



Social Environment Issues

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Social Environment Issues

A healthy social environment in a community depends on the perceived safety of its residents, their contributions to and participation in the community, and their involvement in the local government.

Discrimination is an issue that affects the quality of life of all residents in San Luis Obispo County. Respondents to the ACTION for Healthy Communities telephone survey were asked if they had been discriminated against in their community. In 2006, approximately 8% of respondents felt discriminated against in San Luis Obispo County in the last 12 months, a slight decrease from 2001 (10%) and 2003 (9%). The top two reasons for discrimination were ethnicity/race and disability. When telephone survey respondents were asked how concerned they were about racism in San Luis Obispo County, 26% said they were “very concerned” in 2006, a decrease from 32% in 2003. Thirty-nine percent of respondents were “somewhat concerned” about racism, an increase from 34% in 2003.

When residents make charitable contributions and volunteer in their community, they show a personal commitment to the social environment. Eighty-one percent of telephone survey respondents reported giving money or other property to any charitable organization in 2006. In addition, 34% have volunteered at an organization in the past month. Nationally, the median number of volunteer hours per week has dropped from 3.6 hours per week in 2001, to 1 hour per week in 2005.

The ability to participate in the art and culture of one’s community is an important opportunity that adds to one’s quality of life. In 2006, over 61% of residents reported going to local performing, visual, or literary art events, which was a slight increase from 59% in 2003. During this same time period, there was a small decrease in the percentage of respondents who reported donating their time or money to an event, from 27% in 2003 to 21% in 2006. In 2006, over 61% of telephone survey respondents had children who were taking visual, performing, or literary art classes at school. Around 10% of San Luis Obispo County residents donated blood within the last 12 months, which is slightly down from 12% in 2003.

Voting is important because it allows citizens to weigh in on important issues in their community, state, and nation. In the November 2004 general election, 80% of registered voters in San Luis Obispo County showed up to the polls. This is an increase in voter turnout from the November 2000 general election, which had a 77% voter turnout. The turnouts at primary elections were lower than at the general elections, with 58% of registered voters participating in March 2004, and 43% of registered voters participating in June 2006.

This drop in interest in local and state elections is not unique to San Luis Obispo County; on the national scale, voter turnout tends to decrease in non-presidential election years.

G1

Discrimination



Have you felt discriminated against in San Luis Obispo County in the last 12 months?

Response	1999	2001	2003	2006
Yes	14.2%	10.3%	8.6%	8.2%
No	85.8%	89.7%	91.4%	90.9%
Total Respondents	541	809	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."



If yes, for what reason?

Response	1999	2001	2003	2006
Ethnicity or Race	41.4%	21.0%	33.3%	22.9%
Disability	NA	NA	NA	22.3%
Age	24.1%	38.3%	4.4%	18.2%
Income	NA	NA	NA	13.2%
Weight	NA	NA	NA	9.1%
Gender	27.6%	8.6%	20.0%	6.4%
Language	NA	NA	NA	5.3%
Other	NA	NA	NA	9.7%
Total Respondents	54	55	45	34

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

G2

Racism



How concerned are you about racism in your community?

Response	1999	2001	2003	2006
Very concerned	25.2%	32.2%	32.0%	26.2%
Somewhat concerned	37.3%	28.9%	33.9%	38.8%
Not at all concerned	37.5%	38.8%	32.6%	34.6%
Total Respondents	536	798	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

G3

Voting

San Luis Obispo County Voter Registration and Turnout

Election	Number of Eligible Voters	Number of Registered Voters	Number of Registered Voters Who Voted	Percent of Registered Voters Who Voted
March 2000 Primary	177,922	130,828	84,425	64.5%
November 2000 General	178,707	142,633	109,761	76.9%
March 2002 Primary	184,684	135,476	58,590	43.3%
November 2002 General	182,892	140,659	83,903	59.7%
March 2004 Primary	185,306	139,830	80,949	57.9%
November 2004 General	185,569	162,459	130,234	80.2%
June 2006 Primary	188,046	152,974	65,939	43.1%
November 2006 General	188,646	155,495	99,209	63.8%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2000-2006.

Voter Profile (General Elections)

Registered Voters	2000		2002		2004		2006	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Democrat	51,472	36.1%	48,852	34.7%	57,903	35.6%	54,540	35.1%
Republican	62,002	43.5%	61,866	44.0%	68,547	42.2%	65,055	41.8%
Other	9,699	6.8%	9,603	6.8%	9,546	5.9%	9,019	5.8%
Declined to State	19,460	13.6%	20,338	14.5%	26,463	16.3%	26,881	17.3%

Source: San Luis Obispo County Elections Department, Elections Division, California Secretary of State, 2000-2006.

G4

Hotline Calls for Assistance

Number of Calls (1998 through 2004 Classification System)

Category	1998-1999	1999-2000	2001-2002	2003-2004
Alcohol and Drug Abuse	953	801	610	470
Child Abuse	100	88	90	94
Counseling Resources	397	450	566	515
Day Care/Childcare ¹	NA	NA	NA	95
Developmental Disabilities/ Neurological Handicaps	89	70	92	550
Donations Information ¹	NA	NA	NA	132
Emergency Material Assistance	494	391	688	149
Family Planning/Issues of Sexuality	162	136	166	571
Family Care Network	201	146	94	2,223
Homeless Shelter-EOC	2,783	3,217	3,292	383
HOTLINE Staff/Resources	3,700	3,512	2,034	3,212
Housing Issues	241	196	306	386
Information and Referral	1,048	1,186	2,780	771
Interpersonal Relationship	501	434	464	1,488
Legal/Consumer Issue	578	422	490	982
Mental Illness	1,242	1,035	868	2,123
Misc/Problem Defies Classification	1,472	1,835	1,806	170
Physical/Health/Disabilities	329	313	498	486
Safehouse – Lifesteps Foundation	NA	NA	48	1,409
Senior I & R	3,774	3,360	3,294	NA
Sexual Assault	71	61	98	144
Special Olympics	69	63	8	1,305
Suicide Issues	235	224	202	161
Support	1,122	1,128	1,532	1,084
Telecare/Phone Friends	4,595	5,229	5,584	NA
Transportation ¹	NA	NA	NA	28
Women's Shelter Domestic Violence	1,610	1,749	1,782	144
Total	25,766	26,046	27,392	12,507

Source: HOTLINE of San Luis Obispo County, 1998-2006.

Note: Some of the classifications changed between 1999-2000 and 2003-2004, therefore some numbers may not be directly comparable. Data for 2000-2001 and 2002-2003 not available

¹ New classifications added in 2003-2004.

Number of Calls (2004-2005 Classification System)

Category	2004-2005
Abuse/Neglect	138
Active Caller	276
Adoption	3
Alcohol and Drug Abuse	353
Animals and Animal Control	15
Business	12
Case Management	3
Clothing	3
Consumer	2
Counseling Resources	423
Crisk Line/I&R other Cities	28
Day Care	8
Developmental Disabilities	28
Donations Information	105
Education	4
Emergencies	80
Employment	28
Environment	1
Financial Assistance and Support	227
Food	96
Funding Agencies	6
Gangs, related problems	1
Government/Taxes	6
Handicaps	19
Hang-ups	555
Health/Medical	401
Holiday Assistance	2
Home Health	27
Hotline Staff Call	328
Household Furniture	8
Housing	197
Information	1,349
Insurance	7
Interpersonal Relationship	344
Legal	283
Mental Health	949
Miscellaneous	165
Physical Disabilities	145
Rape/Sexual Assault	49
Recreation/Social Clubs	15

Number of Calls (2004-2005 Classification System) (continued)

Category	2004-2005
Runaways/Missing Persons	5
Senior Calls	728
Shelter	2,231
Substance Abuse	7
Suicide	152
Support Group	209
Support	1,354
Translating/Interpreting	48
Transportation	51
Veterans	4
Volunteerism	35
Women's Shelter Domestic Violence	1,498
Wrong Number	225
Total	13,236

Source: *HOTLINE of San Luis Obispo County, 2006.*

Hotline Calls, by Age Group of Caller

Age	2003-2004
0-9	375
10-19	853
20-29	1,281
30-39	3,011
40-49	3,186
50-59	1,741
60-69	746
70-79	640
80-89+	462
Unknown	1,012
Total	12,507

Source: *HOTLINE of San Luis Obispo County, 2006.*

Hotline Calls, by Caller Area of Residence

Area	2003-2004
Atascadero	610
Arroyo Grade	717
Cambria	228
Cayucos	69
Grover Beach	373
Los Osos	360
Nipomo	196
Oceano	111
Paso Robles	634
Pismo Beach	235
Santa Margarita	83
San Luis Obispo	5,185
Templeton	563
Other	531
Unknown	1,895
Total	12,507

Source: *HOTLINE of San Luis Obispo County, 2006.*

G5 Blood Donations

 **Do you regularly donate blood?**

Response	1999	2001	2003	2006
Yes	12.7%	12.8%	11.5%	9.6%
No	87.3%	87.2%	88.5%	90.4%
Total Respondents	543	803	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

G6

Arts

**Do you go to local performing, visual, or literary art events or shows?**

Response	2003	2006
Yes	59.4%	60.6%
No	40.6%	39.3%
Total Respondents	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

**If no, why not?**

Response	2003
No way to get there	4.2%
Not offered at convenient times	5.7%
Don't hear/know about them	4.7%
Don't know how to get tickets	0.5%
Too expensive/price too high	33.5%
No interest/don't like what is available	34.9%
Other	15.6%
Total Respondents	212

Source: ACTION for Healthy Communities, Telephone Survey, 2003.

Note: Totals may not equal 100% due to respondents answering "Don't know."




New data not available

**Do you donate your time or money to local performing, visual or literary arts organizations or events?**

Response	2003	2006
Yes	26.6%	21.2%
No	72.0%	78.3%
Total Respondents	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

 **If no, why not?**

Response	2006
No interest	26.4%
Too busy/no time available	23.9%
No money available to donate	15.1%
Don't hear about them/don't know how they are	9.5%
They never asked	8.3%
Too far away/too far to travel	4.1%
Donate to other organizations	3.7%
Age/health reasons	2.9%
No way to get to them	2.2%
Other	8.8%

Source: ACTION for Healthy Communities, Telephone Survey, 2006.

Note: Multiple response question with 392 respondents offering 445 responses.

 **Do your child's school's visual or literary or performing arts programs make your child more interested in school?**

Response	2003
Yes	60.1%
No	26.8%
Total Respondents	138

Source: ACTION for Healthy Communities, Telephone Survey, 2003.

Note: Totals may not equal 100% due to respondents answering "Don't know."



New data not available

 **Is your child currently taking any visual, performing, or literary art classes at school?**

Response	2006
Yes	60.8%
No	27.8%
Total Respondents	98

Source: ACTION for Healthy Communities, Telephone Survey, 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

G7

Giving and Volunteering



Did you or any member of your family contribute any money or other property to any charitable organization in the past year?

Response	2003	2006
Yes	77.0%	80.5%
No	21.8%	16.9%
Total Respondents	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."



Have you done volunteer work at any organization in the past month?

Response	2003	2006
Yes	37.4%	33.6%
No	64.9%	66.4%
Total Respondents	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

National Comparison, Volunteering

Individuals Who Volunteer, United States

	2001	2005
Percent	44.0%	28.8%
Average Hours per Week	3.6	1

Source: Bureau of Labor Statistics, Giving and Volunteering in the United States, 2001 and 2005.

G8

Community Information

 **Where do you get information about the local community?**

Response	2003	2006
Television	63.8%	48.0%
Newspapers	73.0%	71.6%
Friends/Family/Other People	37.7%	13.2%
Internet/Email	22.2%	12.1%
Meetings	10.2%	2.4%
Newsletters	16.7%	3.8%
Radio	29.3%	12.5%
Magazines	14.8%	1.7%
Other	2.7%	4.9%
Total Respondents	522	502

Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

G9

Media Shift: The Use of Traditional and New Media for Advertisers

Provided by Barnett Cox & Associates, Inc.

Advantages of each type of medium:

Television

- Most widely used medium
- More time is spent with TV than all other mediums combined (On average about 49 hours viewing per household per week)
- Sight and sound to reinforce your message
- Ability to target specific audiences based on programming
- Audience levels differ from program to program
- Be sure your message is being presented in appropriate programs

The following is an example of current audience levels for local news programming on local television stations. (Nielsen ratings/July 2003, persons 25-54)

<u>M-F/6-7am News</u>	<u>Ratings/Share</u>
KSBY	2.9/3.4
KCOY	0.7/9
KEYT	0.5/6
<u>M-F/5-5:30pm News</u>	<u>Ratings/Share</u>
KSBY	2.8/13
KCOY	1.9/9
KEYT	1.8/8
<u>M-F/11-11:30pm News</u>	<u>Ratings/Share</u>
KCOY	2.0/14
KSBY	2.0/14
KEYT	0.5/3

Note: Nielsen data and estimates are copyrighted and subject to all qualifications and limitations as stated in the Nielsen Report.

Radio

- 99% of households have radios
- 8 in 10 persons listen to radio five or more days a week
- The average listener tunes in for almost 25-hours per week
- Listening is seasonal except for teens during summer vacation
- Easy to target specific audiences based on station program formats
- Audience levels differ by format. Ratings are only one criterion for reaching advertising goals

The following is an example of current audience levels for top five rated local radio stations. (Arbitron ratings/Spring 2003, persons 12+, M-F/morning drive time)

	<u>Rating/Cume</u>
KKJG FM (Country)	1.8/240
KVEC AM (News)	1.2/155
KSLY FM (Adult Contemporary)	1.0/143
KSTT FM (Adult Contemporary)	.9/137
KRUQ FM (Top 40)	.9/129

Note: Arbitron Company data are copyrighted and subject to all qualifications and limitations as stated.

Print/Newspapers

- Provides announcement value
- Provides environment for descriptive copy
- Readership is consistent throughout the week and seasons
- Ability to reach community leaders and unique audiences

The following is an example of current circulation levels for local publications in San Luis County. (Data are from various sources and are subject to interpretation.)

	<u>Circulation</u>
The Tribune (Sunday)	46,940
The Tribune (Weekdays)	42,710
New Times(Weekly)	42,000
San Luis Journal/Plus Magazine(Monthly)	20,000

Notes: Circulation figures for The Tribune are sourced to the Circulation Reports, September 2002 and are subject to audit. The publisher supplies circulation figures for San Luis Journal/Plus. The publisher supplies circulation figures for New Times.

Outdoor

- Excellent reminder medium when used with other media
- Excellent directional medium for specific businesses (hotels, restaurants)
- Usually inexpensive
- Can target audience by location selection

Internet

- Excellent information carrier to virtually unlimited audience
- Good for niche marketing, but sites must be maintained and updated constantly
- Difficult to measure viewers except where on-line sales occur

Note: Barnett Cox & Associates does not certify any of the aforementioned data and recommend potential advertisers due diligence in verifying all data prior to use of any medium.



New data not available

G10

Rating of County Government

**How would you rate San Luis Obispo County in the following areas?**

County government, including major units such as the Sheriff, Social Services, County Planning and Building, Elections Office, Health Department, Assessor, Tax Collector, roads, and the County Board of Supervisors?

Response	2001	2003
Excellent	8.2%	5.6%
Very Good	26.3%	22.2%
Good	43.8%	46.2%
Fair	14.3%	14.2%
Poor	7.5%	4.6%
Total Respondents	722	522

Source: ACTION for Healthy Communities, Telephone Survey, 2001 and 2003. Note: Totals may not equal 100% due to respondents answering "Don't know."

**New data not available****How would you rate our county in the following areas?**

Response	Excellent	Very Good	Good	Fair	Poor	Don't know	Total
Parks & recreation opportunities	33.9%	35.6%	23.0%	4.6%	0.9%	2.0%	502
Public transportation services	7.3%	17.6%	24.3%	13.6%	11.5%	25.7%	502
Library services	15.5%	27.8%	31.5%	7.9%	1.6%	15.7%	502
Public safety, which includes the Sheriff, District Attorney, Probation and Fire Departments	17.7%	38.0%	28.7%	6.3%	2.2%	7.1%	502
Welfare and Social Services	6.1%	13.7%	22.4%	10.6%	3.8%	43.3%	502
Public Health Services	5.4%	16.8%	28.2%	12.3%	4.5%	32.9%	502
Roads	2.0%	12.0%	39.1%	27.0%	18.8%	1.1%	502
Land use and zoning	1.4%	9.7%	31.5%	30.8%	11.5%	15.0%	502

☎ Overall, how would you rate the quality of services provided by San Luis Obispo County government?

Response	2006
Excellent	6.8%
Very Good	22.9%
Good	41.4%
Fair	17.0%
Poor	3.9%
Total Respondents	502

Source: ACTION for Healthy Communities, Telephone Survey, 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."

☎ In your opinion, what do you think is the ONE most important issue facing San Luis Obispo County in the next few years?

Response	2006
Growing too fast/uncontrolled growth/overpopulation	41.6%
Housing costs/cost of living	19.9%
Traffic	11.5%
Water	4.5%
Roads need repair	3.5%
Need better local government	3.3%
Access to health care	2.5%
Schools/overcrowding at schools	2.0%
Employment for everyone who needs it	1.7%
The sewer issue	1.3%
Drug and alcohol use	1.3%
Crime	0.9%
Preserving open space	0.9%
Immigration	0.9%
Homeless issues	0.7%
Other	3.3%
Total Respondents	427

Source: ACTION for Healthy Communities, Telephone Survey, 2006.

Note: Totals may not equal 100% due to respondents answering "Don't know."