



# Social Environment Issues

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# Social Environment Issues

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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 government. Combined, these factors can create a strong community where residents take personal interest in the well being and future of their community.

Approximately 1 in 12 county telephone survey respondents felt discriminated against in San Luis Obispo County in the last 12 months, a slight decrease from 2001 (10.3%). Unfortunately, the top two reasons for discrimination, ethnicity and gender, not only remained the top two reasons, the number of occurrences of these types of discrimination increased since 2001. When telephone survey respondents were asked how concerned they were about racism in San Luis Obispo County, the percent responding “Very Concerned” remained fairly stable at 32% while the percent responding “Somewhat Concerned” increased 5% to 34% from 2001.

When residents make charitable contributions and volunteer in their community, they show a personal commitment to the social environment. Seventy seven percent of telephone survey respondents reported giving money or other property to any charitable organizations

in 2002. In addition, 37% have volunteered at an organization in the past month. These percentages are lower than the national percentage of households that give (88%) and households that volunteer (44%).

Moreover, around 12% of San Luis Obispo County residents donated blood within the last 12 months. This percent has remained stable over the last few years. Residents are also participating in community events such as local performing, visual, or literary art events. Over 50% of residents reported going to these local events, and 27% of respondents reported donating their time or money to the events. San Luis Obispo County has a lot to offer its residents; they are not only taking advantage of these opportunities, they are also giving back to the community.

Voter participation waned in 2002. Only 31% of eligible voters participated in the March 2002 Primary, and less than 50% of eligible voters voted in the November 2002 General election. It is not uncommon for interest in non-presidential election years to decrease, but the participation in 2002 was significantly lower than participation of eligible voters in 1998. 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.

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

	<b>1999</b>	<b>2001</b>	<b>2003</b>
Number of Respondents	541	809	522
<b>Response</b>	<b>Percent</b>	<b>Percent</b>	<b>Percent</b>
Yes	14.2	10.3	8.6
No	85.8	89.7	91.4
Total	100	100	100

If yes, for what reason? (Top 3 responses)

	<b>1999</b>	<b>2001</b>	<b>2003</b>
Number of Respondents	54	55	45
<b>Response</b>	<b>Percent</b>	<b>Percent</b>	<b>Percent</b>
Ethnicity/ Race	41.4	21.0	33.3
Gender	27.6	8.6	20.0
Age	24.1	38.3	4.4

How concerned are you about racism in your community? Please answer “Very Concerned,” “Somewhat Concerned,” or “Not at All Concerned.”

	<b>1999</b>	<b>2001</b>	<b>2003</b>
Number of Respondents	536	798	522
<b>Response</b>	<b>Percent</b>	<b>Percent</b>	<b>Percent</b>
Very concerned	25.2	32.2	32.0
Somewhat concerned	37.3	28.9	33.9
Not at all concerned	37.5	38.8	32.6
Don't Know	na	na	1.5
Total	100	100	100

## San Luis Obispo County Voter Registration and Turnout

Election	Eligible to		% Registered	County Turnout	% of Registered	% of Eligible	State
	Register	Registered					Turnout (% of Eligible)
June 1998 Primary	171,805	129,805	75.6	70,905	54.6	41.3	30.1
November 1998 General	173,074	133,809	77.3	88,049	65.8	50.9	41.4
March 2000 Primary	177,922	130,828	73.5	84,425	64.5	47.5	37.1
November 2000 General	178,707	142,633	79.8	109,761	77.0	61.4	51.9
March 2002 Primary	184,684	135,476	73.4	58,590	43.3	31.3	24.6
November 2002 General	182,892	140,569	76.9	83,903	59.7	45.9	36.1

Source: San Luis Obispo County Elections Department, Elections Division- California Secretary of State, 2003.

## Voter Profile

Registered Voters	1998		2000		2002	
	County	State	County	State	County	State
Democrat	38.7	46.8	36.1	45.4	34.7	44.6
Republican	44.4	25.8	43.5	34.9	44.0	35.2
Declined to State	10.8	12.4	13.6	14.4	14.5	15.2
Other	6.1	5.0	6.8	5.3	6.8	5.4
Total	100	100	100	100	100	100

Source: San Luis Obispo County Elections Department, 2003.

## Number of Calls

Category	1998-99	1999-00	2001-02
Alcohol and Drug Abuse	953	801	610
Child Abuse	100	88	90
Counseling Resources	397	450	566
Developmental Disabilities/ Neurological Handicaps	89	70	92
Emergency Material Assistance	494	391	688
Family Planning/ Issues of Sexuality	162	136	166
Family Care Network	201	146	94
Homeless Shelter–EOC	2,783	3,217	3,292
HOTLINE Staff/Resources	3,700	3,512	2,034
Housing Issues	241	196	306
Information and Referral	1,048	1,186	2,780
Interpersonal Relationship	501	434	464
Legal/Consumer Issue	578	422	490
Mental Illness	1,242	1,035	868
Misc/Problem Defies Classification	1,472	1,835	1,806
Physical/Health/Disabilities	329	313	498
Sexual Assault	71	61	98
Special Olympics	69	63	8
Suicide Issues	235	224	202
Support	1,122	1,128	1,532
Women's Shelter/ Domestic Violence	1,610	1,749	1,782
Telecare/Phone Friends	4,595	5,229	5,584
Senior I & R	3,774	3,360	3,294
Safehouse (Lifesteps)	–	–	48
<b>Total Calls</b>	<b>25,766</b>	<b>26,046</b>	<b>27,392</b>

Source: HOTLINE of San Luis Obispo County, 2003.

Note: Some of the classifications have changed, so the number of total calls may differ slightly from previous publications. 2000-01 data is not available.

# Hotline Calls for Assistance, continued

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## Hotline Calls, by Age Group of Caller

<b>Age</b>	<b>1998-99</b>	<b>1999-00</b>	<b>2001-02</b>
0-9	9	15	12
10-19.	434	401	266
20-29	2,754	2,634	2,348
30-39	5,466	5,220	5,122
40-49	5,248	5,244	4,330
50-59	2,207	2,432	1,960
60-69	1,976	2,144	2,582
70-79	1,810	2,158	2,122
80-89+	3,887	3,837	3,432
Unknown	1,975	1,967	2,290

## Hotline Calls, by Caller Area of Residence

<b>Jurisdiction</b>	<b>1998-99</b>	<b>1999-00</b>	<b>2001-02</b>
San Luis Obispo	9,874	10,663	11,062
Paso Robles	1,510	1,394	1,444
Atascadero	1,750	1,525	1,516
Morro Bay	984	1,259	986
Cambria	226	223	412
Cayucos	134	104	70
Los Osos/Baywood	1,299	1,361	1,136
Pismo Beach	1,513	1,581	630
Grover Beach	1,339	1,303	762
Arroyo Grande	2,131	2,078	1,212
Santa Margarita	113	85	42
Nipomo	188	157	202
Other	1,591	1,470	1,162
Out of County	11	6	---
Unknown	3,103	2,843	3,828

Source: *HOTLINE of San Luis Obispo County, 2003.*

Note: Some of the classifications have changed, so the number of total calls may differ slightly from previous publications. 2000-01 data is not available.

Do you regularly:

Donate blood?

	<b>1999</b>	<b>2001</b>	<b>2003</b>
Number of Respondents	543	803	522
<b>Response</b>	<b>Percent</b>	<b>Percent</b>	<b>Percent</b>
Yes	12.7	12.8	11.5
No	87.3	87.2	88.5
Total	100	100	100



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

	<b>2003</b>
	<b>Percent</b>
Number of Respondents	522
<b>Response</b>	
Yes	59.4
No	40.6
Total	100

If no, why not?

	<b>2003</b>
	<b>Percent</b>
Number of Respondents	212
<b>Response</b>	
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
Don't Know	2.4

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

	<b>2003</b>
	<b>Percent</b>
Number of Respondents	522
<b>Response</b>	
Yes	26.6
No	72.0
Not available	0.6
Don't Know	0.8
Total	100

If no, why not?

	<b>2003</b>
	<b>Percent</b>
Number of Respondents	376
<b>Response</b>	
No way to get there	0.8
Not offered at convenient times	1.3
Don't hear/know about them	3.2
Don't know how to get tickets	0.3
Too expensive/price too high	25.3
No interest/don't like what is available	30.6
Other	19.7
Don't Know	8.8

Source: 2003 ACTION for Healthy Communities, Telephone Survey.

Note: These questions were added to the telephone survey this year, so previous data is not available.

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

	<b>2003</b>
Number of Respondents	138
<b>Response</b>	<b>Percent</b>
Yes	60.1
No	26.8
School does not have such programs	5.8
Not Available	1.4
Don't Know	5.8
Total	100.0

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

*Note: These questions were added to the telephone survey this year, so previous data is not available.*

Did you or any member of your family contribute any money or other property to any charitable organization in 2002?

	<b>2003</b>
Number of Respondents	522
<b>Response</b>	<b>Percent</b>
Yes	77.0
No	21.8
Not Available	0.4
Don't Know	0.8
Total	100

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

	<b>2003</b>
Number of Respondents	522
<b>Response</b>	<b>Percent</b>
Yes	37.4
No	64.9
Not Available/ Don't Know	0.4
Total	100

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

#### National Comparison, Giving and Volunteering

	<b>Percent</b>	<b>Average Annual Donation</b>
Households that Give	88%	\$1620

	<b>Percent</b>	<b>Average Hours Per Week</b>
Individuals that Volunteer	44%	3.6

*Source: Giving and Volunteering in the United States, 2001*

Where do you get information about the local community?

	<b>2003</b>
<b>Response</b>	<b>Percent</b>
Number of Respondents	522
Television	63.8
Newspapers	73.0
Friends/Family/Other People	37.7
Internet/Email	22.2
Meetings	10.2
Newsletters	16.7
Radio	29.3
Magazines	14.8
Other	2.7

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

*Note: These questions were added to the telephone survey this year, so previous data is not available.*



# Information, continued

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

### 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

### 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 from various sources and are subject to interpretation.)

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

### 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

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

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

*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.*

*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.*