



City of Santa Barbara California

PLANNING COMMISSION STAFF REPORT

REPORT DATE: July 17, 2008
AGENDA DATE: July 24, 2008
PROJECT: *Plan Santa Barbara (PlanSB): Youth Survey Results*
TO: Planning Commission
FROM: Planning Division, (805) 564-5470
 John Ledbetter, Principal Planner
 Beatriz Gularte, Project Planner
 Elsa Rodriguez, Planning Intern

RECOMMENDATION:

That the Planning Commission receive a summary presentation of the Youth Survey that was completed as part of the Plan Santa Barbara effort.

BACKGROUND:

In summer 2007, the City held an outreach effort through a series of grassroots meetings, comment cards and community workshops to inform the Plan Santa Barbara effort. It became apparent that a separate effort was necessary to gain input from youth in the community. Planning Commission and City Council asked the Plan SB Team to come up with a mechanism to hear how youth in Santa Barbara feel about their community. The Plan SB Team wanted to create an opportunity for youth to express their concerns and ideas about the City of Santa Barbara that would go hand in hand with the outreach effort of Summer 2007.

The Plan SB team worked with the City of Santa Barbara's Youth Council and the director of the 1235 Teen Center to develop a 31 question survey. The survey questions were crafted and edited by the Youth Council. The Plan SB team finalized the survey with the help of our graphic artist and provided copies for the members. The survey was approved by Paul Turnbull, Assistant Superintendent of the Santa Barbara School District, before the Youth Council members went to their respective campuses to distribute the survey to their peers. Youth Council members and city staff made ten minute presentations in their classrooms about the PlanSB effort and their teachers allowed students to complete the survey in class.

Approximately 700 surveys were distributed. In the end, we had 400 participants from 8 different schools complete the survey between March and May, by early June 2008 a report was drafted and finalized.

OVERVIEW

The Youth Survey addresses issues such as recreational activities, neighborhoods, transportation, shopping and the waterfront, issues that are also important to the overall community. The survey itself is composed of 31 questions, 10 open ended questions and 21 multiple choice questions. Open ended questions yielded a large amount of different answers, at times 17 different responses were given for the same open ended question. Reaching a 50% or more majority on any specific answer was not easy, but certain responses were repeated at a higher frequency than others.

Overall, Planning Staff is appreciative of the willingness of the schools and students that participated. It was also an exciting opportunity for the PlanSB Planning Intern, UCSB student Elsa Rodriguez to work with her professor to organize the data we collected as part of an independent studies contract.

This report is also being sent to the Santa Barbara City Council, the Youth Council members, the Parks and Recreation Commission, the 1235 Teen Center, and all the principals and representatives of the campuses that participated.

Exhibits:

- A. Youth Survey, March 2008
- B. Youth Survey Results, July 2008



Plan Santa Barbara

LIVING WITHIN OUR RESOURCES



Tell us What You Think

Plan Santa Barbara

YOUR OPINION COUNTS!

March 2008

EXHIBIT A

The Youth Council and the City decision makers would like to know what you think about our community. If you could please respond to the following questions (even if you live outside the City limits, but hang out in Santa Barbara);

1. What zip code do you live in? _____
2. Are you Male _____ Female _____ What grade _____
3. What high school do you attend? _____
4. What kind of housing do you live in? Apartment _____ Condominium _____ House _____
5. How long have you lived in Santa Barbara? _____
6. Do you want to live in the Santa Barbara area when you finish all your schooling? Yes _____ No _____ Maybe _____
7. If yes, why? If no, why not? _____

8. Do you think you will be able to afford living in Santa Barbara?
Yes _____ No _____

9. Do you work? Yes _____ No _____

What type of work:

Fast food _____

Restaurant _____

Office _____

Retail _____

Recreational facility _____

Other _____

10. On a scale of 1 to 5, how easy was it to find a job? (1 being the easiest) _____

YOUR NEIGHBORHOOD

11. On a scale of 1 to 5 (5 being the greatest), how much do you like the neighborhood you live in? _____

12. On a scale of 1 to 5 (5 being the greatest), how much do you like the City of Santa Barbara? _____

13. What are the most important things about your neighborhood?

	Very	Somewhat	Not important
My friends live here	_____	_____	_____
Cool shops and stores	_____	_____	_____
Good parks and sports fields	_____	_____	_____
You can walk around	_____	_____	_____
It is near my school	_____	_____	_____
Other _____	_____	_____	_____

14. What don't you like about your neighborhood? _____

15. Finish the sentence. I really wish my neighborhood had _____

16. Is there a park near your home? Yes _____ No _____

17. Do you use the park? Yes _____ No _____ How many times a month? _____

18. If yes, why? If no, why not? _____

PLACES TO GO, THINGS TO DO

19. What recreational activities would you like to have available in Santa Barbara? _____

20. How often do you go downtown?

A few days a week _____

A couple of times a year _____

A few times a month _____

Never _____

21. What are the most important things about Downtown?

	Very	Somewhat	Not important
How it looks	_____	_____	_____
The shops	_____	_____	_____
The restaurants	_____	_____	_____
The streets	_____	_____	_____
Easy to walk around	_____	_____	_____
Other _____	_____	_____	_____

22. What don't you like about downtown? _____

23. Where do you do most of your shopping? (pick the two you use most)

Downtown _____

La Cumbre _____

Ventura _____

Other _____

24. How often do you go to the beach?

A few days a week _____

A few times a month _____

A couple of times a year _____

Never _____

25. What is your favorite thing about the beach area? _____

26. What don't you like about the beach area? _____

GETTING AROUND

27. How do you normally get to school? (pick all that apply)

Walk _____

Drive Myself _____

Ride from Parents/family _____

Ride from friends _____

Bus _____

Bicycle _____

Other _____

28. How do you get around on the weekends? (pick all that apply)

Walk _____

Drive Myself _____

Ride from Parents/family _____

Ride from friends _____

Bus _____

Bicycle _____

Other _____

FINAL QUESTIONS

29. What do you think is needed to make Santa Barbara more youth friendly?

30. Is having a diverse population in your community (for example by age, ethnicity, income level, etc.) important to you? Yes _____ No _____

31. Anything else you would like the people at City Hall to know? _____

**The Santa Barbara Youth Council
and The City of Santa Barbara
thank you for participating!**



CITY OF SANTA BARBARA PLANNING DIVISION
WWW.YOUPLANSB.ORG

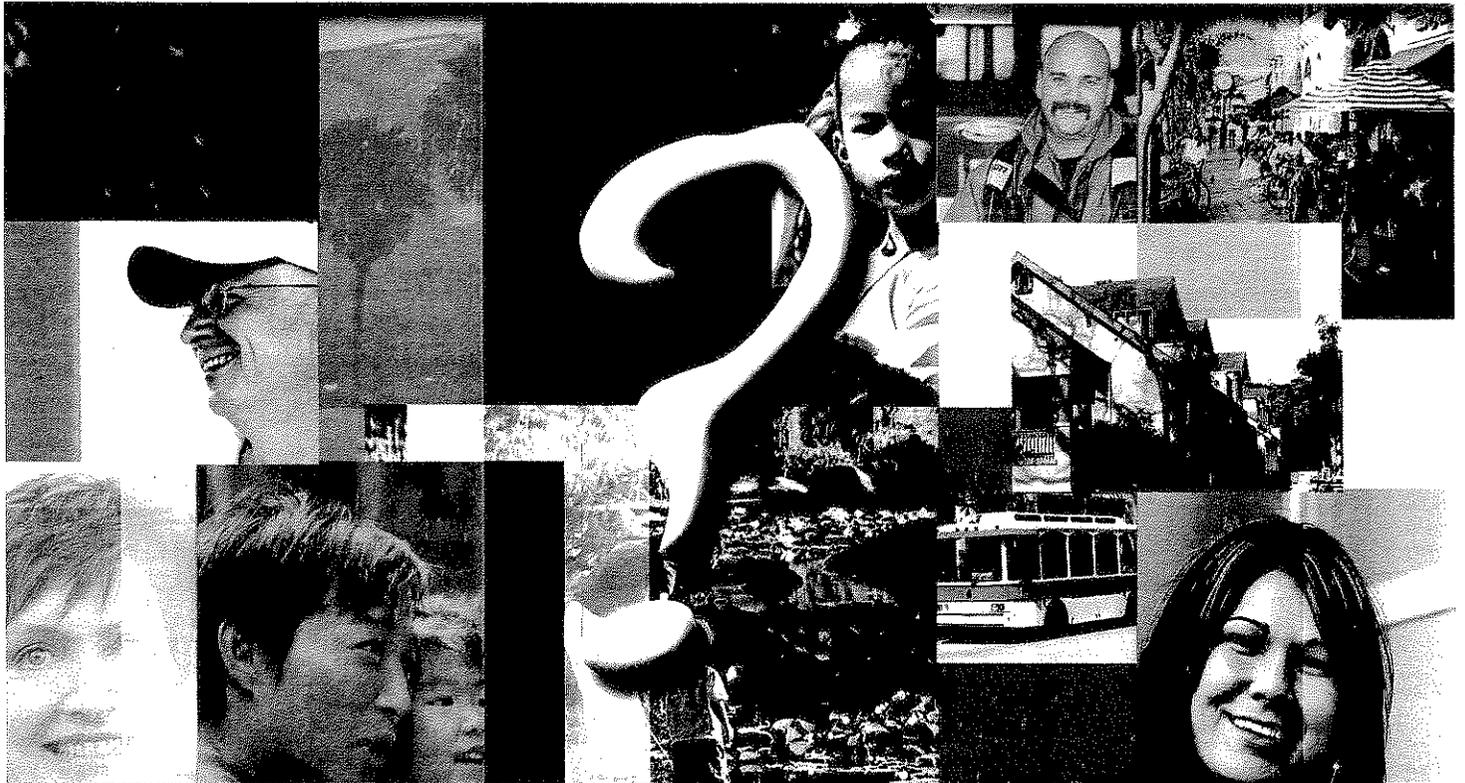


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Plan Santa Barbara

LIVING WITHIN OUR RESOURCES



Tell us What You Think

Plan Santa Barbara



YOUTH SURVEY RESULTS JULY 2008

EXHIBIT B

City of Santa Barbara
YOUTH SURVEY RESULTS

ACKNOWLEDGEMENTS

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SPECIAL THANKS

Susan Young, 1235 Teen Center Director
Dr. Hinckley, Department of Political Science at the University of California-Santa Barbara

SCHOOLS AND INSTRUCTORS WHO FACILITATED THIS EVENT

Many thanks to the schools who participated; 1235 Teen Center, Laguna Blanca School, Santa Barbara High School, Dos Pueblos High School, Bishop Diego High School, The Ancapa School, El Puente Continuation School, La Cuesta Continuation School, and San Marcos High School.

FOR MORE INFORMATION

For more information log on to the You Plan Santa Barbara website at <http://www.youplansb.org>.

This report is also available online, or a copy may be picked up at the City Planning Division office located at 630 Garden Street, Santa Barbara, CA.

Introduction and Methodology

In summer 2007, the City held an outreach effort through a series of grassroots meetings, comment cards and community workshops to inform the Plan Santa Barbara effort. It became apparent that a separate effort was necessary to gain input from youth in the community. Planning Commission and City Council asked the Plan SB Team to come up with a mechanism to hear how youth in Santa Barbara feel about their community. The Plan SB Team wanted to create an opportunity for youth to express their concerns and ideas about the City of Santa Barbara that would go hand in hand with the outreach effort of Summer 2007.

The questions in the Youth Survey were crafted and edited by the City of Santa Barbara Youth Council in collaboration with the Plan SB team. When a draft of the survey was finalized it was sent to Mr. Paul Turnbull, Assistant Superintendent of the Santa Barbara School District for review. In March 2008, the survey was approved by Mr. Turnbull the Youth Council members could take it to their respective campuses. Each Youth Council member agreed to arrange with their teachers to give 15 minute presentations in their classrooms explaining the Plan SB effort. The students were asked to complete the surveys in the classrooms and return them to the Plan SB Staff.

Originally the intention was for the survey to focus on 12th grade students and target their government/civics classes, but in an effort to get a larger response sample we allowed other grades to participate. When the survey was administered to a few of the private schools, they had combined students with 7th and 8th graders in the classrooms listening to our presentation and they wanted to participate. In the end, fourteen, 7th grade students and twelve, 8th grade students participated in the survey in addition to 166 high school Seniors, 87 Juniors, 73 Sophomores and 47 Freshmen.

Approximately 700 surveys were distributed to the Youth Council members. In the end, we had 400 participants from 8 different schools complete the survey by May 2008. Of the 400 participants 229, 57.3% were females and 171, 42.8% were males. The schools that participated in this effort were: Laguna Blanca H.S., Santa Barbara H.S., The Anacapa School, Dos Pueblos H.S., El Puente Continuation School, San Marcos H.S., La Cuesta Continuation School and Bishop Diego H.S. The number of participants varied among the high schools. Coordination between the Youth Council representatives and their home campuses was not always easy to establish. Some campuses are certainly overrepresented, whereas, others are not included in the survey at all. Campuses with very low participation are the result of many factors; end of the year exams, coordination problems, prom and graduation responsibilities all which affected the Youth Council's ability to get a larger sample.

Of the 400 respondents 393 provided zip codes, 7 others did not. This list helps us determine that where a student lives is not necessarily where they attend school or shop. In this Youth Survey up to 16.4% of students live outside the City of Santa Barbara's boundaries. Although 12% listed a zip code from Goleta, other cities such as Ventura, Oxnard and Solvang were listed as well.

The survey is broken up into 4 sections: student information, neighborhoods, things to do places to go, and transportation. All the sections include both open-ended questions as well as multiple choice questions. The open-ended questions yield many different answers because students

have the opportunity to write out their responses or comments. Reaching a 50% or more majority on any open-ended questions was not easy, but certain responses were repeated at a higher frequency than others. This report will analyze 15 multiple choice questions and 8 open-ended questions noting what type of question it is helps understand the results the question.

The statistical analysis software used to organize the data, (SPSS), automatically rounds up to a 0.1% so the numbers always add up to 100.1% in the total percentage column. However, the tables generated using the (SPSS) software still display the total cumulative percent to be 100.00% because rounding up does not affect the overall data.

Some important findings the survey concluded were that youth in Santa Barbara are highly satisfied with the City of Santa Barbara and the neighborhoods they live in. Youth named a large array of recreational activities they would like to see available but "an ice skating rink" received the most support. Youth in Santa Barbara consider "walkable" to be the most important factor in their neighborhoods, and an overwhelming majority also stated there is a park near their home. When it comes to downtown, the participants listed the "expensive shops" as their least favorite part about the area. The majority of participants do not believe they will be able to afford living in the City of Santa Barbara despite their desire to live here.

Again, due to the broad range of interests it would be difficult to get a large percentage of youth to agree on any few issues. It is interesting to see how some key issues such as affordable retail (instead of high-end shops) and affordable housing elicited the highest response, these concepts parallel to what we have heard from the broad community in the Plan SB process

Input from youth is important and we are thankful to all those who participated, the Youth Council Members and all teachers that facilitated this effort.

The following represents the responses to the questions asked in the original survey which can be viewed at www.youplansb.org.

Length of time lived in SB

How Long Have You Lived in SB? Open-ended Question

Length	Frequency	Percent
All my life	254	63.5
Less than five years	41	10.3
More than five years	97	24.3
No response	8	2.0
Total	400	100.0

According to the responses, 63.5% of students stated they had lived in the City of Santa Barbara all their lives. 24.3% stated they have been living here over five years and only 10.3 % of students said they have been living in the city for less than five years. The 2% who did not give a response could be because they do not live in the City of Santa Barbara and simply go to school here.

Housing

What type of housing do you live in? Multiple Choice Question

Response	Frequency	Percent
Apartment	68	17.0
Condo	29	7.3
House	303	75.8
Total	400	100.0

An overwhelming 75.8% of participants stated they live in a house and not a condominium or an apartment. 17.0% of participants stated they lived in an apartment, only 7.3% stated they lived in a condo.

Future Desire to Live in SB

Do you want to live SB after graduation? Multiple Choice Question

Response	Frequency	Percent
Yes	141	35.3
No	68	17.0
Maybe	191	47.8
Total	400	100.0

Do you think you will be able to afford living in SB? Multiple Choice Question

Response	Frequency	Percent
Yes	166	41.5
No	222	55.5
No response	12	3.0
Total	400	100.0

Out of 400 responses, 47.8% of participants stated that they "maybe" want to live in Santa Barbara after they graduate, 35.3% stated "yes" and 17.0% stated "No". However, 55.5% of participants do not believe they will be able to afford living in Santa Barbara and 41.5% believe that they will be able to afford living here.

Employment

Do you work? Multiple Choice Question

Response	Frequency	Percent
Yes	145	36.3
No	255	63.8
Total	400	100.0

What type of work do you do? Multiple Choice Question

Job Type	Frequency	Percent
Fast food	12	3.0
Restaurant	32	8.0
Office	12	3.0
Retail	33	8.3
Rec facility	8	2.0
Other	49	12.3
Total employed	146	36.5
Non-employed	254	63.5
Total	400	100.0

Out of the 400 responses, 146 participants or 36.5% stated they worked. The response that had the most responses was the "other" (12.3%) as their job type; for the most part they described their type of job as babysitting or helping out a family member. 8.3% stated they worked in "retail" and 8.0% stated they worked in a "restaurant".

THEIR NEIGHBORHOOD

On a scale of 1-5 how much do you like your neighborhood? (5 being the greatest)

Multiple Choice Question

Response	Frequency	Percent
Not at all (1)	9	2.3
A bit (2)	21	5.3
Somewhat (3)	79	19.8
Good amount (4)	149	37.3
Love it (5)	142	35.5
Total	400	100.0

The majority of participants, (37.3%) stated they like their neighborhoods a "good amount", 35.5% stated they "love" their neighborhoods and 19.8% stated they "somewhat" like their neighborhoods. Overall the majority of participants are satisfied with their neighborhoods.

What is the most important thing about your neighborhood? Multiple Choice Question

Response	Frequency	Percent
Friends live here	88	22.0
Cool shops/stores	28	7.0
Parks/sports fields	61	15.3
Can walk around	116	29.0
Near my school	50	12.5
Nothing really	14	3.5
All of the above	43	10.8
Total	400	100.0

Of the 400 participants, 29.0% stated the most important thing about their neighborhood was that they "can walk around", 22.0% stated the most important is that their "friends live here" and 15.3 participants stated "good parks/sports fields" is the most important thing about their neighborhood.

What don't you like about your neighborhood? Open-ended Question

Response	Frequency	Percent
The neighbors	58	14.5
Gangsters	34	8.5
It's far away	33	8.3
Too many old folks	63	15.8
I like everything	90	22.5
Its dirty	11	2.8
Loud/busy	25	6.3
No response	33	8.3
Street conditions	53	13.3
Total	400	100.0

Of the 400 participants, 22.5% stated "I like everything" when asked what they don't like about their neighborhoods. 15.8% stated they most dislike the "old folks" in their neighborhoods. 14.5% of participants stated they most dislike "the neighbors", 13.3% stated they most dislike the "street conditions" and 8.5 stated they most disliked the "gangsters" in their neighborhoods.

Is there a park near your home? Multiple Choice Question

Response	Frequency	Percent
Yes	311	77.8
No	88	22.0
No response	1	.3
Total	400	100.0

An overwhelming 77.8% of respondents stated that there was a park near their homes. (In retrospect, a better question would have been is there a park within walking distance to your home.)

Do you use the park? Multiple Choice Question

Response	Frequency	Percent
Yes	215	53.8
No	183	45.8
No response	2	.5
Total	400	100.0

However, only 53.8% stated they actually use the park.

Do you use park? Why or why not? Open-ended Question

Response	Frequency	Percent
Yes, to take my pets/siblings	69	17.3
Yes, to play sports	84	21.0
Yes, to read/relax	44	11.0
No, too many gangsters/homeless	54	13.5
No, I'm too old	43	10.8
No, not enough to do	31	7.8
No, there isn't one nearby	42	10.5
No, don't have time	16	3.8
No response	17	4.3
Total	400	100.0

Of the 400 participants, 21.0% stated the use the park to "to play sports", 17.3% stated they use the park "to take their siblings or pets". 13.5% stated they do not use the park because there is "too many gangsters/homeless".

PLACES TO GO, THINGS TO DO

How often do you go downtown? Multiple Choice Question

Response	Frequency	Percent
A few days a week	201	50.3
A few times a month	171	42.8
A few times a year	19	4.8
Never	9	2.3
Total	400	100.0

How often do you go to the beach? Multiple Choice Question

Response	Frequency	Percent
A few days a week	80	20.0
A few times a month	174	43.5
A few times a year	128	32.0
Never	18	4.5
Total	400	100.0

What recreational activities do you want to see available in SB? Open-ended Question

Response	Frequency	Percent
Amusement park	22	5.5
Paintball	27	6.8
Swimming pools	23	5.8
Ice skating rink	78	19.5
Football field	24	6.0
Nothing else	23	5.8
Soccer facilities	14	3.5
No response	42	10.5
Bowling alleys	11	2.8
Dance/music studios	51	12.8
Laser tag	13	3.3
More beach activities	18	4.5
Museums	2	.5
Arcades	26	6.5
BMX jumps	10	2.5
Basketball facilities	13	3.3
Boxing gyms/yoga/taichi	3	.8
Total	400	100.0

Although the participants stated a large array of recreational activities that interest them, the majority, 19.5%, support an "ice skating rink", 12.8% want to see more "dance/music studios/courses", 6.8% want "paintball" to be available, 6.5% want more "arcades" in the city and 5.8% want to see more "swimming pools".

What don't you like about downtown? Open-ended Question

Response	Frequency	Percent
The homeless	61	15.3
The gang activity	20	5.0
The tourists	36	9.0
The expensive shops	88	22.0
Lack of parking	31	7.8
No response	25	6.3
I like everything	71	17.8
Lack of safety	6	1.5
It's small	28	7.0
The traffic	25	6.3
The smokers	5	1.3
"Its the borderline"	1	.3
The cops	3	.8
Total	400	100.0

Of the 400 participants, 22.0% stated they most disliked the "expensive shops" in Downtown, 17.8% stated "I like everything" about Downtown and 15.3% stated they most disliked "the homeless" in Downtown.

What is your favorite part about the beach? Open-ended Question

Response	Frequency	Percent
The water	103	25.8
The pier	56	14.0
Open space/view	60	15.0
The bbq pits	8	2.0
The opposite sex	12	3.0
You can tan	10	2.5
No response	25	6.3
Everything	91	22.8
Nothing	9	2.3
The skate park	5	1.3
The volleyball courts	21	5.3
Total	400	100.0

Besides the water being their favorite part of the beach, with 25.8% of the total, 22.8% of participants stated "everything" as their favorite part about the beach. 15.0% stated the "open space/view" was their favorite thing about the beach and 14.0% stated "the pier" was their favorite part.

Where do you do most of your shopping? Multiple Choice Question

Response	Frequency	Percent
Downtown	168	42.0
La Cumbre	83	20.8
Ventura	106	26.5
Other	36	9.0
No response	2	.5
All of the above	5	1.3
Total	400	100.0

Of the 400 participants, 42.0% stated they did most of their shopping "Downtown", however, 26.5% stated "Ventura" was where they did most of their shopping.

GETTING AROUND

41.5% of participants stated that they get a "ride from parents/family" to get to school. Given that the majority of our participants are Seniors, 32.0% chose the "drive myself" category, 10.5% chose the "walk" category and 10.3% stated they get to school using the "bus".

How do you get to school? Multiple Choice Question

Response	Frequency	Percent
Walk	42	10.5
Drive myself	128	32.0
Parents/family	166	41.5
Ride w/ friends	6	1.5
Bus	41	10.3
Bicycle	7	1.8
Skateboard	7	1.8
All of the above	3	.8
Total	400	100.0

How do you get around on the weekends? Multiple Choice Question

Response	Frequency	Percent
Walk	63	15.8
Drive myself	117	29.3
Ride parents/fam	106	26.5
Ride w/ friends	27	6.8
Bus	39	9.8
Bike	19	4.8
Skateboard	13	3.3
All of the above	16	4.0
Total	400	100.0

When we asked participants how they get around on the weekends the percentages for “walk”, “skateboard”, “bike”, “ride w/ friends” and “all of the above” were all significantly higher than they were in the get to school question. The number of those who “get a ride from parent/family” decreased by 15% in comparison to the previous question but, the number of those in the “drive myself” category only dropped 2.7% from the previous question.

What do you think is needed to make Santa Barbara more youth friendly?

Open-ended Question

Response	Frequency	Percent
Jobs for youth	21	5.3
More hangouts other than Downtown	24	6.0
Less police harassment	14	3.5
Nothing, its fine	43	10.8
Affordable stores	42	10.5
Better public transportation	26	6.5
Control gang issue	33	8.3
No response	53	13.3
Night time dances/clubs	49	12.3
Funding for Junior States of America	1	.3
Performing arts/ theaters	21	5.3
Drive-in theater	17	4.3
Water park	26	6.5
BMX jumps	17	4.3
Hiking/jogging trails	13	3.3
Total	400	100.0

Students have a broad range of interests so there was not any activity that got a large percentage of responses. The activity that received the highest response (12.3%) was night time dances/clubs appropriate to their age, with 10.5% desiring affordable shopping. 8.3% of the students did state that controlling the gang issue would make Santa Barbara more youth friendly.

Importance of Diversity

Is having a diverse population in your community (by age, ethnicity, income level) important to you? Multiple Choice Question

Response	Frequency	Percent
Yes	270	67.5
No	110	27.5
No response	20	5.0
Total	400	100.0

The majority of participants, 67.5%, agree that having a diverse community is important.

Satisfaction with the City of Santa Barbara

On a scale of 1-5 how much do you like the City of Santa Barbara? (5 being the greatest) Multiple Choice Question

Response	Frequency	Percent
Not at all (1)	2	.5
A bit (2)	11	2.8
Somewhat (3)	41	10.3
A good amount (4)	146	36.5
Love it (5)	197	49.3
No response	3	.8
Total	400	100.0

Of the 400 participants 85.8% stated they either "love it" or are satisfied with the City of Santa Barbara a "good amount". Across the board in all schools and all grade levels the "love it" category was highly supported with 49.3% of all participants in agreement.

Anything else you would like City Hall to know?

Open-ended Question

Response	Frequency	Percent
Nothing really	79	19.8
Have larger technology or videogame stores	14	3.5
Snowboarding/recreational trips	6	1.5
More affordable shopping and housing	46	11.5
We should not be large like LA	10	2.5
Build a HS on Westside	13	3.3
No response	108	27.0
More recycling bins	18	4.5
Less bars in Downtown	4	1.0
More large chain restaurants	5	1.3
More skate parks	13	3.3
More help for the homeless	14	3.5
Have organized intramural sports	24	6.0
Less police abuse	23	5.8
More music/concert venues	23	5.8
Total	400	100.0

This was an open ended question to which many did not answer. Of the 187 students that did reply, "affordable shopping and housing" received the most support. "Organized intramural sports, less police abuse and more music/concert venues" were a close second.

Participating Schools

As seen on the table below, there were eight schools that participated along with the City's 1235 Teen Center.

Schools	Frequency	Percent
Laguna Blanca High School	64	16.0
The Anacapa School	51	12.8
El Puente	56	14.0
La Cuesta	23	5.8
Teen Center	2	.5
Dos Pueblos High School	47	11.8
San Marcos High School	3	.8
Santa Barbara High School	101	25.3
Bishop Diego High School	53	13.3
Total	400	100.0

Gender of Participants

Gender	Frequency	Percent
Female	229	57.3
Male	171	42.8
Total	400	100.0

Zip Codes Represented

Zip Code	Frequency	Percent
Ventura (93001, 93003)	3	.8
Carpinteria (93103)	1	.3
Oak View (93022)	1	.3
Oxnard (93030, 93036)	4	1.1
Santa Paula (93060)	1	.3
Santa Barbara (93101, 93102, 93103, 93105, 93108, 93109, 93110, 93111)	329	82.4
Goleta (93117)	48	12
Santa Ynez (93460)	1	.3
Solvang (93463)	1	.3

Appendix

Grade Level

Grade	Frequency	Percent
7 th	14	3.5
8 th	12	3.0
9 th	47	11.8
10 th	73	18.3
11 th	87	21.8
12 th	166	41.5
No response	1	.3
Total	400	100.0

Appendix

