	5.3%	39	

DEMOGRAPHICS

		Total		
		Column N %	Count	∑ or Mean
A. Respondent's Gender	Male	50.7%	650	
	Female	49.3%	632	
B. How many years have you lived in Kern County?	Less than one year	1.7%	22	
	One year to less than five years	7.8%	100	
	Five years to less than ten years	10.4%	133	
	10 years or more	80.2%	1028	
	Do not live in Kern County	0.0%	0	
	DK/NA	0.0%	0	
C. Zip Code Area	West Kern	4.9%	62	
	Central Valley	78.1%	1001	
	Mountains	7.2%	93	
	East	9.9%	126	
D. Including yourself, how many drivers live in your household?	None	3.7%	47	
	One	18.2%	233	
	Two	45.9%	588	
	Three	20.0%	256	
	Four or more	11.7%	150	
	DK/NA	0.5%	7	
E. How many motor vehicles does your household have?	1 car	17.6%	226	
	2 cars	42.5%	544	
	3 cars	23.9%	306	
	4 cars	8.5%	110	
	5 or more cars	5.5%	71	
	No car in my household	1.5%	20	
	DK/NA	0.4%	5	

		Total		
		Column N %	Count	∑ or Mean
F. What industry do you work in?	Health care or social assistance	11.6%	148	
	Educational services	9.6%	123	
	Government or public administration	7.2%	92	
	Retail trade	5.5%	70	
	Work from home / don't work outside the home	5.3%	68	
	Construction	5.2%	67	
	Professional and technical services, management or administrative	5.1%	66	
	Transportation or warehousing	4.4%	57	
	Food services, hotel/motel/accommodations, Entertainment or recreation	4.4%	57	
	Agriculture, forestry, fishing or hunting	4.3%	55	
	Science and technology	3.6%	47	
	Finance, insurance or real estate	3.6%	46	
	Student	3.1%	40	
	Oil and gas extraction, mining, or quarrying	2.7%	35	
	Installation, repair and maintenance	2.3%	29	
	Manufacturing	1.4%	18	
	Utilities	1.0%	12	
	Wholesale trade	0.5%	7	
	Retired / Not working	11.3%	145	
	Other [SPECIFY: _____]	4.2%	54	
	DK/NA	3.6%	47	
G. What ethnic group or groups do you consider yourself a part of?	African-American or Black	4.5%	58	
	American Indian or Alaska Native	0.7%	8	
	Asian	4.3%	55	
	Caucasian or White	30.2%	388	
	Hispanic or Latino	53.5%	686	
	Native Hawaiian or other Pacific Islander	0.1%	1	
	Two or more races	4.1%	53	
	Other [SPECIFY]	0.5%	7	
	DK/NA	2.0%	26	

		Total		
		Column N %	Count	∑ or Mean
H. What is your age?	18 to 24	13.7%	176	
	25 to 34	20.4%	262	
	35 to 44	18.5%	238	
	45 to 54	15.5%	199	
	55 to 59	7.1%	90	
	60 to 64	7.4%	95	
	65 to 74	11.1%	143	
	75 to 84	4.6%	59	
	85 and over	1.3%	17	
	DK/NA	0.3%	4	
I. How many children under the age of 18 live in your household?	None	57.4%	736	
	One	16.8%	216	
	Two	15.5%	199	
	Three	7.2%	93	
	Four or more	1.9%	24	
	DK/NA	1.2%	15	
J. To wrap things up, what is your total annual household income?	Less than $24,999	9.8%	126	
	$25,000 to $49,999	17.0%	217	
	$50,000 to $74,999	18.3%	234	
	$75,000 to $99,999	14.9%	192	
	$100,000 to $124,999	11.2%	143	
	More than $125,000	19.0%	244	
	DK/NA	9.8%	126	
K. Language	English	95.0%	1218	
	Spanish	5.0%	64	

Godbe Research
2023 Kern Council of Governments Community Survey

DEMOGRAPHICS (VOTER SEGMENT)

		Total		
		Column N %	Count	∑ or Mean
L. Gender	Male	50.2%	588	
	Female	48.6%	569	
	Unknown	1.1%	13	
M. Age	18-29	23.2%	272	
	30-39	21.0%	246	
	40-49	16.8%	196	
	50-64	20.7%	242	
	65+	18.2%	214	
	Not coded	0.0%	0	
N. Broad Ethnic Groupings	East and South Asian	2.7%	32	
	European	41.2%	482	
	Hispanic and Portuguese	51.9%	608	
	Likely African-American	1.5%	17	
	Other	1.2%	14	
	Unknown	1.5%	18	
O. Marital Status	Single or Unknown	64.4%	754	
	Married	25.1%	293	
	Non-Traditional	10.5%	123	
P. Homeownership Status	Owner	39.7%	464	
	Renter	29.7%	348	
	Unknown	30.6%	359	
Q. Estimated Income Range	$1,000-$14,999	3.1%	36	
	$15,000-$24,999	4.5%	53	
	$25,000-$34,999	8.4%	98	
	$35,000-$49,999	14.1%	166	
	$50,000-$74,999	25.6%	300	
	$75,000-$99,999	17.8%	209	
	$100,000-$124,999	7.1%	83	
	$125,000-$149,999	6.4%	75	
	$150,000-$174,999	3.0%	35	
	$175,000-$199,999	3.0%	35	
	$200,000-$249,999	2.2%	25	
	$250,000 and up	2.1%	24	
	Unknown	2.7%	32	

		Total		
		Column N %	Count	∑ or Mean
R. Estimated Home Value Range	$0K to $19K	0.1%	1	
	$20K to $49K	0.3%	4	
	$50K to $99K	2.8%	33	
	$100K to $149K	10.3%	121	
	$150K to $174K	11.0%	129	
	$175K to $199K	6.4%	74	
	$200K to $249K	14.1%	165	
	$250K to $299K	11.4%	133	
	$300K to $399K	20.7%	242	
	$400K to $499K	9.8%	114	
	$500K to $749K	7.7%	90	
	$750K to $999K	1.0%	12	
	$1000K to 1M and over	0.5%	6	
	Unknown	0.0%	0	
	Not coded	4.0%	47	
S. Social Economic Ladder	1	17.4%	204	
	2	12.0%	140	
	3	9.5%	111	
	4	14.1%	166	
	5	9.1%	107	
	6	6.2%	73	
	7	13.0%	152	
	8	7.9%	93	
	9	4.6%	54	
	10	1.9%	22	
	Unknown	0.0%	0	
	Not coded	4.2%	49	
T. Individual Party	American Independent	6.0%	70	
	Democratic	37.6%	440	
	Green	0.3%	3	
	Libertarian	2.1%	25	
	Natural Law	0.0%	0	
	Non-Partisan	16.9%	198	
	Other	0.7%	8	
	Peace and Freedom	0.7%	8	
	Reform	0.0%	0	
	Republican	35.0%	409	
	Unknown	0.7%	9	
	No data	0.0%	0	
U. Household Party Type	Dem	29.0%	340	
	Dem&Ind	8.9%	105	
	Dem&Rep	6.1%	71	
	Dem&Rep&Ind	1.1%	13	
	Ind	18.4%	216	
	Rep	27.1%	317	
	Rep&Ind	9.3%	109	
	No data	0.0%	0	

		Total		
		Column N %	Count	∑ or Mean
V. Household Gender Composition	Mixed Gender Household	48.5%	568	
	Female Only Household	25.8%	302	
	Male Only Household	24.3%	285	
	Cannot Determine	1.4%	16	
	No data	0.0%	0	
W. Registration Date	2021-2023	43.9%	514	
	2017-2020	42.7%	500	
	2013-2016	4.5%	53	
	2009-2012	2.0%	24	
	2005-2008	1.9%	22	
	2001-2004	1.4%	16	
	1997-2000	0.9%	10	
	1993-1996	1.0%	11	
	1981-1992	1.3%	15	
	1980 or before	0.4%	5	
	Not coded	0.0%	0	
X. Voting Frequency	0	16.5%	193	
	1	15.1%	177	
	2	10.0%	117	
	3	9.7%	114	
	4	6.8%	80	
	5	8.0%	94	
	6	8.8%	103	
	7	9.3%	109	
	8	15.7%	184	
Y. Voting History		see detailed crosstabs		
Z. Household Voter Count	1	40.5%	474	
	2	41.8%	490	
	3	13.8%	161	
	4	3.3%	38	
	5	0.3%	3	
	6	0.4%	4	
	No data	0.0%	0	
AA. County Supervisorial District	CSD 1	24.0%	281	
	CSD 2	24.4%	285	
	CSD 3	22.1%	259	
	CSD 4	14.9%	175	
	CSD 5	14.1%	165	
	Other	0.5%	6	

		Total		
		Column N %	Count	∑ or Mean
BB. City	Arvin	1.0%	12	
	Bakersfield	46.0%	539	
	California City	1.8%	21	
	Delano	2.4%	28	
	Maricopa	0.6%	7	
	McFarland	0.9%	11	
	Ridgecrest	3.5%	41	
	Shafter	1.4%	17	
	Taft	2.9%	34	
	Tehachapi	1.8%	21	
	Wasco	2.1%	25	
	Unincorporated	35.5%	416	
CC. Permanent Absentee Voter	Military	0.0%	0	
	Permanent US	82.2%	962	
	Unknown	17.8%	209	
DD. November 2024 Voter	Yes	52.4%	671	
	No	47.6%	611	

Appendix D: Questionnaire

GODBE RESEARCH
Gain Insight

KERN COUNCIL OF GOVERNMENTS

2023 Community Survey

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

May 18, 2023

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

Accounting Office:
c/o Agnes Alagueuzian
Crisafi, Pryor & Farquhar
1650 Borel Place, Suite 120
San Mateo, CA 94402

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 18, 2023

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 02-20-23.

STOP to Stop.

Kern Council
of Governments

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 February 20, 2023, after which it will be closed.

Thank you in advance for your participation.

Regards,

Ahron Hakimi
Executive Director
Kern Council of Governments

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. 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

2. 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

3. 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
   Cultural diversity ---------- 3
   Farming and agriculture ---------- 4
   Location ---------- 5
   Natural resources (outdoor recreation, rivers, trees, wildlife) ---------- 6
   Quality of education ---------- 7
   Quality of roads and infrastructure ---------- 8
   Safe neighborhoods/communities ---------- 9
   Sense of community ---------- 10
   Small-town atmosphere ---------- 11
   Weather and climate ---------- 12
   Well-planned growth ---------- 13
   Youth programs ---------- 14
   Other [SPECIFY: _____] ---------- 98
   [ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA ---------- 99

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

IMPORTANCE OF SPECIFIC ISSUES IN NEXT 20 YEARS

5. 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 ---------- 0 ------- 1 -------2--------3------- 4 ------ 99
B. Encouraging new businesses to relocate to the County in order to diversify the local economy - 0 ------- 1 -------2--------3------- 4 ------ 99

COMMUNITY ASSETS AND INFRASTRUCTURE

C. Revitalizing older neighborhoods and business districts that are becoming rundown---------- 0 ------- 1 -------2--------3------- 4 ------ 99
D. Creating more affordable housing ---------- 0 ------- 1 -------2--------3------- 4 ------ 99

TRANSPORTATION CHOICES

E. Expanding highways ---------- 0 ------- 1 -------2--------3------- 4 ------ 99
F. Reducing traffic congestion---------- 0 ------- 1 -------2--------3------- 4 ------ 99
G. Maintaining local streets and roads ---------- 0 ------- 1 -------2--------3------- 4 ------ 99
H. Expanding local bus services ---------- 0 ------- 1 -------2--------3------- 4 ------ 99
I. Improving public transportation to other cities ------- 0 ------- 1 -------2--------3------- 4 ------ 99
J. Maintaining and improving sidewalks and bike lanes---------- 0 ------- 1 -------2--------3------- 4 ------ 99
K. Providing public transportation, carpooling, and other alternatives to driving alone---------- 0 ------- 1 -------2--------3------- 4 ------ 99

CONSERVE UNDEVELOPED LAND AND NATURAL RESOURCES

L. Improving air quality ---------- 0 ------- 1 -------2--------3------- 4 ------ 99
M. Preserving water supply---------- 0 ------- 1 -------2--------3------- 4 ------ 99
N. Improving water quality---------- 0 ------- 1 -------2--------3------- 4 ------ 99
O. Preserving open spaces and native animal habitats ---------- 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---------- 0 ------- 1 -------2--------3------- 4 ------ 99

SERVICES, SAFETY AND EQUITY

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

TRANSPORTATION BEHAVIOR & ATTITUDES

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

6. 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]
Telecommute / Work from home / don't work outside the home	13	[GO TO Q10]
Retired	14	[GO TO Q14]
Other [SPECIFY]	98	[CONTINUE]
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA	99	[CONTINUE]

7. Would you consider riding a scooter or e-bike as your 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

8. 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

9. [IF Q6 ≠ 13, ASK:] Do you telecommute or work from home?

Yes	1
No	2

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

10. [IF Q6 = 13 OR Q9 = 1 ASK:] How many days a week do 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

11. [IF Q6 = 13 OR Q9 = 1 ASK:] 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

12. [IF Q6 ≠ 13 OR Q9 = 2 or 99, ASK:] 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

13. [IF Q6 ≠ 13 OR Q9 = 2 or 99, ASK:] What could be the most important reason for you 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

14. 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 ---------- 1
Good ---------- 2
Fair ---------- 3
Poor ---------- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99

15. [ASK ONLY IF Q6 = 3, DRIVE ALONE; SKIP IF Q6 =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

16. 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

17. 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

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

Rent ---------- 1
Own ---------- 2
Other---------- 3
[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 Q18 = 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.]

1 car ---------- 1
2 cars ---------- 2
3 cars ---------- 3
4 cars ---------- 4
5 or more cars ---------- 5
No car in my household ---------- 6
[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. 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

H. 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

I. 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

J. 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
$100,000 to $124,999 ---------- 5
More than $125,000 ---------- 6
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ---------- 99
[DO NOT PROGRAM: 2021 Median Income = $58,217
& 2021 Mean Income = $80,519]

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

K. 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.

L. Gender

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

M. Age

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

N. Broad Ethnic Groupings:

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

O. Marital Status

Single or Unknown ---------- 1
Married ---------- 2

Non-Traditional ---------- 3

P. Homeownership Status

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

Q. 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

R. 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

S. Social Economic Ladder (ISPSA)

1 ---------- 1
2 ---------- 2
3 ---------- 3
4 ---------- 4
5 ---------- 5
6 ---------- 6
7 ---------- 7
8 ---------- 8
9 ---------- 9

Unknown ---------- 99

T. 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

U. Household Party Type

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

V. Household Gender Composition

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

W. 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

X. Voting Frequency

0 ---------- 0
1 ---------- 1

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

Y. 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
Voted 06/22	0	1	2
Voted 11/22	0	1	2

Z. Household Voter Count

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

AA. Supervisorial District:

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

BB. 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

CC. Permanent Absentee Voter

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

DD. Likely November 2022 Voter

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

EE. Precinct Number: _____

FF. Date of Interview: _____

www.godberesearch.com

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

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