



Riverside Community 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!

2,196 people participated!

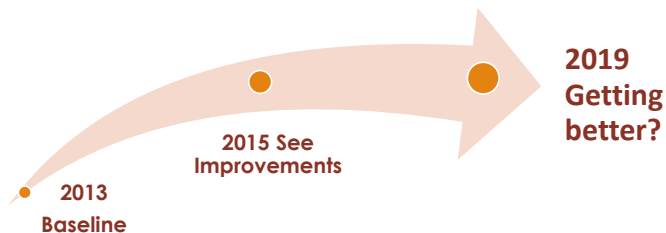


Survey Methods



➤ 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

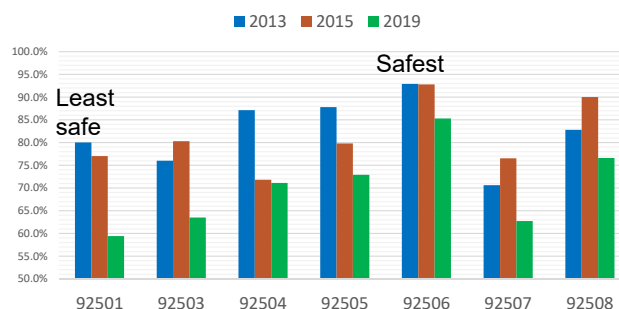


Analyzing the Data: Riversiders Most Concerned About...



Some zip/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



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