

2012 Inland Empire Annual Survey

Final Report



Submitted by:

Co-Principal Investigators:
Shel Bockman, Barbara Sirotnik, Christen Ruiz

Project Coordinator:
Lori Aldana

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**THE 2012 INLAND EMPIRE
ANNUAL SURVEY**

**We would like to thank the following organizations which
generously contributed to this survey:**

**PLATINUM SPONSOR:
San Bernardino Associated Governments**

**SILVER SPONSOR:
California State University, San Bernardino**

**BRONZE SPONSORS:
San Bernardino County
College of Extended Learning, CSUSB**

INTRODUCTION AND METHODS

INTRODUCTION

The Institute of Applied Research (IAR) is pleased to present the results of the **2012 Inland Empire Annual Survey**. This annual survey has been conducted in San Bernardino County for the past fifteen years and has often included data and analysis for Riverside County as well. Unfortunately this year IAR was unable to secure sufficient funding within Riverside County, consequently this year's survey does not include Riverside County.

The purpose of the survey is to provide policy-based research that relates to issues important to the Inland Empire. This Inland Empire Annual Survey provides decision-makers with objective, accurate and current information for:

- ◆ **Evaluating key public and private sector services and activities** (e.g., retail services, health care, education, transportation);
- ◆ **Describing the public's perceptions** of such issues as: quality of life, the state of the local economy, perceptions of the region as a place to live and work, problems and issues facing both counties (e.g., crime, pollution, immigration, traffic congestion, and promotion of economic development);
- ◆ **Providing a regional focus** for the on-going discussion of key local/regional issues; and
- ◆ **Disseminating a coherent picture of San Bernardino (& often Riverside County) residents' views, beliefs, and demographic characteristics** to key decision makers within and outside the county, thus enabling comparisons to other counties.

The Inland Empire Annual Survey also includes (on a space available basis), some *proprietary items* designed to meet specific information needs of agencies / organizations within the region that wish to sponsor the survey.

Apart from the objectives listed above, IAR is committed to promoting regionalism and cooperation. Additionally, it is hoped that the work involved in the Annual Survey and other IAR projects will promote the Inland Empire as a significant region in the state. In this sense, IAR seeks to become a valuable resource in the region for initiating community discourse and helping to inform the public, officials, and citizens.

THE QUESTIONNAIRE

In order to track responses over time and provide the opportunity for longitudinal analysis, the Inland Empire Annual Survey has included a series of baseline questions which have appeared on the survey over the last fifteen years. These questions were designed to elicit residents' perceptions about their quality of life and economic well-being, their views about the pressing issues of the day, and their ratings of public services and agencies. In addition, a number of standard demographic questions have been included for tracking purposes and for cross-tabulation of findings. Tracking questions, of course, provide public agencies and businesses with trend data often needed in policy making and outcome assessments. These questions are also valuable in comparing the Inland Empire with other regions in the state and nation.

In addition to the baseline questions, a number of sponsors also submitted questions for their proprietary use. Finally, the researchers, in consultation with sponsors, added questions concerning current issues which have policy and research implications.

A draft copy of the questionnaire was submitted to the sponsors for their approval and modified where warranted. A Spanish version of the questionnaire was produced, the survey instrument was then pre-tested (in both languages), and some minor changes to the wording and order of some items were made. The questionnaire is attached as Appendix I.

SAMPLING METHODS

Telephone survey respondents were randomly selected from a comprehensive sample frame consisting of all telephone working blocks which contain residential telephone numbers (including cell phone numbers) in San Bernardino County. The numbers were then screened to eliminate business phones, fax machines, and non-working numbers. Finally, in order to ensure that some unlisted phone numbers were included in the sample, the original list was supplemented by using the working number as a seed number from which one other number was generated by adding a constant. To the extent possible, therefore, each resident within the county **with a telephone** (including cell phones) had an equal chance to be included in the survey.

In order to ensure accuracy of findings, 1,063 residents were surveyed from San

Bernardino County for a 95 percent level of confidence and an accuracy of approximately plus/minus 3%.

Since the inception of the survey, SANBAG has requested region-specific analyses within San Bernardino County. The four regions of interest are: **East Valley**, **West Valley**, **Victor Valley**, and **Desert**, with approximately 250 respondents surveyed per region (95% level of confidence and an accuracy of plus/minus 6% per region).

The following table lists San Bernardino County survey respondents' community/city of residence, separated by region.

**Communities and Cities Mentioned by San Bernardino County Respondents,
Broken Down By the Four Designated SB County Study Areas**

East Valley	West Valley	Victor Valley	Desert Region
Big Bear	Chino	Adelanto	Barstow
Bloomington	Chino Hills	Apple Valley	Earp
Colton	Fontana	Hesperia	Hinkley
Cedar Glen	Montclair	Lucerne Valley	Joshua Tree
Crestline	Ontario	Phelan	Landers
Grand Terrace	Rancho Cucamonga	Victorville	Morongo Valley
Highland	Upland	Wrightwood	Needles
Lake Arrowhead			Trona
Loma Linda			Twentynine Palms
Lytle Creek			Yucca Valley
Mentone			
Redlands			
Rialto			
Running Springs			
San Bernardino			
Twin Peaks			
Yucaipa			

Telephone interviews were conducted by the Institute of Applied Research at California State University, San Bernardino using Computer Assisted Telephone Interviewing (CATI) equipment and software. The surveys were conducted between February 17 and March 3, 2012. Calls were made Monday through Friday 9 AM until 9 PM, Saturday 10 AM until 5 PM and Sunday 1 PM until 7 PM.

SAN BERNARDINO COUNTY FINDINGS

INTRODUCTION

Following are the major findings in San Bernardino County from this year's survey. Findings are presented for San Bernardino County as a whole, and we examine significant regional differences within San Bernardino County. Further, perhaps one of the most important contributions of this survey is that it provides an opportunity to engage in longitudinal analysis, and this year we present noteworthy trends over the past 15 years.

Findings are presented by conceptual category (e.g. ratings of the county, commuting, economic evaluations and future prospects, evaluations of selected private and public services, creating livable communities, and confidence in elected officials). A full data display of countywide (weighted) findings is available in Appendix II, and regional breakdowns are shown in Appendix III.

RATINGS OF THE COUNTY

OVERVIEW: Two-thirds of residents rated San Bernardino County as “very good” or “fairly good” place to live. Residents continued to cite “good area/location/scenery” as the most positive aspect of living in the county, and “crime/gang activity” as the most negative. These trends have been fairly consistent over the past 15 years. Fear of crime is up slightly among San Bernardino County residents, with residents from East Valley and Victor Valley being more fearful than those from the West Valley or Desert region.

When respondents were asked to rate the county as a place to live (Question 3), the majority of residents (approximately two-thirds) rated San Bernardino County as a “very good” or “fairly good” place to live (a figure which has remained relatively stable over the past 15 years). In 2002 the number peaked to 74%, and there was a slight decline between 2003 and 2008. Last year we noted that ratings were up in all four regions, but this year they are back to 2010 levels in 3 of the 4 regions. The exception to that pattern is the West Valley, which continues to enjoy the highest rating of all four regions, and which had a slightly increased rating this year.

**Table 1. % Respondents Indicating Their County is a
"Very Good" or "Fairly Good" Place to Live**

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	50	76	67	63	63
1998 Survey	58	76	66	69	67
1999 Survey	59	78	71	64	69
2000 Survey	55	77	73	63	67
2001 Survey	65	77	77	69	72
2002 Survey	73		75	68	74
2003 Survey	61	81	75	66	72
2004 Survey	59	77	75	79	70
2005 Survey	56	77	71	72	69
2006 Survey	51	77	67	73	66
2007 / 08 Survey	56	76	66	76	67
2008 / 09 Survey	53	84	66	66	69
2010 Survey	59	73	61	61	65
2011 Survey	62	78	64	68	69
2012 Survey	56	80	58	62	67

To help determine specifically what respondents like or dislike about living in San Bernardino County, they were asked to indicate the one BEST and one MOST NEGATIVE thing about living in the county (Questions 4 and 5). Over the years San Bernardino County residents consistently named “general area/location/scenery” as the most positive aspect of living in the county (Tables 2 and 3), followed by “climate/weather,” “affordable housing,” and “not crowded.” These findings hold true for the 2012 report, not only for the county as a whole but also for the individual regions.

Table 2. Positive Factors Mentioned About the County

	2005 SB County %	2006 SB County %	2007/08 SB County %	2008/09 SB County %	2010 SB County %	2011 SB County %	2012 SB County %
Good area, location, scenery	29	33	34	36	37	33	36
Good Climate, weather	14	15	11	17	13	16	16
Affordable housing	10	11	11	5	9	8	8
Not crowded	8	8	8	8	7	7	7

Table 3. Positive Factors Mentioned About the County (Regional Breakdown)

	East Valley %	West Valley %	Victor Valley %	Desert %
Good area, location, scenery	45	34	28	31
Good climate, weather	16	11	24	26
Affordable housing	8	9	8	4
Not crowded	4	7	9	13

Regarding the most *negative* factor about living in San Bernardino County, crime/gang activity has always been number one on the list, and this year is no different. Further, the number of people mentioning crime/gang activity as the predominant negative factor of the county has increased from 22% to 27%. Of course the obvious question is: is this perception grounded in reality or merely a reflection of what residents in the county see on TV and read in the newspapers? But as we have addressed in previous reports, perceptions have a life of their own, and therefore have an impact on various aspects of every-day life in the county. For example, concerns over crime may affect entrepreneurs' willingness to open new businesses in the area, and concerned parents might move out of the area to provide a safer environment for their children.

Over the past few years the number of residents who report that "lack of job

opportunities” is the most negative aspect of living in the county. This is no surprise given the recent recession and rising unemployment rate in San Bernardino County since 2009.

Table 4. Negative Factors Mentioned About the County

	2005 SB County %	2006 SB County %	2007/ 08 SB County %	2008/09 SB County %	2010 SB County %	2011 SB County %	2012 SB County %
Crime, gang activity	24	33	24	31	26	22	27
Lack of job opportunities	3	1	3	5	7	8	7
Traffic	12	12	10	7	6	7	6
Smog, air pollution	10	8	9	9	8	6	5

In terms of regional differences, there was an increase in the number of residents in all four regions who cited “crime/gang activity” at the most negative factor, with East Valley being number one on the list.

Table 5. % Mentioning “Crime/Gang Activity” as the Most Negative Factor About Living in the County

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	39	25	20	9	26
1998 Survey	33	22	20	9	25
1999 Survey	34	19	20	12	25
2000 Survey	32	16	13	15	22
2001 Survey	18	11	9	6	13
2002 Survey	20		14	9	19
2003 Survey	28	16	7	12	20
2004 Survey	31	16	20	8	22
2005 Survey	40	14	19	8	24
2006 Survey	48	23	27	18	33
2007 / 08 Survey	37	13	25	16	24
2008 / 09 Survey	43	18	40	14	31
2010 Survey	37	18	32	11	26
2011 Survey	30	14	25	10	22
2012 Survey	37	19	31	10	27

Because “crime/gang activity” has always been cited by respondents as the number one most negative factor of living in the county, respondents were also asked: “In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?” (Question 9). The answer to this question has fluctuated somewhat over the past 15 years, but the critical point reflected in Table 6 below is that over all that time at least a third of respondents indicated that they are “very fearful” or “somewhat fearful” of being a victim of a serious crime.

Residents from the East Valley and Victor Valley have typically been more fearful of being the victim of a serious or costly crime than residents from the other two regions, and the same pattern holds this year.

Table 6. % “Very Fearful” or “Somewhat Fearful” of Being the Victim of a Serious Crime

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	46	41	40	36	43
1998 Survey	48	38	33	20	40
1999 Survey	38	36	37	23	36
2000 Survey	48	39	33	24	41
2001 Survey	35	32	25	21	32
2002 Survey	35		34	26	35
2003 Survey	44	38	29	29	39
2004 Survey	48	35	44	28	41
2005 Survey	45	38	40	22	40
2006 Survey	46	40	50	37	44
2007 / 08 Survey	44	31	32	29	36
2008 / 09 Survey	41	28	45	28	35
2010 Survey	37	35	38	29	36
2011 Survey	40	26	40	27	34
2012 Survey	44	29	43	32	37

Since 2008/2009, we have seen an increase in the number of residents who cite “lack of job opportunities” as the most negative factor of living in the County. This is particularly true in the East Valley and Victor Valley. The concern among residents in the Desert region increased slightly this year.

Table 7. % Mentioning “Lack of Job Opportunities” as the Most Negative Factor About Living in the County

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
2003 Survey	4	3	4	6	4
2004 Survey	2	3	4	9	3
2005 Survey	2	2	4	5	3
2006 Survey	< .5	2	3	2	1
2007 / 08 Survey	3	3	3	4	3
2008 / 09 Survey	5	3	3	5	5
2010 Survey	7	3	15	7	7
2011 Survey	9	6	10	6	8
2012 Survey	9	5	9	8	7

It is noteworthy that the number of residents who cited “smog” as a negative factor gradually increased from 9% in 1997 to 15% in 2001, and then began to decrease, down to only 5% this year. Except for 1999, this is at an all-time low, but it is not clear as to whether the smog in the area has improved, or if there are other more pressing issues on people’s minds (such as the economy).

Not surprisingly (given the proximity to L.A.) West Valley had the highest percentage of respondents who cited smog as a negative factor, and relatively few Victor Valley and Desert Valley respondents mentioned it.

Table 8. % Mentioning Smog as a Negative Factor

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	14	19	5	2	9
1998 Survey	11	15	7	3	11
1999 Survey	0	2	0	0	1
2000 Survey	16	15	3	1	11
2001 Survey	17	17	8	6	15
2002 Survey	16		7	7	14
2003 Survey	14	16	9	5	14
2004 Survey	15	17	6	3	14
2005 Survey	11	12	4	6	10
2006 Survey	8	9	3	3	8
2007 / 08 Survey	13	9	3	2	9
2008 / 09 Survey	10	12	2	2	9
2010 Survey	8	11	2	2	8
2011 Survey	7	6	3	2	6
2012 Survey	3	9	1	2	5

Since the inception of the San Bernardino County Survey, traffic has consistently been listed among the top three negative factors about living in the county. Ratings were 2% in 1997, and rose to a peak of 14% in 2004. Since then there has been a decline, down to 6% this year. Does this mean that traffic has actually improved? Not necessarily, especially given all of the freeway construction in San Bernardino County which, at the moment, is a cause of angst for many drivers. The decline may simply reflect respondents' increased concern about jobs and the economy rather than traffic. West Valley residents cited it more often than residents in the other regions.

Table 9. % Mentioning Traffic as a Negative Factor

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	N/A	N/A	N/A	N/A	2
1998 Survey	2	3	1	1	3
1999 Survey	4	6	2	4	4
2000 Survey	4	11	5	1	7
2001 Survey	4	9	2	1	5
2002 Survey	12		12	2	11
2003 Survey	8	10	16	6	10
2004 Survey	11	17	14	4	14
2005 Survey	8	15	16	4	12
2006 Survey	10	14	16	6	12
2007 / 08 Survey	6	14	8	7	10
2008 / 09 Survey	4	10	6	5	7
2010 Survey	4	9	4	4	6
2011 Survey	5	10	8	3	7
2012 Survey	5	8	4	4	6

COMMUTING

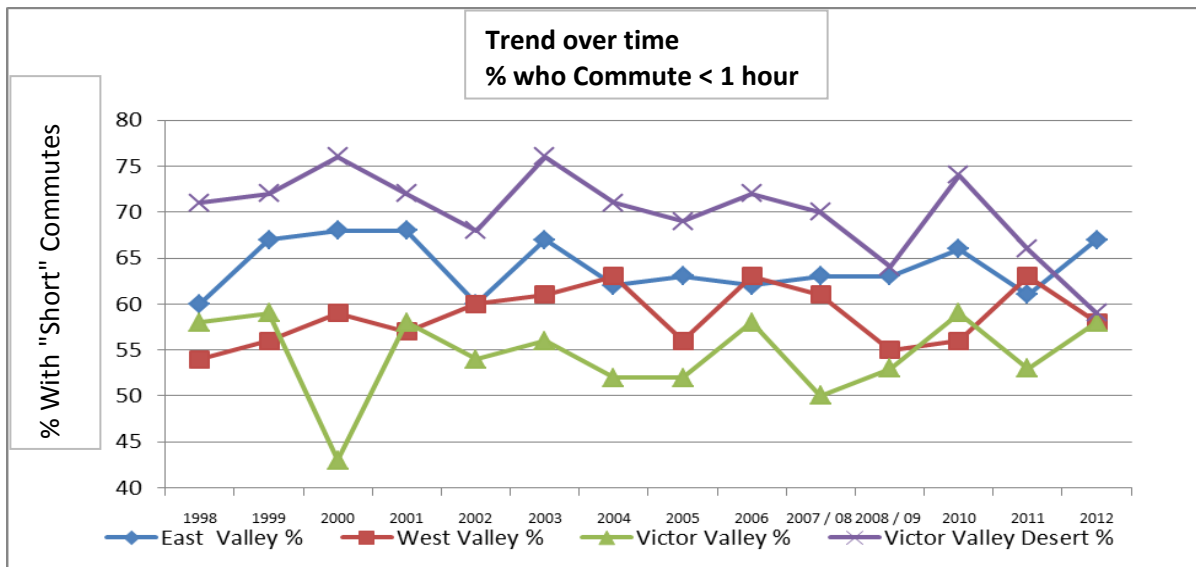
***OVERVIEW:** Since 1997, most respondents have reported that their commute time is less than one hour, and the median commute time has remained fairly consistent. Most report that they work in San Bernardino County. West Valley residents are more likely to work outside the county, and their commuting destination is typically Los Angeles County.*

For the third year in a row, 61% of residents reported a round-trip commute time of less than one hour (Question 25). There was a slight decline in the number of residents from the West Valley and the Desert region reporting short commutes (that is, commutes of less than one hour to and from work each day). In other words, when compared with the 2011 survey, this year more residents from these two regions have longer commutes. Typically Desert respondents have had the shortest commutes, but this year that “status” goes to East Valley respondents.

Over the past 15 years, the median commute time has fluctuated, with a low of 36.0 minutes reported in 2004 to a high of 40.2 minutes in 2007/2008. Overall, the median commute time of San Bernardino County residents (38.8 minutes) has dropped only slightly from last year’s 39.7 minutes.

Table 10. % Total Round-Trip Commuting Times of Less Than 1 Hour and Median Commute Time

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %	Median Commute Time
1998 Survey	60	54	58	71	58	38.2 min
1999 Survey	67	56	59	72	62	37.3 min
2000 Survey	68	59	43	76	61	37.1 min
2001 Survey	68	57	58	72	61	38.5 min
2002 Survey	60		54	68	60	36.6 min
2003 Survey	67	61	56	76	63	37.4 min
2004 Survey	62	63	52	71	62	36.0 min
2005 Survey	63	56	52	69	59	38.2 min
2006 Survey	62	63	58	72	62	38.4 min
2007 / 08 Survey	63	61	50	70	61	40.2 min
2008 / 09 Survey	63	55	53	64	58	40.0 min
2010 Survey	66	56	59	74	61	39.1 min
2011 Survey	61	63	53	66	61	39.7 min
2012 Survey	67	58	58	59	61	38.8 min



Commuting destination (Question 27) has remained fairly consistent over the years as well, with most residents (7 in 10) working within San Bernardino County. In 2010, there was an increase in the number of residents who reported traveling to work outside San Bernardino County. In 2011 and this year's survey, the figures have returned to their earlier patterns.

Table 11. San Bernardino County Respondents' Commuting Destinations

	Work Destination (County)			
	San Bernardino County	Riverside County	Orange County	Los Angeles County
1999 Survey	73	6	3	15
2000 Survey	70	7	4	15
2001 Survey	69	8	4	16
2002 Survey	67	9	6	16
2003 Survey	69	7	5	16
2004 Survey	71	5	5	16
2005 Survey	72	5	4	17
2006 Survey	71	7	4	13
2007 / 08 Survey	70	7	4	15
2008 / 09 Survey	71	6	3	16
2010 Survey	64	6	6	20
2011 Survey	71	7	3	17
2012 Survey	70	7	5	17

* NOTE: A small percentage of respondents reported working in areas not listed in the table.

Regionally, a substantially great number of West Valley residents reported working outside the county than residents in the other three regions, and their commuting destination is typically Los Angeles County. This has been the trend over the past 14 years (this question was not asked on the 1997 survey). As we've argued in past years, one of the best ways to solve the problem of traffic congestion is to create enough economic growth in the area so that people don't have to commute to other areas for work. We still believe that this is imperative for the region...but simply creating jobs is not necessarily going to solve the entire problem. As we note later in this report, many respondents are willing to deal with a long commute if it ensures that they can live in a larger home outside dense urban areas.

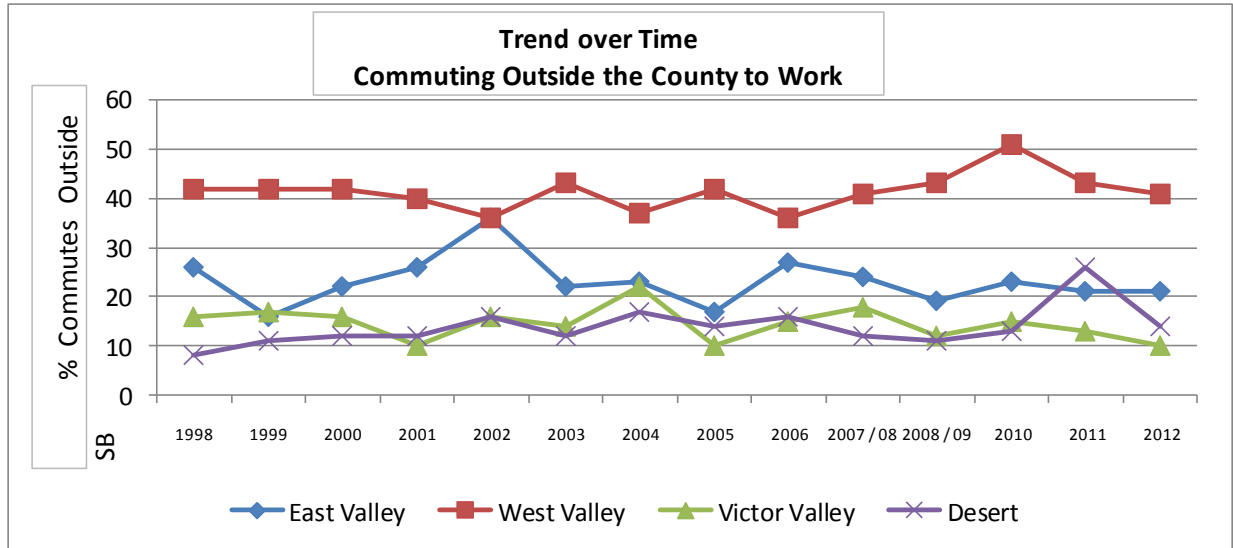
Table 12. In What County do you Work?*

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
San Bernardino County	77	57	91	82	70
Riverside County	9	6	2	12	7
Orange County	4	7	0	0	5
Los Angeles County	8	28	7	1	17

* NOTE: A small percentage of respondents reported working in areas not listed in the table.

Table 13. % Traveling to Work Outside San Bernardino County

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	Question was not asked in the 1997 survey				
1998 Survey	26	42	16	8	31
1999 Survey	16	42	17	11	27
2000 Survey	22	42	16	12	30
2001 Survey	26	40	10	12	31
2002 Survey	36		16	16	33
2003 Survey	22	43	14	12	31
2004 Survey	23	37	22	17	29
2005 Survey	17	42	10	14	28
2006 Survey	27	36	15	16	29
2007 / 08 Survey	24	41	18	12	30
2008 / 09 Survey	19	43	12	11	29
2010 Survey	23	51	15	13	36
2011 Survey	21	43	13	23	29
2012 Survey	23	43	9	18	30



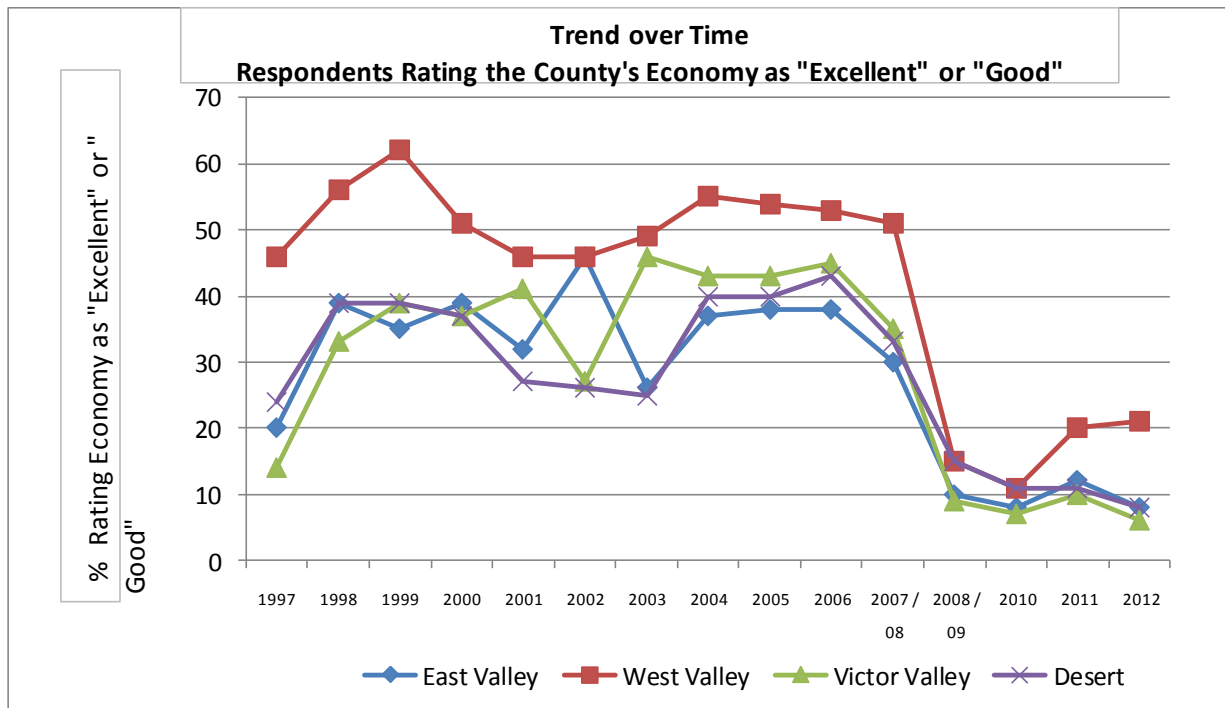
ECONOMIC EVALUATIONS AND FUTURE PROSPECTS

OVERVIEW: *The number of residents who rated the County’s economy as “excellent” or “good” remained low this year. Fewer respondents reported that they are better off financially than they were a year ago, and more respondents said they think they will be worse off next year.*

The next few questions addressed respondents’ perceptions of the economic well-being of San Bernardino County and their own financial condition. First, respondents were asked to rate the economy in San Bernardino County (Question 8). In 2008/2009 there was a sharp decline in the number of respondents who rated the economy as “excellent” or “good” (from 40% in 2007/2008 down to 12% in 2008/2009), and the numbers dropped even lower to only 9% in 2010. Last year we noted that the numbers were up a bit to 14%, possibly pointing to small signs of recovery. This year we see little change at 13%. Residents from Victor Valley rated it the lowest (6%), followed by East Valley and Desert region (8% each). The numbers in these three regions are down from last year’s ratings, but still within the margin of error.

Table 14. % Rating the County's Economy as "Excellent" or "Good"

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	20	46	14	24	28
1998 Survey	39	56	33	39	45
1999 Survey	35	62	39	39	47
2000 Survey	39	51	37	37	44
2001 Survey	32	46	41	27	39
2002 Survey	46		27	26	43
2003 Survey	26	49	46	25	39
2004 Survey	37	55	43	40	46
2005 Survey	38	54	43	40	46
2006 Survey	38	53	45	43	46
2007 / 08 Survey	30	51	35	33	40
2008 / 09 Survey	10	15	9	15	12
2010 Survey	8	11	7	11	9
2011 Survey	12	20	10	11	14
2012 Survey	8	21	6	8	13

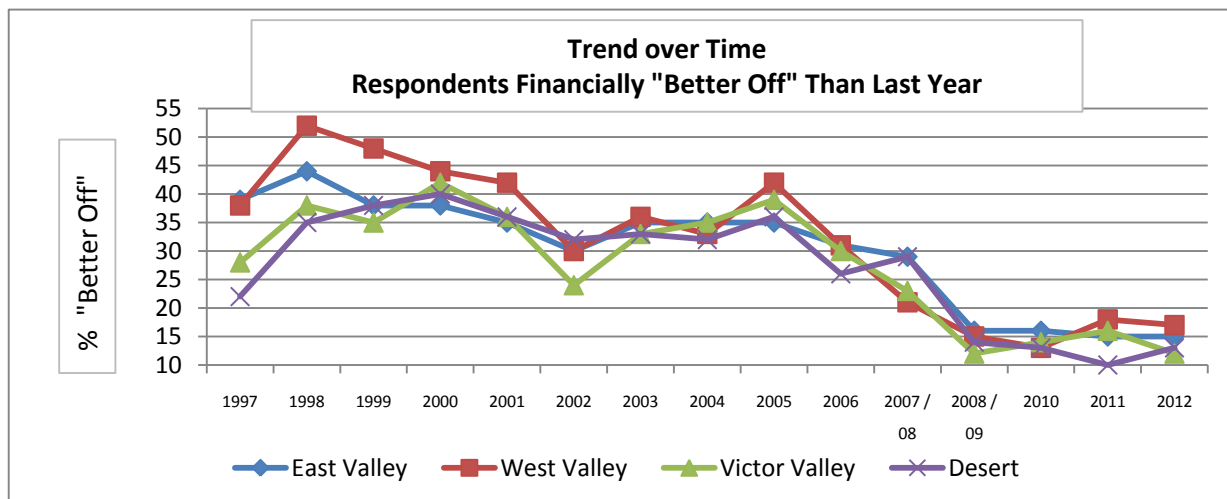


Personalizing the issue, respondents were also asked: “In comparison to a year ago, would you say that you and your family are financially better off, worse off or the same?”

(Question 6). Again, these numbers remain low--only 15% of respondents said they are better off financially compared to a year ago. Ratings from Victor Valley residents showed the largest decline, down to 12% “better off” this year from 16% last year.

Table 15.
% Indicating Their Finances Are "Better Off" Compared With a Year Ago

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	39	38	28	22	34
1998 Survey	44	52	38	35	46
1999 Survey	38	48	35	38	42
2000 Survey	38	44	42	40	41
2001 Survey	35	42	36	36	38
2002 Survey	30		24	32	30
2003 Survey	35	36	33	33	35
2004 Survey	35	33	35	32	34
2005 Survey	35	42	39	36	39
2006 Survey	31	31	30	26	31
2007 / 08 Survey	29	21	23	29	25
2008 / 09 Survey	16	15	12	14	15
2010 Survey	16	13	14	13	14
2011 Survey	15	18	16	10	16
2012 Survey	15	17	12	13	15



Further, respondents were asked “now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now?” (Question 7). Most respondents were clearly not optimistic about their financial future. Only 33% of them said they think they will be better off financially in the coming year (compared to 39% last year). In addition, 19% of them think they will be *worse off* financially in a year (compared to 15% last year). These findings suggest that many respondents are currently reeling from the impact of the recession and may be losing confidence in the “California dream” for the future.

Residents of the Desert region were the least optimistic about their future financial situation.

Table 16. Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now?

	East Valley %	West Valley %	Victor Valley %	Desert %	2006 SB County %	2007/08 SB County %	2008/09 SB County %	2010 SB County %	2011 SB County %	2012 SB County %
Better off	35	34	26	28	51	43	35	42	39	33
Same	50	45	54	46	41	48	47	44	46	49
Worse off	15	20	21	26	8	9	18	14	15	19

*NOTE: figures do not add up to 100% due to rounding differences

EVALUATIONS OF SELECTED PRIVATE AND PUBLIC SERVICES

OVERVIEW: The library (which was added to this year’s survey) was rated the highest among all other services. Ratings of police/sheriff remained relatively high, while street/road maintenance remains at the bottom of the list. These ratings have remained consistent over the years. Respondents considered a clean environment, safety and security, and the ability to walk or bike safely as the most important attributes about their community, but satisfaction with those and other community attributes was not overly high.

Views of the County as a Whole

Since 1999, respondents have been asked to rate a variety of public and private services (Questions 14 to 20). The following table details the last 13 years of data regarding the percentage of respondents who indicate that the services are “excellent” or “good.” Ratings of libraries (a category new on this year’s survey) were the highest of all services, with 73% of respondents rating libraries as “excellent” or “good.” As in previous years, respondents gave high ratings to police/sheriff (68%), shopping (61%), and parks/recreation (61%), and the lowest ratings to street/road maintenance (31%), transportation (40%), public schools (42%), and entertainment (43%). These ratings have remained fairly consistent over the past 13 years.

Table 17. % of Respondents Rating Services as “Excellent” or “Good”

	Shop-ping	Police /Sheriff	Parks /Rec	Public Schools	Enter-tain	Transpor-tation	Street/Road Maint	Library
1999	68	70	60	46	49	N/A	38	Data Not Available
2000	63	64	58	41	43	36	33	
2001	68	66	58	45	46	42	34	
2002	70	71	58	51	49	40	39	
2003	66	69	56	46	49	38	35	
2004	66	63	55	37	46	36	25	
2005	65	61	56	43	44	37	28	
2006	68	61	59	49	47	42	30	
2007/ 2008	68	61	57	43	50	36	32	
2008/ 2009	62	68	61	46	46	42	32	
2010	64	68	60	48	48	40	32	
2011	60	68	61	47	46	40	33	
2012	61	68	61	42	43	40	31	

Table 18 below shows the regional breakdown of ratings in services, and compares these current ratings with those from 2011. As in previous years, West Valley residents seem to be much more satisfied with all services than residents in the other three regions. Last year,

respondents' rating of public schools either went up or stayed the same across the regions. This year, however, it has dropped in all four regions, perhaps due to the budget cuts so prominently mentioned in the media.

Table 18. % Rating Local Services as “Good” or “Excellent”

	East Valley %		West Valley %		Victor Valley %		Desert %	
	2011	2012	2011	2012	2011	2012	2011	2012
Police/Sheriff	64	60	78	78	59	61	56	55
Parks/Recreation	46	46	78	81	52	46	54	48
Shopping	52	44	78	84	52	50	25	34
Entertainment	37	34	62	61	37	30	22	16
Public Schools	38	34	58	55	44	34	39	32
Local Transportation	35	40	48	48	34	27	32	35
Street/Road Maintenance	24	20	47	47	24	20	21	18
Library	N/A	66	N/A	84	N/A	66	N/A	62

In 2010, San Bernardino County government officials began a process of eliciting residents' views regarding the County's strengths, weaknesses, and potential through its well-publicized Vision Project. To supplement this effort, this year the County of San Bernardino submitted five questions (SBCO1 – SBCO5) to the Inland Empire Annual Survey asking the respondent whether various aspects of life in San Bernardino County (e.g. employment opportunities, the openness and honesty of local government, public safety, the overall image of the county, and the quality of schools) have “gotten better”, “gotten worse”, or “stayed the same” over the past 12 months. Following are the results:

Table19. During the past 12 months do you think employment opportunities in San Bernardino have gotten better, worse, or stayed the same?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Gotten Better	14.1	14.3	7.3	6.3	12.5
Gotten Worse	35.5	39.6	45.2	47.3	39.7
Stayed the Same	50.4	46.1	47.5	46.4	47.9

Table 20. During the Past 12 Months do you think the Openness and Honesty of Local Government has gotten better, worse, or stayed the same?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Gotten Better	6.8	10.7	3.1	3.8	7.5
Gotten Worse	27.5	24.4	25.3	26.7	25.8
Stayed the Same	65.7	64.9	71.6	69.5	66.7

Table 21. During the Past 12 Months do you think Public Safety in San Bernardino County has gotten better, worse, or stayed the same?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Gotten Better	15.6	16.3	12.4	10.6	15.0
Gotten Worse	20.2	14.0	22.8	16.9	17.9
Stayed the Same	64.2	69.6	64.8	72.5	67.1

Table 22. During the Past 12 Months do you think the Overall Image of San Bernardino County has gotten better, worse, or stayed the same?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Gotten Better	15.0	21.4	10.6	10.2	16.5
Gotten Worse	34.6	21.0	25.3	25.0	26.7
Stayed the Same	50.4	57.6	64.1	64.8	56.8

Table 23. During the Past 12 Months do you think Public Schools in San Bernardino County have gotten better, worse, or stayed the same?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Gotten Better	10.6	12.5	10.9	9.7	11.4
Gotten Worse	42.2	37.5	40.6	38.2	39.7
Stayed the Same	47.2	50.0	48.5	52.2	48.9

In order to summarize the results in the tables above and to enable tracking over time when the survey is conducted in future years, a diffusion index was employed. A diffusion index is a measure which quantifies the change from one time period to another so as to allow for longitudinal analysis. It is calculated by taking the percentage of respondents indicating that things have gotten *better* and adding that figure to one-half times the percentage of people indicating that things have *stayed the same* over the past 12 months. In general, figure above 50 indicates that people have seen an improvement in the County characteristic at question, and a figure below 50 indicates that overall people perceive things as getting worse rather than better when last year is compared with this year.

Following are the diffusion indices, both for the county as a whole and for each region separately. Unfortunately most of the indices are below 50, indicating that San Bernardino County residents perceive that things are getting worse rather than better, particularly when it comes to public schools and employment opportunities. Even services rated relatively high such as public safety are perceived to have gotten slightly worse over time.

Table 24. Diffusion Indices

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Employment opportunities	39.30	37.35	31.05	29.50	36.45
Openness and honesty of local government	39.65	43.15	38.90	38.55	40.85
Public safety	47.70	51.10	44.80	46.85	48.55
Overall image of the county	40.20	50.20	42.65	42.60	44.90
Public schools	34.20	37.50	35.15	35.8	35.85

A few region-specific differences are evident in the above table. Residents from Victor Valley and the Desert were more pessimistic about employment opportunities compared with residents from the other two regions. Overall, West Valley respondents did not see a decline in public safety or the overall image of the county, as did residents from other regions. It will be interesting to track these figures over time.

The reader is encouraged to view the detailed percentages found in Appendix II and III.

Views of the Respondent’s Community

In addition to respondents’ rating of various services, SANBAG submitted some questions regarding the importance of and satisfaction with various community attributes and services. Respondents were asked to think about *their particular community* (rather than the county as a whole) when answering these questions. The first series of questions (SANBAG1a – 9a) asked the respondent to rate how *important* each attribute/service is in their community. Respondents who rated an attribute/service as “very important” were then asked to state how *satisfied* they are with that particular attribute/service in their community (SANBAG 1b – 9b). The table below shows the percentage of residents who rated each attribute/service as “very important” and the percent what indicated that they are satisfied with the attribute/service.

Table 25. Importance and Satisfaction with Attributes/Services

	% “very important”	% “satisfied”*
Clean Environment	82	57
Safe and Secure	81	59
Ability to Walk or Bike Safely	77	58
Good Schools	75	50
Good Air Quality	71	59
Availability of Good Jobs	70	20
Affordable Housing	60	51
Good Shopping	47	61
Entertainment and Recreational Opportunities	34	54

* Satisfaction question only asked if respondent rated attribute/service as “very important”

If one views this as a report card, then clearly the County is, at this point, getting somewhat low grades in all areas. We understand that County officials are working hard on these areas, and in future years it will be especially important to monitor their progress.

There are some striking differences between regions. Not surprisingly, residents from Victor Valley and the Desert region expressed far more satisfaction with their air quality than those from the East or West Valley regions. This coincides with the finding that residents from the East and West Valley were more likely to cite “smog” as a negative factor of living in the county.

In addition, West Valley respondents appear to be much more satisfied with the safety of their particular community, the availability of good shopping, and the entertainment and recreational opportunities available within their community than those from the other three regions. Indeed, there were very few specific negative comments from West Valley respondents regarding shopping and entertainment/recreational opportunities, however there were many comments about those community characteristics from residents of the other three areas. Some selected comments included:

East Valley:

- Have to travel outside of the city to get good recreational opportunities
- Have to go to Redlands to get anything good
- Parks aren't safe to hang out at
- There's no entertainment other than movies...I have to go to Ontario
- There's a lack of movies, parks, and centers for the kids

Victor Valley:

- Cutting programs from the parks for the kids. There's not enough attention paid to activities for children. They will go to gangs!
- The area doesn't really have anything other than bars
- There's nothing to do, especially for kids. The parks aren't safe.
- I leave the community to shop
- I'm 75 and there's not much for people our age. Crime is out of control. I won't go anywhere after dark
- Regional parks have been closed and not repaired
- There's nothing in Apple Valley
- There isn't enough to do up here and nothing for the young or the elderly. They have to go down the hill to do anything.

Desert:

- There's nothing for our youth to do. They even closed down the bowling alleys. Kids get bored and end up going out and getting in trouble.

- No safe parks
- No recreation and entertainment
- The only place to shop is Wal-Mart. For entertainment there is only one movie theatre which is inconveniently located.
- There's nothing in the city but one park
- In Barstow it's minimal, so crime rates rise

Finally, respondents in all four regions seemed to be dissatisfied with the availability of good jobs in their community, which is not surprising given the state of the economy and the effect it has had on San Bernardino County residents.

Table 26. % of Respondents who said Attribute/Service is “Very Important” in their Community

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Clean Environment	78	87	80	72	82
Safe and Secure	76	86	83	74	81
Ability to Walk or Bike Safely	75	81	72	75	77
Good Schools	72	78	76	75	75
Good Air Quality	66	73	72	72	71
Availability of Good Jobs	65	73	74	66	70
Affordable Housing	60	62	57	57	60
Good Shopping	44	49	51	48	47
Entertainment and Recreational Opportunities	31	35	38	36	34

Table 27. % of Respondents who said they are “Satisfied” with the Attribute/Service in their Community

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Clean Environment	48	66	50	65	57
Safe and Secure	50	72	47	56	58
Ability to Walk or Bike Safely	49	69	47	59	59
Good Schools	49	56	40	42	50
Good Air Quality	48	53	84	80	59
Availability of Good Jobs	21	22	16	15	20
Affordable Housing	50	48	63	50	51
Good Shopping	52	82	38	35	61
Entertainment and Recreational Opportunities	44	74	32	28	54

CREATING LIVABLE COMMUNITIES: TRANSIT ORIENTED DEVELOPMENT OR NOT?

OVERVIEW: Overall, most respondents would prefer to live in a more suburban area with larger lots, and where they would have to drive to shopping, recreation or businesses. Commuters, however, are more likely to prefer smaller lots with a shorter commute to work rather than larger lots which would require a longer commute. Respondents would prefer the government use transportation funds to maintain the roads we currently have rather than building, improving and expanding roads, railways, bus service, bike lanes and freeways to reduce traffic congestion.

This year, SANBAG submitted some new questions regarding the type of community San Bernardino County residents would prefer to live in. First, respondents were asked to imagine that they were moving to another community. They were read two descriptions of different types of communities, and asked which community they would prefer to live in (SANBAG 10). The first type of community (Option A) was described as a “community which as a mix of homes on smaller lots, townhouses, and apartments, with shopping, recreation and businesses that are easy

to walk to.” Option B was described as a “community which has homes on larger lots, and where you drive to shopping, recreation and businesses.” As seen in the table below, respondents prefer to live in a more suburban area with larger lots where they have to drive to shopping, recreation and businesses. This is consistent across all four regions.

Table 28. Preferred Type of Community Based on Lot Size and Proximity to Services/Business

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Option A (“walkable community”)	46	34	30	34	37
Option B	50	62	68	63	59
No preference	5	4	3	3	4

In earlier reports we have commented on the difficulty of changing the automobile culture to one that values public transportation. In a similar fashion, the above figures suggest that the California dream of a house on a large lot (with a white picket fence and kids playing in the front yard) is still alive and well.

The reader should note that these results are dramatically different from a recent survey of Southern California voters conducted by FM3. In that study, 64% preferred Option A and 34% preferred Option B. There are various reasons why our results might differ from that study. One reason (probably the major one) is that our respondents all reside in San Bernardino County whereas FM3’s respondents were drawn from six counties in Southern California. It is possible that San Bernardino County residents moved to the county or continue to live in the county because of a lifestyle which includes relatively inexpensive housing prices and relatively large lot sizes. The other reason which occurred to us is that there may have been a significant difference between the views of registered voters (such as those in the FM3 study) and non-registered voters who were included in our sample. Our analysis shows that there is only a slight difference based on voter registration, therefore our findings hold.

Yet there are still subgroups who might find the TOD concept appealing. Those who prefer Option A (“walkable communities with a mix of homes on smaller lots, townhouses, and

apartments”) tend to be younger, lower income, unmarried people, and people with no children. More specifically:

- 54% of people 18 – 24 years old preferred Option A, as opposed to about a third of people in age groups from 25 – 74 years of age preferring Option A
- Nearly half of respondents with incomes less than \$35,000 preferred Option A, vs. a third or less of respondents with higher incomes who preferred Option A
- 29% of married people prefer Option A, vs. nearly half of those who are single, divorced, or widowed preferring Option A
- 38% of people with no children prefer Option A, as opposed to 31% of people with at least one child preferring Option A

Next, the concept of commute time was entered into the equation. Respondents who indicated that they currently commute to work (358 people) were read descriptions of a different set of options, one of which (Option C) was described as a community where the homes are built on *smaller* lots and the commute time to work would be *20 minutes or less*, and the other (Option D) was described as a community where the homes are built on *larger* lots and the commute time to work would be *40 minutes or more*. Half of commuting respondents said they would prefer a smaller lot with a shorter commute time, whereas 44% prefer a larger lot even if that means commuting longer. Regionally, more East Valley residents would prefer to live on smaller lots with shorter commute times than residents from the other three regions.

Table 29. Preferences Regarding Lot Size and Commute Time

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Option C (smaller lot, shorter commute)	61	42	49	50	50
Option D (larger lot, longer commute)	33	50	47	45	44
No preference	6	7	4	5	6
I prefer living in an apartment/townhouse	0	< 1	0	0	<1

After careful inspection of the data, there was no particular profile which would explain people’s preferences – with one notable exception. Specifically, 61% of the commuters who already have a short commute (20 minutes or less) would prefer having a smaller lot in order to maintain that short commute, whereas 46% of those with longer commutes would wish to live in a smaller house if it could ease that commute somewhat. Of course, that is from the perspective of the person doing the driving...it is possible that their significant other (who might or might not be in the workforce) would sway the decision towards the larger house.

The final SANBAG question (SANBAG12) dealt with tradeoffs regarding how limited amounts of transportation funds should be allocated: “Given that there is a limited amount of money in the budget to fund transportation, is it more important for the government to make transportation improvements, such as more commuter rail service, express buses, bike lanes, or expanding freeways to help reduce congestion, OR should they spend money on maintaining the local roads we already have?” Most respondents said they would prefer that the government use the money to maintain the local roads that already exist rather than making improvements that will reduce traffic congestion. This is consistent across all four regions, particularly in the Victor Valley and Desert region (where there is less traffic congestion). It is also consistent with the extremely low ratings of street/road maintenance discussed earlier in this report.

Table 30. Preferred Use of Transportation Funds

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Improvements to reduce traffic	31	39	34	24	35
Maintaining the local roads we have	48	49	50	63	50
Both	21	11	16	13	15

CONFIDENCE IN ELECTED OFFICIALS

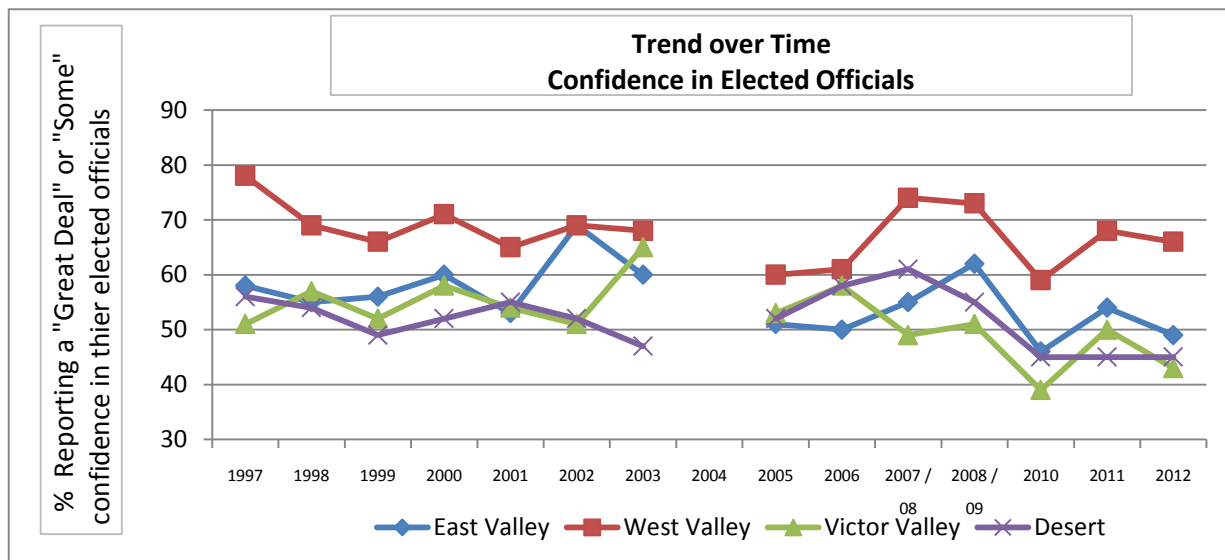
OVERVIEW: Confidence in elected officials is down in three of the four regions and in the county as a whole.

Over the past 15 years, San Bernardino County residents reporting either a “great deal” or “some” confidence in their elected officials (Question 28) has ranged from a high of 66% in 2002 to a low of 51% in 2010. This year it is at 55% (down from 58% last year). West Valley residents

have consistently had the most confidence in their elected officials compared to the other three regions. This year, confidence is down in all regions except the Desert which remained the same as last year.

Table 31. % Reporting a "Great Deal" or "Some" Confidence in Their Elected Officials

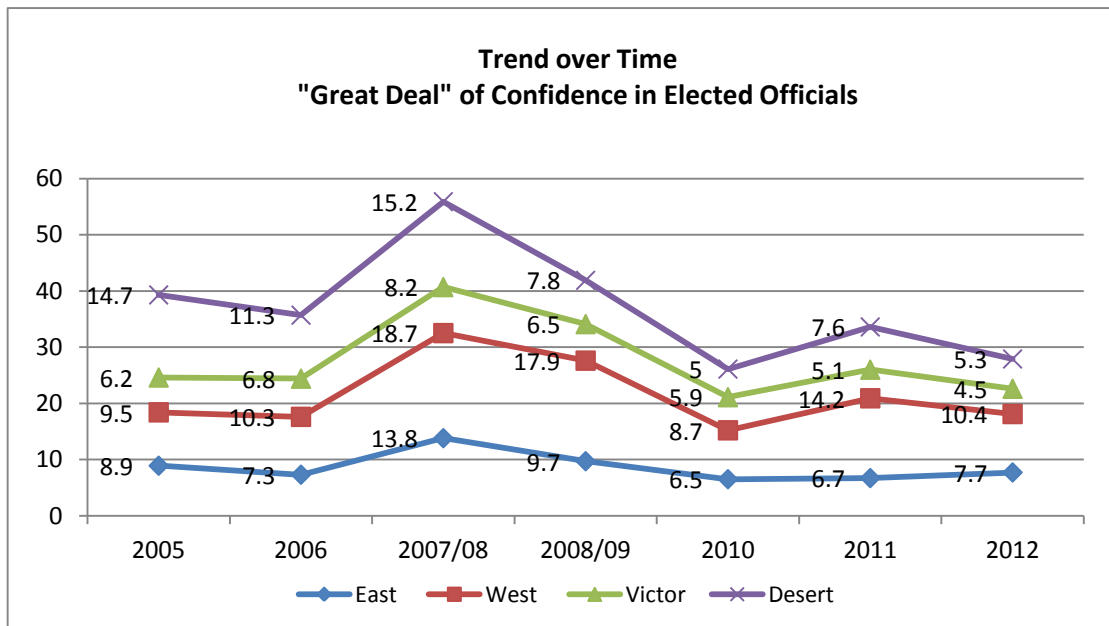
	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	58	78	51	56	63
1998 Survey	55	69	57	54	61
1999 Survey	56	66	52	49	59
2000 Survey	60	71	58	52	64
2001 Survey	53	65	54	55	59
2002 Survey	69		51	52	66
2003 Survey	60	68	65	47	63
2004/05 Survey	Question was not asked on this year's survey				
2005 Survey	51	60	53	52	55
2006 Survey	50	61	58	58	56
2007/08 Survey	55	74	49	61	63
2008/09 Survey	62	73	51	55	65
2010 Survey	46	59	39	45	51
2011 Survey	54	68	50	45	58
2012 Survey	49	66	43	45	55



If we look *only* at those who said they have a “great deal” of confidence in their elected officials, the figures are a bit more dramatic. Only 8% of residents’ county-wide said they have a great deal of confidence in their elected officials, with residents from Victor Valley and Desert regions having the least confidence at only 5% each.

Table 32. % Reporting a "Great Deal" Of Confidence in Their Elected Officials

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
2005 Survey	9	10	6	15	9
2006 Survey	7	10	7	11	9
2007/08 Survey	14	19	8	15	15
2008/09 Survey	10	18	7	8	13
2010 Survey	7	9	6	5	7
2011 Survey	7	14	5	8	10
2012 Survey	8	10	5	5	8



FINAL NOTE

In this report we have presented San Bernardino County and region-specific findings from the 2012 Inland Empire Annual Survey. The reader is encouraged to review the full data displays (attached) for the complete listing of survey results. This report will be added to previous Annual Surveys on our website (<http://iar.csusb.edu>) for those who wish to engage in more detailed comparative analysis with previous years' reports.

For questions about the Inland Empire Annual Survey (or additional analysis tailored to a particular organization or agency), please contact the authors: Shel Bockman (909-537-5733), Barbara Sirotnik (909-537-5729), or Christen Ruiz (909-537-5776).

Appendix I

Questionnaire

INLAND EMPIRE ANNUAL SURVEY, 2012

SHELLO Hello, I am calling from the Institute of Applied Research at Cal State San Bernardino. We're conducting a scientific study of quality of life issues in San Bernardino County and we need the input of the head of the household or his or her partner. Have I reached [READ PHONE # FROM SCREEN]?

- 1. CONTINUE
- 2. DISPOSITION SCREEN

SHELLO2 (used only to complete a survey already started)

Have I reached [READ PHONE NUMBER]? Hello, this is _____, calling from the Institute of Applied Research at CSU San Bernardino. Recently, we started an interview with the [MALE/FEMALE] head of the household and I'm calling back to complete that interview. Is that person available?

SPAN INTERVIEWER: PLEASE CODE WHICH LANGUAGE THE INTERVIEW WILL BE CONDUCTED IN:

- 1. ENGLISH
- 2. SPANISH

SHEAD Are you that person?

- 1. Yes [SKIP TO INTRO]
- 2. No [CONTINUE]
- 8. DON'T KNOW/NO RESPONSE
- 9. REFUSED

SHEAD2 Is the head of the household or his or her partner at home?

- 1. Yes [SKIP TO INTRO]
- 2. No [CONTINUE]
- 8. DON'T KNOW/NO RESPONSE
- 9. REFUSED

CALLBK Is there a better time I could call back to reach the head of the household?

- 1. Yes [SKIP TO APPT]
- 2. No [ENDQUEST]

INTRO This survey takes about 10 minutes to complete, and your answers may be used by county officials to make policy decisions. Your identity and your responses will remain completely confidential, and of course, you are free to decline to answer any particular survey question.

I should also mention that this call may be monitored by my supervisor for quality control purposes only. Is it alright to ask you these questions now?

- 1. Yes [CONTINUE]
- 2. No [SKIP TO APPT]

AGEQAL First, I'd like to verify that you are at least 18 years of age.

1. Yes [SKIP TO BEGIN]
2. No [SKIP TO QSORRY]

QSORRY I'm sorry, but currently we are interviewing people 18 years of age and older. Thank you for your time. [ENDQUEST]

APPT Is it possible to make an appointment to ask you the survey questions at a more convenient time?

1. Yes (SPECIFY) _____
2. No [ENDQUEST]

BEGIN I'd like to begin by asking you some general questions.

[INTERVIEWERS: PRESS ANY KEY TO CONTINUE]

COUNTY First, what county do you live in?

1. San Bernardino County [SKIP TO B1b]
2. Other county [QSORRY2]

QSORRY2 I'm sorry, but we are only surveying people from San Bernardino County at this time. Thank you for your cooperation.

B1b. What city do you live in?

- | | | |
|-------------------|-----------------------------|------------------|
| 1. ADELANTO | 19. LAKE ARROWHEAD | 37. TWIN PEAKS |
| 2. APPLE VALLEY | 20. LANDERS | 38. UPLAND |
| 3. BARSTOW | 21. LOMA LINDA | 39. VICTORVILLE |
| 4. BIG BEAR | 22. LUCERNE VALLEY | 40. WRIGHTWOOD |
| 5. BIG RIVER | 23. LYTLER CREEK | 41. YERMO |
| 6. BLOOMINGTON | 24. MENTONE | 42. YUCAIPA |
| 7. CEDAR GLEN | 25. MONTCLAIR | 43. YUCCA VALLEY |
| 8. CHINO | 26. MORONGO VALLEY | 98. DON'T KNOW |
| 9. CHINO HILLS | 27. NEEDLES | 99. REFUSED |
| 10. COLTON | 28. ONTARIO | |
| 11. CRESTLINE | 29. PHELAN | |
| 12. EARP | 30. RANCHO CUCAMONGA | |
| 13. FONTANA | 31. REDLANDS | |
| 14. GRAND TERRACE | 32. RIALTO | |
| 15. HESPERIA | 33. RUNNING SPRINGS | |
| 16. HIGHLAND | 34. SAN BERNARDINO | |
| 17. HINCKLEY | 35. TRONA | |
| 18. JOSHUA TREE | 36. TWENTYNINE PALMS/ AMBOY | |

B2. What is your zip code?

ZIP CODE: _____
99998. DON'T KNOW

99999. REFUSED

- B3. Overall, how would you rate San Bernardino County as a place to live? Would you say it is very good, fairly good, neither good nor bad, fairly bad, or very bad?
1. VERY GOOD
 2. FAIRLY GOOD
 3. NEITHER GOOD NOR BAD
 4. FAIRLY BAD
 5. VERY BAD
 8. DON'T KNOW
 9. REFUSED

ROTATE THE FOLLOWING TWO QUESTIONS (B4 and B5)

- B4. In your opinion, what is the ONE best thing about living in San Bernardino County?

[INTERVIEWER: DON'T READ OPTIONS]

1. GOOD AREA, LOCATION, SCENERY
2. AFFORDABLE HOUSING
3. GOOD CLIMATE, WEATHER
4. NOT CROWDED
5. GOOD SCHOOLS/UNIVERSITIES
6. LESS CRIME, FEEL SAFE
7. JOB AVAILABILITY
8. FRIENDLY PEOPLE
9. FAMILY AND FRIENDS LIVE HERE
10. CLOSE TO WORK
11. FAMILY AND FRIENDS LIVE HERE
12. OTHER (SPECIFY)_____
13. NOTHING
98. DON'T KNOW
99. REFUSED

- B5. In your opinion, what would you say is the ONE most negative thing about living in San Bernardino County? **[INTERVIEWER: DON'T READ OPTIONS]**

1. SMOG, AIR POLLUTION
2. TRAFFIC
3. POOR PUBLIC TRANSPORTATION
4. DRUGS
5. CRIME/GANG ACTIVITY
6. BAD LOCATION
7. LACK OF ENTERTAINMENT
8. OVERPOPULATED
9. BAD SCHOOL SYSTEM
10. COST OF LIVING
11. LACK OF JOB OPPORTUNITY
12. WEATHER, FIRES, FLOODS
13. OTHER (SPECIFY)_____
14. NOTHING
98. DON'T KNOW

99. REFUSED

B6. In comparison to a year ago, would you say that you and your family are financially better off, about the same, or worse off?

1. BETTER OFF
2. SAME
3. WORSE OFF
8. DON'T KNOW
9. REFUSED

B7. Now looking ahead, do you think that a year from now you and your family will be better off, about the same, or worse off than you are now?

1. BETTER OFF
2. SAME
3. WORSE OFF
8. DON'T KNOW
9. REFUSED

B8. In general, how would you rate the economy in San Bernardino County today? Would you say that it is Excellent, Good, Fair, or Poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

B9. In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime? Would you say that you are...

1. Very fearful
2. Somewhat fearful
3. Not too fearful, or . . .
4. Not at all fearful
8. DON'T KNOW
9. REFUSED

TRANS Now, I'd like to ask you some questions about voting.

B10. Are you currently registered to vote?

1. YES
2. NO [SKIP TO B13]
8. DON'T KNOW [SKIP TO B13]
9. REFUSED [SKIP TO B13]

B11. Which of the following best describes your political party affiliation? ...

1. Democrat
2. Republican, or
3. Independent

- 4. NONE
- 8. DON'T KNOW
- 9. REFUSED TO ANSWER

B12. Would you say that you vote ...

- 1. In all elections
- 2. Only in some
- 3. Hardly ever, or
- 4. Never
- 8. DON'T KNOW
- 9. REFUSED

QUESTION B13 WILL BE DELETED FOR 2012 ONLY

~~B13. Politically, do you consider yourself to be..... [INTERVIEWER: READ OPTIONS]~~

- ~~1. Very liberal~~
- ~~2. Somewhat liberal~~
- ~~3. Middle of the road~~
- ~~4. Somewhat conservative, or~~
- ~~5. Very conservative~~
- ~~8. DON'T KNOW~~
- ~~9. REFUSED~~

TRANS Now, I'd like to ask you how you rate the following local, public and private services. For each please let me know if you believe the service is excellent, good, fair, or poor.

(ROTATE B14 – B21)

- B14. Police/Sheriff
- B15. Parks and Recreation
- B16. Maintenance of local streets and roads
- B17. Public schools
- B18. Shopping
- B19. Transportation
- B20. Entertainment
- B20a. Library

- 1. EXCELLENT
- 2. GOOD
- 3. FAIR
- 4. POOR
- 8. DON'T KNOW
- 9. REFUSED

TRANSE Now I have some questions about your employment status.

B21. Are you currently employed?

- 1. YES [SKIP TO B23]
- 2. NO [CONTINUE]
- 9. REFUSED [SKIP TO B28]

- B22. Are you retired, looking for work, a housewife/husband and not looking for work outside the home, or not currently in the workforce?
1. RETIRED
 2. LOOKING FOR WORK
 3. A HOUSEWIFE/HOUSEHUSBAND AND NOT LOOKING FOR WORK OUTSIDE THE HOME; OR
 4. NOT CURRENTLY IN WORKFORCE
 5. DISABILITY
 9. REFUSED [**SKIP TO B28**]

ALL UNEMPLOYED RESPONDENTS SKIP TO QUESTION Q28

- B23. Do you work full time or part time?

1. FULL TIME
2. PART TIME
9. REFUSED

- B24. What is your occupation? _____

- B25. When thinking about your travel to and from work, on the average, how much total time, IN MINUTES, do you spend commuting ROUND TRIP each day?

[INTERVIEWER: CODE # MINUTES]

777. DOESN'T APPLY; DON'T WORK OUTSIDE HOME [**SKIP TO B27**]
888. DON'T KNOW [**SKIP TO B27**]
999. REFUSED [**SKIP TO B27**]

- B26. How many MILES roundtrip do you travel to work each day? [INTERVIEWER: EMPHASIZE "MILES" SO THEY KNOW THIS IS A DIFFERENT QUESTION THAN #25]

Total Miles

888. DON'T KNOW
999. REFUSED

- B27. What county do you work in?

1. RIVERSIDE
2. SAN BERNARDINO
3. ORANGE
4. LOS ANGELES
5. SAN DIEGO
6. OTHER (SPECIFY) _____
8. DON'T KNOW
9. REFUSED

- B28. How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community? Would you say you have a "great deal", "some", "not much," or "no confidence?"

1. A GREAT DEAL OF CONFIDENCE
2. SOME CONFIDENCE

3. NOT MUCH CONFIDENCE
4. NO CONFIDENCE
8. DON'T KNOW
9. REFUSED

SB COUNTY QUESTIONS

TRANSSBCO The next few questions deal with what you think about various aspects of life in San Bernardino County. First....

SBCO1 During the past 12 months, do you think employment opportunities in San Bernardino County have

1. Gotten better,
2. Gotten worse, or
3. Remained the same?
8. DON'T KNOW
9. REFUSED

SBCO2 During the past 12 months, do you think the openness and honesty of local government in the county has

1. Gotten better,
2. Gotten worse, or
3. Remained the same?
8. DON'T KNOW
9. REFUSED

SBCO3 How about public safety in San Bernardino County? Has it....

1. Gotten better,
2. Gotten worse, or
3. Remained the same
8. DON'T KNOW
9. REFUSED

SBCO4 How about the overall image of the county? Has it....

1. Gotten better,
2. Gotten worse, or
3. Remained the same
8. DON'T KNOW
9. REFUSED

SBCO5 And finally, during the past 12 months do you think the quality of schools in the county has

1. Gotten better,
2. Gotten worse, or
3. Remained the same

8. DON'T KNOW
9. REFUSED

SANBAG QUESTIONS

Now I'd like you to think about your particular community rather than the county as a whole. I'm going to read you a list of community features and I want you to tell me how important they are to you. Let's start with schools.

SANBAG1a: Would you say it is very important, important, or NOT important to you that your community has good schools?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG2a: How important is it to have good shopping available in your community? Again, use the scale of very important, important, or not important.

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG3a: How about entertainment and recreational opportunities in your community?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG4a: How important is it to you that your community has a clean environment without much trash or graffiti?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG5a: Having good air quality in your community?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG6a: That you live in a safe and secure community?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG7a: How important is it to you that your community has good affordable housing?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG8a: That your community has good jobs available?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

SANBAG9a: And finally, how important is it to you to live in a community where you have the ability to go where you want safely by walking or biking?

1. VERY IMPORTANT
2. IMPORTANT
3. NOT IMPORTANT
8. DON'T KNOW
9. REFUSED

NOTE: THE "B" PARTS THAT FOLLOW ARE ONLY ASKED IF THE RESPONDENT INDICATED THAT THE CHARACTERISTIC IS VERY IMPORTANT TO THEM.

TRANS "You just told me the community features that are very important to you. I'm going to read you that list again and I want to know whether you are satisfied with those features. First, are you satisfied with"

SANBAG1b: schools?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW
9. REFUSED

SANBAG2b: the shopping in your community?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW

SANBAG3b: the entertainment and recreational opportunities?

1. SATISFIED [SKIP TO SANBAG4B]
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW
9. REFUSED [SKIP TO SANBAG4B]

SANBAG3c: [ASK ONLY IF THEY ARE NOT SATISFIED OR IN-BETWEEN]

Can you tell me what makes you say that?

SANBAG4b: the cleanliness of the environment?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW
9. REFUSED

SANBAG5b: the air quality?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW
9. REFUSED

SANBAG6b: the safety and security of the community?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
8. DON'T KNOW
9. REFUSED

SANBAG7b: the availability of affordable housing?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
4. NEVER HAD TO SEE IF IT IS AVAILABLE
8. DON'T KNOW
9. REFUSED

SANBAG8b: the availability of good jobs in your community?

1. SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
4. HAVEN'T LOOKED FOR A JOB, SO I DON'T KNOW
5. I WORK OUTSIDE MY COMMUNITY, SO I DON'T KNOW
8. DON'T KNOW
9. REFUSED

SANBAG9b: your ability to go where you want safely by walking or biking?

1. GENERALLY SATISFIED
2. NOT SATISFIED
3. IN-BETWEEN
4. I, MYSELF, DON'T WALK OR BIKE, SO I DON'T KNOW
8. DON'T KNOW
9. REFUSED

SANBAG10: Now imagine for a moment that you are moving to another community. Which type of community would you prefer to live in? Would you prefer....

OPTION A, [which is] a community which has a mix of homes on smaller lots, townhouses, and apartments, with shopping, recreation and businesses that are easy to *walk to*...

OR

OPTION B, a community which has homes on *larger lots*, and where you *drive to* shopping, recreation and businesses?

1. OPTION A
2. OPTION B
3. NO PREFERENCE/DOESN'T MATTER
8. DON'T KNOW
9. REFUSED

INTERVIEWER: STRESS THE WORDS "OPTION C", THEN PAUSE A MOMENT. DO THE SAME WHEN YOU SAY "OR OPTION D." SPEAK VERY CLEARLY ON THIS ONE SO THAT YOU DON'T HAVE TO READ IT TWICE!

SANBAG11: [ASK ONLY IF THEY COMMUTE – THAT IS, IF B26 > 0] And which of the following options would you prefer?

OPTION C: A community where the homes are built on *smaller lots* and the commute time to work would be *20 minutes or less*

OR

OPTION D: A community where the homes are built on *larger lots* and the commute time to work would be *40 minutes or more*

1. OPTION C
2. OPTION D
3. NO PREFERENCE/DOESN'T MATTER
4. I PREFER LIVING IN AN APARTMENT/TOWNHOUSE
8. DON'T KNOW
9. REFUSED

SANBAG12: Given that there is a limited amount of money in the budget to fund transportation, is it more important for the government to make transportation improvements, such as more commuter rail service, express buses, bike lanes, or expanding freeways to help reduce congestion, OR should they spend money on maintaining the local roads we already have?

1. IMPROVEMENTS TO REDUCE TRAFFIC
2. MAINTAINING THE LOCAL ROADS WE HAVE
3. I WANT BOTH
8. DON'T KNOW
9. REFUSED

TRANSCSUSB: Now I have some questions about a college education.

CSUSB1: For the next two questions, I'd like you to tell me if you strongly agree, agree, disagree, or strongly disagree.

First: You can get a better job if you get a college degree.

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

CSUSB2: Next, A person is more likely to be successful in the workplace if he or she has a college degree.

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

CSUSB3: Now I'm going to read you a list of universities in the Inland Empire. Which one do you think has the best reputation? Is it...

1. University of California, Riverside
2. California State University San Bernardino
3. University of Phoenix
4. University of La Verne, or
5. University of Redlands
6. OTHER (Specify)_____
8. DON'T KNOW
9. REFUSED

NEXT YEAR INCLUDE CAL POLY POMONA

CSUSB4: And of those universities, which do you think gives students the best value for their investment?

1. University of California, Riverside
2. California State University San Bernardino
3. University of Phoenix
4. University of La Verne, or
5. University of Redlands
6. OTHER (Specify)_____
8. DON'T KNOW
9. REFUSED

NEXT YEAR INCLUDE CAL POLY POMONA

CSUSB5: Are you familiar with Cal State San Bernardino's educational programs?

1. YES
2. SOMEWHAT
3. NO [SKIP TO CSUSB7]
8. NOT SURE [SKIP TO CSUSB7]
9. REFUSED [SKIP TO CSUSB7]

CSUSB6: What is the source of your information about CSUSB? [INTERVIEWER: IF THEY SAY "SOME OTHER SOURCE" ask...."WHAT WAS THE SOURCE?"] MULTIPLE RESPONSE QUESTION

- RESPONDENT ATTENDED
- FAMILY, FRIENDS, CO-WORKERS ATTENDED
- NEWSPAPER/TV/RADIO EXPOSURE
- WORD OF MOUTH
- ATTENDED EVENT ON CAMPUS
- CAMPUS WEB SITE
- OTHER (Specify)_____
- DON'T KNOW
- REFUSED

CSUSB7: What are your general impressions of the education at Cal State San Bernardino? Would you say it is excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW [SKIP TO CSUSB9]
9. REFUSED [SKIP TO CSUSB9]

CSUSB8: How has your rating of the university changed over the years? Is it better, worse, or about the same?

1. BETTER

2. WORSE
3. ABOUT THE SAME
4. DIDN'T KNOW ABOUT CSUSB YEARS AGO – NO BASIS FOR COMPARISON
8. DON'T KNOW
9. REFUSED

CSUSB9: How likely is it that you, a friend, or a family member will take university-level courses sometime in the next 5 years? Very likely, somewhat likely, or not at all likely?

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT AT ALL LIKELY [SKIP TO CSUSB11]
8. DON'T KNOW [SKIP TO CSUSB11]
9. REFUSED [SKIP TO CSUSB11]

CSUSB10: How likely is it that those courses will be taken at Cal State San Bernardino?

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT AT ALL LIKELY
8. DON'T KNOW
9. REFUSED

CSUSB11: Have you ever been to Cal State for a sporting event, theater production, festival, or some other event?

1. YES
2. NO
8. NOT SURE
9. REFUSED

CSUSB12: What would be the best way of informing you about the many cultural and sporting events happening on campus?

- DIRECT MAIL
- NEWSPAPER
- RADIO
- INTERNET
- WEBSITE
- FACEBOOK
- TWITTER
- OTHER (Specify) _____
- DON'T KNOW
- REFUSED

CSUSB13: When you think about Cal State, San Bernardino what one descriptive word comes to mind? _____

CEL QUESTIONS

TRANCEL Now I'd like to shift your attention to on-line educational programs.

TRANCEL2 **(READ ONLY IF THEY SAID "NOT AT ALL LIKELY" TO CSUSB9)**

I know you said that you are not interested in going back to college in the next 5 years, but some people feel differently about taking on-line courses...

CEL1 Are you interested in pursuing a Bachelor's or Master's degree, or taking some courses in a university certificate program on-line sometime in the next five years?

1. Yes
2. No SKIP TO EGOVT
3. Maybe
8. HAVEN'T THOUGHT ABOUT IT SKIP TO EGOVT
9. REFUSED SKIP TO EGOVT

CEL2b Which degree are you interested in? Bachelor's, Master's, or certificate?

(SELECT ALL THAT APPLY)

1. Bachelor's
2. Master's
3. Certificate
8. DON'T KNOW
9. REFUSED

CEL3A **ASK ONLY IF THEY ARE INTERESTED IN A BACHELOR'S DEGREE**

What online Bachelor's Degree program are you interested in? _____

CEL3B **ASK ONLY IF THEY ARE INTERESTED IN A MASTER'S DEGREE**

I'm going to read you a list of on-line Master's degree programs, and I'd like you to tell me which ones you are interested in: **MULTIPLE RESPONSE QUESTION...**

INTERVIEWER SHOULD READ THE LIST AND CHECK OF THE ONES OF INTEREST

- Business Administration (MBA)
- Criminal Justice
- Education (Teaching English to Speakers of Other Languages option)
- Other Master's degree _____
- DON'T KNOW
- REFUSED

CEL5 **ASK ONLY IF THEY ARE INTERESTED IN A CERTIFICATE PROGRAM**

What topic area are you interested in? **OPEN-ENDED QUESTION. USE THE**

FOLLOWING CATEGORIES FOR CODING ONLY... DON'T READ

- LANGUAGE
- ART
- BUSINESS / BUSINESS ADMINISTRATION / BUSINESS MANAGEMENT
- ACCOUNTING

- BIOLOGY
- CHEMISTRY
- COMPUTER SCIENCE
- COUNSELING
- EDUCATION / E-LEARNING
- GRANT DEVELOPMENT & MANAGEMENT
- HEALTH SCIENCE
- HUMAN RESOURCES MANAGEMENT
- MATHEMATICS
- NURSING
- PHYSICS
- CRIMINAL JUSTICE
- ECONOMICS
- GEOGRAPHY
- PSYCHOLOGY
- SOCIAL SCIENCE
- PUBLIC HEALTH
- ENVIRONMENTAL STUDIES
- HUMAN DEVELOPMENT

CEL6 Some people learn best in a regular classroom, some like on-line learning, and some like a combination. What works best for you?

1. Face-to-Face
2. On-line SKIP TO EGOVT
3. Combination
4. Doesn't matter
8. DON'T KNOW SKIP TO EGOVT
9. REFUSED SKIP TO EGOVT

CEL7 Do you prefer....? [INTERVIEWER: READ OPTIONS]

1. Classes offered on one or two nights during the week, or
2. Saturday classes, or
3. A combination?
4. DOESN'T MATTER
8. DON'T KNOW
9. REFUSED

DR. MARC FUDGE'S QUESTIONS

Now we'd like to get some information about using government websites on the internet/

EGOVT1 How many times a month do you visit a city government website?

1. Never SKIP TO DEMOG
2. A few times a year
3. Once or twice a month
4. Three or 4 times a month

- 5. 5 or more times a month
- 9. REFUSED

SKIP TO DEMOG

EGOVT2 When you visit a government website, what type of information are you looking for? Is it....

- budget information
- Crime Statistics
- Quality of Life Information
- Citywide performance information
- Anything else? SPECIFY _____

EGOVT3 Does your city government website allow users to complete online citizen satisfaction surveys to provide feedback to government agencies?

- 1. Yes
- 2. No
- 8. DON'T KNOW
- 9. REFUSED

EGOVT4 Does your city government website allow users to access information that assesses how effectively various departments and agencies are delivering services?

- 1. Yes
- 2. No
- 8. DON'T KNOW
- 9. REFUSED

EGOVT5 Does your city government website allow users to communicate with government employees using social network applications like Facebook, Twitter, LinkedIn, or MySpace?

- 1. Yes SKIP TO DEMOG
- 2. No SKIP TO DEMOG
- 8. DON'T KNOW SKIP TO DEMOG
- 9. REFUSED SKIP TO DEMOG

TRANSDEMOG And finally I'd like to ask a few questions about you and your background...

DEMYEARS: How long have you lived at your current location? (In years, ROUND UP)

- DON'T KNOW [ENTER 998]
- REFUSED [ENTER 999]

DEMRNTON: Do you rent or own your current residence?

- 1. RENT
- 2. OWN
- 3. OTHER
- 8. DON'T KNOW

9. REFUSED

D1. What was the last grade of school that you completed?

1. SOME HIGH SCHOOL OR LESS
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE
4. COLLEGE GRADUATE (BACHELOR'S DEGREE)
5. SOME GRADUATE WORK
6. POST-GRADUATE DEGREE
8. DON'T KNOW
9. REFUSED

D2. Which of the following best describes your marital status?...

1. Single, never married
2. Married
3. Divorced
4. Widowed, or
5. Separated
6. Single, living with partner
7. OTHER (Specify)
9. REFUSED

D2b. How many children ages 18 years old or younger do you have living at home? _____

**REFUSED [ENTER 999]
IF 0, SKIP TO TO D3**

D3. Are you of Hispanic, Spanish, or Latino origin?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

D4. How would you describe your race or ethnicity? **SELECT ALL THAT APPLY**

1. ASIAN (SPECIFY)
2. BLACK OR AFRICAN AMERICAN
3. CAUCASIAN OR WHITE
4. HISPANIC
5. OTHER (SPECIFY)
8. DON'T KNOW
9. REFUSED

D5. How many cars do you have for your household?

DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D6. What was your age at your last birthday?

DON'T KNOW [ENTER 998]

REFUSED [ENTER 999]

D7. How long have you lived in San Bernardino County? (In years-- ROUND UP)
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D8. Which of the following categories best describes your total household or family income before taxes, from all sources, for 2011? Let me know when I get to the correct category.

1. Less than \$25,000
2. \$25,000 to less than \$35,000
3. \$35,000 to less than \$50,000
4. \$50,000 to less than \$65,000
5. \$65,000 to less than \$80,000
6. \$80,000 to \$110,000
7. Over \$110,000
8. DON'T KNOW
9. REFUSED

CSUSB14: Are you interested in receiving some information about Cal State San Bernardino's programs?

1. YES
2. NO [SKIP TO LASTQST]
8. DON'T KNOW/NOT SURE AT THIS TIME [SKIP TO LASTQST]
9. REFUSED [SKIP TO LASTQST]

CSUSB15: Would you like CSUSB to send information to you by email or mail?
If by mail who should we address it to and the address please.

[INTERVIEWER: IF YES, ASK FOR THEIR E-MAIL ADDRESS OR MAILING ADDRESS, DEPENDING ON PREFERENCE]

LASTQST: Last question, have you completed one of Cal State San Bernardino's Quality of life Surveys in the past?

1. Yes
2. No
8. DON'T KNOW
9. REFUSED

END:

Well, that's it. Thank you very much for your time - we appreciate it.

INTERVIEWER QUESTIONS

GENDER The respondent was...

1. Male
2. Female
3. Couldn't tell

COOP How cooperative was the respondent?

1. Cooperative
2. Uncooperative
3. Very Uncooperative

UNDSTD How well did the respondent understand the questions?

1. Very easily
2. Easily
3. Some difficulty
4. Great deal of difficulty

LNG In what language was the interview conducted?

1. English
2. Spanish

NAME Interviewer name?