



## Riverside Quality of Life Survey

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## Institute of Applied Research

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## Community Quality of Life Survey

**Purpose:** To gather, analyze and share *actionable* data about opinions of Riversiders regarding their quality of life

YOUR  
OPINIONS  
MATTER!

2,234 people  
participated!



## Survey Methods



### ➤ Riverside Community Quality of Life Survey Measured **Perceptions**

- ➔ The purpose of the Survey was to gather, analyze and share *actionable* data about opinions of **Riversiders** regarding their quality of life
  - ✓ 2013 survey: Set baseline for long-term measurement
  - ✓ Spark community-wide engagement
  - ✓ 2015 survey: What has changed?



## Survey Methods



### ➤ What is a "Riversider"?????

Four different target populations:

- ✓ City of Riverside adult residents
- ✓ People who work in Riverside but live elsewhere
- ✓ College Students
- ✓ City of Riverside youth residents

I live in a town  
that everyone  
claims to hate,  
yet they never  
seem to leave.



## Survey Methods



### ➤ PHONE SURVEY Is a **Statistically Valid Snapshot** of Residents' Perceptions of Quality of Life

→ Phone survey of **residents**: Sept 10 – 15, 2015

- ✓ Randomly selected (*includes cell phones*)
- ✓ 523 City residents
- ✓ Conducted in **English** (449) and **Spanish** (74)
- ✓ 95% confidence in results, +/- 4.3%
- ✓ Accuracy for sub-groups is lower

→ In report and documents, **phone survey** results are in **BOLD**

## Survey Methods



- Online survey was hosted at RiversideSurvey.com.

→ Online surveys – October 1 through 31, 2015

- ✓ 1,483 adult **residents**
- ✓ 12 youth residents (those under 18)
- ✓ 216 people who **work in Riverside but live elsewhere**

In report and documents, online results are UNDERLINED

## Survey Methods



- **In summary:**

We have a rich data set to “mine” **(2,234)**

- 523 **phone** surveys
- 1,483 online surveys from adult residents
- 216 online surveys for those who work in Riverside but live elsewhere
- 12 online surveys from youth (unfortunately not enough to analyze)

DON'T MIX

## Survey Highlights

**Actionable data:**  
What do Riversiders  
feel positive about?



## Analyzing the Data: Riversiders Feel Positive About...



Riversiders Have Tremendous Pride in  
their Community

**92.6%** "proud to  
live in Riverside"

**88.8%** "good place  
to bring visitors"

**88.9%**  
"Riverside is an  
attractive place"

**85.2%** "feel a  
sense of  
belonging"



## Analyzing the Data: Riversiders Feel Positive About...



### Riverside as a Good Place to Raise a Family and Prosper

- **90.2%** strongly agree or agree that Riverside is "a good place to raise children"
- **85.5%** (up from **80.5%**) feel that "Riverside is a place where I can realize my goals for the future"



## A few final positive comments



- ❖ "I like it here. Wonderful place."
- ❖ "Good place to live."
- ❖ "It has improved and is a good place to live."
- ❖ "I like it here, but wish it would be safer."
- ❖ "Glad they are doing this survey and that they are listening to the voice of the community."



## Actionable data: What do Riversiders feel only “relatively positive” about?



## Analyzing the Data: Riversiders Feel “Relatively Positive” About...



### Vibrant Arts & Culture Opportunities

- **85.3%** strongly agreed or agreed that “Riverside is a good place to enjoy art and culture”

***BUT***

- Only **63.1%** say “Festivals and special events” meet their needs; **56.8%** say “Concerts and live theater” meet their needs; **41.5%** say that Riverside’s “Places to hear music and dance” meet their needs



## Analyzing the Data: Riversiders Feel Less Positive About...



### Improving Environment for Riverside Businesses

- **83.7%** (up from **75.9%**) who felt able to respond agreed "Riverside is a good place to own or operate a business or nonprofit organization"
  - **89.6%** of Hispanics agreed
  - **77.5%** of non-Hispanics agreed
- 64.4% believe that Riverside's workforce is properly trained and educated
- **62.1%** (up from **51.7%**) think Riverside is a good place to find a job (**66.0%** of Hispanics vs **55.2%** of non-Hispanics)



## Analyzing the Data: Riversiders Feel Less Positive About...



### Neighbors Connected to One Another, But Not Their Neighborhood

Riversiders have supportive neighbors they know, but most respondents ***could not name their neighborhood.*** Connections among neighbors is about the same as the national average.

- **47.1%** (up from **42.0%**) said they know most or all of their neighbors
- 80.6% have at least one neighbor who would help them if they needed help.
- 26.2% didn't know what neighborhood they live in, & 7.3% gave a non-existent neighborhood





## Actionable data: What are Riversiders most concerned about?



## Analyzing the Data: Riversiders Most Concerned About...



### Feeling Safe Overall

Riversiders **(79.4%)** said they do feel it is safe to walk in their neighborhood

- Of those who feel somewhat safe or not safe, **61.8%** attributed their feelings to crime and "gang problems," **12.4%** said "homeless," **6.3%** said poor lighting

**68.0%** said they are not at all or not too fearful they will be victims of a serious crime in Riverside



## Analyzing the Data: Riversiders Most Concerned About...



### Some quotes from the online survey:

- ❖ "Downtown there are panhandlers and unclean sidewalks. I have basic safety concerns when walking alone."
- ❖ "Work on the homeless situation. Maybe more shelters and police involvement?"
- ❖ "Home invasion and theft in our neighborhoods."
- ❖ "There is a place across the street from me that sells drugs...definitely not safe!!"
- ❖ "Help us more to make it safer."



## Analyzing the Data: Riversiders Most Concerned About...



### Progress in Addressing Homelessness Insufficient

- Only **47.3%** (down from **50.4%**) of residents feel satisfied with the progress made in addressing homelessness in Riverside, despite citywide efforts of the private, public and nonprofit sectors.
- When asked what people like least about living in Riverside, **8.7%** (up from **4.8%**) said "homeless." That figure is 23.5% on the online survey.
- College students commented online on the homeless around University Avenue.



## Analyzing the Data: Other issues...



### Leaders Must Figure Out Effective Communication Methods

Source(s) of information people rely on to find out about events and resources in Riverside (Online survey respondents only)	2013 Sources of info used	2015 Sources of info used
Friends and family	58.5%	57.9%
A local newspaper	57.7%	42.4%
Explore Riverside quarterly newsletter	37.5%	32.8%
Social media such as Twitter or Facebook	34.7%	58.2%
Online community calendar at RiversideCA.gov or ExploreRiverside.com	33.6%	40.9%
Local websites	26.4%	27.5%
Utility bill inserts	24.4%	22.4%
Community or neighborhood groups	19.2%	22.7%

## Full Survey Report

### ▸ Report:

- 5-page Executive Summary
- Findings organized by 4 pillars of Seizing Our Destiny vision
- All questionnaires (4)
- Data frequency tables

- [www.RiversideSurvey.com](http://www.RiversideSurvey.com)



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