



## Riverside Community Quality of Life Survey

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## Institute of Applied Research

### **Principal Investigator: Dr. Barbara Sirotnik**

Phone: 909-537-5729

E-mail: [bsirotni@csusb.edu](mailto:bsirotni@csusb.edu)

Web: <http://iar.csusb.edu>

### **Project Coordinator**

Lori Aldana, M.A.



## Community Quality of Life Survey

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



**2,196** people participated!

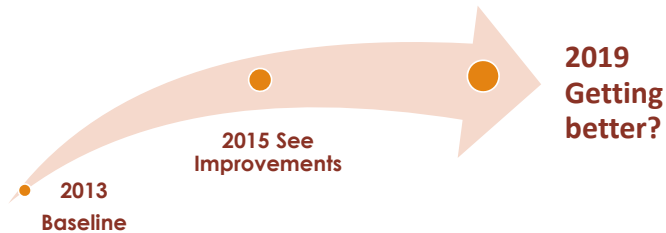


## Survey Methods



### ➤ 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



## Survey Methods



### ➤ What is a “Riversider”?????

Three different target populations:

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



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: April 11 – 28, 2019
  - ✓ Randomly selected (**includes cell phones**)
  - ✓ 513 City residents
  - ✓ Conducted in English (469) and Spanish (44)
  - ✓ 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 – April 22 – June 7, 2019

- ✓ 1,405 adult residents
- ✓ 278 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” **(2,196)**


- ▶ 513 **phone** surveys
- ▶ 1,405 online surveys from adult residents
- ▶ 278 online surveys for those who work in Riverside but live elsewhere

**DON'T MIX**


# Actionable data: What do Riversiders feel positive about?



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



### Riversiders Have Tremendous Pride in their Community



92.8% "proud to live in Riverside"	89.3% "good place to bring visitors"
88.1% "Riverside is an attractive place"	84.2% "feel a sense of belonging"

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



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

- **90.4%** strongly agree or agree that Riverside is "a good place to raise children"
- **81.1%** (down from **85.5%**) feel that "Riverside is a place where I can realize my goals for the future"



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



### Educational Opportunities and Future for Youth

Riversiders are uniformly happy with their schools and educational opportunities, with positive ratings for the full educational pipeline.

- **81.8%** (down from **87.6%**) strongly agree or agree that "There are good [K-12] schools in my neighborhood"
- **93.2%** strongly agree or agree that "Riverside is a good place for young people to go to college or trade school"



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



### Riverside as an Active and Healthy Place

- **90.6%** strongly agree or agree that Riverside is “a good place to be active and healthy”
- **75.7%** said availability of places to exercise and be active in their neighborhood is excellent or good

**No significant differences by income or age!**

92506 and 92508 zip codes have higher ratings than those in 92501 and 92503




### A few final positive comments




- ❖ “Great quality of life, appreciate.”
- ❖ “I am enjoying retirement, not planning on moving.”
- ❖ “I love living here, best place I’ve ever lived.”
- ❖ “I enjoy living in Riverside.”
- ❖ “I love being in Riverside.”
- ❖ “Very good place to live.”
- ❖ “A survey is a good idea.”



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



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

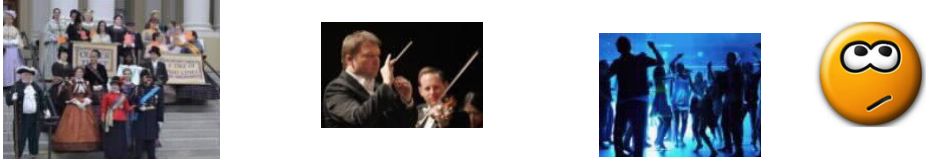


**Vibrant Arts & Culture Opportunities**

- **87.6%** strongly agreed or agreed that “Riverside is a good place to enjoy art and culture”

**BUT**

- Only **72.7%** (up from **63.1%**) say “Festivals and special events” meet their needs
- **62.6%** say “Hear music, dance and live theater” meet their needs





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



### Riverside as a Destination for Affordable Living

- **57.8%** (down from **78.3%** in 2015 & **85.1%** in 2013%) strongly agreed or agreed that “Riverside is a good place to find an affordable place to live”
- **9.9%** mentioned affordable housing as the “best thing about living in Riverside” (#4 item listed)



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



### Improving Environment for Riverside Businesses

- **83.6%** who felt able to respond agreed “Riverside is a good place to own or operate a business or nonprofit organization”
- 69.3% (up from 64.4% in 2015) believe that Riverside's workforce is properly trained and educated
- **69.2%** (up from **62.1%** in 2015 and **51.7%** in 2013) think Riverside is a good place to find a job



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



### Generosity – But We Can Do Better

Riversiders report commitment to Riverside-based causes and faith-based institutions, but need in the region has skyrocketed.

- **59.8%** indicated they **donate** to Riverside causes
- **37.1% volunteered** for “Riverside causes, organizations or schools”;
  - Mean (average) of reported hours/month = **11.93 hours** (down from **16.42** in 2015)
  - Median of **8 hours** (down from **10** hours in 2015)
- ❖ *This is another indicator of respondents’ strong ties to the community*



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



### Neighbors Connected to One Another

Riversiders have supportive neighbors they know. Connections among neighbors is about the same as the national average.

- **40.0%** (down from **47.1%**) said they know most or all of their neighbors who live close to them
- **92.1%** (up from **80.6%** in 2015) have at least one neighbor who would help them if they needed help.



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



### More Effort Needed to Shift Perceptions about Air & Water Quality

- **67.0%** (up from **62.4%** in 2015 & **59.9%** in 2013) believe their tap water is safe to drink



- **8.4%** (down from **10.4%**) of Riversiders still point to air quality as what they like least about the City
- **68.5%** of those who have lived here more than 20 years agree that air quality has improved



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



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



### Feeling Safe Overall

↓ Riversiders (**70.0%** down from **79.4%** in 2015 and **82.1%** in 2013) said they do feel it is safe to walk in their neighborhood

→ Of those who feel somewhat safe or not safe, **56.8%** attributed their feelings to crime and “gang problems,” **13.4%** said “homeless,” **5.7%** said poor lighting

**68.2%** said they are not at all or not too fearful they will be victims of a serious crime in Riverside

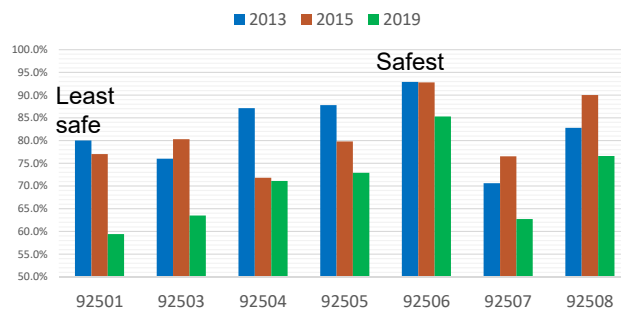


## Analyzing the Data: Riversiders Most Concerned About...



### Some zips/neighborhoods have more safety concerns than others

% feeling safe walking in the neighborhood



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



### Progress in Addressing Homelessness Insufficient

- Only **30.7%** (down from **47.3%** in 2015 & **50.4%** in 2013) of residents feel **satisfied with the progress** made in addressing homelessness in Riverside, despite citywide efforts of the private, public and nonprofit sectors.
- **17.3%** say "the homeless is what they like least about living in Riverside (up from **8.7%** in 2015, **4.8%** 2013)



## Analyzing the Data: Other issues...



### Other things Riversiders want their leaders to "fix"

- Weather, fires, flood, earthquakes (**6.5%** like "least")
- Traffic (**34.9%** like "least")
- Cost of living/too expensive to live here (**11.8%** like "least")
- Smog, Air Pollution (**8.4%** like "least")



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



### Some quotes from the online survey:

- ❖ "I live & work downtown, and the homeless issue is horrible."
- ❖ "Extremely loud cars, urban street racing, dangerous drivers & speeders."
- ❖ "Crack down more on drug issues."
- ❖ "Fix the homeless problem at the libraries and parks."



## Full Survey Report

- ▶ **Report:**
  - ▶ 5-page Executive Summary
  - ▶ Findings organized by the 4 pillars of the Seizing Our Destiny vision
  - ▶ All questionnaires (3)
  - ▶ Data frequency tables
- ▶ [www.RiversideSurvey.com](http://www.RiversideSurvey.com)



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**Dr. Barbara Sirotnik**

Phone: 909-537-5729

E-mail: [bsirotni@csusb.edu](mailto:bsirotni@csusb.edu)

Web: <http://iar.csusb.edu>

