Kern County’s Quality of Life Survey

With Kern’ County’s population expected to double to nearly 1.5 million people by 2040, Kern Council of Governments (Kern COG) has conducted its annual community survey to determine residents’ attitudes about how that growth should be addressed and what impact it will have on the region. Highlights of 2010 random telephone survey are as follows:

- Seventy-eight percent of Kern County residents are at least “somewhat satisfied” with the quality of life in their communities and hold a generally positive attitude about their futures.

- The mountain region residents are more satisfied with quality of life in their city or town (85 percent), than those of West Kern (71 percent), the Central Valley (77 percent), and East Kern (74 percent).

- Looking ahead to the next 20 years, 39 percent of respondents expect quality of life in their city or town will be “better;” 21 percent think it will “stay about the same;” and 35 percent think it will be “worse.”

- Residents said creating more high-paying jobs; diversifying the local economy; enhancing basic local services such as education, public safety, and road maintenance; and improving air and water quality are the most important issues facing the future of Kern County.

- When considering population growth over the next 20 years, two-thirds of residents mentioned one of the following as the single, most important issue for the future of Kern County: increasing local job opportunities; improving quality of jobs; reducing crime rate and gang violence; and resolving environmental issues such as air pollution and water contamination.

In this 1,200-person random telephone survey, respondents identified themselves as Hispanic/Latino (47 percent); Caucasian (38 percent); African-American (5 percent); Asian (4 percent), and others (6 percent). About 21 percent of respondents fell into the 25-34 age bracket, with 19 percent aged 35- 44; 15 percent 18-24; 18 percent 45-54; 6 percent 55-59 and 19 percent over 60.
Source: