

**2010**

**Inland Empire  
Annual Survey**

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**SAN BERNARDINO COUNTY**



**SANBAG Board of Directors**

**June 2, 2010**

**Jane Dreher, Public Information Officer**

# Survey Sponsors

## Primary:

San Bernardino Associated Governments

## Others:

Omnitrans

Pathology Arts

Community Foundation

Riverside County Economic Development Agency

## **Survey Conducted by ...**



**Institute of Applied Research and Policy Analysis**

**Principal Investigators:**

**Dr. Shel Bockman**

**Dr. Barbara Sirotnik**

**Christen Ruiz**

**Lori Aldana**

# 2010 Inland Empire Annual Survey

Final Report

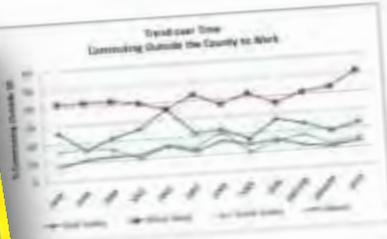


Submitted by:

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Shel Boekman, Barbara Sirotnik, Christen Ruiz

Project Coordinator:  
Lori Aldana

Released June 2, 2010



### FEAR OF CRIME AND CRIME RELATED ISSUES

Figure 17: Fear of being the victim of a serious crime among San Bernardino County residents has risen to 2004 at 24%, and since then has dropped into the mid-10s. For lower to a low, Inland Valley residents report being more fearful of being the victim of crime than residents in any other region.

For crime, respondents in the Inland Empire have expressed concern regarding the reduced security within the county. It has, "consequently caused a shift" in the way the crime-related "negative factors" about the county for San Bernardino residents since the inception of the survey. This indicates what citizens has also been reflected in answer to the third question: "How fearful are you that you will be a victim of crime: none at all or a victim or easily victim?" (Question 6).

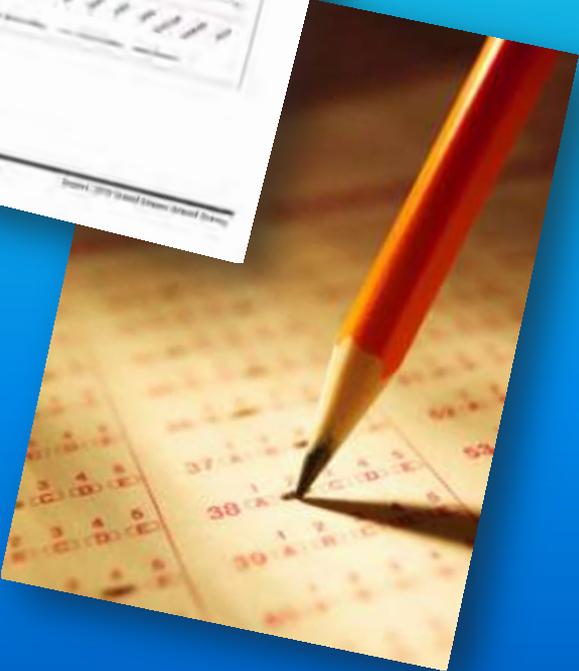
As seen by Table 17 below, their continues to be increasing over time in respondents' fear of being the victim of a serious crime, which peaked in 2004 and then began to increase again that reached the highest level since the inception of the survey in 1997. The survey has shown a 2007 trend, and has increased to that level for the past two years.

Table 18: % Reporting a "Great Deal" or "Some" Confidence in Their Elected Officials

	East Valley %	West Valley %	North Valley %	South %	SB County %
2007 Survey	28	29	31	28	28
2008 Survey	27	28	31	28	28
2009 Survey	26	28	31	28	28
2010 Survey	25	27	30	27	27
2007 Survey	28	29	31	28	28
2008 Survey	27	28	31	28	28
2009 Survey	26	28	31	28	28
2010 Survey	25	27	30	27	27



# 13th Annual Edition San Bernardino County Results & Analysis



## **Purpose of survey is to help key decision-makers plan for the future:**

- Evaluate public services and activities
- Track trends and changes over time
- Measure perceptions
- Look at entire county
- Snapshot of resident views and demographics

# **Survey Conducted:**

**February 9-22, 2010**

- **Telephone survey, randomly selected**
- **1,052 residents in San Bernardino County**

# 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

# Demographics of People Surveyed

- 64% Female
  - 61% Married
  - 76% In workforce age 25-64 years old
  - 46% Have children under age 18 living at home
  - 54% Lived in SB County LESS than 20 years
  - 25% Retiring within next 10 years
  - 47% Employed (25% of those are Part-time)
  - 53% Unemployed
    - Retired 47%
    - Looking for work 19%
    - Housewife 20%
    - Not in workforce 14%
  - 53% Some college or college graduate
  - 43% Own two cars
- 

## **13** Years of Comparative Data:

**SB County Quality of Life**

**Commuting**

**Crime Related Issues**

**Economic Evaluations & the Future**

**Evaluations of Public & Private Services**

## **NEW SANBAG** Questions regarding:

**Environmental Issues**

**Lifestyle Preferences & Behavior**

**Transit-Oriented Development**

# San Bernardino County Ratings



## % Stating County is a "Very Good" or "Fairly Good" Place to Live

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	50	76	67	63	63
1998 Survey	58	76	66	69	67
1999 Survey	59	78	71	64	69
2000 Survey	55	77	73	63	67
2001 Survey	65	77	77	69	72
2002 Survey	73		75	68	74
2003 Survey	61	81	75	66	72
2004 Survey	59	77	75	79	70
2005 Survey	56	77	71	72	69
2006 Survey	51	77	67	73	66
2007 / 08 Survey	56	76	66	76	67
2008 / 09 Survey	53	84	66	66	69
2010 Survey	59	73	61	61	65

# Positive Factors About the County

	East Valley %	West Valley %	Victor Valley %	Desert %	2005 SB County %	2006 SB County %	2007/08 SB County %	2008/09 SB County %	2010 SB County %
Good area, location, scenery	37	40	28	27	29	33	34	36	37
Good Climate, weather	15	7	20	21	14	15	11	17	13
Affordable housing	10	8	9	3	10	11	11	5	9
Not crowded	7	6	9	14	8	8	8	8	7

# Negative Factors About County

	East Valley %	West Valley %	Victor Valley %	Desert %	2005 SB County %	2006 SB County %	2007 / 08 SB County %	2008/ 09 SB County %	2010 SB County %
Crime, gang activity	37	18	32	11	24	33	24	31	26
Traffic	4	9	4	4	12	12	10	7	6
Smog, air pollution	8	11	2	2	10	8	9	9	8
Lack of job opportunities	7	3	15	7	3	1	3	5	7

# % Mentioning Smog as a Negative Factor

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	14	19	5	2	9
1998 Survey	11	15	7	3	11
1999 Survey	0	2	0	0	1
2000 Survey	16	15	3	1	11
2001 Survey	17	17	8	6	15
2002 Survey	16		7	7	14
2003 Survey	14	16	9	5	14
2004 Survey	15	17	6	3	14
2005 Survey	11	12	4	6	10
2006 Survey	8	9	3	3	8
2007 / 08 Survey	13	9	3	2	9
2008 / 09 Survey	10	12	2	2	9
2010 Survey	8	11	2	2	8

# % Mentioning Traffic as a Negative

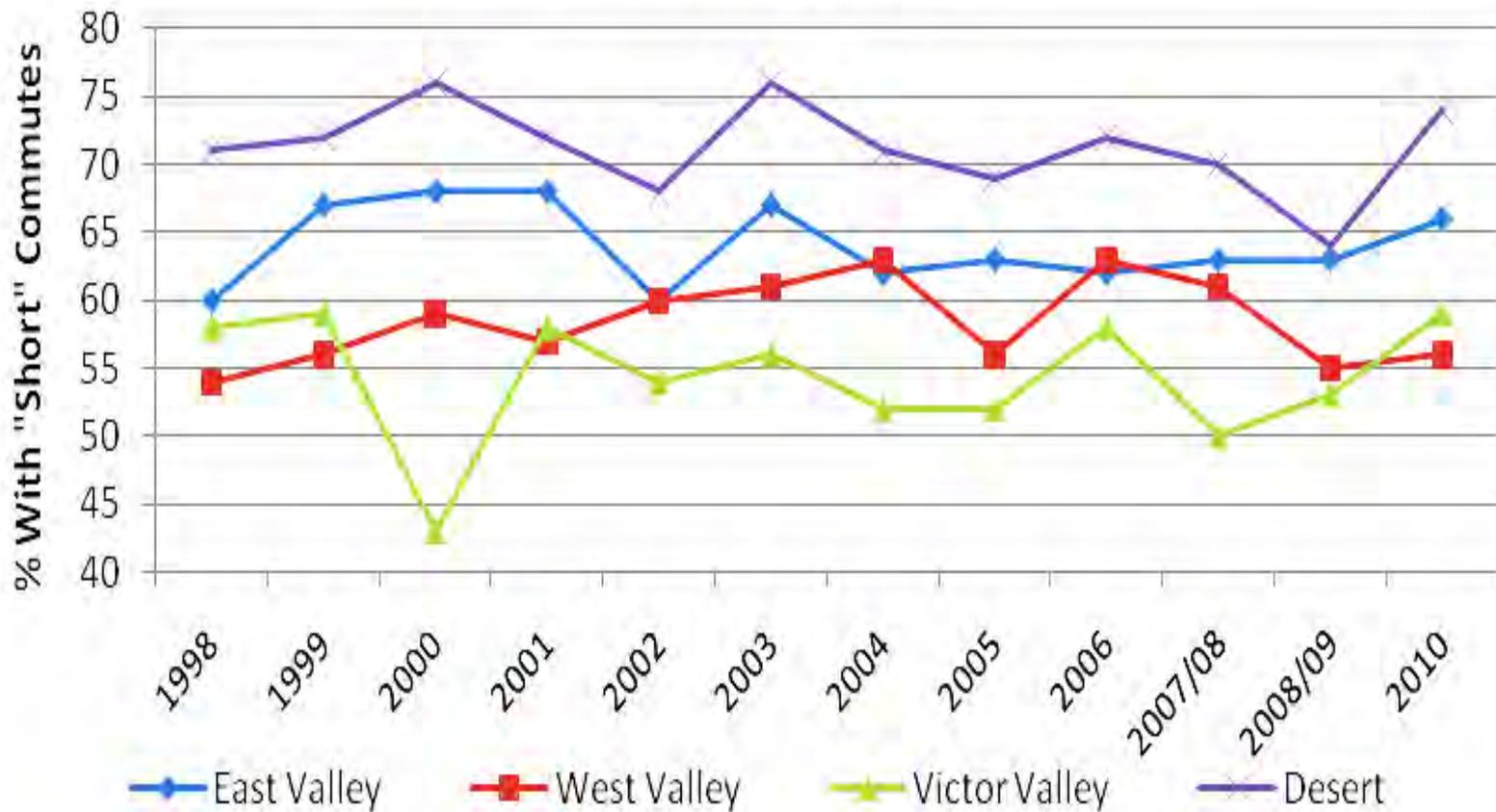
	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	N/A	N/A	N/A	N/A	2
1998 Survey	2	3	1	1	3
1999 Survey	4	6	2	4	4
2000 Survey	4	11	5	1	7
2001 Survey	4	9	2	1	5
2002 Survey	12		12	2	11
2003 Survey	8	10	16	6	10
2004 Survey	11	17	14	4	14
2005 Survey	8	15	16	4	12
2006 Survey	10	14	16	6	12
2007 / 08 Survey	6	14	8	7	10
2008 / 09 Survey	4	10	6	5	7
2010 Survey	4	9	4	4	6

# Commuting in San Bernardino County



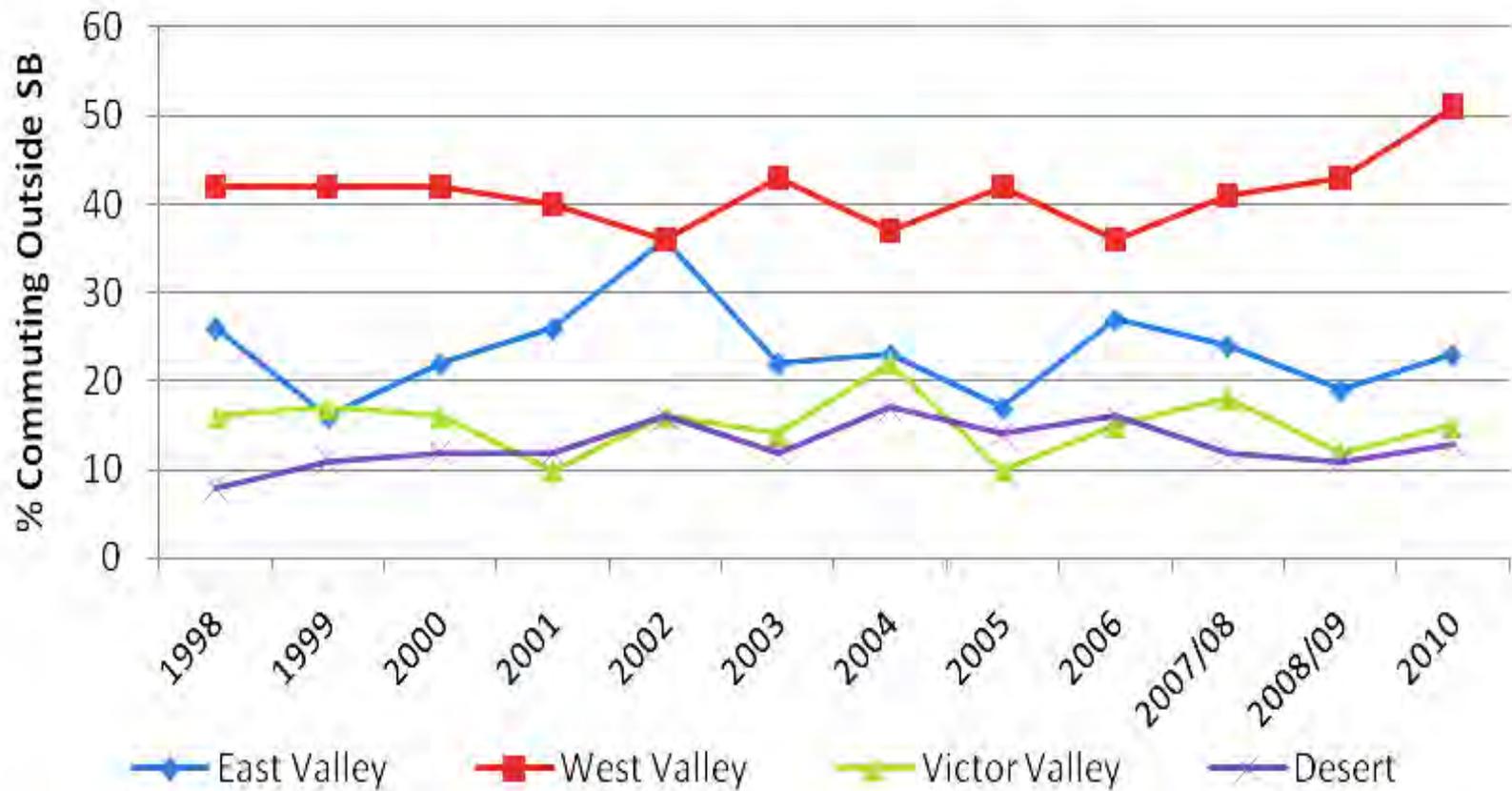
# Round-trip Commutes < 1 hour

Trend over Time  
Commutes < 1 hour



# Commuting Outside County to Work

Trend over Time  
Commuting Outside the County to Work



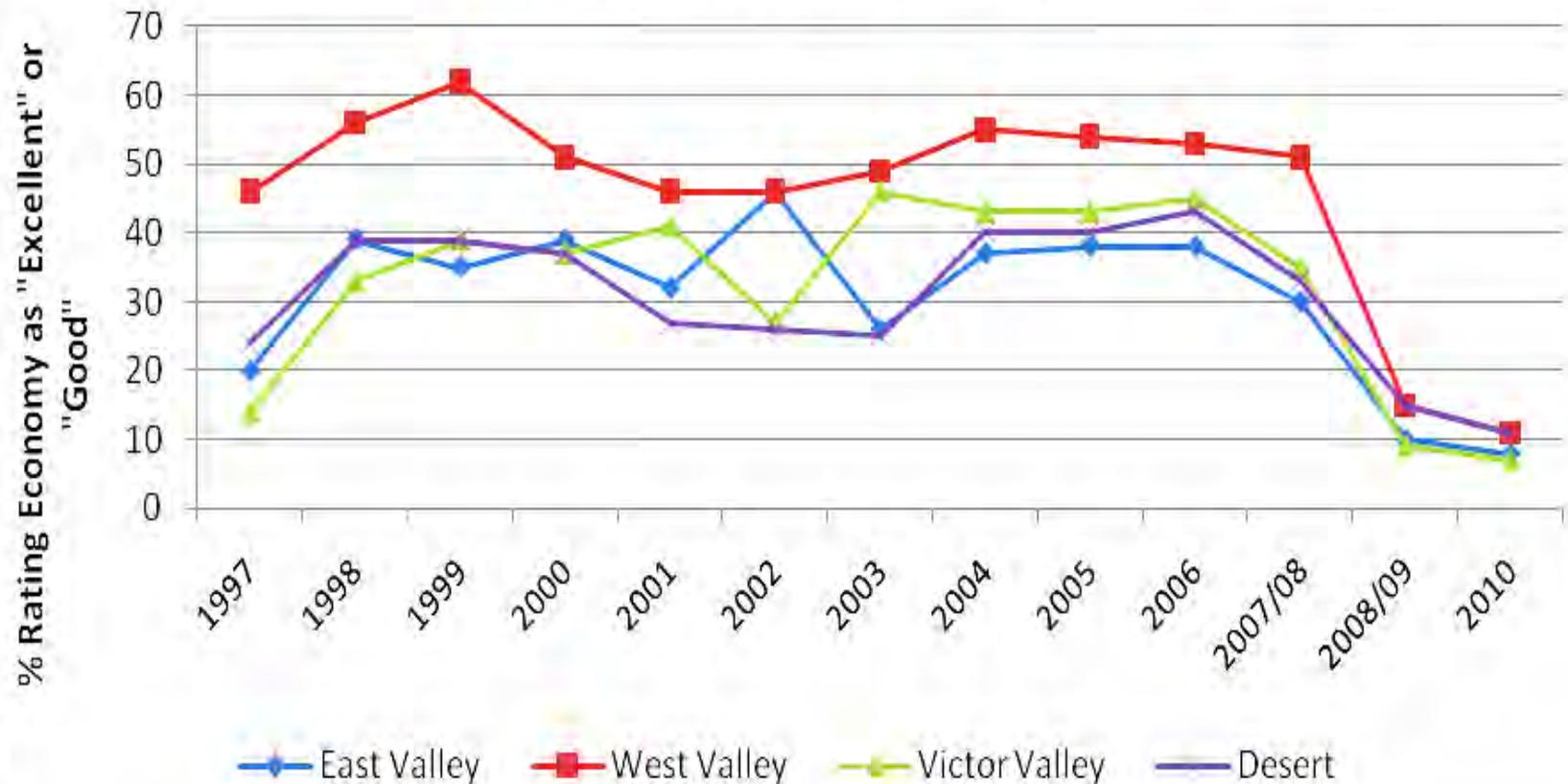
# Economy & Future Prospects



# Rating Economy Excellent or Good

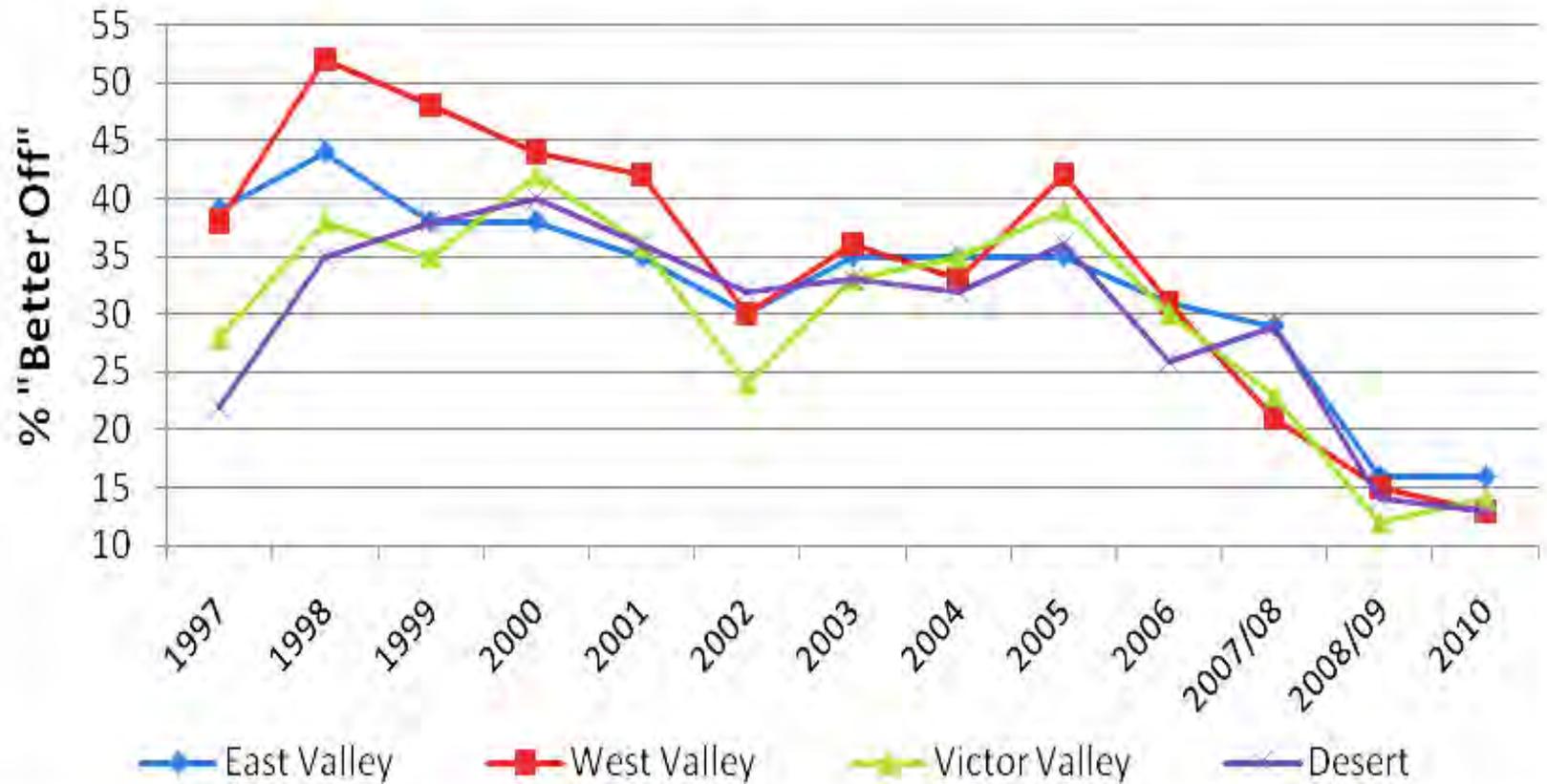
Trend over Time

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



# Finances are Better than Last Year

Trend over Time  
Respondents Financially "Better Off" Than Last Year



# Better off financially next year?

	East Valley %	West Valley %	Victor Valley %	Desert %	2006 SB County %	2007/08 SB County %	2008/09 SB County %	2010 SB County %
Better off	43	45	36	33	51	43	35	42
Same	45	43	43	44	41	48	47	44
Worse off	12	11	22	23	8	9	18	14

# Rating Services Good or Excellent

	East Valley		West Valley		Victor Valley		Desert	
	%		%		%		%	
	2009	2010	2009	2010	2009	2010	2009	2010
Shopping	48	52	82	84	53	50	32	31
Police/Sheriff	63	63	78	76	55	58	56	57
Parks/Recreation	49	50	75	74	49	43	53	51
Entertainment	34	39	64	64	32	31	25	28
Public Schools	41	35	53	52	42	35	36	39
Local Transportation	38	44	51	42	31	28	39	35
Street/Road Maintenance	21	21	48	48	21	21	17	18

# New SANBAG QUESTIONS:



- **Environmental**
- **Lifestyle/Life Cycle**
- **Behavioral**

# What is the most critical environmental issue facing the Inland Empire today?

**Air pollution, vehicle emissions 35.9%**

**Water supply, drought 21.7%**

**Pollution in general 10.0%**

**Landfill, garbage 4.9%**

**Loss of forests, forest fires, wildfires 3.6%**

**Growth/overdevelopment/population 3.4%**

**Lack of jobs 2.6%**

**Water pollution 2.6%**

**Global warming, climate change, GHG 2.5%**

**Energy, oil drilling 1.9%**

**Economy 2.0%**

**Financial 1.0%**

# How concerned are you about Greenhouse Gas and Global Warming?

<b>Very Concerned</b>	<b>33.2%</b>
<b>Somewhat concerned</b>	<b>43.0%</b>
<b>Not at all concerned</b>	<b>23.7%</b>

# How long will it take before the effects of global warming will begin to happen?

<b>Already begun to happen</b>	<b>56.8%</b>
<b>Within a few years</b>	<b>5.7%</b>
<b>Within your lifetime</b>	<b>6.4%</b>
<b>Not within your lifetime, but will affect future generations</b>	<b>15.0%</b>
<b>Will never happen</b>	<b>16.2%</b>

# **In the past year, how often did you use transit bus, commuter train, ridesharing, walking or a bicycle instead of driving your car alone?**

<b>Never</b>	<b>45.1%</b>
<b>Once this past year</b>	<b>4.1%</b>
<b>A few times a year</b>	<b>16.0%</b>
<b>At least once a month</b>	<b>10.9%</b>
<b>At least once a week</b>	<b>12.5%</b>
<b>Don't Drive/Don't have a car</b>	<b>3.7%</b>
<b>Daily</b>	<b>7.8%</b>

# Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?

**Yes**                      **69.9%**

**No**                        **26.3%**

**Maybe**                **3.8%**

**Would this be true even if it made it more costly for you to purchase or lease your next vehicle?**

**Yes 79.6%**

**Possibly 9.4% (depends on the cost)**

**No 11.0%**

## What type of housing do you live in?

<b>Single-family home</b>	<b>81.2%</b>
<b>Apartment</b>	<b>9.1%</b>
<b>Condo</b>	<b>4.7%</b>
<b>Townhouse</b>	<b>.8%</b>
<b>Mobile home</b>	<b>3.7%</b>
<b>Other</b>	<b>.5%</b>

**Do you live in a densely populated neighborhood, centrally-located to be within walking distance of dining, shopping and schools, or in an area where you depend on a vehicle to get to shopping or school?**

**Densely populated 46.2%**

**Outskirts of a city 52.4%**

**Other 1.4%**

**Now think ahead about 10 years.  
What type of housing do you think you  
will prefer to live in?**

	<b>Currently</b>	<b>In 10 Yrs.</b>
<b>Single-family home</b>	<b>81.2%</b>	<b>83.5%</b>
<b>Condo</b>	<b>4.7%</b>	<b>9.5%</b>
<b>Apartment</b>	<b>9.1%</b>	<b>4.2%</b>
<b>Townhouse</b>	<b>.8%</b>	<b>.2%</b>
<b>Mobile home</b>	<b>3.7%</b>	<b>1.3%</b>
<b>Other</b>	<b>.5%</b>	<b>1.3%</b>

**In 10 years from now, would you want to live in a densely populated neighborhood, centrally-located to be within walking distance?**

	<b>Currently</b>	<b>In 10 Yrs.</b>
<b>Densely populated</b>	<b>46.2%</b>	<b>53.0%</b>
<b>Outskirts of a city</b>	<b>52.4%</b>	<b>45.4%</b>
<b>Other</b>	<b>1.4%</b>	<b>1.5%</b>

# For More Information ...

**Visit the Institute of Applied Research  
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