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ORANGE COUNTY ANNUAL SURVEY:
1988 FINAL REPORT

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ACKNOWLEDGEMENTS

The 1988 Orange County Annual Survey offers the most detailed look at the county since the study began in 1982. The survey was the most comprehensive we have attempted, gathering both socio-economic facts and public attitudes and tracking past trends and covering new topics. Many people were involved with me in this ambitious project. Cheryl Katz co-authored the final report and was centrally involved in the research design, statistical analysis and writing.

The Steering Committee suggested general topics and ideas. The Advisory Committee met throughout the year to offer suggestions and feedback. My undergraduate students tested topics in face-to-face interviews in the spring, and pre-tested versions of the survey instrument in August. The survey data was collected by the Center for Survey Research during September. My fall "survey analysis" class assisted me with the survey analysis. Professor Kenneth Chew offered questions on educational issues. Other colleagues also offered useful ideas. I also received valuable advice from I. A. Lewis of the Los Angeles Times Poll, Scott McDonald of TIME Inc and Mervin Field of the California Poll.

This is the seventh Orange County Annual Survey, and the fourth to be completely funded through contributions from corporations, public agencies, and private foundations. This year, there were 40 subscribers and three sponsors, including the Los Angeles Times, the Orange County Transportation Coalition and the United Way of Orange County. I thank the sponsors and subscribers listed on the following page, whose support made this study possible.



Mark Baldassare
Professor of Social Ecology and
Study Director, Orange County Annual Survey

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EXECUTIVE SUMMARY

This is the seventh year of the Orange County Annual Survey. The theme of this year's survey is "Orange County: A Change of Course," which reflects changes seen in several survey trends. There also are several new areas of inquiry this year. The 1988 survey, conducted in September, asked 90 questions of 1003 adult residents. Here are the highlights of the findings:

***PERCEPTIONS OF ORANGE COUNTY.** In a dramatic shift of opinion, pessimism about the future of the county declined 16 points in one year. Residents now are divided about the county's future: 38 percent say it will be a worse place to live, 35 percent expect it to become better, and 27 percent see no change. The shift stems, in large part, from a brightening outlook among those who view "traffic" as the county's most serious problem. Ratings of current quality of life in the county, meanwhile, are unchanged from 1987.

***MOST IMPORTANT PROBLEM.** Transportation continues to be the county's most important problem, but the crisis may have peaked. Unlike past years, when the proportion mentioning this problem climbed each year, the 48 percent citing traffic first in 1988 is virtually unchanged from 1987. Growth continues to be second, mentioned this year by 20 percent. And in a question on the county's most important social problem -- asked for the first time this year -- drug abuse is the clear leader, mentioned by 45 percent.

***TRANSPORTATION AND TRAFFIC CONGESTION.** After years of steady increases, the 48 percent calling for new freeways this year represents a 3-point decline in favor for this solution. The 47 percent opting for adding lanes to existing freeways, meanwhile, grew 6 points since last year -- reaching a level of support not seen since 1984. Once again, satisfaction with Orange County's freeways has reached a new low, and now only 5 percent say the current system is satisfactory. In other results, the proportion commuting to work by freeway has climbed 7 points since 1982 and now stands at 58 percent. Since 1986, the percentage combining work and residence in the same region remained at about 50 percent, while the percent commuting to central or south county jobs has grown from 38 percent to 43 percent.

***POPULATION GROWTH AND DEVELOPMENT.** In the wake of the Measure A campaign, support for growth restrictions continues, but residents now express skepticism about the impact of slow-growth initiatives. Sixty-four percent this year favor slowing the pace of development in their community -- virtually unchanged from 1986 figures -- and 67 percent approve of slowing development countywide. Fifty-two percent now say that local growth restrictions are not

strict enough, which is a 12-point increase from 1982. At the same time, 31 percent cite higher housing costs and 26 percent mention worse traffic as drawbacks of slow-growth policies. Residents are divided on whether road improvements alone will satisfy their concerns about growth. As for where improvements are most needed when new developments are approved, 51 percent pick freeways over local streets. Meanwhile, 66 percent favor the current arrangement of city and county government having the biggest role in managing local growth and transportation.

***HOUSING.** The gap in payments between renters and homeowners is closing. In 1988, 49 percent of homeowners and 37 percent of renters paid more than \$750 a month. This 12-point difference is a marked narrowing from the 20-point gap found in 1983. The cost of housing continues to climb faster than the rate of income growth. The median mortgage rose 8 percent last year, to \$738, while the median rent grew by 6 percent, to \$680.

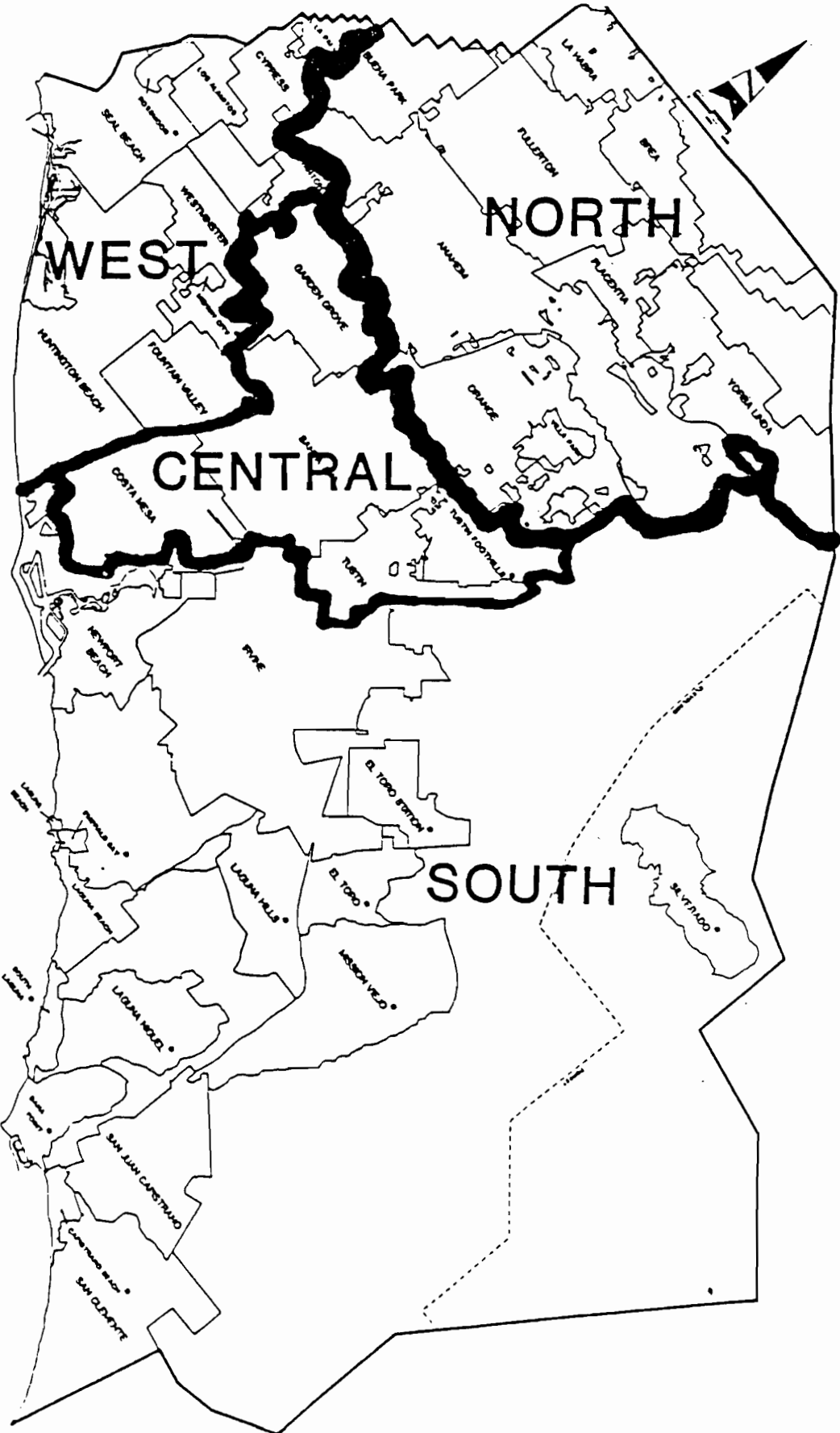
***EDUCATION AND CHILD CARE.** Orange County's public schools get a favorable rating from 56 percent of residents. Residents oppose raising taxes to pay for public school improvements, by 55 to 42 percent, although they favor state bonds for education. As for child care, 11 percent of county households have children who need day care. Of those, 53 percent use paid facilities outside the home, 27 percent have paid, in-home care, 11 percent have an unpaid arrangement and 4 percent do not currently have day care. Most of those using day care are satisfied with the quality and convenience of their arrangements. But 67 percent also say that it poses a financial burden on their families.

***CHARITY.** The median annual donation to charity was \$182 -- a 30 percent drop from the average of \$262 given in the 1987 survey. The average household gave .4 percent of its total income to charitable causes in the past year. Ten percent gave nothing at all, and 29 percent gave less than \$100. College graduates, married people, and older and wealthier residents gave the biggest donations to charity. But donations have declined in all demographic groups.

***ECONOMIC WELL-BEING.** Orange County's median household income is now \$44,000, a \$2,000 rise from 1987. This income growth is about even with the inflation rate and is considerably short of the jump in county housing prices. This is the third year of a slowed rate of income growth in the county, indicating that the local economy has cooled from its tremendous expansion of the first half of the decade. Nonetheless, incomes have grown 52 percent since 1982, and now 40 percent of households earn more than \$50,000 a year. The south county continues to be the most affluent region.

Orange County

Geographic Regions



ORANGE COUNTY ANNUAL SURVEY:

1988 FINAL REPORT

TABLE OF CONTENTS

	Page
INTRODUCTION.....	1
METHODS.....	3
FINDINGS.....	5
Perceptions of Orange County.....	5
Most Important Problem.....	7
Transportation and Traffic Congestion.....	9
Population Growth and Development.....	11
Housing.....	13
Education and Child Care.....	15
Charity.....	17
Economic Well-Being.....	19
CONCLUSIONS.....	21
APPENDICES	
A. Faculty and Staff Participants	
B. Steering Committee	
C. Advisory Committee	
D. 1988 Survey	
E. Computer Output	

INTRODUCTION

The theme of this year's report is "Orange County: A Change of Course." In planning the 1988 Orange County Annual Survey, we decided to ask questions that would allow us to both examine previous trends and explore new topics. The survey was designed to provide a comprehensive analysis of county issues.

With so much public attention given to transportation, growth and housing this year, it seemed more critical than ever to continue monitoring residents' opinions on these topics. The campaign surrounding Measure A, the controversial "Slow-Growth Initiative," raised many issues that may have made a lasting impression on residents. We gathered our data shortly after the measure's defeat, putting us in an ideal position to see what kinds of changes, if any, were evident in public opinion toward growth and traffic.

At the same time, we were interviewing residents in the midst of a housing market that sent prices to unprecedented levels. Therefore, we could obtain recent information about how the current housing market was affecting residents' monthly mortgages and rental payments.

As it has done every year, this annual survey includes several questions that have been asked previously. These "tracking" questions make it possible to see trends over time. In 1988, we have included tracking questions on the key issues of traffic and transportation, perceptions of the future, most important problem, housing, growth preferences and quality of life. In addition, we continue to measure economic well-being, both through the consumer confidence index and actual trends in household income distributions.

The results of the tracking questions hold some surprises this year. Many of the county's long-term trends appear to have come to a halt. Some actually have experienced a reversal. Attitudes on topics such as traffic solutions, growth policies, the county's most important problem and the future of Orange County now appear to be undergoing changes. The county thus seems to be embarking on a different course than the one it has been on for the latter half of this decade.

What is in store for the county's future? This topic will need much discussion in the coming months as the county's new direction becomes more clear. With this annual survey, we attempt to measure the momentum of these changes and illuminate the factors leading up to them.

This year's survey also includes a new emphasis on reporting the social issues Orange County residents deem most important. To this end, we have added a tracking question parallel to the question about the county's most important public policy issue that we have asked since 1985. The new question asks residents what they think is "the most serious health and social issue" facing Orange County. The answers, no doubt, will add greatly to our understanding of residents' concerns.

We also have repeated a question on charitable donations asked in last year's survey. This question now is a regular part of our tracking of social issues. This year, we analyze the two-year trends in giving to charity. In addition, we analyze differences across several demographic groups, in an effort to determine who are the most and least generous givers in Orange County.

This year, we place special emphasis on two social issues, that is, education and child care. The public schools increasingly are becoming a major topic of discussion, both locally and statewide. November's ballot included several measures dealing with education issues. Thus, this year is an opportune time to investigate attitudes toward the public school system in Orange County. This year's survey provides information on the households with children, as well as with children in private and in public schools. We also have repeated a question asked in the 1982 annual survey about local school quality, to see if there has been any shift over time. And we asked a question found in national surveys about support for raising taxes to improve the local schools. Finally, the survey examines local support for the three education measures on the 1988 California ballot, and compares Orange County voters with voters statewide.

Child care, meanwhile, has for some time been considered an emerging social problem in the county. This is a reflection of the increase in dual-career families, as well as a perceived shortage of "affordable" child-care providers. To look at this issue, we asked residents with young children at home about their current child-care needs and arrangements. Thus, we are able to measure met and unmet need for child care, and to determine what type of service is most commonly used. Finally, we examine satisfaction with child care, including quality, convenience and cost.

As we have done in the past, we rely on several approaches in reviewing the 1988 survey results. We examine trends over time in the answers to our "tracking" questions. We contrast local attitudes with the findings from the same questions asked in state and national surveys. Finally, we analyze the differences in attitudes between the various groups, with a special focus on age, income and residence.

METHODS

The Orange County Annual Survey was directed by Mark Baldassare, a professor of social ecology at UC Irvine. For the survey, 1,003 adult Orange County residents were interviewed by telephone Sept. 6 to 22. In Orange County, where more than 97 percent of households have telephones, this method of interview gives highly representative data.

Interviewing was conducted on weekend days and weekday nights, using a random sample of 4,500 listed and unlisted telephone numbers. These telephone numbers were generated by computer from a list of working blocks of telephone exchanges. The telephone sample was generated by Pijacki and Associates of Shoreham, N.Y. The field work was conducted at the Center for Survey Research by UCI's Public Policy Research Organization.

Of the telephone numbers called, 22 percent resulted in completed interviews and 13 percent were refusals. The completion rate for the survey (completions divided by completions plus refusals) was 62 percent.

Other telephone outcomes included the following: 21 percent disconnected numbers; 15 percent businesses and government agencies; 7 percent persistent no answers; 2 percent persistent telephone answering machines; 2 percent computer lines; and 2 percent persistently unavailable respondents. Three percent were not completed because of language problems, including Spanish and other non-English speaking households, and hearing impairment.

Within a household, respondents were chosen for interview using the Troldahl-Carter method. This method randomly selects a household member from a grid that includes information on the number of adult household members and the number of adult men in the household.

Each interview contained 90 questions and took an average of 17 minutes to complete. Length of interview ranged from a low of 10 minutes to a high of 30 minutes.

The surveys were designed in three stages over several months. In the first stage, UCI undergraduate students conducted face-to-face interviews on Orange County topics with randomly selected adult residents. The second stage involved feedback on questions and topics from the annual survey's Steering Committee, Advisory Committee and colleagues. The final stage included pre-tests, followed by final revisions of the questions.

The interview began with questions about housing, consumer confidence and perceptions of life in Orange County. These were followed by questions on growth, traffic and transportation issues. Later in the interview, we turned to the topics of charities, public education and child care. The conclusion of the survey was devoted to questions about work and commuting patterns, personal characteristics, household status and political views.

The survey's validity was checked by comparing the sample's characteristics to available information on Orange County's population. We compared the 1987 survey results to the 1980 U. S. Census, previous annual surveys and other recent survey data. Age, income and other demographic features of our sample were comparable with those noted in other studies.

For data analyses, we statistically weighted the sample to represent the actual regional distribution of Orange County residents.

Other efforts were made to correct for possible errors in the process of interviewing and data processing. Approximately 10 percent of the completed interviews were verified through callbacks. All questionnaires were checked by the interviewer supervisor immediately after completion. Finally, keypunched data were double-checked for all cases in the survey sample.

The sampling error for this survey is +/- 3 percent at the 95 percent confidence level. This means that 95 times out of 100, the results will be within 3 percentage points of what they would be if all adults in Orange County were interviewed. The sampling error for any subgroup would be larger.

Sampling error is just one type of error to which surveys are subject. Results may also be influenced by factors such as question wording, survey timing and other aspects of survey design.

RESULTS

PERCEPTIONS OF ORANGE COUNTY

The trend toward increasing pessimism about Orange County's future, which we first noticed in 1986, has ended. No longer do a majority of residents perceive Orange County as becoming a worse place to live in the future than it is today. Now, 38 percent say Orange County will be a worse place to live, 35 percent answer that it will be a better place, and 27 percent expect no change from today's conditions.

These figures represent a dramatic shift from the views in 1987, when 54 percent thought the county would become a worse place to live, 26 percent thought it would get better, and only 20 percent said there would be no change in conditions. In all, those answering "worse place to live" dropped 16 points this year, while those answering "better place to live" increased 9 points and those saying "no change" increased 7 points.

The responses to this question today are similar to the answers given four years ago, well before the trend of waning confidence in the county's future began. In 1984, 37 percent believed Orange County would become a better place to live, 37 percent thought it would get worse and 26 percent saw no change in the county's conditions in the future.

What accounts for the significant drop in pessimism since last year? The reversal does not appear to stem from a change in the county's quality of life ratings. This year, 35 percent perceive things in the county as going "very well," 50 percent say "somewhat well," and 15 percent say "somewhat or very badly." These percentages are all within two points of what they were last year and thus do not represent a significant change.

The single biggest shift in future orientation we could find was, surprisingly, among the group of people who cite "transportation and traffic congestion" as the county's most serious problem. This group includes about half the county, both this year and in 1987. Of those calling traffic the county's worst problem, 40 percent this year say Orange County will be a better place to live, while only 32 percent say it will become worse in the future. Last year, 50 percent of those naming traffic as the top problem thought that Orange County would be a worse place to live in the future, and only 29 percent thought it would become a better place. Among people citing other problems, including growth and housing, the growth in optimism was much smaller, from 22 percent to 29 percent.

We can only speculate as to the reasons for this improved outlook among those citing traffic as the county's most important problem. It is possible that, with roadwork now visible in several areas of the county, especially along the Costa Mesa and San Diego freeways, residents are beginning to take heart in the belief that transportation projects are underway. People also may be hearing more about future transportation projects, such as the new freeways in the south county and planned improvements to the Santa Ana Freeway.

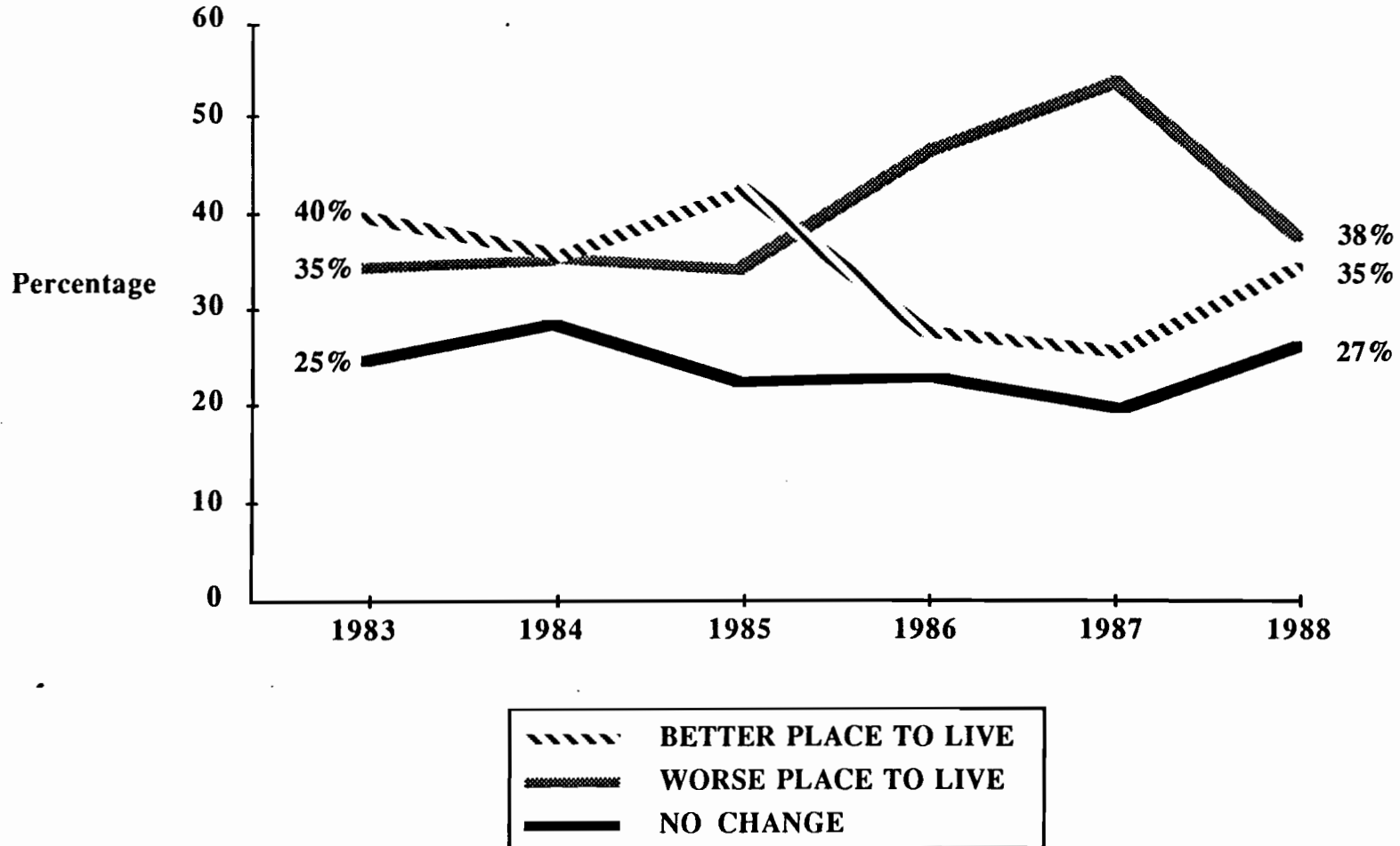
An interesting difference also emerges between the two major political parties. Since 1987, the percentage of Republicans saying that Orange County will become a worse place to live declined from 54 percent to 35 percent -- a 19-point drop. Among Democrats, on the other hand, the decline was only 12 points -- from 54 percent to 42 percent. So optimism about the future of Orange County improved more among Republicans, who are the majority party, than among the outnumbered Democrats.

As for age, income, education and residence, perceptions of the future have improved uniformly across all these groups since 1987. And there are no significant differences between these groups in their current attitudes about the county's future. The shift thus does not appear linked to any particular demographic or geographic group.

Nor has any socio-demographic group undergone a significant shift in quality of life ratings since last year. Age, income and residence do, however, continue to be important factors in determining satisfaction with the current quality of life in the county. Ratings improve with income; the proportion saying things in the county are going "very well" rises from 30 percent among those making less than \$36,000 a year to 42 percent among households earning more than \$50,000. Ratings also improve with age: 28 percent of residents aged 18 to 34 give top marks to Orange County's quality of life, rising to 37 percent in the 35-to-54 group and to 44 percent among those 55 and older.

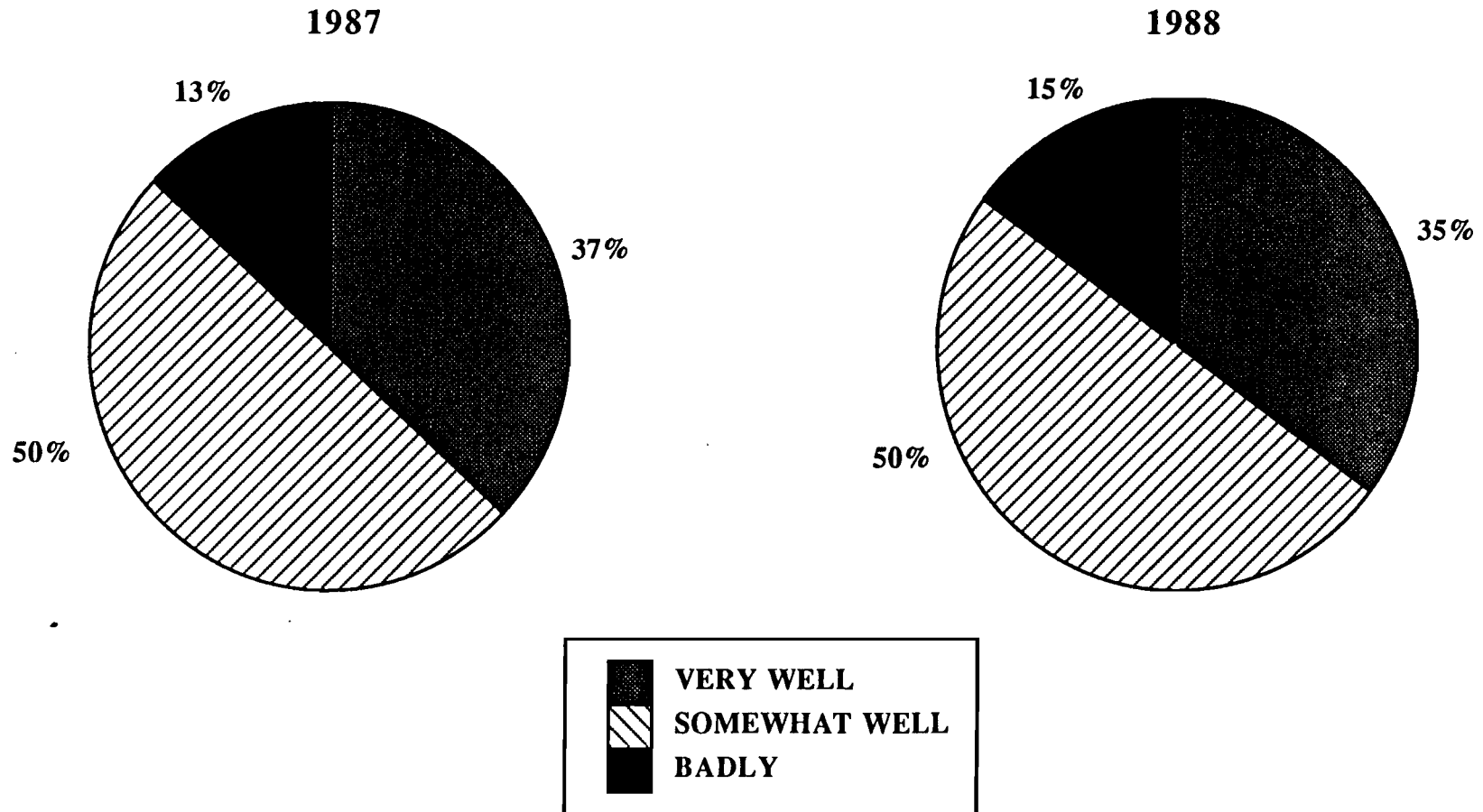
Finally, assessments of the quality of life in Orange County differ between the county's various regions, with the south county, where 41 percent say things are going very well, emerging as the most positive. In the rest of the county, the proportion giving equally positive ratings are: 35 percent in the west; 34 percent in the north; and 27 percent in the central region.

FUTURE OF ORANGE COUNTY



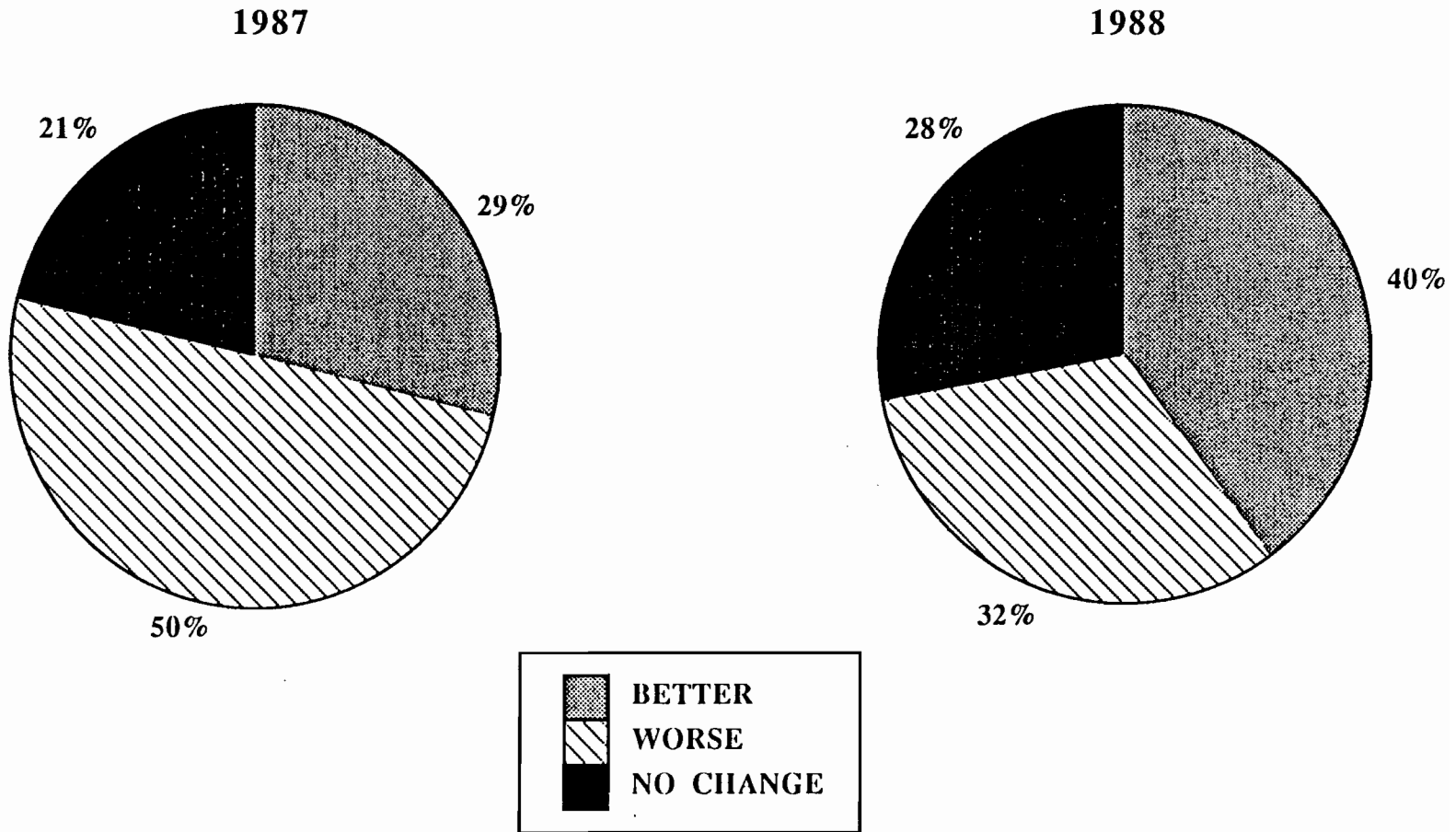
SOURCE: ORANGE COUNTY ANNUAL SURVEYS

QUALITY OF LIFE IN ORANGE COUNTY



SOURCE: ORANGE COUNTY ANNUAL SURVEYS

FUTURE PERCEPTIONS OF THOSE NAMING "TRAFFIC" AS THE MOST IMPORTANT PROBLEM TODAY



SOURCE: ORANGE COUNTY ANNUAL SURVEYS

MOST IMPORTANT PROBLEM

In another dramatic departure from the trends in recent annual surveys, the percentage of residents who name "transportation and traffic congestion" and "population growth and development" as the county's most serious problems did not increase over figures in previous years. In fact, mention of these two problems actually decreased.

These two topics nonetheless remain the clear leaders on the list of the county's most critical problems. This year, 48 percent cite traffic and 20 percent mention growth as the most important public policy issues in Orange County. Another 10 percent name housing as the county's top problem, while 8 percent mention crime, 5 percent schools, 4 percent immigration and 4 percent give other answers.

Though traffic and growth remain the county's top issues, fewer people mention them this year than last. In 1987, 49 percent named traffic as the most important problem and 23 percent cited growth. In contrast, between 1985 and 1987, the percent mentioning transportation and traffic congestion rose 16 points -- from 33 percent to 49 percent. And the percent naming population growth and development rose from 13 percent to 23 percent, for a gain of 10 percentage points.

This trend of increasing emphasis on traffic and growth has reversed in part because of gains in the number mentioning housing prices. The 1988 figure is a 4-point increase from the 6 percent calling housing the top problem in 1987.

Residents also appear to be losing interest somewhat in the growth issue -- at least in three regions of the county. In the north, west and central areas combined, the percent naming growth as the most important problem declined from 22 percent in 1987 to 18 percent this year. In the south county, meanwhile, the percent mentioning growth is virtually unchanged. These differences may be a reaction to the campaign waged last spring by the forces opposing Measure A, which depicted growth as an issue of little impact outside the south county.

Identification of the top public-policy issue varies significantly by household income, but not by age. The percent mentioning traffic rises with income, from 41 percent in the under-\$36,000 bracket to 55 percent among households earning more than \$50,000 a year. Lower-income groups, meanwhile, are much more concerned with housing and crime than are the county's more affluent residents.

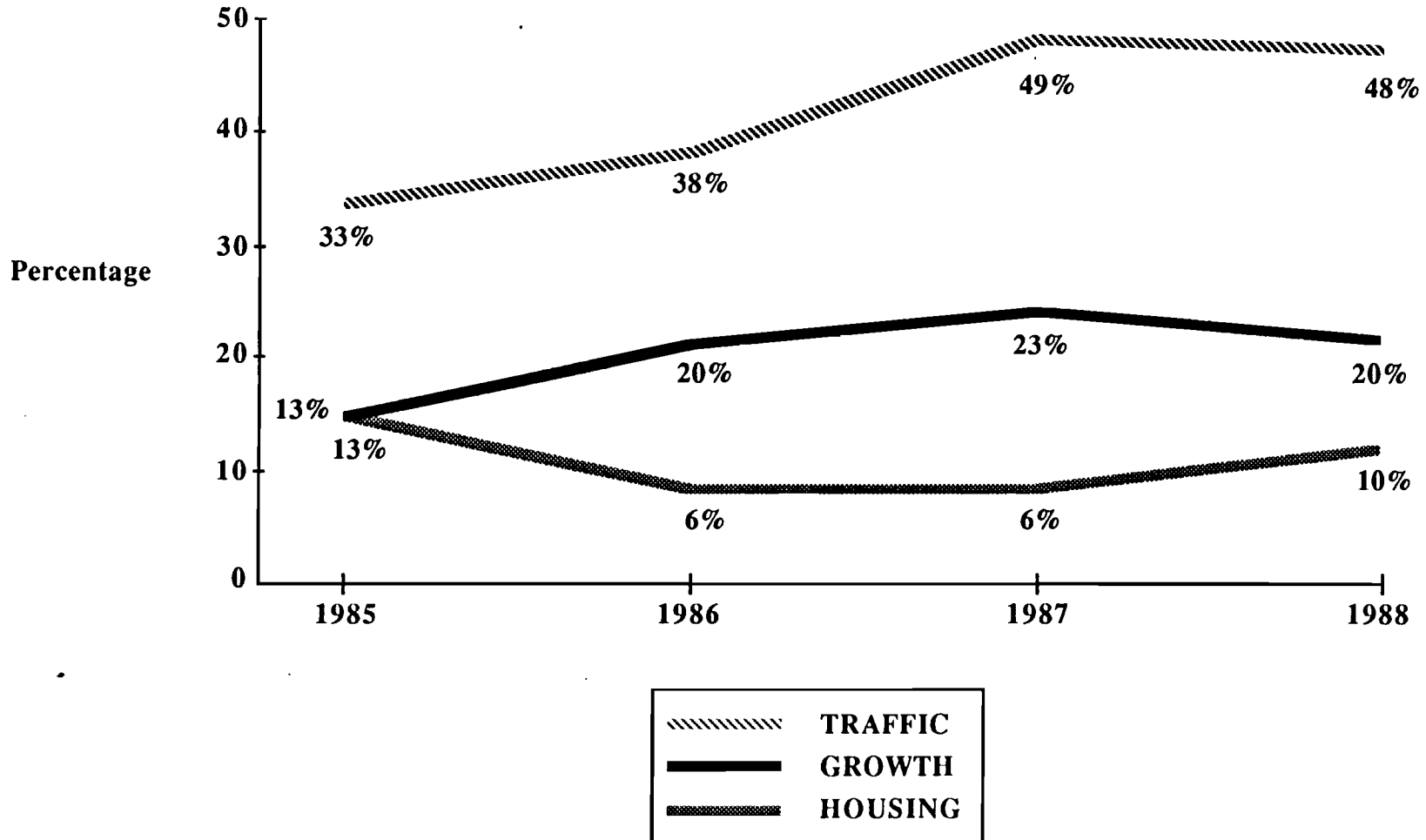
This year we added a new question to our examination of issues facing the county: we asked residents to name the most important "health and social issue." We expect this also will become a tracking question for future analysis, much as we have used the above question concerning the most serious public-policy issue.

Drug abuse is named as the most serious health and social problem by 45 percent of the public, indicating strong consensus on the importance of this issue. The homeless emerge second, but much farther down on the list, with mentions by 16 percent. Child care is named by 13 percent, health care by 10 percent, AIDS by 6 percent and race relations by 5 percent. Another 5 percent give other answers.

Opinions of the most serious health and social issue vary significantly by region. Residents in the south and west are considerably more concerned with drug abuse, which is named the top problem in these regions by 51 percent and 48 percent respectively. In the central and north county, drug abuse is named by 43 percent and 41 percent respectively. Residents in the central and north areas, meanwhile, place relatively more emphasis on the homeless. This is called the most pressing social issue by 20 percent in the central county and 19 percent in the north, compared with 14 percent in the west and 11 percent in south county. For the most part, responses to other questions were fairly evenly distributed. The biggest differences, as would be expected, are between the central county and the relatively more affluent south county area.

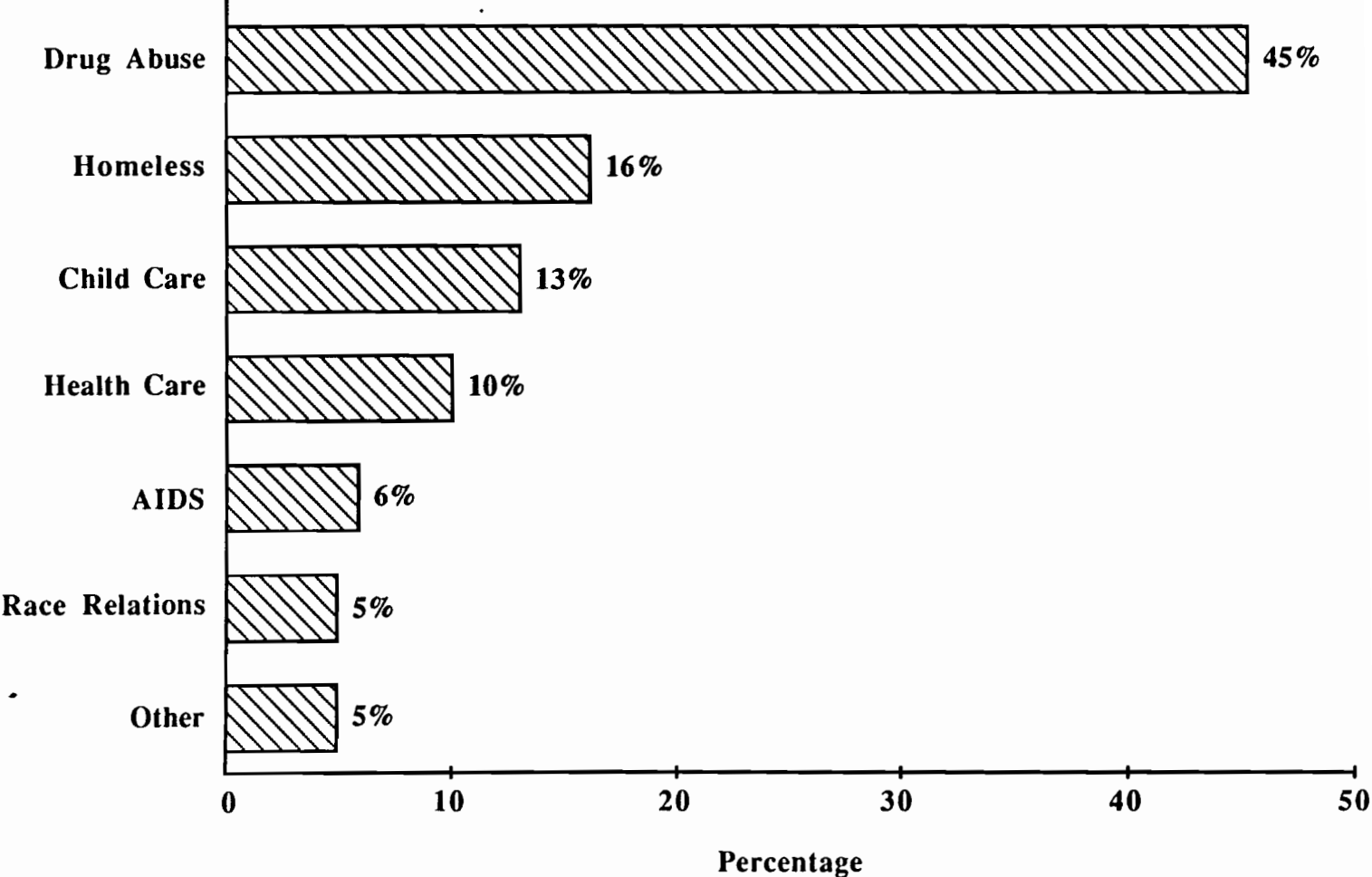
The identification of critical health and social issues also varies significantly by residents' age and income. The proportion mentioning drug abuse increases with age: 39 percent among 18- to 34-year-olds; 47 percent among 35- to 54-year-olds and 53 percent among those aged 55 or older. Focus on this problem also rises with income: 39 percent for those earning less than \$36,000; 44 percent for those making \$36,000 to \$50,000; and 51 percent for households with incomes greater than \$50,000 a year. As for health care, emphasis on this issue also increases with age, but declines as residents' income rises. Expectedly, the focus on child care drops in the older groups. And the homeless receive less attention in the higher income brackets.

MOST IMPORTANT PROBLEM



SOURCES: ORANGE COUNTY ANNUAL SURVEYS

MOST SERIOUS SOCIAL PROBLEM



SOURCE: 1988 ORANGE COUNTY ANNUAL SURVEY

TRANSPORTATION AND TRAFFIC CONGESTION

Since 1984, the number of residents calling for the construction of new freeways has steadily climbed each year. At the same time, support for adding lanes to existing freeways has consistently dropped. Now, however, those trends appear to be reversing: fewer residents want new freeways, and the number calling for adding lanes has increased to levels not seen since 1984. Meanwhile, as it has every year since the annual survey began, satisfaction with Orange County's freeways dropped again this year.

Satisfaction with existing freeway conditions this year now stands at 5 percent, 3 points lower than last year's all-time low of 8 percent. Since 1982, the percent saying they are satisfied has shrunk from 32 percent to 5 percent - a 27-point decline.

The proportion calling for construction of new freeways, meanwhile, had more than doubled since the defeat of the one-cent sales tax initiative in 1984, reaching a peak of 51 percent in 1987. This rise in favor for new freeways came from two sources: dropping satisfaction with the current system, and a decline in the percent who wanted existing freeways widened but no new freeways. This year, however, only 48 percent say new freeways should be built. This 3-point drop from 1987 marks the first time support for building new freeways has declined in the past four years.

This adds new momentum to the bid for adding lanes to existing freeways. Forty-seven percent now favor this as a solution to Orange County's traffic problems, which is a 6-point increase over 1987. The level of support for this traffic solution has not been so high since 1984.

In the past, much of the growth in support for building new freeways came from the central and south regions, where most of the new freeways were planned. But this year, support for "adding lanes only" has increased 5 points in the south and 10 points in the central county, while favor for new freeways and satisfaction with the current ones have dwindled. In the north and west county areas, meanwhile, support for new freeways is unchanged and support for widening the current ones has increased by about 3 points, while freeway satisfaction has declined by a similar amount.

The same forces that improved the outlook among residents most concerned about traffic may be responsible for this shift in desired solutions. Visible evidence of transportation projects now underway raised public awareness. These projects may be convincing some residents that building new freeways is too radical an approach and may not be necessary after all.

In the 1988 survey, we also looked for evidence of changes in commuting habits. One finding of note is that, despite growing dissatisfaction with the county's freeways, more people commute via freeway now than in 1982. Fifty-eight percent this year say they use a freeway in travelling to and from work, up from 51 percent in 1982.

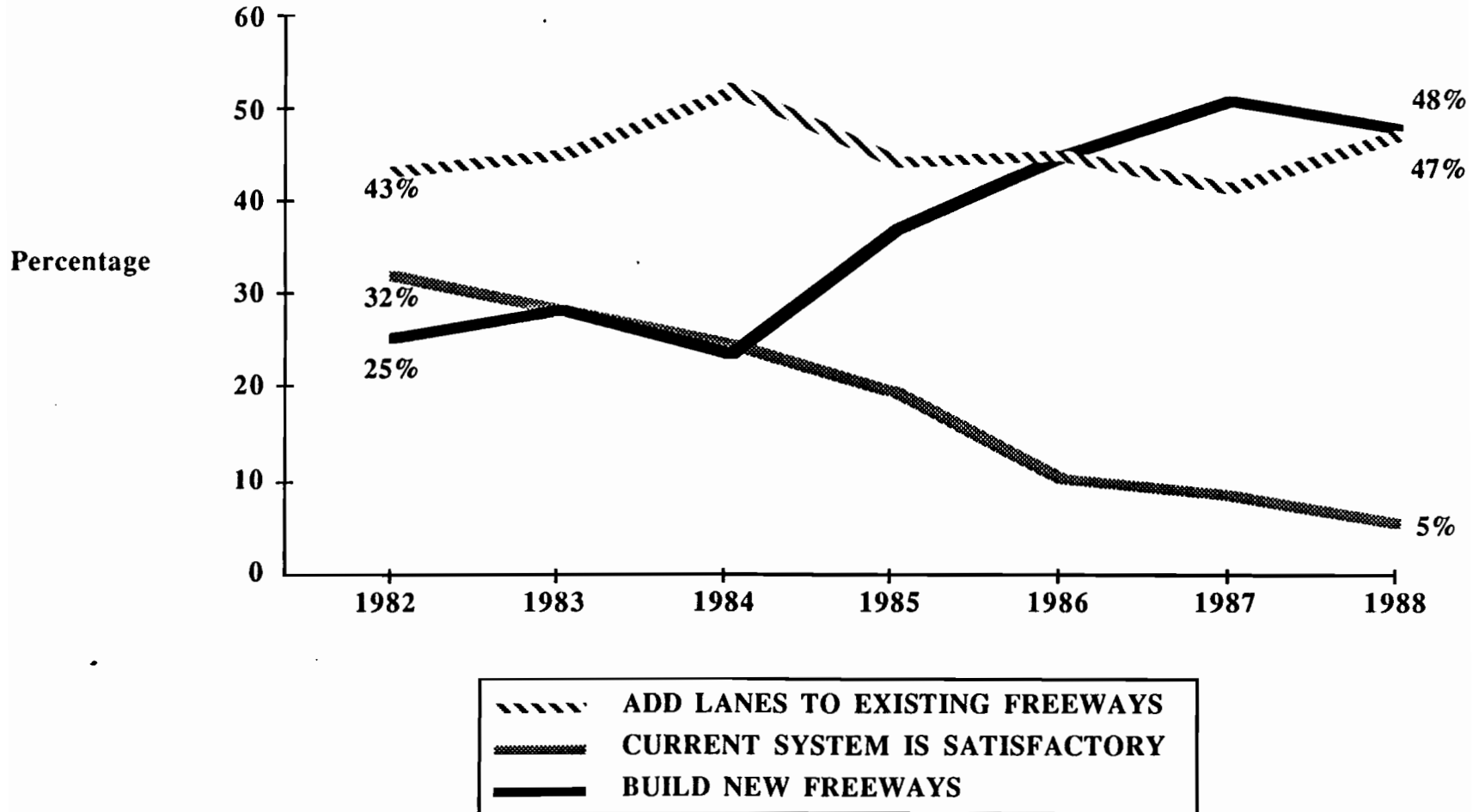
There are no differences in reliance upon freeways by region of residence or by age. Use of freeways in commuting does, however, increase with affluence. Among those earning less than \$36,000, 52 percent drive freeways to work, while that figure rises to 57 percent among those earning \$36,000 to \$50,000, and to 66 percent for those making more than \$50,000 a year.

In a repeat from the 1986 annual survey, we asked commuters where their workplace is located. This year, we found that 38 percent work in the north and west county, 43 percent work in the central and south county, and 19 percent work outside Orange County. In 1986, only 38 percent worked in the central and south county, representing a 5-point increase in two years. Clearly, jobs are following residents in the development of the county's more southern regions.

Interestingly, we found significant differences in region of workplace by age and by income. The northern region is the workplace of the county's oldest employees, while the south has the youngest workforce. And those who make more than \$50,000 a year are more than twice as likely as those earning less than \$36,000 to work outside the county.

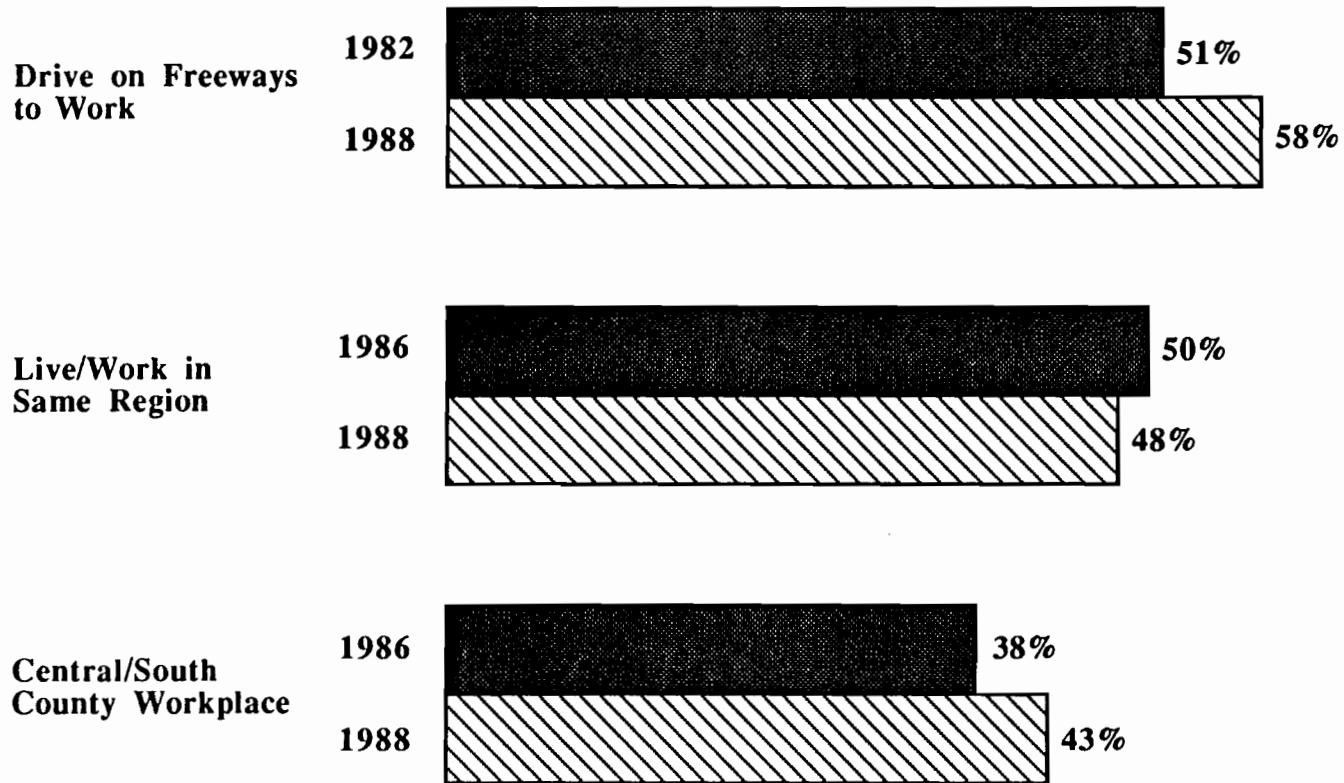
Finally, we examined patterns of living and working in the various regions of the county. Getting people to live near their work has been described as an important factor in reducing traffic congestion. In 1986, 50 percent of the employed residents lived and worked in the same region. Today, that figure is 48 percent -- virtually no change from two years ago. One encouraging trend is that in the county's newest region, south of the Costa Mesa Freeway, 63 percent both live and work in the area. In the west and central sections, meanwhile, fewer than half live in the region where they work, and in the north, the proportion is 51 percent.

TRENDS IN FREEWAY ATTITUDES



SOURCE: ORANGE COUNTY ANNUAL SURVEYS

COMMUTING TRENDS



SOURCE: ORANGE COUNTY ANNUAL SURVEYS

POPULATION GROWTH AND DEVELOPMENT

In the wake of the defeat of Measure A, the so-called "Slow-Growth Initiative," the public remains strongly committed to slowing down development. However, there is now much skepticism about the impacts of new policy initiatives.

Although growth lost some of its stature as a public-policy issue in the last year, slow-growth attitudes remain dominant. This year, 67 percent say they would vote "yes" on a measure to slow down the pace of development in Orange County. Sixty-four percent of county residents also say they would vote "yes" on a measure to slow down the pace of development in their city or community. In 1986, when asked the same question, an almost identical 63 percent also said they would vote "yes" on a local slow-growth measure.

As was the case with the vote on Measure A, support for growth restrictions is strongest in the south county. In this region, support for slowing down growth in the local area climbs to 73 percent, while favor for countywide restrictions rises to 72 percent. There are no differences in support by either age or income level.

We also asked a question from the 1982 annual survey, to see how much attitudes have changed in six years. When asked about current government regulations in their city or community, 52 percent this year describe them as "not strict enough, 42 percent say local laws are "about right" and 6 percent think they are "too strict." In 1982, 40 percent answered "not strict enough," 51 percent said "about right" and 9 percent said "too strict." So, perceptions of the need for more restrictions have risen 12 points over the last six years.

Interestingly, there are no differences in preferences for local growth regulations by age, income or residence.

What accounts for the strong sentiment to slow down development and the belief that local government regulations are not strict enough? The widespread discrepancy between residents' preferences and perceptions on the issue of how quickly the area is growing.

Seventy two percent of residents describe the current rate of growth in their cities as "rapid." However, only 8 percent prefer rapid growth, while 40 percent want slow growth, 40 percent want no change and 12 percent would rather the area be losing population. As for the county, 88 percent perceive the growth as "rapid," but again, only 8 want the county to be growing rapidly. Fifty-seven percent, meanwhile, prefer slow growth, 25 percent want no change, and 10 percent would like the county to be shrinking.

Perceptions of the growth rate vary somewhat by region, with south county residents more likely to perceive growth as rapid in their local. However, all regions are the same when it comes to preferred growth rates.

But what residents want for their local areas is not what they would like for the county as a whole. The majority of residents, 52 percent, want population to stay about the same or decline in their city or local area. However, only 35 percent want the county to stop growing, while 65 percent want slow to rapid growth. This points to an obvious policy problem -- how to achieve the dual public wish of growth throughout the county but not in their own backyards.

While slow-growth preferences do persist, the June election campaign seems to have left the public with a negative impression of the impacts of slow-growth initiatives. This raises doubts about whether a slow-growth measure in the county would now stand a chance of passing.

When asked to name the biggest drawbacks of growth controls, only 4 percent volunteer the answer "none." Thirty-one percent mention higher housing prices, 26 percent say worse traffic, 14 percent say loss of jobs and 7 percent name higher government costs. In fact, these were all campaign messages used to defeat Measure A in June. The issue of higher housing prices appears to have registered especially strongly with 18- to 34-year-olds, among whom 37 percent cite this as a problem. North county residents, meanwhile, are especially concerned with the potential loss of jobs, with 17 percent mentioning this as a problem. Among the affluent residents, the chief worry is traffic -- 30 percent name this as the biggest drawback of growth control.

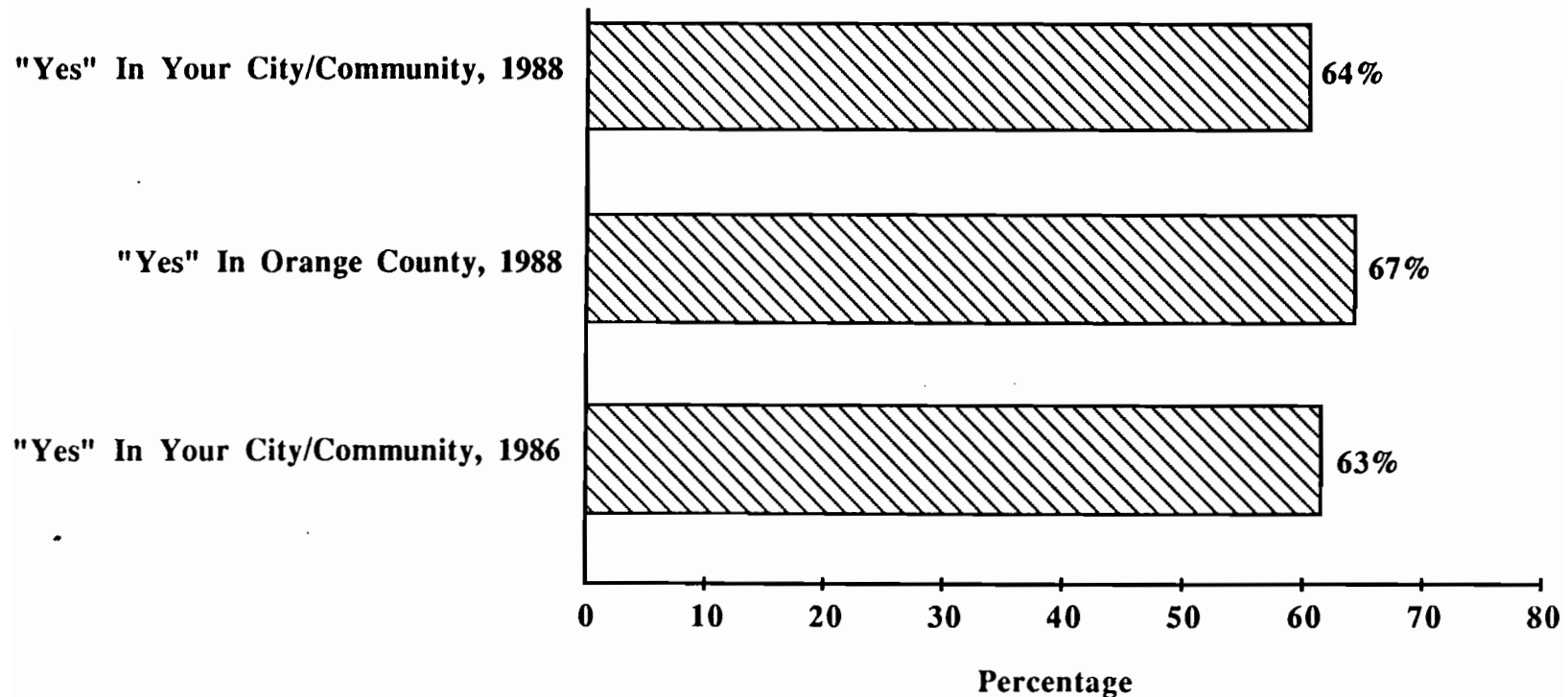
The public also is divided on whether or not road improvements, the major emphasis of Measure A, would satisfy their biggest concerns about growth. Forty-eight percent say yes, 46 percent say no and 6 percent are not sure. Those least likely to be satisfied with road improvements alone are younger and more affluent residents.

Residents were asked to name the greatest need for road improvements when new developments are approved. In another rejection of Measure A, freeway improvements are the choice of 51 percent, while 19 percent choose thoroughfares, 12 percent say local streets, 14 percent opting for more than one type of improvement and 3 percent giving other answers.

Finally, whatever complaints they have about growth or current regulations, 66 percent favor giving the biggest role in managing local growth to county and city government -- essentially the status quo. Eleven percent favor a state authority and 15 percent a regional authority.

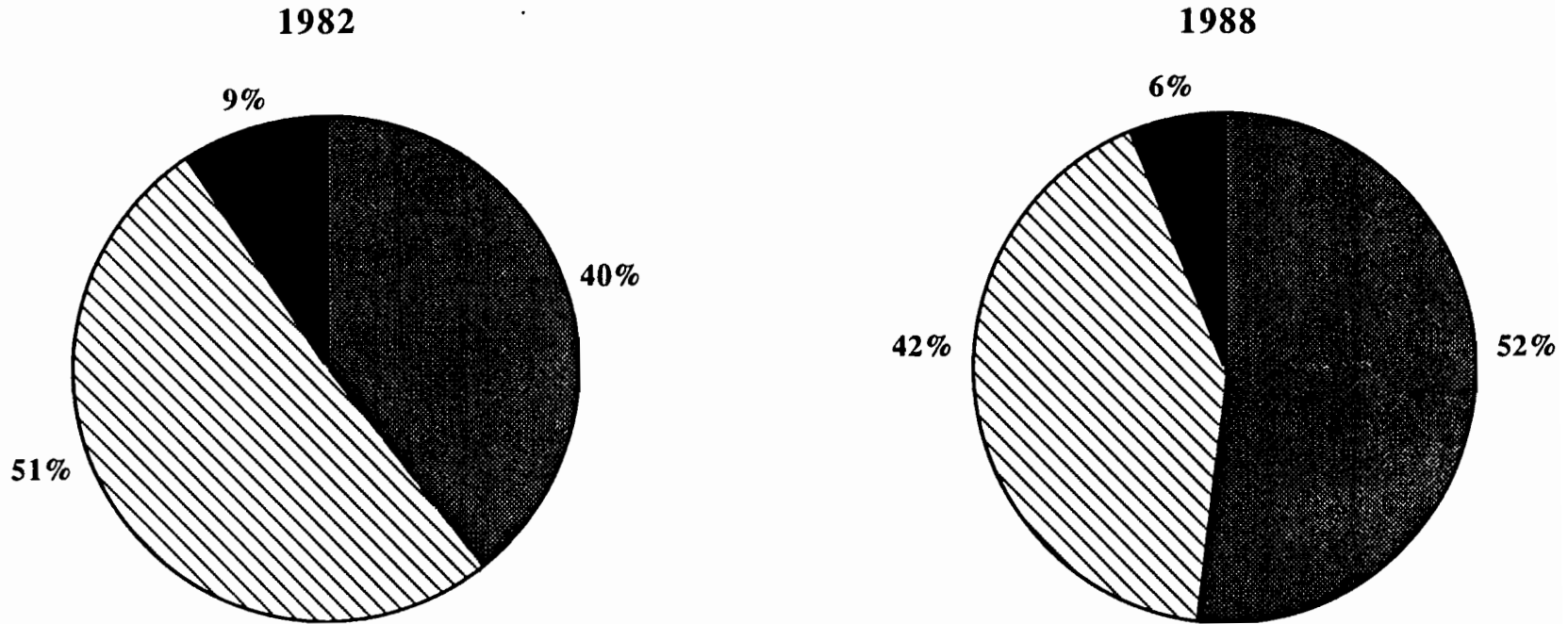
SLOW GROWTH SUPPORT

QUESTION: WOULD YOU VOTE YES OR NO ON A MEASURE TO SLOW DOWN THE PACE OF DEVELOPMENT?



SOURCE: ORANGE COUNTY ANNUAL SURVEYS

LOCAL GROWTH RESTRICTIONS

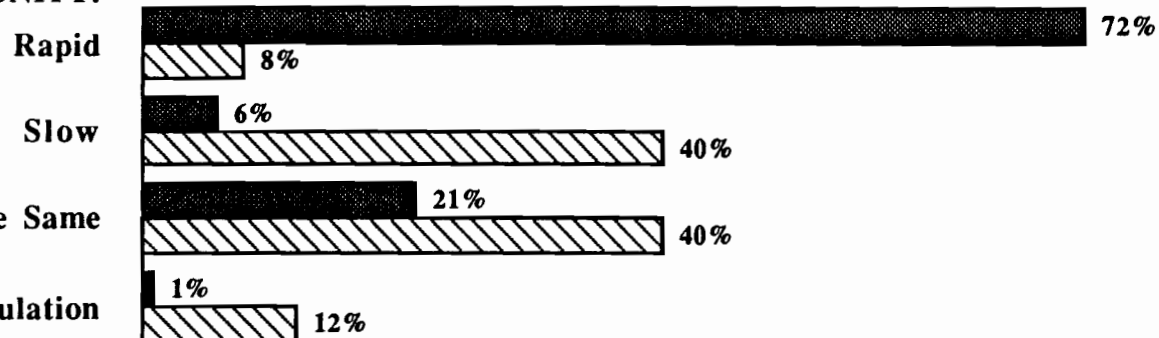


	CHANGE FROM 1982
NOT STRICT ENOUGH	+12
ABOUT RIGHT	-9
TOO STRICT	-3

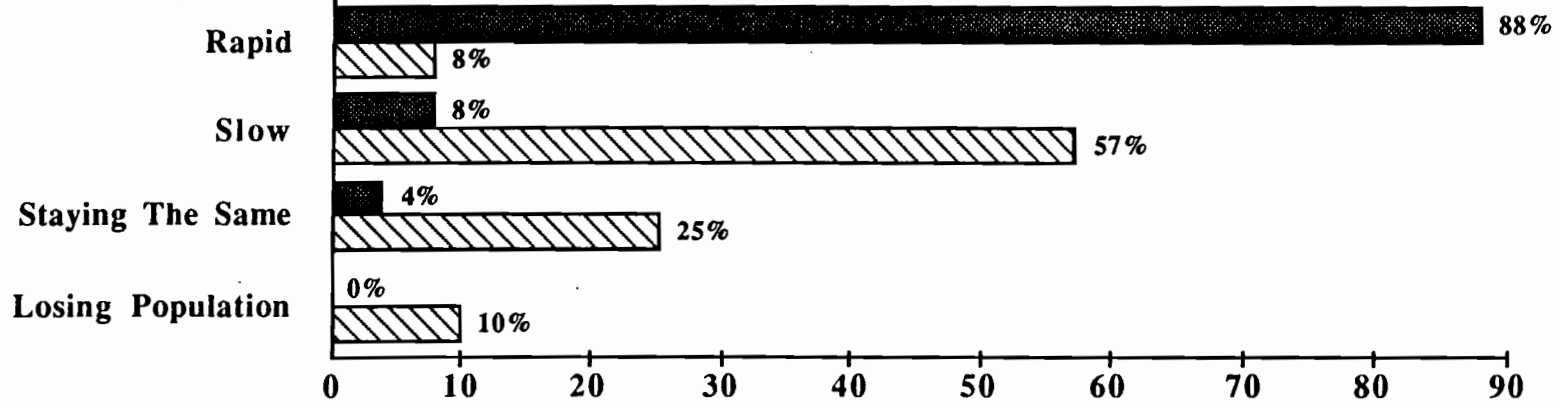
SOURCE: ORANGE COUNTY ANNUAL SURVEYS

RATE OF POPULATION GROWTH AND DEVELOPMENT

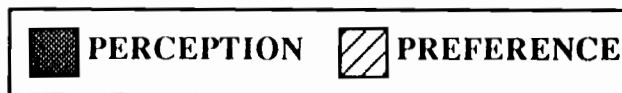
CITY OR COMMUNITY:



ORANGE COUNTY:

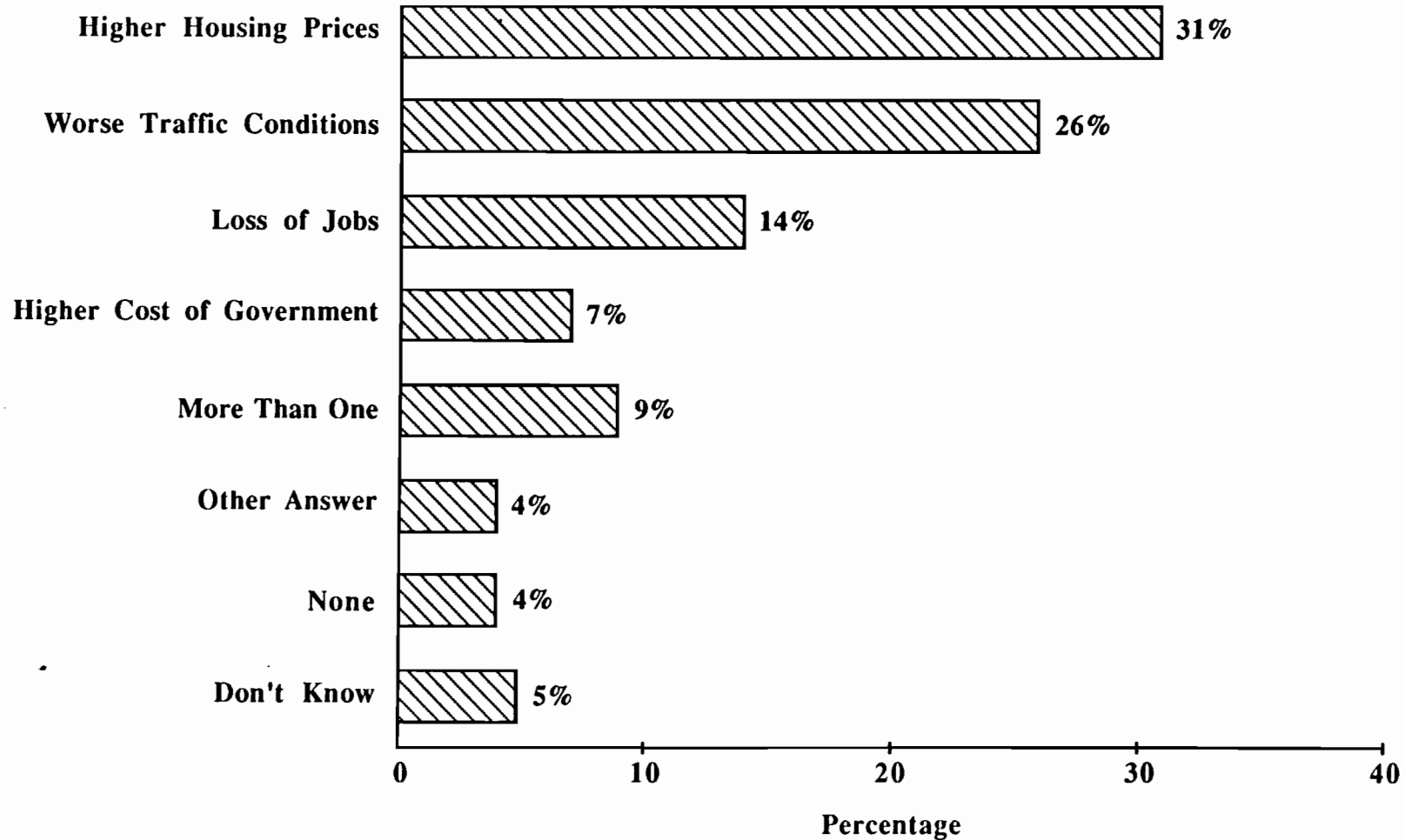


Percentage



SOURCE: 1988 ORANGE COUNTY ANNUAL SURVEY

BIGGEST DRAWBACK OF GROWTH CONTROLS



SOURCE: 1988 ORANGE COUNTY ANNUAL SURVEY

TRAFFIC AND GROWTH

If local government required road improvements before approving new developments, would this by itself satisfy your biggest concerns about growth in Orange County?

Yes	48%
No	46
Don't Know	6

What kind of road improvements are most needed when new developments are approved?

Freeways	51%
Major Thoroughfares	19
Local Streets	12
More Than One	14
Other Answer	3

What level of government do you think should have the biggest role in managing local growth and transportation?

County Government	36%
City Government	30
State Government	11
A Regional Authority	15
Other	2
Don't Know	6

HOUSING

The cost of housing rose substantially this year, as the average increases in rents and mortgages outpaced gains in incomes. Of equal importance, the gap between mortgage and rental payments in the county continues to shrink.

The median mortgage payment in 1988 is \$738 a month. This is an 8 percent increase over last year's median of \$686. Since 1985, when mortgages began to climb sharply, the median monthly payment has risen by \$196, or 36 percent. Eighteen percent of county households now pay a mortgage of \$1,001 to \$1,500 a month, and 11 percent pay more than \$1,500. In 1987, those figures were 20 percent and 9 percent, respectively.

As for rents, the median payment now is \$680, up 6 percent from 1987. In 1988, 13 percent of renters are paying more than \$1,000 a month, which is nearly double the number paying such rents in 1987. The median rent has risen \$102, or 18 percent, since 1985.

In the past five years, the percent of homeowners paying \$750 or more per month has risen from 26 percent to 49 percent -- a 23-point rise. The proportion of renters paying that amount, meanwhile, rose from 6 percent in 1983 to 37 percent today -- a rise of 31 percentage points. Only 12 points now separate the proportion of owners and renters in this high payment category. Five years ago, these groups were separated by 20 points.

The south county continues to outpace all other areas in housing costs. Sixty-one percent of south county households pay more than \$750 a month in mortgage payments, compared to 43 percent in the north, 45 percent in the west, and 49 percent in the central parts of the county. And 60 percent in the south county have rental payments of more than \$750, in contrast to 24 percent in the central county, 30 percent in the north and 41 percent in the west.

The amount residents pay for housing also is strongly linked to the amount of time they have lived at that address. Three in four residents who have owned their home for five years or less are paying a mortgage of more than \$750 a month, compared with 60 percent of those who have been in their residence for six to 10 years and 12 percent who have been there for more than a decade. The trend is similar for length of residence in the county. For renters, however, the differences are far less dramatic, since landlords have tended to adjust rents over time.

With spiraling home prices making it increasingly difficult to enter the housing market, first-time buyers are

finding themselves restricted to attached homes and townhouses. Most owners of attached homes and townhomes -- 42 percent in all -- pay \$751 to \$1,000 a month. Only 17 percent of residents owning single-family, detached homes currently make payments in this range.

Even though the costs of homeownership are rising, we see no drop in the proportion of county residents who own instead of rent. This year, two in three residents describe themselves as homeowners. This is not a statistically significant change from the 64 percent homeownership rate found in the 1982 annual survey.

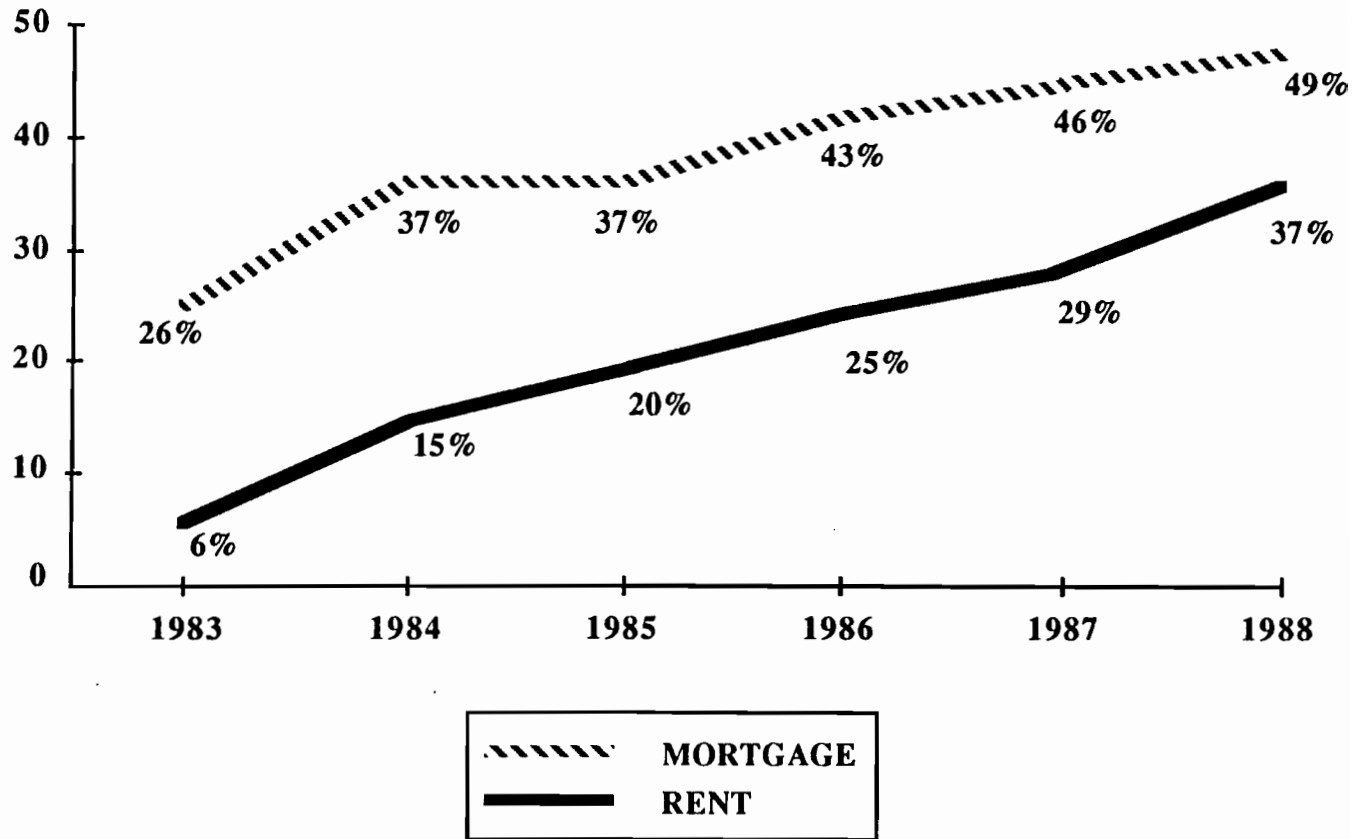
There also has been very little change since 1982 in the percentage of homeowners in various age groups. Today, 47 percent of 18- to 34-year-olds are homeowners, compared with 43 percent in the past. And 79 percent of residents aged 35 and older now own homes, which is almost identical to the 78 percent found in the annual survey six years ago.

Prices, of course, have become a greater deterrent to owning a home, especially for the middle-income households. Today, 47 percent of residents earning less than \$36,000 are owners, in contrast to 61 percent of those making \$36,000 to \$50,000 and 82 percent in those with incomes of more than \$50,000. In 1982, however, 50 percent in the lowest bracket, 78 percent in the middle bracket and 88 percent in the highest bracket were able to own their homes.

Renters this year appear quite concerned about the housing market in Orange County. Fifteen percent of renters say that housing is the county's most serious public policy problem, compared to 10 percent overall. And 42 percent of renters cite "housing prices" as the biggest drawback of growth controls. These concerns no doubt contribute to the fact that, compared to homeowners, renters give considerably bleaker assessments of the quality of life in the county. Renters also are more likely to say that Orange County will be a worse place to live in the future.

TRENDS IN HOUSING PAYMENTS

\$750 or More Per Month Payments



SOURCES: 1988 ORANGE COUNTY ANNUAL SURVEY

EDUCATION AND CHILD CARE

This year, we decided to supplement our focus on concerns such as growth, transportation and housing with attention to another public policy issue that is attracting increasing attention throughout California -- education and child care.

We asked residents to rate the quality of their local public schools, a question that had previously been asked in the 1982 annual survey. This year, 56 percent of residents rate the schools as excellent or good, while 20 percent say fair, 8 percent say poor and 16 percent have no opinion.

Six years ago, only 45 percent of residents gave the local schools high marks -- 11 points fewer than today. Fourteen percent called the schools fair and 8 percent said poor. One in three, meanwhile, had no opinion. Attitudes toward public schools thus appear to be improving. And, interestingly, residents are more likely now than in 1982 to have an opinion on the subject.

South county residents are the most positive about their local schools, with 64 percent giving ratings of excellent or good. In the west, 56 percent give their schools such ratings, compared to 52 percent in the central county and 51 percent in the north. People at middle-age also give higher ratings, with 61 percent of residents aged 35 to 54 giving local schools top marks. This group is most likely to have an opinion on schools. And, surprisingly, there are no income differences in local school ratings.

We also looked into residents' willingness to fund local schools. We asked residents whether they would be willing to raise local taxes if the schools needed more money -- a question that had been asked nationwide in a 1986 survey by the Gallup Organization. In Orange County, 55 percent oppose raising taxes, 42 percent are in favor and 3 percent have no opinion. Nationwide, the Gallup survey found, 52 percent were opposed to raising taxes, 37 percent were in favor and 11 percent had no opinion. Orange County thus differs little from the nation in opposition to increasing school funding through taxes.

In no region of the county or income group does a majority support raising taxes to pay for local school improvements. Nor is there a majority in any age group favoring tax increases. Younger people, however, are more likely to support a tax increase, whereas among residents aged 55 and older, only 29 percent are in favor.

Prior to the November election, we tested support for the three ballot measures relating to educational funding:

*Proposition 78, the \$600 million bond issue for university and college construction, was favored by 55 percent, with 30 percent opposed. Statewide, a California Poll conducted around the same time showed, the measure led by a similar 57 to 30 percent margin.

*Proposition 79, the \$800 million bond issue for acquisition and construction of elementary and high school facilities, was supported by a narrower margin of 50 to 38 percent. The California Poll showed a 69 to 20 percent lead.

*Proposition 98, which would guarantee public schools with a fixed amount of state funding, was supported by 68 percent, with 22 percent opposed. The California Poll showed the proposition ahead by 58 to 27 percent statewide.

In general, Orange County residents showed support for the statewide measures to improve education, and, with Propositions 78 and 98, did so by a greater margin than did voters statewide. Among the biggest supporters locally were college graduates and upper-income residents. As for the actual election results, a majority of Orange County voters supported both education bond measures. However, support for Proposition 98 diminished sharply, perhaps because Republican leaders in the state endorsed a "no" vote.

All together, 39 percent of respondents say their households include children under the age of 18 years. This percentage varies little by region. Twenty-four percent of households have children in public schools (K-12), 5 percent in private schools (K-12) and 7 percent in preschools.

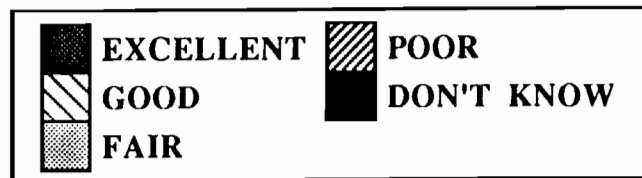
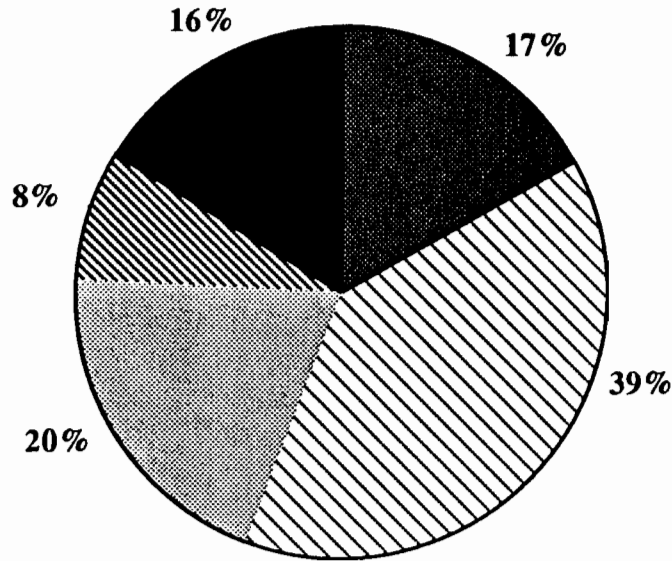
Day care, meanwhile, is a concern to 11 percent of county households overall and to 29 percent of those with children living at home. The percentage of households with children needing day care does not vary significantly from region to region.

The majority (53 percent) of Orange County's households with day-care age children use paid providers outside their homes. Twenty-seven percent, meanwhile, have a paid provider who comes into their home, while 11 percent are in unpaid care outside the home, 5 percent have unpaid at-home care and 4 percent currently have no day-care arrangement.

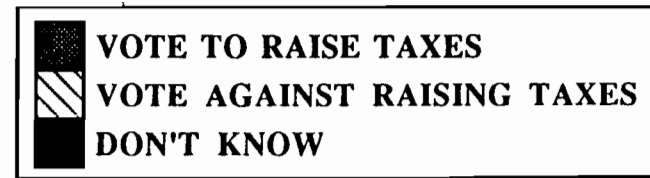
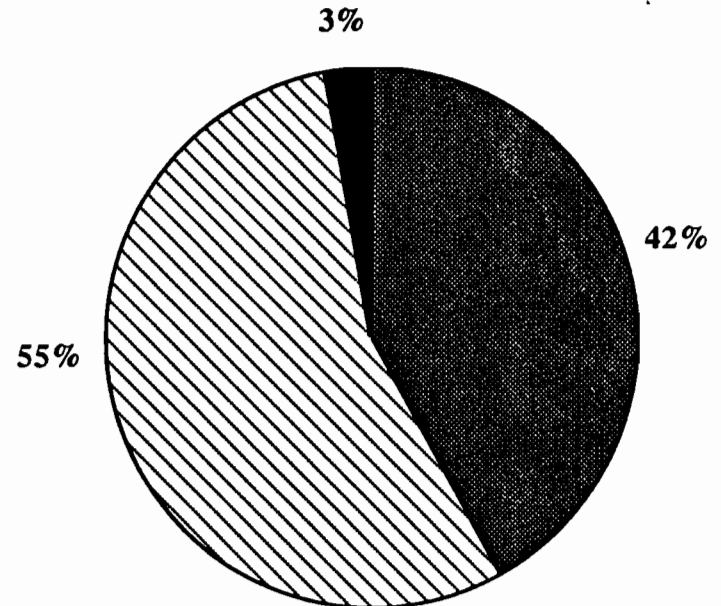
Those using day care generally have a favorable opinion of the quality and convenience of their current arrangement. Sixty seven percent are very satisfied with the quality of the care their children receive and 29 percent are somewhat satisfied. As for convenience of their current arrangement, 68 percent are very satisfied and 25 percent are somewhat satisfied. The biggest problem day care poses in Orange County is fiscal strain -- 67 percent say their arrangement causes them "a lot" or at least "some" financial burden.

ATTITUDES TOWARD PUBLIC SCHOOLS

"OVERALL, HOW WOULD YOU RATE THE QUALITY OF PUBLIC SCHOOLS IN YOUR CITY OR COMMUNITY?"



"SUPPOSE THE LOCAL SCHOOLS SAID THEY NEEDED MUCH MORE MONEY. WOULD YOU VOTE TO RAISE LOCAL TAXES OR WOULD YOU VOTE AGAINST RAISING TAXES FOR THIS PURPOSE?"



SOURCE: 1988 ORANGE COUNTY ANNUAL SURVEYS

SCHOOL AND DAY CARE ATTENDANCE

Household with Children Under 18:	39%
K-12 Public School	24
K-12 Private School	5
Nursery or Pre-School	7

Households in Need of Day Care:	11%
Current Day Care Arrangement	
Outside the Home, Paid	53
In the Home, Paid	27
Outside the Home Unpaid	11
Inside the Home, Unpaid	5
None Currently	4

SOURCE: 1988 ORANGE COUNTY ANNUAL SURVEY

ATTITUDES TOWARD CURRENT DAY CARE

Quality of Day Care

Very Satisfied	67%
Somewhat Satisfied	29
Dissatisfied	4

Convenience of Day Care

Very Satisfied	68%
Somewhat Satisfied	25
Dissatisfied	7

Financial Burden of Day Care

A Lot	40%
Some	27
A Little	17
None	16

CHARITY

Last year, we measured charitable behavior for the first time in Orange County and were surprised to learn that the average annual donation was \$262. The amount seemed unduly low in proportion to the county's \$42,000 median income that year. This year, we repeated the question and found that rate of giving had dropped even further. The median charitable donation now is \$182 -- a 30 percent decline since 1987.

This drop in donations contrasts sharply with the 5 percent growth in county incomes this year. With the median household income now at \$44,000, we see that the rate of donation has declined from .6 percent of income in 1987 to .4 percent today.

This year, 10 percent of Orange County households say they gave nothing at all to charity, while 29 percent gave less than \$100, 38 percent donated \$101 to \$500 and 23 percent gave more than \$500. In 1987, 7 percent donated nothing, 21 percent donated less than \$100, 43 percent gave \$101 to \$500 and 29 percent donated more than \$500. In other words, while 72 percent reported giving more than \$100 in 1987, only 61 percent say they gave that amount in 1988.

Even last year's biggest givers made smaller donations to charity this year. College graduates made a median donation of \$311, down 21 percent from 1987. Residents aged 35 to 54 gave an average of \$249 -- a 40 percent drop. And in households earning more than \$50,000, this year's median donation was \$374, 21 percent below the level given last year.

Nonetheless, age, income and education continue to be the strongest indicators of who gives most to charity. Residents aged 18 to 34 gave an average of \$85 this year. Households earning less than \$36,000 donated a median of \$83, and those earning \$36,000 to \$50,000 gave \$148. And residents without college degrees made a median donation of \$110 in 1988.

What other factors predict the amount given to charity? Only some life-cycle factors are related. Married people donated an average of \$268, while single never married residents gave only \$76 last year. The presence of children at home, however, appears to make no difference.

Place of residence has only a slight effect. South county residents donated \$218 in 1988, compared to \$188 in the north county, \$152 in the west county and \$147 in the central county. Also, the longer that people lived at their

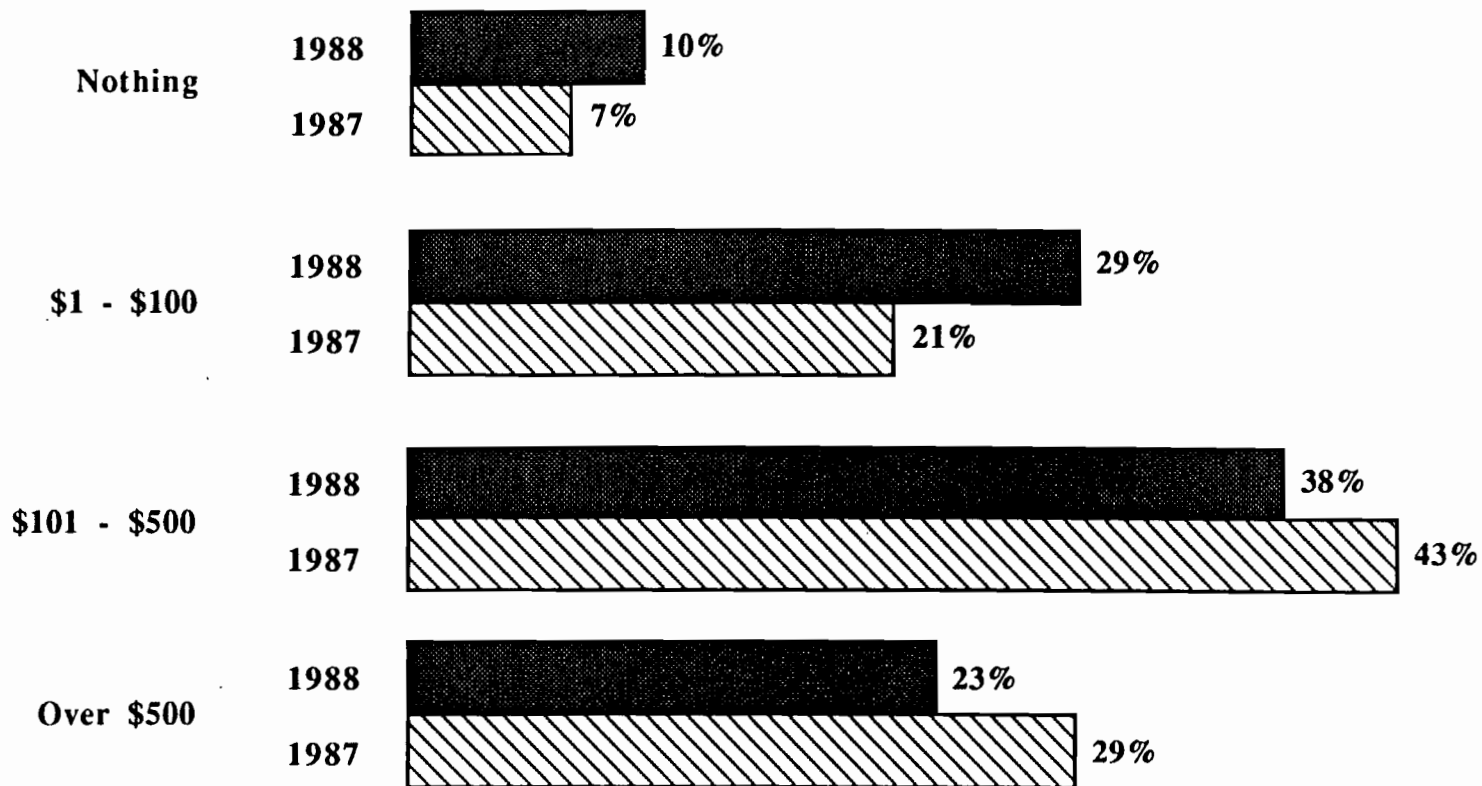
current address, the more money they tended to give to charity.

The length of time one has lived in Orange County has no effect on the amount of money given. Views on the county's most serious problem also show no relationship to the amount of charitable donation.

We looked at mortgage payments to see if the high cost of housing in Orange County was reducing the amount residents gave to charity. But we found just the opposite -- donations actually increase with home ownership and size of mortgage payments. Homeowners gave \$236, compared with \$85 for renters, And owners paying more than \$1,000 a month gave \$391 to charity, while those paying less than \$500 gave \$213, those paying \$501 to \$750 gave \$223 and those paying \$751 to \$1,000 gave \$231. Monthly rental payments, on the other hand, are unrelated to how much money a person has donated to charity.

Is money donated to charity a function of the political profile in Orange County? We find that self-described liberals gave \$155 last year, moderates gave \$174 and conservatives gave \$230. As for party affiliation, Republicans donated \$229 and Democrats gave \$151, on average. These figures probably reflect higher median incomes among Orange County's conservatives and Republicans.

AMOUNT GIVEN TO CHARITY IN LAST YEAR



SOURCE: ORANGE COUNTY ANNUAL SURVEY

ECONOMIC WELL-BEING

Orange County's median household income now stands at \$44,000 -- up \$2,000 from the median one year ago. This 5 percent increase is about the same as the rise in the Consumer Price Index over the past year.

This year's rise in median income, although somewhat higher than last year's increase, still lags far behind the increases experienced early in the decade. Between 1982 and 1985, one-year increases in median incomes ranged from 8 percent to 12 percent. But since 1986, increases have only been between 2 percent and 5 percent.

The rise in median income this year, significantly, has not kept pace with the much higher annual increases in both monthly mortgage payments and rents.

Still, the median household income has climbed from \$29,000 in 1982 to \$44,000 this year, a gain of 52 percent. In 1982, one in six residents earned more than \$50,000 a year, and 4 in 10 earned \$25,000 or less. Today, four in ten residents earn \$50,000 or more, while 16 percent earn \$25,000 or less. The proportion in the middle-income bracket of \$26,000 to \$50,000 is virtually unchanged. Thus, the household income distributions today are basically the reverse of what they were six years ago.

The south county continues to have the highest proportion of affluent residents. Forty-eight percent of south county residents earn more than \$50,000 a year, compared to 27 percent in the central, 40 percent in the north, and 41 percent in the western region. The central county, meanwhile, has the highest proportion of residents earning less than \$36,000 -- 45 percent, compared to 35 percent in the north, 31 percent in the west and 26 percent in the southern part of the county.

In the year since the stock market crash, county residents' pessimism about the national economy has subsided. Now, 16 percent think the nation will have bad financial times in the coming year and 35 expect a faltering national economy within the next five years. Compared to the findings of the 1987 Orange County Annual Survey, which was taken one month before the October crash, the number of residents now thinking the nation is headed for bad times either in the next year or the next five years has dropped by about 10 percentage points.

However, the earlier pessimism has been replaced by uncertainty, rather than optimism. The drop in the number of residents predicting bad times is mirrored by a rise in the percentage saying "don't know." The number foreseeing good

times, meanwhile, has remained constant since 1987: 65 percent for the coming year and 43 percent for the next five years.

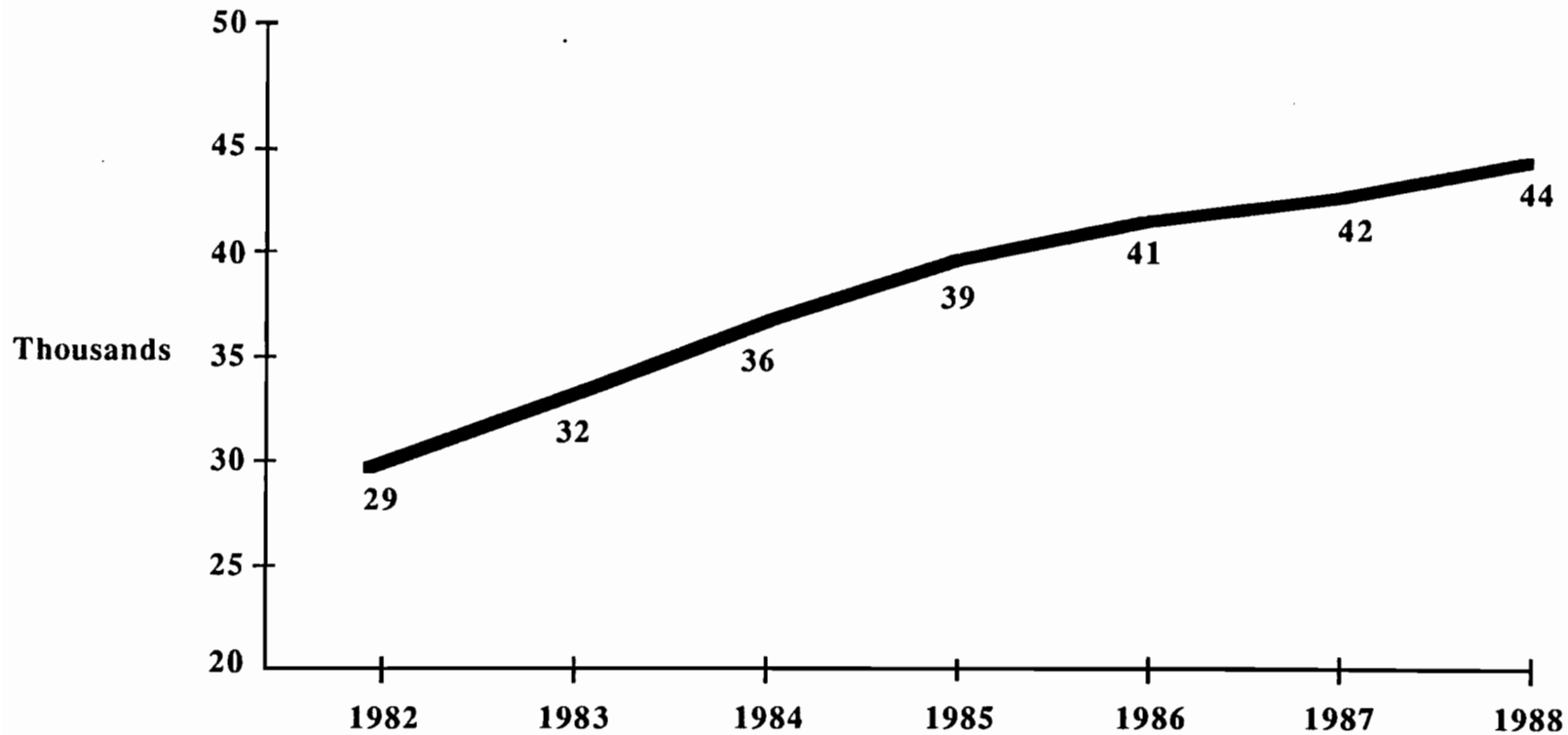
As for personal finances, only 57 percent say they are better off this year than they were last year. This is a 5-point drop since 1987. And only 52 percent think they will be better off next year -- an 11-point drop.

The climate for major purchases also appears to have cooled since 1987. Seventy percent this year say now is a good time to buy major household items, down 8 points from 1987.

Consumer confidence continues to be highly related to income, with the more affluent also the more optimistic. There are no differences by region of residence that are not accounted for by income. Residents aged 55 or older, meanwhile, are more likely than younger people to report uncertainty about the future.

Overall, the five-question Consumer Confidence Index is up slightly -- from 104 in 1987 to 106 today. This rise is related to diminished pessimism about the U. S. economy, rather than to optimism about personal finances. The index remains depressed from its 1986 level of 109 points. But it continues to outperform the nation -- the most current figures from the University of Michigan report a national score of 95 points.

TRENDS IN MEDIAN HOUSEHOLD INCOME



<u>RATE</u>	
ONE-YEAR INCOME	= 5%
ONE-YEAR INFLATION	= 5%

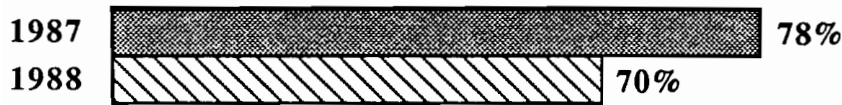
SOURCE: ORANGE COUNTY ANNUAL SURVEYS

TRENDS IN CONSUMER CONFIDENCE

FINANCIALLY BETTER OFF NOW THAN LAST YEAR



NOW IS A GOOD TIME FOR MAJOR PURCHASES



FINANCIALLY BETTER OFF NEXT YEAR THAN NOW



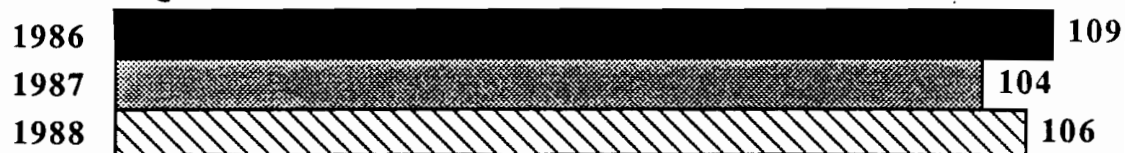
GOOD TIMES FOR U.S. NEXT YEAR



GOOD TIMES FOR U.S. NEXT 5 YEARS



5-QUESTION CONFIDENCE INDEX



CONCLUSIONS

The results of this year's survey indicate, as our theme suggests, that public opinion has indeed changed course in several important ways.

First of all, we have seen a dramatic shift in residents' outlook concerning the future in Orange County. Since the mid-1980s, a steadily rising number of residents had come to believe the county will be a worse place to live in the future. By 1987, the proportion taking a negative view had reached a 54 percent majority. This year, pessimism suddenly took a sharp decline. And now, about the same number believe that the county will be a better place to live in the future as think it will become worse.

No other social indicator has undergone such a radical one-year change in the history of the annual survey. And the shift is all the more unexpected because ratings of the current quality of life are the same in 1988 as in 1987.

Several factors are related to this change in future perceptions. But the one that emerges foremost is the change of heart among residents naming traffic as the county's most important problem. This group, which amounts to half the adult population, has gone from extreme pessimism to guarded optimism about the future.

The brightened outlook fits with two transportation attitudes that changed course in 1988. One is the halt to the rising proportion of residents naming traffic as the top policy issue. The other is the decline in those favoring new freeways, while the number supporting adding lanes to existing freeways rose to a level not seen in years.

In other words, residents appear to have regained some hope that Orange County's traffic problems can be solved. The reason may be improvements they have seen or heard about, notably lane additions on the county's freeways. This would best account for the decline in support for new freeways, the halt in the increase in those mentioning traffic as the biggest problem, and the rising optimism among those who view traffic as the top issue.

Despite these trends, residents are still divided as to whether the county will be a better or a worse place in the future. And optimism has not reached the levels found in 1983, when we began asking this question. Nevertheless, the more positive outlook offers new opportunities for a dialogue with the public about what is needed to make Orange County a better place to live in the 1990s and beyond.

On another critical issue, residents favor slowing growth in their cities by 2-to-1; about the same margin as we found in 1986. They also strongly favor slowing down development countywide. And they are more in favor of increasing local growth restrictions now than they were at the beginning of the decade. Thus, the defeat of Measure A in June does not signal the end of slow-growth attitudes.

But beneath the surface of support for slow growth lies public confusion about actual growth policies. Most residents think current growth rates are too rapid and 52 percent favor no growth for their own locality. At the same time, however, 65 percent want some growth in the county as a whole. Local officials are left with the dilemma of interpreting these conflicting demands. And despite public favor for slowing growth, residents also see a downside to stricter controls. Many fear higher housing prices, worse traffic and loss of jobs will result. Most think continued growth will necessitate freeway improvements, but they are divided as to whether road improvements really satisfy their worries about growth.

In the current context, the public will probably favor ballot measures and candidates promising to slow down development in their local areas. The more complex issue of a countywide strategy to balance the demands of growth and the quality of life will probably be avoided. Clearly, the public's view that the city and county should continue to be the leaders in growth planning leaves the more difficult tasks of coordination in the hands of local government.

This year, we broadened our focus on social issues facing the county. The findings suggest the need for more detailed inquiry in several areas. First, we found that drug abuse was named the most serious social problem facing the county. Is this perception supported by any factual evidence and, if so, are current programs adequate?

Next, we found that the low rate of charitable giving noted in the 1987 annual survey was not a statistical fluke. In fact, the rate of giving in our survey this year declined from the previous year. While we did look into some of the predictors of giving, it will be important for agencies and volunteer organizations to explore all the dimensions of charitable giving in Orange County.

Finally, the issues of education and child care deserve further attention. While residents give the schools good ratings, a majority are opposed to increasing taxes if funds are needed. And while most users are satisfied with their child-care arrangements, many also say it is a financial burden to the household. Even though we find a minority of people are directly affected by these problems, these are both issues that affect the future of Orange County.

APPENDIX A

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PROGRAM IN SOCIAL ECOLOGY

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PUBLIC POLICY RESEARCH ORGANIZATION

Administrative and Clerical Support
Center for Survey Research

UNIVERSITY ADVANCEMENT

Cynthia Morris, Communications

APPENDIX B
1988 STEERING COMMITTEE

Dr. Gilbert Amelio
Rockwell International

Robert Beck
Southern California Edison

Brandon Birtcher
Birtcher

J. Robert Fluor II
Fluor Corporation

Walter B. Gerken
Pacific Mutual

Merritt Johnson
United Way of Orange County

George Kessinger
Goodwill Industries

C. Stephen Mansfield (Chair)
Deloitte Haskins and Sells

Lorna Mills
Great American

John R. Miltner
University of California, Irvine

Donald E. Moe
Santa Margarita Company

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The Irvine Company

Betsy Sanders
Nordstrom

Carm Santoro
Silicon Systems

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C. J. Segerstrom and Sons

Leonard Shane
Mercury Savings

Supervisor Roger Stanton
County of Orange

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The Legacy Companies

Roger Tompkins
State Farm Insurance

Lucien Truhill
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Ernie Vitucci
Los Angeles Times

APPENDIX C

1988 ADVISORY COMMITTEE

Dr. John H. Burton
CooperVision

Darrel Cohoon
Arthur Young & Company

Nancy Coss-Fitzwater (Chair)
The Irvine Company

Roger Faubel
Southern California Edison

Dr. William Gayk
County of Orange

Bob Haskell
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Kathy Judge
AMI/Irvine Medical Center

Tom McDonough
Trammell Crow Company

John Mount
Los Angeles Times

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C. J. Segerstrom and Sons

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Judith Trest
United Way of Orange County

Tom Wilck
Tom Wilck and Associates

Jerry Wright
Disneyland

1988 ORANGE COUNTY ANNUAL SURVEY
BY MARK BALDASSARE

THE SURVEY TAKES ABOUT 15 MINUTES AND ALL YOUR ANSWERS ARE COMPLETELY ANONYMOUS AND CONFIDENTIAL. IF I HAVE YOUR PERMISSION, I WOULD LIKE TO BEGIN BY ASKING YOU SOME QUESTIONS ABOUT YOU, YOUR COMMUNITY AND ORANGE COUNTY IN GENERAL.

1. IS THE PLACE WHERE YOU CURRENTLY LIVE A:

- SINGLE FAMILY DETACHED HOME.....5-1
- ATTACHED HOME (eg.condo, townhouse).....-2
- APARTMENT.....-3
- MOBILE HOME.....-4
- other.....-5
- refuse.....-9

2. HOW LONG HAVE YOU LIVED IN ORANGE COUNTY?

- 2 YEARS OR LESS.....6-1
- 3 TO 5 YEARS.....-2
- 6 TO 10 YEARS.....-3
- 11 TO 20 YEARS.....-4
- MORE THAN 20 YEARS.....-5
- refuse.....-9

3. HOW LONG HAVE YOU LIVED AT YOUR CURRENT RESIDENCE?

- 2 YEARS OR LESS.....7-1
- 3 TO 5 YEARS.....-2
- 6 TO 10 YEARS.....-3
- 11 TO 20 YEARS.....-4
- MORE THAN 20 YEARS.....-5
- refuse.....-9

4. DO YOU OWN OR RENT YOUR PRESENT RESIDENCE?

- OWN (SKIP TO Q. 6).....8-1
- RENT.....-2
- don't know, refuse (SKIP TO Q. 7).....-9

5. WHAT IS YOUR CURRENT MONTHLY RENTAL PAYMENT?

- UNDER \$500.....9-1
- \$501 TO \$750.....-2
- \$751 TO \$1,000.....-3
- \$1,001 TO \$1,500.....-4
- MORE THAN \$1,500.....-5
- don't know, refuse.....-9

(SKIP TO Q.7)

6. WHAT IS YOUR CURRENT MONTHLY MORTGAGE PAYMENT, NOT INCLUDING TAXES AND INSURANCE?

- NOTHING.....10-1
- \$1 TO \$500.....-2
- \$501 TO \$750.....-3
- \$751 TO \$1,000.....-4
- \$1,001 TO \$1,500.....-5
- \$1,501 TO \$2,000.....-6
- OVER \$2,000.....-7
- don't know, refuse.....-9

7. WOULD YOU SAY YOU (AND YOUR FAMILY) ARE FINANCIALLY BETTER OFF OR WORSE OFF THAN YOU WERE A YEAR AGO?

- BETTER OFF.....11-1
- WORSE OFF.....-2
- SAME.....-3
- don't know.....-8
- refuse.....-9

8. NOW LOOKING AHEAD, DO YOU THINK THAT A YEAR FROM NOW YOU (AND YOUR FAMILY) WILL BE BETTER OFF, WORSE OFF, OR JUST ABOUT THE SAME AS NOW?

- BETTER OFF.....12-1
- WORSE OFF.....-2
- SAME.....-3
- don't know.....-8
- refuse.....-9

9. TURNING TO BUSINESS CONDITIONS IN THE COUNTY AS A WHOLE, DO YOU THINK THAT DURING THE NEXT 12 MONTHS WE WILL HAVE GOOD TIMES FINANCIALLY OR BAD TIMES?

- GOOD TIMES.....13-1
- BAD TIMES.....-2
- don't know.....-8
- refuse.....-9

10. LOOKING AHEAD, IN THE COUNTRY AS A WHOLE WILL WE HAVE CONTINUED GOOD TIMES DURING THE NEXT 5 YEARS OR WILL WE HAVE PERIODS OF WIDESPREAD UNEMPLOYMENT OR DEPRESSION?

- GOOD TIMES.....14-1
- DEPRESSION OR UNEMPLOYMENT.....-2
- don't know.....-8
- refuse.....-9

11. ABOUT THE BIG THINGS THAT PEOPLE BUY FOR THEIR HOMES, SUCH AS FURNITURE, A REFRIGERATOR, A STOVE, TELEVISION AND THINGS LIKE THAT-- GENERALLY SPEAKING, DO YOU THINK NOW IS A GOOD OR A BAD TIME FOR PEOPLE TO BUY MAJOR HOUSEHOLD ITEMS?

- GOOD TIME.....15-1
- BAD TIME.....-2
- neither, don't know.....-8
- refuse.....-9

12. THINKING ABOUT THE QUALITY OF LIFE IN ORANGE COUNTY, HOW DO YOU THINK THINGS ARE GOING?

- VERY WELL.....16-1
- SOMEWHAT WELL.....-2
- SOMEWHAT BADLY.....-3
- VERY BADLY.....-4
- don't know.....-8
- refuse.....-9

13. CONSIDERING ALL THE PUBLIC POLICY ISSUES IN ORANGE COUNTY, WHICH OF THESE DO YOU THINK IS THE MOST SERIOUS PROBLEM?

- POPULATION GROWTH AND DEVELOPMENT.....17-1
- TRANSPORTATION AND TRAFFIC CONGESTION.....-2
- HOUSING.....-3
- CRIME AND PUBLIC SAFETY.....-4
- QUALITY OF PUBLIC SCHOOLS.....-5
- FOREIGN IMMIGRATION OR.....-6
- SOMETHING ELSE (SPECIFY) _____ -7
- don't know.....-8
- refuse.....-9

14. AS FOR HEALTH AND SOCIAL ISSUES, WHICH OF THESE DO YOU THINK IS ORANGE COUNTY'S MOST SERIOUS PROBLEM?

- HEALTH CARE.....18-1
- CHILD CARE.....-2
- RACE RELATIONS.....-3
- THE HOMELESS.....-4
- DRUG ABUSE.....-5
- AIDS OR.....-6
- SOMETHING ELSE (SPECIFY) _____ -7
- don't know.....-8
- refuse.....-9

15. IN THE FUTURE, DO YOU THINK ORANGE COUNTY WILL BE:

- A BETTER PLACE TO LIVE THAN IT IS NOW.....19-1
- A WORSE PLACE TO LIVE THAN IT IS NOW.....-2
- OR THERE WILL BE NO CHANGE.....-3
- don't know.....-8
- refuse.....-9

16. OVERALL, HOW WOULD YOU RATE EACH OF THESE FEATURES OF LIFE IN ORANGE COUNTY? WOULD YOU SAY YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED OR NOT AT ALL SATISFIED? (ROTATE)

- VERY SATISFIED.....-1
- SOMEWHAT SATISFIED.....-2
- NOT AT ALL SATISFIED....-3
- don't know.....-8
- refuse.....-9

- OUTDOOR RECREATION.....20-__
- HOSPITALS AND HEALTH FACILITIES.....21-__
- JOB OPPORTUNITIES.....22-__
- HOUSING CHOICES.....23-__
- SCHOOLS.....24-__
- MOVIES, RESTAURANTS AND ENTERTAINMENT.....25-__
- AIR AND WATER QUALITY.....26-__
- SAFETY FROM CRIME.....27-__
- CULTURE AND THE ARTS.....28-__
- STORES AND SHOPPING MALLS.....29-__
- TRAFFIC AND TRANSPORTATION.....30-__

17. HOW WOULD YOU DESCRIBE THE RATE OF POPULATION GROWTH AND DEVELOPMENT IN YOUR CITY OR COMMUNITY?

- RAPID.....31-1
- SLOW.....-2
- STAYING ABOUT THE SAME.....-3
- LOSING POPULATION.....-4
- don't know.....-8
- refuse.....-9

18. AND WHAT IS YOUR PREFERENCE FOR THE RATE OF POPULATION GROWTH AND DEVELOPMENT IN YOUR CITY OR COMMUNITY?

- RAPID.....32-1
- SLOW.....-2
- STAYING ABOUT THE SAME.....-3
- LOSING POPULATION.....-4
- don't know.....-8
- refuse.....-9

19. AS FOR CONTROLLING GROWTH, DO YOU THINK THAT CURRENT GOVERNMENT REGULATIONS IN YOUR CITY OR COMMUNITY ARE:

TOO STRICT.....33-1
ABOUT RIGHT OR.....-2
NOT STRICT ENOUGH.....-3
don't know.....-8
refuse.....-9

20. IF A VOTE WERE HELD TODAY, WOULD YOU VOTE YES OR NO ON A MEASURE THAT WOULD SLOW DOWN THE PACE OF DEVELOPMENT IN YOUR CITY OR COMMUNITY?

YES.....34-1
NO.....-2
don't know.....-8
refuse.....-9

21. HOW WOULD YOU DESCRIBE THE RATE OF POPULATION GROWTH AND DEVELOPMENT IN ALL OF ORANGE COUNTY?

RAPID.....35-1
MODERATE TO SLOW.....-2
STAYING ABOUT THE SAME.....-3
LOSING POPULATION.....-4
don't know.....-8
refuse.....-9

22. WHAT IS YOUR PREFERENCE FOR THE RATE OF POPULATION GROWTH AND DEVELOPMENT IN ALL OF ORANGE COUNTY?

RAPID.....36-1
MODERATE TO SLOW.....-2
STAYING ABOUT THE SAME.....-3
LOSING POPULATION.....-4
don't know.....-8
refuse.....-9

23. WOULD YOU VOTE YES OR NO ON A MEASURE THAT WOULD SLOW DOWN THE PACE OF DEVELOPMENT IN ALL OF ORANGE COUNTY?

YES.....37-1
NO.....-2
don't know.....-8
refuse.....-9

24. IF LOCAL GOVERNMENT REQUIRED ROAD IMPROVEMENTS BEFORE APPROVING NEW DEVELOPMENTS, WOULD THIS BY ITSELF SATISFY YOUR BIGGEST CONCERNS ABOUT GROWTH IN ORANGE COUNTY?

YES.....38-1
NO.....-2
don't know.....-8
refuse.....-9

25. WHAT KIND OF ROAD IMPROVEMENTS ARE MOST NEEDED WHEN NEW ORANGE COUNTY DEVELOPMENTS ARE APPROVED- FREEWAYS, MAJOR THOROUGHFARES OR LOCAL STREETS?

- freeways.....39-1
- major thoroughfares.....-2
- local streets.....-3
- more than one of the above.....-4
- none of the above.....-5
- don't know.....-8
- refuse.....-9

26. SOME PEOPLE ARGUE THAT ENACTING STRICTER GROWTH CONTROLS IN ORANGE COUNTY WOULD HAVE CERTAIN NEGATIVE CONSEQUENCES. WHICH OF THESE POSSIBLE DRAWBACKS DO YOU FEAR THE MOST?

- HIGHER HOUSING PRICES.....40-1
- LOSS OF JOBS.....-2
- WORSE TRAFFIC CONDITIONS.....-3
- HIGHER COSTS OF RUNNING GOVERNMENT.....-4
- OR SOMETHING ELSE (SPECIFY) _____-5
- none of the above.....-6
- more than one of the above.....-7
- don't know.....-8
- refuse.....-9

27. WHAT LEVEL OF GOVERNMENT DO YOU THINK SHOULD HAVE THE BIGGEST ROLE IN MANAGING LOCAL GROWTH AND TRANSPORTATION?

- CITY GOVERNMENT.....41-1
- COUNTY GOVERNMENT.....-2
- STATE GOVERNMENT OR.....-3
- A SOUTHERN CALIFORNIA REGIONAL AUTHORITY.....-4
- other answer (specify) _____-5
- don't know.....-8
- refuse.....-9

28. NOW, I'D LIKE TO ASK SOME QUESTIONS ABOUT THE ORANGE COUNTY TRANSPORTATION SYSTEM. FIRST, WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU FEEL ABOUT THE FREEWAYS IN ORANGE COUNTY?

- THE CURRENT FREEWAY SYSTEM IS SATISFACTORY....42-1
- MORE LANES SHOULD BE ADDED TO THE EXISTING
FREEWAYS BUT NO NEW FREEWAYS SHOULD BE BUILT..-2
- OR WE NEED TO BUILD NEW FREEWAYS.....-3
- don't know.....-8
- refuse.....-9

29. ON AVERAGE, HOW MANY TIMES PER WEEK DO YOU GET STUCK IN ORANGE COUNTY TRAFFIC JAMS?

- MORE THAN 5 TIMES.....43-1
- 4 OR 5 TIMES.....-2
- 2 OR 3 TIMES.....-3
- ONCE A WEEK.....-4
- NEVER.....-5
- don't know.....-8
- refuse.....-9

THERE ARE SEVERAL WAYS TO RAISE MONEY FOR TRANSPORTATION PROJECTS SUCH AS ADDING FREEWAY LANES, BUILDING NEW FREEWAYS, AND IMPROVING LOCAL STREETS. WHICH OF THESE MONEY-RAISING MEASURES DO YOU FAVOR AND WHICH DO YOU OPPOSE?

30. INCREASING THE STATE GASOLINE TAX.

FAVOR.....44-1
OPPOSE.....-2
don't know.....-8
refuse.....-9

31. CHARGING TOLLS ON NEW HIGHWAYS.

FAVOR.....45-1
OPPOSE.....-2
don't know.....-8
refuse.....-9

32. INCREASING THE SALES TAX.

FAVOR.....46-1
OPPOSE.....-2
don't know.....-8
refuse.....-9

33. CHARGING ALL BUSINESSES A TAX.

FAVOR.....47-1
OPPOSE.....-2
don't know.....-8
refuse.....-9

34. CHARGING ALL DEVELOPERS A FEE FOR BUILDING.

FAVOR.....48-1
OPPOSE (SKIP TO Q. 36).....-2
don't know (SKIP TO Q. 36).....-8
refuse (SKIP TO Q. 36).....-9

35. WOULD YOU FAVOR OR OPPOSE THE DEVELOPERS FEE IF THE COSTS WERE PASSED ON TO NEW HOMEBUYERS?

FAVOR.....49-1
OPPOSE.....-2
don't know.....-8
refuse.....-9

36. DO YOU THINK IT IS NECESSARY TO INCREASE LOCAL TAXES FOR ORANGE COUNTY TRANSPORTATION PROJECTS OR DO YOU THINK THAT ENOUGH TAX MONIES ARE ALREADY AVAILABLE?

INCREASE TAXES.....50-1
ENOUGH TAX MONIES.....-2
don't know.....-8
refuse.....-9

37. WOULD YOU VOTE YES OR NO ON A BALLOT MEASURE TO RAISE THE LOCAL SALES TAX FROM 6 PERCENT TO 6 1/2 PERCENT FOR 15 YEARS FOR ADDING LANES TO THE SANTA ANA FREEWAY, IMPROVING LOCAL STREETS, AND EXPANDING TRAFFIC MANAGEMENT PROGRAMS?

YES (SKIP TO Q. 40).....51-1
NO.....-2
don't know.....-8
refuse.....-9

38. WHAT IF YOU LEARNED THAT THE 1/2 CENT SALES TAX INCREASE ALLOWED THE SANTA ANA FREEWAY WIDENING TO BE COMPLETED IN 10 YEARS INSTEAD OF 20 YEARS? WOULD YOU THEN VOTE YES OR NO?

YES.....52-1
NO.....-2
don't know.....-8
refuse.....-9

39. WHAT IF YOU LEARNED THAT 50 PERCENT OF THE SALES TAX INCREASE WOULD GO TO IMPROVING LOCAL STREETS? WOULD YOU THEN VOTE YES OR NO?

YES.....53-1
NO.....-2
don't know.....-8
refuse.....-9

40. HOW ABOUT THE FOLLOWING: WOULD YOU VOTE YES OR NO ON RAISING THE LOCAL SALES TAX FROM 6 PERCENT TO 6 1/2 PERCENT FOR 15 YEARS FOR NEEDED ORANGE COUNTY TRANSPORTATION IMPROVEMENTS?

YES (SKIP TO Q. 47).....54-1
NO.....-2
don't know.....-8
refuse.....-9

41. WHAT IF YOU LEARNED THAT YOUR COMMUTING TIME WAS GOING TO DOUBLE BECAUSE NEEDED TRANSPORTATION IMPROVEMENTS COULD NOT BE MADE WITHOUT A SALES TAX INCREASE? WOULD YOU THEN VOTE YES OR NO?

YES.....55-1
NO.....-2
don't know.....-8
refuse.....-9

42. WHAT IF YOU LEARNED THAT YOU MAY HAVE TO CARPOOL IN A FEW YEARS BECAUSE NEEDED TRANSPORTATION IMPROVEMENTS COULD NOT BE MADE WITHOUT A SALES TAX INCREASE? WOULD YOU THEN VOTE YES OR NO?

YES.....56-1
NO.....-2
don't know.....-8
refuse.....-9

43. WHAT IF YOU LEARNED THAT RAISING MORE DOLLARS THROUGH A SALES TAX INCREASE WOULD GENERATE MORE STATE AND FEDERAL MONIES FOR LOCAL TRANSPORTATION IMPROVEMENTS? WOULD YOU THEN VOTE YES OR NO?

YES.....57-1
NO.....-2
don't know.....-8
refuse.....-9

44. WHAT IF YOU LEARNED THAT A 1/2 CENT SALES TAX INCREASE MEANT \$150 A YEAR IN ADDITIONAL TAXES FOR THE AVERAGE ORANGE COUNTY HOUSEHOLD? WOULD YOU THEN VOTE YES OR NO?

YES.....58-1
NO.....-2
don't know.....-8
refuse.....-9

45. WHAT IF NEW DEVELOPMENT IN ORANGE COUNTY WAS SUBJECT TO A GROWTH MANAGEMENT PLAN? WOULD YOU THEN VOTE YES OR NO ON A SALES TAX INCREASE?

YES.....59-1
NO.....-2
don't know.....-8
refuse.....-9

46. WHAT IF YOU LEARNED THAT THE POLITICAL CAMPAIGN IN SUPPORT OF A SALES TAX MEASURE WAS MAINLY FUNDED BY DEVELOPERS? WOULD YOU THEN VOTE YES OR NO?

YES.....60-1
NO.....-2
don't know.....-8
refuse.....-9

47. IF YOU HAD TO CHOOSE ONLY ONE FUNDING METHOD, WHICH ALTERNATIVE FOR PAYING FOR NEW HIGHWAYS WOULD YOU PREFER? --

A 1/2 CENT SALES TAX INCREASE THAT EVERYONE PAYS OR...61-1
10 CENTS PER MILE TOLL PAID BY USERS OF NEW HIGHWAYS....-2
combination of the two.....-3
don't know.....-8
refuse.....-9

48. AND IF YOU HAD TO CHOOSE ONE OF THESE TWO METHODS, WHICH ALTERNATIVE FOR PAYING FOR NEW HIGHWAYS WOULD YOU PREFER? --

A 1/2 CENT SALES TAX INCREASE THAT EVERYONE PAYS OR...62-1
A 10 CENT PER GALLON INCREASE IN THE GASOLINE TAX.....-2
combination of the two.....-3
don't know.....-8
refuse.....-9

NOW WE WOULD LIKE YOU TO CONSIDER THE NEEDS FOR FUNDING COMMUNITY SERVICES. THAT IS, IN ADDITION TO WHAT IT ALREADY GETS, WOULD YOU SAY THAT EACH SERVICE SHOULD HAVE A HIGH, MEDIUM OR LOW PRIORITY FOR ADDITIONAL FUNDING?

49. CHILD CARE.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....63-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

50. ASSISTANCE FOR IMMIGRANTS AND REFUGEES.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....64-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

51. DRUG AND ALCOHOL ABUSE PROGRAMS.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....65-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

52. ASSISTANCE FOR ABUSED SPOUSES AND CHILDREN.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....66-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

53. HEALTH CARE FOR PEOPLE WHO CAN'T AFFORD IT.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....67-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

54. ASSISTANCE FOR PEOPLE WITHOUT HOUSING.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....68-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

55. AIDS TREATMENT AND RESEARCH.

- HIGH PRIORITY FOR ADDITIONAL FUNDING.....69-1
- MEDIUM PRIORITY FOR ADDITIONAL FUNDING.....-2
- LOW PRIORITY FOR ADDITIONAL FUNDING.....-3
- don't know.....-8
- refuse.....-9

56. SUPPOSE THE LOCAL SCHOOLS SAID THEY NEEDED MUCH MORE MONEY. AT THIS TIME, WOULD YOU VOTE TO RAISE LOCAL TAXES FOR THIS PURPOSE, OR WOULD YOU VOTE AGAINST RAISING TAXES FOR THIS PURPOSE?

- VOTE TO RAISE TAXES.....70-1
- VOTE AGAINST RAISING TAXES.....-2
- don't know.....-8
- refuse.....-9

57. OVERALL, HOW WOULD YOU RATE THE QUALITY OF PUBLIC SCHOOLS IN YOUR CITY OR COMMUNITY?

- EXCELLENT.....71-1
- GOOD.....-2
- FAIR.....-3
- POOR.....-4
- don't know.....-8
- refuse.....-9

58. HOW FAMILIAR ARE YOU WITH THE UNITED WAY OF ORANGE COUNTY?

- VERY FAMILIAR.....72-1
- SOMEWHAT FAMILIAR.....-2
- NOT TOO FAMILIAR.....-3
- NEVER HEARD OF IT.....-4
- don't know.....-8
- refuse.....-9

59. GENERALLY SPEAKING, HOW FAVORABLE AN IMPRESSION DO YOU HAVE OF THE UNITED WAY OF ORANGE COUNTY?

- VERY FAVORABLE.....73-1
- SOMEWHAT FAVORABLE.....-2
- SOMEWHAT UNFAVORABLE.....-3
- VERY UNFAVORABLE.....-4
- don't know.....-8
- refuse.....-9

60. WHAT DO YOU THINK IS THE PRIMARY ACTIVITY OF THE UNITED WAY OF ORANGE COUNTY?

- SOLVING PROBLEMS IN THE COMMUNITY OR.....74-1
- RAISING MONEY FOR LOCAL CHARITIES.....-2
- other (SPECIFY).....-3
- don't know.....-8
- refuse.....-9

61. IN THE LAST YEAR, HAVE YOU DONATED TIME OR MONEY TO THE UNITED WAY OF ORANGE COUNTY?

- YES.....75-1
- NO (SKIP TO Q. 63).....-2
- don't know, refuse (SKIP TO Q. 63).....-9

62. WHAT IS THE MAIN REASON YOU DONATED?

- WORK PRESSURES OR INCENTIVES.....76-1
- IT MAKES ME FEEL GOOD TO DONATE.....-2
- UNITED WAY SOLVES COMMUNITY PROBLEMS.....-3
- UNITED WAY FUNDS LOCAL CHARITIES.....-4
- other (SPECIFY)_____ -5
- don't know, refuse.....-9

63. WHAT IS THE MAIN REASON YOU DID NOT DONATE?

- I WASN'T ASKED.....77-1
- I FELT PRESSURED TO DONATE.....-2
- I GAVE TO OTHER CHARITIES.....-3
- I WAS NOT AWARE OF MY DONATION'S IMPACTS.....-4
- I JUST DIDN'T WANT TO.....-5
- other (SPECIFY).....-6
- don't know, refuse.....-9

64. HOW MUCH MONEY DID YOU GIVE TO ALL CHARITIES LAST YEAR?

- NOTHING.....78-1
- \$1 TO \$100.....-2
- \$101 TO \$250.....-3
- \$251 TO \$500.....-4
- \$501 TO \$999.....-5
- \$1,000 OR MORE.....-6
- don't know.....-8
- refuse.....-9

65. WHAT IS YOUR CURRENT WORK STATUS?

- FULL-TIME EMPLOYED.....79-1
- PART-TIME EMPLOYED.....-2
- NOT EMPLOYED (SKIP TO Q. 68).....-3
- refuse (SKIP TO Q. 68).....-9

66. WHAT IS THE CITY OR COMMUNITY OF YOUR WORKPLACE?

(CODE DIRECTLY) _____ 80-__ 81-__

67. DO YOU USE A FREEWAY IN TRAVELLING TO AND FROM WORK?

- YES.....82-1
- NO.....-2
- refuse.....-9

68. WHAT IS YOUR AGE?

- 18 TO 24.....83-1
- 25 TO 34.....-2
- 35 TO 44.....-3
- 45 TO 54.....-4
- 55 TO 64.....-5
- 65 OR OLDER.....-6
- refuse.....-9

69. WHAT WAS THE LAST GRADE OF SCHOOL THAT YOU COMPLETED?

- SOME HIGH SCHOOL OR LESS.....84-1
- HIGH SCHOOL GRADUATE.....-2
- SOME COLLEGE.....-3
- COLLEGE GRADUATE.....-4
- POST-GRADUATE DEGREE.....-5
- refuse.....-9

70. HOW MANY PERSONS, INCLUDING YOURSELF, LIVE IN YOUR HOUSEHOLD?

85- __ (CODE DIRECTLY, 1 TO 8 OR MORE; 9= REFUSE)

71. HOW MANY ADULT FULL-TIME WORKERS, INCLUDING YOURSELF, LIVE IN YOUR HOUSEHOLD?

86-__ (CODE DIRECTLY, 1 TO 8 OR MORE; 9= REFUSE)

72. WHAT IS THE CITY OR COMMUNITY OF YOUR CURRENT RESIDENCE?

(CODE DIRECTLY) _____ 87-__ 88-__

73. WHAT IS YOUR CURRENT MARITAL STATUS?

- CURRENTLY MARRIED.....89-1
- DIVORCED OR SEPARATED.....-2
- WIDOWED.....-3
- SINGLE, NEVER MARRIED.....-4
- refuse.....-9

74. ARE THERE CHILDREN, 18 AND UNDER, LIVING IN YOUR HOUSEHOLD?

- YES.....90-1
- NO (SKIP TO Q. 83).....-2
- refuse (SKIP TO Q. 83).....-9

75. ARE ANY ATTENDING NURSERY SCHOOL OR PRE-SCHOOL?

- YES.....91-1
- NO.....-2
- don't know, refuse.....-9

76. ARE ANY ATTENDING PUBLIC SCHOOL, KINDERGARTEN THROUGH 12TH GRADE?

- YES.....92-1
- NO.....-2
- don't know, refuse.....-9

77. ARE ANY ATTENDING PRIVATE SCHOOL, KINDERGARTEN THROUGH 12TH GRADE?

- YES.....93-1
- NO.....-2
- don't know, refuse.....-9

78. ARE THERE ANY CHILDREN IN YOUR HOUSEHOLD WHO NEED TO HAVE DAY CARE?

- YES.....94-1
- NO (SKIP TO Q. 83).....-2
- don't know, refuse (SKIP TO Q. 83).....-9

79. WHAT KIND OF DAY CARE ARE YOU CURRENTLY USING?

- INSIDE THE HOME FOR A FEE.....95-1
- OUTSIDE THE HOME FOR A FEE.....-2
- INSIDE THE HOME AT NO COST TO YOU.....-3
- OUTSIDE THE HOME AT NO COST TO YOU.....-4
- OR NOT USING DAY CARE (SKIP TO Q. 83).....-5
- don't know, refuse (SKIP TO Q. 83).....-9

80. HOW SATISFIED ARE YOU WITH THE QUALITY OF THE DAY CARE YOU ARE USING?

- VERY SATISFIED.....96-1
- SOMEWHAT SATISFIED.....-2
- SOMEWHAT DISSATISFIED.....-3
- VERY DISSATISFIED.....-4
- don't know, refuse.....-9

81. HOW SATISFIED ARE YOU WITH THE CONVENIENCE OF THE DAY CARE YOU ARE USING?

- VERY SATISFIED.....97-1
- SOMEWHAT SATISFIED.....-2
- SOMEWHAT DISSATISFIED.....-3
- VERY DISSATISFIED.....-4
- don't know, refuse.....-9

82. HOW MUCH OF A FINANCIAL BURDEN DO DAY CARE NEEDS PLACE ON YOUR HOUSEHOLD?

- A LOT.....98-1
- SOME.....-2
- A LITTLE OR.....-3
- NONE.....-4
- don't know, refuse.....-9

83. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME?

- UNDER \$25,000.....99-1
- \$25,000 TO \$35,999.....-2
- \$36,000 TO \$50,000.....-3
- \$50,001 TO \$65,999.....-4
- \$66,000 TO \$80,000.....-5
- OVER \$80,000.....-6
- refuse.....-9

84. IF YOU ARE CURRENTLY REGISTERED TO VOTE, ARE YOU REGISTERED AS A DEMOCRAT OR A REPUBLICAN?

DEMOCRAT.....100-1
REPUBLICAN.....-2
INDEPENDENT OR OTHER PARTY.....-3
not registered (SKIP TO Q. 88).....-4
refuse (SKIP TO Q. 88).....-9

85. IF THE VOTE WERE HELD TODAY, WOULD YOU VOTE YES OR NO ON A 600 MILLION DOLLAR STATE BOND ISSUE FOR CONSTRUCTION AT THE UNIVERSITY OF CALIFORNIA, THE STATE UNIVERSITIES AND COMMUNITY COLLEGES?

YES.....101-1
NO.....-2
don't know.....-8
refuse.....-9

86. WOULD YOU VOTE YES OR NO ON AN 800 MILLION DOLLAR STATE BOND ISSUE FOR ACQUISITION AND CONSTRUCTION OF ELEMENTARY AND HIGH SCHOOL FACILITIES?

YES.....102-1
NO.....-2
don't know.....-8
refuse.....-9

87. WOULD YOU VOTE YES OR NO ON AN INITIATIVE THAT WOULD GUARANTEE PUBLIC SCHOOLS A FIXED PORTION OF THE STATE BUDGET AND ANNUAL INCREASES TIED TO INFLATION AND PUPIL ENROLLMENT?

YES.....103-1
NO.....-2
don't know.....-8
refuse.....-9

88. WOULD YOU CONSIDER YOURSELF TO BE POLITICALLY

LIBERAL.....104-1
MIDDLE-OF-THE-ROAD OR.....-2
CONSERVATIVE.....-3
don't know, refuse.....-9

89. WOULD YOU BE WILLING TO BE CONTACTED FOR A FOLLOW-UP INTERVIEW AT A LATER DATE?

YES (GET FIRST NAME: _____).....105-1
NO.....-2
refuse.....-9

90. INTERVIEWER RECORD SEX:

MALE.....106-1
FEMALE.....-2

THANK YOU FOR YOUR COOPERATION
WE APPRECIATE YOUR TAKING THE TIME TO PARTICIPATE