

# EAST COUNTY WORKFORCE SURVEY

## Summary and Report

Sponsored by:

City of Brentwood

City of Antioch

City of Oakley

City of Pittsburg

Town of Discovery Bay

Contra Costa Redevelopment Agency for the Community of Bay Point

The Contra Costa Workforce Development Board

With Support from:

The Contra Costa Council and the Contra Costa Economic Partnership

Research conducted by:

JD FRANZ RESEARCH, INC.

**Public Opinion and Marketing Research**

**550 Bercut Drive, Suite H**

**Sacramento, CA 95814**

**916.440.8777**

**[jdf Franz@jdf Franz.com](mailto:jdf Franz@jdf Franz.com)**

**September 2006**

# CONTENTS

---

I. .... INTRODUCTION

II. .... WORKFORCE DEMOGRAPHICS

III. .... EMPLOYMENT/INDUSTRY RELATED DATA

IV. .... TRANSPORTATION/COMMUTE INFORMATION

V. .... RESEARCH METHODS

APPENDIX A: SURVEY INSTRUMENT

# I. INTRODUCTION

Driven by a common desire to understand the growing workforce population of Eastern Contra Costa County, the cities, communities and organizations that support the region joined forces to launch the largest, full scale research study on the changing demographics of the East County workforce. The findings included in this summary and report are the result of several months of collaborative work between these sponsoring and supporting entities.

Encompassing 2,427 completed interviews, the survey was implemented between May 5 and June 30, 2006 by JD Franz Research, Inc., a public opinion and marketing research firm based in Sacramento, Calif. All of the survey participants live in Antioch, Bay Point, Brentwood, Discovery Bay, Oakley, or Pittsburg and have at least one person in their household who is employed for pay, either full-time or part-time and either inside or outside of the home. Approximately 400 interviews were completed for each city and community. The overall margin of error for the survey at the 95 percent confidence level is  $\pm 2.0$  percent.

The participants were asked questions within three main areas of focus. They include:

- Demographics of the workforce
- Employment/Industry related data
- Transportation/Commute related information

In order to put the results into context, the report also includes numerical data derived from various resources, including the 2000 Census and the California Department of Finance. The following table provides the framework for the results and discussion.

## Numerical References

	2000 Pop	2006 Pop	Census % in Workforce	Current Workforce
Antioch	90532	100945	48.5%	48,958
Bay Point	21534	21534	45.1%	9,712
Brentwood	23302	45892	42.3%	19,431
Discovery Bay	8981	17000	52.4%	8,908
Oakley	25619	29074	48.9%	14,217
Pittsburg	56769	62979	47.0%	29,581
		Total In Workforce =		130,807

## II. Demographics of the Workforce

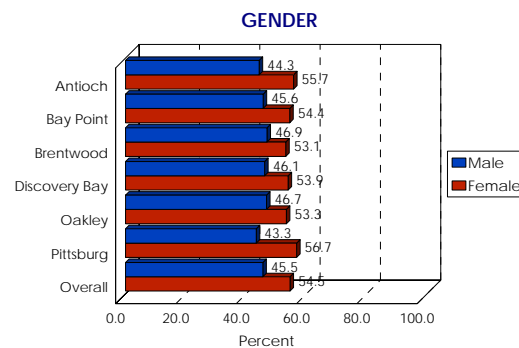


Figure 7

### AGE

The largest groups of respondents are aged 35-44 and 45-54. Those over the age of 34 represent the majority (72%). Discovery Bay has 25.2% of its population over the age of 55. Pittsburg and Bay Point have the largest number of respondents under the age of 34 with 28.3% and 27.5%, respectively.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
18 To 24	10.3	9.0	2.5	3.2	6.2	7.4	6.4
25 To 34	15.3	18.5	16.5	8.8	16.3	20.9	16.0
35 To 44	24.6	21.2	37.9	28.4	30.1	22.2	27.4
45 To 54	26.4	28.9	20.2	28.2	28.1	25.4	26.2
55 To 64	14.5	14.7	14.0	20.8	11.1	15.5	15.1
65 Or Older	2.7	2.2	2.2	4.4	4.7	3.9	3.4
Refused	6.2	5.5	6.7	6.1	3.5	4.7	5.4

### ANNUAL HOUSEHOLD INCOME

Overall, nearly 48% of respondents had household incomes over \$75,000, compared to approximately 37% with incomes less than \$75,000. Discovery Bay had the highest household income, with 49.3% of the households making more than \$100,000 annually.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Under \$25,000	9.9	12.5	1.7	2.2	4.2	9.6	6.7
\$25,000 To \$49,999	17.2	22.2	7.7	4.4	15.1	22.7	14.9
\$50,000 To \$74,999	15.0	16.2	14.5	10.3	17.5	18.5	15.3
\$75,000 to \$99,999	16.0	17.2	15.5	13.7	21.7	16.5	16.8
\$100,000 to \$149,999	19.7	10.0	28.9	24.5	21.5	14.5	19.9
\$150,000 Or More	8.4	4.5	15.7	24.8	7.2	6.7	11.2
Don't Know	3.0	3.7	5.0	2.9	4.7	4.7	4.0
Refused	10.8	13.7	11.0	17.2	8.1	6.9	11.3

## EDUCATION

Overall, the largest group of respondents is high school graduates. Those with at least some college constitute the majority (60%). However, between the communities, the level of education varies greatly. Discovery Bay has the highest educational attainment numbers with 25.7% having a four-year degree and 15.4% with a graduate degree.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Less Than High School	5.2	6.2	2.5	0.7	5.4	3.9	4.0
High School Graduate	35.0	38.4	26.2	24.3	34.1	33.5	31.9
Vocational/Trade Certificate	1.7	3.2	1.7	1.0	2.7	2.7	2.2
Some College	17.5	13.0	18.2	14.0	15.6	17.7	16.0
Two-Year Degree	13.1	14.0	12.2	15.2	16.5	15.5	14.4
Four-Year Degree	16.7	16.0	24.2	25.7	16.5	16.5	19.3
Some Graduate School	1.5	1.7	2.7	0.7	1.7	1.0	1.6
Graduate Degree	8.1	5.7	10.5	15.4	6.7	7.6	9.0
Refused	1.2	1.7	1.7	2.9	0.7	1.5	1.6

## YEARS LIVED IN THE COMMUNITY

Overall, the largest group of respondents has lived in their community for more than 10 years; the majority (59%) has lived there six or more years. Conversely, in Brentwood, 63.1% of the respondents have moved there in the past five years, compared to the overall in the last five years of 40.8%.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Less Than A Year	7.6	4.7	10.5	2.5	6.2	4.9	6.1
1 To 2 Years	12.6	13.0	19.7	12.5	14.6	9.4	13.6
3 To 5 Years	16.5	17.7	32.9	20.3	15.3	18.0	20.1
6 To 10 Years	20.9	20.9	16.7	26.0	21.2	13.3	19.9
More Than 10 Years	42.4	42.6	18.7	36.5	42.5	53.4	39.4
Refused	-	1.0	1.5	2.2	0.2	1.0	1.0

## YEARS LIVED IN CONTRA COSTA COUNTY

Overall, the largest group of respondents has lived in Contra Costa County for more than 10 years; the majority (79%) has lived there six or more years.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Less Than A Year	4.9	1.7	5.0	1.7	2.5	1.7	2.9
1 To 2 Years	5.2	3.7	8.0	8.8	4.7	5.2	5.9
3 To 5 Years	8.4	8.0	18.0	15.2	7.7	11.6	11.5
6 To 10 Years	17.2	15.7	20.7	23.8	12.8	11.3	16.9
More Than 10 Years	64.3	69.8	47.1	48.3	71.9	69.0	61.7
Refused	-	1.0	1.2	2.2	0.5	1.2	1.0

## YEARS LIVED IN CONTRA COSTA OR ALAMEDA COUNTIES

Almost three-quarters of the respondents have lived in either Alameda or Contra Costa County for more than 10 years; more than eight in 10 (86%) have lived in one of these two counties six years or more.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Less Than A Year	3.2	1.2	2.2	0.7	2.0	1.5	1.8
1 To 2 Years	3.4	2.5	4.7	4.4	4.0	4.9	4.0
3 To 5 Years	6.2	6.0	9.7	8.8	5.7	7.1	7.3
6 To 10 Years	12.8	10.5	15.2	17.4	8.6	10.1	12.4
More Than 10 Years	74.4	78.3	66.6	65.9	79.0	75.1	73.2
Don't Know What Alameda Covers	-	-	-	0.2	-	-	0.0
Refused	-	1.5	1.5	2.5	0.7	1.2	1.2

## NUMBER OF EMPLOYED INDIVIDUALS IN THE HOUSEHOLD

Overall, over half of the responding households contain two people who are employed for pay. The largest numbers of two-person working households are in Brentwood and Discovery Bay at 60.6% and 59.6%, respectively. The highest number of one-person working households was in Bay Point at 41.4%.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
One	32.0	41.4	28.2	29.2	27.4	32.3	31.7
Two	48.0	41.6	60.6	59.6	51.9	47.5	51.5
Three	13.3	12.2	7.7	8.3	15.3	13.3	11.7
Four	5.9	4.0	2.0	2.2	4.2	4.7	3.8
Five	0.5	0.7	0.7	0.5	0.7	1.5	.8
More Than Five	0.2	-	0.7	0.2	0.5	0.7	0.4

## PERSONS IN THE HOUSEHOLD

Overall, the largest groups of responding households contain two people. Households with three or fewer people constitute the majority (59%). Discovery Bay has the largest two person household population at 40.7%.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
One	8.4	13.0	6.2	7.1	8.6	9.4	8.8
Two	25.6	29.4	28.7	40.7	22.7	28.1	29.2
Three	23.4	23.7	20.4	20.8	21.0	17.5	21.1
Four	19.5	16.7	25.4	20.1	23.2	23.6	21.4
Five	16.5	11.0	12.5	6.6	16.5	11.6	12.4
Six	4.2	3.2	2.2	1.2	4.0	3.4	3.0
Seven	1.0	1.5	2.2	1.5	1.5	3.0	1.8
More Than Seven	0.4	0.7	1.2	-	2.0	1.7	0.9
Refused	1.0	0.7	1.0	2.0	0.5	1.7	1.2

### III. Employment/Industry Related Data

#### EMPLOYER TYPE

Overall, more than half of the respondents (56.4%) worked for a private company. Among all of the respondents, this number remains relatively the same. Nearly one-fifth (19.5%) of the respondents said they work for a government agency. Discovery Bay had the largest number of respondents who said that they own their own business (22.5%).

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Private Company	56.4	57.4	57.1	54.2	57.5	55.9	56.4
Government Agency	18.2	22.9	20.9	16.9	16.3	21.7	19.5
Nonprofit Organization	10.1	8.5	7.7	3.9	8.4	9.6	8.0
Own Business	13.1	9.0	11.7	22.5	14.6	9.6	13.4
Don't Know/Refused	2.2	2.2	2.2	1.7	2.2	3.0	2.3
None Of The Above/Public Company	-	-	0.2	0.7	1.0	0.2	0.4

#### INDUSTRY TYPE

While the number of respondents for the mining, construction, manufacturing, transportation, retail and information industries is relatively similar based on the responses from each community, there are distinct variations in other industries:

- Financing, Insurance, Real Estate or Leasing (FIRE): Brentwood and Discovery Bay had the highest percent of respondents in this field at 19.2% and 18.5%, respectively.
- Professional or Business Services: Antioch and Discovery Bay had the highest numbers at 11.3% and 12.1%.
- Educational and Health Services: Pittsburg and Oakley had the highest number of respondents at 15.8% and 13.7%, respectively.
- Leisure and Hospitality: Pittsburg and Bay Point had the highest percentage of respondents at 4.5% and 4.1%, respectively.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Natural Resources Or Mining	3.2	1.9	1.4	0.3	2.1	1.9	1.8
Construction	14.2	13.2	15.6	10.5	17.8	12.4	13.9
Manufacturing	6.4	8.3	7.2	8.3	5.5	5.6	6.9
Trade, Transportation, Or Utilities	9.2	8.3	7.2	8.0	10.6	6.8	8.4
Information	1.8	1.9	2.9	2.9	2.4	2.6	2.4
Finance, Insurance, Real Estate, Or Leasing	11.0	7.5	19.2	18.5	11.0	13.9	13.6

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Professional Or Business Services	11.3	8.3	8.3	12.1	5.1	5.3	8.5
Educational And Health Services	11.7	11.7	7.2	5.4	13.7	15.8	10.8
Leisure And Hospitality	2.5	4.1	1.8	2.6	1.4	4.5	2.8
Retail	12.1	14.3	15.6	12.1	12.0	14.7	13.4
Other	13.8	20.3	12.7	18.2	17.1	15.0	16.2
Insists On Multiples	2.1	-	-	0.6	0.7	1.1	0.8
Don't Know/Refused	0.7	0.4	0.7	0.3	0.7	0.4	0.5

## Position/Level within the Organization

Overall, 39% of the respondents would consider themselves in a supervisory capacity or higher and 42% of the respondents said they are workers without supervisory responsibilities.

Comparatively, Discovery Bay has 53.2% in supervisory roles or higher, with an impressive 26.2% of the respondents saying they are either the CEO/President/Business Owner of their organization.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
CEO/President/ Business Owner	11.3	8.2	12.2	26.2	13.1	8.9	13.3
Manager	14.3	10.0	18.2	19.6	11.9	12.8	14.5
Supervisor	13.8	12.0	11.5	7.4	11.1	11.3	11.2
Worker Without Supervisory Responsibilities	41.1	51.1	35.7	28.9	46.2	49.0	42.0
Government Official	1.5	1.0	1.2	0.5	0.7	0.2	0.9
Something Else	18.0	17.7	21.2	17.4	17.0	17.7	18.2

## Probability of Changing Jobs to Work in the Community Where Residents Live

Of those who live in one community and work in another, as shown in **Figure 2**, over a third would definitely consider changing jobs if they could find an equivalent position in their community. In addition, around a quarter would probably do so. When these figures are summed, they total the majority (59 percent).

### PROBABILITY OF CHANGING JOBS TO WORK IN COMMUNITY WHERE RESIDENTS LIVE IF AN EQUIVALENT POSITION WERE AVAILABLE

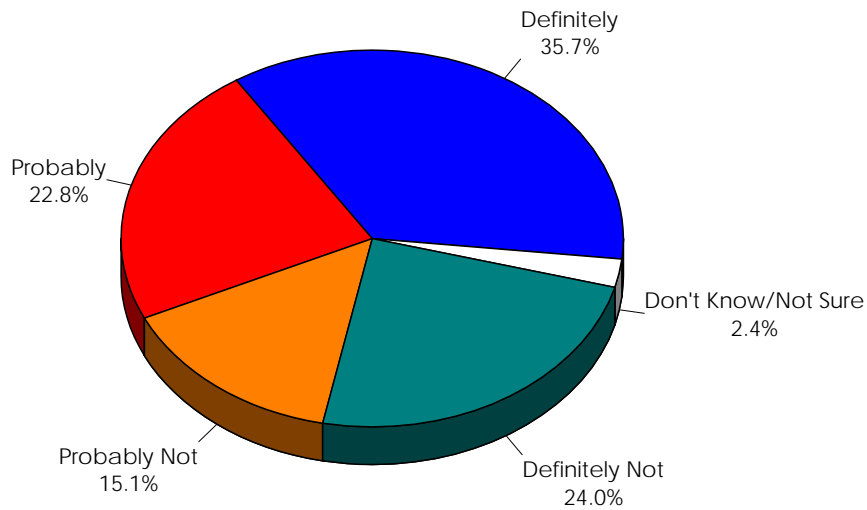
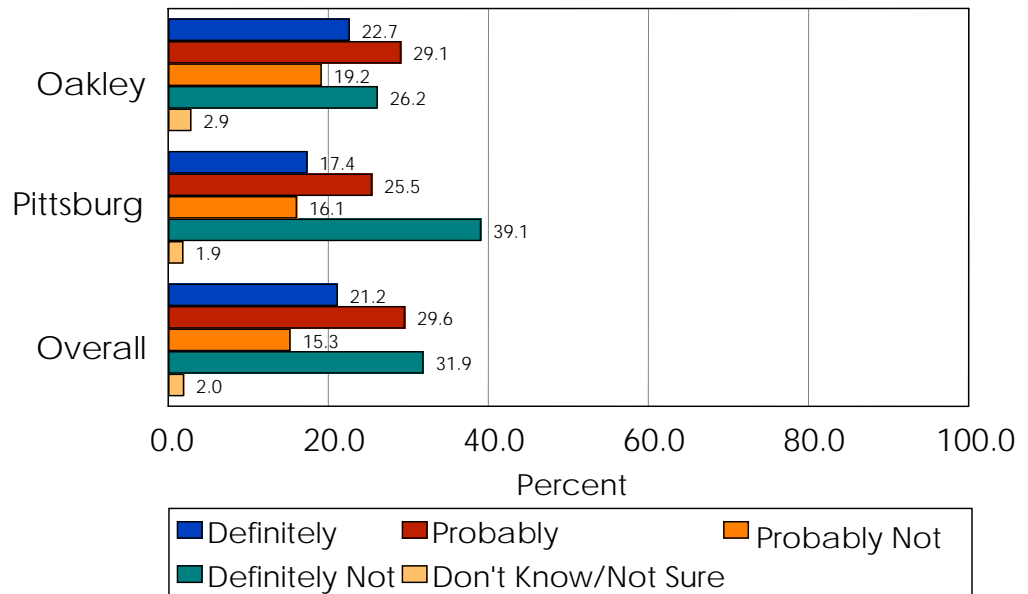
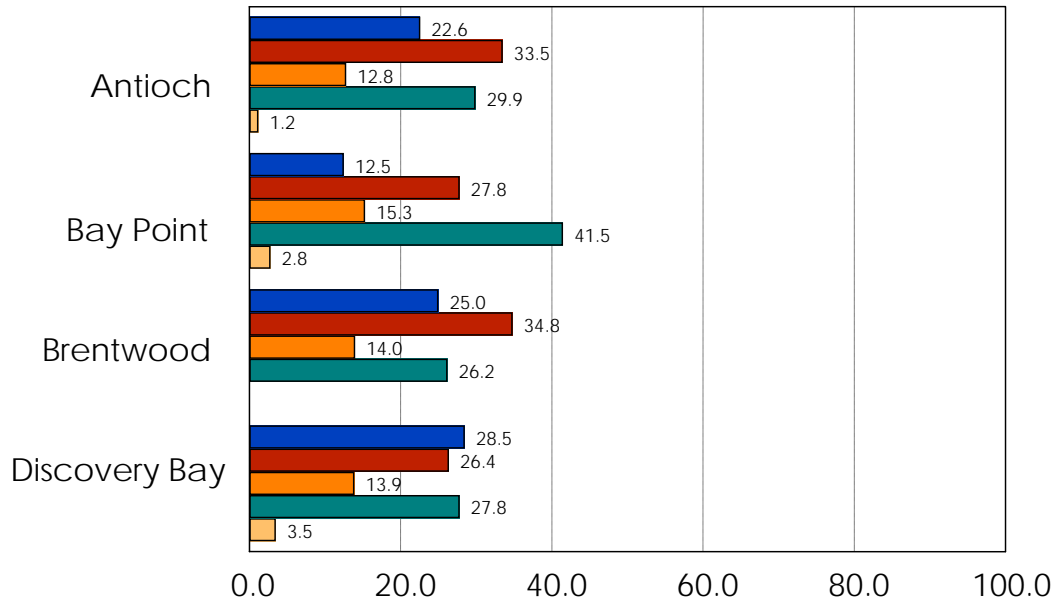
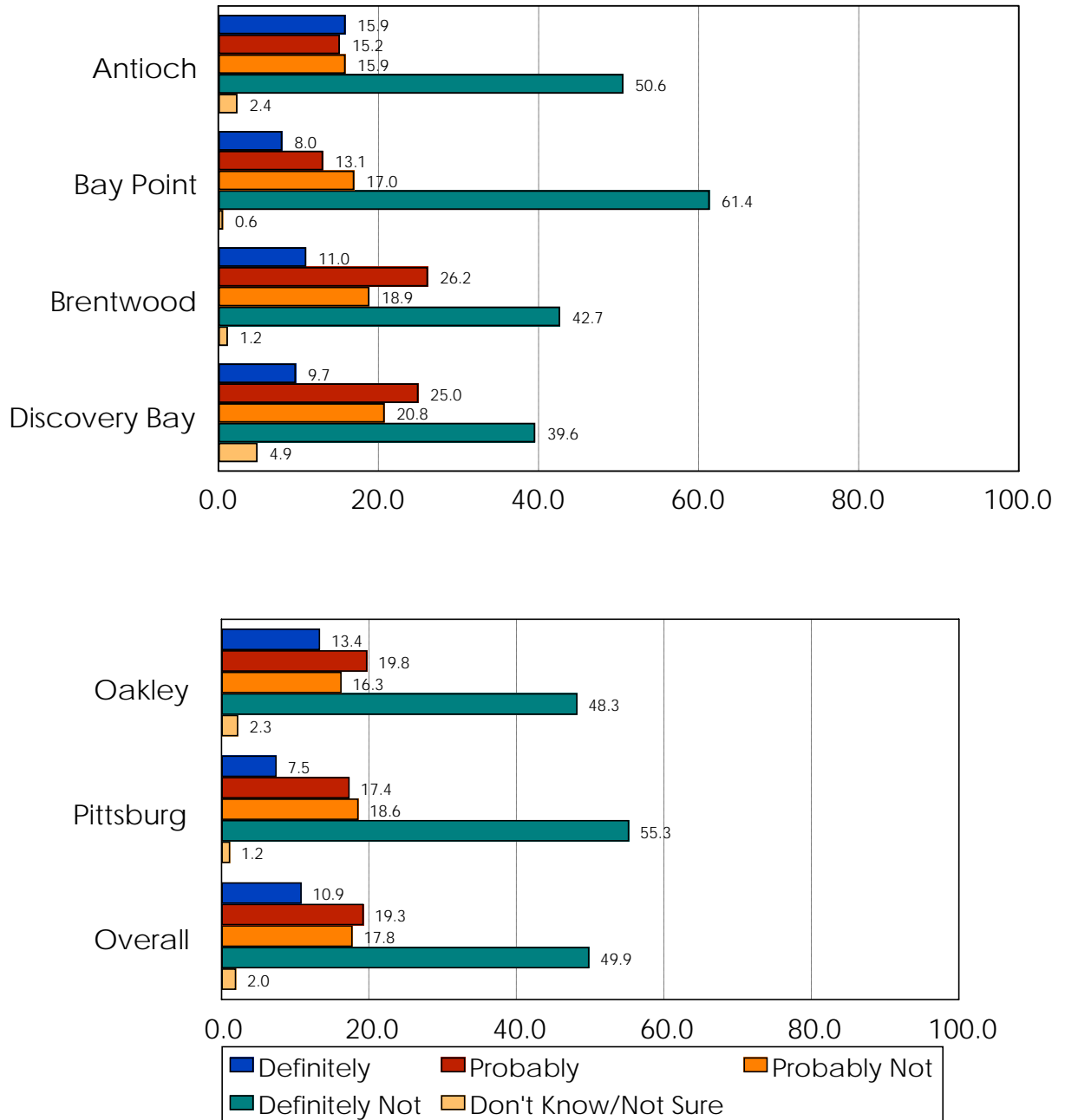


Figure 2

## WILLINGNESS TO CONSIDER CHANGING JOBS IF THIS INVOLVED A FIVE PERCENT PAY CUT



## WILLINGNESS TO CONSIDER CHANGING JOBS IF THIS INVOLVED A TEN PERCENT PAY CUT



## IV. Transportation/Commute Information

### Employment Locations

Following is a table that outlines the various cities in which respondents from East County cities and communities commute for work. Overall, a surprising 33.4% of the region's workforce works within one of the communities of East County. Other major cities that have a high percentage of the area's workforce commuting to their community include Concord (8.7%), Tracy (7.4%) and San Francisco (4.4%).

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Antioch	27.1	5.5	6.2	2.9	13.3	7.1	10.4
Bay Point	0.2	9.5	1.0	-	0.5	0.7	2.0
Brentwood	3.9	0.2	24.2	10.3	6.7	1.5	7.8
Discovery Bay	-	0.2	0.7	17.6	-	-	3.1
Oakley	0.7	0.2	2.0	1.2	13.6	0.5	3.0
Pittsburg	4.4	6.2	4.2	1.0	5.7	20.9	7.1
Alameda	0.7	0.5	0.5	1.5	0.7	1.2	0.9
Albany	0.2	-	-	-	-	-	0.0
Benicia	0.7	0.7	0.2	-	0.2	0.5	0.4
Berkeley	0.2	0.2	0.7	-	1.2	1.7	0.7
Burlingame	-	-	-	0.2	-	-	0.0
Clayton	-	-	-	1.0	0.2	0.5	0.3
Concord	10.1	11.2	6.5	2.2	8.9	13.1	8.7
Daly City	-	-	0.2	-	-	-	0.1
Danville	0.5	0.7	0.2	-	-	0.5	0.3
Dublin	0.2	-	1.2	1.2	0.7	0.2	0.6
Emeryville	-	0.5	-	0.2	-	0.5	0.2
Fairfield	-	-	-	0.2	0.5	-	0.1
Fremont	-	0.5	1.2	2.2	0.7	0.2	0.8
Hayward	0.2	0.5	2.0	1.2	0.2	-	0.7
Hercules	-	-	-	-	0.5	-	0.1
Lafayette	-	0.5	-	0.5	0.2	0.5	0.3
Livermore	1.5	0.2	5.2	9.6	2.0	-	3.1
Los Altos	-	-	-	0.2	-	-	0.0
Martinez	2.7	4.0	0.5	0.2	3.2	5.4	2.7
Milpitas	-	-	-	0.5	0.2	-	0.1
Moraga	0.2	-	-	-	-	0.2	0.1
Mountain View	-	-	-	0.2	-	-	0.0
Newark	-	-	0.2	-	0.2	-	0.1
Novato	0.2	-	-	-	-	-	0.0
Oakland	3.0	3.2	4.0	1.0	3.2	5.2	3.3
Orinda	-	-	0.2	0.2	-	0.5	0.2
Palo Alto	-	-	1.2	0.2	0.2	0.2	0.3
Pinole	-	-	-	-	-	0.5	0.1
Pleasant Hill	1.5	1.2	1.2	1.0	1.0	1.2	1.2
Pleasanton	2.0	0.2	5.2	5.4	1.2	0.5	2.4
Redwood City	-	-	-	0.2	-	-	0.0
Richmond	2.2	0.7	0.2	0.2	0.5	0.2	0.7
Rio Vista	-	-	-	-	0.2	-	0.0
Ross	0.2	-	-	-	-	-	0.0
San Francisco	8.4	3.2	3.2	1.7	2.2	7.9	4.4

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
San Jose	0.5	-	1.2	1.0	0.7	0.7	0.7
San Leandro	1.0	0.5	0.2	0.7	0.5	1.0	0.7
San Mateo	0.2	-	0.5	0.2	-	0.2	0.2
San Pablo	0.2	-	-	-	0.2	-	0.1
San Rafael	0.2	-	-	-	0.2	0.5	0.2
San Ramon	3.2	1.2	3.0	1.7	2.7	2.5	2.4
Santa Clara	-	0.2	0.5	0.5	-	-	0.2
South San Francisco	0.5	0.2	0.5	0.2	0.2	0.7	0.4
Sunnyvale	0.2	-	0.2	0.5	0.2	-	0.2
Tiburon	0.2	-	-	-	-	-	0.0
Walnut Creek	-	-	-	0.2	-	-	0.0
Alameda County	0.2	-	0.7	0.5	-	-	0.2
Castro Valley	0.2	-	0.2	0.2	0.2	-	0.2
Contra Costa County	1.5	0.2	1.0	0.5	1.2	0.5	0.8
Marin County	0.2	-	-	-	0.2	0.2	0.1
Pacheco	0.5	-	0.2	-	-	0.5	0.2
Sacramento	0.7	-	-	-	0.2	0.2	0.2
Stockton	1.0	-	0.2	2.2	1.0	-	0.7
Tracy	6.9	6.2	7.0	5.6	7.7	11.1	7.4
Work From Car	0.2	-	0.2	-	-	0.2	0.1
Work In Various Places	8.6	8.7	7.0	9.3	11.6	6.9	8.7
Volunteers: Work From Home	1.5	3.5	2.5	8.6	2.7	1.0	3.3
Other	0.5	28.7	1.7	3.4	1.7	1.7	6.3

To further categorize the responses on employment locations, we synthesized the data to determine the probable commute sheds (roads used), as well as regional job centers.

#### Commute Sheds:

- Highway 4 (commuters heading west of Bay Point/Pittsburg): 25% (32,702 persons)
- Vasco Road: 14.1% (18,444 persons)
- Byron Highway (past Discovery Bay): 8.1% (10,595 persons)

#### Regional Job Centers:

- Tri-Valley (Livermore, Pleasanton, Dublin): 6.1%
- 680 Corridor (San Ramon to Concord): 12.9%
- Silicon Valley (Fremont to Mountain View): 1.8%
- Peninsula/SF (Palo Alto to SF): 5%

## Commute Times

The highest overall commute times are 30 -59 minutes with 26.6% of the respondents, and less than 15 minutes with 23.4%, indicating a significant number in the workforce remaining in the local area for employment. Antioch and Brentwood have the longest commute times with 25% and 25.7%, respectively, traveling between 1 to 1.5 hours each way.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Work At Home	6.6	3.1	6.9	7.8	5.8	5.6	6.0
Less Than 15 Minutes	24.2	29.3	24.0	19.4	20.5	23.1	23.4
15 To 29 Minutes	14.8	27.8	10.5	17.3	14.7	24.4	18.3
30 To 59 Minutes	23.1	22.2	25.7	29.9	31.7	27.6	26.6
1 Hour To 1.5 Hours (60 To 90 Minutes)	25.0	12.2	25.7	20.9	21.9	16.4	20.3
1.51 To 2 Hours (91 To 120 Minutes)	3.8	3.7	5.5	2.7	4.0	2.1	3.7
More Than 2 Hours	1.4	0.3	1.1	1.2	0.6	-	.8
Unable To Estimate/Average	1.1	1.4	0.6	0.9	0.9	0.8	.9

## Travel Modes

Overall, 83.3% of the respondents drive alone while 8.3% carpool or vanpool and 3.9% take BART for work. While the numbers that drive alone only vary slightly by community, the number that carpool/vanpool from Antioch and Brentwood is higher at 10.4% and 9.3%, respectively. The same holds true for the two communities connected to BART. Their ridership numbers are nearly double the overall average, with 8.7% of respondents in Pittsburg and 7.4% in Bay Point.

	Antioch	Bay Point	Brentwood	Discovery Bay	Oakley	Pittsburg	Overall
	Percent						
Drive Alone	80.6	81.1	85.8	87.3	87.2	78.5	83.3
Carpool Or Vanpool	10.4	6.6	9.3	7.8	8.8	7.1	8.3
Motorcycle	0.8	0.8	0.3	0.3	0.5	1.3	.7
Bus	1.6	1.3	-	-	-	1.6	.8
BART	4.0	7.4	1.4	0.3	1.3	8.7	3.9
Bicycle	-	0.3	0.5	1.4	0.3	-	.4
Walk	1.6	1.1	1.1	1.7	0.5	1.8	1.3
Insists More Than One Equal	0.5	1.1	0.8	-	1.1	0.5	.7
Airplane	0.3	-	0.5	0.6	-	0.3	.3
Skateboard	-	-	-	0.3	0.3	-	.1
Train	0.3	-	-	0.3	-	0.3	.1
Other	-	0.3	0.3	-	-	-	.1

## V. Research Methodology

---

The survey instrument, a telephone questionnaire, was designed by the president of JD Franz Research in consultation with representatives of the six participating communities. A pretest of the questionnaire was conducted among a random sample of members selected in the same manner as the survey sample would be selected. Following the pretest, the research firm president consulted with representatives of the consortium concerning the results, and a few minor modifications were made on that basis. The final version of the instrument was then submitted for approval for implementation.

The initial sample for the survey was a random digit dialing (RDD) sample designed to represent every household in all of the six participating communities. It was purchased from Survey Sampling International, the nation's leading vendor. Use of this sample for the incorporated cities in the study was quite satisfactory, despite numerous overlaps among boundaries and sample sets. (That is, a sample selected to represent one city was often just as likely to contain residents of another.) For Bay Point and Discovery Bay, however, perhaps because of their smaller populations, boundary issues made RDD highly inefficient.

Accordingly, toward the end of the interviewing period, the decision was made to switch to registered voter sample for these two areas. This sample was provided by Contra Costa County. When even that sample proved to be inefficient, the Discovery Bay survey was completed using a sample purchased from Statewide Information Systems (SIS) in Sacramento.

Once a potential respondent was reached by telephone, the household was screened to place it in the appropriate community. Households without an employed resident were then screened out. Finally, with the RDD sample, the youngest male adult/youngest female adult technique was used to select the actual resident to be interviewed. Registered voter respondents were identified and selected by name.

All of the interviewers who conducted the survey had undergone intensive training and briefing prior to conducting any actual interviews. Training included instruction in interviewing techniques, the mechanics of sample selection and recording, a systematic approach to

answering members' inquiries, and use of the computer-assisted telephone interviewing (CATI) system as well as extensive practice with actual survey instruments.

Interviewing for the survey was conducted from the centralized, CATI-equipped, and fully monitored facility at JD Franz Research under the ongoing oversight of full-time supervisors. Immediately upon completion of each interview, a supervisor checked it for accuracy, clarity, and completeness so that any problem areas could be discussed with the interviewer while the conversation was still remembered. In the event problems could not be resolved by recall, members were called back for clarification or amplification. Interviews that could not be corrected (n=36) were discarded and replaced so there would be no missing data in the database.

In order to ensure that working people were adequately represented in the survey, calling took place only during the evening hours (5 to 9 p.m.) and on weekends (10 a.m. to 6 p.m. on Saturdays and 2 to 9 p.m. on Sundays). Up to four attempts were made to reach an eligible member at each number in the sample.

In all, a total of 2,427 interviews were completed. Thus the overall margin of error for the survey at the 95 percent confidence level is  $\pm 2.0$  percent.

Sample sizes and margins of error for each participating community are presented in Table A.

<b>Table A</b>		
<b>Sample Sizes and Margins of Error By Community</b>		
<b>Community</b>	<b>Sample Size</b>	<b>Margin of Error</b>
City of Antioch	406	$\pm 4.9\%$
City of Brentwood	401	$\pm 4.9\%$
City of Oakley	405	$\pm 4.9\%$
City of Pittsburg	406	$\pm 4.9\%$
Community of Bay Point	401	$\pm 4.8\%$
Community of Discovery Bay	408	$\pm 4.8\%$

### **Data Coding, Tabulation, and Analysis**

Most of the survey questions were close-ended and were thus coded by the interviewers as they conducted the interviews. Two – communities in which residents work and names of private companies by which residents are employed – were more open-ended. Although responses to these questions were not coded per se, they were cleaned to the extent possible in terms of spelling and common sense by the Project Manager.

The resulting data were then exported into the data analytic software SPSS for Windows and checked for accuracy, adherence to the pre-established coding scheme, and internal logic. In addition, preliminary tabulations were reviewed manually to check for errors. Finally, tabulations, means, and other analyses were prepared using SPSS for Windows.

# APPENDIX A

---

*Survey Instrument*

# CONTRA COSTA COUNTY

---

## WORKFORCE SURVEY

### Introduction

Hello, this is YOUR FULL NAME calling on behalf of the cities in eastern Contra Costa County. We are doing a study designed to help increase employment opportunities in the area and would like to include your household. (I only need about five minutes of your time.)

### Screening

Q:QA

T:

First, is this household in Antioch, Bay Point, Brentwood, Discovery Bay, Oakley, or Pittsburg?

1 ANTIOCH

2 BAY POINT

3 BRENTWOOD

4 DISCOVERY BAY

5 OAKLEY

6 PITTSBURG

7 NONE OF THESE – THANK AND TERMINATE – GEOGRAPHY REASON – CODE 26

I:

Q:QB

T:

How many people in your household are employed for pay, either full-time or part-time and either inside or outside the home?

\_\_\_\_\_  
20 REFUSED – THANK AND TERMINATE – CODE 2

0 NONE - THANK AND TERMINATE - NO ONE EMPLOYED REASON – CODE 27

I:

➤IF ONE PERSON IN QB, ASK FOR THAT PERSON AND SKIP TO Q1. IF UNAVAILABLE, OBTAIN AND RECORD CALLBACK TIME.

☛IF MORE THAN ONE PERSON IN QB, SAY:

Q:QC

T:

I would like to interview the youngest male adult in your household aged 18 or older who is employed.

☛IF NO MALE ADULT EMPLOYED OR AVAILABLE, SAY:

Q:QD

T:  
Then I would like to interview the youngest female adult in your household aged 18 or older who is employed.

WHEN YOU HAVE ELIGIBLE ADULT, REPEAT INTRODUCTION AND CONTINUE WITH INTERVIEW.

Interview

⌚ Start Time: \_\_\_\_:\_\_\_\_:\_\_\_\_

Q:Q1

T:

First, what city or town do you work in? RECORD VERBATIM. PROBE FOR SPELLING.

- 1 ANTIOCH (CONTINUE)
- 2 BAY POINT (CONTINUE)
- 3 BRENTWOOD (CONTINUE)
- 4 DISCOVERY BAY (CONTINUE)
- 5 OAKLEY (CONTINUE)
- 6 PITTSBURG (CONTINUE)
- 7 WORK FROM CAR (SKIP TO Q3)
- 8 WORK IN VARIOUS PLACES (SKIP TO Q3)
- 9 VOLUNTEERS: WORK FROM HOME (SKIP TO Q6)
- 10 OTHER: \_\_\_\_\_

I:

➤ IF WORKS IN ONE COMMUNITY OUTSIDE OF THE HOME, ASK:

Q:Q2

T:

And about how long does it take you to get to work? IF IT VARIES, SAY: Could you just come up with an approximate average?

- 1 WORK AT HOME (SKIP TO Q6)
- 2 LESS THAN 15 MINUTES (CONTINUE)
- 3 15 TO 29 MINUTES (CONTINUE)
- 4 30 TO 59 MINUTES (CONTINUE)
- 5 1 HOUR TO 1.5 HOURS (60 TO 90 MINUTES) (CONTINUE)
- 6 1.51 TO 2 HOURS (91 TO 120 MINUTES) (CONTINUE)
- 7 MORE THAN 2 HOURS (CONTINUE)
- 8 UNABLE TO ESTIMATE/AVERAGE (CONTINUE)

I:

➤ IF DOES NOT WORK AT HOME, ASK Q3 THROUGH Q5. OTHERWISE, SKIP TO Q6.

Q:Q3

T:

How do you usually get to work? CODE ONLY ONE. IF VARIES, ASK: What do you do most often? IF USES MORE THAN ONE METHOD IN A DAY (FOR EXAMPLE, DRIVES TO BART STATION AND THEN TAKES BART), SAY: Which portion of that trip is the longest? IF DRIVE, SAY: And would that be alone, or in a carpool or vanpool? IF BIKE, SAY: Would that be a motorcycle or a bicycle?

- 1 DRIVE ALONE
  - 2 CARPOOL OR VANPOOL
  - 3 MOTORCYCLE
  - 4 BUS
  - 5 BART
  - 6 BICYCLE
  - 7 WALK
  - 8 OTHER: \_\_\_\_\_
  - 9 INSISTS MORE THAN ONE EQUAL: \_\_\_\_\_
- I:

Q:Q4

T:

In a typical week, do you get to work any other way?

1 YES (CONTINUE)

2 NO (SKIP TO Q6)

I:

☛ IF YES, ASK:

Q:Q5

T:

How else do you get to work? PROBE FOR OTHERS: How else? IF DRIVE, SAY: And would that be alone, or in a carpool or vanpool? IF BIKE, SAY: Would that be a motorcycle or a bicycle? RECORD ALL THAT APPLY.

- 1 DRIVE ALONE
  - 2 CARPOOL OR VANPOOL
  - 3 MOTORCYCLE
  - 4 BUS
  - 5 BART
  - 6 BICYCLE
  - 7 WALK
  - 8 OTHER: \_\_\_\_\_
- I:

Q:Q6

T:

Is your employer a private company, a government agency, a nonprofit organization, or do you have your own business?

1 PRIVATE COMPANY (CONTINUE)

2 GOVERNMENT AGENCY (SKIP TO Q9)

3 NONPROFIT ORGANIZATION (SKIP TO Q9)

4 OWN BUSINESS (CONTINUE)

5 DON'T KNOW/REFUSED (SKIP TO Q9)

I:

☛ IF PRIVATE COMPANY OR OWN BUSINESS, ASK:

Q:Q7

T:  
Which of the following industries is (that company) (your business) in? IF MORE THAN ONE, SAY: Which of these would you say best represents (that company) (your business)?

- 1 natural resources or mining
- 2 construction
- 3 manufacturing
- 4 trade, transportation, or utilities
- 5 information
- 6 finance, insurance, real estate, or leasing
- 7 professional or business services
- 8 educational and health services
- 9 leisure and hospitality
- 10 retail
- 11 OTHER: \_\_\_\_\_
- 12 INSISTS ON MULTIPLES
- 13 DON'T KNOW/REFUSED

I:

Q:Q8

T:  
And what is the name of (that company) (your business)? PROBE FOR SPELLING.  
CLIENT TO HANDLE.

---

---

---

---

I:

Q:Q9

T:  
And would you describe your position as a CEO, President, or business owner; a manager; a supervisor; a worker without supervisory responsibilities; a government official; an elected official; or something else?

- 1 CEO/PRESIDENT/BUSINESS OWNER
- 2 MANAGER
- 3 SUPERVISOR
- 4 WORKER WITHOUT SUPERVISORY RESPONSIBILITIES
- 5 GOVERNMENT OFFICIAL
- 6 ELECTED OFFICIAL
- 7 SOMETHING ELSE

I:

➤IF EMPLOYED IN DIFFERENT COMMUNITY FROM RESIDENCE (QA VERSUS Q1), ASK Q10.  
OTHERWISE, SKIP TO Q12.

➤IF WORK FROM CAR OR IN VARIOUS PLACES IN Q1, SKIP TO Q12.

Q:Q10

T:

Now you said you live in one community and work in another. If you could find an equivalent position in the community where you live, would you definitely, probably, probably not, or definitely not consider changing jobs?

- 1 DEFINITELY (CONTINUE)
- 2 PROBABLY (CONTINUE)
- 3 PROBABLY NOT (SKIP TO Q12)
- 4 DEFINITELY NOT (SKIP TO Q12)
- 5 DON'T KNOW/NOT SURE (SKIP TO Q12)

I:

◀IF DEFINITELY OR PROBABLY, ASK:

Q:Q11

T:

And would you definitely, probably, probably not, or definitely not consider changing jobs if you had to take a \_\_\_\_\_ pay cut? How about a \_\_\_\_\_ pay cut? IF STARTING AT 10 PERCENT, AND 10 PERCENT IS DEFINITELY, SKIP TO Q12. IF STARTING AT 5 PERCENT, AND 5 PERCENT IS DEFINITELY NOT, SKIP TO Q12.

a. <input type="checkbox"/> five percent	4	3	2	1 (SKIP TO Q12)	5
b. <input type="checkbox"/> ten percent	4 (SKIP TO Q12)	3	2	1	5

I:

Q:Q12

T:

Now in order to classify your responses along with others, I need to ask a few questions about you. Including yourself, how many people are there in your household?

\_\_\_\_\_  
20 REFUSED

I:

➤IF MORE THAN NUMBER OF EMPLOYED PEOPLE (QB), CONTINUE.

➤IF SAME AS NUMBER OF EMPLOYED PEOPLE (QB), SKIP TO Q17.

Q:Q13

T:

Are any of these people presently not working but looking for work?

- 1 YES (CONTINUE)
- 2 NO (SKIP TO Q15)
- 3 DON'T KNOW (SKIP TO Q15)

I:

☛IF YES, ASK:

Q:Q14

T:

And how many of them are looking for work?

\_\_\_\_\_  
20 REFUSED

I:

Q:Q15

T:

Are any of these people presently not working and thinking of starting a business?

1 YES (CONTINUE)

2 NO (SKIP TO Q17)

3 DON'T KNOW (SKIP TO Q17)

4 REFUSED (SKIP TO Q17)

I:

☛IF YES, ASK:

Q:Q16

T:

And how many of them are thinking of starting a business?

\_\_\_\_\_  
20 REFUSED

I:

Q:Q17

T:

RECORD GENDER

1 MALE

2 FEMALE

I:

Q:Q18

T:

Now turning back to yourself ... How long have you lived in QA COMMUNITY?

1 LESS THAN A YEAR

2 1 TO 2 YEARS

3 3 TO 5 YEARS

4 6 TO 10 YEARS

5 MORE THAN 10 YEARS

6 REFUSED

I:

Q:Q19

T:

And how long have you lived in Contra Costa County?

1 LESS THAN A YEAR

2 1 TO 2 YEARS

- 3 3 TO 5 YEARS
- 4 6 TO 10 YEARS
- 5 MORE THAN 10 YEARS
- 6 REFUSED

I:

Q:Q20

T:

How long have you lived in either Alameda or Contra Costa County?

- 1 LESS THAN A YEAR
- 2 1 TO 2 YEARS
- 3 3 TO 5 YEARS
- 4 6 TO 10 YEARS
- 5 MORE THAN 10 YEARS
- 6 REFUSED

I:

Q:Q21

T:

What was the last grade you completed in school?

- 1 LESS THAN HIGH SCHOOL
- 2 HIGH SCHOOL GRADUATE
- 3 VOCATIONAL/TRADE CERTIFICATE
- 4 SOME COLLEGE
- 5 TWO-YEAR DEGREE
- 6 FOUR-YEAR DEGREE
- 7 SOME GRADUATE SCHOOL
- 8 GRADUATE DEGREE
- 9 REFUSED

I:

Q:Q22

T:

What is your age, please?

\_\_\_\_\_

120 REFUSED

I:

Q:Q23

T:

T:

Was your total annual household income before taxes in 2005 under or over \$50,000?

- 1 UNDER (\$0-\$49,999) (ASK Q24)
- 2 OVER (\$50,001+) (SKIP TO Q25)
- 3 EXACTLY \$50,000 (END INTERVIEW)
- 4 DON'T KNOW (END INTERVIEW)
- 5 REFUSED (END INTERVIEW)

I:

\*IF UNDER \$50,000 ASK:

Q:Q24

T:

And was it under or over \$25,000?

6 UNDER (\$0-\$24,999) (END INTERVIEW)

7 OVER (\$25,001-\$49,999) (END INTERVIEW)

8 EXACTLY \$25,000 (END INTERVIEW)

9 DON'T KNOW (END INTERVIEW)

10 REFUSED (END INTERVIEW)

I:

\*IF OVER \$50,000 ASK:

Q:Q25

T:

Was it under or over \$75,000?

11 UNDER (\$50,001-\$74,999) (END INTERVIEW)

12 OVER (\$75,001+) (ASK Q26)

13 EXACTLY \$75,000 (END INTERVIEW)

14 DON'T KNOW (END INTERVIEW)

15 REFUSED (END INTERVIEW)

I:

\*IF OVER \$75,000 ASK:

Q:Q26

T:

Was it under or over \$100,000?

16 UNDER (\$75,001-\$99,999) (END INTERVIEW)

17 OVER (\$100,001+) (ASK Q27)

18 EXACTLY \$100,000 (END INTERVIEW)

19 DON'T KNOW (END INTERVIEW)

20 REFUSED (END INTERVIEW)

I:

\*IF OVER \$100,000 ASK:

Q:Q27

T:

Was it under or over \$150,000?

21 UNDER (\$100,001-\$149,999) (END INTERVIEW)

22 OVER (\$150,001+) (END INTERVIEW)

23 EXACTLY \$150,000 (END INTERVIEW)

24 DON'T KNOW (END INTERVIEW)

25 REFUSED (END INTERVIEW)

I: