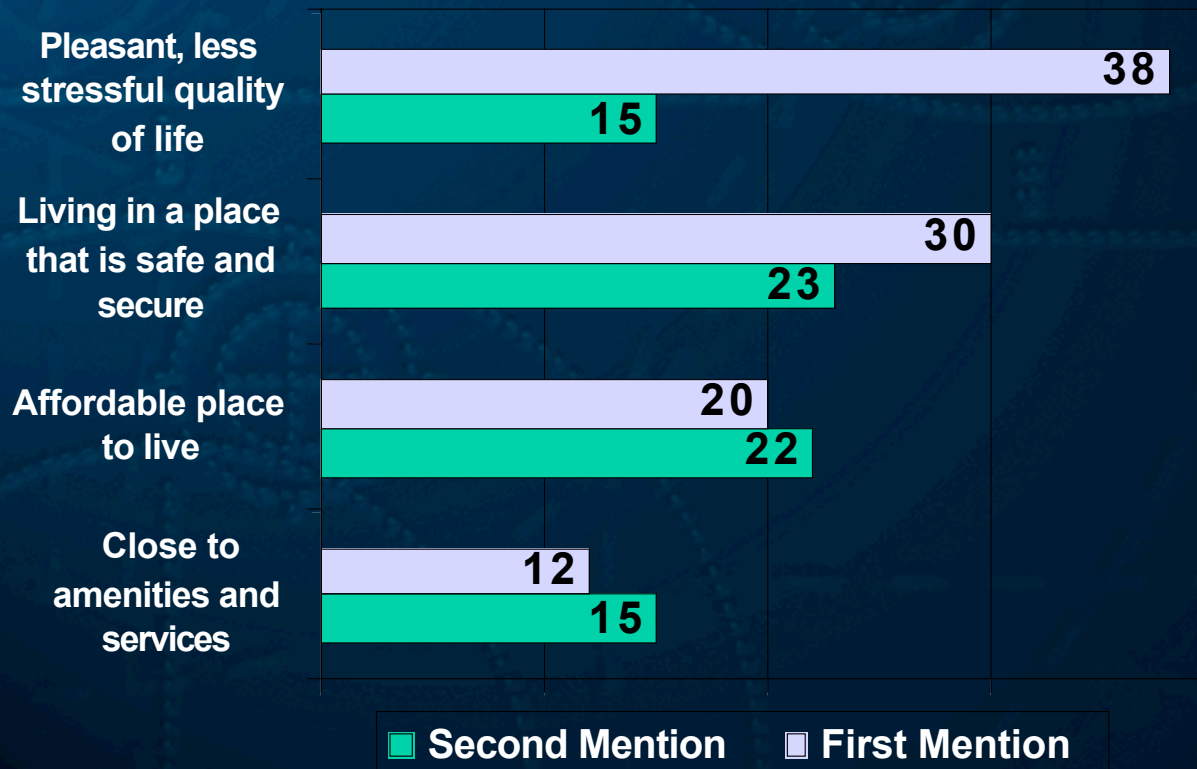


Retirement Years=Less Stress, Secure, Affordable

Which of the following is the most important to you in thinking about your retirement needs? (results among total sample)





SACRAMENTO REGION

Blueprint
TRANSPORTATION LAND USE STUDY

Appendix B: Interim Results of Region-Wide Newspaper and Online Survey

Newspaper/Online Study Research Methodology



- Newspaper survey distributed September 28th. Responses collected through October 7th
- Online survey posted from September 28th – October 11th
- 2,230 total responses processed
 - 1,915 responded to newspaper survey
 - 315 responded to online survey
- NOTE ABOUT DIFFERENCES WITH THESE DATA:
 - Respondents were able to view maps and Blueprint details
 - Results are not from a random sample; however, they provide the sentiment of those “watching” or “interested” in the issue
 - This sample is mostly from Sacramento County, and is more male, older, has fewer minorities, more homeowners, and more who have lived in the area for a long time than the population as a whole in the region

Overwhelming Support For Blueprint Principles

For the topic of... what do you think of the Draft Preferred Blueprint Scenario compared to the Base Case Scenario? How important is...?

% Very Important



Overall, High Scores For Blueprint Scenario

Taken as a whole, what do you think of the Blueprint Scenario compared to the Base Case Scenario?

