

# Sacramento Study: Research Methodology



- Qualitative exploration and laddering
  - 6 focus group sessions of 8 to 10 people each
  - Sacramento, Roseville, and Marysville
- Regional telephone survey
  - 1,313 households randomly interviewed across the Sacramento region
  - 200 interviews in each of six counties, an oversample of interviews in Sacramento City



SACRAMENTO REGION

Blueprint  
TRANSPORTATION LAND USE STUDY

# Living in the Sacramento Region

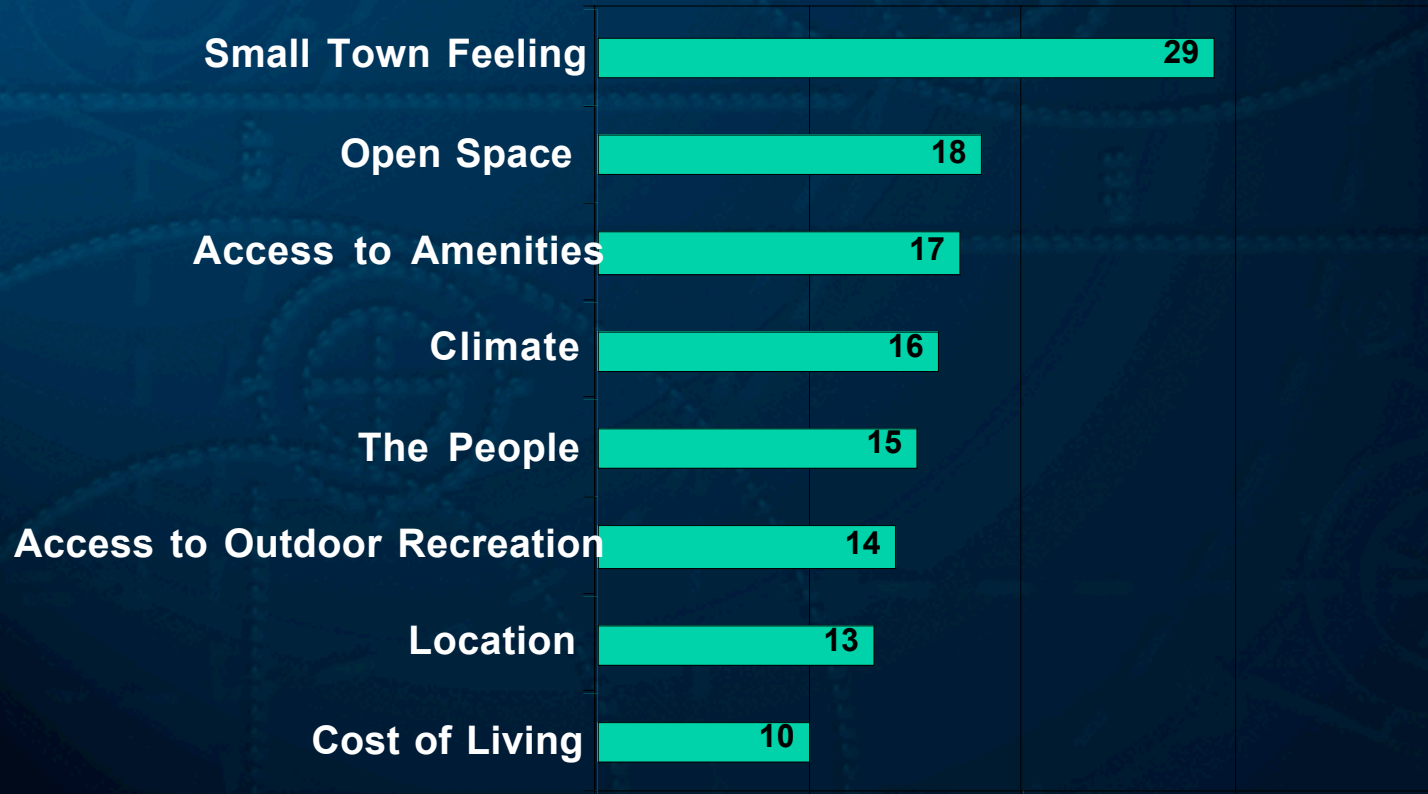
# Most Give Area Very High Marks As A Place To Live

Overall, how would you rate your city or community as place to live? (1=poor, 2=fair, 3=good, 4=excellent)



# Like Most About The Area

*What do you like most about living in this area, meaning your community, city, and the Sacramento region? (results shown for total sample)*



# Key Values Connections to Life in Sacramento Area



- Services/activities close enough to where I live I can accomplish more (31%) *Highest—Sacramento/Placer*
- Variety of activities gives me choices and more fulfillment in life (26%) *Highest—Sacramento/Placer*
- Slower pace of life means less stress and greater peace of mind (24%) *Highest—El Dorado*
- Small enough I know people and feel I belong in the community (16%) *Highest—Sutter/Yolo/Yuba*