

2014 Inland Empire Annual Survey

Final Report



Submitted by:

Principal Investigator:
Barbara Sirotnik

Project Coordinator:
Lori Aldana

Released July 15, 2014

**THE 2014 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**

INTRODUCTION AND METHODS

INTRODUCTION

The Institute of Applied Research (IAR) is pleased to present the results of the **2014 Inland Empire Annual Survey**. This annual survey has been conducted in San Bernardino County (and, at times Riverside County) for the past seventeen years. 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**, and **Mojave Water Agency**.

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 seventeen 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.

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

SAMPLING METHODS

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

In order to ensure accuracy of findings, 923 residents were surveyed from San Bernardino County 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 April 4 through 8 and April 11 through April 15, 2014. 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 17 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 marginally this year but still remained low. There was a slight increase in the number of respondents reporting that they are better off financially than they were a year ago, but optimism about the future is virtually unchanged from last year’s figures. 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, unemployment in San Bernardino County was down to

9.3% in March 2014, an improvement from the 10.5% figure the same time in 2013.

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. And unemployment in the county is still well above California’s 8.4% and the nation’s 6.8% unemployment rate.

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 17% now rating the County’s economy as “excellent” or “good.” Unfortunately that figure is still significantly below pre-recession levels.

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

There were no significant differences in these evaluations for subgroups based on age, income, length of residency in the county, or ethnicity. There was a slight trend of people with at least some college to give lower ratings of the county’s economy than those with a high school

education or less (22% of those with a high school degree or less rating the economy as “excellent” or “good,” as opposed to 14% of those with at least some college). We hypothesize that perhaps those with lower educational attainment simply expect less from the economy and see any small improvement as significant.

There were also interesting differences based on the political party of choice. The data show that 18% of Democrats gave high ratings of the county’s economy, as did 16% of Republicans and 13% of Independents. Although this difference is not statistically significant, it is certainly interesting and worth pursuing in future surveys, especially in light of a poll conducted for CNN by ORC International in June 2013 which noted that with a Democrat in the White House, Democrats tend to be optimists about economic conditions whereas Republicans tend to be pessimists. With a Republican in the White House, the reverse is usually true. In next year’s survey IAR will include probes to help clarify the reasons for people’s perceptions about the economy.

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

It is encouraging that the numbers have improved since last year, with 22% now saying that their finances are “better off” compared with a year ago (a statistically significant increase from 18% last year). This level of optimism is approaching 2007/08 levels and will hopefully continue to increase to the level seen at the turn of the century.

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, possibly due to the relative ease with which younger people can find a job in a post-recession economy. Last year we noted that non-Hispanics felt “worse off” in greater numbers than Hispanics.¹ That is still the case this year, with 28% of non-Hispanics vs. 21% of Hispanics feeling “worse off” than the previous year. In addition, we found that the percentage of Hispanics feeling “better off” than the year before increased from 19% in 2013 to 27% (this year), whereas non-Hispanics were virtually unchanged from 19% last year to 17% this year feeling “better off.”

Regarding homeownership as a factor in feelings about finances, it appears that renters and owners have the same percentage (20%) feeling “better off” (although more renters than owners report feeling “worse off”). This is a change from last year when home owners felt “worse off” in greater numbers than renters, perhaps because of the number of people who were “under water” with their mortgages (that is, who owed more on their mortgage than their home was worth). Perhaps the improvement in the housing market has eased financial worries somewhat.

Finally, there is a curious finding relative to education. Last year we reported that a higher level of educational attainment was related to feeling better off financially. In contrast, this year people with a high school degree or less have shown a significant increase in the percent feeling “better off” (15% last year to 23% this year) whereas people with more education have not changed their views significantly since last year. And people with some college (but no degree) had the lowest percentage of people feeling “better off” and the highest percentage of feeling “worse off.” Again, probing questions to help explain people’s rationale for their

1. According to the 2010 census, San Bernardino County has approximately 49% people of Hispanic/Latino origin. The ethnicity analysis was based only on that dichotomy since the numbers in other ethnic groups are too small to compare with any statistical validity.

answers will be added to next year’s survey for clarification.

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?”
2014 Selected Subgroup results

		% Better off	% Same	% Worse Off	Pattern
Age	18 to 34	33	48	18	Younger people are more likely to feel “better off”
	35 to 64	24	51	25	
	65 or older	16	55	29	
Ethnicity	Hispanic	27	52	21	Hispanics are more likely to feel “better off” than non-Hispanics
	Non-Hispanic	19	53	28	
Home Ownership	Rent	20	49	30	Renters feel slightly “worse off” financially than owners (n.s.)*
	Own	20	55	25	
Income	Less than \$35,000	15	52	32	Higher incomes are related to feeling financially “better off”
	\$35,000 to < \$80,000	21	50	28	
	\$80,000 or more	32	52	16	
Education	Some high school or less	23	53	24	Those people with some college are most likely to report being “worse off.”
	Some college	17	52	31	
	College degree	22	55	23	

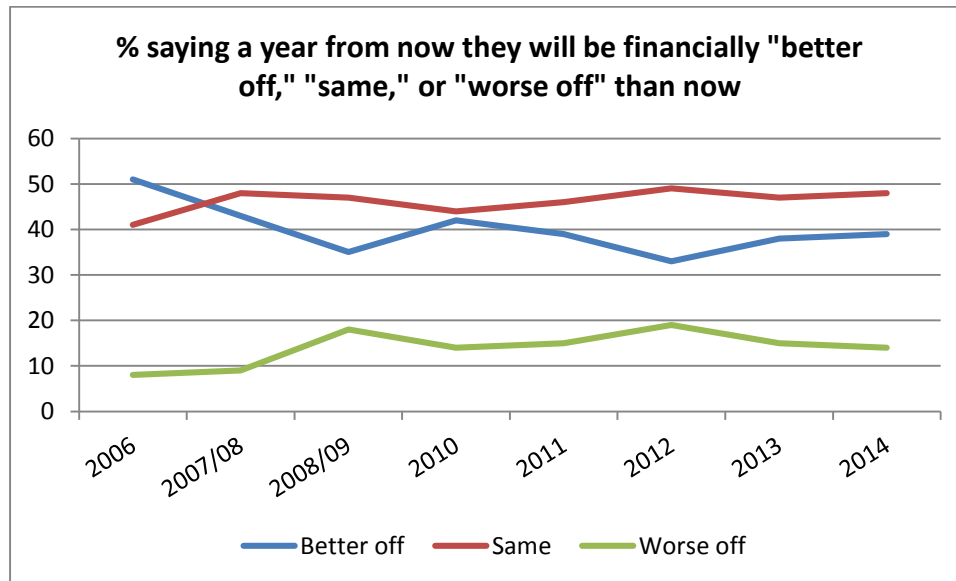
* “n.s.” means “not statistically significant”

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. In this year’s survey, only 39% appear to be optimistic about their

financial future over the coming year (a figure virtually unchanged from last year's). But perhaps the good news is that only 14% expect to be worse off, with the remaining 48% believing that their financial profile will be the "same" next year as it was this year (a year that was less than stellar for the economy).

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



Once again interesting patterns arise from sub-group analysis. Specifically, younger people seem to feel more optimistic about their financial futures than do older people, with 61% of 18 to 34 year olds expecting to be better off by next year vs. only 40% of 35 to 64 year olds and 16% of those in the 65+ age group. Renters are more optimistic about the future than home owners, 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?
2014 Selected Subgroup results

		% Better off	% Same	% Worse Off	Pattern
Age	18 to 34	61	30	9	Younger people feel more optimistic about the future than older people
	35 to 64	40	46	14	
	65 or older	16	65	19	
Ethnicity	Hispanic	49	42	10	Hispanics feel more optimistic than non-Hispanics
	Non-Hispanic	30	53	17	
Home Ownership	Rent	49	37	14	Renters feel more optimistic than home owners
	Own	30	54	16	
Income	Less than \$35,000	39	40	21	People in lower income categories expect to be worse off in greater numbers than those with higher incomes.
	\$35,000 to < \$80,000	32	53	15	
	\$80,000 or more	39	52	9	
Education	Some high school or less	44	45	11	People with the lowest level of educational attainment feel more optimistic than those with more education.
	Some college	32	49	19	
	College degree	31	55	15	

Last year there was no statistically significant difference in optimism based on income, however this year people in the lowest income category were significantly more pessimistic about their financial future than those in the upper income categories. And an analysis by

educational subgroup shows that the highest level of optimism about the financial future comes from those with the least amount of education (which is consistent with the fact that this group also rated the *county's* economy stronger than did people with more education).

Crime...Perceptions and Reality

OVERVIEW: *Fear of crime is unchanged from last year, although since 2007 there has been a general 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 respondents with the lowest levels of educational attainment and among renters (as opposed to homeowners).*



Virtually every quality-of-life/"better-life" index includes questions regarding crime and safety. Obviously it is important for police departments and government leaders at all levels to devise and implement strategies to reduce crime. Based on figures in the FBI Preliminary Semiannual Uniform Crime Report², those strategies were successful in San Bernardino County, as evidenced by the fact that crime declined in 5 out of 6 of San Bernardino County's most populated cities between the first half of 2012 and the first half of 2013 (the most recent data available). For example, violent crime was down 17.56% in Ontario, 14.54% in Rialto, 6.85% in Fontana, 5.03% in Victorville, and a meager 0.63% in Rancho Cucamonga (which also has a relatively low crime rate in comparison to those other cities). San Bernardino was the only city with an increase in violent crime (up 1.59%). Property crime increased marginally in Fontana but decreased in the other cities mentioned.

Reducing *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 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

² <http://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2013/preliminary-semiannual-uniform-crime-report-january-june-2013>

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.^{3,4}

As noted above, crime abated somewhat in 2013. But did perceptions/fear of crime match these realities? Not really. The level of fear of crime was unchanged from last year’s survey. Specifically, when asked: “How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime” (Question 9), nearly four in 10 respondents (39%) indicated that they are “very fearful” or “somewhat fearful.” This is the same level of fear as last year. Although the survey did not show the desired decrease in fear (and although the data have shown a general overall increase in fear since 2007), the good news is that fear of crime is still significantly lower than it was in the 2006 survey.

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

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	46	41	40	36	43
1998 Survey	48	38	33	20	40
1999 Survey	38	36	37	23	36
2000 Survey	48	39	33	24	41
2001 Survey	35	32	25	21	32
2002 Survey	35		34	26	35
2003 Survey	44	38	29	29	39
2004 Survey	48	35	44	28	41
2005 Survey	45	38	40	22	40
2006 Survey	46	40	50	37	44
2007 / 08 Survey	44	31	32	29	36
2008 / 09 Survey	41	28	45	28	35
2010 Survey	37	35	38	29	36
2011 Survey	40	26	40	27	34
2012 Survey	44	29	43	32	37
2013 Survey	No regional analysis conducted				39
2014 Survey	No regional analysis conducted				39

3. Skogan, Wesley. *Police and Community in Chicago: A Tale of Three Cities*. Oxford: Oxford University Press, 2006.

4. http://cops.usdoj.gov/html/dispatch/December_2008/print/crime_fear_print.htm

There are many potential explanations for the “disconnect” between decrease in actual crime rate and relatively stable level of fear of crime since last year. Research suggests that TV news which includes stories about local and national crime 24/7 and breaks into scheduled programming for every freeway chase, arson fire, or other potentially sensational ratings-rich story, may be increasing fear of crime. Further, news of crime which spreads like wildfire through social media can increase the perception that a respondent’s community is not safe, whereas social media doesn’t typically “jump on” the news that things are getting better relative to crime. And of course, media stories about prison realignment or cutbacks in police/fire staffing levels don’t help. Finally, academic research⁵ on “cultivation theory” hypothesizes that heavy exposure to violence on TV dramas – even though the violence is fictional – might translate into increased levels of fear of crime. Indeed, TV shows like NCIS, Castle, Homeland, Sherlock, CSI, Breaking Bad, and True Detective portray a society filled with violence, one which is quite different than the one experienced by our respondents. Repeated exposure to such programming can increase people’s perceived vulnerability and fear.

As might be expected, respondents in the lower income categories expressed a higher level of fear of crime than did those with higher incomes. For example, 45% of those earning less than \$35,000 were “very” or “somewhat” fearful, in contrast to 40% in the category from \$35,000 up to \$80,000, and 31% of those earning \$80,000 or more. In a similar vein, 44% of those who are renting their current residence are “very” or “somewhat” fearful, as opposed to 40% who own their own residence. Presumably renters and the lower income group live (and perhaps work) in neighborhoods with higher crime rates, thus the increased level of concern about crime may be understandable. Interestingly, there were no significant differences in fear of crime based on age or ethnicity.

To place the overall county figures in context, we compare fear of crime in San Bernardino County with the levels seen in three other recent surveys conducted by IAR: one in the City of Riverside, one in the City of Hemet, and one in two selected neighborhoods in Riverside (Ramona and Arlington). The data show that San Bernardino County residents have a higher level of fear than City of Riverside residents, but a lower level than the City of Hemet. Obviously these regions are demographically different and reinforce the above analysis that people living in lower income areas exhibit a higher level of fear than do those living in more affluent areas.

⁵ http://www-rohan.sdsu.edu/~digger/305/crime_cultivation_theory.pdf

Table 7. Fear of being the victim of a serious crime

	San Bernardino County	City of Riverside	City of Hemet	Ramona and Arlington
Very fearful	8.7%	4.2%	9.6%	4.8%
Somewhat fearful	30.5%	28.6%	38.7%	31.7%
Not too fearful	36.8%	39.3%	32.1%	27.3%
Not at all fearful	24.0%	28.0%	19.5%	36.1%

A city-specific analysis would be interesting, but the sample sizes per city were too small 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 Redlands and Rancho Cucamonga had the lowest level of fear.

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

San Bernardino (<i>city</i> , not county)	58%
Hesperia	47%
Apple Valley	46%
Fontana	42%
Ontario	40%
Redlands	36%
Rancho Cucamonga	21%

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.⁶

The next section of the report will describe 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: *The majority of residents rated San Bernardino County as “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 report⁷ (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 about two-thirds of respondents (65%) gave those ratings to life in San Bernardino County (Question 3). This figure is an increase from 2013 (which was the lowest since the inception of the survey in 1997) but is still below pre-recession levels.

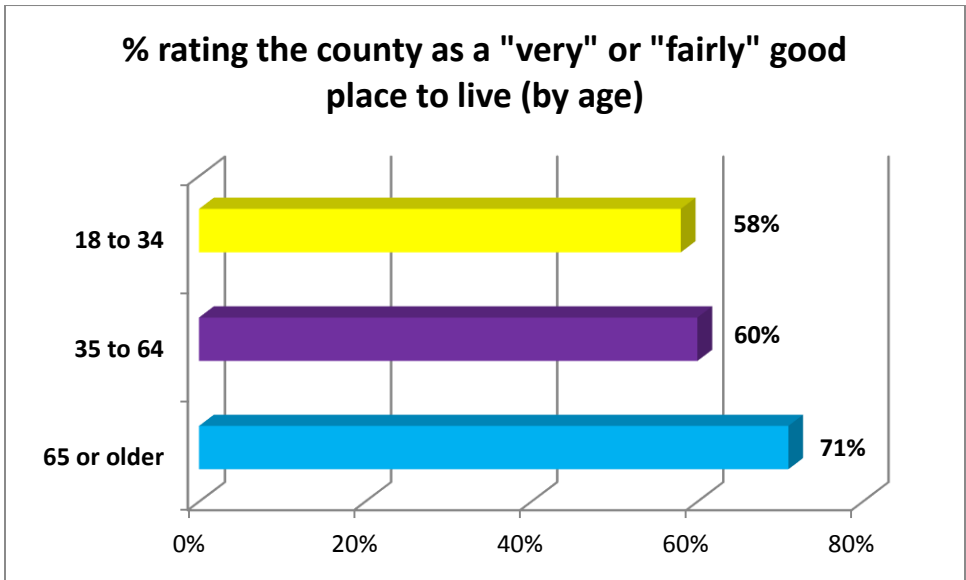
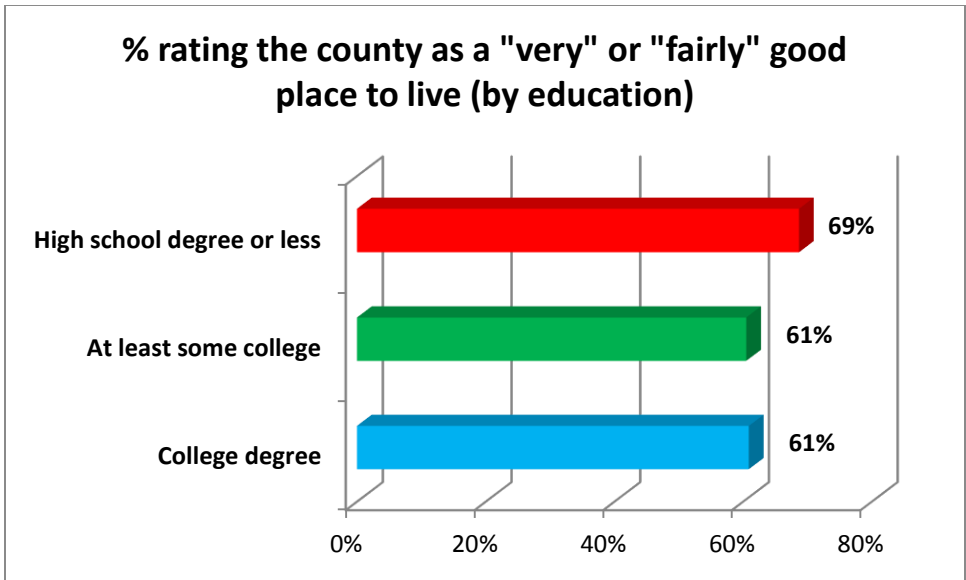
6. <http://www.community-safety.info/21.html>

7. http://www.census.gov/newsroom/releases/archives/american_community_survey_acs/cb14-25.html

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

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	50	76	67	63	63
1998 Survey	58	76	66	69	67
1999 Survey	59	78	71	64	69
2000 Survey	55	77	73	63	67
2001 Survey	65	77	77	69	72
2002 Survey	73		75	68	74
2003 Survey	61	81	75	66	72
2004 Survey	59	77	75	79	70
2005 Survey	56	77	71	72	69
2006 Survey	51	77	67	73	66
2007 / 08 Survey	56	76	66	76	67
2008 / 09 Survey	53	84	66	66	69
2010 Survey	59	73	61	61	65
2011 Survey	62	78	64	68	69
2012 Survey	56	80	58	62	67
2013 Survey	No regional analysis conducted				62
2014 Survey	No regional analysis conducted				65

Last year's report found that the evaluations were broadly based, with no significant differences noted based on age, ethnicity, income, or education. This year people with only a high school degree or less were more likely to say that the County is a "very good" or "fairly good" place to live than people with at least some college (69% vs 61%). And people in the "65 or older" age group gave those ratings in higher numbers than younger people (71% vs. 58% in the 18 to 34 age group and 60% in the 35 to 64 age group).



Again, conducting a city-specific analysis (but keeping in mind the small sample sizes), it appears that Rancho Cucamonga 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

Rancho Cucamonga	84%
Fontana	69%
Redlands	68%
Ontario	67%
Victorville	64%
Hesperia	64%
Apple Valley	59%
San Bernardino	41%

Other than some slight demographic links, 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 these ratings and ratings on the question regarding fear of crime. Specifically, among those who are very fearful of being the victim of a serious crime, only 15% rate the county as a very good place to live, and another 33% said it is fairly good. On the other end of the spectrum, 28% of those who are not at all fearful rated the county as a very good place to live, and another 45% 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	15%	17%	20%	28%
	Fairly good	33%	35%	50%	45%
	Neither good nor bad	18%	31%	23%	21%
	Fairly bad	16%	13%	4%	3%
	Very bad	18%	5%	3%	3%
	TOTAL	100%	100%	100%	100%

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

The economy tends to be another factor in people’s ratings of their city or county as a place to live. This year’s data shows a statistically significant relationship between those variables. As seen in the table below, 93% 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 41%

of those rating the county’s economy as “poor” who 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%	23%	8%
	Fairly good	53%	47%	33%
	Neither good nor bad	5%	25%	32%
	Fairly bad	2%	4%	14%
	Very bad	0%	1%	13%
	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 %
Good area, location, scenery	29	33	34	36	37	33	36	31	38
Good Climate, weather	14	15	11	17	13	16	16	13	15
Affordable housing	10	11	11	5	9	8	8	9	8
Not crowded	8	8	8	8	7	7	7	6	5

Unfortunately, 5% also indicated that there is “nothing” they like about living in the county. In addition, 4% mentioned good schools/universities and 4% mentioned “friendly people.”

On the flip side, crime/gang activity was once again the most-often mentioned *negative*

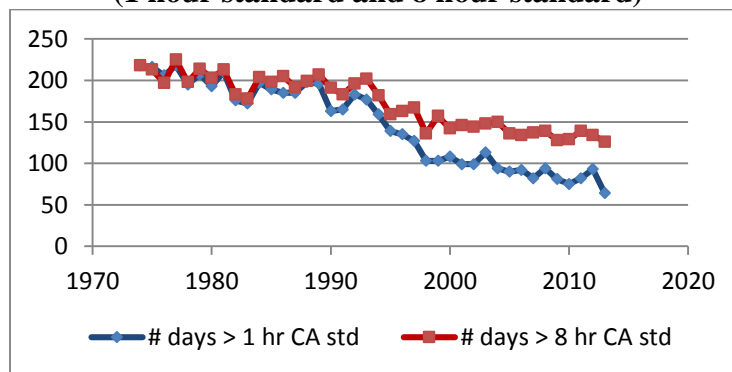
factor (25%) about living in the county (Table 14), with an additional 2% of respondents mentioning the related issue of drugs. This figure has decreased significantly in the past year but still remains quite high, and that impression of crime as a negative factor most probably has an impact on various 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 %
Crime, gang activity	24	33	24	31	26	22	27	29	25
Lack of job opportunities	3	1	3	5	7	8	7	8	7
Traffic	12	12	10	7	6	7	6	5	4
Smog, air pollution	10	8	9	9	8	6	5	3	4

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).⁸

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



San Bernardino County residents appear to be noticing that improvement. The number of residents who cited "smog" as a negative factor was down last year to 3% (virtually an all-time

8. Source: Air Resources Board

low), and this year the figure is virtually unchanged at 4% (even though actual statistics on ozone concentrations showed that there were fewer days exceeding the maximum state ozone concentration). 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, 3.2% 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” (2.9%)
- “City is dirty,” “City is not well maintained,” “graffiti” (1.9%)
- “Poor road and street maintenance” (1.5%)
- “Law enforcement, police” (1.1%)
- “Lack of sidewalks and street lights” (0.6%)

Finally, it is noteworthy that 13% 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. Ratings of police/sheriff declined but still remained relatively high, while street/road maintenance remains at the bottom of the list.



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 14 to 20). The following table details the last 15 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 78% 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 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”

	Libr ary	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

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. Indeed, a Pew Research Center survey⁹ 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 (63%), although that rating has decreased significantly since last year. Shopping and parks/recreation have improved somewhat (increasing from 59% to 62%).

The lowest ratings have traditionally belonged to street and road maintenance (29%), and there have been no signs of significant improvement over the years. In fact, there has been a general trend of decline in ratings over time. 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 (consistent with budget realities, of course). 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, Ontario, Chino Hills, and Fontana are doing the *best* maintaining streets and roads (with 58%, 46%, 44%, and 40%, respectively, rating the service as “excellent” or “good”). Cities doing the worst include Hesperia, Victorville, San Bernardino, Highland, Phelan, Rialto, and Upland (ratings from 21% down to 5%). Given budgetary cutbacks and conflicting priorities, it is probably not surprising that these ratings are as low as they are. However the data show that the issue DOES require the attention of city leaders.

Commuting

OVERVIEW: Since 1997, most respondents have reported that their commute time is less than one hour. Median commute time had been steady declining between 2005 and 2013 but is up again this year. Most respondents report that they work in San Bernardino County, with Los Angeles County being the next destination of choice.



⁹ <http://www.pewinternet.org/2014/03/13/library-engagement-typology/>

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 2014 figures.

At this point in time (four 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. As noted in the table below, approximately 6 out of 10 working respondents to the Inland Empire Annual Survey report a round-trip commute time of less than one hour (Question 25). Table 16 also shows that the median commute time has increased only slightly (but not significantly) from 37.0 minutes to 39.7 minutes.

Table 16. % 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

Twenty percent of working respondents (up from 17% last year) have round trip

commutes of two or more hours. By way of comparison, the 2012 American Community Survey data shows that 15.1% of San Bernardino County residents have round-trip commutes of two or more hours. Further, the American Community Survey lists the *mean* (as opposed to the *median*) round trip travel time as 60.6 minutes, whereas the 2014 Inland Empire Annual Survey data shows 60.4 minutes.¹⁰ 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.

From one point of view, having a 39.7 minute round trip commute time is not an overwhelming amount of time. But if dollars and cents are calculated based on this commute time (and distance driven), the picture changes. 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 44.03 miles. Assuming the 2013 IRS cost per mile of \$.565, the daily commute cost is \$24.8. A person who works 50 weeks a year, 5 days a week would be spending approximately \$6,220 per year for direct driving and ownership costs of his/her commute.
- The mean round trip travel time was 60.4 minutes. Using the fourth quarter 2013 average hourly wage for San Bernardino County¹¹ (approximately \$20), the value of a person's time spent commuting is approximately \$5,033 for the 250 work days per year.

Based on this analysis, the combined total cost of commuting is a whopping \$11,253 per year. Or conducting the same analysis using the more conservative figures of *median* mileage and travel time (28.4 miles, 39.7 minutes), the cost would be reduced to \$7,320 per year...still a significant figure.

But 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.¹² When these health risks are included in the analysis, 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. If San Bernardino County leaders are truly concerned about improving the quality of life of county residents, there must be a culture change toward more

10. 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.

11. Bureau of Labor Statistics, <http://www.bls.gov/news.release/cewqtr.t01.htm>

12. [http://www.ajpmonline.org/article/S0749-3797\(12\)00167-5/abstract](http://www.ajpmonline.org/article/S0749-3797(12)00167-5/abstract)

“livable cities” where people can work in close proximity to their place of residence.

Another question on the survey (Question 27) asked working respondents: “What county do you work in?” About two thirds of working residents (66%) report working within San Bernardino County, and another 2% work in several counties including San Bernardino.¹³ 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, Chino Hills, Ontario, Rancho Cucamonga, and Upland).

Who are the people who need/want to leave the county to work? Those who commute to Los Angeles County include educators (11%), engineers (5%), managers (11%), people in the banking industry (5%) and the computer industry (5%)...professional people 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.

Table 17. 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

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

13. 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.

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. 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.



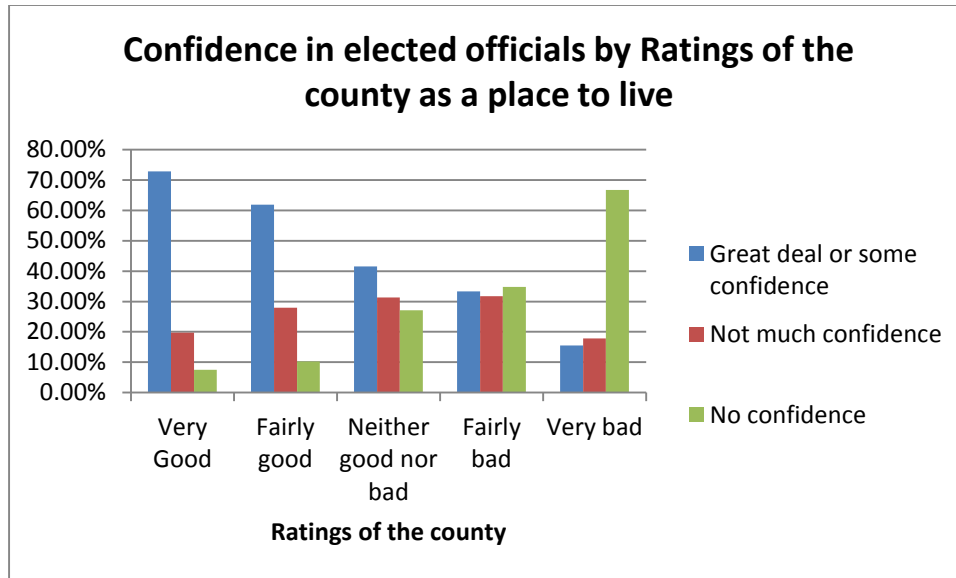
Part of the County's vision statement is that "We envision a model community which is governed in an open and ethical manner." There are many committed elected officials at the County and City levels who are putting forth incredible energy trying to improve the quality of life for residents throughout 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.

Most county residents have apparently focused more on the positive, effective county officials rather than those who have "fallen." Indeed, even in the face of a highly publicized bankruptcy in San Bernardino County's major city, for the second year in a row 57% of county residents report having either a "great deal" or "some" confidence in their city/community elected officials (Question 28). Although it is significantly higher than the 2010 figure which served as the low point of the survey (right around the time period when the Colonies Crossroads case came to light and led to the indictment of County Assessor Postmus and others), it is still nowhere near pre-recession levels (2007 & 2008).

Table 18. % 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

An analysis of these results by various demographic and economic variables revealed that registered Republicans tend to have more confidence in their elected officials than Democrats (61% of Republicans vs 57% of Democrats have a “great deal” or “some” confidence). Further, there was a striking relationship of overall rating of the county as a place to live with level of confidence in elected officials, with those delivering high ratings of the county also giving high ratings to their elected officials (73% of those who rate the county as a “very good” place to live also said they had a “great deal” or “some confidence in their elected officials; whereas only 33% of those who rated the county as a “fairly bad” place to live and 16% of those who rated it “very bad” had that level of confidence in their elected officials).



The same trend holds between ratings of the county’s economy and confidence in officials (75% 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.

Academic literature shows that all three components of political trust (e.g.; trust in politicians, trust in institutions and trust in democracy) are of significant influence on the trust in the election process (and presumably in the willingness of people to get out and vote). We did not find that to be the case in this survey, as there was no statistically significant relationship found between frequency of voting and confidence/trust in elected officials.¹⁴

FINAL NOTE

In this report we have presented overall findings from the 2014 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 two 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.

14. http://www.votingtechnologyproject.org/sites/default/files/political_cynicism_pdf_4e4c259fc1.pdf

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>) 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, 2014

SHELLO Hello, I am calling from the Institute of Applied Research at Cal State San Bernardino. Have I reached **[READ PHONE # FROM SCREEN]**? We're conducting a scientific study of public opinion on a variety of issues in San Bernardino County and 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?

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

1. ENGLISH
2. SPANISH

SHEAD Are you that person?

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

SHEAD2 Is an adult member of the household home?

1. Yes [SKIP TO INTRO]
2. No [CONTINUE]
3. DON'T KNOW/NO RESPONSE
4. REFUSED

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

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

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

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

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

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

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

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

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

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

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

[INTERVIEWERS: PRESS ANY KEY TO CONTINUE]

COUNTY I would like to verify that you live in San Bernardino County?

1. YES [SKIP TO B1B]
2. NO

QSORRY2 I'm sorry, but we are only surveying people from Riverside or San Bernardino County at this time. Thank you for your cooperation. [SKIP TO END]

B1b. What city do you live in? [ASKED ONLY OF SAN BERN. COUNTY RESIDENTS]

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

B2. What is your zip code?

ZIP CODE: ____ [INTERVIEWER: REPEAT THE ZIP CODE BACK TO THEM]
99998. DON'T KNOW
99999. REFUSED

B3. Overall, how would you rate San Bernardino County as a place to live? Would you say it is very good, fairly good, neither good nor bad, fairly bad, or very bad?

1. VERY GOOD
2. FAIRLY GOOD
3. NEITHER GOOD NOR BAD
4. FAIRLY BAD
5. VERY BAD
8. DON'T KNOW
9. REFUSED

ROTATE THE FOLLOWING TWO QUESTIONS (B4 and B5)

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

[INTERVIEWER: DON'T READ OPTIONS]

1. GOOD AREA, LOCATION, SCENERY
2. AFFORDABLE HOUSING
3. GOOD CLIMATE, WEATHER
4. NOT CROWDED
5. GOOD SCHOOLS/UNIVERSITIES
6. LESS CRIME, FEEL SAFE
7. JOB AVAILABILITY
8. FRIENDLY PEOPLE
9. FAMILY AND FRIENDS LIVE HERE
10. CLOSE TO WORK
11. 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 today? Would you say that it is Excellent, Good, Fair, or Poor?

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

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

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

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 [SKIPTO B14]
9. REFUSED [SKIPTO B14]

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

1. Democrat
2. Republican, or
3. Independent
4. NONE
8. DON'T KNOW
9. REFUSED TO ANSWER

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 how you rate the following local, public and private services. For each please let me know if you believe the service is excellent, good, fair, or poor.

Let's start with... Library

(ROTATE B15 – B20A)

- B15. Parks and Recreation
- B16. Maintenance of local streets and roads
- B17. Public schools
- B18. Shopping

- B19. Transportation
- B20. Entertainment
- B20a. Police/Sheriff

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

B22. Now I have some questions about your employment status.

Which of the following best describes your employment status? Are you...

[INTERVIEWER WE ARE LOOKING FOR MONEY, IF THEY SAY WORK AND STUDENT DO THE WORK, IF THEY ARE RETIRED AND DISABLED-RETIRED]

- 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. DON'T KNOW
- 9. REFUSED

[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?

[INTERVIEWER: CODE # MINUTES]

- 777. DOESN'T APPLY; DON'T WORK OUTSIDE HOME [SKIPTO B27]
- 888. DON'T KNOW [SKIPTO B27]
- 999. REFUSED [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 #B25]

Total 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

- 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 [SKIP TO MOJ4]
 3. NOT SURE [SKIP TO MOJ4]
 9. REFUSED [SKIP TO MOJ4]

[FALLBACK DEFINITION OF “SUSTAINBLE”: HAVING ADEQUATE SUPPLY OF FRESH CLEAN WATER FOR PRESENT AND FUTURE GENERATIONS]

- MOJ3 Can you name the organization or group?
1. MOJAVE WATER AGENCY
 2. HELENDALE CSD
 3. PHELAN PION 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? [MULTIPLE RESPONSE QUESTION]

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 THE WATER WHEN BRUSHING TEETH OR SHAVING
8. OTHER (SPECIFY)_____
9. I DON'T CONSERVE [SKIP TO MOJ7B]
98. DON'T KNOW [SKIPTO MOJ7B]
99. REFUSED [SKIPTO MOJ7B]

MOJ7A 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 OUR 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'S TOO MUCH TROUBLE
2. TOO EXPENSIVE
3. I AM ALREADY DOING ALL 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? [OPEN ENDED QUESTION]

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.

MOJ9 Thank you. If you have any other thoughts about programs that should be included in the plan, you can e-mail Mojave Water District to let them know.
[www.mojavewater.org just in case they ask]

TRANSCSUSB:

CSUSB1: Now switching topics, I have some questions about a college education. For the next two statements, I'd like you to tell me if you strongly agree, agree, disagree, or strongly disagree.

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

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

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

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

CSUSB3a: When you think about four year colleges in the region, which ones come to mind?
[MULTIPLE RESPONSE]

1. UNIVERSITY OF CALIFORNIA, RIVERSIDE
2. CALIFORNIA STATE UNIVERSITY SAN BERNARDINO
3. UNIVERSITY OF PHOENIX
4. UNIVERSITY OF LA VERNE
5. UNIVERSITY OF REDLANDS
6. CAL POLY POMONA
7. CAN'T LIST ANY
8. OTHER – _____
9. DON'T KNOW
10. REFUSED
11. DON'T KNOW ANYTHING ABOUT UNIVERSITIES [SKIP TO CSUSB9]
12. DON'T CARE ABOUT UNIVERSITIES OR SCHOOLS /ANNOYED W/
QUESTION [SKIP TO CSUSB11]

[INTERVIEWER: IF THEY CAN'T THINK OF ANY, JUST SAY "THAT'S FINE...A LOT OF PEOPLE CAN'T NAME ANY" AND JUST MOVE ON]

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 SCHOOLS **[SKIPTO CSUSB9]**
11. ANNOYED AND NEED TO MOVE ON **[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 SCHOOLS **[SKIPTO CSUSB9]**
11. ANNOYED NEED TO MOVE ON **[SKIPTO OWNRENT]**

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

1. YES
2. SOMEWHAT
3. NO **[SKIP TO CSUSB7]**
4. NOT SURE **[SKIP TO CSUSB7]**
8. DON'T KNOW **[SKIP TO CSUSB7]**
9. REFUSED **[SKIP TO CSUSB7]**

CSUSB6: What is the source of your information about CSUSB? [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 **[SKIPTO CSUSB8]**
2. GOOD **[SKIPTO CSUSB8]**
3. FAIR
4. POOR
7. ANNOYED AND NEED TO MOVE ON **[SKIP TO OWNRENT]**
8. DON'T KNOW **[SKIP TO CSUSB9]**
9. REFUSED **[SKIP TO CSUSB9]**

CSUSB7B: Could you tell me the reason you have only a [fair/poor] impression of the campus? [INSERT ANSWER FROM CSUSB7] OPEN ENDED

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 [SKIPTO OWNRENT]
8. DON'T KNOW
9. REFUSED

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

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT AT ALL LIKELY [SKIPTO CSUSB11]
7. GETTING ANNOYED WITH CSUSB QUESTIONS [SKIPTO OWNRENT]
8. DON'T KNOW [SKIPTO CSUSB11]
9. REFUSED [SKIPTO CSUSB11]

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

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT AT ALL LIKELY
7. GETTING ANNOYED WITH CSUSB QUESTIONS [SKIPTO OWNRENT]
8. DON'T KNOW
9. REFUSED

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

1. YES
2. NO
7. ANNOYED NEED TO MOVE ON [SKIPTO OWNRENT]
8. NOT SURE
9. REFUSED

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

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
3. LIVE WITH FAMILY MEMBER (LIKE PARENTS OR KIDS)
4. LIVE IN STUDENT HOUSING
5. LIVE WITHOUT PAYING RENT
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
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]

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

D4. How would you describe your race or ethnicity? **SELECT ALL THAT APPLY**
[IF HISPANIC ASK- "Some Hispanics also identify themselves as Caucasian or African American or some other race. Do you?

1. ASIAN (SPECIFY)
2. BLACK OR AFRICAN AMERICAN
3. CAUCASIAN OR WHITE
4. HISPANIC

- 5. OTHER (SPECIFY)
- 8. DON'T KNOW
- 9. REFUSED

D5. How many cars do you have for your household?
 DON'T KNOW [ENTER 998]
 REFUSED [ENTER 999]

D6. What is your age? (INTERVIEWERS STATED PEOPLE GET CONFUSED WHEN WE ASKED THE OTHER WAY)
 GIVEN A YEAR [997] THEN CLICK CONTROL "N" AND TYPE IN THE YEAR
 DON'T KNOW [ENTER 998]
 REFUSED [ENTER 999]

D7. How long have you lived in San Bernardino County? (In years-- ROUND UP)
 GIVEN A YEAR [997] THEN CLICK CONTROL "N" AND TYPE IN THE 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 2012? Let me know when I get to the correct category.

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

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

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

CSUSB15: Would you like CSUSB to send information to you by email or mail?
[INTERVIEWER: ASK FOR THEIR E-MAIL ADDRESS OR MAILING ADDRESS, DEPENDING ON PREFERENCE]

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

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

END:

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

INTERVIEWER QUESTIONS

GENDER The respondent was...

1. Male
 2. Female
 3. Couldn't tell
- COOP How cooperative was the respondent?
1. Cooperative
 2. Uncooperative
 3. Very Uncooperative
- UNDSTD How well did the respondent understand the questions?
1. Very easily
 2. Easily
 3. Some difficulty
 4. Great deal of difficulty
- LNG In what language was the interview conducted?
1. English
 2. Spanish
- NAME Interviewer name?

Appendix II

Data Display

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

	Count	Col %
Very Good	206	22.5%
Fairly Good	391	42.6%
Neither Good nor Bad	220	23.9%
Fairly Bad	64	7.0%
Very Bad	37	4.0%
Total	917	100.0%

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

	Count	Col %
Good area, Location, Scenery	314	37.5%
Affordable housing	67	7.9%
Good climate, Weather	130	15.4%
Not crowded	42	5.0%
Good schools/ Universities	37	4.4%
Less crime/ Feel safe	21	2.5%
Job availability	8	1.0%
Friendly people	36	4.3%
Family and friends live here	20	2.4%
Close to work	12	1.4%
Other (Specify)	31	3.7%
Nothing	38	4.6%
Everything	12	1.5%
Less traffic	4	.5%
Quiet peaceful	18	2.2%
Clean air	3	.3%
Lower cost of living	3	.4%
Diversity	8	1.0%
Lower taxes	12	1.4%
Availability of resources and assistance	13	1.6%
Not Los Angeles or big city	4	.4%
Rural area, open land, space	6	.7%
Total	840	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	36	4.2%
Traffic	36	4.3%
Poor public transportation	11	1.3%
Drugs	17	2.1%
Crime/ Gang activity	209	24.6%
Bad location	10	1.2%
Lack of entertainment	21	2.4%
Overpopulated	21	2.4%
Bad school system	14	1.6%
Cost of living	11	1.3%
Lack of job opportunity	55	6.5%
Weather, Fires, Floods, Earthquakes	55	6.4%
Other (Specify)	63	7.4%
Nothing	109	12.8%
Everything	2	.2%
Taxes, taxes to high	18	2.2%
Homeless	11	1.4%
Poor road and street maintenance	13	1.5%
Corruption	5	.6%
Politics and City Officials	19	2.3%
City is dirty, not well maintained, graffiti	16	1.9%
Poverty is high in the area/ a lot of welfare	12	1.4%
Lack of resources medical, doctors	2	.3%
Lack of shopping and entertainment	4	.5%
County spread out too far, too big, needs to be divided	8	.9%
Lack of law enforcement	5	.6%
Lack of water, water issues, water too expensive	6	.7%
Poor economy	6	.7%
Law enforcement, police	4	.5%
Lack of fire protection	2	.3%
Lack of diversity	1	.2%
Type of people	15	1.8%
Gas prices	2	.2%
Lack of culture	3	.3%
Lack of money and resources	16	1.9%
Too far from county offices	1	.2%
Lack of sidewalks and street lights	5	.6%
Prejudice	3	.3%
Section 8 housing	2	.3%
Total	849	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	205	22.4%
Same	482	52.8%
Worse off	226	24.7%
Total	912	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	335	38.5%
Same	415	47.7%
Worse off	120	13.8%
Total	870	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	11	1.2%
Good	140	15.5%
Fair	426	47.2%
Poor	326	36.1%
Total	903	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	8.7%
Somewhat fearful	278	30.5%
Not too fearful	337	36.8%
Not at all fearful	220	24.0%
Total	914	100.0%

Question 10: Are you currently registered to vote?

	Count	Col %
Yes	748	81.3%
No	172	18.7%
Total	920	100.0%

Question 11: Which of the following best describes your political party affiliation?

	Count	Col %
Democrat	342	39.3%
Republican	228	26.3%
Independent,	148	17.0%
Some other party	59	6.8%
None	92	10.6%
Total	869	100.0%

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

	Count	Col %
In all elections	425	57.2%
Only in some	263	35.4%
Hardly ever	38	5.1%
Never	17	2.4%
Total	743	100.0%

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

	Count	Col %
Excellent	207	25.7%
Good	417	51.9%
Fair	154	19.2%
Poor	25	3.1%
Total	803	100.0%

B15: How would you rate PARKS AND RECREATION services?

	Count	Col %
Excellent	108	12.5%
Good	426	49.2%
Fair	234	27.0%
Poor	99	11.4%
Total	867	100.0%

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

	Count	Col %
Excellent	46	5.0%
Good	220	23.8%
Fair	357	38.7%
Poor	299	32.4%
Total	922	100.0%

Question 17: How would you rate PUBLIC SCHOOLS?

	Count	Col %
Excellent	84	10.8%
Good	289	37.2%
Fair	263	33.7%
Poor	142	18.3%
Total	779	100.0%

Question 18: How would you rate SHOPPING?

	Count	Col %
Excellent	134	14.8%
Good	428	47.2%
Fair	257	28.4%
Poor	87	9.6%
Total	906	100.0%

Question 19: How would you rate TRANSPORTATION?

	Count	Col %
Excellent	56	7.5%
Good	283	37.9%
Fair	266	35.6%
Poor	141	18.9%
Total	746	100.0%

Question 20: How would you rate ENTERTAINMENT?

	Count	Col %
Excellent	71	8.6%
Good	311	37.2%
Fair	294	35.2%
Poor	158	19.0%
Total	835	100.0%

Question 20a: How would you rate LIBRARY?

	Count	Col %
Excellent	131	14.6%
Good	437	48.7%
Fair	235	26.3%
Poor	93	10.4%
Total	896	100.0%

Question22: Which of the following best describes your employment status?

	Count	Col %
Working full-time for pay	272	29.8%
Working less than 30 hours a week for pay	73	8.0%
Full-time Student	40	4.3%
Full-time homemaker, parent, or caregiver	107	11.7%
Unemployed and looking for work	61	6.7%
Retired	301	33.0%
Disabled and not able to work	58	6.4%
Total	912	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	179	58.0%
1 - < 2 hours	69	22.4%
2 - < 3 hours	44	14.3%
3 - < 4 hours	10	3.4%
4 or more hours	6	1.9%
Total	308	100.0%

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

	Mean	Median	Minimum	Maximum
b25:Travel Time	60.4	39.7	2	330

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

	Count	Col %
60 miles or less	221	76.7%
61 - 120 miles	52	17.9%
121 - 180 miles	9	3.0%
181 - 240 miles	6	2.0%
More than 240 miles	1	.3%
Total	288	100.0%

Descriptive statistics: Total round trip mileage for work each day

	Mean	Median	Minimum	Maximum
b26: Round trip mileage	44.0	28.4	1	300

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

	Count	Col %
Riverside County	26	7.7%
San Bernardino County	220	65.9%
Orange County	21	6.2%
Los Angeles County	53	15.7%
San Diego County	2	.6%
Travel (Sales, Truck Driver, Etc.)	5	1.5%
Multiple Counties	8	2.4%
Total	334	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	82	9.3%
Some confidence	416	47.4%
Not much confidence	213	24.3%
No confidence	167	19.0%
Total	878	100.0%

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

	Count	Col %
Rent	213	23.6%
Own	650	71.8%
Live with family member (like parents or kids)	37	4.1%
Live with friend	2	.2%
Living in Military housing	1	.1%
Elderly Home	2	.2%
House sitting	0	.0%
Total	906	100.0%

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

	Count	Col %
Single, never married	154	16.9%
Married	502	55.1%
Divorced	88	9.6%
Widowed	109	12.0%
Separated	17	1.9%
Single, living with partner	41	4.5%
Total	911	100.0%

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

	Count	Col %
Yes	284	31.6%
No	616	68.4%
Total	900	100.0%

Demographic 4: How would you describe your race or ethnicity?

	# Mentions	Col Response %
Asian	30	3.5%
Black or African American	105	12.0%
Caucasian or White	480	54.9%
Hispanic	264	30.1%
Other	49	5.6%
Total	875	106.1%

Based on the number of RESPONDENTS answering the question (not on the number of responses given). Totals, therefore, do not sum to 100%.

Demographic 4 "Other": "Other" races/ethnicities

	Count	Col %
American Indian	28	41.3%
Middle Eastern	7	11.0%
Filipino	11	16.6%
Chinese	5	7.5%
Mixed	3	4.6%
Portuguese	1	1.4%
Thai	2	2.8%
Others	10	14.9%
Total	67	100.0%

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

	Count	Col %
0	43	4.8%
1	238	26.3%
2	336	37.1%
3	186	20.6%
4	72	8.0%
5	14	1.6%
6 or more	15	1.7%
Total	906	100.0%

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

	Count	Col %
18 - 24 years old	74	8.4%
25 - 34 years old	68	7.8%
35 - 44 years old	104	11.9%
45 - 54 years old	164	18.7%
55 - 64 years old	204	23.2%
65 - 74 years old	143	16.2%
75 or older	121	13.7%
Total	878	100.0%

Descriptive statistics: Respondent's age

	Mean	Median	Minimum	Maximum
D6: Age	54.2	56.0	18	96

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

	Count	Col %
10 years or less	189	21.1%
11 - 20 years	197	22.1%
21 - 30 years	188	21.0%
31- 40 years	125	14.0%
More than 40 years	195	21.8%
Total	895	100.0%

Descriptive statistics: length of residence in your county

	Mean	Median	Minimum	Maximum
d7: Length of residency	27.1	24.0	1	84

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	170	23.1%
\$25,000 to less than \$35,000	83	11.3%
\$35,000 to less than \$50,000	112	15.2%
\$50,000 to less than \$65,000	82	11.1%
\$65,000 to less than \$80,000	90	12.2%
\$80,000 to \$110,000	83	11.2%
Over \$110,000	117	15.9%
Total	736	100.0%

Gender (not asked -- recorded by interviewer)

	Count	Col %
Male	366	39.7%
Female	553	59.9%
Couldn't Tell	4	.4%
Total	923	100.0%