Alternatives Survey Results
Think 2040

Take the survey
What choices should we make when planning for the future of our region?

Forecasts by the Houston-Galveston Area Council predict that by the year 2040, our region will:

- Grow by 3.5 million people
- Gain 1.9 million jobs
- Become a “majority minority” population

For this survey, please consider three possible futures for the region. Each represents one of the top three areas residents indicated were important during a survey conducted in early 2012 - Less Time on the Road, Greener Region, Competitive Workforce. As a baseline when thinking about these three alternative futures, please consider the Current Course, or what the future may look like if we don’t make any changes to our current growth, environmental and educational trends.

2040 Current Course
- Existing trends continue
- No major policy changes
- Most of growth occurs outside of existing towns and cities
- Traffic congestion increases

2040 Alternative Future: Less Time on the Road
- Reduction in travel times, costs
- Most of growth occurs in existing places
- More jobs and housing located closer together

2040 Alternative Future: Greener Region
- Air and water quality improved
- Development reduced in flood and storm surge vulnerable areas
- Best natural areas preserved

2040 Alternative Future: Competitive Workforce
- Increase in education attainment of residents
- Community factors, such as poverty and crime, addressed

Houston-Galveston Area Sustainable Communities
In this alternative, most of the growth occurs outside existing towns and cities. This helps keep housing prices down, but does not create long-term value for most homeowners, as older cities, suburbs and towns decline with the continuous movement of people to newer communities.

The distance between jobs, housing and activities also continues to increase, meaning that driving remains the option for almost all the trips people make. Despite major upgrades in roads and freeways, traffic congestion keeps increasing, as the number of new drivers grows faster than the funds available for road improvements and maintenance.

**EXISTING COMMUNITIES**

Most growth occurs outside of existing communities.

92% of the population lives in existing communities.

53% of the population growth occurs in existing communities.
Less Time on the Road

In this alternative, most of growth takes place in cities and towns—particularly in activity centers and other areas where housing, jobs and activities are located closer together. New development strengthens the local tax base in these places, enabling them to improve maintenance and services without raising taxes.

Transportation strategies are less focused on widening freeways and major roads and more on public transportation—buses, light rail and commuter rail—and improvements to sidewalks and bike lanes. Local plans, codes and incentives are

Existing Communities

This alternative promotes more growth in existing communities where infrastructure and services already exist.

53% of the population growth occurs in existing communities

2040 Current Course

Less Time on the Road Alternative

76% of the population growth occurs in existing communities

2040

Rural

Suburban

Urban

Traditional downtowns can accommodate residential above retail while maintaining their character.

New or redeveloping suburban areas can create vibrant districts with 3-5 story buildings mixing housing and retail.

Urban areas can be both job and housing centers, accommodating growth while creating areas to live, work, learn and play.
In this alternative, the region has made a major effort to preserve its best natural areas—wetlands, forests, prairies and shorelines—and to reduce air and water pollution. Suburban growth trends continue, with the exception that development is greatly reduced in those areas most vulnerable to flooding and hurricane storm surge—which are also some of the region’s best wildlife habitat.

Public and private funds are used to preserve many prime natural areas and provide access to residents and visitors for outdoor recreation. These efforts increase the quality of life for residents and enhance the region’s ability to recruit new business and skilled workers and to attract tourists.

This alternative preserves high-quality natural areas.
Competitive Workforce

In this alternative, the region makes a major effort to increase the educational achievement of its residents, improving high school graduation rates, particularly in low-income communities where dropout rates are high, becomes a priority. The focus is not only on improving schools, but also addressing community factors such as poverty, crime, and substandard housing that can negatively affect educational outcomes.

These efforts are coordinated with increased educational enrichment, including preschool, after-school tutoring and mentoring, and English language skill programs. Additionally, improved opportunities for vocational training, adult education, and counseling and support for small business owners are provided throughout the region.

Benefits to More Education

- $45.4 billion
- $34.9 billion
- $79.3 billion
- $1.6 billion

Earnings, Spending, GDP, Sales Tax

Higher H.S. & College Attainment Rates

Attainment:
- White: 93% (2010), 95% (2040)
- Black: 85% (2010), 95% (2040)
- Hispanic: 55% (2010), 95% (2040)
- Other: 99% (2010), 99% (2040)

More Diversity:
- 2010: 80%
- 2040: 95%

More Education - Larger % Graduates

Fixed H.S. & College Attainment Rates

More Diversity - Smaller % Graduates

Region-Wide H.S. & College Attainment

Current Course vs. Goal

(Changes in Population 2010 - 2040)
Alternatives Outreach

- Take the survey in English
- Conteste la encuesta en español
- Làm thăm dự bảng tiếng Việt
- 한국어로 설문조사를 실시하십시오
- 填写问卷
- 填寫問卷
Outreach

Survey Distribution Methods:

• On-line
• E-blasts
• Targeted presentations to business, professional, and community groups
• Community meetings in underrepresented areas
• iPad surveys
• Kiosks
Geographic Summary

Total Survey Responses: 6,253

- Urban: 2865
- Suburban: 2734
- Rural: 438
- Coastal: 247
Demographic Summary

- **Gender**:
  - Male: 46.0% (Survey), 6.7% (Region)
  - Female: 54.0% (Survey), 6.5% (Region)

- **Race**:
  - Asian: 13.3% (Survey), 17.1% (Region)
  - African American: 11.5% (Survey), 35.8% (Region)
  - Hispanic: 68.5% (Survey), 40.6% (Region)
  - White: 6.5% (Survey), 17.1% (Region)

- **Age**:
  - 15-34: 21.0% (Survey), 18.0% (Region)
  - 35-44: 14.4% (Survey), 14.0% (Region)
  - 45-54: 23.1% (Survey), 14.0% (Region)
  - 55-64: 10.3% (Survey), 8.7% (Region)
  - 65+: 12.4% (Survey), 8.7% (Region)
Less Time on the Road

From where you live, how difficult/easy is it for you to get to the places you want to go?

- Easy: 21.9%
- Not that difficult: 46.4%
- Difficult: 18.3%
- Very difficult: 3.4%

Do you think it will be easier or more difficult in the year 2040 for people to reach the places they want to go than it is today?

- A lot easier: 2.6%
- Easier: 12.0%
- About the same: 13.5%
- More difficult: 38.5%
- A lot more difficult: 33.4%
Less Time on the Road

From where you live, how much time does it usually take for you to reach the following destinations?

- Work: Less than 10 min (12.0%), 10 to 30 min (27.2%), 30 to 45 min (54.5%), 45 to 60 min (38.0%), More than 60 min (21.7%)
- School: Less than 10 min (12.0%), 10 to 30 min (27.2%), 30 to 45 min (54.5%), 45 to 60 min (38.0%), More than 60 min (21.7%)
- Park: Less than 10 min (12.0%), 10 to 30 min (27.2%), 30 to 45 min (54.5%), 45 to 60 min (38.0%), More than 60 min (21.7%)
- Shopping: Less than 10 min (12.0%), 10 to 30 min (27.2%), 30 to 45 min (54.5%), 45 to 60 min (38.0%), More than 60 min (21.7%)

From where you live, which of the following could you reach in 10 minutes or less comfortably by bicycling or walking?
Less Time on the Road

If you could live anywhere in the region, which of the following would be the most important factor in your decision?

- Close to activities: 20.4%
- Size of house I can afford: 12.0%
- Open space: 9.6%
- Close to employment: 19.9%
- Quality of schools: 11.9%
- Safety: 19.5%

As our region continues to grow, which of the following would you like to see in the area where you live?

- None. It's fine the way it is: 38.2%
- More jobs: 39.0%
- More housing: 11.0%
Less Time on the Road

What is the best way to accommodate future growth?

- Build new suburban areas: 7.2%
- Redevelop existing cities and towns: 45.8%
- Redevelop some cities and towns and also build some new suburban areas: 42.9%

What would you support to make this alternative a reality?

- Nothing, I do not support: 5.5%
- Carpool: 29.4%
- Live in a smaller house: 35.6%
- Move closer: 42.6%
- Increase transit: 43.9%
- Take public transit: 50.8%
- More funding alternative transit: 54.2%
- Planning by local govs: 59.8%
Less Time on the Road
How the region would spend $100 to improve the region’s transportation system

- $10.32 Planning and coordination
- $10.74 Improving design and safety
- $12.96 Building new roads and highways
- $13.88 Sidewalks and bikeways
- $25.85 Public transportation
- $26.24 Fixing existing roads and highways
Greener Region

How do you think the quality of the region's air, water and natural areas will be in the year 2040 compared to today?

- A lot better: 3.2%
- A little better: 10.2%
- About the same: 19.6%
- A little worse: 27.0%
- A lot worse: 36.9%

As we grow, steps should be taken to preserve our region's wetlands, forests, prairies and shorelines.

95% AGREE
Greener Region

What is the most important reason to step up efforts to preserve our region’s wetlands, forests and prairies?

- Make our region a more attractive destination for businesses, skilled workers, and tourists: 13.8%
- Provide recreation opportunities such as hunting, fishing, birding, hiking, and water sports: 12.8%
- Store flood waters and filter pollutants from the water and air: 33.9%
- Provide habitat for plants, animals and fish: 32.4%
- Other: 7.1%
Rate your level of agreement with the following statements about strategies for preserving the region's wetlands, forests, prairies and shorelines.

- Preserving these areas is not a high priority for me. We don’t need to do anything.
  - Strongly disagree: 32.1%
  - Disagree: 19.5%
  - Neutral: 15.3%
  - Agree: 10.0%
  - Strongly agree: 6.5%

- We can do a good job preserving these areas through voluntary actions and contributions to conservation groups. We don’t need any more public spending, regulations or policies.
  - Strongly disagree: 34.7%
  - Disagree: 33.7%
  - Neutral: 23.9%
  - Agree: 21.5%
  - Strongly agree: 19.0%

- I don't support stricter regulations on private land, but would support limiting public investments, such as road construction, in these areas.
  - Strongly disagree: 33.8%
  - Disagree: 37.1%
  - Neutral: 11.5%
  - Agree: 11.0%
  - Strongly agree: 6.5%

- I would support stricter regulations to prevent development in these areas, even if it meant there would be less land available for new housing and businesses.
  - Strongly disagree: 33.8%
  - Disagree: 37.1%
  - Neutral: 11.0%
  - Agree: 11.0%
  - Strongly agree: 6.5%

- I would support the use of public funds to buy and preserve these areas for public use, even if it meant higher taxes or fees.
  - Strongly disagree: 35.5%
  - Disagree: 24.2%
  - Neutral: 16.7%
  - Agree: 13.4%
  - Strongly agree: 10.1%
Rate your level of agreement with the following strategies for cleaning up our region’s air and water.

- **We need stricter rules and enforcement on air emissions, wastewater discharges, and runoff pollution, even if they would result in higher costs to residents and businesses.**
  - Strongly disagree: 7.3%
  - Disagree: 2.9%
  - Neutral: 2.0%
  - Agree: 35.9%
  - Strongly agree: 27.0%

- **We can do a good job through voluntary education and incentive programs for businesses and residents to reduce pollution. We don't need stricter rules or enforcement.**
  - Strongly disagree: 4.5%
  - Disagree: 14.4%
  - Neutral: 19.1%
  - Agree: 36.8%
  - Strongly agree: 21.3%

- **We need to have a balanced approach that includes voluntary measures and some regulations, as long as the costs are not too high.**
  - Strongly disagree: 2.0%
  - Disagree: 11.4%
  - Neutral: 14.4%
  - Agree: 50.7%
  - Strongly agree: 53.5%

- **Cleaning up the region's air and water are not high priorities for me; we don't need to do anything.**
  - Strongly disagree: 53.5%
  - Disagree: 34.3%
  - Neutral: 7.3%
  - Agree: 2.0%
  - Strongly agree: 2.9%
Greener Region

What would you support to make this alternative a reality even if it meant higher taxes or fees?

- Programs that reduce energy use, air and water pollution and solid waste disposal: 60.4%
- Curbside recycling programs: 57.9%
- Collection or drop-off centers for household hazardous wastes and electronics: 55.1%
- Electric vehicle charging stations: 38.7%
- Preserve wetlands, forests, prairies and shorelines: 62.4%
- None, I do not support higher taxes or fees: 17.3%
- Other: 3.5%

None. I do not support this alternative future: 4.3%
Greener Region

What would you support to make this alternative a reality using existing funds or through volunteer investments?

- Programs that reduce energy use, air and water pollution and solid waste disposal: 50.0%
- Curbside recycling programs: 45.7%
- Collection or drop-off centers for household hazardous wastes and electronics: 45.6%
- Electric vehicle charging stations: 34.7%
- Preserve wetlands, forests, prairies and shorelines: 48.0%
- None. I do not support only using existing funds or volunteer investments to pursue this future: 19.3%
- Other: 2.8%

None. I do not support this alternative future: 4.5%
Greener Region

How the region would spend $100 to improve the environment

- $10.53 Education about the environment
- $14.55 Weatherizing homes to improve energy efficiency
- $15.42 Air quality initiatives (telecommuting, engine replacement, etc.)
- $17.25 Water quality planning
- $17.30 Expanding recycling programs and centers
- $24.96 Conserving wetlands, prairies, forests (purchasing land)
Competitive Workforce

I think the opportunities for getting a good education in my community are:

- Excellent: 29.7%
- Good: 43.0%
- Fair: 20.7%
- Poor: 6.5%
Competitive Workforce

Are there factors in your community besides the quality of schools that make it a poor environment for getting a good education?

- Yes: 68.5%
- No: 22.6%
- I don't know/No Opinion: 8.9%

Which factors in your community (besides the quality of the schools) make it a poor environment for getting a good education?

- Substandard housing: 47.6%
- Crime and safety: 66.3%
- Lack of high-speed internet access: 23.6%
- Lack of libraries: 22.8%
- Unhealthy environment: 37.1%
- Lack of reliable transportation: 33.0%
- Other: 27.7%
Competitive Workforce

Of the following services not currently available in your community, which would be your top priority to add?

- Affordable preschool education: 13.9%
- English language skills training: 5.0%
- After school tutoring/mentoring programs: 15.1%
- Vocational training: 21.6%
- None: 9.6%
- Other: 8.5%
- N/A - All of the listed services are available in my community: 26.4%
Competitive Workforce

Do you have an interest in learning a new skill that will improve your job prospects and earning potential?

- Yes: 41.0%
- Maybe: 27.1%
- No: 31.9%

How would you rate the opportunities for learning new job skills where you live?

- Excellent: 15.1%
- Good: 43.2%
- Fair: 29.4%
- Poor: 12.3%
Competitive Workforce

Why do you think your opportunities for learning new job skills are fair or poor?

- Training programs are not available near where I live: 35.8%
- Programs are available but I can't afford them: 24.8%
- Programs are available but not at convenient times: 25.4%
- Programs don't teach the skills I'm looking for: 33.1%
- Other: 10.4%
Competitive Workforce

Do you currently have or have you considered starting a small business?

- Yes: 47.0%
- No: 53.0%

How would you rate the opportunities available where you live to get training and support to make your business successful?

- Excellent: 14.2%
- Good: 37.8%
- Fair: 33.2%
- Poor: 14.8%
Competitive Workforce

What improvements would you like to see in the opportunities available to get training and support to make your small business successful?

61.6% Small business development assistance
30.3% Office space/support services
43.0% Opportunities for networking and mentoring
52.0% Financing
40.5% Assistance with marketing
8.6% Other
What would you support, even if it means paying higher taxes or fees?

- K-12 teachers and schools: 58.0%
- Daycare, preschool, mentoring and tutoring programs: 42.7%
- Neighborhoods: 44.5% - 44.2%
- Job training: 41.8%
- Business Services: 41.8%
- Developing the infrastructure needed for high-speed Internet to be available throughout the region: 38.8%
- None. I do not support higher taxes or fees: 18.4% - 16.9%
- Other: 3.1% - 2.8%

What would you support, only if it was accomplished using existing funds or through volunteer investments?

- None. I do not support this alternative future: 3.6% - 4.3%
Competitive Workforce

How the region would spend $100 to improve the region’s community factors that impact education and training opportunities?

- $12.45 Improving housing conditions
- $27.98 Improving safety/crime
- $15.27 Libraries and community centers
- $16.00 Educational enrichment programs
- $9.94 Improving Internet access
- $18.36 Improving transportation access
Analysis of Variations

• Crosstabs run for all demographic/geographic respondent categories
• Of 4,000 possible comparisons, about 300 had statistically significant differences
Significant Variations

As our region continues to grow, which of the following would you like to see in the area where you live? (Choices: more jobs, more housing, more retail, None, it’s fine the way it is).

**Choice:** None. It’s fine the way it is

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16%</strong></td>
<td></td>
<td>20%</td>
<td>27%</td>
<td>37%</td>
</tr>
</tbody>
</table>
As our region continues to grow, which of the following would you like to see in the area where you live?
(Choices: None. It’s fine the way it is, More jobs, More housing and More retail)

**Choice:** None. It’s fine the way it is

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 34 years</td>
<td>21%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>30%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>37%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>36%</td>
</tr>
<tr>
<td>65 years and older</td>
<td>46%</td>
</tr>
</tbody>
</table>
### Significant Variations

If you could live anywhere in the region, which of the following would be the most important factor in your decision? (Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety and Other)

#### Choice: Open Space

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>33%</td>
<td>11%</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Choice: Close to Activities

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>5%</td>
<td>13%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Significant Variations

If you could live anywhere in the region, which of the following would be the most important factor in your decision? (Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety and Other)

**Choice:** Close to activities (walking/bicycling distance)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Close to activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 34 years</td>
<td>33%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>16%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>16%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>18%</td>
</tr>
<tr>
<td>65 years and older</td>
<td>21%</td>
</tr>
</tbody>
</table>
Significant Variations

If you could live anywhere in the region, which of the following would be the most important factor in your decision? (Choices: Close to activities (walking/bicycling distance), Size of house I can afford, Open space, Close to employment, Quality of schools, Safety and Other)

**Choice:** Quality of schools

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 34 years</td>
<td>12%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>25%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>13%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>5%</td>
</tr>
<tr>
<td>65 years and older</td>
<td>4%</td>
</tr>
</tbody>
</table>
Significant Variations

By the year 2040, our region will need to build new housing, shops, and workplaces for more than 3.5 million additional residents. Which would be the best way to accommodate that growth?
(Choices: Build new suburban, Redevelop existing cities, Redevelop some cities and towns and build new suburban areas and No opinion/I don’t know)

**Choice:** Redevelop existing cities and towns to build the new housing and shops where streets and city services already exist

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>35%</td>
<td>39%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Significant Variations

From where you live, how much time does it usually take for you to reach the following destinations?: Park/natural area
(Choices: Less than 10 minutes, 10 - 30 minutes, 30 - 45 minutes, 45 to 60 minutes, More than 60 minutes and I don’t go there)

**Choice:** Less than 10 minutes

<table>
<thead>
<tr>
<th>Below $50K</th>
<th>Above $50K</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Significant Variations

Rate your level of agreement with the following statements about strategies for preserving the region’s wetlands, forests, prairies and shorelines. I would support the use of public funds to buy and preserve these areas for public use, even if it meant higher taxes or fees.
(Choices: Strongly agree, Agree, Neutral, Disagree and Strongly disagree)

Choice: Strongly agree

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>13%</td>
<td>20%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Rate your level of agreement with the following strategies for cleaning up our region’s air and water. We need stricter rules and enforcement on air emissions, wastewater discharges, and runoff pollution, even if they would result in higher costs to residents and businesses.
(Choices: Strongly agree, Agree, Neutral, Disagree and Strongly disagree)

**Choice:** Strongly agree

<table>
<thead>
<tr>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>22%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Significant Variations

How would you rate the opportunities for learning new job skills where you live?
(Choices: Excellent, Good, Fair and Poor)

**Choice:** Good

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28%</td>
<td>44%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Significant Variations

If you said fair or poor, why?
(Choices: Training programs are not available near where I live, Programs are available but I can’t afford them, Programs are available but not at convenient times, Programs don’t teach the skills I’m looking for and Other)

Choice: Training programs are not available near where I live

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>43%</td>
<td>27%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Significant Variations

Do you have an interest in learning a new skill that will improve your job prospects and earning potential? (Choices: Yes, Maybe and No)

Choice: Yes

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>61%</td>
<td>63%</td>
<td>63%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Significant Variations

Are there factors in your community besides the quality of the schools that make it a poor environment for getting a good education?
(Choices: Yes, No and I don’t know/No Opinion)

**Choice: Yes**

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>86%</td>
<td>61%</td>
<td>83%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Significant Variations

Are there factors in your community besides the quality of the schools that make it a poor environment for getting a good education? (Choices: Yes, No and I don’t know/No Opinion)

Choice: No

<table>
<thead>
<tr>
<th>Below $50K</th>
<th>Above $150K</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Significant Variations

Are there factors in your community besides the quality of the schools that make it a poor environment for getting a good education?
(Choices: Yes, No and I don’t know/No Opinion)

Choice: Yes

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>86%</td>
<td>61%</td>
<td>83%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Significant Variations

How would you rate the opportunities available where you live to get training and support to make your business successful? (Choices: Excellent, Good, Fair and Poor)

Choice: Poor

<table>
<thead>
<tr>
<th>Below $50K</th>
<th>Above $150K</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Significant Variations

Do you have an interest in learning a new skill that will improve your job prospects and earning potential? (Choices: Yes, Maybe and No)

**Choice: Yes**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $50K</td>
<td>59%</td>
</tr>
<tr>
<td>Between $50K to $150K</td>
<td>37%</td>
</tr>
<tr>
<td>Above $150K</td>
<td>28%</td>
</tr>
</tbody>
</table>
What Can We Learn?

Less Time on the Road

- Not a burning issue today, but a future concern.
- Support for planning.
- Support for balanced investments.
- Demographic, geographic differences.
- People concerned about density?
- Influence of school districts overstated?
What Can We Learn?

Greener Region

• Strong support for conservation and environmental stewardship, least variation.
• Conserving natural areas had highest support.
• Support for public expenditures and regulations, skepticism about entirely voluntary approaches.
• Rural attitudes differ significantly.
What Can We Learn?

Competitive Workforce

• Majority satisfied with training opportunities, but satisfaction lowest in rural areas.
• More non-whites, lower income people interested in learning new skills.
• Community factors perceived as detrimental to learning environment, particularly among non-whites.
• Support for public investments in K-12 education and training programs.