

Appendix A: Stakeholder Analysis



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Appendix A-1: Survey Instrument

Students conducting this interview are Master's students at UCSB's Bren School of Environmental Science & Management. This research team is working on their Master's Group Project, a capstone requirement of the master's curriculum.

- The purpose of the study is to investigate the social, economic, and environmental feasibility of offshore wind development in the California Central Coast region.
- This research is not associated with any actual plans for wind energy development. Surveys conducted for this project are being used to gain an understanding of stakeholder perceptions, opinions, and concerns regarding potential offshore wind development in this region.
- If you wish to participate, the online survey will take approximately 8-10 minutes to complete. Your opinions are very important to us. Responses will be strictly confidential and only be used for this research. The data we collect will not be linked to your identity in any way.
- You are welcome to skip any questions you would prefer not to answer, and/or stop taking the survey at any time if you decide you would like to do so. There is no direct benefit to you anticipated from your participation in this study.
- If you have any questions about this research project or if you think you may have been injured as a result of your participation, please contact: calwind@lists.bren.ucsb.edu
- For more information about this project, please visit: <http://www.calwindproject.com>
- For more information about the Bren School of Environmental Science & Management, please visit: <http://www.bren.ucsb.edu/>
- If you have any questions regarding your rights and participation as a research subject, please contact the Human Subjects Committee at (805) 893-3807 or hsc@research.ucsb.edu. Or write to the University of California, Human Subjects Committee, Office of Research, Santa Barbara, CA 93106-2050

Thank you for taking time to participate in this survey!

Sincerely,
The CalWind Group

Part I Energy Sources

Question 1 (choose one):

In your opinion, what is the most important energy issue facing the Central Coast region?

- Cost of energy
- Price of gasoline
- Reliance on foreign fossil fuels
- Renewable energy development
- Greenhouse gas emissions
- Energy shortage
- Lack of local development of oil and gas
- Grid reliability/blackouts
- No opinion

Other (please specify)

Question 2 (choose one):

What do you consider to be the most important aspect of where your energy comes from?

- Low cost
- Impacts to public health
- Impacts to the environment
- Reliability
- Local generation

Question 3 (choose one):

Which energy resource would you MOST prefer for local electricity?

- Coal
- Oil
- Natural Gas
- Wind
- Solar
- Nuclear
- Hydro
- Cheapest
- Cleanest

Other (please specify)

Question 4 (choose one):

Which energy resources would you LEAST prefer for local electricity?

- Coal
- Oil
- Natural Gas
- Wind
- Solar
- Nuclear
- Hydro
- Cheapest
- Cleanest

Other (please specify)

Question 5 (rank your top 3):

Which renewable energy resource (if any) has the most potential for future development in this region?

	Most potential	Second most potential	Third most potential
Solar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biofuel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tidal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geothermal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hydro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
*Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Other (please specify renewable energy source)

Part II Offshore wind energy impact

Question 6:

How much do you know about offshore wind energy?

- Very knowledgeable
- Knowledgeable
- Somewhat knowledgeable
- Heard of it
- Not at all knowledgeable

Question 7 (rank your top 3):

In your opinion, from the list below, what are the most important POSITIVE impacts of an offshore wind facility?

	Most important positive impact	Second most important positive impact	Third most important positive impact
Reduction of greenhouse gas emissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced reliance on fossil fuels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local job creation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply of renewable energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing local energy generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a model for other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact to tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on electricity costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impacts to property values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecological benefits associated with the introduction of artificial habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
*Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Other (please specify impact)

Question 8 (rank your top 3):

In your opinion, from the list below, what are the most important **NEGATIVE impacts of an offshore wind facility?**

	Most important negative impact	Second most important negative impact	Third most important negative impact
Visual impacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effect on bird species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effect on marine species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact to tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact to electricity costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact to property values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecological impacts associated with the introduction of artificial habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
*Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Other (please specify negative impact)

Question 9:

Based on what you know now, would you support or oppose offshore wind energy in Santa Barbara County and/or Ventura County?

- Strongly support
- Somewhat support
- Neutral
- Somewhat oppose
- Strongly oppose

Region of Study - Southern Central Coast of California



Question 10 (rank up to 3):

Of the areas labeled on the map above (A-J), where would you most like to see offshore wind development? Leave blank if you would prefer to see no offshore wind development.

	Most preferred	Second most preferred	Third most preferred
A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Optional - Please add any commentary on why you selected these locations

Region of Study - Southern Central Coast of California



Question 11 (rank up to 3):

Of the areas labeled on the map above (A-J), where would you least like to see offshore wind development?

	Least preferred	Second least preferred	Third least preferred
A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Optional - Please add any commentary on why you selected these locations

Question 12:

Would you be willing to pay more for the electricity generated from offshore wind energy instead of traditional fossil fuels or nuclear power?

- Yes
- No
- Not Sure

How much more would you be willing to pay on your monthly electric bill to support offshore wind energy?

- Not willing to pay more
- 0-5%
- 5-10%
- 10-15%
- 15-20%
- 20-25%
- Greater than 25%

On average, how much do you pay on your monthly electricity bill?

- <\$25
- \$25-50
- \$50-100
- \$100-150
- \$150-200
- \$200-250
- >\$250

What is the main reason that you are not willing to pay more for electricity generated from offshore wind energy instead of traditional fossil fuels or nuclear power?

- Simply do not want to increase costs
- Concern over environmental impacts
- Concern over aesthetic impacts
- Unwillingness to support unproven technology

Other (please specify)

Question 13:

Do you use the ocean for personal recreation? If so, primarily for what? (Select all that apply)

- Surfing
- Standup Paddle Boarding
- Recreational Fishing
- Sailing
- Kayaking
- Diving
- Swimming
- Aesthetic beauty
- I do not use the ocean for personal recreation

Other (please specify)

Question 14:

Do you own a business dependent on the ocean? (hotel, gift shops, tour boat, etc.) If so, please describe the industry.

The following questions are designed to gather general demographic data. Responses will be strictly confidential and only be used for this research. The data we collect will not be linked to your identity in any way.

Question 15:

What is your gender?

- Male
- Female
- Other

Question 16:

What is your age?

- <20
- 21-30
- 31-40
- 41-50
- 51-60
- >61

Question 17:

What is your race/ethnicity?

- American Indian
- Asian
- African American
- Hispanic/Latino
- Caucasian/White

Other (please specify)

Question 18:

If currently employed, what is the primary industry in which you work?

- Fisheries
- Mining, Quarrying, and Oil and Gas Extraction
- Tourism
- Construction and manufacturing
- Wholesale Trade and/or Retail Trade
- Transportation and Warehousing
- Finance and Insurance
- Real Estate and Rental and Leasing
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Education
- Nonprofit/Government

Other (please specify)

Question 19:

What is the highest degree or level of school you have completed? If you are currently enrolled as a student, please select the highest degree you have currently completed.

- Did not complete high school
- High school graduate, diploma or the equivalent
- Some college
- Trade/technical/vocational training or associate's degree
- Bachelor's degree
- Master's degree or Doctorate degree

Question 20:

Which category best describes your total household income in U.S. dollars yearly before taxes?

- < \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- > \$200,000

*** Question 21:**

Please enter the zip code of your primary residence.

Thank you for taking the time to take our survey, your opinions are very important to our project. For more information, please visit www.calwindproject.com

Appendix A-2: 21 pairs of two survey variable comparisons for chi-square test

	Variable 1	Variable2	P-value
1	Q6KnowledgeOfOffshoreWind	Q9SupportOfOffshoreWind	6.0E-07*
2		Q12WillingnessToPayMore	0.236
3		Q13HowMuchMore	0.164
4		Q17OwnBusinessDependOnOcean	0.590
5		Q21WorkIndustry	0.232
6		Q22EducationalLevel	4.8E-04*
7	Q9SupportOfOffshoreWind	Q12WillingnessToPayMore	1.2E-13*
8		Q13HowMuchMore	0.362
9		Q16OceanRecreation	0.759
10		Q17OwnBusinessDependOnOcean	0.007*
11		Q21WorkIndustry	0.135
12		Q22EducationalLevel	3.2E-07*
13		Q19Age	0.314
14		Q23HouseholdIncome	0.250
15	Q12WillingnessToPayMore	Q21WorkIndustry	0.002*
16		Q22EducationalLevel	0.003*
17		Q23HouseholdIncome	0.342
18	Q13HowMuchMore	Q14MonthlyElectricityBill	0.252
19		Q21WorkIndustry	0.310
20		Q22EducationalLevel	0.069
21		Q23HouseholdIncome	0.187

Appendix A-3: Survey Category Recoding For Statistical Test

Q6KnowledgeOfOffshoreWind	New Category
Very knowledgeable Knowledgeable	Knowledgeable
Somewhat knowledgeable	Somewhat knowledgeable
Heard of it Not at all knowledgeable	Not Knowledgeable

Q9SupportOfOffshoreWind	New Category
Strongly support Somewhat support	Support
Neutral	Neutral
Somewhat oppose Strongly oppose	Oppose

Q13HowMuchMore	New Category
0% 0-5% 5-10%	0-10%
10-15% 15-20%	10-20%
20-25% Greater than 25%	greater than 20%

Q14MonthlyElectricityBill	New Category
<\$25	less than \$25
\$25-50	\$25-50
\$50-100 \$100-150 \$150-200 \$200-250 >\$250	greater than \$50

Q16OceanRecreation	# of activities selected
I do not use the ocean for personal recreation	less than three
Other	
Diving	
Standup Paddle Boarding	
Recreational Fishing	
Sailing	equal or greater than 3
Surfing	
Kayaking	
Swimming	
Aesthetic beauty	

Q17OwnBusinessDependOnOcean	New Category
No	NO
Commercial Fishing Related NGO Related Real Estate Related Tourism Related Other	Yes

Q21WorkIndustry	New Category
IT / Technology / Software	Professional Services
Professional Services	
Construction, Engineering, and Manufacturing	
Finance and Insurance	
Real Estate and Rental and Leasing	
Renewable Energy	
Health Care and Social Assistance	Education
Education	Nonprofit/Government
Nonprofit/Government	Other
Fisheries	
Arts, Entertainment, and Recreation	
Retired	
Wholesale Trade and/or Retail Trade	
Other	

Q22EducationalLevel	New Category
High school graduate, or equivalent	Below Bachelor
Some college	
Trade/technical/vocational degree	
Bachelor's degree	Bachelor's degree
Master's or Doctoral degree	Master's or Doctoral degree

Q23HouseholdIncome	New Category
< \$24,999	less than \$49,999
\$25,000 to \$34,999	
\$35,000 to \$49,999	
\$50,000 to \$74,999	\$50,000 to \$74,999
\$75,000 to \$99,999	greater than \$75,000
\$100,000 to \$199,999	
> \$200,000	

Appendix A-4: Interview Questions

- 1) What has been your exposure to renewable energy?
- 2) Would you like to see more renewable energy available to residents in Santa Barbara County and/or Ventura County? If so, why?
- 3) What are your thoughts on wind energy in general, offshore wind energy in particular?
- 4) What are some potential benefits you could think of relating to offshore wind development in this region?
- 5) Are the following things important to you? Why? Job creation, reducing carbon emissions, local air quality, decreased dependence on foreign oil, other.
- 6) What are some negative impacts you could think of relating to offshore wind development in this region? Which impacts most concern you? Why?
- 7) If an offshore wind development project were to come to Santa Barbara County, where would you like to see it placed? Why?
- 8) Where would you prefer not to see the development? Why?
- 9) How should the public be engaged in the process of offshore wind development? a. What methods work/don't work?

Post interview questions:

- 10) Describe the stakeholder's attitude about offshore wind energy in 1-2 sentences.
- 11) What are the stakeholder's major concerns about offshore wind energy?
- 12) What can be done to address the stakeholder's concerns?
- 13) What are the top three takeaway items for our GP from this interview?
- 14) Is any follow-up needed with this stakeholder?

Appendix A-5: Response Summary Questionnaire

Q1. Most important energy issue	Frequency	ValidPercent
Cost of energy	29	8.3%
Price of gasoline	27	7.7%
Reliance on fossil fuels	64	18.3%
Renewable energy development	100	28.6%
Greenhouse gas emissions	61	17.4%
Energy shortage	5	1.4%
Lack of local development of oil and gas	22	6.3%
Grid reliability/blackouts	8	2.3%
No opinion	10	2.9%
Other	24	6.9%
Refused	1	--
Total	351	100.0%

Q2. Most important aspect of energy	Frequency	ValidPercent
Low cost	39	11.2%
Impacts to public health	32	9.2%
Impacts to the environment	208	59.8%
Reliability	55	15.8%
Local generation	14	4.0%
Refused	3	--
Total	351	100.0%

Q3. Most preferred energy source	Frequency	ValidPercent
Oil	2	0.6%
Natural Gas	29	8.3%
Wind	31	8.9%
Solar	118	33.9%
Nuclear	19	5.5%
Hydro	7	2.0%
Cheapest	20	5.7%
Cleanest	106	30.5%
Other	16	4.6%
Refused	3	--
Total	351	100.0%

Q4. Least preferred energy source	Frequency	ValidPercent
Coal	197	56.8%
Oil	25	7.2%
Wind	16	4.6%
Solar	4	1.2%
Nuclear	93	26.8%
Cheapest	2	0.6%
Cleanest	2	0.6%
Other	8	2.3%
Refused	4	--
Total	351	100.0%

Q5. Top 3 most potential renewables	Most Potential	Second Potential	Third Potential	1st	2nd	3rd
Solar	219	62	28	64.4%	19.1%	9.2%
Wind	66	171	46	19.4%	52.8%	15.0%
Biofuel	9	24	58	2.6%	7.4%	19.0%
Tidal	11	28	68	3.2%	8.6%	22.2%
Wave	13	23	61	3.8%	7.1%	19.9%
Geothermal	5	6	24	1.5%	1.9%	7.8%
Hydro	5	5	6	1.5%	1.5%	2.0%
None	5	3	10	1.5%	0.9%	3.3%
Other	7	2	5	2.1%	0.6%	1.6%
Total	340	324	306	100.0%	100.0%	100.0%

Q6. Knowledge of offshore wind	Frequency	ValidPercent
Very knowledgeable	37	10.6%
Knowledgeable	48	13.8%
Somewhat knowledgeable	151	43.3%
Heard of it	84	24.1%
Not at all knowledgeable	29	8.3%
Refused	2	--
Total	351	100.0%

Q7. Top 3 positive impacts	Most	2 nd Most	3 rd Most	1st	2nd	3rd
Reduction of greenhouse gas emissions	111	55	38	33.3%	17.0%	11.9%
Reduced reliance on fossil fuels	89	88	54	26.7%	27.2%	17.0%
Local job creation	19	35	44	5.7%	10.8%	13.8%
Supply of renewable energy	75	83	67	22.5%	25.6%	21.1%
Providing local energy generation	17	36	46	5.1%	11.1%	14.5%
Being a model for other communities	4	7	33	1.2%	2.2%	10.4%
Impact to tourism	0	2	4	0.0%	0.6%	1.3%
Impact on electricity costs	7	12	14	2.1%	3.7%	4.4%
Impacts to property values	1	2	7	0.3%	0.6%	2.2%
Ecological benefits(artificial habitat)	7	3	10	2.1%	0.9%	3.1%
Other	3	1	1	0.9%	0.3%	0.3%
Total	333	324	318	100.0%	100.0%	100.0%

Q8. Top 3 negative impacts	Most	2 nd Most	3 rd Most	1st	2nd	3rd
Visual impacts	96	47	59	29.0%	14.9%	20.1%
Noise	12	28	20	3.6%	8.9%	6.8%
Effect on bird species	100	81	50	30.2%	25.7%	17.1%
Effect on marine species	52	82	39	15.7%	26.0%	13.3%
Impact to tourism	0	12	23	0.0%	3.8%	7.8%
Impact to electricity costs	17	20	12	5.1%	6.3%	4.1%
Impact to property values	5	14	24	1.5%	4.4%	8.2%
Ecological impacts associated with the introduction of artificial habitat	30	24	57	9.1%	7.6%	19.5%
Other	19	7	9	5.7%	2.2%	3.1%
Total	331	315	293	100.0%	100.0%	100.0%

Q9. Attitude towards offshore wind	Frequency	ValidPercent
Strongly support	141	40.9%
Somewhat support	91	26.4%
Neutral	55	15.9%
Somewhat oppose	24	7.0%
Strongly oppose	34	9.9%
Refused	6	--
Total	351	100.0%

Q10. Top 3 most preferred areas	Most	2ndMost	3rdMost	1st	2nd	3rd
A	58	19	20	20.1%	6.8%	7.3%
B	56	83	18	19.4%	29.7%	6.5%
C	30	27	37	10.4%	9.7%	13.5%
D	12	8	12	4.2%	2.9%	4.4%
E	2	11	10	0.7%	3.9%	3.6%
F	1	6	12	0.3%	2.2%	4.4%
G	6	2	18	2.1%	0.7%	6.5%
H	74	25	71	25.7%	9.0%	25.8%
I	31	68	22	10.8%	24.4%	8.0%
J	18	30	55	6.3%	10.8%	20.0%
Total	288	279	275	100.0%	100.0%	100.0%

Q11. Top 3 least preferred areas	Least	2ndLeast	3rdLeast	1st	2nd	3rd
A	14	3	1	4.8%	1.1%	0.4%
B	3	6	1	1.0%	2.1%	0.4%
C	12	3	31	4.1%	1.1%	11.2%
D	102	82	18	34.9%	29.1%	6.5%
E	96	118	31	32.9%	41.8%	11.2%
F	29	34	132	9.9%	12.1%	47.5%
G	6	5	33	2.1%	1.8%	11.9%
H	21	2	8	7.2%	0.7%	2.9%
I	5	23	2	1.7%	8.2%	0.7%
J	4	6	21	1.4%	2.1%	7.6%
Total	292	282	278	100.0%	100.0%	100.0%

Q12. Willingness to pay more	Frequency	ValidPercent
Yes	168	48.3%
No	90	25.9%
Not Sure	90	25.9%
Refused	3	--
Total	351	100.0%

Q13. How much more	Frequency	ValidPercent
0%	90	35.2%
0-5%	24	9.4%
5-10%	54	21.1%
10-15%	32	12.5%
15-20%	21	8.2%
20-25%	15	5.9%
Greater than 25%	20	7.8%
Not Sure	90	--
Refused	5	--
Total	351	100.0%

Q14. Monthly electricity bill	Frequency	ValidPercent
<\$25	32	18.9%
\$25-50	62	36.7%
\$50-100	40	23.7%
\$100-150	17	10.1%
\$150-200	12	7.1%
\$200-250	4	2.4%
>\$250	2	1.2%
Refused	182	--
Total	351	100.0%

Q15. Reason not willing to pay	Frequency	ValidPercent
Simply do not want to increase costs	43	48.9%
Concern over environmental impacts	11	12.5%
Concern over aesthetic impacts	4	4.5%
Unwillingness to support unproven technology	8	9.1%
Other	22	25.0%
Refused	92	--
Total	180	100.0%

Q16. Ocean Recreation (MultipleChoice)	Frequency	Yes	No
I do not use the ocean for personal recreation	11	4.3%	95.7%
Other	16	6.2%	93.8%
Diving	45	17.4%	82.6%
Standup Paddle Boarding	52	20.2%	79.8%
Recreational Fishing	56	21.7%	78.3%
Sailing	65	25.2%	74.8%
Surfing	77	29.8%	70.2%
Kayaking	79	30.6%	69.4%
Swimming	125	48.4%	51.6%
Aesthetic beauty	210	81.4%	18.6%
Refused	93		

Q17. Own business depend on ocean(OpenQuestion)	Frequency	ValidPercent
No	69	75.8%
Commercial Fishing Related	11	12.1%
NGO Related	2	2.2%
Real Estate Related	4	4.4%
Tourism Related	2	2.2%
Other	3	3.3%
Refused	260	--
Total	351	100.0%

Q18. Gender	Frequency	ValidPercent
Male	202	59.1%
Female	137	40.1%
Other	3	0.9%
Refused	9	--
Total	351	100.0%

Q19. Age	Frequency	ValidPercent
<20	1	0.3%
21-30	60	17.6%
31-40	62	18.2%
41-50	52	15.3%
51-60	75	22.1%
>61	90	26.5%
Refused	11	--
Total	351	100.0%

Q20. Race/ethnicity	Frequency	ValidPercent
American Indian	2	0.6%
Asian	16	4.9%
African American	2	0.6%
Hispanic/Latino	11	3.4%
Caucasian/White	287	88.3%
Other	7	2.2%
Refused	26	--
Total	351	100.0%

Q21. Work industry(Combine<5 into other)	Frequency	ValidPercent
Fisheries	12	3.9%
Construction, Engineering, and Manufacturing	28	9.2%
Wholesale Trade and/or Retail Trade	7	2.3%
Finance and Insurance	7	2.3%
Real Estate and Rental and Leasing	42	13.8%
Health Care and Social Assistance	10	3.3%
Arts, Entertainment, and Recreation	8	2.6%
Education	49	16.1%
Nonprofit/Government	73	23.9%
Renewable Energy	5	1.6%
IT / Technology / Software	15	4.9%
Professional Services	19	6.2%
Retired	12	3.9%
Other	18	5.9%
Refused	46	--
Total	351	100.0%

Q22. Educational level	Frequency	ValidPercent
High school graduate,or equivalent	10	2.9%
Some college	26	7.5%
Trade/technical/vocational degree	17	4.9%
Bachelor's degree	145	41.8%
Master's or Doctoral degree	149	42.9%
Refused	4	--
Total	351	100.0%

Q23. Household income	Frequency	ValidPercent
< \$24,999	25	7.7%
\$25,000 to \$34,999	20	6.2%
\$35,000 to \$49,999	27	8.3%
\$50,000 to \$74,999	47	14.5%
\$75,000 to \$99,999	53	16.4%
\$100,000 to \$199,999	109	33.6%
> \$200,000	43	13.3%
Refused	27	--
Total	351	100.0%

Q24. Zip code	Frequency	ValidPercent
San Luis Obispo	22	6.3%
Santa Barbara	292	83.2%
Ventura	37	10.5%
Total	351	100.0%

Appendix A-6: Cramer's V and Gama Results

Cramer's V Results

Observed	Q9SupportOfOffshoreWind	Q17OwnBusinessDependOnOcean										
		No	Yes	Total								
	Support	43	8	51								
	Neutral	13	5	18								
	Oppose	9	10	19								
	Total	65	23	88								
Expected	Q9SupportOfOffshoreWind	Q17OwnBusinessDependOnOcean										
		No	Yes	Total								
	Support	37.67	13.33	51								
	Neutral	13.30	4.70	18								
	Oppose	14.03	4.97	19								
	Total	65	23	88								
<table border="1"> <tbody> <tr> <td>df</td> <td>2</td> </tr> <tr> <td>Chi-Square</td> <td>9.82</td> </tr> <tr> <td>Critical Value Chi-Square (0.05)</td> <td>5.99</td> </tr> <tr> <td>Cramer's V</td> <td>0.33</td> </tr> </tbody> </table>					df	2	Chi-Square	9.82	Critical Value Chi-Square (0.05)	5.99	Cramer's V	0.33
df	2											
Chi-Square	9.82											
Critical Value Chi-Square (0.05)	5.99											
Cramer's V	0.33											

Observed	Q12WillingnessToPayMore	Q21WorkIndustry				
		Professional Services	Education	Nonprofit/Government	Other	Total
	Yes	62	26	33	21	142
	No	33	4	19	26	82
	Total	95	30	52	47	224
Expected	Q12WillingnessToPayMore	Q21WorkIndustry				
		Professional Services	Education	Nonprofit/Government	Other	Total
	Yes	60.22	19.02	32.96	29.79	142
	No	34.78	10.98	19.04	17.21	82
	Total	95	30	52	47	224
df		3				
Chi-Square		14.24				
Critical Value Chi-Square (0.05)		7.82				
Cramer's V		0.25				

Gamma Results

Q9SupportOfOffshoreWind	Q6KnowledgeOfOffshoreWind	n = 341	
	Knowledgeable	Somewhat knowledgeable	Not knowledgeable
Support	47	112	71
Neutral	7	21	27
Oppose	29	17	10
fs	8068		
fd	11137		
Gamma	-0.16		
z score	-1.40	Not Significant	

Q6KnowledgeOfOffshoreWind	Q22EducationalLevel	n = 344	
	Master's or Doctoral degree	Bachelor	Below Bachelor
Knowledgeable	46	29	8
Somewhat knowledgeable	73	55	23
Not Knowledgeable	29	60	21
fs	15658		
fd	8336		
Gamma	0.31		
z score	-5.89	Significant	

Q12WillingnessToPayMore	Q9SupportOfOffshoreWind	n = 252	
	Support	Neutral	Oppose
Yes	146	15	5
No	38	22	26
fs	7398		
fd	870		
Gamma	0.79		
z score	-7.70	Significant	

Q9SupportOfOffshoreWind	Q22EducationalLevel	n = 338	
	Master's or Doctoral degree	Bachelor	Below Bachelor
Support	107	90	32
Neutral	15	31	9
Oppose	23	21	10
fs	10082		
fd	7409		
Gamma	0.15		
z score	-1.18	Not Significant	

Q12WillingnessToPayMore	Q22EducationalLevel		
	Master's or Doctoral degree	Bachelor	Below Bachelor
Yes	87	62	19
No	27	40	20
fs	6460	n = 255	
fd	2947		
Gamma	0.37		
z score	-4.43	Significant	

Q14MonthlyElectricityBill	Q23HouseholdIncome	n = 161	
	greater than \$75,000	\$50,000 to \$74,999	less than \$49,999
greater than \$50	58	7	7
\$25-50	28	11	20
less than \$25	19	3	8
fs	3028		
fd	1405		
Gamma	0.37		
z score	-3.20	Significant	