2015 Inland Empire Annual Survey

Final Report

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Institute of Applied Research
and Policy Analysis

Submitted by:

Principal Investigator:
Barbara Sirotnik

Project Coordinator:
Lori Aldana

Released September 15, 2015

THE 2015 INLAND EMPIRE ANNUAL SURVEY

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

PLATINUM SPONSOR:
California State University, San Bernardino

SILVER SPONSOR:
Mojave Water Agency
City of Rancho Cucamonga

BRONZE SPONSOR:
Omnitrans

INTRODUCTION AND METHODS

INTRODUCTION

The Institute of Applied Research (IAR) is pleased to present the results of the **2015 Inland Empire Annual Survey.** This annual survey has been conducted in San Bernardino County (and, at times Riverside County) since 1996. This year's survey is based solely on data collected throughout San Bernardino County. It was made possible through the generosity of our sponsors: **California State University, San Bernardino; Mojave Water Agency; The City of Rancho Cucamonga;** and **Omnitrans**.

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, 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 the county (e.g., crime, pollution, traffic congestion, and economic development);

♦ **Providing a regional focus** for the on-going discussion of key local/regional issues; and

♦ **Disseminating a coherent picture of San Bernardino (and 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 sponsoring agencies / organizations within the region.

Apart from the objectives listed above, IAR is committed to promoting regionalism and cooperation. 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 serves as 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 eighteen 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 the nation. And of course our sponsors submitted questions for their proprietary use.

Once the questionnaire was finalized, a Spanish version of the questionnaire was produced. 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, a total of 1,115 residents were surveyed from San Bernardino County (950 overall in the county plus 165 over-sample at the request of one of our sponsors) for a 95 percent level of confidence and an accuracy of approximately plus/minus 3.2 percent. 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 March 4 and March 19, 2015. Calls were made weekdays from 3 to 9 PM, Saturdays 10 AM until 5 PM, and Sundays 1 to 7 PM.

SAN BERNARDINO COUNTY FINDINGS

Quality of life is a difficult concept to define and measure with precision. In general, quality of life is an amalgamation of a variety of factors which add up to "general well-being" of individuals and societies. It is evaluated and monitored by using measures of economic stability, public health, climate, public safety, availability of housing, opportunities for education, availability of arts and culture, public service accessibility and quality, and a variety of other factors.

Following are the major findings from this year's quality of life survey in San Bernardino County. Findings are presented by conceptual category (e.g. economic evaluations, crime – perceptions and reality, ratings of the county as a place to live, evaluations of selected private and public services, commuting, and confidence in elected officials). Where possible, we present longitudinal analysis and point out noteworthy trends over the past 19 years (perhaps one of the most important contributions of this survey). We also break the data down by demographic subgroup and present crosstabs, where meaningful.

The reader is encouraged to view the full data display of weighted countywide findings (Appendix II).

Economic Evaluations

OVERVIEW: The number of residents who rated the County's economy as "excellent" or "good" improved significantly this year but still remained lower than pre-recession levels. There continues to be an improvement in the number of respondents reporting that they are better off financially than they were a year ago, and optimism about their financial future has increased. Younger people seem to feel more optimistic about their financial futures than do older people; renters are more optimistic than home owners; and Hispanics have a higher likelihood than non-Hispanics to think they will be "better off" financially in the coming year.

San Bernardino County's economy faltered in the late-2000s, as did the economy of other Counties throughout the nation. The economy is still weak overall but recovering slowly – in fits and starts – as evidenced by primary data such as indices from the Inland Empire *Report on Business* published monthly by the Institute of Applied Research, and secondary data such as unemployment rate, etc. For example, in July the Inland Empire unemployment rate was 7.1% (7.3% in Riverside County and 6.9% in San Bernardino County), a significant improvement from the year-ago estimate of 8.9%. This compares with an unadjusted unemployment rate of 6.5%

for California and 5.6% for the nation during the same period.[1]   Unemployment has significantly decreased from the high of 14.8% in July 2010, but it is still far from the December 2007 figure of 6% right around the time that the nation went into recession. Further, it is widely anticipated that the Fed will start raising its benchmark interest rate later this year.

Have San Bernardino County residents perceived the improvement in the County's economy? As noted in Table 1 below, in the 2008/09 survey there was a sharp decline in the number of respondents who rated the economy as "excellent" or "good" (Question B8), dropping from 40% in 2007/2008 down to 12% in 2008/2009. The numbers decreased further to only 9% in 2010. The good news is that the numbers have increased somewhat since that time, with 25% now rating the County's economy as "excellent" or "good." The bad news is that the figure is still significantly below pre-recession levels. Further, it must be mentioned that although we have chosen to focus on the positive evaluations (the 25% who said the economy is "excellent" or "good"), the vast majority of residents (the other 75%) rate it as only "fair" or "poor."

Table 1. % 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**
2013 Survey	No regional analysis conducted				**16**
2014 Survey	No regional analysis conducted				**17**
2015 Survey	No regional analysis conducted				**25**

---

1. State of California Employment Development Department

There were no statistically significant differences in these evaluations for subgroups based on age, income, education, length of residency in the county, or ethnicity. There were also only slight differences based on the political party of choice: the data show that 27% of Democrats gave high ratings of the county's economy (up from 18% last year), as did 26% of Republicans (up from 16% last year) and 19% of Independents (up from 13% last year). Perhaps most interesting is that 23% of people who are registered to vote rated the county's economy as "excellent" or "good" as opposed to 31% of those who are NOT registered to vote. One hypothesis for this finding is that research has shown that voters "worry" about the nation as a whole as well as their own economic well-being, whereas non-voters are more focused on the latter.[2] Thus voters might be more hesitant than non-voters to believe that the economy is back on a strong footing.

Asking about the county's economy is one thing, and asking about a person's personal financial situation is another. Respondents were 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 B6).

Table 2.
% 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**
2013 Survey	No regional analysis conducted				**18**
2014 Survey	No regional analysis conducted				**22**
2015 Survey	No regional analysis conducted				**24**

2. American Government: Institutions and Policies, Wilson and Dilulio, 12th Edition, 2015.

It is encouraging that the numbers are almost back to pre-recession levels (2007/08), with 24% now saying that their finances are "better off" compared with a year ago (only a slight increase from last year's 22%, but a welcome figure in a hopefully continuing upward trend).

An analysis was conducted to determine if there are meaningful differences in shifts in personal finances based on age, ethnicity, home ownership, income or educational attainment; and some differences were found (see Table 3 below). As one would expect, people with higher levels of income were more likely to report feeling "better off" than those making less money. Younger people were more likely to report feeling financially "better off" than are older individuals (seniors in the "65 or older" age category), possibly due to the relative ease with which younger people can find a job in a post-recession economy.

For the last two years we reported that non-Hispanics felt "worse off" in greater numbers than Hispanics, however this year there were no statistically significant differences between Hispanics and non-Hispanics. Home ownership *does* continue to be a factor in feelings about finances, with home owners perceiving more stability in their finances than renters. Specifically 81% of owners rate their finances as the same or better, as opposed to 76% of renters. It appears that the improvement in the housing market has eased residents' financial worries somewhat.

Finally, last year we reported that people with a high school degree or less showed a significant increase in the percent feeling "better off" (an increase from 15% two years ago to 23% last year). This year's results are similar to last year's; with 22% of those with no college education reported feeling "better off." There is some indication (although not statistically significant) that those with more education have higher rates of feeling "better off" than those with less education (22% of those without any college, 24% of those with some college, and 26% of those with a college degree).

Table 3. In comparison to a year ago, would you say that you and your family are financially better off, worse off or the same?”
2015 Selected Subgroup results

|		% Better off	% Same	% Worse Off	Pattern
Age	18 to 34	34	53	13	Younger people are more likely to feel "better off," senior citizens are more likely to feel "worse off"
	35 to 64	27	53	20	
	65 or older	15	62	23	
Ethnicity	Hispanic	27	51	22	Hispanics are slightly more likely to feel "better off" than non-Hispanics (n.s.) *
	Non-Hispanic	23	58	19	
Home Ownership	Rent	26	50	24	Renters feel slightly "worse off" financially than owners
	Own	23	58	19	
Income	Less than $35,000	19	52	29	Those with higher incomes feel financially "better off" since last year than those with lower incomes
	$35,000 to < $80,000	24	56	19	
	$80,000 or more	33	54	13	
Education	High School Graduate or less	22	59	19	Those people with college degrees are most likely to report being "better off" (n.s.)*
	Some college	24	54	22	
	College degree	26	53	20	

* "n.s." means "not statistically significant"

The above analysis measures perceptions about changes that have *already* occurred in people's financial footing. But what about the future? To measure people's optimism (or pessimism) about their future finances, 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 B7). The last time a majority of respondents said they expect to be better off was in 2006. The good news, however, is that the numbers are trending in a positive direction, with 42% of respondents saying they expect to be better off next year (up from 39% last year), and another 48% saying they should be "about the same" as they are now.

Only 10% expect to be worse off…a figure virtually identical to the pre-recession 2007/08 survey.

Table 4. 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?

	% Better Off	% Same	% Worse Off
1997 Survey	52	43	5
1998 Survey	57	38	5
1999 Survey	59	37	3
2000 Survey	57	36	4
2001 Survey	53	40	3
2002 Survey	51	39	7
2003 Survey	53	40	7
2004 Survey	45	47	8
2005 Survey	51	42	7
2006 Survey	51	41	8
2007 / 08 Survey	43	48	9
2008 / 09 Survey	35	47	18
2010 Survey	42	44	14
2011 Survey	39	46	15
2012 Survey	33	49	19
2013 Survey	38	47	15
2014 Survey	39	48	14
2015 Survey	**42**	**48**	**10**

% saying a year from now they will be financially "better off," "same," or "worse off" than now
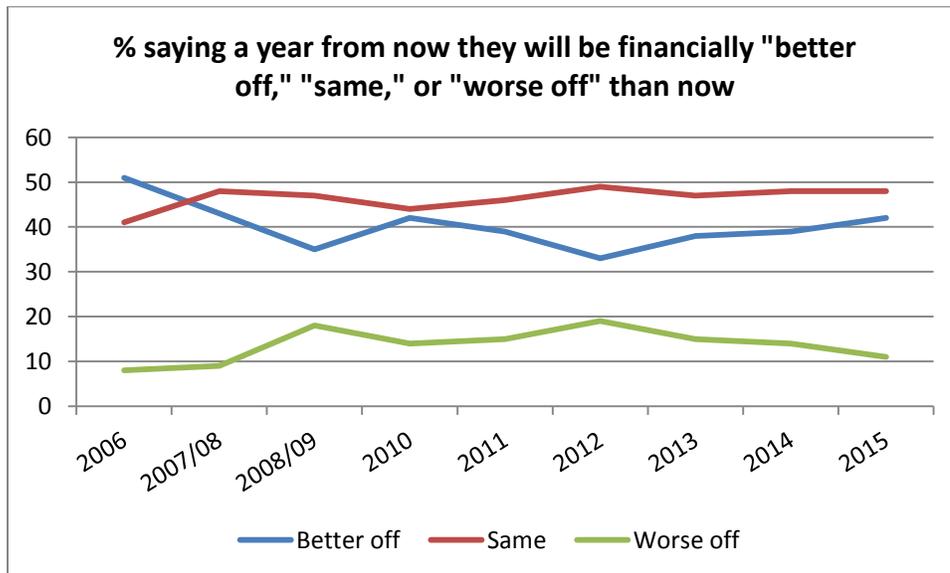
Once again interesting patterns arise from sub-group analysis. Specifically, people with the lowest level of education feel more optimism about their financial futures than do those with higher levels of education (48% of those without any college education vs. 37% of those with a college degree expect that a year from now they will be better off than they are today). Younger people seem to feel more optimistic about their financial futures than do older people, with 60% of 18 to 34 year olds expecting to be better off by next year vs. only 46% of 35 to 64 year olds and 23% of those in the 65+ age group. Renters are more optimistic than home owners that the future will be better than it is today (perhaps because owners are more "settled" and "stable" than renters and don't expect as many changes), and Hispanics have a higher likelihood of thinking they will be "better off" than non-Hispanics.

Table 5. 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?

		% Better off	% Same	% Worse Off	Pattern
Age	18 to 34	60	34	6	Younger people feel more optimistic about the future than older people
	35 to 64	46	47	7	
	65 or older	23	59	18	
Ethnicity	Hispanic	54	37	9	Hispanics feel more optimistic than non-Hispanics
	Non-Hispanic	36	53	12	
Home Ownership	Rent	53	37	10	Renters feel more optimistic than home owners
	Own	36	52	12	
Income	Less than $35,000	42	44	14	People in lower income categories expect to be worse off in greater numbers than those with higher incomes (n.s.*)
	$35,000 to < $80,000	44	45	11	
	$80,000 or more	43	50	7	
Education	Some high school or less	48	40	12	People with the lowest level of educational attainment feel more optimistic than those with more education.
	Some college	40	49	12	
	College degree	37	53	10	

* "n.s." means "not statistically significant"

Two years ago there was no statistically significant difference in optimism based on income, and that is the case again this year although there is a slight trend indicating that people in lower income categories tend to expect to be worse off in greater numbers than those with higher incomes.

Crime…Perceptions and Reality

OVERVIEW: *Fear of crime is unchanged from last year, although since 2007 there has been a slight upward trend in fear. This increase may be due to changing demographics, budget cuts resulting in decreased levels of law enforcement staffing, or the effects of prison realignment. Fear of crime is greatest among Hispanics (as opposed to non-Hispanics). Fear of crime was highest in the City of San Bernardino and lowest in the Rancho Cucamonga/Alta Loma area.*

Virtually every quality-of-life/"better-life" index includes questions regarding crime and safety, and sections of the County (particularly the City of San Bernardino) certainly have been highlighted in the media for their crime problems. Consider the recent June 14, 2015 article in the Los Angeles Times entitled "San Bernardino: Broken City" which highlighted the City's bankruptcy and crime issues.[3] The City of San Bernardino is #74 on the list of the top 100 most dangerous American cities with 25,000 or more people (based on the number of violent crimes – murder, rape, armed robbery, and aggravated assault – per 1,000 residents[4]). The City has a crime index of 5 (where 100 is safest). That indicates that it is safer than only 5% of the cities in the US. Of course, other areas of the County have significantly lower levels of violent crime (e.g. Chino Hills with a rating of 60, Rancho Cucamonga with a rating of 33, and Claremont with a rating of 29). The map below (next page) shows the distribution of crime throughout the county and surrounding areas.[5]

---

3. http://graphics.latimes.com/san-bernardino/
4. http://www.neighborhoodscout.com/neighborhoods/crime-rates/top100dangerous/
5. http://www.city-data.com/crime/crime-San-Bernardino-California.html

Crime rate in San Bernardino, California (CA): murders, rapes, robberies, assaults, burglaries, thefts, auto thefts, arson, law enforcement employees, police officers, crime map
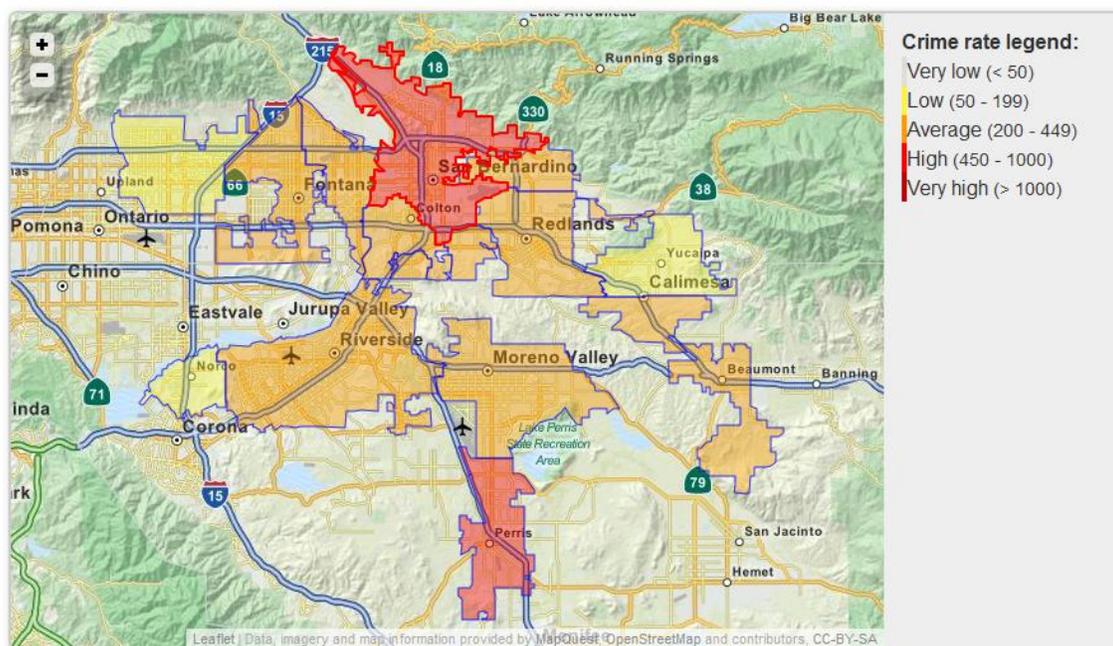
Last year we reported that crime had declined between the first half of 2012 and the first half of 2013 in five out of six of San Bernardino County's most populated cities (based on the most current figures available in the FBI Preliminary Semiannual Uniform Crime Report). This year's data is not as rosy, with crime decreasing in only three out of the six cities[6]. For example, violent crime was down 23.3% in Rancho Cucamonga, 9.7% in Victorville, and a whopping 40.1% in Rialto. Unfortunately violent crime increased 11.3% in San Bernardino, 9.2% in Ontario, and a meager 0.3% in Fontana.

Controlling crime is obviously vital if county residents are to maintain a reasonable quality of life, and reducing the *fear* of crime is also an important objective to most police departments. Why target fear of crime? As noted by Wesley Skogan of Northwestern University, an expert on crime and policing:

> *The costs of fear are both individual and collective. Fear can confine people to their homes, and it undermines their trust in their neighbors and, especially, in their neighbors' children. Fear is a key "quality of life" issue for many people. Research*

---

6. https://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2014/preliminary-semiannual-uniform-crime-report-january-june-2014/preliminary-semiannual-uniform-crime-report-january-june-2014

also indicates that concern about crime has bad consequences for the neighborhoods in which we live. Fear leads to withdrawal from public life…Fear undermines the value of residential property and thus the willingness of owners to maintain it properly. When customers – and even employees – fear entering a commercial area, the viability of businesses located there is threatened.[7,8]

Fear of crime does not always change in lock-step with actual crime statistics. Indeed, even if the crime statistics decrease significantly, it often takes many years before people's fear of crime subsides. This year, when asked: "How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime" (Question B9), nearly four in 10 respondents (39%) indicated that they are "very fearful" or "somewhat fearful." The level of fear of crime has remained stable for the past three years, although there has been an overall increase in fear of crime since 2007.

Table 6. % "Very Fearful" or "Somewhat Fearful"

	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**
2013 Survey	No regional analysis conducted				**39**
2014 Survey	No regional analysis conducted				**39**
2015 Survey	No regional analysis conducted				**39**

7. Skogan, Wesley. Police and Community in Chicago: A Tale of Three Cities. Oxford: Oxford University Press, 2006.
8. http://cops.usdoj.gov/html/dispatch/December_2008/print/crime_fear_print.htm

Many more Hispanics than non-Hispanics expressed that they are "very" or "somewhat" fearful (44% of Hispanics vs. 34% of non-Hispanics) of being the victim of a serious crime. There were no statistically significant differences in fear of crime based on age although there younger people were slightly more fearful than older people: 43% of 18 to 34 year olds, 38% of 35 to 64 year olds, and 32% of people 65 or older expressed at least some fear.

Table 7. How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?
2015 Selected Subgroup results

		% Very/ somewhat Fearful	% Not too fearful	% Not at all fearful	Pattern
Age	18 to 34	43	35	23	Young people are more fearful than older people (n.s.)*
	35 to 64	38	37	25	
	65 or older	32	42	26	
Ethnicity	Hispanic	44	31	25	Hispanics have a higher level of fear than non-Hispanics
	Non-Hispanic	34	41	24	
Home Ownership	Rent	40	35	25	Renters are slightly more fearful than homeowners (n.s.)
	Own	36	40	25	
Income	Less than $35,000	36	36	28	Middle income people are slightly more fearful than those with higher income (n.s.)
	$35,000 to < $80,000	40	35	25	
	$80,000 or more	33	44	23	
Education	Some high school or less	36	36	28	People with some college are slightly more fearful than those with a college degree (n.s.)
	Some college	40	37	24	
	College degree	35	42	23	

* "n.s." means "not statistically significant"

Last year we found that respondents who rent (as opposed to own) their living quarters and those in the lower income categories expressed a higher level of fear of crime than did those with higher incomes. We hypothesized that since renters and the lower income group live (and perhaps work) in neighborhoods with higher crime rates, there could be an increased level of fear/concern about crime. That was not the case this year. People in the $35,000 to $80,000 income category had a higher level of fear of crime than either those making less than $35,000 or more than $80,000, but that difference was not statistically significant.

A city-specific analysis is always interesting, but only a few cities had sufficient sample size to conduct a full analysis with any level of confidence. With that caveat, the following table shows the fear of crime among respondents from the cities with the largest sample sizes. As might be expected, respondents from the City of San Bernardino exhibited the highest level of fear of crime, and Rancho Cucamonga/Alta Loma had the lowest level of fear.

Table 8. % "Very Fearful" or "Somewhat Fearful" of Being the Victim of a Serious Crime

San Bernardino (*city*, not county)	61%
Victorville	49%
Fontana	44%
Hesperia	37%
Rialto	33%
Ontario	31%
Chino	30%
Rancho Cucamonga/Alta Loma	25%

The results in this section of the report may appear to be "run of the mill," however they should be seen as a call to action for police departments, city governments, neighborhood watch groups, economic development personnel, and other individuals committed to improving quality of life in the county. What actions can impact the fear of crime (in conjunction, of course, with actual safety strategies)? First, municipalities can conduct local surveys of perceptions of crime to identify the specific crime issues most of concern to residents, businesspeople, and visitors to the area. Next, steps can be taken to improve the local environment so that the "broken window" theory does not come into play. That theory states that if windows are broken and not repaired, it is an "invitation" to vandals to break more windows and then escalate their criminal behavior. If an area is filled with litter, people won't be as concerned about leaving even more litter. Eventually that will attract a "bad element" of people. Thus some ways to reduce crime (and

fear of crime) include improving the environment by keeping the area clean and neat, improving street lighting, increasing patrols of neighborhoods, etc. A third recommendation for reducing fear of crime is involving the community in crime reduction and implementing a communication plan for keeping residents informed about the issues.[9]

The next section of the report will address the relationship between fear of crime (as well as other variables) and respondents' ratings of the county as a place to live.

Overall Ratings of the County as a Place To Live

OVERVIEW: *Nearly two-thirds of residents rated San Bernardino County as a "very good" or "fairly good" place to live. Ratings of the county are strongly related to residents' perceptions of the county's economy as well as their level of fear of crime. 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. Air quality has virtually dropped off the charts as a major negative of life in the county.*

Every five years, the US Census Bureau releases a report on migration within the US. The most recent report[10] (February, 2014) shows that the largest migration in the country – nearly 42,000 people – was from Los Angeles County to San Bernardino County. Economists have hypothesized that the major reason for the relocation is that it is cheaper to buy a house in San Bernardino County than in LA. Further, people talk about the central part of the county as being a place that is "close to everything"….an hour from the mountains, an hour from the beach, and hour from the desert. Both of those issues have been mentioned in previous Annual Survey reports as positive factors about living in the County, and have helped to explain that fact that the majority of County residents have always rated the County as a "very good" or "fairly good" place to live.

This year's rating of the county as a place to live was just slightly higher than last year's rating. About two-thirds (66%) believe that the County is a "very good" or "fairly good" place to live (Question B3). This figure is an increase from 2013's 62% (which was the lowest since the inception of the survey in 1997) and approximately equal to last year's 65%. The number is trending in the right direction, but is still below pre-recession levels.

---

9. http://www.community-safety.info/21.html
10. http://www.census.gov/newsroom/releases/archives/american_community_survey_acs/cb14-25.html

<div align="center">

Table 9. % Saying San Bernardino County is a
"Very" or "Fairly" Good Place to Live

</div>

	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**
2013 Survey	No regional analysis conducted				**62**
2014 Survey	No regional analysis conducted				**65**
2015 Survey	No regional analysis conducted				**66**

In 2013 the evaluations were broadly based, with no significant differences noted based on age, ethnicity, income, or education. This year Hispanics rated the County as "very good" or "fairly good" in higher numbers than did non-Hispanics (71% of Hispanics vs. 66% of non-Hispanics). But other than that, the ratings of the county were relatively consistent by subgroup (age, income, or education)

There were, however, differences in evaluations based on the city of residence of the respondent. Again, conducting a city-specific analysis (but keeping in mind the caveats of conducting such an analysis with small sample sizes), it appears that Ontario and Rancho Cucamonga/Alta Loma residents gave the highest ratings of the County as a place to live and people in San Bernardino gave the lowest.

Table 10.
% Rating the County as a "Very Good" or
"Fairly Good" Place to Live

Ontario	81%
Rancho Cucamonga/Alta Loma	80%
Chino	73%
Hesperia	71%
Rialto	71%
Victorville	70%
Fontana	62%
San Bernardino (*city*, not county)	40%

Other than ethnicity and geography, what factors explain people's ratings of the county as a place to live? As in previous years, we found that there is a relationship between ratings of the county and fear of crime. Specifically, among those who are very fearful of being the victim of a serious crime, only 9% rate the county as a very good place to live, and another 32% said it is fairly good. On the other end of the spectrum, 32% of those who are not at all fearful rated the county as a very good place to live, and another 39% rated it as fairly good.

Table 11. Relationship Between Rating of the County as a Place to Live
and Fear of Crime

		How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?			
		Very fearful	Somewhat fearful	Not too fearful	Not at all fearful
Rating of the County as a Place to Live	Very good	**9%**	12%	20%	**32%**
	Fairly good	**32%**	51%	54%	**39%**
	Neither good nor bad	23%	24%	22%	23%
	Fairly bad	22%	10%	3%	4%
	Very bad	14%	3%	1%	2%
	TOTAL	100%	100%	100%	100%

* NOTE: Numbers in the table are *column percentages*

The economy tends to be another statistically significant factor in people's ratings of their city or county as a place to live. As seen in the table below, 96% of those rating the county's economy as "excellent" or "good" also rating the county as a "very" or "fairly" good place to live. In contrast, only 40% of those rating the county's economy as "poor" said the county is a "very" or "fairly" good place to live.

Table 12. Relationship Between County Rating as a Place to Live and County's Economy

		How would you rate the economy in the county today?		
		Excellent or Good	Fair	Poor
Rating of the County as a Place to Live	Very good	**40%**	16%	**7%**
	Fairly good	**46%**	58%	**33%**
	Neither good nor bad	13%	20%	36%
	Fairly bad	1%	5%	16%
	Very bad	0%	1%	8%
	TOTAL %	100%	100%	100%

* NOTE: Numbers in the table are column percentages

A standard follow-up question to the one about ratings of the county as a place to live is an open-ended question asking specifically what respondents like or dislike about living in San Bernardino County. Over the years San Bernardino County residents consistently named "general area/location/scenery" as the thing they like best about living in the county (Table 13), followed by "climate/weather," "affordable housing," and "not crowded."

Table 13. Positive Factors Mentioned About the County

	2005 %	2006 %	2007/ 08 %	2008/ 09 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %
Good area, location, scenery	29	33	34	36	37	33	36	31	38	**34**
Good climate, weather	14	15	11	17	13	16	16	13	15	**14**
Affordable housing	10	11	11	5	9	8	8	9	8	**12**
Not crowded	8	8	8	8	7	7	7	6	5	**6**

In addition, 4% mentioned good schools/universities, 4% said something regarding feeling safe because of the low crime rate in the area, and 3% talked about the "friendly people." Unfortunately, 3% also indicated that there is "nothing" they like about living in the county.

On the flip side, crime/gang activity was once again the most-often mentioned *negative* factor (32%) about living in the county (Table 14), with an additional 1% of respondents

mentioning the related issue of drugs. This figure has increased significantly in the past year, and that impression of crime as a negative factor most probably has 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.

Table 14. Negative Factors Mentioned About the County

	2005 %	2006 %	2007/ 08 %	2008/ 09 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %
Crime, gang activity	24	33	24	31	26	22	27	29	25	**32**
Lack of job opportunities	3	1	3	5	7	8	7	8	7	**7**
Traffic	12	12	10	7	6	7	6	5	4	**6**
Smog, air pollution	10	8	9	9	8	6	5	3	4	**3**

In the 1970's when someone mentioned "Inland Empire," one of the first things people thought of was "smog," and that perception was warranted at the time. But over the past three decades, the air quality has dramatically improved as shown in the graph below (number of days the city exceeded the maximum state 1-hour and 8-hour average ozone concentration).[11]

# of Days Exceeding Maximum State Ozone Concentration (1 hour standard and 8 hour standard)

_____
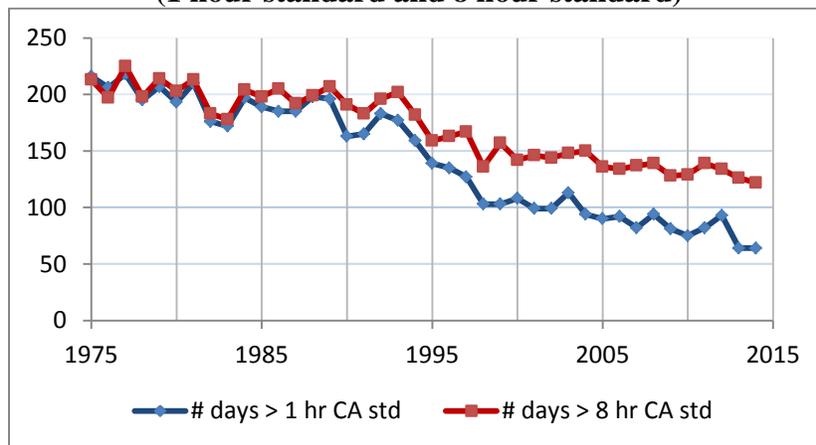
11. Source: Air Resources Board

San Bernardino County residents appear to be noticing that improvement. For the past 3 years the percent of residents who cited "smog" as a negative factor was down below 5%. These figures are significantly below the 15% in 2001 who mentioned air quality as the most significant negative factor of life in the county.

In addition to the four "negatives" shown in Table 14 above, there were several items which didn't have huge percentages of response individually, but in total reflected the fact that respondents are concerned about services provided by government and private organizations. For example, 3% mentioned a lack of entertainment/culture as the most negative factor of living in the county. Government officials are obviously not solely responsible for mitigating this negative factor, but they *can*, where possible, provide support for entrepreneurs seeking to open businesses that will improve the entertainment landscape. More directly under the control of government officials are the following responses:

- "Politics and City officials," "corruption" (2%)
- "Homeless" (2%)
- "Poor public transportation" (2%)
- "Law enforcement, police" (2%)
- "City is dirty," "City is not well maintained," "graffiti" (1%)
- "Poor road and street maintenance" (1%)
- "Lack of sidewalks and street lights," "Lack of public services" (1%)

Finally, it is noteworthy that 7% of respondents said that there is "*nothing*" they could name as the most negative thing about living in the county. Either that means that they love life in the region, or there are just too many things to mention thus they can't name just one. In next year's survey, this response will be probed to determine its meaning.

The reader is encouraged to view the appendix which shows the full list of items mentioned as the "one most negative thing" about living in the county.

Evaluations of Selected Private and Public Services

OVERVIEW: Libraries were rated the highest among all evaluated services, followed by ratings of police/sheriff, shopping, and parks and recreation. Street/road maintenance was rated lowest of the list of services for another year.

One of the factors contributing to a good (or not-so-good) quality of life is the availability of public and private services. Since 1999, respondents have been asked to rate a variety of public and private services (Questions B14 to B20). The following table details the last 16 years of data regarding the percentage of respondents who indicate that the services are "excellent" or "good." The rating of libraries (a new question in 2012) was the highest of all services, with 80% of respondents rating libraries as "excellent" or "good." In a digital era when some might be tempted to reduce this service as a cost-cutting measure, it is important to note that libraries continue to be is an integral part of life in a city. Libraries aren't just about books any more. Rather they include computer resources for those who can't afford to buy a computer, thus helping unemployed people search for jobs and students needing to do research for class papers

Table 15. % of Respondents Rating Services as "Excellent" or "Good"

	Library	Police/ Sheriff	Shop-ping	Parks/ Rec	Public Schools	Enter-tain-ment	Trans-port-ation	Street/ Road Maint
1999	Data Not Available	70	68	60	46	49	N/A	38
2000		64	63	58	41	43	36	33
2001		66	68	58	45	46	42	34
2002		71	70	58	51	49	40	39
2003		69	66	56	46	49	38	35
2004		63	66	55	37	46	36	25
2005		61	65	56	43	44	37	28
2006		61	68	59	49	47	42	30
2007/ 2008		61	68	57	43	50	36	32
2008/ 2009		68	62	61	46	46	42	32
2010		68	64	60	48	48	40	32
2011		68	60	61	47	46	40	33
2012	73	68	61	61	42	43	40	31
2013	76	68	59	59	51	46	45	30
2014	78	63	62	62	48	46	45	29
2015	**80**	**65**	**64**	**63**	**54**	**48**	**50**	**31**

and projects. Some libraries have story-telling programs for young children, programs which help to instill a love of reading in an era when video games and TVs are more prevalent in some

homes than books. Further, not everything is on the Internet, and not everything on the Internet is reliable! Indeed, a Pew Research Center survey[12] found that about half of all Americans ages 16 and older used a public library in some form in 2013, and 90% of Americans ages 16 and older said closing their local public library would seriously impact their community. Apparently San Bernardino County residents feel the same, based on the high rating of libraries.

As in previous years, respondents gave high ratings to police/sheriff (65%), an increase (although within the margin of error) from last year's 63%. Ratings of shopping and parks/recreation have also seen improvements, although again, those changes are within the margin of error.

The lowest ratings have traditionally belonged to street and road maintenance (31%), and there have been no signs of significant improvement over the years. Unfortunately the recession and strained City and County budgets have made it increasingly difficult to identify and fix the problems of aging streets and roads. Some municipalities have made good use of social media as a way for residents to report potholes (i.e. "tweeting potholes"[13]), broken streetlights and traffic signal issues, need for street sweeping, etc. Perhaps the rating will increase in future years as more residents are mobilized to help identify the problems as they arise.

It is important that city leaders are aware of the perceptions of street and road maintenance so that more attention can be paid to problem areas (again, consistent with budget realities). As noted earlier in this report, the sample sizes for some cities are quite low thus city-specific figures should be taken as general indicators only. However it appears that Rancho Cucamonga/Alta Loma is doing the best with street and road maintenance, whereas city leaders in San Bernardino, Rialto, and Hesperia may wish to focus more of its attention and priority on the issue, especially since it has been shown that investing in the maintenance of streets before they reach poor condition results in lower long-term costs for the city and enhances the economic development of the area.

12. http://www.pewinternet.org/2014/03/13/library-engagement-typology/
13. http://www.huffingtonpost.com/2015/06/10/tweeting-potholes-panama_n_7545922.html

**Table 16. % "Excellent" or "Good"
Street/Road Maintenance**

Rancho Cucamonga/Alta Loma	62%
Chino	50%
Ontario	45%
Fontana	36%
Victorville	31%
Hesperia	18%
Rialto	18%
San Bernardino (*city*, not county)	13%

Commuting

OVERVIEW: Since 1997, most respondents have reported that their commute time is less than one hour. Median commute time is the highest it has been since the inception of this survey. Most respondents report that they work in San Bernardino County, with Los Angeles County being the next destination of choice.

The U.S. Census collects a great deal of information regarding commuting characteristics of the county's population, data which can be relied upon for a year or two after the Census is conducted. As time goes on, however, the less one can depend on Census data (especially considering the rapidly changing environment in a growing county such as San Bernardino). The American Community Survey provides estimates updating the Census, but not in as timely a fashion (and in as much detail) as the Inland Empire Annual Survey. For example, the most current data available from the American Community Survey is for 2011, whereas the information from this Inland Empire Annual Survey reflects 2015 figures.

At this point in time (five years after the U.S. Census was conducted), the commuting data from the Inland Empire Annual Survey is relatively comparable to the figures from the Census and American Community Survey[14]. As noted in the table below, nearly 6 out of 10 working respondents to the Inland Empire Annual Survey (57%) report a round-trip commute

---

14. http://factfinder.census.gov/ shows that 59.5% have round trip commutes of less than an hour

time of less than one hour (Question B25), but that figure is trending down (indicating that fewer people have short commutes). Table 17 also shows that the median commute time has increased to 41.4 minutes – the highest since the inception of the survey.

Table 17. % 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**
2013 Survey	No regional analysis conducted				**60**	**37.0 min**
2014 Survey	No regional analysis conducted				**58**	**39.7 min**
2015 Survey	No regional analysis conducted				**57**	**41.4 min**

Further, the **mean** (as opposed to the **median**) round trip travel time is 65.8 minutes (up from 60.4 minutes last year).[15] And it is worth noting that 20% percent of respondents who work outside the home have round trip commutes of two or more hours (a figure which is virtually unchanged from last year). As the decade progresses, the Inland Empire Annual Survey should be more and more useful to decision makers as the most accurate and current data available.

Having a 41.4 minute median round trip commute time (up from 39.7 minutes last year) is not an overwhelming amount of time, especially since most working respondents (57%) travel less than an hour round trip each day.   Further, the average distance travelled decreased from 44.03 miles to 38.32 miles round trip. That means it took *longer* to travel *fewer* miles.

15. The reader should note that the median is a better measure of commute time than the mean since the median is not skewed by a few excessively high commute times as is the mean. However other secondary data sources quote the mean, thus it is presented here for comparative purposes.

The Inland Empire's clogged highways and roads are taking a toll on people's wallets. Consider the following admittedly simplistic analysis of the cost of driving based on miles driven and time spent.

- The mean round trip mileage for our respondents was 38.32 miles. Assuming the 2014 IRS cost per mile of $.56, the daily commute cost is $21.46. A person who works 50 weeks a year, 5 days a week would be spending approximately **$5,365** per year for direct driving and ownership costs of his/her commute.

- The mean round trip travel time was 65.83 minutes. Using the fourth quarter 2013 average hourly wage for San Bernardino County[16] (approximately $21), the value of a person's time spent commuting is approximately **$5,760** for the 250 work days per year.

Based on this analysis, the combined total cost of commuting is a whopping **$11,125** per year. Or conducting the same analysis using the more conservative figures of *median* mileage and travel time (23.33 miles, 41.4 minutes), the cost would be reduced to **$6,889** per year…still a significant figure.

But as noted in our report last year, the cost of commuting goes beyond simple monetary costs. Recent research published in the *American Journal of Preventive Medicine* shows that the more time people spent driving to and from work, the greater the risk of cardiovascular disease, the risk of developing high blood sugar and high cholesterol, and the risk of depression and social isolation.[17] And according to a recent study in *The Lancet* journal[18], people who work more than 55 hours a week are 33% more likely to have a stroke. When longer hours are augmented by long and sometimes frustrating commutes, the potential for health risks are clear. When one looks at health risks along with the diminished quality of life due to having less time with family and friends, less time to sleep, etc., it is clear that commuting takes a major toll on people's lives.

What are the solutions? There are several options that San Bernardino County leaders have been focusing on, but clearly there is more to be done:

- Improving the transportation infrastructure significantly so that commute times are shortened;

- Increase efforts to bring jobs to the region;

---

16. Bureau of Labor Statistics, http://www.bls.gov/oes/current/oes_40140.htm#00-0000
17. http://www.ajpmonline.org/article/S0749-3797(12)00167-5/abstract
18. http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(15)60295-1/abstract

- Work to encourage a culture change toward more "livable cities" where people can work in close proximity to their place of residence.

Another question on the survey (Question B27) asked working respondents: "What county do you work in?" Approximately 7 out of every 10 commuting respondents work within San Bernardino County (up from 66% last year), and another 2% work in several counties including San Bernardino.[19] Los Angeles County is the next most popular commuting destination, with 16% of respondents travelling there to work. Based on the admittedly small sample sizes within individual cities, the outflow to Los Angeles County was primarily among those living in the West Valley (e.g. Chino, Ontario, Fontana, and Rancho Cucamonga).

Table 18. 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
2013 Survey	**69**	6	4	17
2014 Survey	**66**	8	6	16
2015 Survey	**70**	7	4	16

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

Who are the people who need/want to leave the county to work? Those who commute to Los Angeles County include educators (11%), people in the medical field (9%), people in the

---

19. Again, these figures are relatively consistent with the 2012 American Community Survey which indicated that 69.6% of San Bernardino County residents worked in their county of residence.

computer industry (9%), managers (8%), electricians (4%) and many other professionals who arguably would prefer staying in the county (and avoiding a long commute) if well-paying jobs existed near their homes. The profile for those who travel to Riverside County is similar.

Some readers may recall that the 2007 Inland Empire Annual Survey showed that about a third of full-time workers would be willing to accept a 5% or 10% decrease in salary to work locally and eliminate their daily commute. A more recent study (2011) by the Telework Coalition said that more than one-third of technology professionals said they'd cut their salary by up to 10% if they could telecommute full time, and they are willing to sacrifice $7,800 on average to work from home).[20] There is no reason to believe that this finding has changed significantly over time. As we've argued in past years, one of the best ways to solve the problem of traffic congestion and improve workers' quality of life is to promote 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, as do economic development agencies as well as organizations such as SANBAG who deal with transportation issues.

Confidence In Elected Officials

OVERVIEW: Confidence in elected officials hasn't budged. A majority of respondents report having a "great deal" or "some" confidence in their elected officials.

Part of the County's vision statement is that "We envision a model community which is governed in an open and ethical manner." There are many committed elected officials at the County and City levels who are putting forth incredible energy trying to improve the quality of life for residents throughout the county. Unfortunately, however, San Bernardino County has also seen its share of political corruption cases, attempted recalls of elected city leaders, and other "political theater" in recent years.

The public expects elected officials to make the hard policy decisions regarding the negatives of life in the region which, according to this survey, include crime/gang activity, the lack of job opportunities, traffic, and smog/air pollution. Over time, it appears that residents do have at least some confidence that the elected officials in their City or community will adopt policies that will benefit the general community. This year 58% of respondents indicated that

---

20. http://www.telcoa.org.php5-17.dfw1-1.websitetestlink.com/wp-content/uploads/2011/05/Dice-Telework-Report-April-2011.pdf

they have "a great deal of confidence" or "some confidence" in the officials, a figure which is significantly higher than the 2010 figure (51%) which reflected a survey conducted right around the time period when the much-publicized Colonies Crossroads case came to light. The 2010 evaluation was the low point of the survey. The confidence ratings for 2011 through 2015 are higher, but are still below national stats such as a national Gallup poll in September of 2014 which indicated that 72% of the public has a "great deal" or a "fair amount" of trust in their local government when it comes to handling local problems.[21] Hopefully the Inland Empire ratings will improve as local government officials tackle the difficult issues of the day.

Table 19. % 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**
2013 Survey	No regional analysis conducted				**57**
2014 Survey	No regional analysis conducted				**57**
2015 Survey	No regional analysis conducted				**58**

An analysis of these results by various demographic variables showed that there is remarkable consistency in confidence ratings among subgroups by education, ethnicity, age group, longevity in the county, income, and home ownership. Further, there are minimal differences in ratings by voters and non-voters and between Democrats and Republicans.

---

21. http://www.gallup.com/poll/5392/trust-government.aspx

There was, however, a striking relationship of overall rating of the county as a place to live with level of confidence in elected officials. Specifically, 66% of those who rated the county as a "very good" or "fairly good" place to live also said they had a "great deal" or "some" confidence in their elected officials; whereas only 30% of those who rated the county as a "very bad" or "fairly bad" place to live expressed a at least some level of confidence in their elected officials.
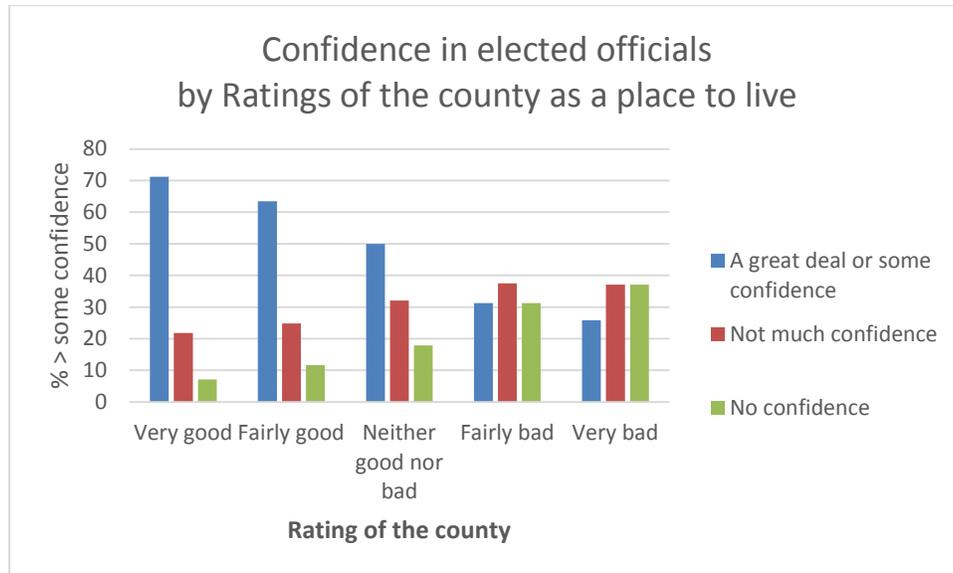
The same trend holds between ratings of the county's economy and confidence in officials (74% of those rating the county's economy as "excellent" or "good" had a "great deal" or "some" confidence in their elected officials, as opposed to 38% of those who rated the county's economy as "poor"). It is difficult to know if any causality exists, however it does appear that confidence in elected officials is one significant factor in people's overall "sense" of their county as a place to live and thrive.

Finally, we investigated whether there was a link between fear of crime and evaluation of elected officials. We found one. A bit over half (52%) of those who are "very" or "somewhat fearful" of being the victim of a serious crime had at least some confidence in their elected officials, as opposed to 61% of those who are not at all fearful.

FINAL NOTE

In this report we have presented overall findings from the 2015 Inland Empire Annual Survey. We have always believed that comparisons of regions within the county are important

for government organizations and businesses alike, however we have not had a sponsor request those analyses for the past three years. We hope that in the future such analysis can be conducted to add to better evaluate key public and private sector services and activities, and provide a regional focus for the key local issues.

The reader is encouraged to review the full data displays (attached) for detailed survey results. This report will be added to previous Annual Surveys on our website (http://iar.csusb.edu/reports/ie_annual_survey.html) for those who wish to view previous years' reports. For questions about the Inland Empire Annual Survey (or additional analysis tailored to a particular organization or agency), please contact Dr. Barbara Sirotnik at 909-537-5729.

Appendix I

Questionnaire

SAN BERNARDINO COUNTY ANNUAL SURVEY, 2015

NOTE: All response categories in the script that are in CAPITAL LETTERS are not to be read.

SHELLO   Hello, I am calling from the Institute of Applied Research at Cal State University San Bernardino. Have I reached: [Read Phone #]? We're conducting a scientific study of public opinion on a variety of issues in San Bernardino County. We need the input of a resident who is 18 or older.

    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] adult in the household and I'm calling back to complete that interview. Is that person available?

INTERVIEWER: PRESS '1' TO CONTINUE
IF (ANSWER = 1) SKIPTO system

SHEAD1   Are you that person?
    1.   YES
    2.   NO
    8.   DON'T KNOW/NO RESPONSE
    9.   REFUSED
    IF (SHEAD = 1) SKP INTRO

SHEAD2   Is there an adult member home that I can talk with?
    1.   YES
    2.   NO
    8.   DON'T KNOW/NO RESPONSE
    9.   REFUSED
    IF (SHEAD2 = 1) SKP INTRO

CALLBK   Is there a better time I could call back to reach an adult member of the household?
    1.   YES
    2.   NO
    ENDQUEST
    IF (CALLBK = 2) ENDQUEST

SPAN   INTERVIEWER: PLEASE CODE WHICH LANGUAGE THE INTERVIEW WILL BE CONDUCTED IN
    1.   ENGLISH
    2.   SPANISH

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
2.   NO
IF (ANS = 2) SKP APPT

AGEQAL   First, I'd like to confirm that you are at least 18 years of age.
1.   YES
2.   NO
IF (ANS = 1) SKP BEGIN

CALLBK1   Is there a better time I could call back to reach an adult member of the household?
1.   YES
2.   NO

APPT   Is it possible to make an appointment to ask you the survey questions at a more convenient time?
1.   YES
2.   NO
ENDQUEST
IF (APPT = 2) ENDQUEST

BEGIN   I'd like to begin by asking you some general questions.
[INTERVIEWER: PRESS ANY KEY TO CONTINUE]

COUNTY   I would like to verify that you live in San Bernardino County?
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED
IF (ANS = 2) skipto QSORRY2

B1A   What CITY do you live in?

ADELANTO (1)	HELENDALE (22)	PHELAN (43)
ALTA LOMA (2)	HESPERIA (23)	PINON HILLS (44)
AMBOY (3)	HIGHLAND (24)	PIONEERTOWN (45)
APPLE VALLEY (4)	HINKLEY (25)	RANCHO CUCAMONGA (46)
BAKER (5)	JOHNSON VALLEY (26)	REDLANDS (47)
BALDY MESA (6)	JOSHUA TREE (27)	RIALTO (48)
BARSTOW (7)	KRAMER JUNCTION (28)	RUNNING SPRINGS (49)
BIG BEAR (8)	LAKE ARROWHEAD (29)	SAN BERNARDINO (50)

BIG RIVER (9)   LANDERS (30)   SPRING VALLEY LAKE (51)
BLOOMINGTON (10)   LENWOOD (31)   TRONA (52)
CEDAR GLEN (11)   LOMA LINDA (32)   TWENTYNINE PALMS (53)
CHINO (12)   LUCERNE VALLEY (33) TWIN PEAKS (54)
CHINO HILLS (13)   LYTLE CREEK (34)   UPLAND (55)
COLTON (14)   MENTONE (35)   VICTORVILLE (56)
CRESTLINE (15)   MONTCLAIR (36)   WRIGHTWOOD (57)
DAGGETT (16)   MORONGO VALLEY (37) YERMO (58)
DEVORE (17)   MT. BALDY (38)   YUCAIPA   (59)
EARP (18)   NEEDLES (39)   YUCCA VALLEY (60)
FONTANA (19)   NEWBERRY SPRINGS (40) OTHER (61)
FORT IRWIN (20)   ONTARIO (41)   DON'T KNOW (98)
GRAND TERRACE (21) ORO GRANDE (42)   REFUSED (99)

     IF (ANS = 99) SKIPTO QSORRY3
     SQAL
     QAL thank

B2   What is your zip code?
         INTERVIEWER: REPEAT ZIP CODE BACK TO THEM. WITHOUT CORRECT ZIP
         CODE THEY MAYBE GETTING WRONG QUESTIONS OR NOT THE CORRECT
         QUESTIONS

         DON'T KNOW [ENTER 99998]
         REFUSED [ENTER 99999]

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

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. OTHER (SPECIFY)
12. NOTHING
13. EVERYTHING
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, EARTHQUAKES
13. OTHER (Specify)
14. NOTHING
15. EVERYTHING
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? 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

[INTERVIEWER: IT IS NOT IF THEY HAVE BEEN A VICTIM BUT HOW **FEARFUL**]

B10 Now, I'd like to ask you some questions about voting. Are you currently registered to vote?
1. YES
2. NO
8. DON'T KNOW
9. REFUSED
IF (ANS > 2) SKIPTO B14

B11 Which of the following best describes your political party affiliation?
1. Democrat
2. Republican
3. Independent, or
4. Some other party
5. NONE
8. DON'T KNOW
9. REFUSED TO ANSWER
IF (B10 = 2) skipto B14

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

B14 Now, I'd like to ask you to 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. Let's start with...

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

B15   Parks and Recreation
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

B16   Maintenance of local streets and roads
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSE

B17   Public schools
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSE

B18   Shopping
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSE

B19   Transportation
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW

9.   REFUSE

B20   Entertainment
1.   EXCELLENT
2.   GOOD
3.   FAIR
4.   POOR
8.   DON'T KNOW
9.   REFUSE

B20A   Police or Sheriff
1.   EXCELLENT
2.   GOOD
3.   FAIR
4.   POOR
8.   DON'T KNOW
9.   REFUSE

B22   Now on another subject...Which of the following best describes your employment status?
Are you...
1.   Working full-time for pay
2.   Working less than 30 hours a week for pay
3.   Full-time student
4.   Full-time homemaker, parent or caregiver
5.   Unemployed and looking for work
6.   Retired, or
7.   Disabled and not able to work?
8.   OTHER (SPECIFY)
9.   REFUSED
[INTERVIEWER: IF PERSON IS A STUDENT AND WORKING, RECORD
"WORKING;" IF RETIRED AND DISABLED, RECORD "RETIRED;" IF WORKING
FROM HOME OR SELF EMPLOYED ASK: "ARE YOU WORKING FULL TIME OR
LESS THAN 30 HOURS?"]
IF (ANS > 2) SKIPTO B28

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?
Average total time: _____ MINUTES
777. DOESN'T APPLY;DON'T WORK OUTSIDE HOME
888. DON'T KNOW
999. REFUSED
IF (ANSWER = 777) SKIPTO B27
IF (ANSWER = 888) SKIPTO B27
IF (ANSWER = 999) SKIPTO 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]
 Average total distance: _____ MILES
888. DON'T KNOW
999. REFUSED

B27	What county do you work in?
1.	RIVERSIDE COUNTY
2.	SAN BERNARDINO COUNTY
3.	ORANGE COUNTY
4.	LOS ANGELES COUNTY
5.	SAN DIEGO COUNTY
6.	TRAVEL (SALES, TRUCK DRIVER, ETC.)
7.	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
SKIPTO RANCHO

THE FOLLOWING QUESTIONS ARE TO BE ASKED ONLY IN OMNITRANS'S SERVICE AREA
OMNI1 What is the name of your local bus service provider?
[INTERVIEWER: DON'T READ]
1.	OMNITRANS (OR OMNI)
2.	OMNILINK
3.	OMNIGO
4.	ACCESS
5.	SBX
6.	METRO/MTA/RTD
7.	RTA/RIVERSIDE TRANSIT
8.	FOOTHILL
9.	MARTA
10.	VVTA
11.	OCTA
12.	OTHER (Specify):_____

98.   DON'T KNOW
99.   REFUSED
IF (ANS = 1) SKIPTO OMNI3

OMNI2   Have you heard of Omnitrans?
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED
IF (ANS > 1) SKIPTO OMNI5

OMNI3   On a scale of 1 to 7 with 1 meaning very poor and 7 meaning excellent, how would you rate your overall perception of Omnitrans even if you have never used it personally?
Very poor   Excellent
1   2   3   4   5   6   7
8.   DON'T KNOW
9.   REFUSED

OMNI4   Over the past year, has your perception of Omnitrans improved, declined or stayed the same?
1.   IMPROVED
2.   DECLINED
3.   STAYED THE SAME
8.   DON'T KNOW
9.   REFUSED

OMNI5

Which statement best describes your feelings about becoming a bus rider?
1. Would not ride under any circumstance
2. Would ride if had no other transportation
3. Might consider riding in the future
4. I AM A BUS RIDER ALREADY
8. DON'T KNOW
9. REFUSED
IF (ANS = 1) SKIPTO RANCHO

OMNI5b

I'm going to read you a list of four possible service improvements for Omnitrans. Please tell me what ONE service improvement would most likely entice you to RIDE/RIDE MORE. Would it be...   [ROTATE OPTIONS]
1. More freeway express routes
2. More neighborhood circulator routes
3. More feeder routes to and from Metrolink train stations
4. More frequent service on major street corridors (not freeways)

THE FOLLOWING QUESTIONS ARE TO BE ASKED ONLY IN RANCHO CUCAMONGA OR ALTA LOMA

RC1   Now I'm going to ask you a few questions specific to those living in Rancho Cucamonga. If you were to describe Rancho Cucamonga to someone from outside of the area, what would you say?
[INTERVIEWERS: RANCHO IS TRYING TO ELICIT PERCEPTIONS OF THE COMMUNITY. TYPE ANSWERS AS COMPLETELY AS POSSIBLE.]

RC2   Now for the next few statements about Rancho Cucamonga, please tell me if you strongly agree, agree, disagree, or strongly disagree. Here's the first statement...
[INTERVIEWER TYPE "1" TO CONTINUE]

RC2A My city is an attractive place
  [INTERVIEWER: MEANING--BEAUTIFUL SURROUNDINGS]
  1.   STRONGLY AGREE
  2.   AGREE
  3.   DISAGREE
  4.   STRONGLY DISAGREE
  8.   DON'T KNOW
  9.   REFUSED

RC2B I feel a sense of belonging to my community
  1.   STRONGLY AGREE
  2.   AGREE
  3.   DISAGREE
  4.   STRONGLY DISAGREE
  8.   DON'T KNOW
  9.   REFUSED

RC2C Other cities strive to be like my city
  1.   STRONGLY AGREE
  2.   AGREE
  3.   DISAGREE
  4.   STRONGLY DISAGREE
  8.   DON'T KNOW
  9.   REFUSED

RC2D My city embraces use of technology
  1.   STRONGLY AGREE
  2.   AGREE
  3.   DISAGREE
  4.   STRONGLY DISAGREE
  8.   DON'T KNOW
  9.   REFUSED

RC2E My city provides opportunities to be active and have a healthy lifestyle
1.   STRONGLY AGREE
2.   AGREE
3.   DISAGREE
4.   STRONGLY DISAGREE
8.   DON'T KNOW
9.   REFUSED

RC3A Now I'm going to read you a series of words, and I'd like to know if they describe your view of Rancho Cucamonga. First, does the word "traditional" describe your view of the City?
[INTERVIEWER YOU MAY NEED TO PROMPT Yes or No?]
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC3B How about the word "Visionary"
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC3C   Community
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC3D Small town
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC3E World-class
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC3F Innovative
1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED

RC4 Finally, from your perspective, what are the top 2 issues facing the future of the city of Rancho Cucamonga?
SKIPTO OWNRENT

THE FOLLOWING QUESTIONS ARE TO BE ASKED ONLY IN MOJAVE WATER AGENCY'S SERVICE AREA

MOJ1 Now I'd like to ask you a few questions regarding the long-term water supply of the Mojave Desert region. First, how concerned are you about having an adequate water supply where you live? Would you say you are...
1. Very concerned
2. Somewhat concerned, or
3. Not at all concerned?
8. DON'T KNOW
9. REFUSED

MOJ2 Are you aware that there is a local agency responsible for making sure the region's water supply is SUSTAINABLE?
1. YES
2. NO
3. NOT SURE
8. DON'T KNOW
9. REFUSED
[INTERVIEWER: SUSTAINABLE = HAVING ADEQUATE SUPPLY OF FRESH CLEAN WATER FOR PRESENT AND FUTURE GENERATIONS]
If (ans > 1) skipto MOJ4

MOJ3 Can you name the organization or group?
1. MOJAVE WATER AGENCY
2. HELENDALE CSD
3. PHELAN PINION HILLS CSD
4. VICTORVILLE WATER DEPARTMENT
5. HESPERIA WATER DEPARTMENT
6. ADELANTO WATER DEPARTMENT
7. GOLDEN STATE WATER
8. APPLE VALLEY RANCHOS WATER
9. JOSHUA BASIN WATER DISTRICT
10. BIGHORN-DESERT VIEW WATER AGENCY
11. HI-DESERT WATER DISTRICT
12. OTHER (SPECIFY)
98. DON'T KNOW
99. REFUSED

MOJ4 How concerned are you about water quality where you live? Would you say you are...
1. Very concerned
2. Somewhat concerned, or

3. Not at all concerned?
8. DON'T KNOW
9. REFUSED

MOJ5 Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statement...It is important for people to conserve water
1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

MOJ6 What are some ways you conserve, if any?
DON'T READ CHECK ALL THAT APPLY
1. I REMOVED GRASS FROM MY PROPERTY
2. INSTALLED HIGH WATER EFFICIENCY APPLIANCES
3. TAKE SHORTER SHOWERS
4. I USE A BROOM INSTEAD OF WATER TO CLEAN OUTDOOR AREAS
5. PLANTED DROUGHT-RESISTANT TREES AND PLANTS
6. USE WATER EFFICIENT IRRIGATION
7. SIMPLE THINGS SUCH AS TURNING OFF WATER WHEN BRUSHING TEETH/SHAVING
8. OTHER (SPECIFY)
9. I DON'T CONSERVE
10. DON'T KNOW WHAT HAS ALL BEEN DONE
11. REFUSED
IF (ANS > 8) SKIPTO MOJ7B

MOJ7 What is the MAIN reason you conserve water?
1. TO LOWER MY WATER BILL
2. IT'S REQUIRED BY LOCAL ORDINANCES
3. I KNOW WATER IS LIMITED SUPPLY AND I AM DOING MY PART FOR THE FUTURE
4. IT IS THE RIGHT THING TO DO
5. OTHER (SPECIFY)
8. DON'T KNOW
9. REFUSED

MOJ7B And what, if anything, PREVENTS you from conserving water?
DON'T READ CHECK ALL THAT APPLY
1. IT IS TOO MUCH TROUBLE
2. TOO EXPENSIVE
3. I AM ALREADY DOING ALL THAT I CAN
4. I DON'T KNOW IF MY CONSERVATION EFFORTS ARE EFFECTIVE
5. I DON'T THINK I AM WASTING WATER

6. IT'S THE COMMERCIAL USERS THAT NEED TO CONSERVE
7. I DON'T KNOW HOW TO CONSERVE
8. I HAVE THE RIGHT TO USE ANY AMOUNT OF WATER I WANT
9. I DON'T CARE ABOUT CONSERVING
10. OTHERS WASTE WHY SHOULD I CONSERVE
11. OTHER (SPECIFY)
12. DON'T KNOW
13. REFUSED
14. NOTHING

MOJ8 Are there any specific projects or programs that you believe need to be included in the long-term
water management plan for the region?
INTERVIEWER: IF RESPONDENT DOESN'T KNOW WHAT IS MEANT BY "PROJECTS" OR "PROGRAMS," SAY: FOR EXAMPLE, IN THE LAST PLAN THERE WAS A "CASH FOR GRASS" PROGRAM AND CONSTRUCTION PROJECTS.
[DON'T KNOW OR REFUSED JUST LEAVE IT BLANK]

MOJ9 Thank you. If you have any other thoughts about programs that should be included in the plan, you can e-mail Mojave Water Agency to let them know.
[WWW.MOJAVEWATER.ORG JUST IN CASE THEY ASK]
PRESS ANY KEY TO CONTINUE

CSUSB QUESTIONS ARE TO BE ASKED THROUGHOUT THE COUNTY
CSUSB3A Now switching topics, I have some questions about a college education. When you think of four year colleges in the region, which ones come to mind?
[DON'T READ CHECK ALL THAT APPLY]
1. UNIVERSITY OF CALIFORNIA, RIVERSIDE (UCR)
2. CALIFORNIA STATE UNIVERSITY SAN BERNARDINO (CSUSB)
3. UNIVERSTY OF PHOENIX (UOP)
4. UNIVERSITY OF LA VERNE
5. UNIVERSITY OF REDLANDS
6. CAL POLY POMONA
7. CAN'T LIST ANY [that is fine..a lot of people can't]
8. OTHER (Specify)_____
9. DON'T KNOW
10. REFUSED
11. DON'T KNOW ANYTHING ABOUT UNIVESITIES
12. DON'T CARE ABOUT UNIVERSITIES OR SCHOOLS/ANNOYED W/ QUESTION
IF (ANS = 11) SKIPTO CSUSB9
IF (ANS = 12) SKIPTO CSUSB11

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
5.   University of Redlands, or
6.   Cal Poly Pomona
7.   OTHER (Specify)_____
8.   DON'T KNOW
9.   REFUSED
10.   DON'T KNOW ANYTHING ABOUT ANY OF THE SCHOOLS
11.   ANNOYED AND NEED TO MOVE ON
IF (ANS = 10) SKIPTO CSUSB9
IF (ANS = 11) SKIPTO OWNRENT

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
5.   University of Redlands, or
6.   Cal Poly Pomona
7.   OTHER (Specify)_____
8.   DON'T KNOW
9.   REFUSED
10.   DON'T KNOW ANYTHING ABOUT ANY OF THE SCHOOLS
11.   ANNOYED NEED TO MOVE ON
IF (ANS = 10) SKIPTO CSUSB9
IF (ANS = 11) SKIPTO OWNRENT

CSUSB5 Are you familiar with Cal State San Bernardino's educational programs?
1. YES
2. SOMEWHAT
3. NO
4. NOT SURE
8. DON'T KNOW
9. REFUSED
IF (ANS > 2) SKIPTO CSUSB7

CSUSB6 What is the source of your information about CSUSB?
[DON'T READ CHECK ALL THAT APPLY]
1.   RESPONDENT ATTENDED
2.   FAMILY, FRIENDS, CO-WORKERS ATTENDED
3.   NEWSPAPER/TV/RADIO EXPOSURE
4.   WORD OF MOUTH
5.   ATTENDED EVENT ON CAMPUS

6.   CAMPUS WEB SITE
7.   OTHER (Specify)_____
8.   DON'T KNOW
9.   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
7.   ANNOYED AND NEED TO MOVE ON
8.   DON'T KNOW
9.   REFUSED
IF (ANS < 3) SKIPTO CSUSB8
IF (ANS = 7) SKIPTO OWNRENT
IF (ANS > 7) SKIPTO CSUSB9

CSUSB7B Could you tell me the reason you have only a [FAIR/POOR] impression of the campus?

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
7.   ANNOYED AND NEED TO MOVE ON
8.   DON'T KNOW
9.   REFUSED
IF (ANS = 7) SKIPTO OWNRENT

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
7.   GETTING ANNOYED WITH CSUSB QUESTIONS
8.   DON'T KNOW
9.   REFUSED
IF (ANS >2 & ANS < 4) SKIPTO CSUSB11
IF (ANS = 7) SKIPTO OWNRENT

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
7. GETTING ANNOYED WITH CSUSB QUESTIONS
8. DON'T KNOW
9. REFUSED
IF (ANS = 7) SKIPTO OWNRENT

CSUSB11 Have you ever been to Cal State for a sporting event, theater production, festival, or some other event?
1. YES
2. NO
7. ANNOYED NEED TO MOVE ON
8. NOT SURE
9. REFUSED
IF (ANS = 7) SKIPTO OWNRENT

CSUSB12 What would be the BEST way of informing you about the many cultural and sporting events happening on campus?
[DON'T READ CHECK ALL THAT APPLY]
1. DIRECT MAIL
2. EMAIL
3. NEWSPAPER
4. RADIO
5. INTERNET
6. WEBSITE
7. FACEBOOK
8. TWITTER
9. OTHER (Specify)_____
10. NOT INTERESTED
11. DON'T KNOW
12. REFUSED

CSUSB13 When you think about Cal State, San Bernardino what one descriptive word comes to mind? _____
[LEAVE BLANK IF THEY DON'T KNOW OR REFUSE OR COMMENTED THEY KNOW NOTHING ABOUT SCHOOLS]

OWNRENT And finally I'd like to ask a few questions about you and your background... Do you rent or own your current residence?
1. RENT OR LEASE
2. OWN [YES PAY THE BANK IS OWNING]
3. LIVE IN STUDENT HOUSING
4. LIVE WITH A FAMILY MEMBER (LIKE PARENTS OR KIDS)
5. LIVE WITH FRIEND
6. OTHER (SPECIFY)
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
7. OTHER (SPECIFY)
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
5. Separated, or
6. Single, living with partner
7. OTHER (SPECIFY)
9. REFUSED

D2C How many people live in your household INCLUDING YOURSELF?
REFUSED [ENTER 999]
IF (ANS = 1) SKIPTO D3

D2b How many children ages 18 years old or younger do you have living at home?
REFUSED [ENTER 999]

D3 Are you of Hispanic, Spanish, or Latino origin?
1. YES
2. NO
8. DON'T KNOW
9. REFUSED
IF (ANS > 1) SKIPTO D4B

D4 Some Hispanics also identify themselves as Caucasian or African American or some other race. How do you identify your race?
1. ASIAN (SPECIFY)
2. BLACK OR AFRICAN AMERICAN
3. CAUCASIAN OR WHITE
4. HISPANIC
5. OTHER (SPECIFY)
6. DON'T KNOW
7. REFUSED

D4B   How would you describe your race or ethnicity?
1.   ASIAN (SPECIFY)
2.   BLACK OR AFRICAN AMERICAN
3.   CAUCASIAN OR WHITE
4.   HISPANIC
5.   OTHER (SPECIFY)
6.   DON'T KNOW
7.   REFUSED

D5   How many working cars do you have for your household?
[INTERVIEWER: MOTORCYCLE, SUV, TRUCK...NO BOATS, AIRPLANES, ETC.]
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D6   What is your age?
WAS GIVEN A YEAR [ENTER 997] CONTROL "N" TYPE YEAR
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D7   How long have you lived in San Bernardino County?
[6 MONTHS AND OVER IN YEARS AND ROUND UP]
 LESS THAN 6 MONTHS [996]
WAS GIVEN A YEAR [ENTER 997] CONTROL "N" TYPE YEAR
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 2014? 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
IF (RC2 = 1) SKIPTO LASTQST

CSUSB14 Are you interested in receiving some information about Cal State San Bernardino's
programs?
1.   YES
2.   NO
8.   DON'T KNOW/NOT SURE AT THIS TIME
9.   REFUSED

IF (ANS > 1) SKIPTO 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 TYPE IN THE EMAIL ADDRESS OR MAILING ADDRESS, PLEASE
READ BACK TO VERIFY YOU HAVE CORRECT]

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.

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

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

QSORRY2 I'm sorry, but we are only surveying people from San Bernardino County Region at this time. Thank you for your cooperation.
INTERVIEWER: PRESS ANY KEY TO CONTINUE
CTRLEND

QSORRY3   I'm sorry, but we are only surveying people from San Bernardino County Region without knowing city and zip code you may be getting questions that do not apply to you. Thank you for your cooperation.
INTERVIEWER: PRESS ANY KEY TO CONTINUE
CTRLEND
ENDQUEST

Appendix II

Data Display of Baseline Questions

**Question 3: Overall, how would you rate
your county as a place to live?**

	Count	Col %
Very Good	177	18.8%
Fairly Good	443	46.8%
Neither Good nor Bad	218	23.0%
Fairly Bad	72	7.6%
Very Bad	35	3.8%
Total	946	100.0%

**Question 4: In your opinion, what is the ONE best thing about
living in your county?**

	Count	Col %
Good area, Location, Scenery	285	33.7%
Affordable housing	102	12.1%
Good climate, Weather	120	14.2%
Not crowded	51	6.1%
Good schools/ Universities	34	4.1%
Less crime/ Feel safe	31	3.7%
Job availability	8	0.9%
Friendly people	24	2.8%
Family and friends live here	27	3.2%
Close to work	3	0.3%
Other (Specify)	41	4.9%
Nothing	24	2.9%
Everything	4	0.5%
Less traffic	5	0.6%
Quiet peaceful	15	1.8%
Clean air	3	0.4%
Lower cost of living	7	0.8%
Diversity	3	0.4%
Lower taxes	4	0.5%
Availability of resources and assistance	9	1.0%
Not Los Angeles or big city	2	0.3%
Rural area, open land, space	16	1.9%
Good stores, restaurants, activities, parks, services	17	2.0%
Good hospitals and doctors	9	1.0%
Total	846	100.0%

Question 5: In your opinion, what would you say is the ONE most negative thing about living in your county?

	Count	Col %
Smog, Air pollution	24	2.8%
Traffic	54	6.4%
Poor public transportation	15	1.7%
Drugs	8	1.0%
Crime/ Gang activity	272	32.0%
Bad location	16	1.9%
Lack of entertainment and shopping	23	2.7%
Overpopulated	24	2.9%
Bad school system	7	0.9%
Cost of living	17	2.0%
Lack of job opportunity	56	6.6%
Weather, Fires, Floods, Earthquakes	37	4.3%
Other (Specify)	55	6.4%
Nothing	60	7.0%
Everything	7	0.8%
Taxes, taxes too high	9	1.0%
Homeless	15	1.8%
Poor road and street maintenance	11	1.3%
Corruption	4	0.4%
Politics and elected officials	14	1.6%
City is dirty, not well maintained, graffiti	11	1.3%
Poverty is high in the area/ a lot of welfare	19	2.3%
Lack of resources medical, doctors	6	0.7%
County spread out too far, too big, needs to be divided	5	0.6%
Lack of law enforcement	5	0.6%
Lack of water, water issues, water too expensive	6	0.8%
Poor economy	12	1.5%
Law enforcement, police	10	1.1%
Lack of diversity	1	0.1%
Type of people	11	1.3%
Lack of money and resources	2	0.2%
Lack of sidewalks and street lights	4	0.4%
Prejudice	1	0.1%
Poor neighborhoods/Section 8 housing	5	0.5%
Need better parks and recreation opportunities	2	0.3%
Infrastructure	5	0.6%
Bad reputation	6	0.7%
Lack of public services	9	1.0%
Need to raise taxes	1	0.1%
Total	851	100.0%

Question 6: In comparison to a year ago, would you say that you and your family are financially better off or worse off or the same?

	Count	Col %
Better off	227	24.1%
Same	526	55.8%
Worse off	190	20.1%
Total	943	100.0%

Question 7: 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?

	Count	Col %
Better off	379	41.6%
Same	436	47.9%
Worse off	95	10.5%
Total	909	100.0%

Question 8: In general, how would you rate the economy in your county today? Would you say that it is Excellent, Good, Fair, or Poor?

	Count	Col %
Excellent	10	1.1%
Good	218	23.6%
Fair	442	47.8%
Poor	253	27.4%
Total	924	100.0%

Question 9: In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?

	Count	Col %
Very fearful	79	8.4%
Somewhat fearful	286	30.3%
Not too fearful	353	37.4%
Not at all fearful	226	24.0%
Total	943	100.0%

Question 10: Are you currently registered to vote?

	Count	Col %
Yes	777	82.6%
No	164	17.4%
Total	941	100.0%

Question 11: Which of the following best describes your political party affiliation: Democrat, Republican, Independent, or some other party?

	Count	Col %
Democrat	349	39.9%
Republican	260	29.8%
Independent	161	18.5%
Some other party	47	5.4%
None	56	6.4%
Total	873	100.0%

Question 12: Would you say that you vote in all elections, only some, hardly ever or never?

	Count	Col %
In all elections	451	58.0%
Only in some	278	35.7%
Hardly ever	28	3.6%
Never	21	2.7%
Total	777	100.0%

Question 14: How would you rate POLICE/SHERIFF services?

	Count	Col %
Excellent	234	28.1%
Good	436	52.3%
Fair	134	16.0%
Poor	30	3.5%
Total	833	100.0%

Question 15: How would you rate PARKS AND RECREATION services?

	Count	Col %
Excellent	128	14.3%
Good	432	48.5%
Fair	236	26.6%
Poor	94	10.6%
Total	891	100.0%

Question 16: How would you rate the maintenance of local STREETS AND ROADS?

	Count	Col %
Excellent	60	6.3%
Good	236	25.0%
Fair	324	34.3%
Poor	325	34.4%
Total	945	100.0%

Question 17: How would you rate PUBLIC SCHOOLS?

	Count	Col %
Excellent	101	12.1%
Good	353	42.3%
Fair	234	28.0%
Poor	146	17.5%
Total	835	100.0%

Question 18: How would you rate SHOPPING?

	Count	Col %
Excellent	146	15.6%
Good	456	48.6%
Fair	261	27.8%
Poor	75	8.0%
Total	939	100.0%

Question 19: How would you rate TRANSPORTATION?

	Count	Col %
Excellent	57	7.0%
Good	350	43.2%
Fair	252	31.1%
Poor	151	18.7%
Total	810	100.0%

Question 20: How would you rate ENTERTAINMENT?

	Count	Col %
Excellent	68	7.8%
Good	352	40.5%
Fair	293	33.7%
Poor	157	18.0%
Total	870	100.0%

**Question 20a: How would you
rate LIBRARY?**

	Count	Col %
Excellent	139	15.1%
Good	462	50.1%
Fair	226	24.5%
Poor	94	10.2%
Total	921	100.0%

**Question 22: Which of the following best describes
your employment status?**

	Count	Col %
Working full-time for pay	324	34.3%
Working less than 30 hours a week for pay	94	10.0%
Full-time Student	49	5.2%
Full-time homemaker, parent, or caregiver	71	7.5%
Unemployed and looking for work	40	4.2%
Retired	307	32.5%
Disabled and not able to work	61	6.5%
Total	945	100.0%

**Question 24: IF CURRENTLY EMPLOYED: What is your
occupation?**

	Count	Col %
Teacher/Educator/School District Worker	52	12.4%
Shipping/Transportation/Driver	8	2.0%
Engineer	3	0.8%
Medical Field/Doctor/Nurse	25	6.0%
Construction Industry	11	2.7%
Management	24	5.8%
Law Enforcement/Law Enforcement field	8	1.8%
Self Employed	17	4.0%
Clerk/Cashier	13	3.1%
Government	8	2.0%
Social Work/Social Services/Counseling	2	0.4%
Administrative Assistant/Office Worker	16	3.7%
Therapist	8	1.9%
Care Provider/Child & Adult	14	3.2%
Military	8	1.9%
Electrician	5	1.3%
Food & Beverage Industry	15	3.6%
Real Estate	2	0.5%
Sales	10	2.3%
Mechanic	4	0.8%
Accounting	3	0.8%
Pharmacy Tech/Pharmacist	3	0.6%
Eligibility Worker	4	1.0%
Housekeeper/maid	5	1.1%

Laborer	2	0.5%
Maintenance	5	1.1%
Banking	6	1.5%
Ministry Worker/Minister	1	0.2%
Post Office Worker	1	0.3%
Consultant	1	0.2%
Customer Service Rep	5	1.2%
Fire Fighter	1	0.3%
Attorney/Paralegal/Law Office	3	0.8%
Computer Industry, tech, etc.	18	4.3%
Dentistry Industry	2	0.5%
Safety officer / Security	6	1.4%
Warehouse / Fork lifter	10	2.3%
Hair stylist/manicure/pedicure Industry	3	0.7%
Custodian/Janitorial	3	0.6%
Insurance industry	8	2.0%
Supervisor	9	2.1%
Writer/Journalist	2	0.6%
Dispatcher	1	0.3%
No response	14	3.2%
Environmental Industry	2	0.4%
Equipment Operator	4	0.9%
Communications	5	1.1%
Human Resource/Risk Management	2	0.5%
Technician (Cable, Telephone, heating/AC etc.)	4	1.0%
Other	30	7.3%
Refused	2	0.4%
Total	419	100.0%

Question 25: IF CURRENTLY EMPLOYED: When thinking about your travel to and from work, on the average, how much total time do you spend commuting round trip each day (both ways)?

	Count	Col %
Less than 1 hour	221	57.4%
1 -<2 hours	88	22.7%
2-<3 hours	40	10.2%
3-<4 hours	21	5.5%
4 or more hours	16	4.2%
Total	386	100.0%

Descriptive statistics: Total round trip travel time (in minutes)

	Mean	Median	Minimum	Maximum
# Minutes round trip	66	45	1	300

Question 26: IF CURRENTLY EMPLOYED: How many miles roundtrip do you travel to work each day?

	Count	Col %
60 miles or less	289	81.4%
61 - 120 miles	52	14.7%
121 - 180 miles	10	2.9%
181 - 240 miles	2	0.5%
more than 240 miles	1	0.4%
Total	354	100.0%

Descriptive statistics: Total round trip mileage for work each day

	Mean	Median	Minimum	Maximum
# Miles round trip	38	24	1	300

Question 27: IF CURRENTLY EMPLOYED: What county do you work in?

	Count	Col %
Riverside County	26	6.6%
San Bernardino County	282	70.3%
Orange County	15	3.7%
Los Angeles County	65	16.3%
San Diego County	0	0.1%
Travel (Sales, Truck Driver, Etc.)	3	0.7%
Multiple Counties	8	2.1%
Kern County	1	0.3%
Total	402	100.0%

Question 28: How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?

	Count	Col %
A great deal of confidence	113	12.7%
Some confidence	404	45.4%
Not much confidence	244	27.4%
No confidence	130	14.6%
Total	891	100.0%

Demographic 1: Do you rent or own your current residence?

	Count	Col %
Rent	293	31.5%
Own	602	64.7%
Live with family member (like parents or kids)	32	3.4%
Living in Military housing	2	0.3%
House sitting	1	0.1%
Total	930	100.0%

Demographic 1: What was the last grade of school that you completed?

	Count	Col %
Some High School or less	90	9.6%
High School Graduate	206	22.2%
Some College	305	32.7%
College Graduate (Bachelor's Degree)	202	21.7%
Some Graduate work	28	3.0%
Post-Graduate Degree	90	9.6%
Other "specify"	2	0.2%
Trade/Certificate/Tec School	8	0.9%
Law School no college	0	0.0%
Total	931	100.0%

Demographic 2: Which of the following best describes your marital status?

	Count	Col %
Single, never married	182	19.7%
Married	476	51.4%
Divorced	106	11.5%
Widowed	113	12.2%
Separated, or	13	1.4%
Single, living with partner	36	3.8%
Total	926	100.0%

Demographic 3: Are you of Hispanic, Spanish or Latino origin?

	Count	Col %
Yes	325	35.3%
No	596	64.7%
Total	922	100.0%

D4: How would you describe your race or ethnicity?

	# Mentions	Col Response %
Asian	0	0.1%
Black or African American	11	3.4%
Caucasian or White	93	28.7%
Hispanic	325	100.0%
Others	5	1.4%
Total respondents answering	325	133.6%

The reader should note that the percentages in the table above are based on the number of RESPONDENTS answering the question (not on the number of responses given). Totals, therefore, do not sum to 100%.

Demographic 5: How many cars do you have for your household?

	Count	Col %
0	46	5.0%
1	228	24.7%
2	335	36.3%
3	201	21.8%
4	77	8.3%
5	26	2.8%
6 or more	12	1.3%
Total	924	100.0%

Demographic 6: What was your age at your last birthday?

	Count	Col %
18 - 24 years old	71	8.0%
25 - 34	96	10.9%
35 - 44	129	14.6%
45 - 54	145	16.3%
55 - 64	173	19.5%
65 - 74	174	19.6%
75 or older	99	11.2%
Total	887	100.0%

Demographic 7: How long have you lived in your county?

	Count	Col %
Less than 6 months	7	0.8%
1 to 10 years	196	21.3%
11 - 20 years	220	23.9%
21 - 30 years	228	24.7%
31 - 40 years	117	12.6%
More than 40 years	155	16.8%
Total	923	100.0%

Demographic 8: Which of the following categories best describes your total household or family income before taxes, from all sources, for 2010?

	Count	Col %
Less than $25,000	142	18.5%
$25,000 to less than $35,000	115	15.0%
$35,000 to less than $50,000	130	17.0%
$50,000 to less than $65,000	88	11.5%
$65,000 to less than $80,000	84	10.9%
$80,000 to $110,000	89	11.6%
Over $110,000	118	15.4%
Total	766	100.0%

Gender (not asked -- recorded by interviewer)

	Count	Col %
Male	384	41.1%
Female	549	58.8%
Couldn't Tell	1	0.1%
Total	934	100.0%