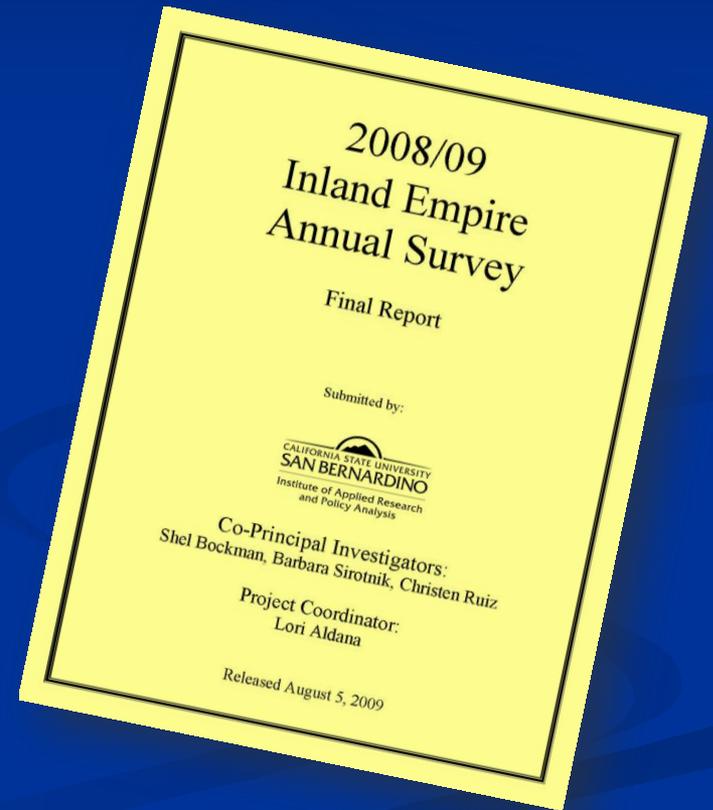


# 2008-09 Inland Empire Annual Survey

**12th Annual Edition  
San Bernardino County  
Results & Analysis**



**August 5, 2009**

**SANBAG Board of Directors**

**Presented by Jane Dreher, Public Information Officer**

**12 years of comparative data in the following categories...**



**Transportation & Commuting  
SB County Ratings  
Economic Trends  
Quality of Life**

**Goal:** *Help with decision-making*

# Survey Conducted by ...

**Institute of Applied Research  
and Policy Analysis**

California State University, San Bernardino



## **Principal Investigators:**

Dr. Shel Bockman

Dr. Barbara Sirotnik

Christen Ruiz

## **Project Coordinator:**

Lori Aldana

# Survey Sponsors



## Platinum:

San Bernardino Associated Governments

## Silver:

Mojave Water Agency

Riverside County Economic Development Agency

## Bronze:

Coachella Valley Associated Governments

College of Business & Public Administration, CSUSB

Omnitrans

San Bernardino Valley Water Conservation District

Western Riverside Council of Governments

# Survey Conducted

**January 21 – February 26, 2009**

- Telephone survey, randomly selected
- 1,035 residents in SB County\*
- 95% accuracy, +/- 2%
- 12 years of San Bernardino County data
  - Track trends
  - Measure perceptions
  - Evaluate public services

\* (594 Riverside County residents were surveyed March 12-19, 2009; separate results available)

# Communities Analyzed by Zones

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

# Dominant Demographics

- 23% 55-64 years old
- 61% Female
- 61% Married
- 59% No children at home
- 24% SB County resident for 11-20 years
- 55% Retired
- 35% Completed some college
- 41% Own two cars
- 44% Registered Democrat
- 33% Registered Republican

# Transportation & Commuting Issues



# Effect of Gas Prices on Travel

	East Valley	West Valley	Victor Valley	Desert	SB County
Buy hybrid or more fuel efficient vehicle?	16%	14%	21%	16%	16%
Reduce trips?	67%	66%	76%	74%	69%
Ride bus or Metrolink?	13%	8%	6%	9%	9%

# Use of Public Transit

	East Valley	West Valley	Victor Valley	Desert	SB County
Ever used Metrolink?	48%	48%	19%	12%	41%
Ever used public bus?	34%	27%	20%	26%	28%

# Reason for Using Public Transit

	Metrolink	Public Bus
Entertainment/Pleasure	75%	42%
Business/Commuting	16%	22%
Both	5%	12%
School	2%	12%

Note: 70% said that Metrolink should increase frequency of service.

# Use of Toll Roads

	East Valley	West Valley	Victor Valley	Desert	SB County
Ever used So Cal toll road?	<b>54%</b>	<b>60%</b>	<b>50%</b>	<b>31%</b>	<b>54%</b>
Don't mind paying to avoid traffic	<b>57%</b>	<b>59%</b>	<b>55%</b>	<b>61%</b>	<b>58%</b>
Like toll lanes next to regular lanes	<b>55%</b>	<b>53%</b>	<b>55%</b>	<b>56%</b>	<b>54%</b>

# Transportation Funding Support

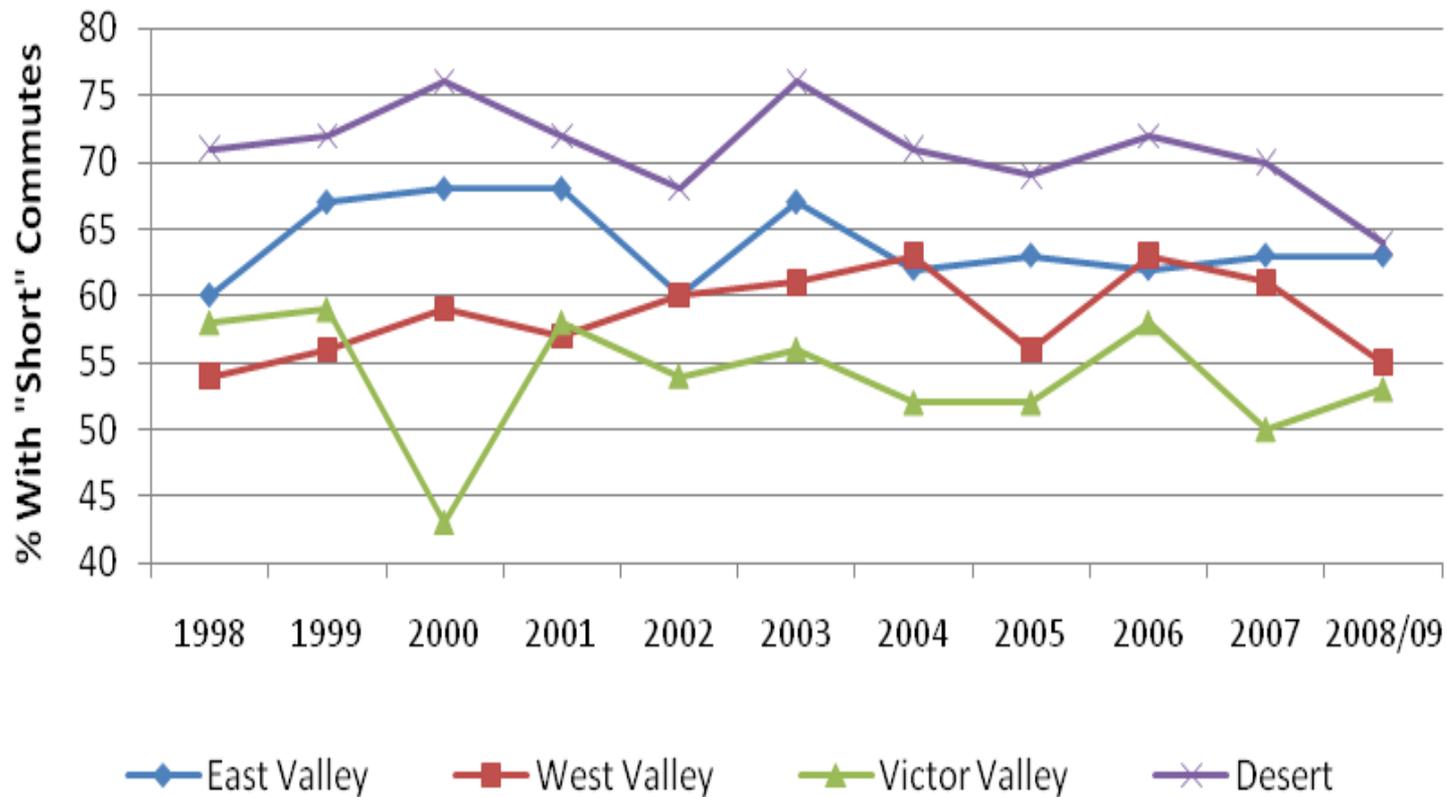
	East Valley	West Valley	Victor Valley	Desert	SB County
Support toll roads to fund trans projects	48%	47%	46%	50%	47%
Support \$.10/gallon tax if used on local trans projects	38%	34%	31%	36%	35%
Support \$.10/gallon tax if construction jobs created	58%	55%	53%	54%	56%

# Overall Transportation Ratings

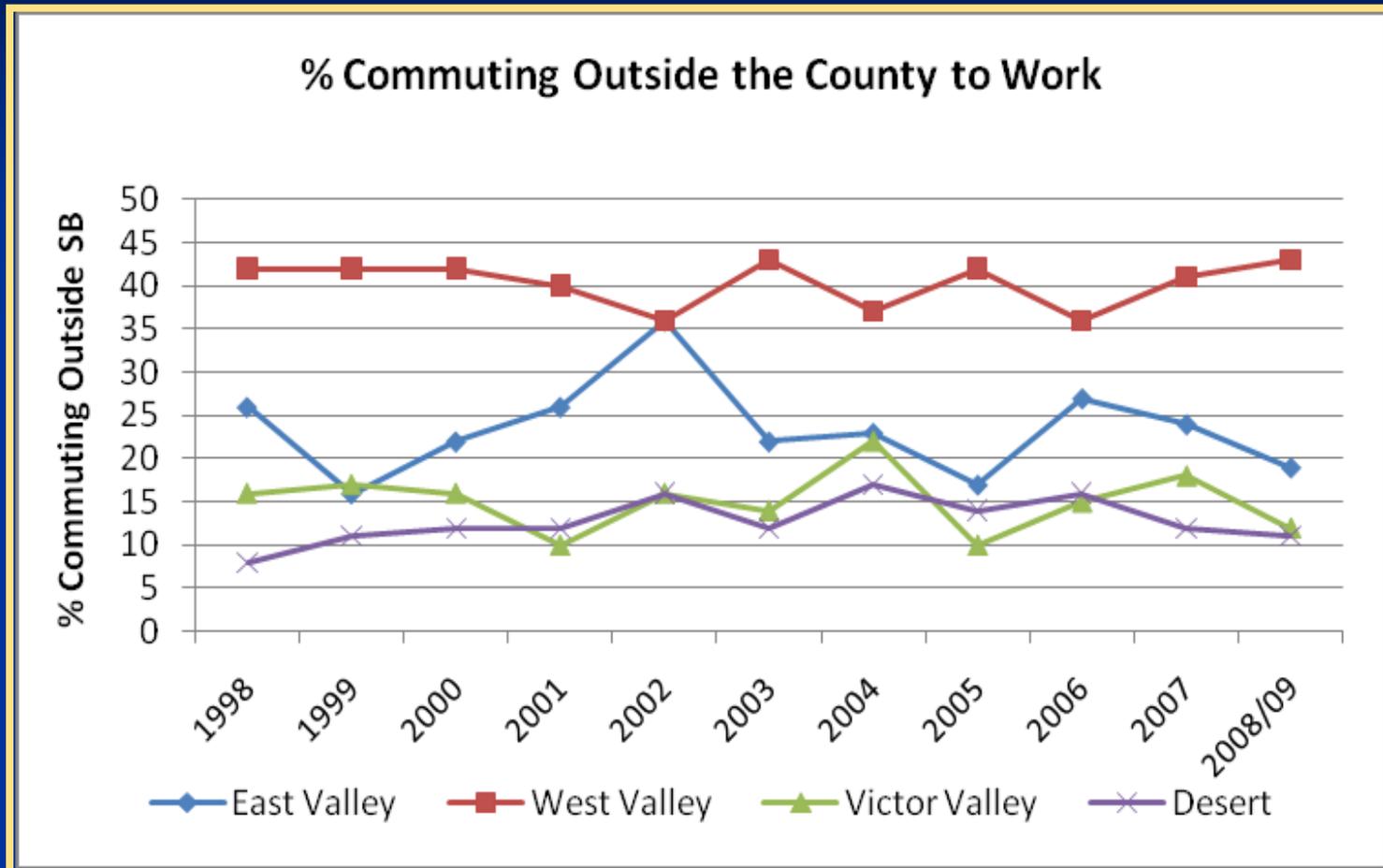
	East Valley	West Valley	Victor Valley	Desert	SB County
Excellent	2%	7%	1%	4%	4%
Good	35%	44%	30%	35%	38%
Fair	37%	33%	33%	38%	35%
Poor	26%	16%	36%	23%	23%

# Commutes Less than 1 Hour

Percent of Respondents with Commutes < 1 hour  
Trend over Time



# Commutes Outside SB County



Note: 71% work in SB County; 16% in LA County;  
6% in Riverside County; 3% in Orange County

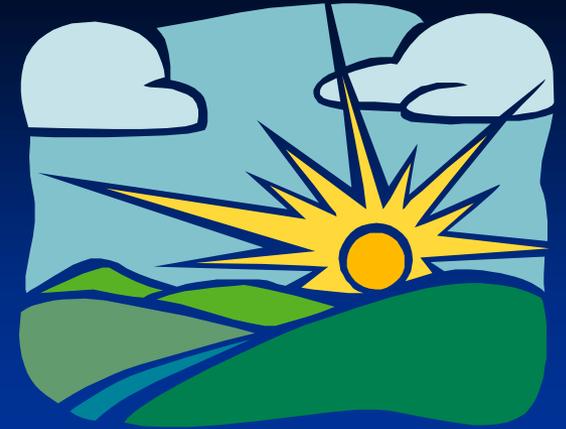
# **San Bernardino County Ratings**

# SB County Report Card

Rating of “Very Good” or “Fairly Good”

	East Valley	West Valley	Victor Valley	Desert	SB County
1997	50%	76%	67%	63%	63%
2000	55%	77%	73%	63%	67%
2004	59%	77%	75%	79%	70%
2007	56%	76%	66%	76%	67%
2008/09	53%	84%	66%	66%	69%

# Top Five Best Things about SB County...



- Good area, scenery 36%
- Climate, weather 17%
- Not crowded 8%
- Affordable housing 5%
- Friendly people 4%

# Top Five Worst Things...

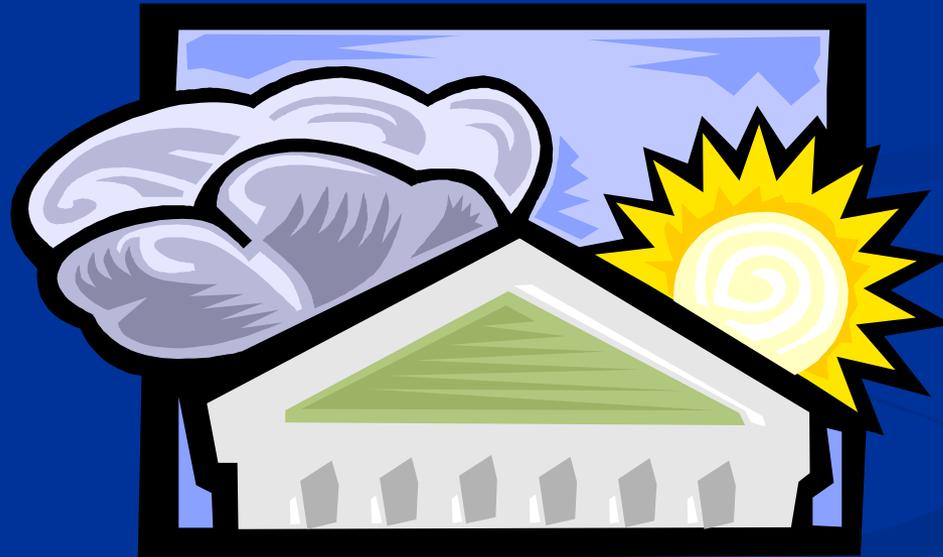
- Crime/gangs 31%
  - Smog 9%
  - Traffic 7%
  - Lack of job opportunity 5%
  - Weather 5%
- (Heat, fires, earthquakes, etc.)



# Traffic as Worst Factor

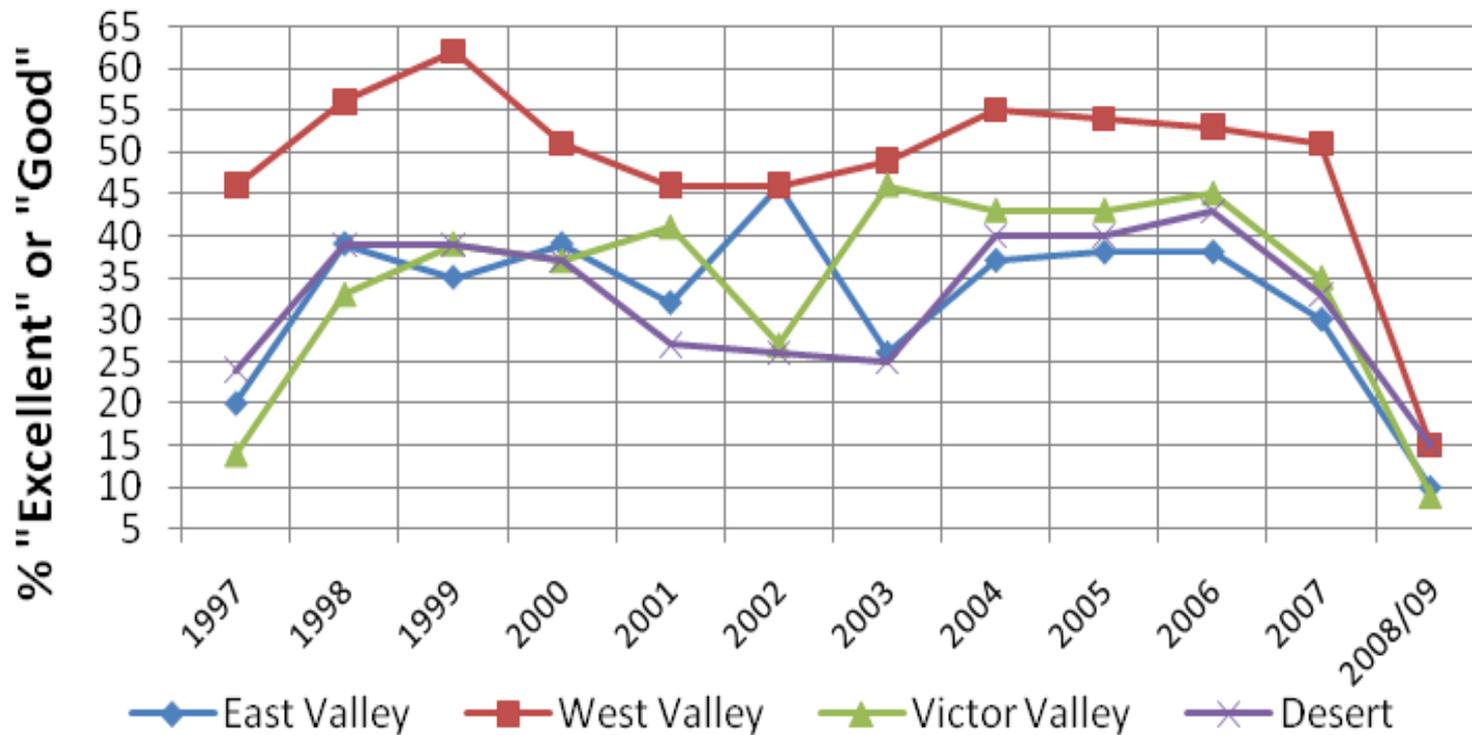
	<b>East Valley</b>	<b>West Valley</b>	<b>Victor Valley</b>	<b>Desert</b>	<b>SB County</b>
1997	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>2%</b>
2000	<b>4%</b>	<b>11%</b>	<b>5%</b>	<b>1%</b>	<b>7%</b>
2004	<b>11%</b>	<b>17%</b>	<b>14%</b>	<b>4%</b>	<b>14%</b>
2007	<b>6%</b>	<b>14%</b>	<b>8%</b>	<b>7%</b>	<b>10%</b>
2008/09	<b>4%</b>	<b>10%</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>

# San Bernardino County Economic Trends



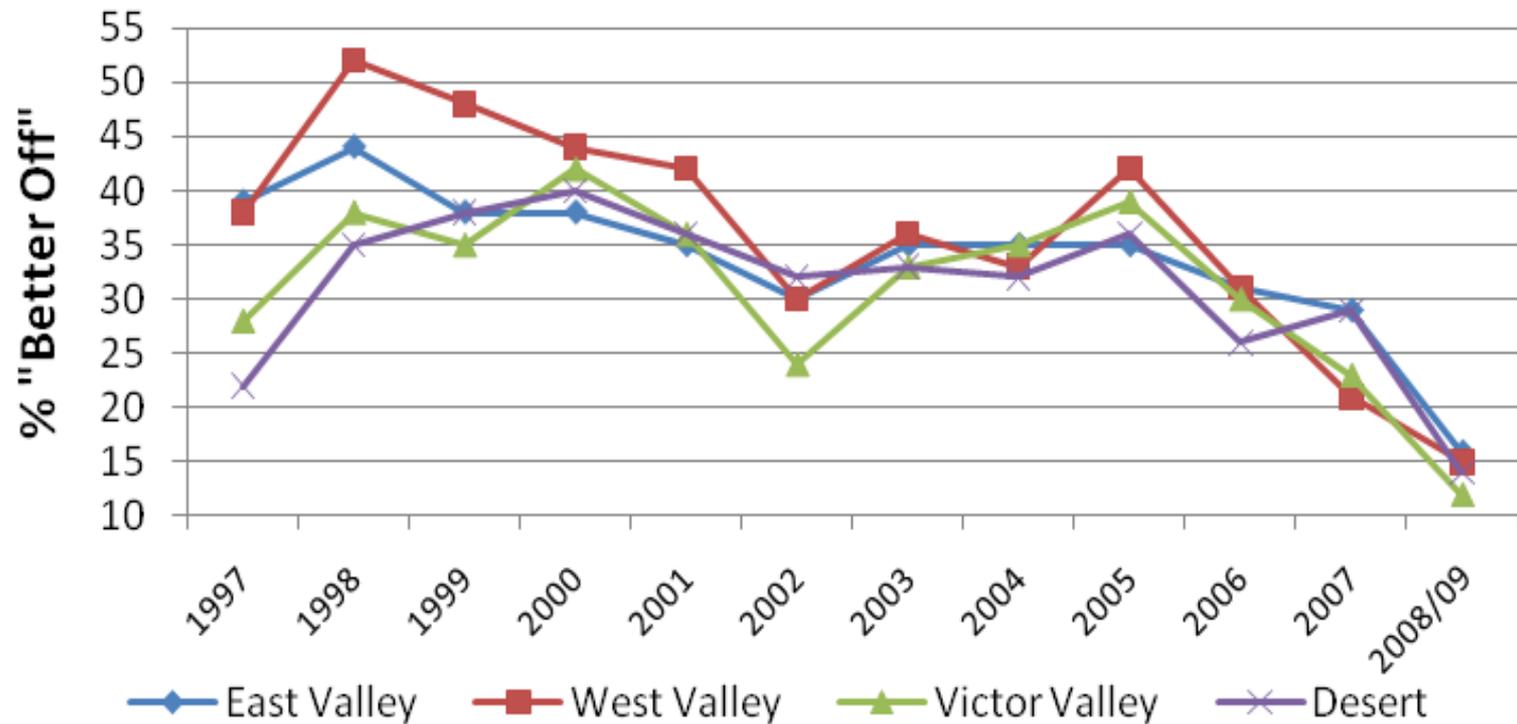
# View of SB County Economy

% Rating the County's Economy as "Excellent" or "Good"



# View of Personal Finances Compared to Last Year

% Indicating Financially "Better Off"



# Personal Finances, Next Year

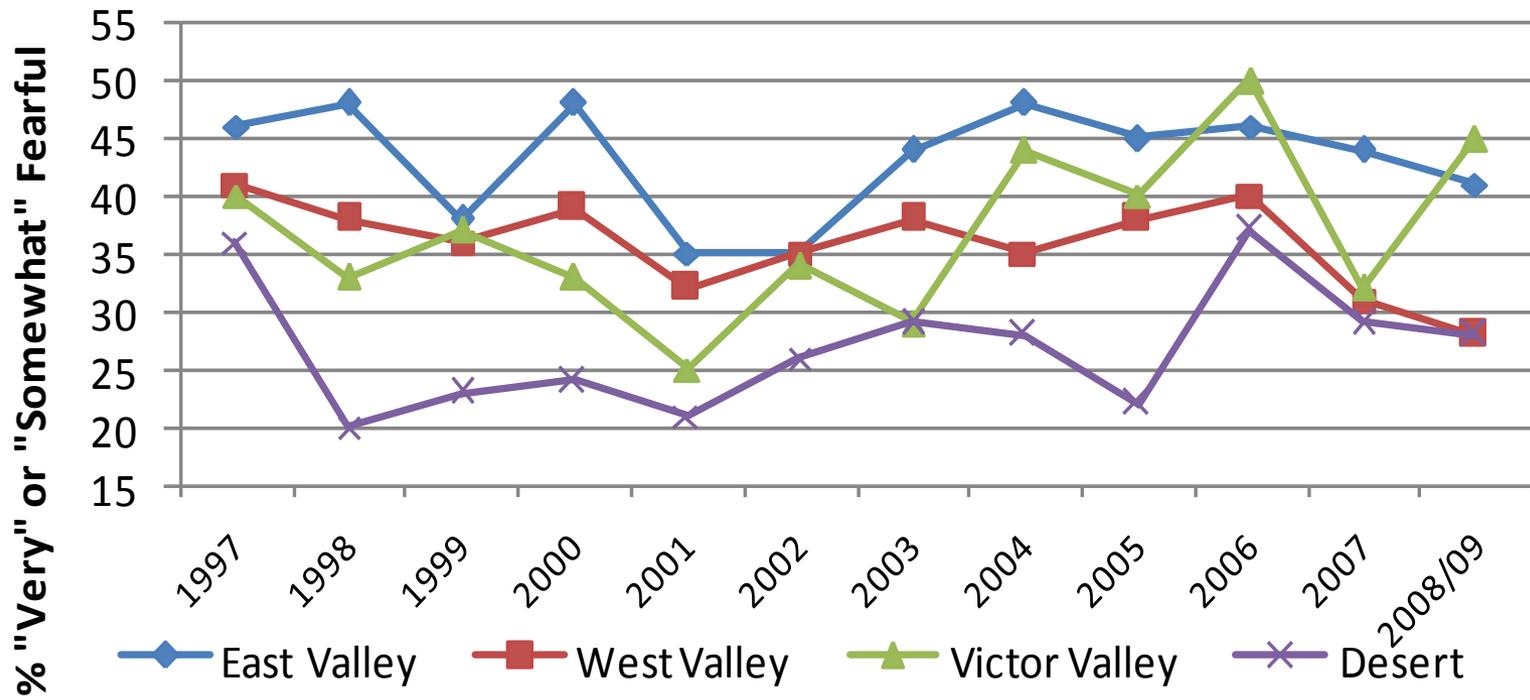
	East Valley	West Valley	Victor Valley	Desert	SB County
Better	35%	34%	35%	35%	35%
Same	48%	48%	44%	45%	47%
Worse	18%	18%	21%	20%	18%

# Quality of Life Issues



# Fear of Crime in SB County

% "Very" or "Somewhat" Fearful of Being the Victim of a Serious Crime



# Public & Private Services

Rating of “Very Good” or “Fairly Good”

	Police & Sheriff	Shopping	Parks & Recreation
1998	65%	65%	56%
2000	64%	63%	58%
2004	63%	66%	55%
2007	61%	68%	57%
2008/09	68%	62%	61%

# Public & Private Services

Rating of “Very Good” or “Fairly Good”

	Public Schools	Entertainment	Road Maintenance
1998	51%	50%	35%
2000	41%	43%	33%
2004	37%	46%	25%
2007	43%	50%	32%
2008/09	46%	46%	32%

# Confidence in Local Elected Officials

Rating of “Great Deal” or “Some” Confidence

	East Valley	West Valley	Victor Valley	Desert	SB County
1997	58%	78%	51%	56%	63%
2000	60%	71%	58%	52%	64%
2003	60%	68%	65%	47%	63%
2007	55%	74%	49%	61%	63%
2008/09	62%	73%	51%	55%	65%

# **Riverside County Results**

**Were released this week also.**

**Results from both counties will be posted on  
the CSUSB website on Thursday,  
August 6.**

# For More Information ...

**Visit the Institute of Applied Research  
Website:**

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

**Call: 909-884-8276 (SANBAG)  
or 909-537-5729 (CSUSB)**

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