



valley vision

Community Inspired Solutions

THE LIVABILITY POLL

An Annual Wellness Check of the Sacramento Region

October 2023

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The Livability Poll

Contributions

Valley Vision

For more than 25 years, Valley Vision has used research to help governments, businesses, foundations, and community groups better understand the issues facing our region. We believe that knowing and understanding the facts is the best way to establish a common working foundation for collaborative problem-solving. That's why Valley Vision conducts, produces, and interprets research including scientific public opinion polls, focus groups, community needs assessments, best practice studies, and other research tools to bring to light the information local leaders need to improve our communities.

Sacramento State's Institute for Social Research

The Institute for Social Research at Sacramento State University supports community partners in improving programs and policies in the region and throughout the state. Located at the university's downtown location, the Institute offers a broad range of expertise conducting surveys and applied research. Since 1989, their collaborations with government agencies and nonprofit organizations have contributed to public accountability, program fidelity, and the strengthening of communities.

About the Polling Series

Valley Vision and the Institute of Social Research (ISR) at Sacramento State conduct research via scientifically administered surveys of area resident attitudes. The survey data informs policymakers and stakeholders on key regional issues by providing on-the-ground public engagement data. The approach used is highly effective and unique - establishing a scientifically valid and demographically representative panel of regional residents that reflects a microcosm of the region as a whole. The panel size is currently about 3,000 people from six counties – Sacramento, Yolo, El Dorado, Placer, Yuba, and Sutter. The panel is weighted to demographically represent the region and each survey achieves a statistically valid margin of error of no more than +/- 3%.

Valley Vision Research & Policy Committee

Linda Cutler - LBC Strategy, LLC, Founder

Scott Shapiro - Downey Brand, LLP, Managing Partner

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Advancing Our Triple Bottom Line with Data-Driven Decision Making

As a civic leadership organization in the Sacramento Region, Valley Vision's mission is to support livable communities through advancing economic prosperity, social equity, and environmental sustainability. Through our Livability Poll and annual Livability Summit, we seek to catalyze this mission by creating and sharing actionable research and space for conversations where community voices belong and make change for better communities. The data in this poll is key to informing a regional agenda and aligning regional investments and leadership strategies that focus on the key issues affecting our communities most.



The Livability Poll

A public opinion research program of Valley Vision, fielded by Sacramento State's Institute for Social Research

Each year we conduct a Livability Poll because we believe that everyone deserves access to the advantages and qualities that provide for a high quality of life. To us, livability means the health and well-being of people, communities, and our environment. But how well does our community support access to basic needs, affordable housing, food, transportation, safety from harm, and fresh air? Can anyone who seeks it find opportunity for education, employment, and pathways to a prosperous future? Do the places in our communities nurture the people who live there? Do people feel a sense of connection and belonging to those around them?

These are the indicators we considered in our most recent Sacramento Region Livability Poll. Similar to 2022 findings, affordable housing and livable wages are top of mind for people across our region. We have found that not everyone is affected in the same way by these broad health, wellbeing, and economic issues. The data showed that people of color, women, and those with less money are struggling more for affordability, access, and equitable opportunities.

Valley Vision and Sacramento State Institute for Social Research routinely conducts research on priority issues to gather and understand the perspectives of the community. The Livability Poll is fielded annually and provides important insights for our region. The findings lead us to data-informed discussions about topics that most concern us and the region's well-being.

Recognizing and taking action to address these challenges is critical to supporting livability in all communities across our region. But we know that numbers do not tell the whole story. Our work to advance livability can't end with research. It needs to move to action. That's why Valley Vision puts a spotlight on these findings at our annual Livability Summit where the whole community comes together to discuss ways we can affect change around these important issues. The Livability Summit provides a public forum to share the data, discuss the themes, dive deeper into lived experiences, gather reactions and input, and catalyze action together.

We look forward to unveiling the 2023 Livability Poll findings at the Livability Summit and collaborating with the community to find ways to create healthier, safer, more prosperous neighborhoods for all.

Best Regards,



Evan Schmidt,
CEO Valley Vision



Shannon Williams,
Institute for Social Research
at Sacramento State



Executive Summary

The Livability Poll is a broad-based quality of life poll, tracking residents' experiences with issues such as affordability of necessities, access to services, job and career satisfaction, safety, and belonging, as well as residents' perspectives of the six-county Sacramento Region that includes Sacramento, El Dorado, Placer, Sutter, Yolo, and Yuba counties. The 2023 Livability Poll was in the field from mid-June to mid-July and it is demographically representative of the Sacramento Region. This year's poll has a margin of error of +/- 1.8%.

The places in our region, communities, and neighborhoods provide the foundation for our individual and collective quality of life. Access to everyday basic needs, like housing, healthcare, food, and transportation as well as opportunities to learn and thrive are the building blocks that shape our lives. The experiences we have with others - from family to friends and co-workers to strangers we encounter in our neighborhoods - make up the ways in which we do or do not feel welcomed, safe, and accepted. A deep look at these places and experiences lie at the heart of The Livability Poll as we strive to capture the stories that shape the quality of our lives and the health of our communities.

The Livability Poll examined the following key elements:

Quality of Life in our Region | Respondents shared positive views on the quality of life in our region as a good place to grow up, raise a family, and pursue a career. Residents especially love trails, parks, and natural spaces as assets in our region. Persistent affordability and equity issues are barriers for many and detract from our quality of life, especially for communities of color and lower income residents. Respondents pointed to affordable housing and livable wages for all as the most important issues related to quality of life.

Health, Wellbeing, and Access to Essential Needs | Disparities and lack of access to essential needs remain a deep concern in our region. A small but notable percentage of residents do not have reliable access to food and medical or mental healthcare and a third of residents note that they cannot access needed child care or elder care. Instances of anxiety and depression remain pervasive and steady since last year, although they have decreased since 2020-2021. Finally, major safety concerns include property crimes and environmental harms or disasters, like air quality, wildfire, or flood.



Affordability and Social Mobility | With rapidly increasing costs associated with inflation over the past few years, residents are feeling the strain of a heightened cost of living across essential needs like housing, savings, and childcare. Despite these challenges, affordability has actually improved in all categories except for childcare. Renters, younger respondents, and communities of color are most cost burdened, creating hardship and challenges across the region.

Opportunity Landscape | Nearly 80% of respondents are satisfied with their jobs and nearly 70% report that their employer offers a fair wage. Remote work has remained pervasive and steady over the last year. Full-time remote work has

decreased since last year but remains a prevailing trend with more than 40% working remotely full-time and more working a hybrid schedule. However, some demographic groups, like people of color and lower income earners, are not as likely to be offered remote work options. Rapidly changing technology, like AI and automation, is worrisome but respondents are also optimistic that California's low carbon future will create more jobs.

Acceptance and Community Engagement | Most respondents feel a high degree of acceptance in their school and workplace, neighborhood, and community. Despite feelings of acceptance, 44% of respondents do not think their voice matters in local, state, and national elections.



In conclusion, The Livability Poll provides a complex yet comprehensive snapshot of the Sacramento Region's quality of life and its residents' aspirations. It encompasses a wide range of critical factors, from affordability and access to services to job satisfaction, safety, and belonging. While many residents view the Sacramento Region positively, especially in terms of career and family life, these sentiments differ across demographics. Homeownership and retirement options are areas of concern, highlighting the need for a more inclusive definition of livability. Economic disparities, particularly impacting people of color and lower-income households, are evident and require attention. Achieving a more livable region requires addressing disparities in access to essential needs, fostering opportunity across all demographics, and nurturing a sense of belonging within the community. It is through collective effort and a commitment to these principles that the Sacramento Region can work towards a brighter, more inclusive, and truly livable future for all its residents.

The Findings

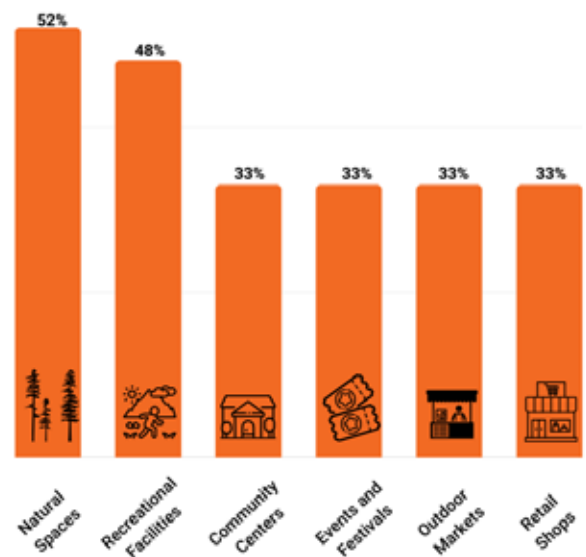
Quality of Life in the Sacramento Region

Quality of life consists of a wide array of factors: high quality places, access to basic needs, conditions that enable health and well-being, safe spaces, opportunities to pursue education, jobs and career aspirations, and a sense of acceptance and meaningful participation. The following findings offer views, experiences, and perspectives on these factors of livability from residents in our six-county region, consisting of Sacramento, El Dorado, Placer, Sutter, Yolo, and Yuba counties.

Natural spaces, trails, and community assets make the Sacramento region special

In this poll and others dating back to our first public opinion poll in 2017, people most value the natural places in our region, including parks, trails, waterfronts, and open space. These types of places ranked as the top two most important places identified by respondents.

Features Ranked Most Important to Quality of Life in Our Communities

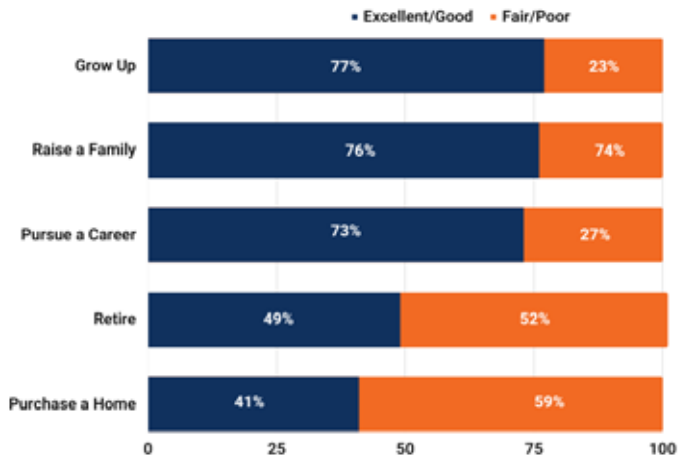


87% of respondents report that they have access to ample recreation facilities, including parks, trails, and open space. There are also notable trends among our diverse population: residents aged 55+ and those with a household income of less than \$50,000 are more likely to indicate that public facilities such as libraries and community centers are important to their quality of life.

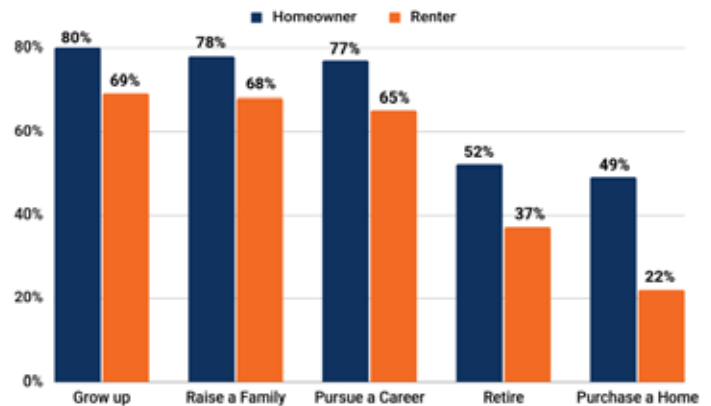
The Sacramento region offers a good place to grow up, pursue a career, and raise a family but is deemed less desirable when purchasing a home and retiring

Most residents tend to feel positively about the region as a place to grow up, to pursue a career and to raise a family, but over half of residents think that it is a poor place to purchase a home and retire.

The Sacramento Region Ranks as a Good Place to...



The Sacramento Region Ranks as a Good or Excellent Place to... (by homeowner status)



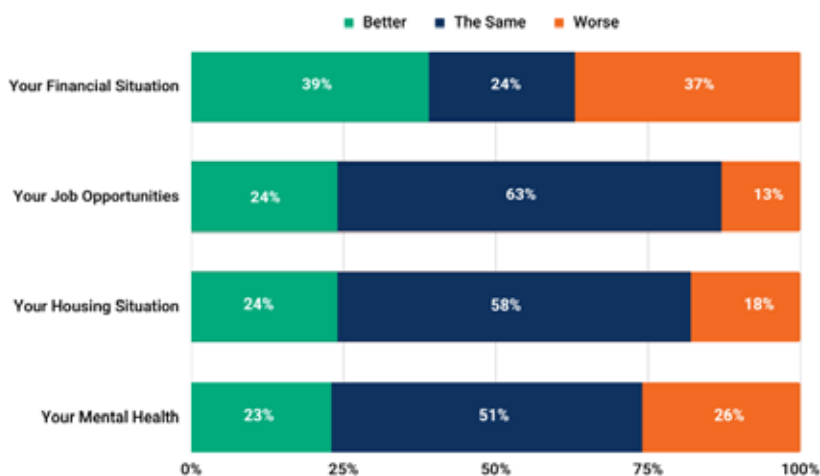
Homeownership is a particularly strong lens for how residents experience the region. Across the board, homeowners have a more positive view of the region and only 22% of renters see the Sacramento Region as a good place to buy a home.

Respondents living in urban areas are more likely than those in suburban and rural areas to rate the Sacramento Region as a fair/poor place to purchase a home. When we break this down by race and ethnicity, the data shows that people of color, particularly Black respondents are more likely to indicate that the Sacramento Region is a Fair/Poor place to grow up, pursue a career, and raise a family.

Job, housing, and health conditions remain steady for most however those with higher incomes are more likely to experience improved circumstances

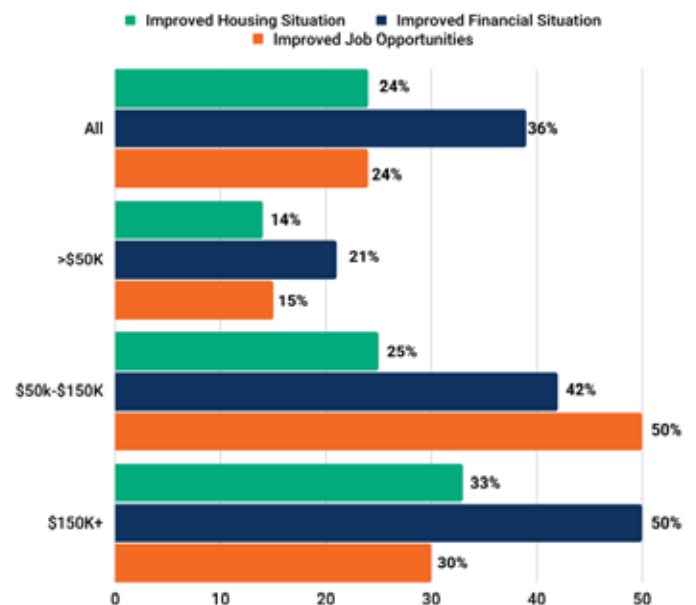
Generally, most respondents said that their housing situations, job opportunities, and mental health have remained the same in the last five years. However, a little more than a third of residents (39%) indicated that their financial situation has improved and about the same (37%) reported a worsening financial situation within this same time frame.

Changing Conditions in the Last 5 Years



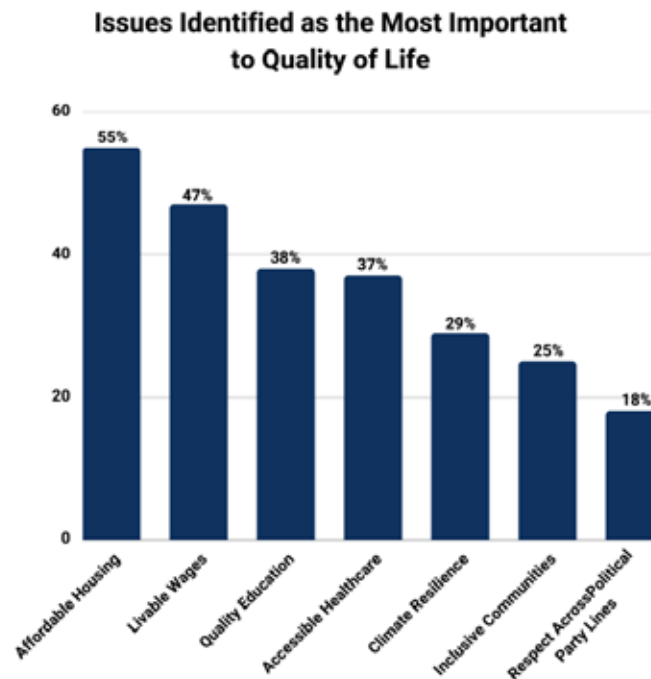
Those with different incomes have different experiences when it comes to their perception of the last five years, with those in the highest income reporting the best conditions and those in lower income categories reporting less improvement in housing, finances, and job opportunities.

Income Matters in Reports of Improved Conditions Over 5 Years



When it comes to quality of life, affordable housing and livable wages top the list

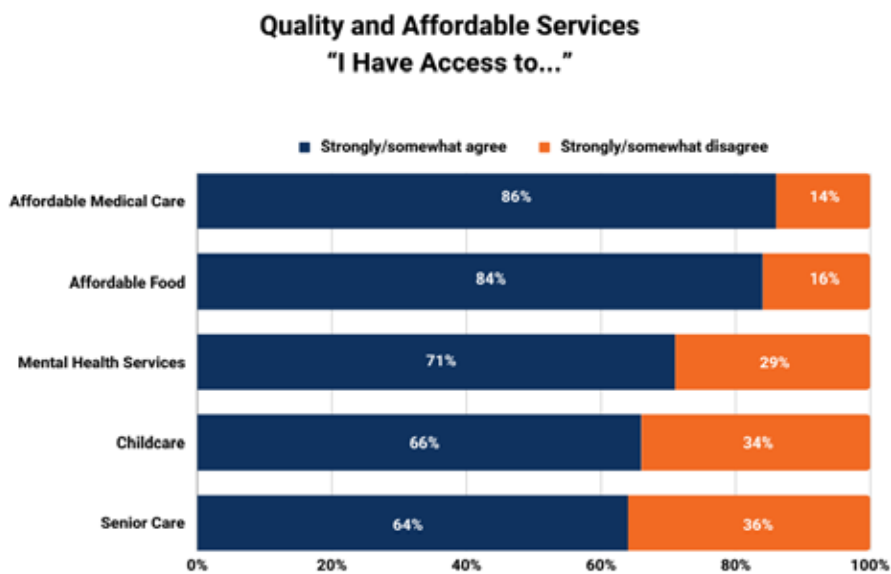
When asked to identify their top three priorities when it comes to the Sacramento Region's quality of life, over half of all respondents (55%) chose affordable housing for all. Livable wages and quality education for all followed closely behind.



Health, Wellbeing, and Access to Essential Needs

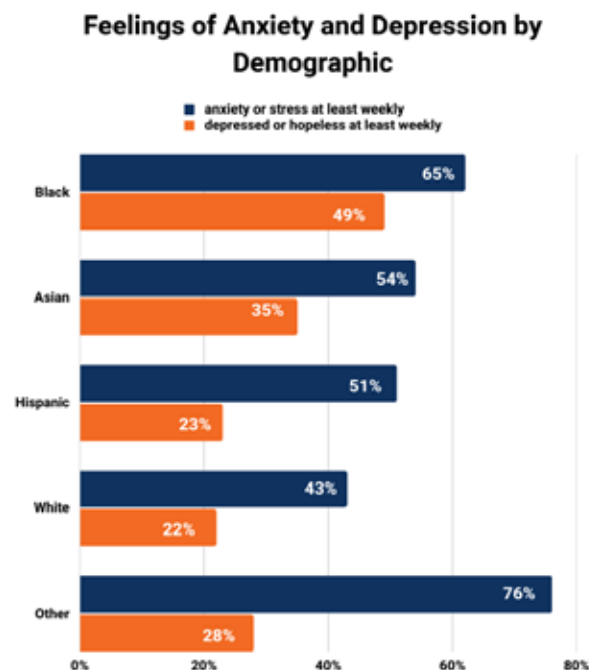
One-third of respondents lack access to needed senior care and childcare

Respondents are most likely to agree that they have access to medical care and healthy, affordable food and are less likely to agree that they have access to the senior/elder and childcare that they need. Across all categories, even a relatively small percentage of respondents lacking access to basic needs represents a significantly harmful social impact for our region's families and communities.



Mental health issues remain challenging, especially for communities of color and younger people

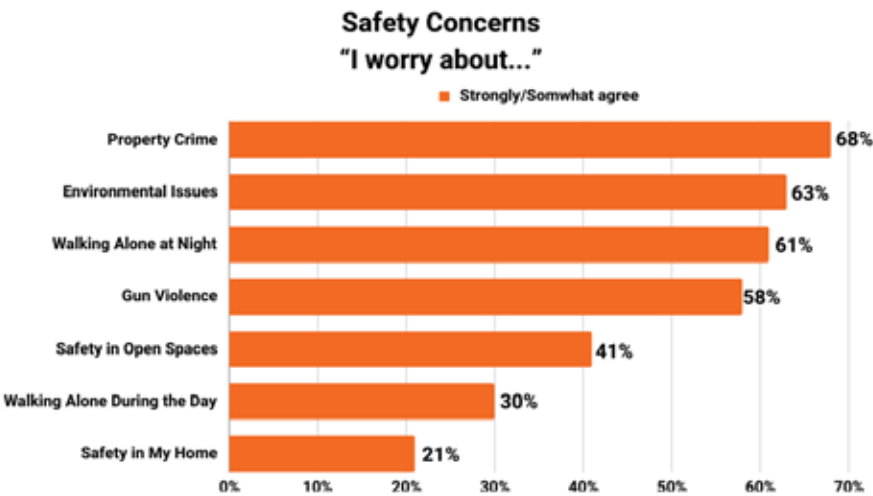
Almost 30% of respondents lack access to mental health services, despite continued high levels of reported mental distress. 53% of respondents reported experiencing depression or hopelessness one or more days a week and 82% respondents reported experiencing anxiety or stress one or more days a week. These levels are similar to findings in last year's Livability Poll but decreased from 2020 and 2021. Women, people of color, and younger people are more likely to report feelings of anxiety and depression weekly. According to the [National Alliance on Mental Illness \(NAMI\)](#), communities of color are more likely to experience socioeconomic disparities such as exclusion from health, educational, and social and economic resources. These disparities may contribute to worse mental health challenges.



Finally, women were more likely to report worsening mental health in the last five years (32% compared to 20% of men). Black respondents were twice as likely as White, Hispanic, and Asian respondents to report worsening mental health (53% compared to 20-26%).

Property crime and environmental disasters top list of safety concerns

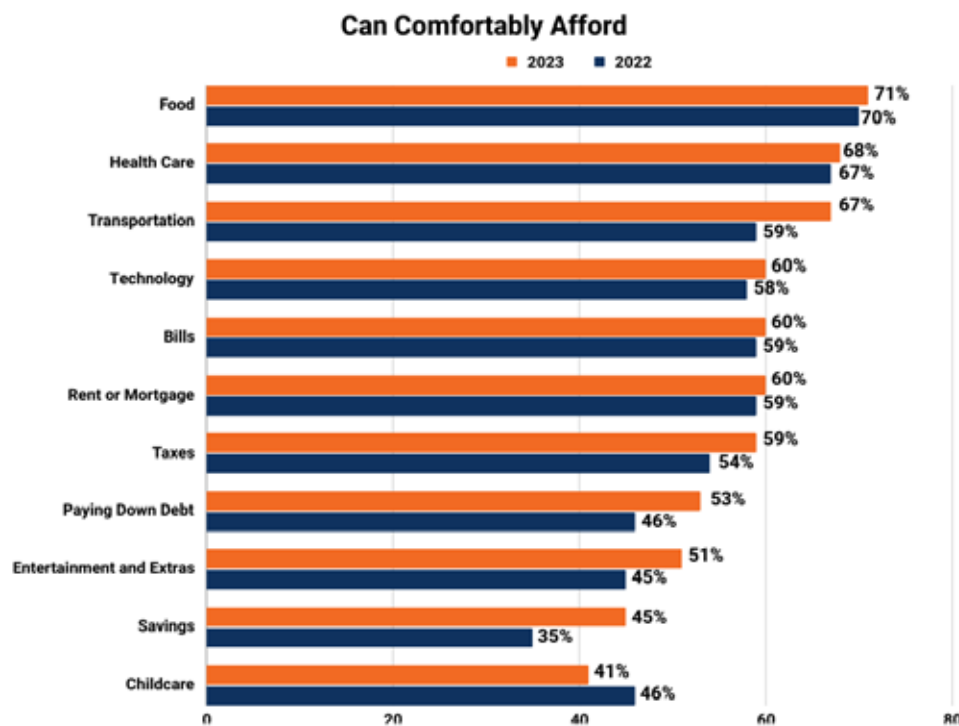
Safety is a critically important component of health and well-being. Property crime, environmental issues like air quality and wildfire, and walking alone at night are the top three concerns. Gun violence and mass shootings are a worry for respondents reflecting ongoing trends in national, statewide, and local instances of violence.



Affordability and Social Mobility

Savings and childcare are unaffordable for most and many are struggling to afford essential needs like housing

Affordability of essential needs continues to be a challenge for many in our region. Close to one third of our respondents struggle to afford basics such as food, healthcare, and transportation and over half struggle with savings and childcare. These challenges of affordability are harmful to the people impacted, their families, and our regional economy. Despite existing affordability challenges, when compared to the results of the same question from the 2022 Livability Poll, people are more likely to be able to comfortably afford all categories listed except childcare.



Why is childcare so expensive and what are the consequences?

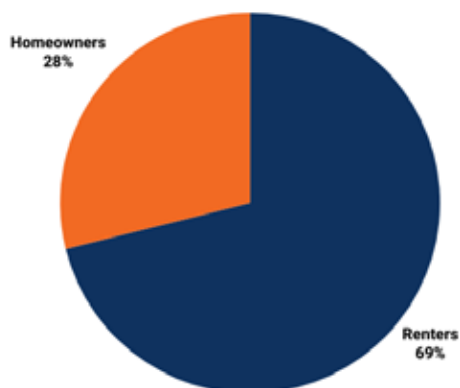
Childcare costs are driven by a variety of factors. Research conducted by the Greater Sacramento Region Center of Excellence revealed that Sacramento County's capacity for child care slots has decreased overall since 2014 due to center and homecare closures. These findings mirrored the broader trend across the Sacramento Region, which had total facility numbers 7.6% lower than in 2014, and a statewide 14.1% total facility reduction compared to 2014 levels. In 2020, Sacramento County's child care services industry had 21% fewer jobs than it did in 2010, with the region's deficit being similar. With the state's plan to triple the number of children served in transitional kindergarten, these shortages are anticipated to worsen under our current conditions.

The consequences of constrained facilities impact many aspects of childcare. The scarcity of childcare availability, coupled with increased demand, leads to higher costs and more financial burden for families. With a reduction in the number of childcare facilities, families face increased difficulty in finding accessible and affordable childcare that limits households' abilities for more income. The effects are also felt throughout the workforce, with many early childhood education workers making below the living wage for a one-adult, one-child household. The childcare industry is dealing with a chronic shortage of qualified workers, leaving many facilities with overworked staff, an inability to meet demand, and an underserved population of children without access to childcare.

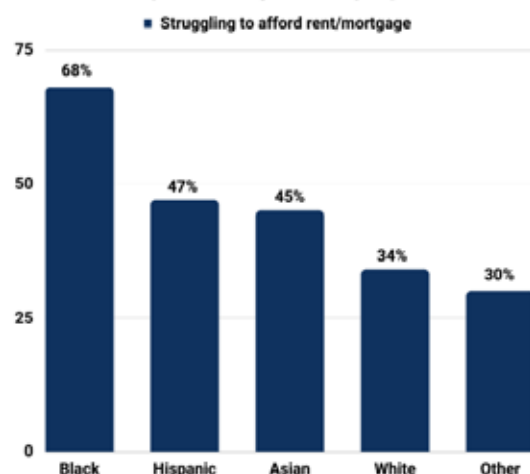
Housing cost burden is impactful especially for renters, communities of color, and younger respondents

Housing cost burden is a critical and increasingly challenging issue in California as well as the Sacramento Region, with 40% of respondents overall stating they are struggling to afford rent or mortgage. 76% of those making less than \$50,000 struggle to afford housing and communities of color, with Black/African-Americans being most impacted by increasingly unaffordable housing. Further, renters are struggling with rental costs significantly more than homeowners are struggling with mortgages.

Struggling to Afford or Cannot Afford Rent or Mortgage



Housing Costs by Demographic



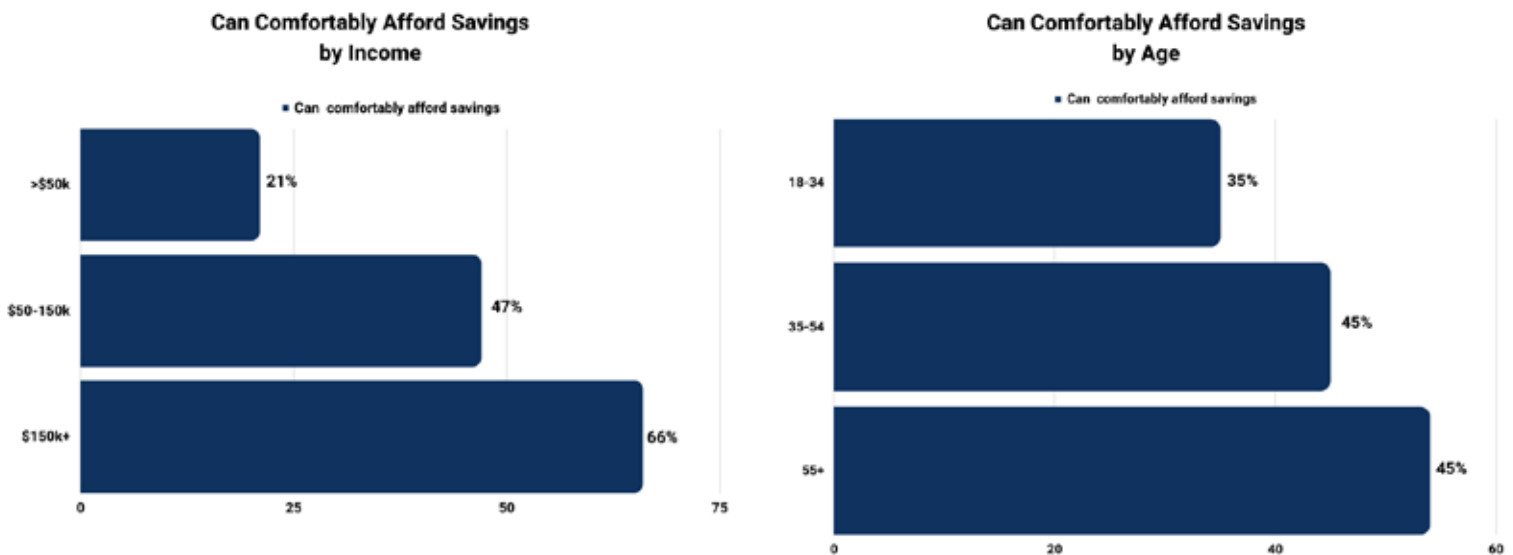


Throughout Sacramento County's housing market, [Redfin reports](#) that the median home price increased 4.4% from last year and sold for a median price of \$522,000. On average, homes in Sacramento County are selling after 12 days on the market compared to 25 days last year. One of the biggest driving factors of this metric is the amount of inventory. The Sacramento Association of Realtors [reported](#) that there was a 46.3% drop in active listing inventory from August 2022-August 2023. This trend is set to continue throughout Sacramento County as fewer houses are being put on the market, meaning the demand for housing is not being fulfilled by the available housing supply. Additionally, the rental market has seen year-over-year increases in rent costs, along with some of the lowest rental vacancies in recent memory (0.9% in January 2023 compared to a 5.8% vacancy rate nationally). A study conducted by [The Pew Charitable Trusts](#) compared the relationship between homelessness, housing costs, and rent data between 2017-2022. Throughout the study, the city of Sacramento was found to have a 144% net increase in homelessness per 10,000 residents between 2017-2022, along with a 47% net increase in the median rent prices during that same time period.

The shortage of multifamily housing in our area has been a persistent challenge and this shortage has a direct correlation with the rising issue of homelessness. [The 2023 Built Environment Poll](#), a 2023 research poll published by Valley Vision and the Sacramento Area Council of Governments, in partnership with the Institute for Social Research, found that housing is a pressing concern for our community and there is a growing concern that first-time homebuyers will face even greater challenges in securing housing over the next five years. The lack of affordable housing, limited development, and disparities in racial equity all place added environmental burdens on the most vulnerable populations, contributing to the growing homelessness crisis. To bridge the production gap in our region and ensure an adequate supply of housing to meet demand, we must strive to double the average home production rate since 2009.

Saving money is most challenging for those who need it most

One key indicator of financial well-being is the ability to save money for the future. Younger residents (ages 18-34) have a more difficult time setting aside savings versus older subsets of the population, and a larger share of renters struggle with savings than homeowners.



What is our region's threshold around a livable wage and how many families meet the "Struggling Families" definition?

A struggling family is defined as a family whose income, including their wages or salary, falls short of the living wage/self-sufficiency standard. Our region's threshold around a living wage/self-sufficiency varies depending on the family size, as well as where the family is located, but was calculated in a recent economic analysis by Valley Vision's Brookings Institution-affiliated research partner as well as their ability to "get ahead", including savings and retirement. For example, a family with two adult workers, a preschooler, and a school-aged child would need to make over \$98,000 in El Dorado County. That same family would need \$74,000 in Yuba County to cover the basic costs of living.

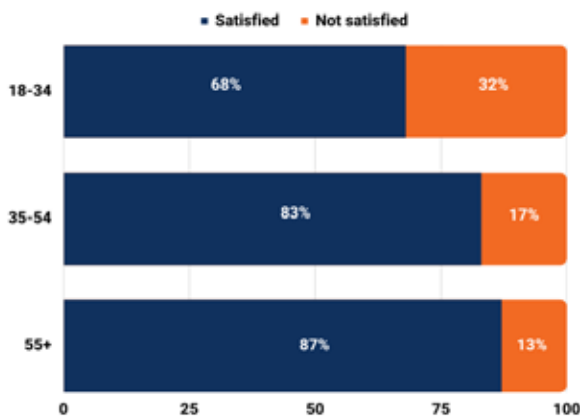
Throughout the Sacramento Region, at least 37% of residents belong to families whose income does not cover basic costs. Of that group, most residents belong to families with one adult worker. This translates to 28% of working families in the region who are "striving" to make ends meet but are not able to.

Opportunity Landscape

Nearly 80% of employees are satisfied with their jobs and almost 70% report that their employer offers a fair wage

Nearly 80% of respondents are satisfied with their current employment overall. Those making higher wages, who are older, and who are from rural/small town and suburban areas tend to have higher levels of satisfaction with their employment. 44% of respondents who make \$50,000 or less report satisfaction compared to more than 80% who make more than \$50,000. The youngest demographic is less satisfied than older workers.

Employment Satisfaction by Age



Access to Employment Benefits

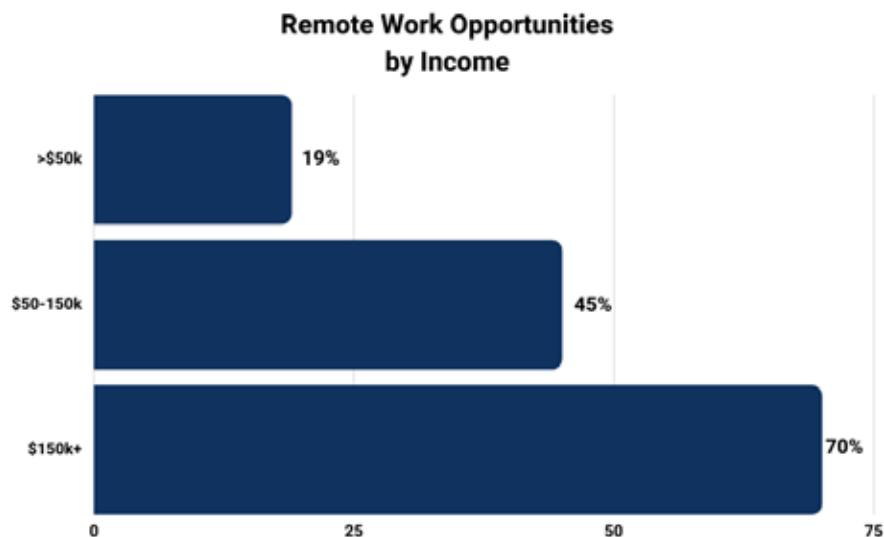
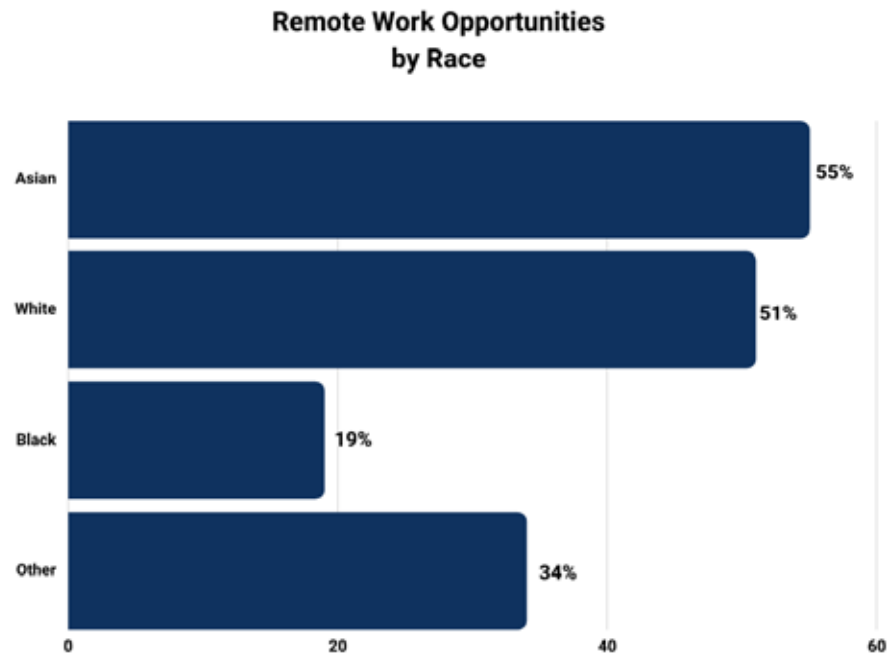


69% of those employed said that their employer offers fair wages. High quality jobs include both livable wages and adequate benefits to support employee well-being. The top three benefits offered by employers are sick time/paid time off, adequate healthcare benefits, and learning and training opportunities. When thinking about their top priorities for benefits, employees top three priorities include sick time/paid time off, adequate healthcare benefits, and remote work.

Remote work seems here to stay but lower income and some communities are colors are underrepresented in remote work opportunities

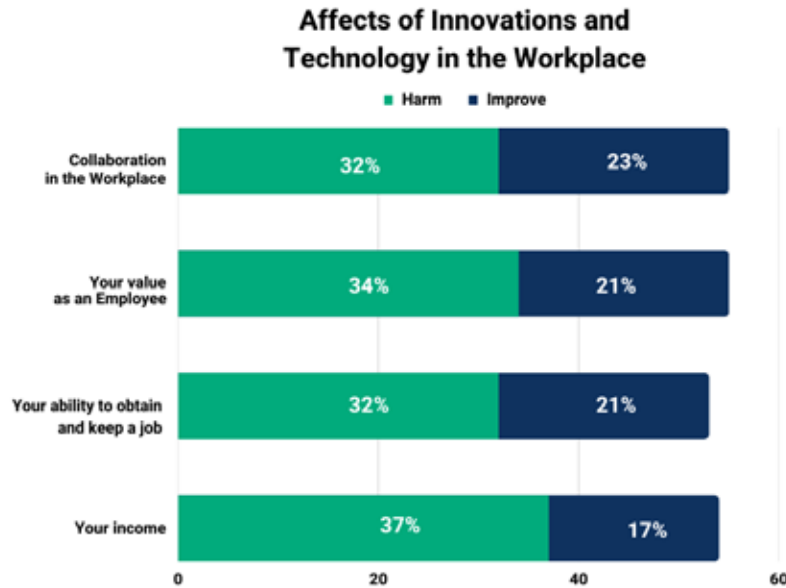
Remote work has increased significantly since before 2020 but has decreased slightly since last year, with 57% reporting full-time remote work last year and 43% this year. Employee desire to work remotely and employer willingness to offer remote work is closely aligned to each other with only 12% of employees noting that they would like to work remotely but it is not offered.

While remote work alignment is leveling out overall, there are notable income and racial differences in who is working remotely with highest earners, White and Asian/Pacific Islander respondents are more likely to say that their employer offers remote work options compared to lower income workers and other communities of color.



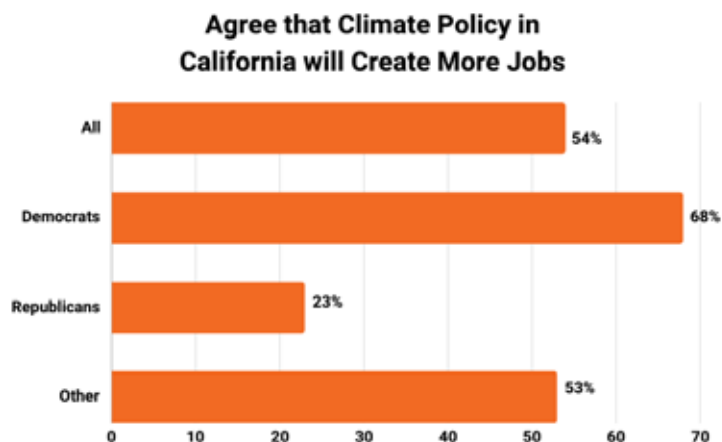
Respondents are skeptical that technology innovations will improve conditions but see opportunities in a new low carbon economy

Technology is rapidly changing in ways that shape how work gets done in many workplaces. ChatGPT is a clear example of emergent technology that has the potential to drive workplace and hiring changes. Overall, respondents trend towards skepticism that these types of innovations will have a positive impact on their own work experience.



Our region is experiencing the impact of climate change through heat, wildfires, drought, flood, and more frequent extreme weather events. These changes create challenges to our systems and increase the potential for natural disasters and harmful disruptions. 74% of respondents believe that climate change is a serious threat to California's future economy and the youngest demographic

is the most concerned. Despite these concerns, respondents recognize that climate adaptation actions bring new opportunities. California is among the most ambitious in the world when it comes to addressing the effects of climate change. Over half of our overall respondents believe this ambition will result in more jobs, however there is a political lens that colors respondents' views.



Our Region's Opportunity to Build a Low-Carbon Inclusive Economy

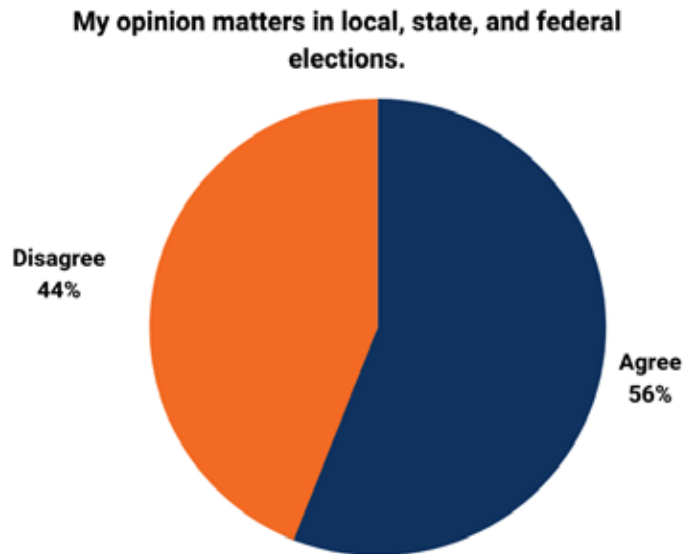
The time is now to take major steps forward in advancing our region's economic well-being. The Community Economic Resilience Fund (CERF) called "California Jobs First" is the State's model for investing in job creation, industrial strategy, and economic development initiatives that will create a greener and more equitable future. In partnership with California's 13 economic regions, this work will create greater access to quality jobs and enhance climate resilience in our state.

The Sacramento Region was awarded \$5 million dollars in planning money for the California Jobs First program. As the designated regional convener and fiscal agent for our region, Valley Vision is collaborating with over 130 organizations and individuals across eight counties to develop a co-owned, data-informed strategy. This plan will position the region to receive additional investments from state funds for the California Jobs First program and other state, federal, philanthropic, and private funding sources, leading to prosperity for our communities.

Community Acceptance and Engagement

Respondents largely feel accepted but many do not think their voice matters in civic decision-making

The vast majority of respondents feel accepted in school or work, their neighborhood, public spaces, and their city or town in general.



Despite widespread feelings of acceptance, 44% of respondents do not think that their opinion matters in the context of local, state, and federal elections. In our six-county region, voter turnout ranged from 44%-66% in the last election while, the national average was 52%.



Recommendations

What is Needed to Catalyze Action

Taking action together on the issues that most impact our quality of life for all is critical to enabling the well-being of all. These findings suggest that the Sacramento Region offers significant assets to support high quality of life and that many are thriving. Importantly, there are also significant gaps that result in economic and social disparities that particularly harm historically marginalized communities, such as communities of color and lower income communities. An economy that only works for some is not a thriving economy.

Accelerate housing development, especially infill and transit oriented: Addressing housing undersupply, advocating for infrastructure investments, supporting innovative and adaptive practices, accepting new housing projects, and supporting initiatives like [Green Means Go](#) will help long term goals around housing affordability and accessibility. Immediate term initiatives that support pathways to homeownership, reduce displacement, and create responsive housing for those who are unhoused will support communities where they need it now.

Address persistent gaps in the social safety net: Accessible services for mental health, medical healthcare, food security, and other basic needs are critical. Effective collaboration across nonprofits and jurisdictions is needed to invest adequate resources and reach the communities who need it most. Promising practices like guaranteed income programs as utilized by [United Way California Capital Region](#) and [Yolo County](#) offer potential solutions to help families close affordability gaps.

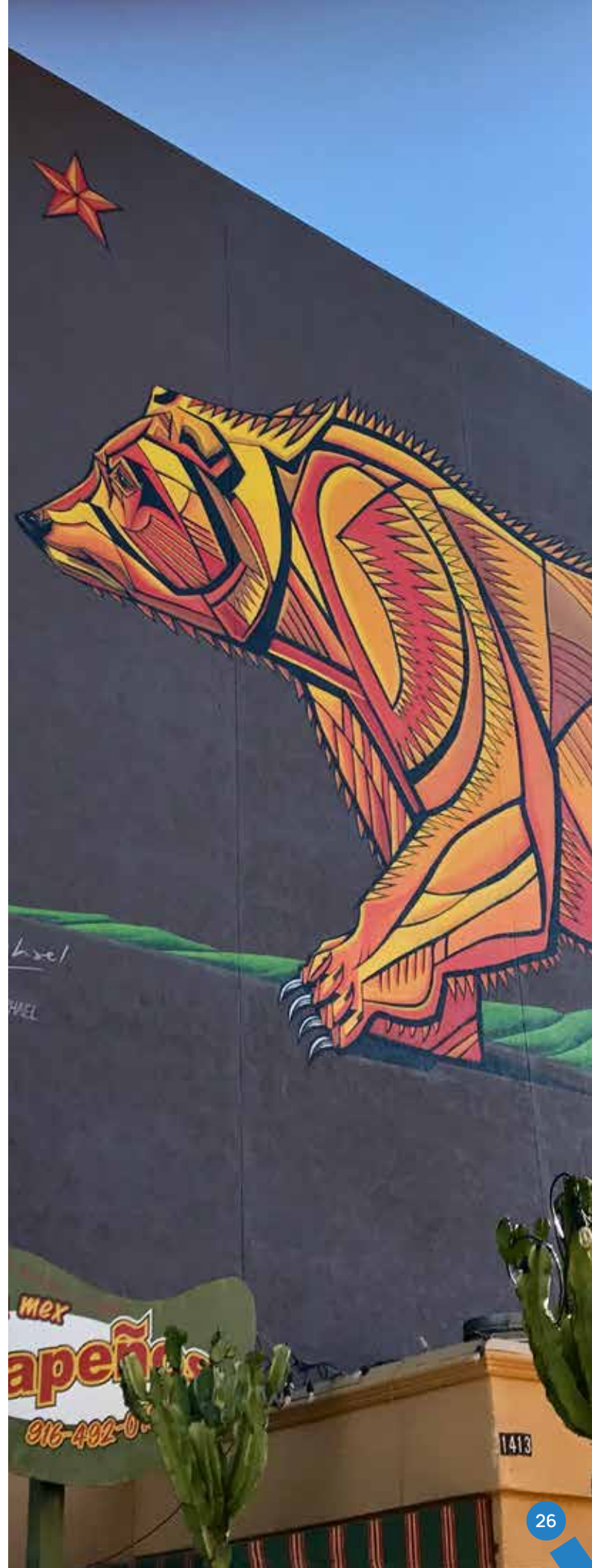
Address workforce challenge and other challenges in the care economy to increase regional capacity: Addressing senior care and childcare as a workforce challenge will involve a multifaceted approach to the way we implement solutions from multiple stakeholders. To increase childcare capacity, some possible strategies include: advance multiple-subject teaching credentials, expand workforce pathway support for entry-level teachers, expand work-based learning and credit for prior learning, provide specific support for underrepresented groups, and accelerate awards production for our region to remedy existing staffing shortages and meet demand. See the [Shortages in Early Childhood Education](#) study for more information.

Build a pipeline of promising and good jobs: Our region is engaging in an intensive effort to identify our potential for high quality job growth and working with communities across the region to build out a pipeline of supportive infrastructure and initiatives to support an inclusive and thriving economy through the [Capital Region CERF](#) California Jobs First program.

Fully integrate climate resilience with inclusive economic development actions: We are facing a systemwide transition to a lower carbon economy. This will require an all hands-on-deck effort to envision and implement an inclusive and equitable low carbon future. The level of systems integration between economy, environment, and community is significantly different and more complex than conditions of the past. We need to see all jobs as climate jobs and all economic growth as climate resilience to create a thriving economy for the future.

Develop a collaborative and healthy civic culture to increase potential for transformation: In order to change systems and get different solutions, we must do things differently. This means that we must build trust, support aligned actions, stay open to new learnings, and advance connected, collaborative relationships.

Achieving a more livable region requires addressing disparities in access to essential needs, fostering opportunity across all demographics, and nurturing a sense of belonging within the community. It is through collective effort and a commitment to these principles that the Sacramento Region can work towards a brighter, more inclusive, and truly livable future for all its residents.



Survey Methodology

Since 2017, the Institute for Social Research (ISR) at Sacramento State University, in partnership with Valley Vision, has used an online survey panel to collect public opinion information about the Greater Sacramento Region. Survey panels are a representative group of individuals who have agreed to participate in multiple surveys over time. In response to the declining response rates and reliability associated with telephone surveys, online survey panels have become an alternative way to gather data about a specific region or population (e.g., GfK's Knowledge Panel, Yougov's Omnibus Panel, the National Opinion Research Center (NORC)'s Amerispeak Panel, and the Pew Research Center's American Trends). Individuals were recruited into the panel by an invitation letter, which was sent to a random sample of Sacramento region households. One adult in the household, age 18 or older, could join the panel by going to the online profile or by calling ISR to indicate a preference to participate with mail-in surveys. The strength of this probability-based sampling method is that virtually everyone in the Greater Sacramento Valley had a chance of being included.

The current panel is made up of 3,037 residents from El Dorado, Placer, Sacramento, Yuba, Sutter, and Yolo counties. Panelists have the option of receiving a \$5 electronic gift card every time they complete a survey. Statistical weighting is used to ensure that survey responses represent the Greater Sacramento Valley.

Sacramento Regional Survey Panel uses probability-based sampling methods. Specifically, to recruit a random sample of Sacramento region residents we use the United States Postal Service Delivery Sequence File (USPS DSF) of California residential addresses (stratified geographically by county and Hispanic population)[1], as a sampling frame. We send postcards or letters to the sampled residences and invite adult residents to join the panel (via a URL address, or by calling us to indicate a preference for mail participation). The strength of this sampling method is that virtually everyone in the population has a chance of being included in the sample, but those sampled must also choose to do so. The Institutional Review Board (IRB) at California State University, Sacramento reviewed and approved recruitment procedures outlined above for protecting the rights of human research subjects.

Consent and Initial Profile | During recruitment (and at the beginning of each subsequent survey), panelists learn that their participation is entirely voluntary and that they have the right to opt out at any time. They also learn that their survey responses are strictly confidential. Immediately upon agreeing to join the panel, panelists complete a 15-minute survey that includes questions about their demographics, background, interests, personality, political ideology, and household composition. This profile information is merged with future survey data collections, thereby reducing the need to ask panelists to answer these questions with each survey administered.

Survey Procedures | ISR uses the **Qualtrics Research Suite** online survey platform to administer surveys. The research team optimizes all surveys for completion on mobile phones and tablets, and provides Spanish translations. Panelists receive reminders to complete the surveys every three days following the initial invitation. All subsequent surveys have been offered in both English and Spanish. Each time a panelist completes a survey, s/he receives a \$5 Tango gift card, delivered directly to his or her email inbox (or home), which is redeemable at most online retailers. Panelists have the option to receive the Tango gift card or “donate” it back to the study so more people can participate.

Survey Weighting and Analysis | For each survey, the weighting protocol proceeds in stages. First, the base weights are computed to reflect the various selection probabilities for respondents selected from different sampling frames. Second, we adjust for nonresponse and under-coverage by calibrating the base weights to known population-based control totals for gender and age, race/ethnicity, education, income and county using a ‘raking’ process. The population benchmarks are obtained from the most recent Census Bureau’s American Community Survey 5-year estimates and Nielsen Claritas estimates. Finally, we “trim” the raked weights to reduce extreme values. The weighting process ensures that the responses from the panelists responding to the survey will statistically represent the demographics of the Sacramento region. Surveys are analyzed by reporting out the percent of panelists (who are representative of the Sacramento region) providing responses to the various questions.

Survey results are also often broken down by panelist characteristics, such as gender, income levels, race, and other key demographic information. When the survey responses are broken down by these categories (or disaggregated into cross-tabulations), a statistical test is run to ensure that the differences among these groups are statistically significant (i.e., any differences are not the result of “noise” in the data).



Survey Respondents' Demographics and Geographic Profile

County of Residence

Yuba 3%
Sutter 4%
El Dorado 8%
Yolo 9%
Placer 15%
Sacramento 61%

Age

18-34 28%
35-44 18%
45-54 17%
55-64 16%
65+ 21%

Gender

Male 46%
Female 54%

Race/Ethnicity

Black 5%
Hispanic 20%
Asian/PI 17%
White 52%
Other 6%

Homeownership

Own 72%
Rent 28%

Urbanicity

City 41%
Suburb 35%
Small town/rural 24%

Household Income

< \$15,000 8%
\$15-25,000 5%
\$25-50,000 12%
\$50-100,000 30%
\$100-150,000 21%
\$150,000+ 25%

Household Language

English 67%
Other 27%
Decline to answer 6%

Marital Status

Yes 65%
No 35%

Household with Children

No children 65%
1 or more child 35%

Education

Grade 12, GED, or less 31%
Some college but no degree 25%
Associates degree 10%
Bachelor's degree 34%

Student

Student 13%
Not a student 86%

Household Assistance Program

No 66%
Yes 31%
Decline to answer 4%

Political Affiliation

Democrat 41%
Republican 19%
Other 30%
Decline to answer 9%



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