2011
Inland Empire
Annual Survey

Final Report

California State University San Bernardino
Institute of Applied Research and Policy Analysis

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THE 2011 INLAND EMPIRE ANNUAL SURVEY

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

PLATINUM SPONSOR:

San Bernardino Associated Governments
California State University, San Bernardino

SILVER SPONSORS:

Mojave Water Agency
San Bernardino International Airport Agency

CHAPTER 1: INTRODUCTION AND METHODS

INTRODUCTION

The Institute of Applied Research (IAR) is pleased to present the results of the **2011 Inland Empire Annual Survey.** This annual survey has been conducted in San Bernardino County for fourteen years and in Riverside County for nine out of the last fourteen years.
The purpose of the survey is to provide policy-based research that relates to issues important to both counties. This Inland Empire Annual Survey provides decision-makers with objective, accurate and current information for:

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

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

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

THE QUESTIONNAIRE

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

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

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

SAMPLING METHODS

Telephone survey respondents were randomly selected from a comprehensive sample frame consisting of all telephone working blocks which contain residential telephone numbers (including cell phone numbers) in San Bernardino County and Riverside 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** had an equal chance to be included in the survey.

Telephone interviews were conducted by the Institute of Applied Research at California State University, San Bernardino using computer assisted telephone interviewing (CATI) equipment and software. The surveys were conducted between February 7 and February 21, 2011.

San Bernardino County Sample Size and Regions:

In order to ensure accuracy of findings, 1,145 residents were surveyed from San Bernardino County for a 95 percent level of confidence and an accuracy of approximately plus/minus 3 percent.

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

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

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

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

Riverside County Sample Size and Regions:

In the early years of the Inland Empire Annual Survey (1997 to 2001), the survey covered both Riverside and San Bernardino Counties. Between 2002 and 2006, IAR surveyed only San Bernardino County respondents. Then, from 2007 to 2010 Riverside County was once again included in the Annual survey.

Typically respondents represent areas throughout the entire county, however this year there was only one sponsor for Riverside County, a sponsor who was only interested in surveying two sub-regions of the county: Riverside & Environs and Coachella Valley. The following table lists Riverside County survey respondents' community/city of residence, separated by sub-region.

Communities and Cities Mentioned by Riverside County Respondents, Broken Down By the Two Designated Riverside County Study Areas (Sub-Regions)

Riverside & Environs	Coachella Valley
Banning	Calimesa
Beaumont	Cathedral City
Mira Loma	Coachella
Moreno Valley	Desert Hot Springs
Riverside	Indian Wells
	Indio
	La Quinta
	Mecca
	Palm Desert
	Palm Springs
	Rancho Mirage
	Thermal
	Thousand Palms
	White Water

A total of 418 residents were surveyed, yielding an accuracy of plus/minus 4.6 percent and a 95% level of confidence for the combined sub-regions. Accuracy within each of the sub-regions is plus/minus 6.8% with a 95% level of confidence.

ORGANIZATION OF THIS REPORT

Chapter Two of this report focuses on San Bernardino County respondents' views and opinions (including regional breakdowns within the county). Chapter Three addresses Riverside County respondents' views. Highlights of the survey data are presented relative to ratings of the county, commuting and other transportation issues, fear of crime and crime-related issues, economic evaluations and future prospects, evaluation of selected private and public services, and confidence in elected officials.

CHAPTER 2: SAN BERNARDINO COUNTY FINDINGS

INTRODUCTION

Following are the major San Bernardino County findings from this year's survey. In general, this chapter is divided into conceptual categories (e.g. ratings of the county, commuting, other transportation issues, fear of crime and crime-related issues, economic evaluation and future prospects, evaluations of selected private and public services, and confidence in elected officials). Within each section, we examine significant regional differences within San Bernardino County and trends over time (where appropriate) for the 14 years of data. A full data display of overall San Bernardino County findings is shown in Appendix II, and regional breakdowns are shown in Appendix III.

RATINGS OF THE COUNTY

OVERVIEW: ***The majority of San Bernardino County residents in each zone continued to rate their county as a good place to live, and these ratings are up in all four regions. Over the years, "general location" has been mentioned as the "best" thing about living in the county, followed by weather, affordable housing, and the lack of crowds. Although crime continues to be the most-often mentioned negative in all four zones, lack of job opportunities was for the first time mentioned as the second most negative factor, above traffic and smog.***

San Bernardino County has always had a "bad rap" from the media which tends to portray the county in a negative light. But as in the past, the majority of county residents don't feel that way. Instead, they have consistently given San Bernardino County high ratings as a place to live. As Table 1 (next page) shows, almost 7 in 10 indicate that the county is a "fairly good" or "very good" place to live (Question 3). Last year we noted that the ratings had dropped slightly in all regions except East Valley. Ratings in all four regions are up this year (Table 1, next page), especially in the Desert region.

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

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

In order to gain further insight into the above ratings, respondents were then asked what the one BEST and one MOST NEGATIVE thing is about living in the county (Questions 4 and 5). Responses to these two questions have remained consistent over time, with respondents mentioning "good area/location/scenery" as the most positive aspect of living in the county (Tables 2 and 3), followed by "climate/weather," "affordable housing," and "not crowded."

Table 2. Positive Factors Mentioned About the County

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

Table 3. Positive Factors Mentioned About the County: Regional Breakdown

	East Valley %	West Valley %	Victor Valley %	Desert %
Good area, location, scenery	40	31	28	26
Good Climate, weather	19	11	22	23
Affordable housing	7	8	10	5
Not crowded	3	9	9	15

Conversely, crime and gang activity continues to be the most-often mentioned ***negative*** factor about living in San Bernardino County (although the percentage of people mentioning crime and gang activity has decreased significantly over the last two years). For the first time, "lack of job opportunities" was mentioned as the second most negative factor of living in the county, surpassing smog and traffic. Although this year's increase in the percentage of respondents mentioning "lack of job opportunities" is small and within the margin of error, it is important to note that it is on the minds of respondents and the concern has been consistently rising since 2007.

Table 4. Negative Factors Mentioned About the County

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

Turning to a regional analysis of each of the main negative factors: While respondents in the East Valley continue to be the most concerned with crime/gang activity, the number of respondents mentioning it as the most negative factor of living in the county has decreased significantly from the high of 48% in 2006 to this year's 30% (Table 5).

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

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

In addition to the public's concern about crime, they are also increasingly concerned about the lack of job opportunities in the county. This is especially the case in the East Valley and Victor Valley.

Table 6. % Mentioning "Lack of Job Opportunities" as the Most Negative Factor About Living in the County

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

Respondents' concerns about smog have remained relatively stable and low-level when compared with the perceptions of crime as a negative factor of living in the county. West Valley residents' concern about smog abated somewhat since last year.

Table 7. % Mentioning Smog as a Negative Factor

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

Finally, we noted last year that concern about traffic had dropped slightly in three of the four zones. This year, concern about traffic rose slightly (within the margin of error) in three of the four zones (Table 8). Yet that concern is still lower than it was in the early to mid-2000's.

Table 8. % Mentioning Traffic as a Negative Factor

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

COMMUTING

OVERVIEW: For fourteen consecutive years, the San Bernardino Annual Survey data have revealed that most respondents from each zone spend less than an hour commuting to and from work. However, commute time is up in three of the four regions this year (with West Valley being the exception), and the median commute time rose slightly. While most respondents stay in San Bernardino County to work, there was an increase among Desert respondents travelling outside the county to work.

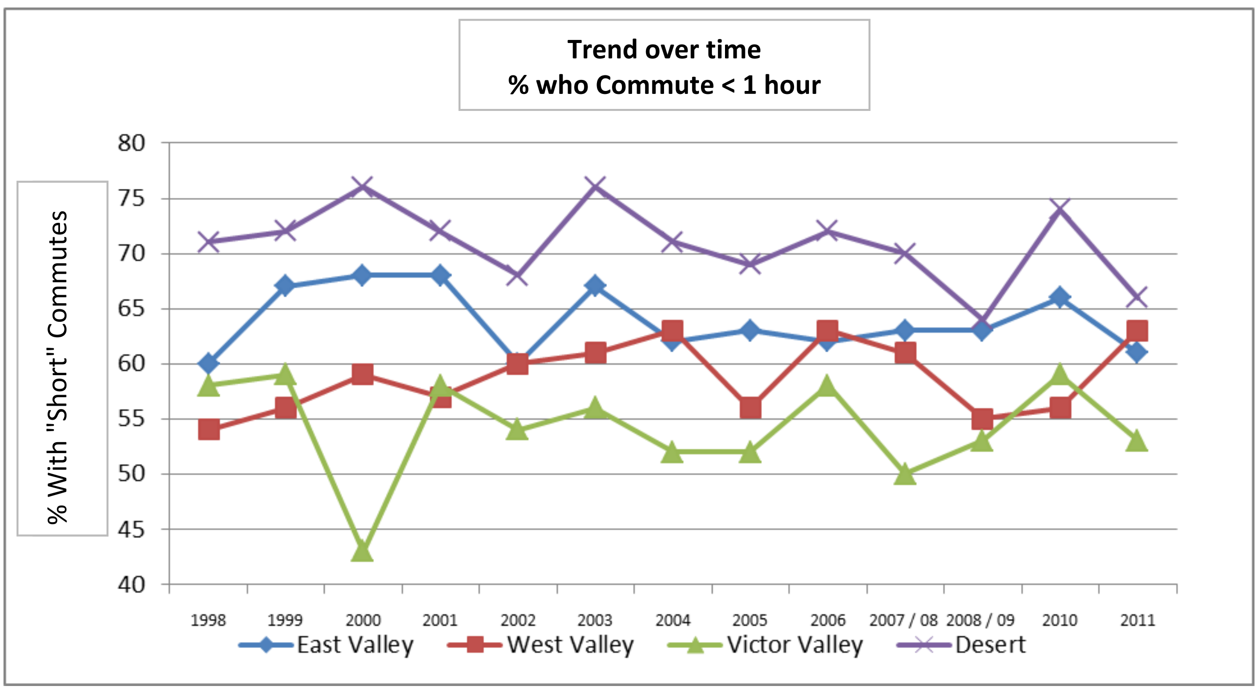
Once again we see that approximately 61% of San Bernardino County residents report that they spend less than one hour each day commuting to and from work (Question 25).

The percentage of people reporting short commutes (i.e.; less than an hour) has decreased in three of the four regions (West Valley being the exception). Respondents in the Desert region continue to report the shortest commute times when compared with residents of the other regions, and Victor Valley respondents once again report the longest.

This increase in commute time in three of the four regions is further substantiated when we look at the median commute time which inched up slightly over last year.

Table 9. % 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**



As in the past, most of San Bernardino County respondents report that they work within San Bernardino County (Question 27). This year we see that slightly more San Bernardino County respondents report that they work within the county (71%, up from 64% last year). These findings are especially important in that it may indicate that the county is now replacing some of last year's lost jobs. Among those who do travel outside the county, Los Angeles County continues to be the major source of employment.

Table 10. San Bernardino County Respondents' Commuting Destinations, 1999-2011*

	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

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

The majority of working respondents in all four regions remained within San Bernardino County to work. The small percentage of East Valley and Desert respondents who commute outside San Bernardino County tend to travel to Riverside County for work. 32% of West Valley respondents report traveling to Los Angeles County to work (many of whom live relatively close to the county line – e.g. Rancho Cucamonga or Fontana – cities close to Los Angeles County).

Table 11. In What County do you Work?*

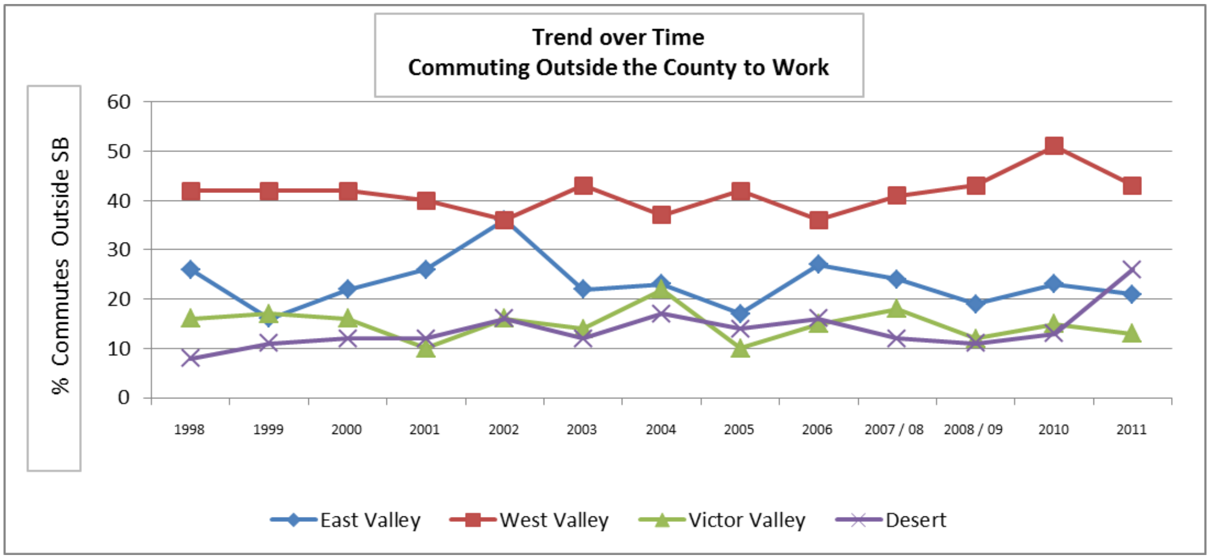
	East Valley %	**West Valley %**	**Victor Valley %**	**Desert %**	**SB County %**
San Bernardino County	**79**	**57**	**87**	**77**	**71**
Riverside County	12	4	4	14	7
Orange County	1	5	2	0	3
Los Angeles County	6	32	5	2	17

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

When looking at trends over time in commuting destinations by region (Table 12), West Valley has always had the highest percentage of workers leaving the county. This year that figure is 43%, down from 51% last year (which may have been a reflection of recessionary times). Conversely, the Desert region has always had the lowest percentage of people commuting outside the county, however that has now changed. Significantly more Desert respondents are travelling to work outside the county, and now virtually match East Valley respondents, with 23% leaving the county (up significantly from 13% last year). This is consistent with earlier observations regarding lack of job opportunities in the Desert region.

Table 12. % Traveling to Work Outside San Bernardino County

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



FEAR OF CRIME AND CRIME RELATED ISSUES

OVERVIEW: ***Fear of being the victim of a serious crime among San Bernardino County residents peaked in 2006 at 44%, and since then has dropped into the mid-30s. Residents in the West Valley and Desert are the least fearful of being the victim of a serious crime, and residents from the East Valley and Victor Valley are the most fearful.***

Over the years, respondents to the Annual Survey have expressed a high degree of concern regarding crime and gang-related activity within the county. In fact, "crime/gang-related activity" has overwhelmingly been the most often-mentioned "negative factor" about living in the county since the inception of the survey. In order to determine the level of fear among county residents, respondents were asked: "How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?" (Question 9).

As shown in Table 13 below, the percentage of respondents who reported being "very fearful" or "somewhat fearful" of being the victim of a serious crime reached a low in 2001 and then began to increase until 2006 when the fear reached the highest level since the inception of the survey in 1997. The level of fear dropped sharply in 2007, and this year it is down to its lowest level since 2001.

Table 13. % "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**

Last year we noted that fear of crime was highest among residents in the Victor Valley and East Valley regions, and lowest among residents from the Desert. This year residents from the West Valley and the Desert were virtually tied in being the least fearful, whereas residents from the East Valley and Victor Valley are the most fearful of being the victim of a serious crime.

ECONOMIC EVALUATIONS AND FUTURE PROSPECTS

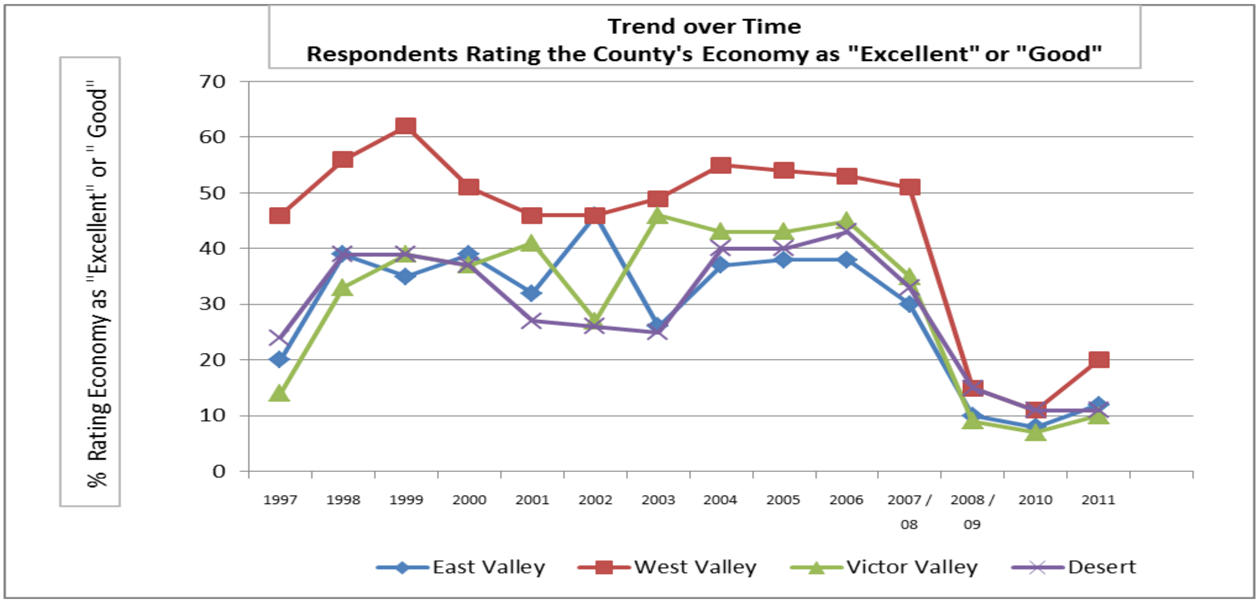
OVERVIEW: Although San Bernardino County residents are still clearly feeling and perceiving the effects of the recession, the percent of people who rated the county's economy as "excellent" or "good" increased this year from 9% to 14%. Respondents' ratings of their own financial well-being also increased slightly from 14% to 16%. However, residents are not overly optimistic about the future, with only 39% saying they expect to be better off financially a year from now.

In 2008/2009 we noted the dramatic decline in the number of San Bernardino County residents who rated the county's economy as "excellent" or "good" (down from 40% in the 2007/08 survey to 12% in 2008/2009). Last year that number dropped even further to only 9%.

These ratings were understandable given the national recession and lack of jobs in the area. This year we see small signs of recovery, with 14% now rating the economy as “excellent” or “good” – a figure which is nowhere near the ratings seen in 1997 through 2008. On the other hand, this year’s increase in our respondents’ optimism over the state of the county’s economy validates media reports indicating that the economy is showing signs of improvement.

Table 14. % Rating the County’s Economy as “Excellent” or “Good”

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

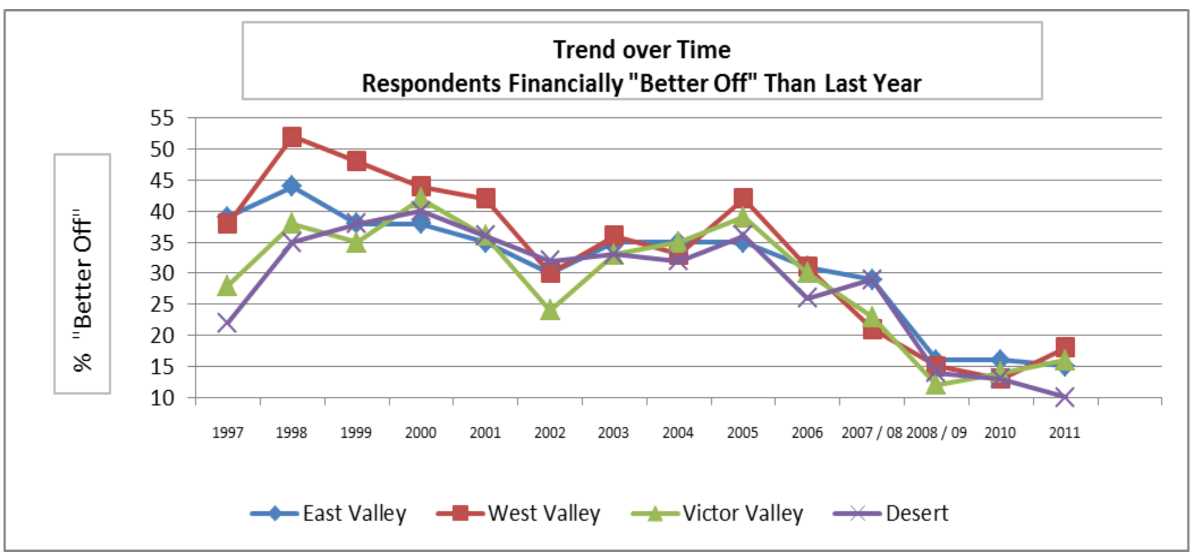


Respondents' increased optimism about the economy is further evidenced in that there was a slight increase in the percentage who said their own personal finances are better off this year as compared to last year (Question 6). While this number is still low, it is encouraging that it appears to be on the rise (up to 16% from last year's 14% -- within the margin of error). It will be interesting to see if this trend continues next year.

West Valley residents appear to be feeling the effects of an economic rebound the most registering a 5% increase in the number of respondents from this region who said they are better off financially this year as compared to last year. In contrast, residents in the Desert Region are apparently still feeling the effects of the recession. The percentage of respondents in the Desert Region who said their finances are better off this year as compared to last year is down from 13% last year to 10% this year. This is not surprising given that residents in the Desert region were more likely to report a "lack of job opportunities" in the county and are driving farther to work.

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

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



Although the respondents are reporting a slight improvement in their current financial well-being, they still appear to be cautious and concerned about their financial future. Specifically, when asked: "Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now" (Question 7), 39%

expect to be better off financially a year from now – as compared to 42% last year. Further, almost half (46%) think things will remain about the same as last year – not an optimistic statement considering that last year was not a stellar year for the economy.

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

	East Valley %	West Valley %	Victor Valley %	Desert %	2006 SB County %	2007/08 SB County %	2008/09 SB County %	2010 SB County %	2011 SB County %
Better off	36	40	43	27	51	43	35	42	39
Same	49	46	42	49	41	48	47	44	46
Worse off	15	14	16	24	8	9	18	14	15

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

As one would expect given our earlier findings, Desert respondents were clearly more pessimistic than respondents from the other three regions.

EVALUATIONS OF SELECTED PRIVATE AND PUBLIC SERVICES

OVERVIEW: ***Ratings of private and public services have remained relatively consistent over time, with high marks continuing to be given to police/sheriff services, parks/recreation services, and shopping,. On the other end of the continuum, street/road maintenance and transportation continue to be problem area, particularly in the Desert region.***

Since 1999, the Inland Empire Annual Survey has included questions regarding respondents' evaluations of local services from both the private and public sectors. Over time, there has been remarkable stability in rankings – not a desirable finding for services rated poorly. The following table details the last five years of data regarding the percentage of respondents who indicate that the services are "excellent" or "good" (Questions 14 to 20).

Table 17. “Excellent” or “Good” Ratings of Services

SERVICE	2006 %	2007 / 08 %	2008 / 09 %	2010 %	**2011 %**
Police/Sheriff	61	61	68	68	**68**
Parks/Recreation	59	57	61	60	**61**
Shopping	68	68	62	64	**60**
Public Schools	49	43	46	43	**47**
Entertainment	47	50	46	48	**46**
Transportation	42	36	42	40	**40**
Street/Road Maintenance	30	32	32	32	**33**

San Bernardino County respondents continue to give the highest ranking to police/sheriff services, shopping, and parks/recreation, and the lowest ranking to street/road maintenance and transportation. The percentage of residents who rated shopping as “excellent” or “good” is down slightly from last year (60% compared to 64% last year – within the margin of error).

As noted in previous reports, perceptions of street/road maintenance and transportation continue to remain low. Yet as the reader will note in the next section of the report, respondents’ high degree of dissatisfaction with street and road maintenance is not matched by a willingness to pay increased taxes to remedy the situation.

Table 18 below shows the regional breakdowns of ratings in services and comparisons of the current ratings with those from 2010. West Valley respondents tend to be significantly more satisfied with all services than respondents in the other 3 zones. Desert region respondents have significant complaints about street and road maintenance, but also with shopping and entertainment (which have ratings even lower than in 2010). In contrast, Victor Valley respondents seem to be significantly more satisfied with services such as parks/recreation, schools, and local transportation (although none of those ratings are overwhelming high) than they were in 2010.

Table 18. % Rating Local Services as "Good" or "Excellent"

	East Valley %		West Valley %		Victor Valley %		Desert %	
	2010	**2011**	2010	**2011**	2010	**2011**	2010	**2011**
Police/Sheriff	63	**64**	76	**78**	58	**59**	57	**56**
Parks/Recreation	50	**46**	74	**78**	43	**52**	51	**54**
Shopping	52	**52**	84	**78**	50	**52**	31	**25**
Entertainment	39	**37**	64	**62**	31	**37**	28	**22**
Public Schools	35	**38**	52	**58**	35	**44**	39	**39**
Local Transportation	44	**35**	42	**48**	28	**34**	35	**32**
Street/Road Maintenance	21	**24**	48	**47**	21	**24**	18	**21**

TRANSPORTATION ISSUES

OVERVIEW: Most respondents report that they have not used alternate forms of transportation, such as taking the bus or train, carpooling or walking and few would use these services even if gas prices continue to rise. Almost three-quarters said they would reduce the number of pleasure trips they take in response to higher gas prices. One half of them said they would consider buying a hybrid or electric car the next time they purchase a vehicle.

Most respondents currently live in a single-family home and even more would like to live in a single-family home within the next 10 years. Two-thirds of them said that commute time and costs affected the decision of where they currently live, and 65% said that if they were to move, cost and commute time would have an impact on their decision of where to move.

Most would like to see their transportation leaders focus on freeway improvements. Respondents may complain about roads, but they are unwilling to pay more money in order to improve roadway maintenance and construction of new roads.

This year SANBAG submitted a series of questions to the Annual Survey regarding transportation, gas prices, housing issues, and taxes. First, respondents were asked, "In the past year, how often have you used transit bus, commuter train, ridesharing, walking or bicycle instead of driving your car alone?" (Question SANBAG1). Over one half of respondents (52%) said that they "never" used these methods of transportation. It is discouraging that this figure has actually increased from 45% in last year's survey. Seemingly the efforts to get people out of their cars is not working as well as one would hope. Twenty-one percent (21%) said they used it "once" or "a few times a year", and 17% are regular users (used "at least once a week" or "daily").

Table 19. How often have you used transit bus, commuter train, ridesharing, walking or a bicycle instead of driving your car alone?

	East Valley %	West Valley %	Victor Valley %	Desert %	2010 SB County %	2011 SB County %
Never	45	51	64	59	45	**52**
Once this past year	7	6	3	4	4	**6**
A few times a year	17	15	12	11	16	**15**
At least once a month	11	11	6	7	11	**9**
At least once a week	13	11	11	12	12	**12**
Daily	5	5	2	4	8	**5**
Don't drive/ don't have a car	2	1	1	3	4	**2**

When asked, "If gas prices continue to rise, do you think you will reduce the number of pleasure trips you take?" (Question SANBAG2), a sizable number of respondents indicated that they simply don't take pleasure trips (perhaps a correlate to respondents' answers regarding their financial well-being). 73% of respondents who do take pleasure trips said "yes"…that is, if gas prices continue to rise they will reduce the number of pleasure trips they take. There are slight regional variations in that figure (Table 20).

Table 20. If gas prices continue to rise, do you think you will reduce the number of pleasure trips you take?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Don't take pleasure trips	10	4	9	15	**8**
Of those who ***do*** take pleasure trips, % who will reduce….					
Yes	73	71	78	75	**73**
No	24	27	19	23	**24**
Maybe	3	2	3	2	**3**

In order to find out what alternate methods of transportation respondents would be willing to use if gas prices continue to rise, they were asked if they would ride the Metrolink or bus more often (Question SANBAG2b), and if they would carpool more often (Question

SANBAG2c). Carpooling was apparently a more palatable option, with 38% indicating that they would carpool (38%) versus 26% who would consider riding the Metrolink or bus more often. Residents from the West Valley are more likely to use alternate methods of transportation than respondents in the other three zones.

Table 21. Will you ride the Metrolink or bus more often?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Yes	26	29	19	17	**25**
No	62	60	68	55	**62**
Maybe	9	10	5	2	**8**
No Bus or Metrolink Available	3	1	8	26	**5**

Table 22. Will you carpool more often?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Yes	37	41	35	34	**38**
No	57	53	61	61	**56**
Maybe	6	6	4	5	**6**

Respondents were then asked, "Next time you purchase a new vehicle would you consider purchasing a hybrid car or an all-electric car?" (Question SANBAG3). One-half of respondents said that they would be willing to purchase such a car.

Table 23. Next time you purchase a new vehicle would you consider purchasing a hybrid car or an all-electric car?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Yes	52	50	49	53	**51**
No	37	42	42	37	**40**
Maybe	11	8	9	10	**9**

Next, respondents were asked about the type of housing they currently live in (Question SANBAG5) and to project the type of housing in which they will want to live in 10 years

(Question SANBAG6). The vast majority of people throughout the county report that they currently live in a single family home (78%) (Table 24), and 83% said they anticipate that they would prefer to live in a single-family home within the next 10 years (Table 25). These figures are within the margin of error of results from the 2010 survey in which 81% reported living in a single family home and 83% projected that preference for the future.

Table 24. What type of housing you currently live in?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Apartment	13	15	9	9	**13**
Condo	4	3	1	<1	**3**
Single-Family Home	74	76	87	84	**78**
Townhouse/ Townhome (they own the land)	1	1	0	1	**1**
Mobile Home	7	3	2	5	**4**
Other	1	1	1	1	**1**

Table 25. Now thinking ahead about 10 years, what type of housing do you think you will prefer to live in then?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Apartment	4	6	4	7	**5**
Condo	8	8	3	2	**7**
Single-family home	82	81	88	83	**83**
Townhouse/townhome	1	<1	1	1	**1**
Mobile Home	2	2	1	3	**2**
Other	3	3	4	5	**3**

Standard lifecycle considerations are strong predictors of the type of housing selected. Simply consider age. The following table (Table 26) shows that 33% of young respondents (18 – 24 years old) currently live in an apartment, but by the time they are 25 – 34 years of age this figure drops to 24%. Home ownership increases from 58% among 18 – 24 year olds to 83% of 45 – 54 year olds, and then begins to decline back to 74% of older respondents (75 years old or older) living in single-family houses. Similar anticipated trends are seen when such other lifecycle variables (i.e. education, marital status, and income) are taken into account.

Table 26. Type of Housing Broken Down By Age Cohort

	18 – 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
Apartment	33	24	10	12	8	7	8
Single-family home	58	70	86	83	85	81	74

In order to determine the effect of commute time and cost on respondents' decision on where to live, they were asked two questions: "How much did commute time and cost affect your decision of where to live now?" (Question SANBAG7) and "If you were to move, would commute time and cost affect your decision of where to live?" (Question SANBAG8). Just under two-thirds of respondents (63%) said that it affected somewhat their decision of where they are currently living. And about two-thirds of respondents (65%) said that it would have an impact on their decision of where to live if they were to move. As might be expected, those who have been living in their residence for the shortest period of time (less than five years) are more likely to mention commute time and cost than are than those living at their current residence for a longer time.

Table 27. How much did commute time and cost affect your decision of where to live now?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
A lot	33	36	32	34	**34**
Some	29	33	23	22	**29**
Not at all	39	31	45	44	**37**

Table 28. If you were to move, would commute time and cost affect your decision of where to live?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Yes	65	66	64	64	**65**
No	29	27	31	30	**29**
Maybe	6	7	5	6	**6**

Earlier when we reported on respondent's ratings of various services, transportation and street and road maintenance and transportation were rated at the bottom of a list of services. The question is: are they willing to pay for improvements? The next series of questions were designed to determine whether or not respondents would be willing to pay in order to help fund roadway maintenance and construction of new roads. Respondents were given three possible scenarios to increase funding for these improvements: raise the current taxes paid at the gas pump (Question SANBAG9a), raise money from toll lanes or charge people who travel the freeways during high traffic times (Question SANBAG9b), and maintain the current tax level and only spend money for safety improvements (Question SANBAG9c). Not surprisingly in today's tough economic environment, the option preferred by most people is to maintain the current tax level and only spend money for safety improvements (46% strongly support the option and another 35% support it somewhat). Respondents were not supportive of raising the taxes paid at the pump (31% strongly support or somewhat support that option), which is not surprising given the current price of gas. Residents from Victor Valley were the least likely to support any of the three options. In summary, then, respondents may complain about roads, but they are unwilling to pay more money in order to improve roadway maintenance and construction of new roads.

Table 29. How strongly do you support raising current taxes paid at the pump to fund roadway maintenance and construction of new roads?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Strongly support	11	7	8	11	**9**
Somewhat support	24	24	14	20	**22**
Not support	64	69	78	69	**69**

Table 30. How strongly do you support raising money from toll lanes or a charge for traveling the freeways during high traffic times to fund roadway maintenance and construction of new roads?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Strongly support	21	18	12	20	**18**
Somewhat support	25	27	23	31	**26**
Not support	54	55	65	49	**56**

Table 31. How strongly do you support maintaining current tax levels and spending money only for safety improvements?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Strongly support	43	50	41	47	**46**
Somewhat support	37	32	37	38	**35**
Not support	20	18	22	15	**19**

Finally, respondents were asked what areas they would like to see the transportation leaders focus on (Question SANBAG10). Most said they would like to see freeway improvements (48%) followed by more bus service (20%) and more passenger train options (19%). When comparing responses of residents in the four regions, more residents in the Desert Region expressed an interest in adding more bus services and fewer wanted freeway improvements.

Table 32. What would you like to see your transportation leaders most focus on? Would you want them to focus on freeway improvements, adding more passenger trains, or more bus services, or more bike and hiking trails for recreation?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Freeway improvements	49	49	49	35	**48**
Add more passenger train options	21	19	18	17	**19**
Add more bus services	17	18	25	33	**20**
Add more bicycle and hiking trails for recreation	13	14	8	16	**13**

CONFIDENCE IN ELECTED OFFICIALS

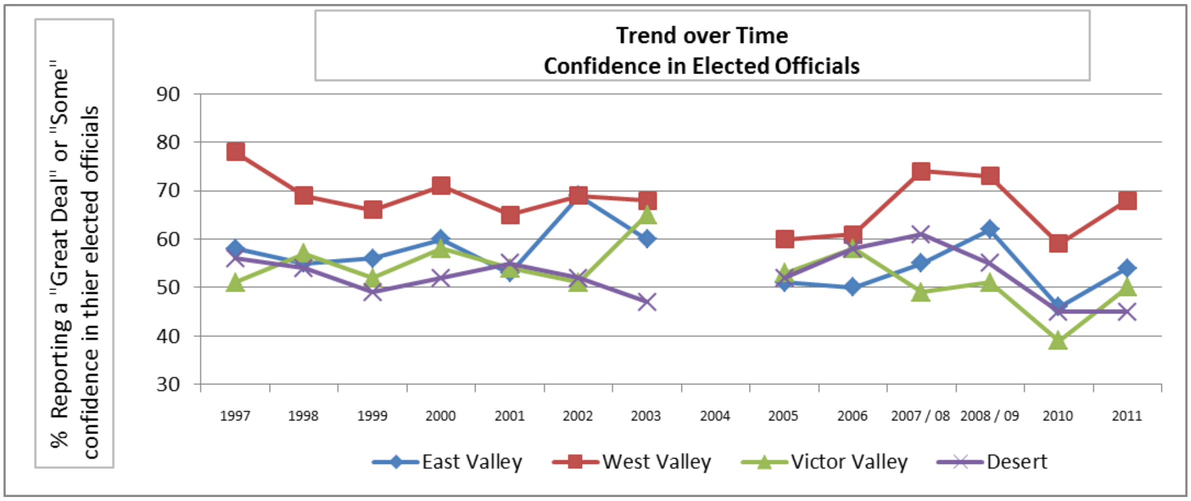
OVERVIEW: Confidence in elected officials is up slightly from last year. This increase in confidence is seen in three of the four regions, with respondents from the Desert Region having the least confidence. The reader should note that the data were gathered before the highly publicized indictments of several San Bernardino County officials.

Last year we noted that residents' confidence in elected officials was at an all time low. We said that this finding was not surprising given the economic state of the County at the time, and that elected officials tend to be held responsible for economic decline, even if they have little control over it. This year we saw a slight increase in confidence among San Bernardino County respondent that their elected officials will adopt policies that will benefit the general community. Specifically (as noted in Table 33 below) residents' confidence in their elected officials appears to be up slightly from 51% last year to 58% this year. The increase in confidence in their elected officials is seen in three of the four regions (with the Desert region being the exception).

That was February. This is May. If the survey were repeated today, we undoubtedly would see much different results given the recent high profile indictments of San Bernardino County officials.

Table 33. % 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**



FINAL NOTE

In this section of the report we have presented San Bernardino region-specific findings from the 2011 Inland Empire Annual Survey. The reader is encouraged to review the full data displays (attached) for the complete listing of survey results. This report has been added to previous Annual Surveys on our website (http://iar.csusb.edu) for those who wish to engage in more detailed comparative analysis with previous years' reports.

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

CHAPTER 3: RIVERSIDE COUNTY FINDINGS

INTRODUCTION

As noted earlier in this report in the section on sampling methods, this year's Riverside County survey only included respondents from two sub-regions of the county: Riverside & Environs and Coachella Valley. Since we did not survey respondents throughout the entire county, we are of course unable to make direct county-wide comparisons between this year's data and data from previous years. Instead, we compare 2010 to 2011 data relative to the selected sub-regions in order to ascertain if any significant changes are evident. Further, some comparisons are made between the two sub-regions of the county to see if there are any major differences between residents who live in the Riverside & Environs region and residents living in the Coachella Valley.

Following are highlights of the Riverside County regional findings, organized by the following conceptual categories: ratings of the county, commuting, fear of crime and crime-related issues, economic evaluation and future prospects, evaluations of selected private and public services, and confidence in elected officials. A full data display of frequency distributions is shown in Appendix IV. **The reader should note that the data were gathered in February, 2011 yet this report is being released in August, 2011 and some attitudes (particularly those regarding the economy) may have changed during that time.**

RATINGS OF THE COUNTY

OVERVIEW: ***The majority of residents in the combined sub-regions rated their county as a good place to live, and there are no significant differences between the ratings of residents in the Riverside & Environs region and those in Coachella Valley. Respondents cited "good area/location/scenery," and "good climate" as positive aspects of the county. Coachella Valley residents mentioned "good climate and weather" as the most positive thing about living in the county, while residents in the Riverside & Environs sub-region cited "good area/ location/ scenery" as the most positive aspect. Overall, crime/gang activity and traffic were named as the most negative things about living in the county. Coachella Valley residents were far more likely to cite crime and gang activity as the most negative thing about living in the county, as compared to residents in Riverside & Environs whose predominant negative factor was traffic.***

The vast majority of Riverside County residents surveyed this year in the combined sub-regions rated their county as a “very good” or “fairly good” place to live (82%) (Question 3 -- Table 34). These ratings were slightly (but not significantly) higher than the ratings for 2010 for both the combined sub-regions (78%) and the county as a whole (77%).

Table 34. % Respondents Indicating Their County is a “Very Good” or “Fairly Good” Place to Live

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Very good	32	37	**33**
Fairly good	45	41	**49**
Neither good nor bad	18	18	**13**
Fairly bad	3	3	**4**
Very bad	2	2	**1**

While residents of both sub-regions view their county in a positive light, a significantly higher percentage of Coachella Valley respondents than Riverside & Environs respondents rate the county as a “very good” place to live (38% in Coachella Valley vs. 30% in Riverside and Environs) – Table 35 below.

Table 35. % Respondents Indicating Their County is a “Very Good” or “Fairly Good” Place to Live Sub-Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Very good	30	38
Fairly good	53	44
Neither good nor bad	11	16
Fairly bad	5	2
Very bad	1	1

To determine the basis for the above ratings, respondents were asked to indicate the one BEST and one MOST NEGATIVE thing about living in the county (Questions 4 and 5). The number of respondents within the combined sub-regions who mentioned "good area/ location/ scenery" as the most positive aspect of living in the county (Table 36) rose from 26% last year to 35% this year. Another 24% of respondents said that the "climate/weather" was the most positive aspect of living in the county, followed by the fact that the area is "not crowded" (7%, up from 3% last year) and has "affordable housing" (5%).

Table 36. % Positive Factors Mentioned About the County

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Good area, location, scenery	25	26	**35**
Good climate, weather	22	27	**24**
Good / friendly people	7	6	**3**
Family atmosphere	6	5	**4**
Affordable housing	6	5	**5**
Not Crowded	5	3	**7**

Examining the two sub-regions, however, we see some significant differences. Specifically, residents in the Riverside & Environs sub-region were far more likely to cite "good area, location, scenery" as the most positive aspect of living in the county (41% compared to only 26% of residents in the Coachella Valley), whereas Coachella Valley residents cited "good climate/weather" as the most positive aspect of living in the county (46% compared to only 10% of residents in the Riverside & Environs region).

Table 37. % Positive Factors Mentioned About the County Sub-Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Good area, location, scenery	41	26
Good climate, weather	10	46
Good / friendly people	3	2
Family atmosphere	4	4
Affordable housing	7	2
Not Crowded	8	5

Over the past several years, Riverside County respondents have rated traffic as the most NEGATIVE aspect of living in the county, followed by crime and gang activity. When looking at the combined sub-regions for 2010, however, traffic and crime were equally ranked as the number one most negative factor about living in the county (both at 12%). This year residents within the combined sub-regions cited "crime and gang activity" more often than traffic as being the most negative thing about living in the county. This observation may be a function of the fact that the sub-regions under review do not include some of the heaviest traffic areas within the county (i.e., Corona and Temecula/Murrieta). Further, perhaps as "a sign of the times," for the first time "lack of job opportunities" was rated equal to smog and air pollution as a negative factor.

Table 38. % Negative Factors Mentioned About the County

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Traffic	18	12	**13**
Crime, gang activity	9	12	**16**
Smog, air pollution	8	9	**9**
Weather, fires, floods	7	11	**7**
Lack of job opportunities	7	5	**9**

Not surprisingly, residents in the Riverside & Environs region were far more likely to cite traffic as the most negative thing about living in the county than their Coachella Valley counterparts (18% vs. 4%) followed by “smog/air pollution” (12% vs. 2% of Coachella Valley residents). Conversely, Coachella Valley residents are more concerned with crime and gang activity, with 23% of them citing it as the most negative thing about living in the county, compared to 11% of Riverside & Environs residents. IAR researched crime activity in the Coachella Valley over the past year to see if there were any major crime waves that would explain this increase, and indeed there was: In November of 2010, news reports indicated that there was a spike in gang activity and murders in Indio and Cathedral City during the 2010 year, which would most likely explain this jump in Coachella Valley residents’ concern with crime and gang activity.

Table 39. % Negative Factors Mentioned About the County Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Traffic	18	4
Crime, gang activity	11	23
Smog, air pollution	12	2
Weather	5	11
Lack of job opportunities	8	10

COMMUTING

OVERVIEW*:* *Residents from the Riverside & Environs sub-region spend more time on the road commuting to and from work than do those in the Coachella Valley area.*

Residents within the combined sub-regions are significantly different than county-wide residents in terms of commute time. In 2010, approximately 6 out of every 10 respondents (61%) living in the combined sub-regions reported spending less than an hour each day driving to and from work (Question 25) – a significantly higher percentage with relatively short commutes than the 50% county-wide who reported spending less than an hour commuting to and from work. As noted earlier in this report, this discrepancy may be explained by noting that Temecula/Murrieta and Corona were excluded from the sub-regions under study. Last year’s sub-region findings are virtually the same this year, with 59% of sub-region respondents spending less than an hour commuting to and from work.

As one might expect given the above findings, the median commute time for residents in the combined sub-regions is much lower than the figure for residents from the county as a whole. In 2010 median commute time among residents in Riverside County as a whole was 50.3 minutes (much higher than the 37.4 minute median commute time reported in the combined sub-regions). And this finding for the combined region was virtually unchanged in the 2011 survey (i.e. the median commute time was 37.5 minutes).

Table 40. Total Round Trip Commute Time of Riverside County Respondents Who Are Employed Outside the Home

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Less than 1 Hour %	50	61	**59**
1 - < 2 Hours %	28	21	**29**
2 - < 3 Hours %	14	9	**10**
3 - < 4 Hours %	6	6	**2**
4 Hours or More %	3	4	**1**
Median Commute Time	**50.3 min**	**37.4 min**	**37.5 min**

Coachella Valley residents report spending significantly less time commuting to and from work than do Riverside & Environs residents (Table 41 below). Specifically, 78% of them said they spend less than hour commuting roundtrip compared to 51% of residents in Riverside & Environs region (a figure which is basically in line with county-wide statistics). Coachella residents' median commute time is much lower than that of their counterparts in the Riverside & Environs sub-region (26.7 minutes compared to 49.5 minutes).

Table 41. Total Round Trip Commute Time of Riverside County Respondents Who Are Employed Outside the Home Sub-Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Less than 1 Hour %	51	78
1 - < 2 Hours %	34	17
2 - < 3 Hours %	13	2
3 - < 4 Hours %	1	4
4 Hours or More %	1	0
Median Commute Time	**49.5 min**	**26.7 min**

In 2010 the number of respondents who commute within their own county was significantly higher among residents in the combined sub-regions compared with residents within the county as a whole (73% vs. 67% -- Table 42 below). This is consistent with the above findings that show commute time in the sub-regions is lower than in county as a whole. The sub-region findings have not significantly changed in 2011.

Table 42. Riverside County Respondent Commuting Destinations

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Riverside	67	73	**74**
San Bernardino	10	13	**12**
Orange	9	7	**3**
Los Angeles	7	4	**6**
San Diego	5	0	**0**
Other	2	4	**6**

The vast majority of Coachella Valley residents (93%) report commuting within their own county to work (Table 43), compared with 65% of residents in the Riverside & Environs region. This is not an unexpected finding given the fact that Coachella Valley residents are relatively isolated geographically and probably find work close to home rather than driving the long distances necessary to leave the county.

Table 43. Riverside County Respondent Commuting Destinations Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Riverside	65	93
San Bernardino	15	4
Orange	4	1
Los Angeles	9	0
San Diego	0	0
Other	8	1

FEAR OF CRIME AND CRIME RELATED ISSUES

OVERVIEW: ***Fear of being the victim of a serious crime dropped from 34% last year among respondents in the combined sub-regions to 29% this year. Coachella Valley residents are more fearful than Riverside & Environs residents of being the victim of a serious crime.***

The number of Riverside County respondents living in the combined sub-regions who are "somewhat fearful" or "very fearful" of being the victim of a serious crime dropped from 34% in 2010 to 29% in the same cities in 2011.

Table 44. % of Riverside County Respondents Indicating That They Are "Very Fearful" or "Somewhat Fearful" of Being the Victim of a Serious Crime (Such as a Violent or Costly Crime)

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Very fearful	6	7	**7**
Somewhat fearful	26	27	**22**
Not too fearful	37	36	**44**
Not at all fearful	31	30	**27**

In 2011 there were some slight sub-regional differences in fear of crime, with 32% of Coachella V alley respondents say they were "very" or "somewhat fearful" of being the victim of a serious crime, compared with 28% of Riverside & Environs respondents (Table 45). This is consistent with the finding that more Coachella Valley respondents cited crime and gang activity as being the most negative factor of living in the County, and with recent media reports that there was a jump in gang activity and murders in Indio and Cathedral City.

Table 45. % of Riverside County Respondents Indicating That They Are "Very Fearful" or "Somewhat Fearful" of Being the Victim of a Serious Crime (Such as a Violent or Costly Crime) Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Very fearful	9	5
Somewhat fearful	19	27
Not too fearful	44	45
Not at all fearful	29	24

ECONOMIC EVALUATIONS AND FUTURE PROSPECTS

OVERVIEW: Only 1 out of 6 respondents rate the county's economy as excellent or good, but that is a small sign of improvement from 2010 figures. Ratings of the economy rose slightly (but within the margin of error) among residents within the combined sub-regions in the county, as did the number of residents who said that they are better off financially than they were a year ago. Residents in the Riverside & Environs regions were more positive about their family's finances than were Coachella Valley residents.

Residents living in the combined sub-regions continue to feel the effects of the recession, with only 16% rating the economy as "excellent" or "good." This number is up slightly from 14% last year (but within the margin of error).

Table 46: % of Riverside County Respondents Rating the Economy as "Excellent" or "Good"

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Excellent	1	1	**2**
Good	12	13	**14**
Fair	36	35	**45**
Poor	52	51	**39**

There are virtually no differences between residents in the Riverside & Environs and Coachella Valley sub-regions regarding their rating of the economy (Table 47). Specifically, 15% of residents in the Riverside & Environs regions and 17% of those in Coachella Valley rated the economy as "excellent" or "good".

Table 47. % of Riverside County Respondents Rating the Economy as "Excellent" or "Good" Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Excellent	2	1
Good	13	16
Fair	45	44
Poor	40	39

Another indication of the extent of the current recession and its impact on county residents can be found in responses to the question, "In comparison to a year ago, would you say that you and your family are financially better off, worse off, or the same?" (Question 6). Only 16% of Riverside County respondents within the combined sub-regions reported feeling that they are better off, compared to 14% last year among residents within the same cities.

Table 48: % of Riverside County Respondents Indicating Their Finances Are "Better Off," "Worse Off," or "Same" Compared With a Year Ago

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Better Off	12	14	**16**
Same	42	42	**45**
Worse Off	46	44	**39**

There was a slight difference between residents in the two sub-regions, with 18% of residents in the Riverside & Environs regions and 14% in the Coachella Valley region saying that their finances are better off this year than last year (Table 49).

Table 49. % of Riverside County Respondents Indicating Their Finances Are "Better Off," "Worse Off," or "Same" Compared With a Year Ago Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Better Off	18	14
Same	42	50
Worse Off	40	37

Further, looking ahead, respondents appear to be somewhat optimistic about their *future* financial condition (regardless of their rating of their *current* condition). Specifically, 41% of residents feel that they will be financially better off a year from now, and these numbers are unchanged from last year (Table 50 below).

Table 50: 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?

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Better Off	41	40	**41**
Same	41	46	**43**
Worse Off	19	14	**16**

Residents from the Riverside & Environs region expressed significantly more optimism about their future finances than did residents from Coachella Valley, with 44% of them saying they think they will be better off financially in a year compared to 37% of Coachella Valley residents.

Table 51. 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? Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Better Off	44	37
Same	40	48
Worse Off	16	15

EVALUATIONS OF SELECTED PRIVATE AND PUBLIC SERVICES

OVERVIEW: ***Ratings of private and public services among Riverside County residents in the combined sub-regions remain relatively consistent with last year's ratings, with high marks continuing to be given to police/sheriff services and shopping, and low marks given to street/road maintenance and transportation. Coachella Valley residents gave higher marks***

than Riverside & Environs residents across the board, but particularly on shopping, entertainment, street/road maintenance, and transportation.

Riverside County respondents' evaluations of local services from both the private and public sectors continue to be remarkably stable, with Police/Sheriff and shopping given the highest ratings, and street/roads maintenance the lowest.

The following table details the percentage of respondents who indicate that the services are "excellent" or "good" (Questions 14 to 20).

Table 52. % of Riverside County Respondents Rating Service as "Excellent" or "Good"

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
Police/Sheriff	71	75	**72**
Shopping	68	74	**72**
Parks/Recreation	64	67	**68**
Public Schools	52	49	**49**
Entertainment	52	60	**60**
Transportation	40	51	**52**
Street/Road Maintenance	39	38	**37**

There are significant sub-regional differences, with Coachella Valley residents giving higher marks on every service than residents in the Riverside & Environs region. Particularly striking are Coachella Valley residents' positive ratings of shopping and entertainment, probably reflecting the economic growth of the region in recent years. Street/road maintenance and transportation received significantly higher ratings from Coachella Valley residents than those of the Riverside & Environs sub-region.

Table 53. % of Riverside County Respondents Rating Service as "Excellent" or "Good" Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
Police/Sheriff	71	74
Shopping	66	80
Parks/Recreation	65	72
Public Schools	47	51
Entertainment	48	78
Transportation	48	59
Street/Road Maintenance	31	46

CONFIDENCE IN ELECTED OFFICIALS

OVERVIEW: ***Confidence in elected officials among residents in the combined sub-regions is down this year, and Coachella Valley residents have more confidence than their Riverside & Environs counterparts.***

Respondents were asked "How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?" (Question 28). Overall, confidence among residents in the combined sub-regions is down from last year, with 56% having "a great deal" or "some" confidence (compared to 61% last year). (Table 54).

Table 54: % of Respondents who have a "Great Deal" or "Some" Confidence in their Elected Officials

	2010 Entire County %	2010 Combined Sub-Regions %	2011 Combined Sub-Regions %
A Great Deal of Confidence	9	10	**9**
Some Confidence	47	51	**47**
Not Much Confidence	28	25	**31**
No Confidence	17	14	**13**

Coachella Valley respondents reported a higher level of confidence in their elected officials than respondents in the Riverside & Environs regions (63% vs. 52%).

Table 55. % of Respondents who have a "Great Deal" or "Some" Confidence in their Elected Officials Regional Breakdown

	2011 Riverside & Environs %	2011 Coachella Valley %
A Great Deal of Confidence	8	11
Some Confidence	44	52
Not Much Confidence	36	24
No Confidence	12	13

FINAL NOTE

In this section of the report we have presented Riverside County findings from the 2011 Inland Empire Annual Survey. The reader is encouraged to review the full data displays (attached) for the complete listing of survey results. This report has been added to previous Annual Surveys on our website (http://iar.csusb.edu) for those who wish to engage in more detailed comparative analysis with previous years' reports.

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

Appendix I

Questionnaire

INLAND EMPIRE ANNUAL SURVEY, 2011

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

1. CONTINUE
2. DISPOSITION SCREEN

SHELLO2 (used only to complete a survey already started)

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

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

1. ENGLISH
2. SPANISH

SHEAD Are you that person?

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

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

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

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

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

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

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

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

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

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

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

[INTERVIEWERS: PRESS ANY KEY TO CONTINUE]

COUNTY First, I would like to confirm you live in San Bernardino County?

1. Riverside County [SKIPTO B1a] 2/10/11 on hold until Riverside County starts.
2. San Bernardino County [SKIPTO B1b]
3. Other county [QSORRY2]

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

B1a. What city do you live in? [**ASKED ONLY OF RIVERSIDE COUNTY RESIDENTS]**

1. AGUANGA
2. ANZA
3. BANNING
4. BEAUMONT
5. BLYTHE
6. CABAZON
7. CALIMESA
8. CATHEDRAL CITY
9. COACHELLA
10. CORONA
11. DESERT CENTER
12. DESERT HOT SPR.
13. HEMET
14. HOMELAND
15. IDYLLWILD
16. INDIAN WELLS
17. INDIO
18. LA QUINTA
19. LAKE ELSINORE
20. MARCH AIR RES.
21. MECCA
22. MENIFEE
23. MIRA LOMA
24. MORENO VALLEY
25. MOUNTAIN CENTER
26. MURRIETA
27. NORCO
28. NUEVO
29. PALM DESERT
30. PALM SPRINGS
31. PERRIS
32. RANCHO MIRAGE
33. RIVERSIDE
34. SAN JACINTO
35. SUN CITY
36. TEMECULA
37. THERMAL
38. THOUSAND PALMS
39. WHITE WATER
40. WILDOMAR
41. WINCHESTER
98. DON'T KNOW
99. REFUSED

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

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

B2. What is your zip code?

ZIP CODE: ____________________________

99998. DON'T KNOW
99999. REFUSED

B3. Overall, how would you rate [INSERT COUNTY] 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 [INSERT COUNTY] County? **[INTERVIEWER: DON'T READ OPTIONS]**

1. GOOD AREA, LOCATION, SCENERY
2. AFFORDABLE HOUSING
3. GOOD CLIMATE, WEATHER
4. NOT CROWDED
5. GOOD SCHOOLS/UNIVERSITIES
6. LESS CRIME, FEEL SAFE

7. JOB AVAILABILITY
8. FRIENDLY PEOPLE
9. FAMILY AND FRIENDS LIVE HERE
10. CLOSE TO WORK
11. FAMILY AND FRIENDS LIVE HERE
12. OTHER (SPECIFY)________________________
13. NOTHING
98. DON'T KNOW
99. REFUSED

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

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

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

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

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

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

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

1. EXCELLENT

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

B9. In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime? Would you say that you are...
1. Very fearful
2. Somewhat fearful
3. Not too fearful, or . . .
4. Not at all fearful
8. DON'T KNOW
9. REFUSED

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

B10. Are you currently registered to vote?
1. YES
2. NO [SKIPTO B13]
8. DON'T KNOW [SKIPTO B13]
9. REFUSED [SKIPTO B13]

B11. Which of the following best describes your political party affiliation? …
1. Democrat
2. Republican
3. Independent
4. Some other Party

5. NONE
6. OTHER (SPECIFY) ____ 2/7/11 ADDED FOR THIS ANNUAL TO SEE
8. DON'T KNOW
9. REFUSED TO ANSWER

B12. Would you say that you vote …
1. In all elections
2. Only in some
3. Hardly ever, or
4. Never
8. DON'T KNOW
9. REFUSED

B13. Politically, do you consider yourself to be..... [**INTERVIEWER: READ OPTIONS]**
1. Very liberal
2. Somewhat liberal
3. Middle of the road
4. Somewhat conservative, or
5. Very conservative

8. DON'T KNOW
9. REFUSED

TRANS Now, I'd like to ask you how you rate the following local, public and private services. For each please let me know if you believe the service is excellent, good, fair, or poor. **(ROTATE B14 – B20)**

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

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

TRANSE Now I have some questions about your employment status.

B21. Are you currently employed?

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

B22. Are you retired, looking for work, a housewife/husband and not looking for work outside the home, or not currently in the workforce?

1. RETIRED
2. LOOKING FOR WORK
3. A HOUSEWIFE/HOUSEHUSBAND AND NOT LOOKING FOR WORK OUTSIDE THE HOME; OR
4. NOT CURRENTLY IN WORKFORCE

9. REFUSED

[SKIPTO B28]
2/7/11 THIS WAS ADDED AND ALL DAY FROM 2/8 ON

ALL UNEMPLOYED RESPONDENTS SKIP TO QUESTION Q28

B23. Do you work full time or part time?

1. FULL TIME
2. PART TIME
9. REFUSED

B24. What is your occupation? ______________________________

B25. When thinking about your travel to and from work, on the average, how much total time, IN MINUTES, do you spend commuting ROUND TRIP each day?
[INTERVIEWER: CODE # MINUTES]
777. DOESN'T APPLY; DON'T WORK OUTSIDE HOME
888. DON’T KNOW
999. REFUSED

B26. How many MILES roundtrip do you travel to work each day? [INTERVIEWER: EMPHASIZE “MILES” SO THEY KNOW THIS IS A DIFFERENT QUESTION THAN #25]
Total Miles
888. DON’T KNOW
999. REFUSED

B27. What county do you work in?
1. RIVERSIDE
2. SAN BERNARDINO
3. ORANGE
4. LOS ANGELES
5. SAN DIEGO
6. OTHER (SPECIFY)___________________
8. DON’T KNOW
9. REFUSED

B28. How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community? Would you say you have a “great deal”, “some”, “not much,” or “no confidence?
1. A GREAT DEAL OF CONFIDENCE
2. SOME CONFIDENCE
3. NOT MUCH CONFIDENCE
4. NO CONFIDENCE
8. DON'T KNOW
9. REFUSED

SANBAG QUESTIONS

SANBAG 1 In the past year, how often have you used transit bus, commuter train, ridesharing, walking or a bicycle instead of driving your car alone? Would you say never, once this past year, a few times a year, at least once a month, or at least once a week?
1. Never
2. Once this past year
3. A few times a year
4. At least once a month
5. At least once a week
6. Don’t drive/don’t have a car [SKIPTO SANBAG3]

7. Daily
8. DON'T KNOW
9. REFUSED

SANBAG2a: If gas prices continue to rise, do you think you will reduce the number of pleasure trips you take?

1. YES
2. NO
3. MAYBE
4. DON'T TAKE PLEASURE TRIPS NOW
8. DON'T KNOW
9. REFUSED

SANBAG2b: Will you ride the Metrolink or bus more often?

1. YES
2. NO
3. MAYBE
4. NO BUS OR METROLINK AVAILABLE
8. DON'T KNOW
9. REFUSED

SANBAG2c: Will you carpool more often?

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

SANBAG2d: Do you plan to make any other changes? [OPEN ENDED QUESTION. INTERVIEWER: CHECK ALL THAT APPLY – DO NOT READ OPTIONS]

1. NO CHANGES
2. SHOP CLOSER TO HOME
3. MOVE CLOSER TO WORK
4. CHANGE PLACE OF EMPLOYMENT SO WORK IS CLOSER TO HOME
5. CARPOOLING
8. WALK MORE TO WORK OR SHOP
7. RIDE A BICYCLE TO WORK OR SHOP
8. OTHER (SPECIFY)_____________
9. NO CHANGES UNLESS PRICES GO UP SIGNIFICANTLY
98. DON'T KNOW
99. REFUSED

SANBAG 3: Next time you purchase a new vehicle, would you consider purchasing a hybrid car or an all-electric car?

1. YES

2. NO
3. MAYBE
8. DON'T KNOW
9. REFUSED

SANBAG 4: Removed per Barb, Shel, Jane before survey started on 2/7/2011

SANBAG 5: We would like to get an idea of the type of housing in which you live. Do you live in an apartment, condo, or single-family home? [DO NOT READ LIST]

1. APARTMENT
2. CONDO
3. SINGLE-FAMILY HOME
4. TOWNHOUSE/TOWNHOME (THEY OWN THE LAND)
5. MOBILE HOME
6. OTHER (SPECIFY) ______________________
8. DON'T KNOW
9. REFUSED

SANBAG 6: Now think ahead about 10 years. What type of housing do you think you will prefer to live in then? An apartment, condo, or single-family home? (DO NOT READ LIST)

1. APARTMENT
2. CONDO
3. SINGLE-FAMILY HOME
4. TOWNHOUSE/TOWNHOME (THEY OWN THE LAND)
5. MOBILE HOME
6. OTHER (specify)______________________
8. DON'T KNOW
9. REFUSED

SANBAG 7 How much did commute time and cost affect your decision of where to live now? Would you say a lot, some, or none at all?

1. A LOT
2. SOME
3. NOT AT ALL
8. DON'T KNOW
9. REFUSED

SANBAG 8 If you were to move, would commute time and cost affect your decision of where to live?

1. YES
2. NO
3. MAYBE
4. DON'T KNOW
5. REFUSE

SANBAG9a: State and Federal excise taxes on gas are not enough to fund roadway maintenance and construction of new roads. One solution is to raise current taxes paid at the gas pump. Do you strongly support, somewhat support, or not support that increase?

1. STRONGLY SUPPORT
2. SOMEWHAT SUPPORT
3. NOT SUPPORT
8. DON'T KNOW
9. REFUSED

SANBAG9b: How about raising money from toll lanes or a charge for travelling the freeways during high traffic times?

1. STRONGLY SUPPORT
2. SOMEWHAT SUPPORT
3. NOT SUPPORT
8. DON'T KNOW
9. REFUSED

SANBAG9c: And what if the current tax level is maintained and money is only spent for safety improvements, how strongly do you support that?

1. STRONGLY SUPPORT
2. SOMEWHAT SUPPORT
3. NOT SUPPORT
8. DON'T KNOW
9. REFUSED

SANBAG 10: What would you like to see your transportation leaders most focus on? Would you want them to focus on freeway improvements, adding more passenger trains, or more bus services, or more bike and hiking trails for recreation?

1. FREEWAY IMPROVEMENTS
2. ADD MORE PASSENGER TRAIN OPTIONS
3. ADD MORE BUS SERVICES
4. ADD MORE BICYCLE AND HIKING TRAILS FOR RECREATION
8. DON'T KNOW
9. REFUSED

Mojave Water Agency Questions
(asked in selected MWA region cities)

TRANSMOJAVE: Now I want to ask you a few questions about Mojave Water Agency which serves the High Desert region of San Bernardino County.

MOJAVE1: First, how concerned are you about the availability of future water supplies? Would you say that you are very concerned, somewhat concerned, or not at all concerned?

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

MOJAVE2: Are you aware that Mojave Water Agency has been bringing in supplemental water to recharge the groundwater basins for the past few years?

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

MOJAVE3: For the past few years Mojave Water Agency has been using various ways to communicate with residents in your area. For example, do you remember reading any newspaper articles about the agency or its programs?

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

MOJAVE4a: Are you aware that Mojave Water Agency has a Facebook page?

1. YES
2. NO [SKIP TO MOJAVE5a]
8. DON'T KNOW [SKIP TO MOJAVE5a]
9. REFUSED [SKIP TO MOJAVE5a]

MOJAVE4b: Have you ever gone to Mojave's Facebook page?

1. YES
2. NO [SKIP TO MOJAVE4d]
8. DON'T KNOW [SKIP TO MOJAVE5a]
9. REFUSED [SKIP TO MOJAVE5a]

MOJAVE4c: Do you get updates from the Facebook page?

1. YES [SKIP TO MOJAVE5a]
2. NO [SKIP TO MOJAVE5a]
8. DON'T KNOW [SKIP TO MOJAVE5a]
9. REFUSED [SKIP TO MOJAVE5a]

MOJAVE4d: Since you know Mojave has a Facebook page, is there a reason you haven't gone to it? [INTERVIEWER: DON'T READ…JUST CLICK ON ANSWER – MULTIPLE RESPONSE]

- NO PARTICULAR REASON

- NOT INTERESTED
- NO NEED
- SEEK WATER INFORMATION FROM OTHER SOURCES
- OTHER (SPECIFY)____________________
- DON'T KNOW
- REFUSED

MOJAVE5a: Mojave also has a web site. How often have you visited the web site?

1. AT LEAST ONCE A MONTH [SKIP TO MOJAVE6a]
2. A FEW TIMES A YEAR [SKIP TO MOJAVE6a]
3. RARELY
4. I'VE ONLY LOOKED AT IT ONCE
5. NEVER

8.DON'T KNOW
9.REFUSED

MOJAVE5b: Is there a reason you haven't visited the web site [LORI: if MOJAVE5A = 3 OR 4 insert the word "more often"]? [INTERVIEWER: DON'T READ…JUST CLICK ON ANSWER – MULTIPLE RESPONSE]

- DIDN'T KNOW THEY HAD A WEB SITE
- NO PARTICULAR REASON
- NOT INTERESTED
- NO NEED
- SEEK WATER INFORMATION FROM OTHER SOURCES
- DIDN'T LIKE THE WEB SITE [PROBE ON WHAT THEY DIDN'T LIKE]
- OTHER (SPECIFY)____________________
- DON'T KNOW
- REFUSED

MOJAVE6a: Are you aware that Mojave Water Agency puts out an electronic newsletter called Mojave Messenger?

1. YES
2. NO [SKIP TO MOJAVE7a]
8. DON'T KNOW [SKIP TO MOJAVE7a]
9. REFUSED [SKIP TO MOJAVE7a]

MOJAVE6b: Have you ever read it?

1. YES
2. NO [SKIP TO MOJAVE6d]
8. DON'T KNOW [SKIP TO MOJAVE7a]
9. REFUSED [SKIP TO MOJAVE7a]

MOJAVE6c: How often have you read it?

1. EVERY MONTH [SKIP TO MOJAVE7a]
2. A FEW TIMES A YEAR [SKIP TO MOJAVE7a]
3. RARELY [SKIP TO MOJAVE7a]
4. I'VE ONLY READ IT ONCE [SKIP TO MOJAVE7a]
8. DON'T KNOW
9. REFUSED

MOJAVE6d: Is there a reason you haven't read it? [INTERVIEWER: DON'T READ…JUST CLICK ON ANSWER – MULTIPLE RESPONSE]

- NO PARTICULAR REASON
- NOT INTERESTED
- NO NEED
- SEEK WATER INFORMATION FROM OTHER SOURCES
- OTHER (SPECIFY)____________________
- DON'T KNOW
- REFUSED

MIKE AND KIRBY…WE CHANGED THE WORDING ON MOJAVE 8A and B

MOJAVE7a: Are you aware of Mojave Water Agency's program called ABCs of Water Education series?

1. YES
2. NO [SKIP TO MOJAVE8]
8. DON'T KNOW [SKIP TO MOJAVE8]
9. REFUSED [SKIP TO MOJAVE8]

MOJAVE7b: Have you attended a session of the ABCs of Water Education series?

1. YES [SKIP TO MOJAVE8]
2. NO
8. DON'T KNOW [SKIP TO MOJAVE8]
9. REFUSED [SKIP TO MOJAVE8]

MOJAVE7c: Is there a reason you haven't attended? [INTERVIEWER: DON'T READ…JUST CLICK ON ANSWER – MULTIPLE RESPONSE]

- NO PARTICULAR REASON
- NOT INTERESTED
- SEEK WATER INFORMATION FROM OTHER SOURCES
- OTHER (SPECIFY)____________________
- DON'T KNOW
- REFUSED

MOJAVE8: Of the communication methods we've talked about, which is the one you prefer? INTERVIEWER: DON'T READ OPTIONS – Multiple Response Question

- NEWSPAPER
- FACEBOOK

- WEBSITE
- ELECTRONIC NEWSLETTER
- ABC'S OF WATER EDUCATION SERIES
- MINI-TOURS
- Other (Specify)________________________
- DON'T KNOW
- REFUSED

MOJAVE9: Overall, how would you rate the effectiveness of Mojave Water Agency's efforts to inform its constituents about its role, programs, projects and services? Would you rate it excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. NOT ENOUGH KNOWLEDGE TO RATE
9. REFUSED

MOJAVE10: Are you aware of the Water Conservation Incentive Program begun in 2008?

1. YES
2. NO [SKIP TO NEXT GROUP OF QUESTIONS]
8. DON'T KNOW [SKIP TO NEXT GROUP OF QUESTIONS]
9. REFUSED [SKIP TO NEXT GROUP OF QUESTIONS]

MOJAVE11a: Have you personally made a change in your water use habits based on that incentive program?

1. YES
2. NO [SKIP TO MOJAVE11C]
8. DON'T KNOW [SKIP TO NEXT GROUP OF QUESTIONS]
9. REFUSED [SKIP TO NEXT GROUP OF QUESTIONS]

MOJAVE11b: What changes have you made? INTERVIEWER: DON'T READ – MULTIPLE RESPONSE QUESTION

- REPLACED A TOILET WITH LOW FLOW/HIGH EFFICIENCY
- REPLACED CLOTHES WASHER
- CHANGED LANDSCAPING TO MORE WATER RESISTANT PLANTS
- TOOK SHORTER SHOWERS
- WATER LANDSCAPING LESS
- WASH CAR LESS FREQUENTLY
- FIX LEAKS
- TURN OFF WATER WHILE BRUSHING TEETH
- OTHER (SPECIFY) __________________
- DON'T KNOW
- REFUSED

SKIP TO NEXT GROUP OF QUESTIONS

MOJAVE11C: May I ask why not? INTERVIEWER: DON'T READ – MULTIPLE RESPONSE QUESTION

- NOT INTERESTED
- ALREADY MADE LOTS OF CHANGES
- HAVEN'T GOTTEN AROUND TO IT
- DON'T THINK THERE REALLY IS A WATER SHORTAGE
- OTHER (SPECIFY) ___________________

DEMYEARS: How long have you lived at your current location? (In years, ROUND UP)
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

DEMRNTON: Do you rent or own your current residence?
1. RENT
2. OWN
3. OTHER
8. DON'T KNOW
9. REFUSED

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

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
6. Single, living with partner
7. OTHER (Specify)
9. REFUSED

D2b. How many children ages 18 years old or younger do you have living at home? ______
REFUSED [ENTER 999]
IF 0, SKIPTO TO D3

D3. Are you of Hispanic, Spanish, or Latino origin?
1. YES
2. NO
8. DON'T KNOW
9. REFUSED

D4. How would you describe your race or ethnicity? **SELECT ALL THAT APPLY**
1. ASIAN (SPECIFY)
2. BLACK OR AFRICAN AMERICAN
3. CAUCASIAN OR WHITE
4. HISPANIC
5. OTHER (SPECIFY)
8. DON'T KNOW
9. REFUSED

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

D6. What was your age at your last birthday?
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

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

DSB1 Do you see yourself retiring within the next 10 years?
1. YES
2. NO
3. MAYBE
4. ALREADY RETIRED
8. DON'T KNOW
9. REFUSED

DSB2 Has the recent recession changed your plans for when you will retire?
1. YES – TOOK EARLY RETIREMENT BECAUSE OF RECESSION
2. YES – I NEED TO KEEP WORKING LONGER
3. MAYBE
4. NO
5. OTHER (SPECIFY-___)

6. NO HAVE NOT THOUGHT ABOUT RETIREMENT YET 2/10/10 ADDED
8. DON'T KNOW
9. REFUSED

D8. Which of the following categories best describes your total household or family income before taxes, from all sources, for 2010? 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

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

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?