

| Area | Willingness to Pay | | | Total | Percent of Total |
|--------------------------------------|--------------------|--------------------|-----------------|------------|------------------|
| | \$0 to \$50 More | \$50 to \$100 More | Over \$100 More | | |
| Urban | | | | | |
| <u>Residential</u> | | | | | |
| City of Capitola | 1 | - | - | 1 | |
| City of Santa Cruz | 10 | 13 | - | 23 | |
| City of Scotts Valley | 27 | 19 | 8 | 54 | |
| City of Watsonville | 4 | - | - | 4 | |
| Aptos/Seacliff/Rio Del Mar/La Selva | 58 | 10 | 5 | 73 | |
| Live Oak/Pleasure Point | 19 | 14 | 9 | 42 | |
| Pasatiempo/Sims Rd/Graham Hill | 2 | 1 | - | 3 | |
| Soquel | 13 | 1 | - | 14 | |
| Subtotal - Urban Residential | 134 | 58 | 22 | 214 | 23% |
| <u>Business</u> | | | | | |
| City of Capitola | 1 | - | 1 | 2 | |
| City of Santa Cruz | 2 | - | 1 | 3 | |
| City of Scotts Valley | - | 1 | 3 | 4 | |
| City of Watsonville | - | - | 1 | 1 | |
| Aptos/Seacliff/Rio Del Mar/La Selva | 2 | 1 | 2 | 5 | |
| Live Oak/Pleasure Point | - | 1 | - | 1 | |
| Soquel | 2 | 1 | - | 3 | |
| Subtotal - Urban Business | 7 | 4 | 8 | 19 | 2% |
| <i>Subtotal - Urban</i> | 141 | 62 | 30 | 233 | 25% |
| <i>Percent of Subtotal - Urban</i> | 60% | 27% | 13% | 100% | |
| Rural | | | | | |
| <u>Residential</u> | | | | | |
| Bonny Doon | 11 | 16 | 3 | 30 | |
| Felton/Mount Hermon/Lompico | 40 | 25 | 9 | 74 | |
| Ben Lomand | 27 | 29 | 8 | 64 | |
| Boulder Creek | 34 | 22 | 11 | 67 | |
| Brookdale | 5 | 3 | 2 | 10 | |
| Aptos Hills/Day Valley/Larkin Valley | 20 | 16 | 7 | 43 | |
| Corralitos | 11 | 2 | 2 | 15 | |
| Freedom/Amesti/Interlaken | 7 | - | - | 7 | |
| Summit/Other Rural | 79 | 111 | 168 | 358 | |
| Subtotal - Rural Residential | 234 | 224 | 210 | 668 | 72% |
| <u>Business</u> | | | | | |
| Bonny Doon | 2 | 2 | - | 4 | |
| Felton/Mount Hermon/Lompico | 2 | 4 | - | 6 | |
| Ben Lomand | - | 1 | - | 1 | |
| Boulder Creek | - | 1 | 1 | 2 | |
| Aptos Hills/Day Valley/Larkin Valley | 1 | - | - | 1 | |
| Corralitos | 1 | - | - | 1 | |
| Summit/Other Rural | 3 | 3 | 2 | 8 | |
| Subtotal - Rural Business | 9 | 11 | 3 | 23 | 3% |
| <i>Subtotal - Rural</i> | 243 | 235 | 213 | 691 | 75% |
| <i>Percent of Subtotal - Rural</i> | 35% | 34% | 31% | 100% | |
| Total - All Valid Surveys | 385 | 298 | 243 | 926 | 100% |