



Quality of Life: Riverside, CA

March-April 2024



Executive Summary

- The **majority of respondents positively rated the quality of life in Riverside (68%)**, and reported being likely to **both recommend Riverside as a place to live (69%) and remain in Riverside five years from now (72%)**.
- When asked what issue they would like to see the City of Riverside **devote more resources towards**, the most popular topic mentioned was **homelessness**.
- **Quality of fire protection services, quality of water service, and quality of library programs and services** were among the **highest rated** community characteristics, with 73%, 65%, and 65% of respondents rating them positively respectively.
- **Traffic on major city streets and quality of street pavement maintenance** were **rated the lowest**, with only 36% of respondents rating them favorably.
- The **most important** community characteristics according to respondents were **water service (96%** somewhat or very important), **traffic on major city streets (95%)**, and **street pavement maintenance (95%)**.

Report structure

| 01 Methodology

| 02 Overall Satisfaction

| 03 Community Characteristics

| 04 Focus/Maintain

| 05 Summary

Methodology

Methodology

Sample

706 respondents were recruited online between **March 20th and April 24th, 2024**, using targeted ads on various platforms (e.g., social media, apps for Android and iOS) as well as online survey panels. An additional 110 responses were collected when respondents shared the distribution link in a Facebook group. These responses were used to supplement the Zensity-recruited responses for free-text questions. Using data from the **US Census Bureau**, this survey employed quotas to match the distribution of **race, ethnicity, age,** and **gender** in Riverside, ensuring that the sample represents the entire population of city.

Weighting

To make sure our sample is representative, a technique called **rake-weighting** was used to balance out any remaining differences between the makeup of the survey respondents and the community. This process serves as a **statistical safeguard** against any demographic group being overrepresented or underrepresented in the final score calculations by giving **overrepresented groups a lower weight** and **underrepresented groups a higher weight** in the analysis.

Overall Satisfaction

Overall satisfaction in Riverside: 68% of respondents rated the overall quality of life in Riverside as excellent or good, and only 6% rated it as poor or very poor. While 69% of respondents reported being likely or very likely to recommend Riverside as a place to live, a higher number of respondents (72%) reported that they are likely or very likely to live in Riverside 5 years from now, while only 11% and 14% of respondents reported being unlikely to do either respectively.

Q2: How is the overall quality of life in Riverside?



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Very poor

Q3: How likely are you to recommend Riverside as a place to live?



■ Very likely
 ■ Likely
 ■ Neither likely nor unlikely
 ■ Unlikely
 ■ Very unlikely

Q4: How likely are you to be living in Riverside 5 years from now?



■ Very likely
 ■ Mostly likely
 ■ Neither likely nor unlikely
 ■ Mostly unlikely
 ■ Very unlikely

Overall quality of life: 68% of respondents are satisfied with the overall quality of life in Riverside. Respondents in the highest income bracket are most satisfied (81%). There was also a high rate of satisfaction among male respondents (74%), those aged 18–34 (73%), and Black/African American respondents (72%).

Q2: How is the overall quality of life in Riverside?



Source: Zencity, 2022

Riverside as a place to live: 69% of respondents reported being likely or very likely to recommend Riverside as a place to live. There was a high rate of likeliness among male respondents (76%), those aged 35–54 (75%), and those in the highest income bracket (80%). Respondents aged 55+ were the least likely to recommend Riverside as a place to live, with only 59% being likely or very likely.

Q3: How likely are you to recommend Riverside as a place to live?



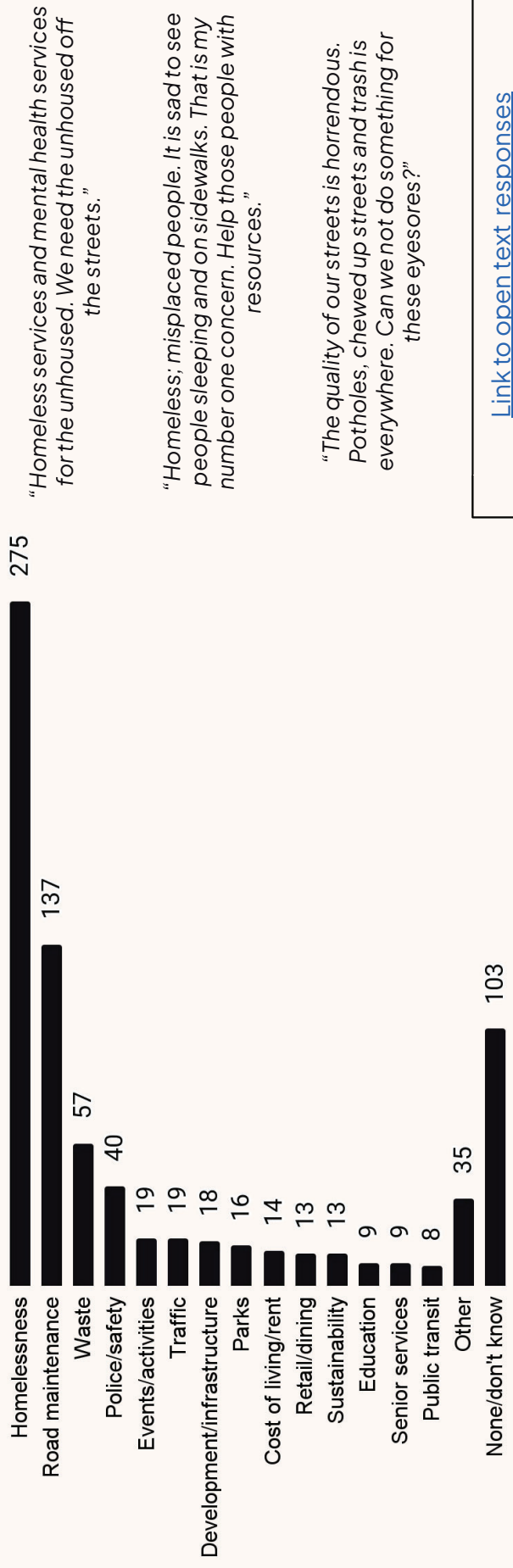
Riverside 5 years from now: 72% of respondents reported being likely or very likely to be living in Riverside 5 years from now. Respondents in the highest income bracket reported being the most likely (83%). There was also a high rate of likelihood among respondents aged 35–54 (79%) and those in the middle income bracket (78%).

Q4: How likely are you to be living in Riverside 5 years from now?



Strengths: When asked what issue they would like to see the City of Riverside devote more resources towards, the most popular topic mentioned was homelessness (275 respondents). 137 respondents mentioned road maintenance, making it another popular issue.

Q5: What issue would you like to see the City of Riverside devote more resources towards?



“Homeless services and mental health services for the unhoused. We need the unhoused off the streets.”

“Homeless; misplaced people. It is sad to see people sleeping and on sidewalks. That is my number one concern. Help those people with resources.”

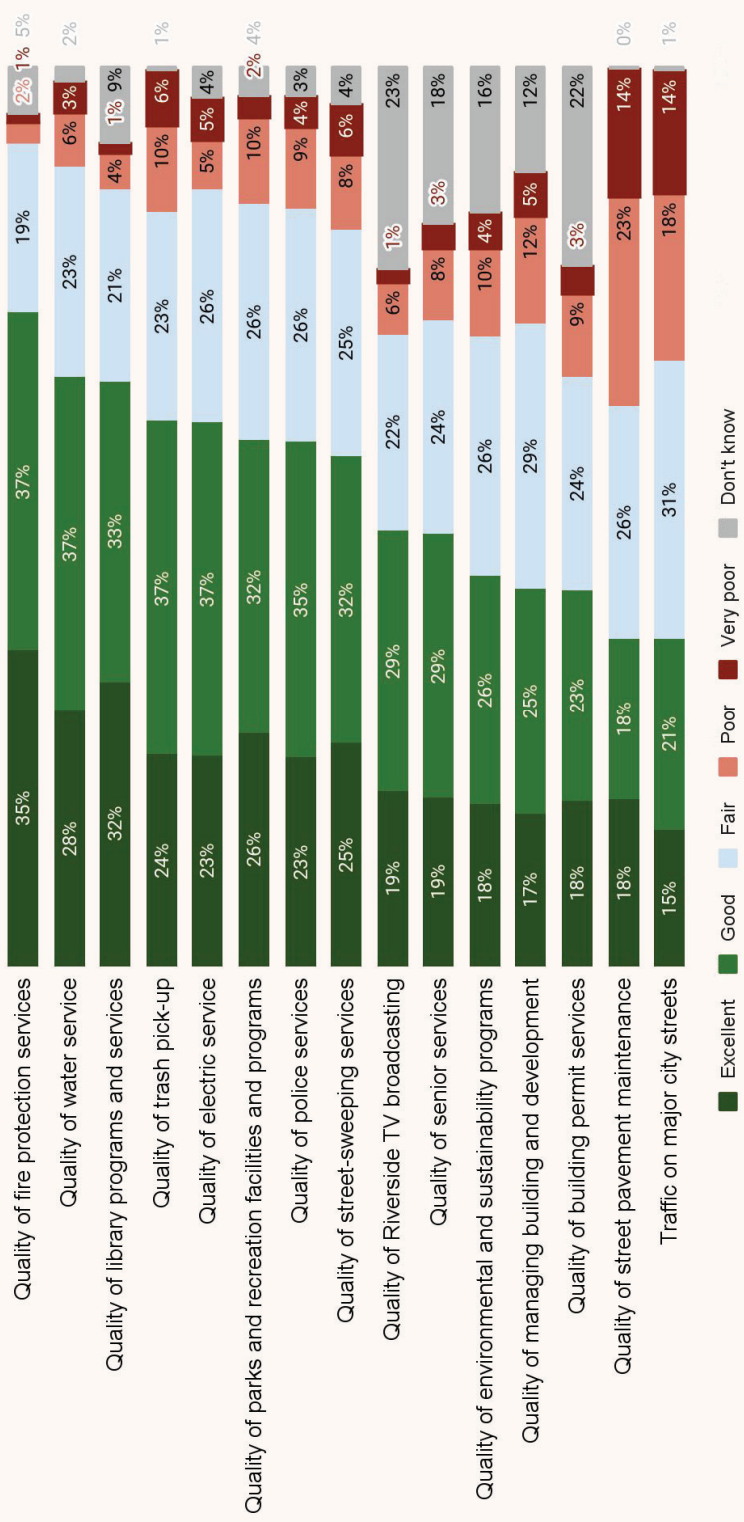
“The quality of our streets is horrendous. Potholes, chewed up streets and trash is everywhere. Can we not do something for these eyesores?”

[Link to open text responses](#)



Community Characteristics

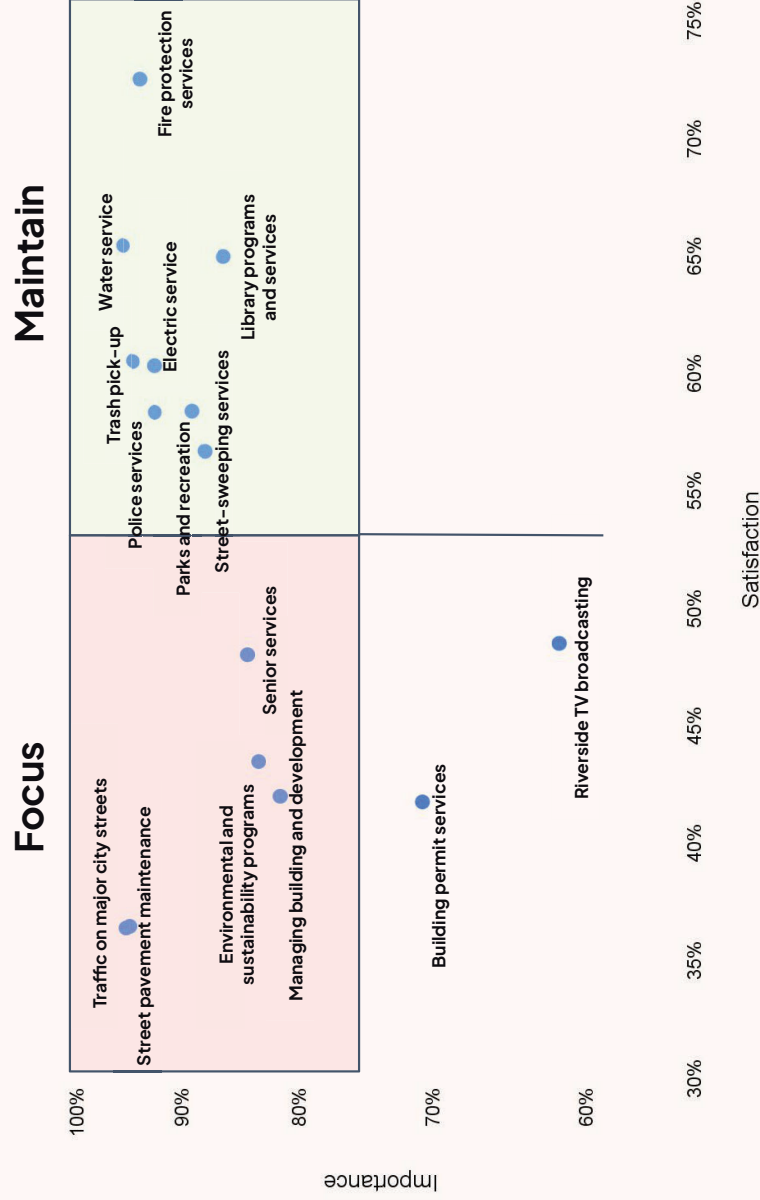
Satisfaction with community characteristics: Quality of fire protection services, quality of water service, and quality of library programs and services were among the highest rated community characteristics in Riverside, with 73%, 65%, and 65% of respondents rating them positively respectively. Traffic on major city streets and quality of street pavement maintenance were rated the lowest, with only 36% of respondents rating them favorably.



Importance of community characteristics: The most important community characteristics according to respondents were water service (96% somewhat or very important), traffic on major city streets (95%), street pavement maintenance (95%), and trash pickup (95%).

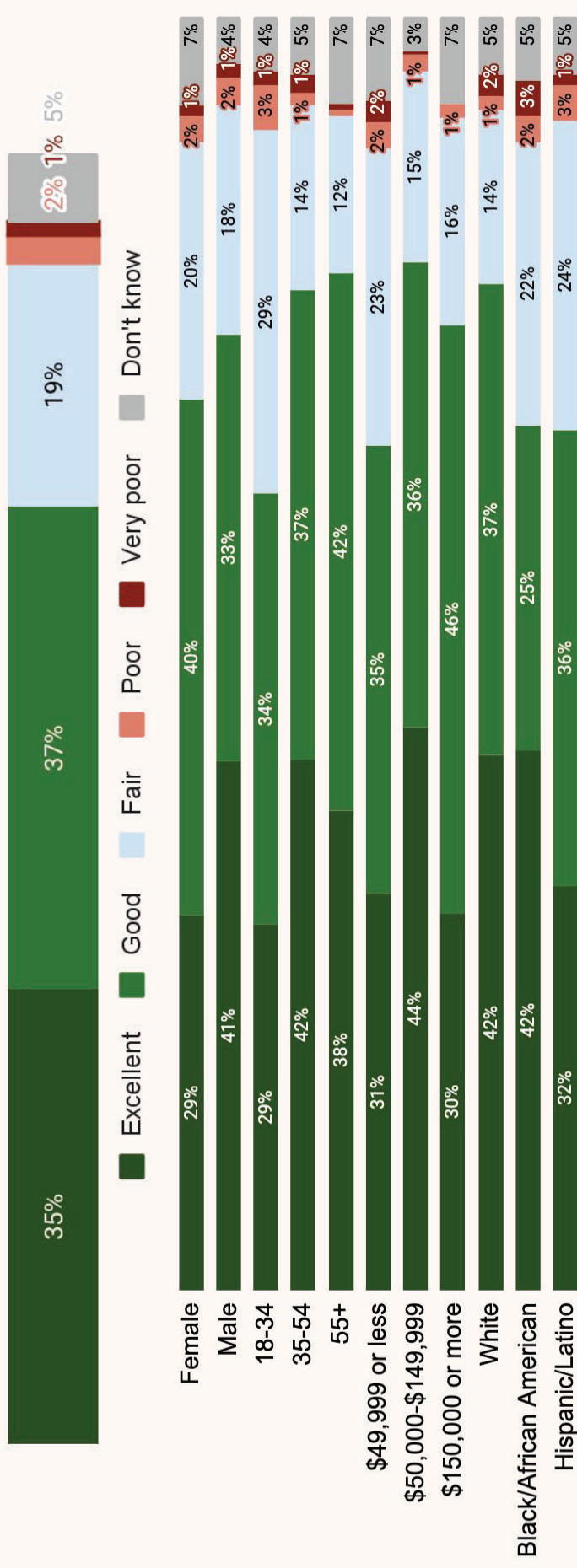


Importance/Satisfaction: Community characteristics in the green "maintain" area were of high importance to respondents, and have relatively high satisfaction scores. Fire protection services and quality of water services were the most important services that also received the highest satisfaction rating. Red "focus" area are of high importance to respondents, but satisfaction was relatively low. Traffic on major city streets and street pavement maintenance received the highest importance score but the lowest satisfaction score.



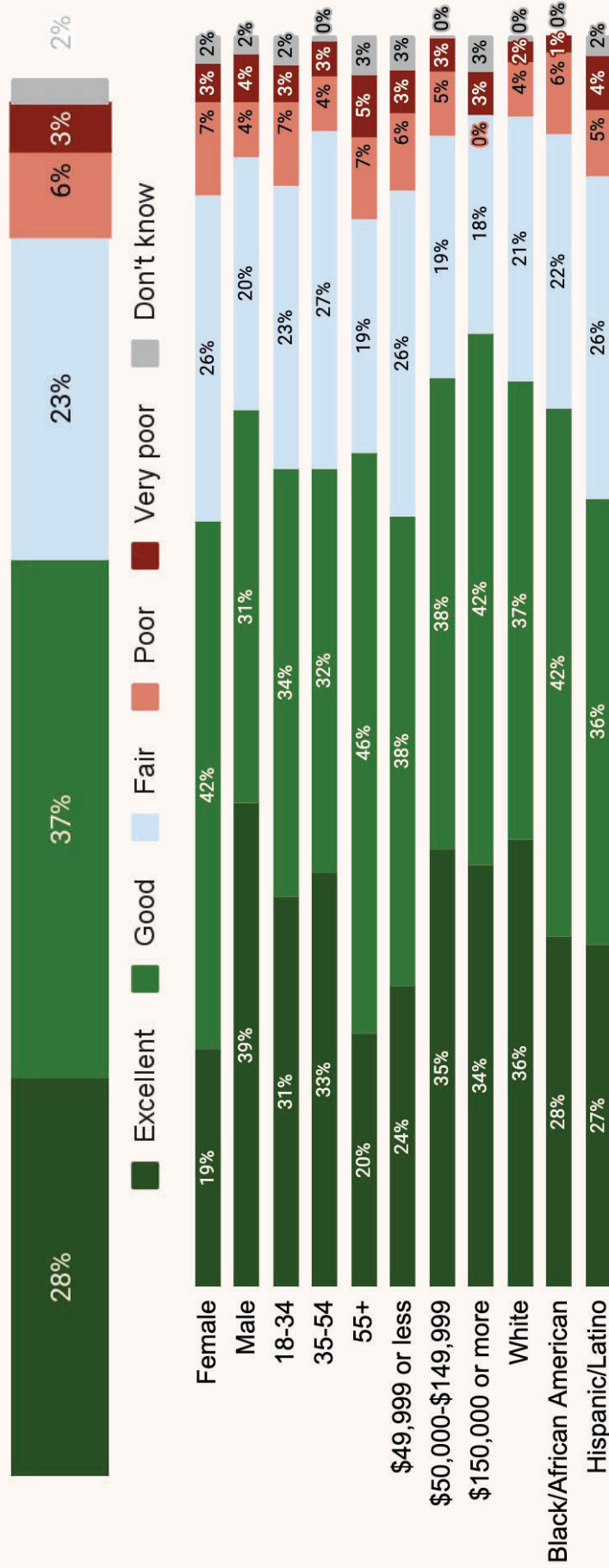
Maintain – Fire protection services: Overall, 73% of respondents are satisfied with the quality of fire protection services in Riverside, and only 3% are dissatisfied. The most satisfied demographics were those aged 35–54 (78%), aged 55+ (80%), those in the highest income bracket (81%), and White respondents (79%).

Q6: Quality of fire protection services



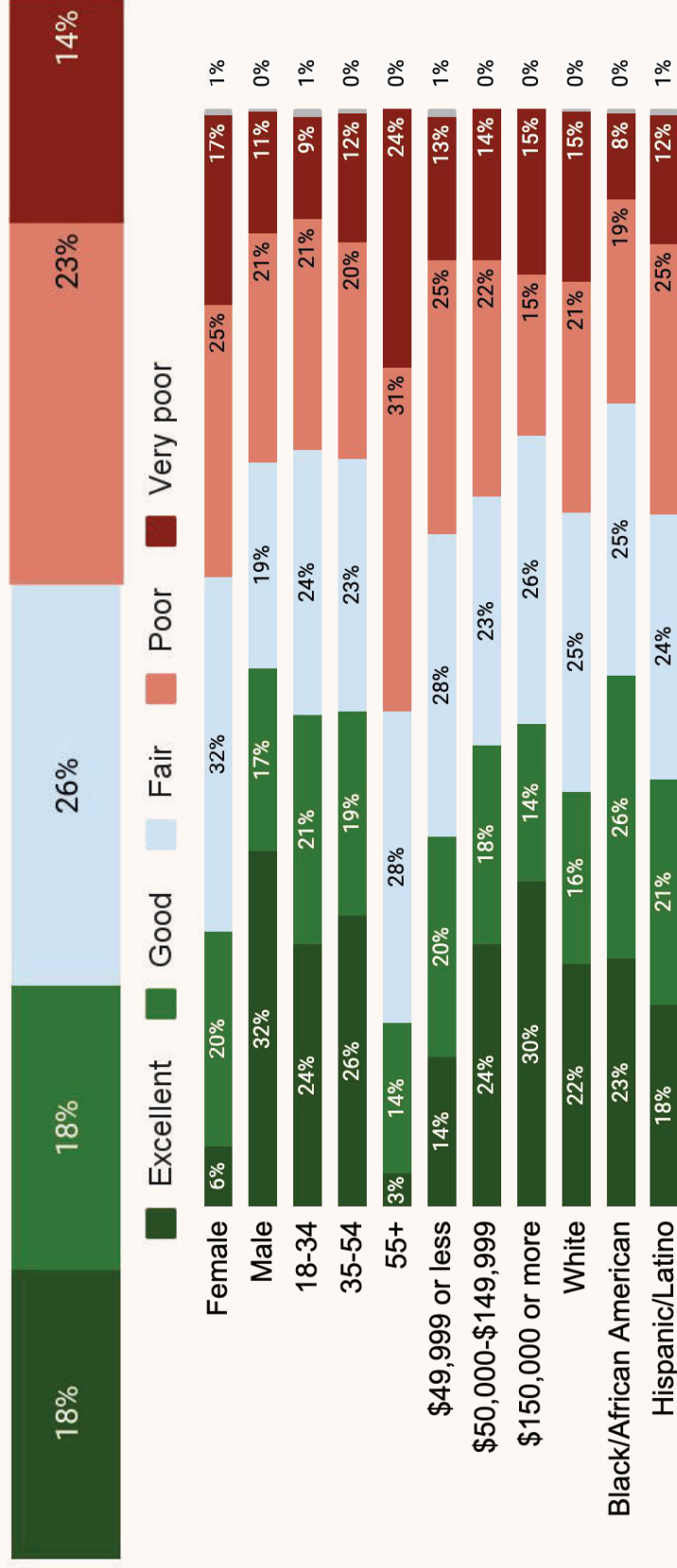
Maintain – Water service: Overall, 65% of respondents are satisfied with the quality of water service in Riverside, and only 9% are dissatisfied. The most satisfied demographics were those in the highest income bracket (76%), and the least satisfied were those in the lowest income bracket (62%), and female respondents (61%).

Q16: Quality of water service



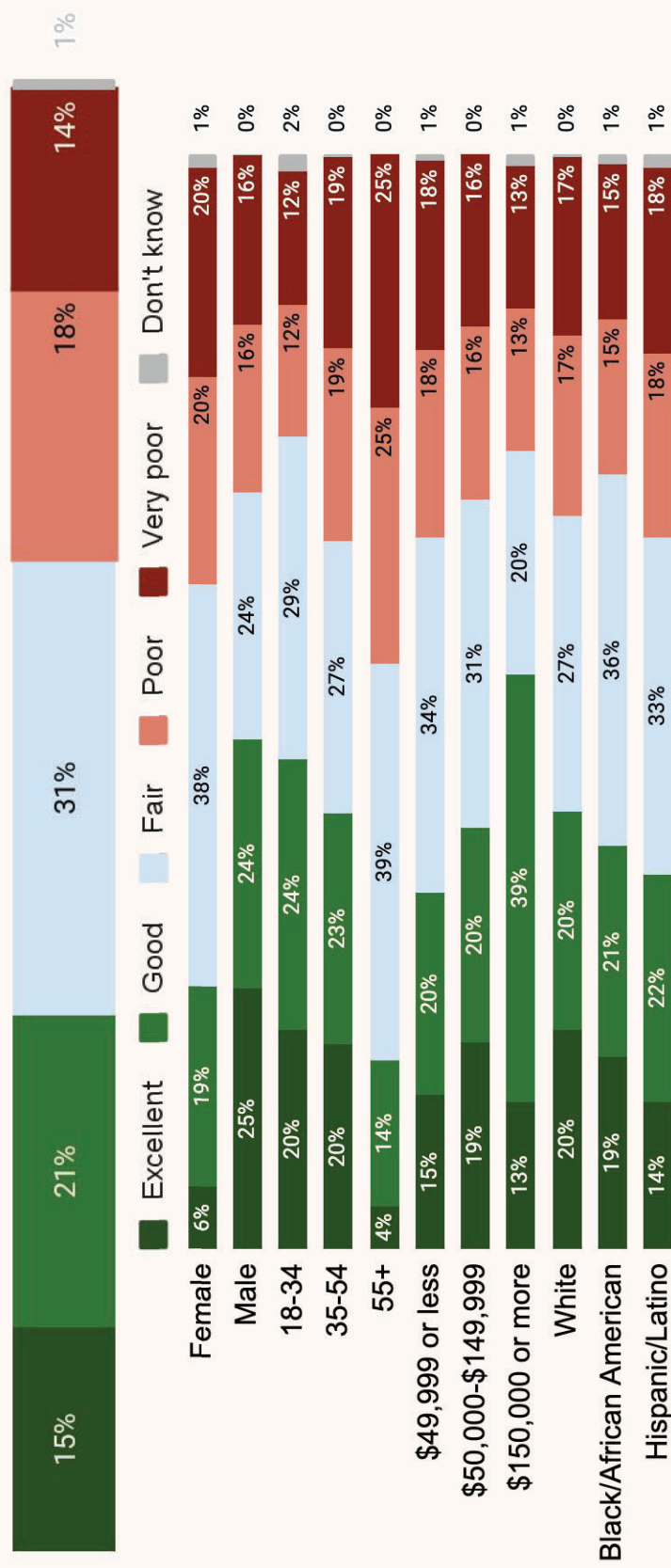
Focus – Street pavement maintenance: Overall, only 36% of respondents reported being satisfied with the quality of street pavement maintenance in Riverside, and 37% reported being dissatisfied. Respondents aged 55+ were the least satisfied, with 31% rating the quality of street pavement maintenance as very poor, and only 17% rating it as excellent or good.

Q12: Quality of street pavement maintenance



Focus – Traffic on major city streets: Overall, 36% of respondents reported being satisfied with the traffic on major city streets in Riverside, and 32% reporting being dissatisfied. Respondents aged 55+ were the least satisfied, with 25% rating the traffic on major city streets as very poor, and only 19% rating it as excellent or good.

Q11: Traffic on major city streets



Summary

Summary

Overall Satisfaction

Overall satisfaction with quality of life in Riverside	68% satisfied 6% dissatisfied
--	--

Likelihood to recommend Riverside as a place to live	69% likely 11% unlikely
--	--

Likelihood to be living in Riverside 5 years from now	72% likely 14% unlikely
---	--

Maintain and Focus Community Characteristics


Maintain

Quality of fire protection services 	73% satisfied 3% dissatisfied
---	--

Quality of water service 	65% satisfied 9% dissatisfied
---	--

Focus

Quality of street pavement maintenance 	36% satisfied 37% dissatisfied
--	---

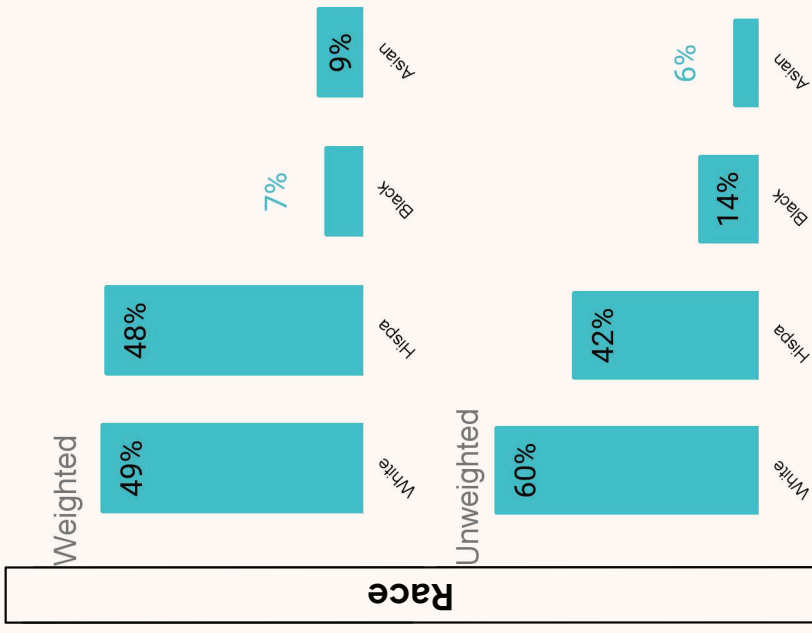
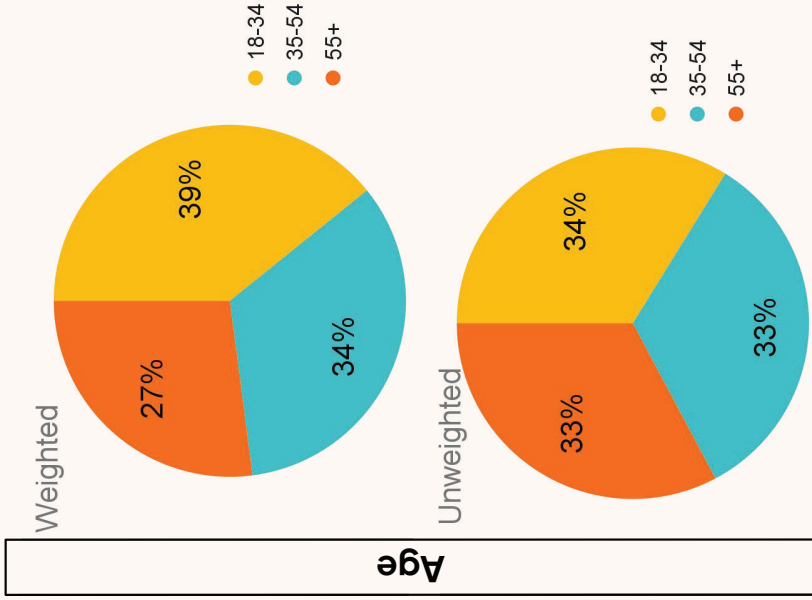
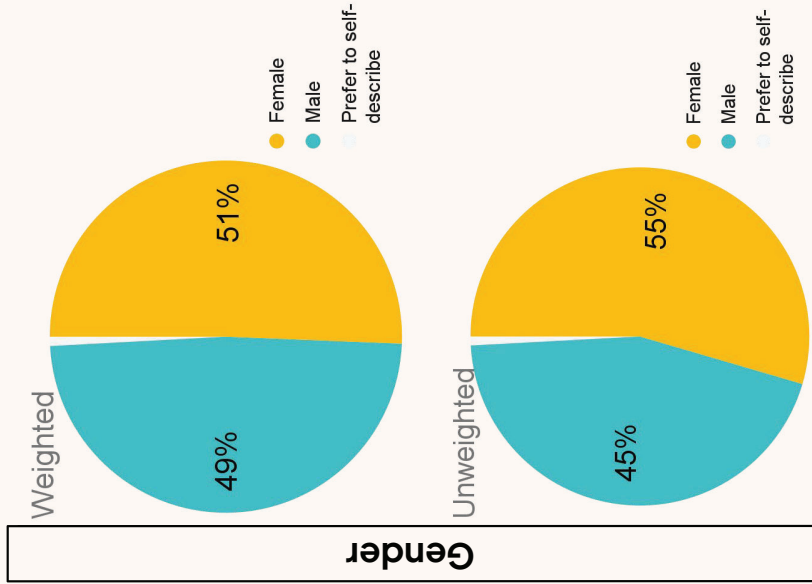
Traffic on major city streets 	36% satisfied 32% dissatisfied
--	---



| Zencity



Sample Breakdown



| Questionnaire

[Link to questionnaire](#)