2007
Inland Empire
Annual Survey

Final Report

Submitted by:

Institute of Applied Research and Policy Analysis
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

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THE 2007 INLAND EMPIRE ANNUAL SURVEY

We would like to thank the following organizations which generously contributed to this survey:

SPONSORS:

San Bernardino Associated Governments
Green Valley Initiative

PATRONS

Riverside County Economic Development Agency
City of Victorville

BENEFACTORS

Cal Poly Pomona
Metropolitan Water District
Mojave Water Agency

We would also like to thank Mr. Greg Timpany (Marketing Director, Wilkin-Guge) for his invaluable help with the Green Valley Initiative portion of the report

INTRODUCTION

The Institute of Applied Research (IAR) is pleased to present the results of its **2007 Inland Empire Annual Survey.** IAR has been conducting this annual survey in San Bernardino County for eleven years, and we are delighted that Riverside County residents' opinions were also elicited this year after a hiatus of several years.

The purpose of the survey is to provide policy-related research that relates to issues important to both counties. This 2007 Inland Empire Annual Survey provides decision-makers with objective, accurate and current information for:

- **evaluating key public and private sector services and activities** (e.g., retail services, health care, education, transportation);
- **describing the public's current views as well as changes over time** in public perceptions of such issues as: quality of life, the state of the local economy, perceptions of the region as a place to live and work, problems and issues facing both counties (e.g., crime, pollution, immigration, traffic congestion, and promotion of economic development);
- **providing a regional focus** for the on-going discussion of key local/regional issues; and
- **disseminating a coherent picture of San Bernardino & Riverside County residents' views, beliefs, and demographic characteristics** to key decision makers within and outside the county, thus enabling comparisons to other counties.

The Inland Empire Annual Survey also includes (on a space available basis), some *proprietary items* designed to meet specific information needs of some sponsors within the region.

THE QUESTIONNAIRE

Questionnaire items were selected on the following basis: Several questions were incorporated from previous Annual Surveys of Riverside and San Bernardino counties which were designed to track changes over time in residents' perceptions about their quality of life and economic well-being, their views about the pressing issues of the day, and their ratings of public services and agencies. In addition, a number of standard demographic questions were included for tracking purposes and for cross-tabulation of findings. Tracking questions, of course, provide

public agencies and businesses with trend data often needed in policy making and outcome assessments. These questions are also valuable in comparing the Inland Empire with other regions in the state and nation. A number of sponsors also submitted questions for their proprietary use. Finally, the researchers, in consultation with sponsors, added questions concerning current issues which have policy and research implications.

A draft copy of the questionnaire was submitted to the sponsors for their approval and modified where warranted. A Spanish version of the questionnaire was produced, the survey instrument was then pre-tested (in both languages), and some minor changes to the wording and order of some items were made. The questionnaire is attached as Appendix I.

SAMPLING METHODS

Telephone survey respondents were randomly selected from a comprehensive sample frame consisting of all telephone working blocks which contain residential telephone numbers in Riverside and San Bernardino Counties. This is a standard random sampling approach for studies of this nature. In order to ensure accuracy of findings, 2,388 residents were surveyed from the two-county area for a 95 percent level of confidence and an accuracy of approximately plus/minus 2 percent for overall two-county findings.

Sample size in San Bernardino County was higher than that of Riverside County due to the fact that the City of Victorville contracted to increase sample size in the City so that generalizations could be made to the City as whole. As a result, 1,352 residents of San Bernardino County were surveyed, for an accuracy of a plus/minus 2.7 percent and 95 percent level of confidence. The reader will note that in order to remove the effects of the over-sampling in the City of Victorville, and in order to adjust regional totals to better reflect the population distribution within San Bernardino County, weighting factors were applied to the data. Thus the total number of San Bernardino County cases reported in the data tables is adjusted to a maximum of 1,024 rather than the 1,352 reported above. The sample size for Riverside County was 1,036 residents, for an accuracy of plus or minus 3 percent and a 95% level of confidence.

Since the inception of the survey, SANBAG has expressed interest in region-specific analyses within San Bernardino County. Indeed, over time, IAR has noted that there are more differences between *regions* than between the *two counties* under study. The four regions of interest are: **East Valley, West Valley**, **Victor Valley,** and **Desert**, with approximately 250

respondents surveyed per region (95% level of confidence and an accuracy of +/- 6% per region).

The following table lists San Bernardino County survey respondents' community/city of residence, separated by region.

Communities and Cities Mentioned by Respondents,
Broken Down By the Four Designated SB County Study Areas

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

Following is a list of Riverside County survey respondents' community/city of residence.

Communities and Cities Mentioned by Respondents,
Riverside County (No Regional Breakdowns)

Aguanga	Idyllwild	Palm Desert
Anza	Indian Wells	Palm Springs
Banning	Indio	Perris
Beaumont	La Quinta	Rancho Mirage
Blythe	Lake Elsinore	Riverside
Cabazon	March Air Reserve	San Jacinto
Calimesa	Mecca Menifee	Sun City
Cathedral City	Mira Loma	Temecula
Coachella	Moreno Valley	Thermal
Corona	Mountain Center	Thousand Palms
Desert Center	Murrieta	White Water
Desert Hot Springs	Norco	Wildomar
Hemet	Nuevo	Winchester
Homeland		

Telephone interviews were conducted by the Institute of Applied Research at California State University, San Bernardino using computer assisted telephone interviewing (CATI) equipment and software. The surveys were conducted between September 25 and November 9, 2007.

ORGANIZATION OF THIS REPORT

This report is separated into two major sections/chapters. The first focuses on San Bernardino County respondents' views and opinions (including regional breakdowns within the county). The second section/chapter examines differences between respondents in Riverside and San Bernardino counties.

Within each section/chapter, highlights of the survey data are presented relative to ratings of the county, commuting, other transportation issues (San Bernardino County chapter only), fear of crime and crime-related issues, economic evaluations and future prospects, evaluation of selected private and public services, and confidence in elected officials. Selected data from questions submitted by our sponsors was also included in the report: The San Bernardino section/chapter focuses on other transportation issues of interest to SANBAG, as well as questions regarding water use introduced Mojave Water Agency. The chapter describing two-county comparisons includes questions from Green Valley Initiative regarding sustainable development, as well as questions regarding economic development introduced by the Riverside County Economic Development Agency.

INTRODUCTION TO SAN BERNARDINO COUNTY FINDINGS (INCLUDING REGIONAL BREAKDOWNS)

Following are the major San Bernardino County findings from this year's **Inland Empire Annual Survey.** In general, the report is divided by conceptual category (e.g. ratings of the county, commuting, other transportation issues, fear of crime and crime-related issues, economic evaluation and future prospects, evaluations of selected private and public services, and confidence in elected officials). Within each section, we examine significant regional differences within San Bernardino County and possible trends over time (where appropriate) for which 11 years of data are available.

As noted in the preceding section, the tables in the data display and in the following sections of the report reflect a weighting scheme to correct for over-sampling of certain geographic areas in San Bernardino County. Throughout this report, therefore, when we refer to the number of respondents indicating a particular view (a number that is a weighted figure), the actual number of respondents may differ from the adjusted figure reported in the table. A full data display for San Bernardino County is shown in Appendix II.

RATINGS OF THE COUNTY

OVERVIEW: ***As in previous surveys, the majority of San Bernardino County residents in each zone continued to rate their county as a good place to live. "General location" continued to be mentioned as the "best" thing about living in the county. Crime was overwhelmingly the most-often mentioned negative in three of four zones, with West Valley respondents being most concerned about traffic. Concerns about smog abated somewhat throughout the county in the 2006 and 2007 surveys.***

The Inland Empire (particularly San Bernardino County) has always had an image problem – many Southern California residents who live in other counties do not perceive San Bernardino County to be an overwhelmingly good place to live. Yet since the inception of the Annual Survey, the majority of residents have rated the county as a "fairly good" or "very good" place to live (Question 3). This year is no exception. Table 1 below shows that two-thirds of County respondents rated the county as a "very good" or "fairly good" place to live. There has

been a slight erosion in ratings since the high point in 2002, yet the ratings of the county still remained relatively high this year.

Table 1. % Respondents Indicating Their 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 Survey	56	76	66	76	**67**

Over the years, West Valley respondents have given the county the highest ratings as a place to live (although the Desert respondents gave slightly higher ratings in 2004 and ratings equal to West Valley respondents in the 2007 survey). It is noteworthy that rankings given by Desert respondents have become increasingly positive over time since the report's inception. In contrast, the East Valley respondents have consistently given the county the lowest ratings, with ratings becoming somewhat less positive over the past few years. There has also been a relatively recent drop in Victor Valley region respondents' ratings of life in the county. Of course, it is well-known that when people are asked to rank their county, they tend to do so on the basis of a smaller geographic area (i.e., their city/community/neighborhood/region). Thus in some sense these ratings of the county actually pertain to the individual regions (or communities) rather than the county as a whole.

To help explain the above ratings, respondents were asked to indicate the one BEST and one MOST NEGATIVE thing about living in the county (Questions 4 and 5). As has been the case over the years, respondents mentioned "good area/location/scenery" as the most positive aspect of living in the county (Table 2). "Climate/weather" and "affordable housing" were also

mentioned by a significant group of respondents, as was the fact that the area is "not crowded."

Table 2. Positive Factors Mentioned About the County

	East Valley %	West Valley %	Victor Valley %	Desert %	2004 SB County %	2005 SB County %	2006 SB County %	2007 SB County %
Good area, location, scenery	34	37	26	22	**31**	**29**	**33**	**34**
Good Climate, weather	12	8	15	22	**16**	**14**	**15**	**11**
Affordable housing	15	10	11	3	**12**	**10**	**11**	**11**
Not crowded	5	7	13	19	**8**	**8**	**8**	**8**

The flip side of the coin is negative factors mentioned about the county. For the sixth year in a row, crime and gang activity was the most-often mentioned negative factor about living in San Bernardino County (although the percentage of people mentioning crime and gang activity decreased 9% from the 2006 survey, and is now back down to 2004/2005 levels).

Table 3. % Negative Factors Mentioned About the County

	East Valley %	West Valley %	Victor Valley %	Desert %	2004 SB County %	2005 SB County %	2006 SB County %	2007 SB County %
Crime, gang activity	37	13	25	16	**22**	**24**	**33**	**24**
Traffic	6	14	8	7	**14**	**12**	**12**	**10**
Smog, air pollution	13	9	3	2	**14**	**10**	**8**	**9**

The 25% of Victor Valley respondents mentioning "crime/gang activity" may, at first blush, be surprising to some readers who might not anticipate such large concerns about crime from residents of that region. But long-time readers of this report may recall that the figure has shown an upward trend for several years (Table 4). The figure has decreased 2% from the 2006 survey; however that change is within the margin of error for the region. As has been the pattern over time, the region with the highest percentage of people mentioning crime/gang activity is

East Valley. But that figure has seen a significant decline in 2007, as has the figure for West Valley.

The above analysis suggests that the public's concern about crime and gang-related activity is not an issue which is likely to go away in the near future. The perception of San Bernardino County as an area with high crime undoubtedly extends beyond the county borders, and may explain part of the "poor image" of the county. As we have noted in previous reports, this undoubtedly has implications for economic development throughout the county, but also may have political and quality-of-life consequences as well. Crime-reduction efforts such as *Operation Phoenix* in the City of San Bernardino hopefully will play a vital part of improving the perception and reality of life in San Bernardino County today.

Table 4. % Mentioning "Crime/Gang Activity" as the Most Negative Factor About Living in the County

	East Valley %	**West Valley %**	**Victor Valley %**	**Desert %**	**SB County %**
1997 Survey	39	25	20	9	**26**
1998 Survey	33	22	20	9	**25**
1999 Survey	34	19	20	12	**25**
2000 Survey	32	16	13	15	**22**
2001 Survey	18	11	9	6	**13**
2002 Survey	20		14	9	**19**
2003 Survey	28	16	7	12	**20**
2004 Survey	31	16	20	8	**22**
2005 Survey	40	14	19	8	**24**
2006 Survey	48	23	27	18	**33**
2007 Survey	37	13	25	16	**24**

As important as is the public's concern about crime, there are obviously other concerns on the minds of respondents (e.g. smog and traffic). As shown in Table 5 below, concern about smog has been declining over the past several years in all regions except East Valley.

Table 5. % 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 Survey	13	9	3	2	**9**

It is interesting to note that the percentage of San Bernardino respondents who mentioned traffic as the most important negative factor has held relatively steady since 2002. Moreover, it has been consistently ranked behind "crime/gang activity" as respondents' most pressing concern. This year there has been a decline in mentions about traffic among Victor Valley respondents, but it remains to be seen whether this year's decline will hold.

Table 6. % Mentioning Traffic as a Negative Factor

	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 Survey	6	14	8	7	**10**

COMMUTING

OVERVIEW: For eleven consecutive years, the San Bernardino Annual Survey data have revealed that most respondents from each zone spend less than an hour commuting to and from work, although the median commute time is "inching up." Most respondents stay in San Bernardino County to work, with West Valley respondents having the highest percentage of respondents commuting outside the County (mainly to Los Angeles County).

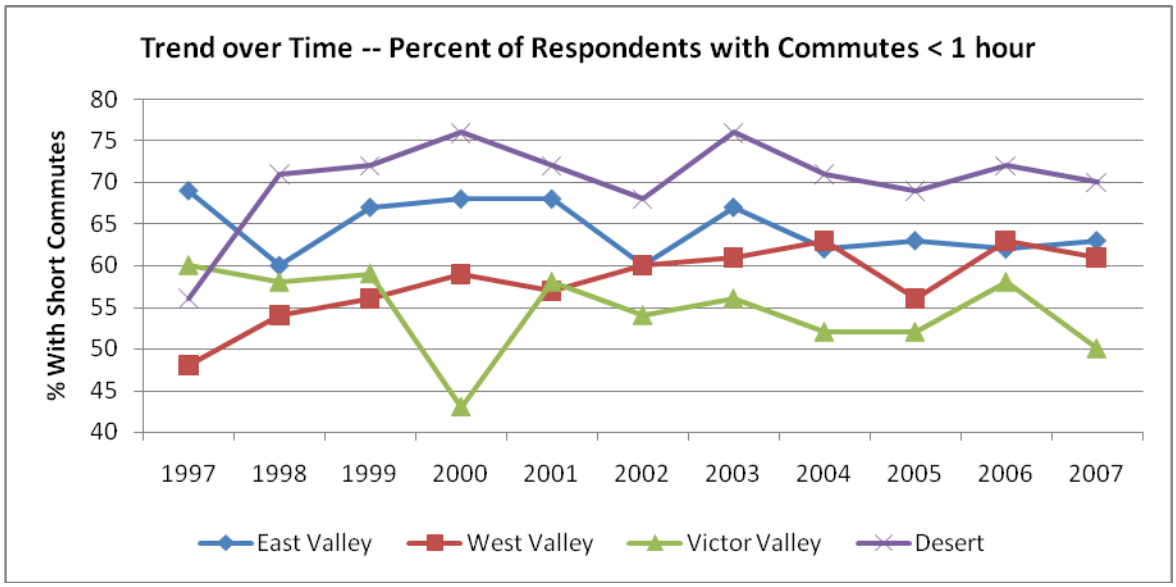
As in the past, approximately 6 out of every 10 San Bernardino County respondents reported spending less than an hour each day driving to and from work (Question 25). Although on the face of it, the fact that 62% of County residents have relatively short commutes would appear to be encouraging, the flip side of the statistic is that a significant number (38%) are spending a large portion of their day driving to and from work. As noted in past reports, this takes a personal toll on these individuals and their families, as well as a financial toll given the skyrocketing cost of fuel.

A review of region-specific data suggests that the Victor Valley region maintains its position of having the fewest people with relatively short commute times, and the Desert region has the highest percentage of people with relatively short commute times. The Victor Valley region showed the greatest decrease in people with short commute times (58% last year vs. 50% this year). East Valley was virtually unchanged, and the other two regions had statistically insignificant decreases (within the margin of error).

Of course, one of the pressing questions is whether the percentage of drivers with short commutes has significantly changed over the past 11 years of the survey. Our data show that for more than a decade there has been a great deal of variability in commuting times for San Bernardino County residents. Based on the 2007 median commute time, however, it appears that the commute time is "inching up," perhaps due to the major freeway work in the Inland Empire (particularly on the 91/60/215 freeway interchange for San Bernardino residents who work in Riverside) or lack of employment available close to home.

Table 7. % With Total Round-Trip Commuting Times of Less Than 1 Hour

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %	Median Commute Time
1998 Survey	60	54	58	71	**58**	**38.2 min**
1999 Survey	67	56	59	72	**62**	**37.3 min**
2000 Survey	68	59	43	76	**61**	**37.1 min**
2001 Survey	68	57	58	72	**61**	**38.5 min**
2002 Survey	60		54	68	**60**	**36.6 min**
2003 Survey	67	61	56	76	**63**	**37.4 min**
2004 Survey	62	63	52	71	**62**	**36.0 min**
2005 Survey	63	56	52	69	**59**	**38.2 min**
2006 Survey	62	63	58	72	**62**	**38.4 min**
2007 Survey	63	61	50	70	**61**	**40.2 min**



As in previous surveys, the majority of San Bernardino County respondents reported that they work within San Bernardino County (Question 27), with the percentage remaining remarkably stable over time (70% in 2007). Los Angeles County continued to be the major source of employment outside the county.

Table 8. San Bernardino County Respondents' Commuting Destinations, 1998-2007*

Work Destination (County)	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
San Bernardino	**73**	**73**	**70**	**69**	**67**	**69**	**71**	**72**	**71**	**70**
Riverside	8	6	7	8	9	7	5	5	7	7
Orange	3	3	4	4	6	5	5	4	4	4
Los Angeles	14	15	15	16	16	16	16	17	13	15

* NOTE: A small percentage of respondents reported working in areas not listed in the table.

The West Valley region has the highest percentage of commuters traveling to Los Angeles County for work. East Valley and Desert respondents who commute outside San Bernardino County tend to travel to Riverside County.

Table 9. In What County do you Work?*

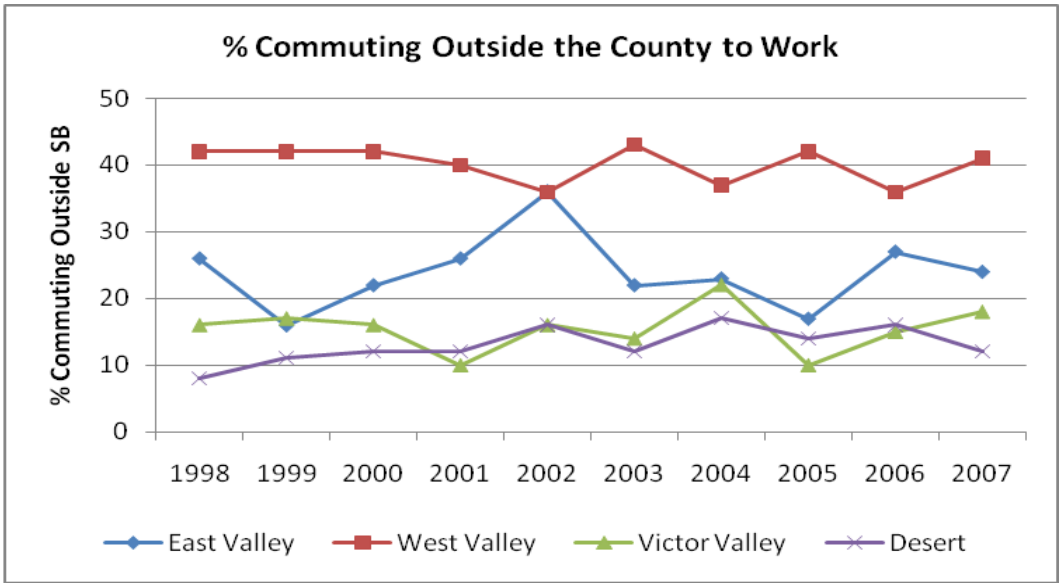
	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
San Bernardino County	**76**	**59**	**82**	**88**	**70**
Riverside County	11	5	3	9	7
Orange County	3	5	4	< 1	4
Los Angeles County	6	27	5	1	15

* NOTE: A small percentage of respondents reported working in areas not listed in the table.

When looking at trends over time in commuting destinations by region (Table 10), one finds regional differences that have been fairly consistent over the past eleven years. West Valley tends to have the highest percentage of people traveling outside the county to go to work. Victor Valley and the Desert region have the lowest percentage (which is probably expected given the driving distance from those areas to surrounding counties).

Table 10. % Traveling to Work Outside San Bernardino County

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	Question was not asked in the 1997 survey				
1998 Survey	26	42	16	8	**31**
1999 Survey	16	42	17	11	**27**
2000 Survey	22	42	16	12	**30**
2001 Survey	26	40	10	12	**31**
2002 Survey	36		16	16	**33**
2003 Survey	22	43	14	12	**31**
2004 Survey	23	37	22	17	**29**
2005 Survey	17	42	10	14	**28**
2006 Survey	27	36	15	16	**29**
2007 Survey	24	41	18	12	**30**



OTHER TRANSPORTATION ISSUES

OVERVIEW: About 39% of San Bernardino County respondents have heard of FSP (Freeway Service Patrol), mostly from word of mouth or personal experience. Most respondents didn't know who is responsible for running the FSP tow service, which may be understandable since the program is only two years old. Almost half of the respondents are aware of one of the three major partners that operate the FSP program (San Bernardino

Associated Governments, California Highway Patrol, Caltrans). On another issue, most respondents believe that the government isn't doing enough to improve air quality. They expressed a willingness to support fees on goods movement, increased regulation, and taxes on diesel fuel to help reduce pollution and traffic delays from cargo trucks and trains. They also supported tougher air pollution standards on new cars, light trucks, and SUVs, even if they have to pay more to purchase their next vehicle.

San Bernardino Associated Governments (SANBAG) has been a sponsor of the Annual Survey since its inception in 1997. This year, one of SANBAG's interests was to determine county respondents' awareness of the Freeway Service Patrol program (FSP)[1] which was implemented in the Valley portion of the county in January, 2006. After a brief explanation of the program, respondents were asked to indicate whether they had heard of the service (Question SANBAG1). Only 39% of county respondents indicated that they had heard of the service (42% in East Valley, 41% in West Valley, 37% in Victor Valley, and 22% in the Desert). This may be understandable considering that the program was implemented only two years ago.

Those who had heard of FSP were then asked to indicate where they had heard of it (an important question for "marketing" purposes). Table 11 shows the responses from those familiar with the program. The reader is encouraged to interpret the regional figures with caution due to the small sample size of people familiar with FSP in each region – 100 in East Valley, 107 in West Valley, 94 in the Victor Valley, and only 54 in the Desert.

Table 11. Where Have Respondents Heard of FSP?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
Word of mouth	24	25	17	7	23
Used the service before	20	26	19	13	22
Newspaper	20	9	16	20	14
Seen them on the freeway	8	19	9	7	13
TV	14	5	14	20	10
Radio	3	7	10	10	6

1. FSP is a roving team of tow trucks that provide help at no cost to drivers who run out of gas, have a flat tire, or need minor mechanical assistance.

The table above shows that in all regions except the Desert (where there is currently no FSP service in operation), word of mouth or personal experience are important sources of information about FSP. On the other hand, when all facets of the mass media (newspapers, TV, and radio) are combined, it is clear that mass media is perhaps the major advertising vehicle about the program for all except West Valley respondents.

SANBAG staff also wanted to know whether respondents knew who is responsible for running the FSP tow service.[2] When asked who is responsible as an open-ended question (Question SANBAG4), 25% of respondents didn't know or had forgotten. The most-often provided response was that the County of San Bernardino is responsible (15%), with the County Transportation Agency/Commission and the State Department of Transportation each being mentioned by 14% of respondents.

Another topic of interest to SANBAG was tracking people's perception of cargo trucks and trains, and their impact on the county's traffic and air quality problems. The series of questions on that topic began with a questionnaire item (Question SANBAG5a) which stated: "Studies show that air quality in the county has improved markedly over the past 20 years, but it is still the worst in the nation and is causing health problems for county residents. Do you think that the government is doing enough to improve air quality?" Only one out of four respondents answered in the affirmative. Then, to focus the respondent's attention on the goods movement issue, the respondent was asked: "Would you support fees on goods moved through the Southern California ports to help pay for less polluting cargo trucks and trains?" Two-thirds of respondents categorically said "Yes," 24% said "No," and the remaining 9% said (probably very realistically) "It depends on how much the fees are." Respondents in all four regions, moreover, indicated a willingness to support the assessment of fees on goods moved through the Inland Empire. These findings suggest that county residents are acutely aware of how cargo trucks and trains contribute to air pollution and are willing to pay to mitigate the problem.

Respondents were then read a list of some other possible ways to reduce pollution from trucks and trains (Questions SANBAG7 through SANBAG10). The following table indicates that respondents gave the highest level of support to helping government reduce pollution

2. In actuality the program is run by SANBAG, the California Highway Patrol (CHP) and Caltrans through state and local funds -- it is partly funded by Measure I, San Bernardino County's half-cent sales tax for transportation improvements.

through imposing more stringent regulations. They also somewhat supported taxes on diesel fuel (especially East and West Valley respondents), but showed less support for methods which will "touch their own wallets" – funding from gasoline or sales taxes.

Table 12. % Indicating Support for Pollution-Reduction Efforts

METHOD OF REDUCING POLLUTION FROM TRUCKS AND TRAINS	**East Valley %**	**West Valley %**	**Victor Valley %**	**Desert %**	**SB County %**
More stringent regulations	80	78	74	76	78
Taxes on diesel fuel	62	63	50	51	60
Funding from gasoline taxes	58	52	47	52	53
Funding from sales taxes	49	53	48	53	51

Just as county respondents generally supported fees on goods moved through the ports to pay for less polluting cargo trucks and trains, they also supported fees to pay for projects to reduce traffic congestion from trucks and to reduce delays at railroad crossings (Question SANBAG11). The data show that 63% of respondents would be willing to support such fees, and another 8% "might" support them (depending on the magnitude of the fees).

Finally, respondents were asked to deal with something "closer to home" with the question: "Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?" (Question SANBAG12). An overwhelming 78% of county respondents said "yes" (with Victor Valley and Desert respondents being less supportive of such standards than respondents in East and West Valley). Then a follow-up question was asked of the subgroup saying "yes." Those respondents were asked if they still support such standards if it made it more costly for them to purchase or lease their next vehicle (Question SANBAG13). Again, there was huge support for such standards, with 79% answering in the affirmative.

Table 13. Support for Air Pollution Standards for Cars, Light Trucks, and SUVs

	East Valley %	**West Valley %**	**Victor Valley %**	**Desert %**	**SB County %**
% Supporting tougher air pollution standards	80	80	70	72	78
% Supporting even if it was more costly for next vehicle	83	76	77	77	79

FEAR OF CRIME AND CRIME RELATED ISSUES

OVERVIEW: ***Fear among San Bernardino County residents of being the victim of a serious crime is down in all four zones this year. East Valley respondents continued to express a higher fear level than respondents in the other three zones.***

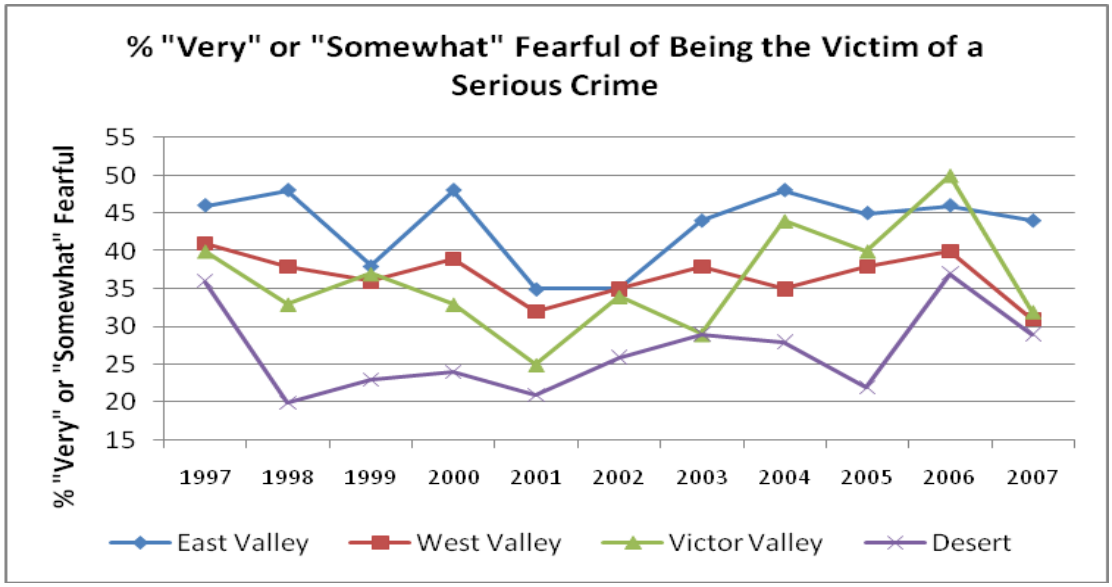
Over the years, respondents to the Annual Survey have expressed that crime and gang-related activity is an ever-present concern. As noted earlier, "crime/gang-related activity" was once again overwhelmingly the most often-mentioned "negative factor" about the county for San Bernardino County respondents. This concern about crime was also reflected in answer to the direct question: "How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?" (Question 9).

As shown in Table 14 below, there has been some variation over time in respondents' fear of crime. In 2001 we reported a dramatic decline in the percentage of San Bernardino County residents who reported being "very" or "somewhat" fearful of being the victim of a serious crime. Since that time, however, fear of crime had shown an increase until last year when the fear reached the highest level since the inception of the survey in 1997. In this year's survey, fear is back down to 2002 levels. It is difficult to determine the reason for this decrease. Although this decrease may reflect an actual change in perceptions about crime, it is also possible that other events accounted for the findings such as decreasing media coverage of high-profile crime in the area, or the wildfires which were raging in Southern California during the period when the survey was being conducted[3]. Next year's report will be especially important in determining whether this year's decrease was a byproduct of the time period in which the survey was conducted, or a real decrease.

3. Given the widespread property destruction, increased air pollution, evacuations, school closures, etc. from the fires, it is not surprising that people's minds might be focused on those current issues rather than on crime and gang activity

Table 14. % "Very Fearful" or "Somewhat Fearful" of being the victim of a serious crime

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	46	41	40	36	**43**
1998 Survey	48	38	33	20	**40**
1999 Survey	38	36	37	23	**36**
2000 Survey	48	39	33	24	**41**
2001 Survey	35	32	25	21	**32**
2002 Survey	35		34	26	**35**
2003 Survey	44	38	29	29	**39**
2004 Survey	48	35	44	28	**41**
2005 Survey	45	38	40	22	**40**
2006 Survey	46	40	50	37	**44**
2007 Survey	44	31	32	29	**36**



Which regions' respondents hold the most fear of crime? Historically East Valley respondents have expressed the most fear of being the victim of a serious crime whereas the Desert respondents have reported the least fear. That pattern continued in 2007. Of special note is the sharp decrease in fear of crime among Victor Valley respondents, following several years of relatively high values. West Valley and Desert respondents also showed sharp decreases.

ECONOMIC EVALUATIONS AND FUTURE PROSPECTS

OVERVIEW: Fewer people than last year rated the county's economy as "excellent" or "good," with significant declines in three out of the four regions. Respondents' ratings of their own financial well-being are at an all-time low since the inception of the survey, with only one out of every four respondents saying they are "better off" than last year. However, 43% continued to remain optimistic about their financial well-being in the coming year…a figure down from 51% in 2006.

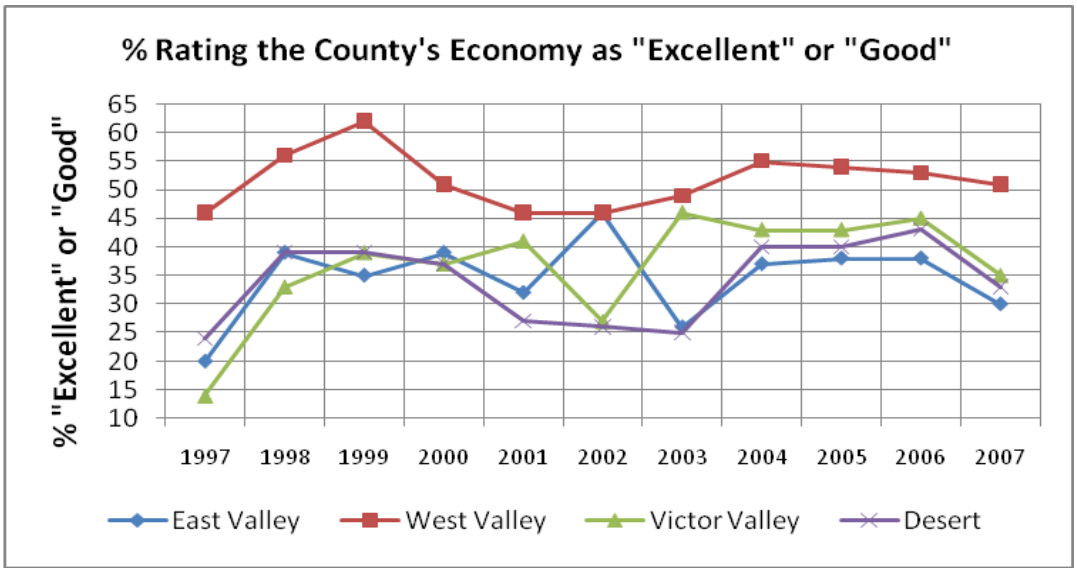
This year's survey was conducted during a period when the newspapers were filled with articles about the falling housing market, the war (and its related costs), and sharp increases in the cost of everyday commodities such as gas and groceries. It is therefore not surprising that during this time period of an economy displaying some weakness, the percentage of county respondents rating the economy as "excellent" or "good" decreased from 46% in 2006 to only 40% in 2007 (Question 8). The ratings are now virtually equal to the ratings from 2001 and 2003 when weakness in the national economy spurred initiatives such as tax rebates and interest rate cuts were enacted to help bolster the economy (as is happening now).

Table 15. % Rating the County's Economy as "Excellent" or "Good"

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	20	46	14	24	**28**
1998 Survey	39	56	33	39	**45**
1999 Survey	35	62	39	39	**47**
2000 Survey	39	51	37	37	**44**
2001 Survey	32	46	41	27	**39**
2002 Survey	46		27	26	**43**
2003 Survey	26	49	46	25	**39**
2004 Survey	37	55	43	40	**46**
2005 Survey	38	54	43	40	**46**
2006 Survey	38	53	45	43	**46**
2007 Survey	30	51	35	33	**40**

West Valley respondents continued to rate the economy higher than respondents in the other three regions. Further, ratings in that region decreased only slightly this year, whereas the

other three regions saw significant decreases in respondents' ratings of the economy. Indeed, 7 out of 10 East Valley respondents now rate the economy as only "fair" or "poor," and the ratings were only slightly better in the Desert and Victor Valley regions.



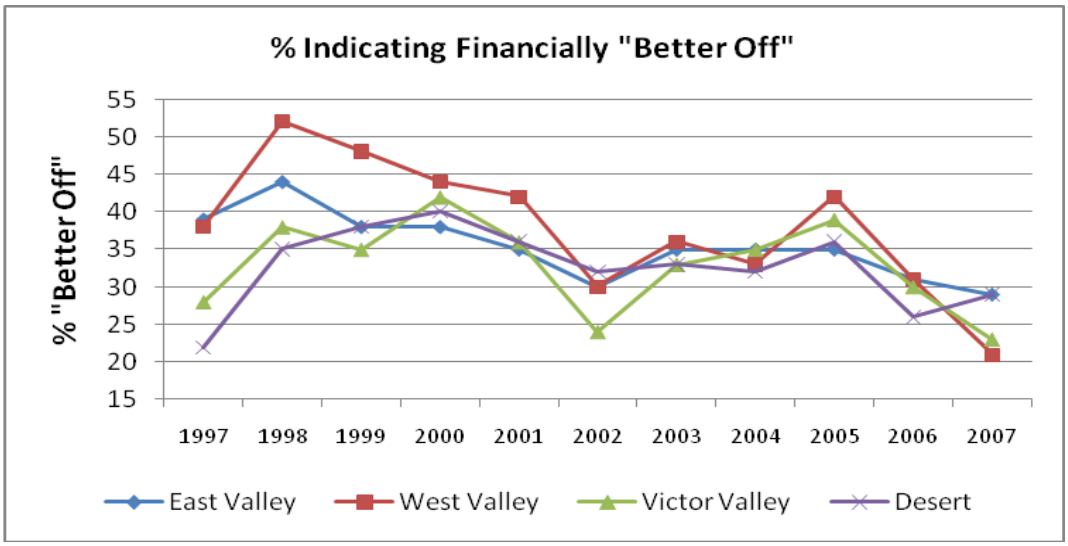
As we have noted in previous reports, there is often a "disconnect" between respondents' ratings of the county's economy and their ratings of their own economic well-being. For the most part, respondents' views of the **county's** economy are shaped by what they have read/heard in the media or by what they have gleaned from conversations with family and friends. In this sense, then, the respondents' view of the county's economy may not accurately reflect what is objectively occurring in the San Bernardino County area. Perhaps a better measure of the state of the county's economy is a measure of their *own* economic well-being, for in this case the respondent is not relying on other people's opinions, but rather on his/her own concrete and objective experience.

Responding to the question, "In comparison to a year ago, would you say that you and your family are better off, worse off, or the same" (Question 6), only (25%) of San Bernardino County respondents reported feeling that they are better off. This is a significant decrease from 2006, and reflects the lowest figure since the survey's inception in 1997.

Table 16. % Indicating Their Finances Are "Better Off" Compared With a Year Ago

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	39	38	28	22	**34**
1998 Survey	44	52	38	35	**46**
1999 Survey	38	48	35	38	**42**
2000 Survey	38	44	42	40	**41**
2001 Survey	35	42	36	36	**38**
2002 Survey	30		24	32	**30**
2003 Survey	35	36	33	33	**35**
2004 Survey	35	33	35	32	**34**
2005 Survey	35	42	39	36	**39**
2006 Survey	31	31	30	26	**31**
2007 Survey	29	21	23	29	**25**

All four regions showed a decline in the percentage of respondents indicating that they are better off financially than last year; however the decline was especially evident among West Valley respondents, with Victor Valley respondents a close second.



Over the years, it has consistently been the case that respondents are optimistic about their *future* financial condition (regardless of their rating of their *current* condition). When

asked: "Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now" (Question 7), respondents appeared to be a bit less optimistic than the respondents surveyed in 2006: this year, 43% expect to be better off financially a year from now – that figure was 51% in the 2006 survey. The percentage of people expecting their finances to be worse in the coming year was virtually unchanged from 2006, with Desert respondents showing significantly less pessimism than Victor Valley or West Valley respondents.

Table 17. Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same you are now?

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County 2006 %	SB County 2007 %
Better off	43	43	42	47	51	43
Same	50	47	45	48	41	48
Worse off	8*	10	13	5	8	9

*NOTE: figures do not add up to 100% due to rounding differences

EVALUATIONS OF SELECTED PRIVATE AND PUBLIC SERVICES

OVERVIEW: ***Ratings of private and public services have not changed significantly over the past eleven years in the county, with high marks continuing to be given to shopping, police/sheriff services, and parks/recreation services. On the other end of the continuum, street/road maintenance and transportation continue to be problem areas. In the Desert region, shopping continues to be a problem, as well as entertainment and street/road maintenance.***

For the past eleven years the Annual Survey has included questions regarding respondents' evaluations of local services from both the private and public sectors. Over time, there has been remarkable stability in rankings. The following table details the percentage of respondents who indicate that the services are "excellent" or "good" (Questions 14 to 20).

Table 18. Trend -- "Excellent" or "Good" Ratings of Services

SERVICE	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	**2007 %**
Shopping	65	68	63	68	70	66	66	65	68	**68**
Police/Sheriff	65	70	64	66	71	69	63	61	61	**61**
Parks/Recreation	56	60	58	58	58	56	55	56	59	**57**
Public Schools	51	46	41	45	51	46	37	43	49	**43**
Entertainment	50	49	43	46	49	49	46	44	47	**50**
Transportation	N/A	N/A	36	42	40	38	36	37	42	**36**
Street/Road Maintenance	35	38	33	34	39	35	25	28	30	**32**

Over time, San Bernardino County respondents have given the highest ranking to shopping and police/sheriff services and the lowest ranking to street/road maintenance and transportation. This year is no exception. Even though perceptions of police/sheriff services are relatively high, they *have* declined somewhat since 2003. Of greatest concern, however, is the fact that perceptions of street/road maintenance have remained at virtually the same consistently low level since the report's inception. Further, perceptions of transportation have now approached the low levels of street/road maintenance. Given declining budgets, it is unclear whether more can be done to mitigate problems with transportation and street/road maintenance, however government officials should take note of these ratings, particularly given respondents' concern about traffic problems mentioned earlier in this report.

Table 19 below shows the regional breakdowns of ratings in services, comparing 2006 to 2007. As in previous years, ratings by West Valley respondents are higher than those of the respondents in the other 3 zones, with shopping and police/sheriff services ranked at the top of the list. In fact, shopping is the most highly rated service in all zones except the Desert region which rates shopping below all services other than entertainment and street/road maintenance.

Table 19. % Rating Local Services as "Good" or "Excellent"

	East Valley %		West Valley %		Victor Valley %		Desert %	
	2006	**2007**	2006	**2007**	2006	**2007**	2006	**2007**
Shopping	65	**62**	78	**81**	58	**54**	39	**36**
Police/Sheriff	55	**54**	68	**70**	58	**52**	58	**56**
Parks/Recreation	51	**43**	68	**73**	49	**48**	55	**50**
Entertainment	44	**46**	55	**61**	34	**35**	31	**25**
Public Schools	43	**35**	54	**52**	46	**40**	46	**38**
Local Transportation	41	**30**	46	**45**	33	**25**	41	**39**
Street/Road Maintenance	20	**24**	42	**44**	24	**21**	24	**26**

WATER CONSERVATION ISSUES

OVERVIEW: Approximately two-thirds of respondents in Mojave Water Agency's service area expressed concern about the availability of future water supplies. Nearly half felt that having a reliable water supply is as important as reducing traffic, and over a third felt that it is more important than fighting crime. The vast majority of respondents have personally made a change in their water use habit this past year.

This year for the first time, Mojave Water Agency was a sponsor of the Inland Empire Annual Survey. The agency was interested to know how concerned respondents in its service area (parts of the Victor Valley and Desert regions) were about the availability of future water supplies. It is noteworthy that 2/3 of respondents were "very concerned" about the availability of future water supplies, with another 24% "somewhat concerned" and only 8% "not at all concerned" (Question Mojave1). Further, nearly half (47.1%) expressed the opinion that having a reliable water supply is more important than reducing traffic, 42.1% feel it is more important than health care, and 37.6% feel it is more important than fighting crime.

Respondents in the Mojave Water Agency region are not only concerned about water, but also have adjusted their behavior in order to conserve…that is, 81% reported that they have personally made a change in their water use habits in the past year in order to conserve (Question Mojave3). These responses, however, should be viewed with some suspicion since it is well-known that respondents are likely to provide socially acceptable answers to "politically correct"

questions (especially when no probes are done to find out precisely what changes were made). On the other hand, it is possible that indeed these respondents have modified their behavior due to concerns about the environment. It will be interesting to track this over time (and to use probes to determine the extent of the behavior changes).

Finally, water agencies throughout the state have begun to offer financial incentives to promote water conservation (i.e. offering rebates for drip systems, water-based sprinkler timers, cash for reducing lawn size). When asked: "If financial incentives were made available to water users to help promote water conservation, would you participate," an impressive 86% of respondents said "yes" and another 5% said that it "depends on the amount of money offered."

CONFIDENCE IN ELECTED OFFICIALS

OVERVIEW: Confidence in elected city officials among respondents slightly increased in three of the four zones since last year.

Since 1997 the Annual Survey has included a question asking respondents "How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?" (Question 28). There has been a great deal of variation in ratings over time, with confidence ranging from a high of 66% having a "great deal" or "some" confidence in 2002, to a low of 55% in 2005. This year the figure has increased from 56% to 63% of respondents reporting having a "great deal" of confidence or "some" confidence in their city/community elected officials.

The public's enthusiasm for and confidence in their elected officials has always been highest in the West Valley region, and this year's survey shows a significant increase in those ratings. On the other end of the scale, Victor Valley ratings of their elected officials have dropped considerably to 49% of respondents having a "great deal" or "some" confidence in their elected officials.

Table 20. % Reporting a "Great Deal" or "Some" Confidence in Their Elected Officials

	East Valley %	West Valley %	Victor Valley %	Desert %	SB County %
1997 Survey	58	78	51	56	**63**
1998 Survey	55	69	57	54	**61**
1999 Survey	56	66	52	49	**59**
2000 Survey	60	71	58	52	**64**
2001 Survey	53	65	54	55	**59**
2002 Survey	69		51	52	**66**
2003 Survey	60	68	65	47	**63**
2004/05 Survey	Question was not asked on this year's survey				
2005 Survey	51	60	53	52	**55**
2006 Survey	50	61	58	58	**56**
2007 Survey	55	74	49	61	**63**

INTRODUCTION TO TWO-COUNTY COMPARISONS: RIVERSIDE/SAN BERNARDINO COUNTY BREAKDOWNS

Between 1997 and 2001, the Inland Empire Annual Survey was conducted in both Riverside and San Bernardino Counties as a joint project between the Institute of Applied Research at CSUSB and the Center for Social and Behavioral Science Research at UCR (under the direction of Dr. Max Neiman). Between 2002 and 2006, IAR surveyed only San Bernardino County respondents. This year, IAR is pleased to report that the Green Valley Initiative and the Riverside County Economic Development Agency provided funding to include Riverside County respondents, thus allowing for two-county analysis as in the past. This section of the report includes the highlights of the two-county findings. Differences between counties are described, as are trends over time where sufficient data are available.

As noted in the preceding section, the tables in the data display and in this section reflect a weighting scheme to correct for over-sampling of certain geographic areas in San Bernardino County (no weighting scheme was necessary in Riverside County). Thus, when we refer to the number of respondents in San Bernardino County indicating a particular view (a number that is a weighted figure), the actual number of respondents may differ from the adjusted figure reported in the table. A full data display of two-county findings is shown in Appendix III.

RATINGS OF THE COUNTY

OVERVIEW: ***As in previous surveys, the majority of residents in both counties continue to rate their county as a good place to live. Respondents in the two counties used similar criteria (nice living area, good climate, affordable housing, and "not crowded") to express their positive assessments of their county as a place to live. These findings are consistent with previous surveys. Crime was overwhelmingly the most-often mentioned negative factor about living in San Bernardino County, whereas Riverside County respondents appeared to be most concerned about traffic.***

The Inland Empire has always had an image problem – many Southern California residents who live in other counties do not perceive the Inland Empire (especially San Bernardino County) to be an overwhelmingly good place to live. Yet since the inception of the

Annual Survey, the majority of residents in both counties have rated the county as a "fairly good" or "very good" place to live (Question 3). Table 21 below shows that among Riverside County respondents, 77% indicated that their county is a “very good” or “fairly good” place to live, while only about 67% of the San Bernardino County residents reported feeling that way.

Table 21. % Respondents Indicating Their County is a "Very Good" or "Fairly Good" Place to Live

	Riverside County %	SB County %
Very good	28	23
Fairly good	49	44
Neither good nor bad	18	21
Fairly bad	4	8
Very Bad	2	3

Although large majorities in both counties expressed very positive ratings for their counties, there remains a noticeable gap between counties, with Riverside County residents somewhat more positive overall. This is a pattern that has persisted since 1997 (See Table 22). Although there have been slight variation in ratings from year to year, overall those changes have been within the margin of error.

Table 22. Trend in % Respondents Indicating Their County is a "Very Good" or "Fairly Good" Place to Live

	Riverside County %	SB County %
1997 Annual Survey	76	63
1998 Annual Survey	81	67
1999 Annual Survey	79	69
2000 Annual Survey	80	67
2001 Annual Survey	81	72
2002 – 2006: No comparative data are available		
2007 Annual Survey	77	67

To help explain the above ratings, respondents were asked to indicate the one BEST and

one MOST NEGATIVE thing about living in the county (Questions 4 and 5). As has been the case over the years, respondents in both counties mentioned "good area/location/scenery" as the most positive aspect of living in the county (Table 23). "Climate/weather" and "affordable housing" were also mentioned by a significant group of respondents, as was the fact that the area is "not crowded."

Table 23. Positive Factors Mentioned About the County

	Riverside County %	SB County %
Good area, location, scenery	29	34
Good climate, weather	19	11
Affordable housing	9	11
Not crowded	10	8

Although there are many issues about which respondents in the two counties agree, there are some significant differences in their perceptions about "the most negative thing about living in the county" (Table 24). Over the past several years San Bernardino County respondents have perceived crime and gang activity to be the area's worst negative factor, and this year's data continues that trend. Riverside County respondents, in contrast, appear to be more concerned about traffic than they are about crime. It is tempting to explain away Riverside County respondents' concern with traffic as being due to major road construction projects such as the 60/91/215 Interchange Improvement project in Riverside County, however previous Annual Surveys have also noted that approximately twice as many Riverside County respondents focus on traffic as a negative factor than mention crime/gang activity. Clearly, traffic is as much of an issue to Riverside County respondents as crime/gang activity is to San Bernardino County respondents.

Table 24. Negative Factors Mentioned About the County

	Riverside County %	SB County %
Crime, gang activity	11	24
Traffic	20	10
Smog, air pollution	9	9
Weather	9	4

Approximately the same amount of respondents in each county mentioned smog/air pollution as the most negative factor of living in the county. It is interesting that 9% of Riverside County respondents mentioned weather as a negative factor – that is the same percentage of people who mentioned weather as the *best* thing about living in the county.

COMMUTING

OVERVIEW: Over time, the Annual Survey data have revealed that most respondents from each county spend less than an hour commuting to and from work. Most respondents reported that they stay in their own county to work. Riverside County commuters working outside the county tended to go to San Bernardino (8%), Orange (7%), or LA (5%) County. San Bernardino County commuters working outside the county tended to go to LA County (15%), Riverside (7%), or Orange (4%) County.

In 2001 (the last time Riverside County respondents were included in the Annual Survey), we noted that the length of reported commuting times had remained fairly constant over time, with approximately 6 out of every 10 respondents reporting spending less than an hour each day driving to and from work (Question 25). That has not changed in this year's survey. What has changed is that previous to 2001 there were virtually no differences between the counties regarding these commute times. As noted in Table 25, that is not the case this year. In this year's survey, 54% of Riverside County commuters reported having "short" commutes (less than 1 hour), whereas 61% of San Bernardino County commuters reported "short" commutes. This may partially explain why more Riverside County than San Bernardino County respondents mentioned traffic as the most negative factor about living in the county.

Table 25. Total Round Trip Commute Time of People Who Are Employed Outside the Home

	Riverside County %	SB County %
Less than 1 hour	54	61
1 - < 2 hours	25	23
2 - < 3 hours	14	9
3 - < 4 hours	4	6
4 or more hours	3	2

The overwhelming majority (approximately 7 out of 10) of those respondents who commute to work reported that they travel to work within their own county (Table 26). This pattern has been noted in previous Annual Surveys and it continued this year. Of course, another way of looking at the data is that approximately 3 out of every 10 commuters travel to work destinations that are ***outside*** their own county to work.

Riverside County commuters who travel outside their county to work appear to be distributed among San Bernardino (8%), Orange (7%), Los Angeles (5%), and San Diego (3%) counties. As reported in previous annual surveys, the largest proportion of the San Bernardino County commuters who travel outside the county go to Los Angeles County (15%), with the next highest proportion traveling to Riverside County (7%), followed by Orange County (4%). A relatively small proportion of San Bernardino County commuters head for San Diego County to work. Again, these findings are relatively consistent with previous Annual Surveys.

Table 26. Commuting Destinations (County)

Work Destination County	Riverside County Respondent Commuting Destinations*				San Bern. County Respondent Commuting Destinations*			
	1999	**2000**	**2001**	**2007**	**1999**	**2000**	**2001**	**2007**
Riverside	72	72	70	72	6	7	8	7
San Bernardino	9	9	10	8	73	70	69	70
Orange	7	7	10	7	3	4	4	4
Los Angeles	5	5	5	5	15	15	16	15
San Diego	3	4	3	3	<1	<1	<1	<1
Other	4	2	2	5	3	3	2	4

*Numbers in cells are % of employed respondents.

FEAR OF CRIME AND CRIME RELATED ISSUES

OVERVIEW: ***Fear of being the victim of a serious crime was higher among San Bernardino County respondents than Riverside County respondents. Overall, however, fear of crime is down to levels of the late 1990's.***

Over the years, respondents to the Annual Survey have expressed that crime and gang-related activity is an ever-present concern. As noted earlier, "crime/gang-related activity" was

once again overwhelmingly the most often-mentioned "negative factor" about the county for San Bernardino County respondents, and the second most often-mentioned factor for Riverside County respondents. This concern about crime was also reflected in answer to the direct question: "How fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?" (Question 9). As shown in Table 27 below, there are slight differences in fear of crime between Riverside and San Bernardino County respondents.

Table 27. Fear of Being The Victim of a Serious Crime (Such as a Violent or Costly Crime)

	Riverside County %	SB County %
Very fearful	6	7
Somewhat fearful	24	29
Not too fearful	40	36
Not at all fearful	30	28

In previous reports we noted that fear of being the victim of a serious crime had generally declined for respondents of the two-county area since 1997. As shown in Table 28, the proportion of Inland Empire respondents indicating they are somewhat fearful or very fearful of being the victim of a serious crime has decreased to a level similar to that of the late 1990s. It is difficult to determine the reason for this decrease. Perhaps the decrease in fear of crime is based on objective reality, or perhaps the decrease is due to media coverage of crime which was trumped by other issues during the time the survey was being conducted (e.g. the wildfires which were raging in Southern California).

Table 28. Trend - % of Inland Empire Respondents Indicating That They Are "Very Fearful" or "Somewhat Fearful" of Being the Victim of a Serious Crime

	%
1997 Annual Survey	42
1998 Annual Survey	39
1999 Annual Survey	35
2000 Annual Survey	40
2001 Annual Survey	29
2002 – 2006: Combined data are not available	
2007 Annual Survey	33

ECONOMIC EVALUATIONS AND FUTURE PROSPECTS

OVERVIEW: Respondents in both counties are seemingly feeling the effects of the economic weakness in the Inland Empire. Riverside County respondents gave stronger ratings to their county's economy than did San Bernardino County respondents. In addition, Riverside County respondents are more optimistic than their San Bernardino counterparts about their financial well-being in the coming year.

This year's survey was conducted during a period when the newspapers were filled with articles about the falling housing market, the war (and its related costs), and sharp increases in the cost of everyday commodities such as gas and groceries. This time period of economic weakness was recognized by Riverside and San Bernardino County respondents in that the percentage of respondents rating the economy as "excellent" or "good" (Question 8) was relatively low compared with other years the survey was conducted. This year 45% of Riverside County respondents rated their county's economy as "excellent" or "good," a statistically significant decrease from the 49% who gave those ratings in the 2001 survey. San Bernardino County ratings were lower than those of their Riverside County counterparts, and are approximately equal to the 2001 ratings which were given when weakness in the national economy spurred initiatives such as tax rebates and interest rate cuts to help bolster the economy (as is happening now).

Table 29. Trend -- % Rating the County's Economy as "Excellent" or "Good"

	Riverside County %	SB County %
1997 Annual Survey	38	28
1998 Annual Survey	59	45
1999 Annual Survey	61	47
2000 Annual Survey	59	44
2001 Annual Survey	49	39
2002 – 2006: Riverside Co. data are not available		
2007 Annual Survey	45	40

Although Riverside and San Bernardino County respondents differed in their ratings of the *county's* economy, there was little difference between county respondents when it came

to rating their own economic well-being. Responding to the question, "In comparison to a year ago, would you say that you and your family are financially better off, worse off, or the same?" (Question 6), only 25% of San Bernardino County respondents and 27% of Riverside County respondents reported feeling that they are better off. This is a significant decrease from 2001 levels for both counties, and reflects the lowest figures for both counties since the survey's inception in 1997.

Table 30. Trend -- % Indicating Their Finances Are "Better Off" Compared With a Year Ago

	Riverside County %	SB County %
1997 Annual Survey	33	34
1998 Annual Survey	39	46
1999 Annual Survey	43	42
2000 Annual Survey	40	41
2001 Annual Survey	34	38
2002 – 2006: Riverside Co. data are not available		
2007 Annual Survey	27	25

Over the years, it has consistently been the case that respondents are optimistic about their *future* financial condition (regardless of their rating of their *current* condition). When asked: "Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now" (Question 7), San Bernardino County respondents appeared to be a bit less optimistic than the respondents in Riverside County: 43% of San Bernardino County respondents expect to be better off financially a year from now, as opposed to 49% of Riverside County respondents.

RIVERSIDE COUNTY ECONOMIC DEVELOPMENT ISSUES

OVERVIEW: Riverside County respondents agreed that the K-12 school system and local community colleges should play an active role in career training and upgrading of career advancement skills. A sizable group has at some time decided not to apply for a job, or declined of left a job because the commute was too far. Nearly one in five operate a home-based business.

This year the Riverside County Economic Development Agency/Workforce Development Center (EDAWC) included a series of questions to tap Riverside County respondents' views regarding the public's perception of skill/career training, commuting to work, home-based businesses, and entertainment in the county.

The data from Questions EDAWC1 and EDAWC2 indicate that Riverside County respondents believe that the K-12 school system and local community colleges should play an active role in career training and upgrading of career advancement skills. Specifically, over 88% of respondents either strongly agreed or agreed that the K-12 school system should offer more career exploration and preparation courses. Moreover, 84% strongly agreed or agreed that their local community college is a place to go to receive training to upgrade their skills and advance their careers.

Turning to another issue: over the years IAR and others have documented that workers' commute times are increasing (which obviously takes a toll in terms of workers' quality of life). Moreover, respondents in past surveys have expressed a willingness to take as much as a 10% pay cut in order to work closer to home and shorten their commute time. In this year's survey, the EDAWC asked a related straightforward and direct question: "Have you ever decided not to apply for a job or declined or left a job because the commute was too far?" (Question EDAWC4). Nearly 40% of the respondents said "Yes." The findings from this question are provocative in the sense that they clearly indicate that commute time is a salient factor in the process of selecting and remaining in a job, however it is unclear at this time the magnitude of that factor in terms of final decision-making regarding employment.

Increasing commute times may be partially responsible for the 17% of Riverside County respondents who indicated that they operate a home-based business (EDAWC5). For many of those people, the home-based business provides only a small proportion of their total household income (Table 31 below). But the flip side of the coin is that for 21% of people with home-based businesses, the business provides three-quarters or more of their income.

Table 31. % of Household Income from Home-Based Business

	Riverside County %
0 – 10% of household income	31
11 – 24% of household income	12
25 – 49% of household income	16
50 – 74% of household income	20
75 – 99% of household income	8
100% of household income	13

A final EDAWC question focused on the places respondents go for entertainment and asked respondents: "How often do you go outside of Riverside County for entertainment?" Nearly half of the respondents (49%) reported leaving the county either "most of the time" or "sometimes." This finding is reinforced by data from previous Annual Surveys which showed that about half of the respondents rate the county's entertainment as "excellent" or "good." Future surveys might investigate in more detail respondents' reasons for going outside the county for their entertainment. Hopefully Economic Development Agency personnel would find this information helpful in their efforts to attract new entertainment venues to Riverside County.

GREEN VALLEY INITIATIVE ISSUES

OVERVIEW: Respondents reported taking individual responsibility for the environment through recycling, conserving water, and turning off lights. Moreover, they look to government at all levels (local, state, and federal) to be responsible for making sure the Inland Empire has clear air, water, and open spaces. The data suggest that "going green" can be a boon for businesses in the region—most respondents said they prefer such businesses, even if it costs slightly more. Respondents reported that they view protection of the environment as a higher priority than economic growth.

This year's survey included a new sponsor for the two-county area: The Green Valley Initiative (GVI). GVI's interest was to use the survey to determine Inland Empire residents' views on a variety of issues including the opinions on the relative importance of the environment vs. economic growth, their behaviors to help protect the environment, and their knowledge of

Green Valley Initiative's efforts in the area of sustainable development. There were very few significant differences in the responses of Riverside and San Bernardino County respondents.

Although various environmental surveys have suggested that respondents recognize the importance of environmental protection, talk does not always equate to action. Respondents were asked an open-ended question asking them to list the actions they take to help protect the environment (Question GVI7) – see Table 32 below. It is noteworthy that ***98 percent*** of respondents indicated that they do *something* to protect the environment (with the average number of green activities adopted increasing with education). The environmental protective action reported by the highest number of respondents is recycling newspaper, glass, and cans (85% of respondents indicated that they recycle – although it is unknown how often or how much they recycle). The reported incidence of recycling was lowest amongst the lower income group (78% of those earning less than $36,000 per year recycle compared to a norm of 86%). Further, married respondents were more apt to say they recycle than non-married counterparts (88% vs. 82%).

Approximately a third of the respondents indicate that they conserve water or turn off lights (NOTE: since this is a multiple response question the reader should note that these individuals may be the same people who recycle – the figures are not additive).

Table 32. Actions Taken to Protect the Environment

	Riverside County %	**SB County %**
Recycle newspaper, glass, and cans	85	85
Conserve water in the home and yard	34	35
Turn off lights and electrical appliances when not in use	30	31
Purchase and use energy efficient light bulbs or appliances	12	12
Avoid driving the car alone (e.g. bike, carpool, take the bus)	11	10
Try to cut down on the amount of trash and garbage they create	8	8
Make homes more energy efficient (e.g. insulation, solar power)	8	7

NOTE: This is a multiple response question for which respondents were able to list more than one answer, thus percentages are not expected to sum to 100%.

A related question (Question GVI8) asked the respondent what they think is the most important environmental issue facing Southern California today. Two issues dominated the responses: air pollution/smog (mentioned by 35% of Riverside County respondents and 40% of San Bernardino County respondents), and water supply/reservoirs (mentioned by 25% of Riverside County respondents and 20% of San Bernardino County respondents). As may be anticipated, younger respondents (especially parents with children in the home) were more concerned with air pollution than older respondents. The reverse was true for concerns over water supply and quality (concern over water issues increases appeared to increase with education, age, and income).

The next series of questions address the saliency of respondents' environmental commitment by asking respondents about whether they would be more inclined to purchase from a business if they knew it was working to be environmentally friendly (Question GVI10). It appears that "going green" can be a boon for businesses – 86% of respondents answered that they would indeed be more inclined to purchase from such a business (74% of whom would even be willing to do so if it cost slightly more). This predisposition for "promoting green" is also reflected in the fact that 9 out of 10 respondents in each county would support allocating some of the taxes they already pay for governments in the region to invest in environmentally friendly technologies like solar or alternative energy (Question GVI11).

More than half of respondents in each county expressed the belief that the environment should receive priority over economic growth (Question GVI1). Support for environmental protection is greatest among those with lower incomes (less than $36,000) – over 58% of this group believes the environment should receive priority over economic growth. This figure declines to 41% for respondents with incomes exceeding $110,000.

Table 33. Priority: Protection of the Environment vs. Economic Growth

	Riverside County %	SB County %
Protection of the environment should be given priority over economic growth	52	53
Economic growth should be given priority over the environment	27	29
Neither has priority – both are equally important	19	16
Other	2	2

Further, 41% of Inland Empire respondents (both counties combined) said they "strongly agree" and 54% said they "agree" that it is "important for regional leaders to balance economic development with quality-of-life" (Question GVI3) when strategizing for the future. The question, of course, is what role the leaders should take to achieve that balance. When asked explicitly whether "government should take a role in providing incentives for companies to adopt environmentally-friendly technology" (Question GVI4), eight out of ten respondents (81%) said that they "agree" or "strongly agree" with that proposal.

Respondents were then asked "Who do you think should have the main responsibility for making sure we have clean air, clean water, open space, and so on?" (Question GVI5). At first glance, the results in Table 34 indicate that a plurality feel that everyone (citizens, business, and government) shares equally in making sure the environment is protected. Yet when government-oriented categories are combined, the picture shifts – 46% of Riverside County and 46% of San Bernardino County respondents indicated that the responsibility lies in government at some level (State, Local, or Federal). Further analysis shows that women were more apt to say that responsibility lies in the hands of citizens, environmental groups or in an equal shared partnership with business and government. Men were more apt to lean in the direction of business or government.

Table 34. Responsibility for the Environment

	Riverside County %	SB County %
Everyone shares equally	31	32
Individual citizens	17	15
State government	17	15
Local government	15	17
Federal government	14	14
Environmental groups	2	3
Large corporations	2	2
Local businesses	1	1

In answer to a question asking whether the respondents thought the county leaders' green commitments are on the right track (Question GVI6), nearly half of respondents in each county said "yes." But it is interesting to note that nearly one-quarter of respondents in each county hadn't heard of the green commitments. This suggests that County leaders (perhaps with the help of GVI) should intensify their efforts to publicize whatever recent accomplishments they may have.

Table 35. Are County Leaders' Recent Green Commitments on the Right Track?

	Riverside County %	SB County %
Yes	48	45
No	30	32
Have not heard of the commitments	23	23

WATER CONSERVATION ISSUES

OVERVIEW: Nearly 9 out of 10 respondents in Metropolitan Water District's service area reported recalling an ad in the past three months about the need for water conservation, the lack of rain, or ways to save water. About 63% of those who recalled an ad said that the messages had caused them to change their behavior.

This year, Metropolitan Water District of Southern California became a new sponsor of

the Inland Empire Annual Survey. Metropolitan's interest was to determine whether recent water conservation ads were recalled by Inland Empire respondents. Almost 87% of respondents reported recalling an ad in the past three months about the need for water conservation, the lack of rain, or ways to save water (Question Met1). Those 87% were then asked to indicate what specific message they recalled (Question Met2). The most-often mentioned message (from 38% of those who remembered an ad) was that the Inland Empire is in the midst of a drought (water shortage). Another predominant message was the general concept that people need to "conserve water" (mentioned by 28% of respondents).

Respondents were also asked whether the messages in the ad had caused them to change their behavior in the last 3 months to conserve more water (Question Met3). Most respondents (63%) answered in the affirmative. To place these findings in context, this figure was 47% in a statewide study IAR conducted for the California Urban Water Conservation Council in 2006.

What accounts for this difference? The predominant reason may lie in the fact that the statewide study was targeted at people living in homes – the main focus of that survey was landscape water use, whereas this study focused on water usage in general. But an alternative explanation may be that perhaps there have been more recent ads in the Inland Empire, thus recall and behavior change have been more striking than in the previous study. Or perhaps the content or media mix of the ads was different, thus producing better results. In any case, the data indicate that Metropolitan Water District should capitalize on its success at getting the message out.

EVALUATIONS OF SELECTED PRIVATE AND PUBLIC SERVICES

OVERVIEW: ***Ratings of private and public services have not changed significantly over the past eleven years in the county, with high marks continuing to be given to shopping, police/sheriff services, and parks/recreation services. On the other end of the continuum, street/road maintenance and transportation continue to be problem areas in both counties.***

Each year the Annual Survey has included questions regarding respondents' evaluations of local services from both the private and public sectors. Over time, there has been remarkable stability in rankings and remarkably few differences between counties. The following table (next

page) details the percentage of respondents who indicate that the services are "excellent" or "good" (Questions 14 to 20).

Table 36. % Rating Service as "Excellent" or "Good"

SERVICE	Riverside County %	SB County %
Shopping	69	68
Police/Sheriff	62	61
Parks/Recreation	63	57
Public Schools	47	43
Entertainment	51	50
Transportation	33	36
Street/Road Maintenance	40	32

Respondents in both counties gave the highest ranking to shopping and police/sheriff services. Parks and recreation services also received relatively high marks. On the flip side (and of greatest concern) is the fact that perceptions of street/road maintenance and transportation have remained virtually the same since the report's inception – i.e. consistently low levels. Given declining budgets, it is unclear whether more can be done to mitigate problems with transportation and street/road maintenance, however government officials should take note of these ratings, particularly given respondents' concern about traffic problems mentioned earlier in this report.

CONFIDENCE IN ELECTED OFFICIALS

OVERVIEW: Approximately 6 out of 10 respondents in each county have a "great deal" or "some" confidence in their elected city officials.

Since 1997 the Annual Survey has included a question asking respondents "How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?" (Question 28). There has been a great deal of variation in ratings over time, with little difference in ratings between counties. This year 63% of San Bernardino County respondents and 62% of Riverside County respondents reported having a "great deal" of confidence or "some" confidence in their city/community elected officials.

FINAL NOTE

In this report we have presented San Bernardino region-specific and Riverside/San Bernardino County comparative findings from the 2007 Inland Empire Annual Survey. The reader is encouraged to review the full data displays (attached) for the complete listing of survey results. This report will be added to previous Annual Surveys on our website (http://iar.csusb.edu) for those who wish to engage in more detailed comparative analysis with previous years' reports.

For questions about the Inland Empire Annual Survey (or additional analysis tailored to a particular organization or agency), please contact the authors: Shel Bockman (909-537-5733), Barbara Sirotnik (909-537-5729), or Christen Ruiz (909-537-5776).

Appendix I

Questionnaire

INLAND EMPIRE ANNUAL SURVEY, 2007

SHELLO Hello, I am calling from the Institute of Applied Research at Cal State San Bernardino. We're conducting a scientific study of public opinion on a variety of issues and we need the input of the head of the household or his or her partner. Have I reached [READ PHONE # FROM SCREEN]?

SHEAD Are you that person?
1. Yes [SKIP TO INTRO]
2. No [CONTINUE]
3. DON'T KNOW/NO RESPONSE
4. REFUSED

SHEAD2 Is the head of the household or his or her partner at home?
1. Yes [SKIP TO INTRO]
2. No [CONTINUE]
3. DON'T KNOW/NO RESPONSE
4. REFUSED

CALLBK Is there a better time I could call back to reach the head of the household?
1. Yes [SKIP TO APPT]
2. No [ENDQUEST]

INTRO This survey takes about 10 minutes to complete, and your answers will be used by county officials to make policy decisions. Your identity and your responses will remain completely anonymous and confidential, and of course, you are free to decline to answer any particular survey question.

I should also mention that this call may be monitored by my supervisor for quality control purposes only. Is it alright to ask you these questions now**?**
1. Yes [CONTINUE]
2. No [SKIP TO APPT]

AGEQAL First, I'd like to verify that you are at least 18 years of age.
1. Yes [SKIP TO BEGIN]
2. No

QSORRY I'm sorry, but currently we are interviewing people 18 years of age and older. Thank you for your time. [ENDQUEST]

APPT Is it possible to make an appointment to ask you the survey questions at a more convenient time?
1. Yes (SPECIFY)_____
2. No [ENDQUEST]

BEGIN I'd like to begin by asking you some general questions.
[INTERVIEWERS: PRESS ANY KEY TO CONTINUE]

COUNTY First, what county do you live in?

1. Riverside County [SKIPTO B1a]
2. San Bernardino County [SKIPTO B1b]
3. Other county [QSORRY]

QSORRY2 I'm sorry, but we are only surveying people from Riverside and San Bernardino counties at this time. Thank you for your cooperation.

B1a. What city do you live in? [ASKED ONLY OF RIVERSIDE COUNTY RESIDENTS]

1. AGUANGA
2. ANZA
3. BANNING
4. BEAUMONT
5. BLYTHE
6. CABAZON
7. CALIMESA
8. CATHEDRAL CITY
9. COACHELLA
10. CORONA
11. DESERT CENTER
12. DESERT HOT SPRINGS
13. HEMET
14. HOMELAND
15. IDYLLWILD
16. INDIAN WELLS
17. INDIO
18. LA QUINTA
19. LAKE ELSINORE
20. MARCH AIR RES.
21. MECCA
22. MENIFEE
23. MIRA LOMA
24. MORENO VALLEY
25. MOUNTAIN CENT
26. MURRIETA
27. NORCO
28. NUEVO
29. PALM DESERT
30. PALM SPRINGS
31. PERRIS
32. RANCHO MIRAGE
33. RIVERSIDE
34. SAN JACINTO
35. SUN CITY
36. TEMECULA
37. THERMAL
38. THOUSAND PALMS
39. WHITE WATER
40. WILDOMAR
41. WINCHESTER
98. DON’T KNOW
99. REFUSED

B1a. What city do you live in? [ASKED ONLY OF SAN BERN. COUNTY RESIDENTS]

1. ADELANTO
2. APPLE VALLEY
3. BARSTOW
4. BIG BEAR
5. BIG RIVER
6. BLOOMINGTON
7. CEDAR GLEN
8. CHINO
9. CHINO HILLS
10. COLTON
11. CRESTLINE
12. EARP
13. FONTANA
14. GRAND TERRACE
15. HESPERIA
16. HIGHLAND
17. HINCKLEY
18. JOSHUA TREE
19. LAKE ARROWHEAD
20. LANDERS
21. LOMA LINDA
22. LUCERNE VALLEY
23. LYTLE CREEK
24. MENTONE
25. MONTCLAIR
26. MORONGO VALLEY
27. NEEDLES
28. ONTARIO
29. PHELAN
30. RANCHO CUCAMONGA
31. REDLANDS
32. RIALTO
33. RUNNING SPRINGS
34. SAN BERNARDINO
35. TRONA
36. TWENTYNINE PALMS/ AMBOY
37. TWIN PEAKS
38. UPLAND
39. VICTORVILLE
40. WRIGHTWOOD
41. YERMO
42. YUCAIPA
43. YUCCA VALLEY
98. DON'T KNOW
99. REFUSED

B2. What is your zip code?
ZIP CODE: _____
99998. DON'T KNOW
99999. REFUSED

B3. Overall, how would you rate [INSERT COUNTY] County as a place to live? Would you say it is Very Good, Fairly Good, Neither Good Nor Bad, Fairly Bad, or Very Bad?
1. Very good
2. Fairly good
3. Neither good nor bad
4. Fairly bad
5. Very bad
8. DON'T KNOW
9. REFUSED

ROTATE THE FOLLOWING TWO QUESTIONS (B4 and B5)

B4. In your opinion, what is the ONE best thing about living in [INSERT COUNTY] County? **[INTERVIEWER: DON'T READ OPTIONS]**
1. GOOD AREA, LOCATION, SCENERY
2. AFFORDABLE HOUSING
3. GOOD CLIMATE, WEATHER
4. NOT CROWDED
5. GOOD SCHOOLS/UNIVERSITIES
6. LESS CRIME, FEEL SAFE
7. JOB AVAILABILITY
8. FRIENDLY PEOPLE
9. OTHER (SPECIFY)_____
10. NOTHING
98. DON'T KNOW
99. REFUSED

B5. In your opinion, what would you say is the ONE most negative thing about living in [INSERT COUNTY] County? **[INTERVIEWER: DON'T READ OPTIONS]**
1. SMOG, AIR POLLUTION
2. TRAFFIC
3. POOR PUBLIC TRANSPORTATION
4. DRUGS
5. CRIME/GANG ACTIVITY
6. BAD LOCATION
7. LACK OF ENTERTAINMENT
8. OVERPOPULATED
9. BAD SCHOOL SYSTEM
10. COST OF LIVING
11. LACK OF JOB OPPORTUNITY
12. OTHER (SPECIFY)_____
13. NOTHING
98. DON'T KNOW
99. REFUSED

B6. In comparison to a year ago, would you say that you and your family are financially better off, about the same, or worse off?
1. BETTER OFF
2. SAME
3. WORSE OFF
8. DON'T KNOW
9. REFUSE

B7. Now looking ahead, do you think that a year from now you and your family will be better off, about the same, or worse off than you are now?
1. BETTER OFF
2. SAME
3. WORSE OFF
8. DON'T KNOW
9. REFUSE

B8. In general, how would you rate the economy in [INSERT COUNTY] County today? Would you say that it is Excellent, Good, Fair, or Poor?
1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

Cpoly1. Now turning to business conditions in the country as a whole—do you think that during the next 12 months we'll have good times financially or bad times or what? [INTERVIEWER: NOTE THIS IS ASKING ABOUT ***COUNTRY***, NOT COUNTY]
1. GOOD TIMES
2. GOOD TIMES WITH QUALIFICATIONS
3. PRO-CON (BOTH)
4. BAD TIMES WITH QUALIFICATIONS
5. BAD TIMES
8. DON'T KNOW
9. REFUSED

Cpoly2. Looking ahead, which would you say is more likely—that in the country we'll have continuous good times during the next 5 years or so, or that we'll have periods of widespread unemployment or depression, or what? [INTERVIEWER: NOTE THIS IS ASKING ABOUT ***COUNTRY***, NOT COUNTY]
1. GOOD TIMES
2. NEITHER
3. WIDESPREAD UNEMPLOYMENT/ECONOMIC DEPRESSION
8. DON'T KNOW
9. REFUSED

CPoly3. Generally speaking, do you think now is a good time for people to buy major household items like furniture, a refrigerator, stove, television, and things like that?

1. GOOD
3. PRO-CON (BOTH)
5. BAD
8. DON'T KNOW
9. REFUSED

B9. In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime? Would you say that you are...

1. Very fearful
2. Somewhat fearful
3. Not too fearful, or . . .
4. Not at all fearful
8. DON'T KNOW
9. REFUSED

TRANSVT Now, I'd like to ask you some questions about voting.

B10. Are you currently registered to vote?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

B11. Which of the following best describes your political party affiliation? …

1. Democrat
2. Republican
3. Independent
4. Some other Party
5. None
8. DON'T KNOW
9. REFUSED TO ANSWER

B12. Would you say that you vote …

1. In all elections
2. Only in some
3. Hardly ever, or
4. Never
8. DON'T KNOW
9. REFUSED

B13. Politically, do you consider yourself to be..... [**INTERVIEWER: READ OPTIONS]**

1. Very liberal
2. Somewhat liberal
3. Middle of the road
4. Somewhat conservative, or
5. Very conservative
8. DON'T KNOW
9. REFUSED

TRANLSER Now, I'd like to ask you how you rate some of the local public and private services you are supposed to receive. For each would you let me know if you believe the service is excellent, good, fair, or poor. **(ROTATE B14 – B20)**

B14. Police/Sheriff
B15. Parks and Recreation
B16. Maintenance of local streets and roads
B17. Public schools
B18. Shopping
B19. Transportation
B20. Entertainment

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
5. DON'T KNOW
6. REFUSED

TRANSE Now we have some questions about your employment status.

B21. Are you currently employed?
1. YES [SKIP TO **B23**]
2. NO [CONTINUE]
9. REFUSED [SKIPTO B28]

B22. Are you retired, or looking for work, or a housewife or husband and not looking for work outside the home, or not currently in the workforce?
1. RETIRED
2. LOOKING FOR WORK
3. A HOUSEWIFE/HOUSEHUSBAND AND NOT LOOKING FOR WORK OUTSIDE THE HOME; OR
4. NOT CURRENTLY IN WORKFORCE
9. REFUSED

ALL SKIP TO QUESTION Q28

B23. Do you work full time or part time?
1. FULL TIME
2. PART TIME
9. REFUSED

B24. What is your occupation? _____

B25. When thinking about your travel to and from work, on the average, how much total time, IN MINUTES, do you spend commuting ROUND TRIP each day?
[INTERVIEWER: CODE # MINUTES]
777. DOESN'T APPLY; DON'T WORK OUTSIDE HOME
888. DON'T KNOW
999. REFUSED

26. How many MILES roundtrip do you travel to work each day? [INTERVIEWER: EMPHASIZE "MILES" SO THEY KNOW THIS IS A DIFFERENT QUESTION THAN #25]
Total Miles
888. DON'T KNOW
999. REFUSED

B27. What county do you work in?
1. RIVERSIDE
2. SAN BERNARDINO
3. ORANGE
4. LOS ANGELES
5. SAN DIEGO
6. OTHER (SPECIFY)_____
8. DON'T KNOW
9. REFUSED

B28. How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community? Would you say you have a "great deal", "some", "not much," or "no confidence?"
1. A GREAT DEAL OF CONFIDENCE
2. SOME CONFIDENCE
3. NOT MUCH CONFIDENCE
4. NO CONFIDENCE
8. DON'T KNOW
9. REFUSED

GREEN VALLEY INITIATIVE QUESTIONS – ASK IN BOTH COUNTIES

TRANSGVI Changing topics….now I have some questions about the economic development and protection of the environment.

GVI1. In general, do you think that…..
1. Protection of the environment should be given priority over economic growth, or
2. Do you think that economic growth should be given priority over the environment
3. NEITHER HAS PRIORITY -- BOTH EQUALLY IMPORTANT **[DON'T READ…CODE ONLY IF VOLUNTEERED]**
4. DON'T REALLY CARE **[DON'T READ…CODE ONLY IF VOLUNTEERED]**
5. OTHER (SPECIFY)_____
8. DON'T KNOW
9. REFUSED

GVI2. Have you ever heard of the Green Valley Initiative?
1. YES [CONTINUE]
2. NO [SKIP TO QUESTION #GVI3]
8. DON'T KNOW [SKIP TO QUESTION #GVI3]
9. REFUSED [SKIP TO QUESTION #GVI3]

GVI2a. Where did you hear about it? [INTERVIEWER: DON'T READ]
1. NEWSPAPER
2. WORD OF MOUTH
3. RESPONDENT IS INVOLVED
4. FRIEND/ASSOCIATE IS INVOLVED
8. DON'T RECALL
9. REFUSED

GVI3. Please indicate whether you strongly agree, agree, disagree, or strongly disagree with the following statements:

It is important that Inland Empire leaders balance economic development and quality-of-life for residents.
1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

GVI4. It is the role of government to provide incentives for companies to adopt more environmentally-friendly technology.
1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

GVI5. Thanks. Now I'd like to know who you think should have the main responsibility for making sure we have clean air, clean water, open space, and so on. Would you say it should be….[INTERVIEWER: READ LIST]
1. Local government
2. Local businesses
3. State government
4. Large corporations
5. Federal government
6. Environmental groups, or
7. Individual citizens?
8. Everyone shares equally
98. DON'T KNOW
99. REFUSED

GVI6. Do you think that your county leaders' recent green commitments are on the right track?

1. YES
2. NO
3. HAVE NOT HEARD OF THE COMMITMENTS
8. DON'T KNOW
9. REFUSED

GVI7. Some people take action to protect the environment by recycling or by saving energy, gas, water, and other resources. Other people think it's important, but don't have the time to take action. What actions do *you* take to help protect the environment? [OPEN-ENDED QUESTION -- INTERVIEWER: DON'T READ OPTIONS]

1. RECYCLE THINGS SUCH AS NEWSPAPERS, CANS, AND GLASS.
2. AVOID USING CHEMICALS IN YOUR YARD OR GARDEN.
3. BUY BIODEGRADABLE OR RECYCLABLE PRODUCTS.
4. CONSERVE WATER IN YOUR HOME AND YARD.
5. TURN OFF LIGHTS AND ELECTRICAL APPLIANCES WHEN NOT IN USE.
6. PURCHASE AND USE ENERGY EFFICIENT LIGHT BULBS OR APPLIANCES.
7. TRY TO CUT DOWN ON THE AMOUNT OF TRASH AND GARBAGE YOU CREATE.
8. AVOID DRIVING YOUR CAR ALONE BY USING OTHER TYPES OF TRANSPORTATION LIKE BIKING, CARPOOLING OR TAKING THE BUS.
9. MAKE IMPROVEMENTS TO YOUR HOME TO REDUCE ENERGY NEEDS, SUCH AS ADDING INSULATION, INSTALLING SKY LIGHTS OR SOLAR POWER OR HEATING, TO NAME A FEW
10. PARTICIPATE IN A COMMUNITY CLEAN-UP DAY
11. OTHER (SPECIFY)_____
99. REFUSED

GVI8. What do you think is the most important environmental issue facing Southern California today? [OPEN ENDED QUESTION – DON'T READ LIST]

1. AIR POLLUTION/SMOG
2. OZONE DEPLETION
3. TOXIC WASTE
4. GLOBAL WARMING, GLOBAL CLIMATE CHANGE, GREENHOUSE GASES
5. OVERPOPULATION, POPULATION GROWTH
6. WASTE POLLUTION
7. WATER SUPPLY, RESERVOIRS
8. LOSS OF FORESTS, FOREST FIRES
9. OTHER (SPECIFY)_____
98. DON'T KNOW
99. REFUSED

GVI9. In your opinion, what is the single most important thing that can be done to protect the environment for future generations? [OPEN ENDED – DON'T READ LIST]

1. SHUT DOWN POLLUTING INDUSTRIES
2. DEVELOP NEW CLEANER TECHNOLOGIES
3. MAKE MORE USE OF ALTERNATIVE ENERGY SOURCES
4. CONSERVE ENERGY AND MATERIALS
5. STOP BUILDING HOMES IN MY AREA
6. STOP POPULATION GROWTH
7. BUY BETTER PRODUCTS
8. CONTINUE ECONOMIC GROWTH
9. OTHER
98. DON'T KNOW
99. REFUSED

GVI10. Thinking about the purchases you make, would you be inclined to purchase from a business which was working to be environmentally friendly versus a business that was not?

*GVI10. Thinking about the purchases you make, would you be more inclined to purchase from a business if you knew it was working to be environmentally friendly?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

GVI10a. If YES, would you purchase from that business if it cost slightly more to do so?

1. YES
2. NO
3. DEPENDS ON HOW MUCH MORE
8. DON'T KNOW
9. REFUSED

GVI11. If you could allocate the taxes you already pay, would you want the governments in the region to invest in solar, alternative energy, and other environmentally friendly technologies through the use of incentives?

*GVI11. If you could allocate the taxes you already pay, would you want the governments in the region to invest in environmentally friendly technologies like solar or alternative energy?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

GVI12. Have you ever heard of the term "sustainable development?"

1. YES
2. NO [SKIP TO NEXT SPONSOR'S QUESTIONS]
3. NOT SURE [SKIP TO NEXT SPONSOR'S QUESTIONS]
9. REFUSED [SKIP TO NEXT SPONSOR'S QUESTIONS]

GVI13. In general, what does "sustainable development" mean to you? [INTERVIEWER: DON'T READ]

1. I'VE HEARD OF IT, BUT I DON'T REALLY KNOW WHAT IT MEANS
2. DEVELOPMENT THAT PROVIDES THE MOST JOBS
3. DEVELOPMENT THAT WILL PROTECT THE ENVIRONMENT EVEN IF IT MEANS PEOPLE WILL LOSE THEIR JOBS
4. DEVELOPMENT THAT TAKES INTO CONSIDERATION THE ECONOMIC AND ENVIRONMENTAL NEEDS OF FUTURE GENERATIONS
5. DEVELOPMENT THAT IS SUSTAINABLE OVER TIME
6. Other (SPECIFY)_____
8. DON'T KNOW
9. REFUSED

SANBAG QUESTIONS – ASK ONLY IN SAN BERNARDINO COUNTY

SANBAG1: THIS VERSION WAS ASKED FOR THE PRETEST. A program called Freeway Service Patrol, or FSP, has recently been implemented in the Valley portion of the county. FSP is a roving team of tow trucks that travel on selected freeways during peak commute hours to help motorists with car trouble. FSP provides help at no cost to drivers who run out of gas, have a flat tire or need minor mechanical assistance. Have you heard of this service?

*SANBAG1: LEAD-IN CHANGED TO THIS: A program called Freeway Service Patrol, or FSP, has recently been implemented in the Valley portion of the county. FSP is a roving team of tow trucks that provide help at no cost to drivers who run out of gas, have a flat tire or need minor mechanical assistance. Have you heard of this service?

1. YES
2. NO
8. NOT SURE
9. REFUSED

SANBAG2: [ASK IF "YES" TO SANBAG1 -- THEY HAVE HEARD OF FSP] Where have you heard of FSP?

1. I HAVE USED THE SERVICE BEFORE
2. NEWSPAPER
3. TV
4. INTERNET
5. RADIO
6. WORD OF MOUTH
7. OTHER (SPECIFY): _____
9. REFUSED

SANBAG3: [ASK ONLY IF THEY HAVE USED THE SERVICE] What county were you in when you used the service? [IF THEY SAY MORE THAN ONE COUNTY, ASK FOR THE MOST RECENT ASSIST]

1. SAN BERNARDINO COUNTY
2. RIVERSIDE COUNTY
3. ORANGE COUNTY
4. LOS ANGELES COUNTY
5. OTHER (SPECIFY)_____
8. DON'T KNOW
9. REFUSED

SANBAG4: Who do you think is responsible for running the FSP Tow service? [OPEN-ENDED]

1. SANBAG
2. COUNTY TRANSPORTATION AGENCY/COMMISSION
3. MEASURE I AGENCY
4. CALTRANS
5. STATE DEPARTMENT OF TRANSPORTATION
6. CALIFORNIA HIGHWAY PATROL (CHP)
7. COUNTY OF SAN BERNARDINO
8. TOW TRUCK OPERATOR/VENDOR
9. OTHER (SPECIFY): _____
98. FORGOT
99. REFUSED

SANBAG5: SKIP THIS QUESTION (REPLACEMENT = SANBAG5A) Although data show the air quality here has improved markedly over the past 20 years, it is still the worst in the nation, and recent studies have confirmed that people die prematurely every year in Southern California because of it. Much of the pollution comes from ships, trucks, and trains that move goods through our ports to the entire United States. My question is: Have you noticed that the air quality in the county is getting better like the data show, or do you think it is still about the same or maybe even getting worse?

1. GETTING BETTER
2. SAME
3. GETTING WORSE
8. DON'T KNOW
9. REFUSED

*SANBAG5A: Studies show that air quality in the county has improved markedly over the past 20 years, but it is still the worst in the nation and is causing health problems for county residents. Do you think that government is doing enough to improve air quality?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

SANBAG6: Would you support fees on goods moved through the Southern California ports to help pay for less polluting cargo trucks and trains?

1. YES
2. DEPENDS ON HOW MUCH THE FEES ARE
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG7: I'm going to read you a list of some other possible ways to reduce pollution from trucks and trains. Please let me know if you support each of them. First, more stringent regulations…do you support that?

1. YES
2. MIGHT SUPPORT
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG8: How about using taxes on diesel fuel to help fund pollution reduction efforts?

1. YES
2. MIGHT SUPPORT
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG9: How about funding from gasoline taxes? Do you support that?

1. YES
2. MIGHT SUPPORT
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG10: Funding from sales taxes?

1. YES
2. MIGHT SUPPORT
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG11: In addition to adding to pollution, cargo trucks are also a cause of traffic congestion on our roadways and trains cause delays at railroad crossings. Would you support fees on goods moved through the Southern California ports to pay for projects to reduce this congestion?

*SANBAG11: Would you support fees on goods moved through the Southern California ports to pay for projects to reduce traffic congestion from cargo trucks and to reduce delays at railroad crossings?

1. YES
2. MIGHT SUPPORT, DEPENDING ON HOW MUCH IT COSTS
3. NO
8. DON'T KNOW
9. REFUSED

SANBAG12: THIS VERSION WAS ASKED FOR THE PRETEST. Now I'd like to focus on passenger vehicles instead of cargo trucks and trains. Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?

*SANBAG12: LEAD-IN CHANGED TO THIS: Now thinking about passenger vehicles ….Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?

1. YES
2. NO
3. MAYBE
8. DON'T KNOW
9. REFUSED

SANBAG13: IF YES TO SANBAG12…Would this be true even if it made it more costly for you to purchase or lease your next vehicle?

1. YES
2. POSSIBLY
3. NO
8. DON'T KNOW
9. REFUSED

RIVERSIDE COUNTY ECON. DEV. AGENCY QUESTIONS – ASK ONLY IN RIVERSIDE COUNTY

TRANSEDA: Now I have a few questions of interest to the Riverside County Economic Development Agency and Workforce Development Centers. First, please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement:

EDAWC1. I see my local community college as a place to go to receive training to upgrade my skills and advance my career.

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
5. NEITHER AGREE NOR DISAGREE
8. DON'T KNOW
9. REFUSED

EDAWC2. Use the same scale for this statement: I believe the K-12 school system should offer more career exploration and preparation courses. [INTERVIEWER: IF NECESSARY, PROMPT WITH "STRONGLY AGREE", "AGREE," ETC.]

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
5. NEITHER AGREE NOR DISAGREE
8. DON'T KNOW
9. REFUSED

EDAWC3. The Workforce Development Center and area colleges offer a variety of employment and training services. What would be the best way of advertising those services to people who want them? [OPEN-ENDED QUESTION WITH THE FOLLOWING CODING CATEGORIES]

1. TELEPHONE
2. INTERNET
3. NEWSPAPER
4. GO TO EDA OR COLLEGE TO FIND OUT
5. OTHER (SPECIFY)_____
7. I DON'T KNOW SINCE I'M NOT INTERESTED IN THOSE SERVICES
8. DON'T KNOW (GENERAL)
9. REFUSED

EDAWC4. Have you ever decided not to apply for a job, or declined or left a job because the commute was too far?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

EDAWC5. Do you or does anyone in your home operate a home-based business? [INTERVIEWER: IF THEY ASK WHAT A HOME-BASED BUSINESS IS, ANSWER: Any business in your home where residents are the only employees and where the business is clearly secondary to the use of the home for residential purposes.]

1. YES
2. NO
8. DON"T KNOW
9. REFUSED

EDAWC6. [IF YES TO QUESTION EDAWC5]: What percentage of your household income comes from the home-based business? _____%

EDAWC7. Think about places you go for entertainment. How often do you go outside of Riverside County for that entertainment? Would you say it is most of the time, some times, hardly ever, or never?

1. MOST OF THE TIME
2. SOMETIMES
3. HARDLY EVER
4. NEVER
8. DON'T KNOW
9. REFUSED

CITY OF VICTORVILLE QUESTIONS

THE FOLLOWING QUESTIONS ARE ONLY TO BE ASKED OF PEOPLE WHO LIVE IN THE CITY OF VICTORVILLE (BASED ON QUESTION B1b)

VCITY1: Do you have regular Internet access?

1. YES
2. NO **[SKIP TO VCITY6]**
3. DON'T KNOW **[SKIP TO VCITY6]**
4. REFUSED **[SKIP TO VCITY6]**

VCITY2: From where do you access the Internet? **INTERVIEWER: DON'T READ…JUST CHECK ALL THAT APPLY]**

1. FROM HOME
2. FROM SCHOOL
3. FROM THE OFFICE
4. FROM THE LIBRARY
5. FROM INTERNET CAFÉ
6. OTHER (SPECIFY)_____
7. REFUSED
8. EXIT

VCITY3: How often do you visit the City of Victorville web site?

1. I'VE NEVER SEEN IT
2. RARELY
3. EVERY FEW MONTHS
4. EVERY MONTH
5. ONCE A WEEK
6. SEVERAL TIMES A WEEK
7. EVERY DAY
8. DON'T KNOW
9. REFUSED

VCITY4: Would you be more likely to visit the City website if it contained some user-generated content? NOTE: IF RESPONDENT DOESN'T KNOW WHAT USER-GENERATED CONTENT IS, SAY IT IS CONTENT CREATED BY THE GENERAL PUBLIC RATHER THAN PAID PROFESSIONALS – LIKE BLOGS

1. YES
2. MAYBE
3. NO
8. DON'T KNOW
9. REFUSED

VCITY5: What features or content would motivate you to visit your City's web site more often? [OPEN-ENDED QUESTION]

1. USER-GENERATED CONTENT
2. SOCIAL NETWORKING SITES
3. OTHER (SPECIFY)_____

VCITY6: What is your major source of information about what local government is doing in your community? **[INTERVIEWERS: OPEN ENDED WITH PROBES FOR SPECIFIC NEWSPAPERS, SPECIFIC RADIO STATIONS, & SPECIFIC TV STATIONS]**
[SELECT ALL THAT APPLY]

1. NEWSPAPER (SPECIFY)
2. RADIO (SPECIFY)
3. TELEVISION (SPECIFY)
4. LOCAL CABLE CHANNEL
5. CITY/COMMUNITY NEWSLETTER
6. INTERNET **[ASK IF IT IS THE CITY WEBSITE TO CODE PROPERLY]**
7. CITY WEB SITE
8. OTHER (SPECIFY)
98. DON'T KNOW
99. REFUSED

MOJAVE WATER DISTRICT QUESTIONS
THE FOLLOWING QUESTIONS ARE ONLY ASKED OF RESIDENTS IN THE VICTOR VALLEY AND DESERT REGIONS OF SAN BERNARDINO COUNTY

Mojave1: How concerned are you about the availability of future water supplies?

1. Very concerned
2. Somewhat concerned
3. Not at all concerned
8. DON'T KNOW
9. REFUSED

Mojave2: I'm interested to know how important maintaining a reliable water supply is to you compared with other issues. For each of the following issues, please tell me whether you think maintaining a reliable water supply is more important, less important or equally important.

First, fighting crime…

1. MORE IMPORTANT
2. LESS IMPORTANT
3. ABOUT EQUAL
8. DON'T KNOW
9. REFUSED

Reducing traffic.

1. MORE IMPORTANT
2. LESS IMPORTANT
3. ABOUT EQUAL
8. DON'T KNOW
9. REFUSED

And finally, providing health care.

1. MORE IMPORTANT
2. LESS IMPORTANT
3. ABOUT EQUAL
8. DON'T KNOW
9. REFUSED

Mojave3: Have you personally made a change in your water use habits in the past year in order to conserve?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

Mojave4: If financial incentives were made available to water users to help promote conservation, would you participate?

1. YES
2. NO
3. DEPENDS ON THE AMOUNT OF MONEY OFFERED
8. DON'T KNOW
9. REFUSED

METROPOLITAN WATER DISTRICT QUESTIONS

THE FOLLOWING QUESTIONS ASKED OF RESIDENTS IN MET'S SERVICE AREA

Met1: Do you recall seeing or hearing any ads or advertising messages in the last three months about the need for water conservation, the lack of rain, or ways to save water?

1. YES
2. NO [SKIPTO DEMOG]
8. DON'T KNOW [SKIPTO DEMOG]
9. REFUSED [SKIPTO DEMOG]

Met2: [IF YES TO QUESTION Met1] What specific messages do you recall from the ads? [OPEN-ENDED] **[NOTE TO INTERVIEWERS: IF THEY SAY "SAVE/REDUCE WATER", PROBE WITH "DO YOU RECALL ANY SPECIFIC WAYS MENTIONED TO SAVE WATER"?]**

Met3: Did the messages cause you to change your behavior in the last three months to help conserve more water?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

DEMOG And finally I'd like to ask a few questions about you and your background...

D1. What was the last grade of school that you completed?

1. SOME HIGH SCHOOL OR LESS
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE
4. COLLEGE GRADUATE (BACHELOR'S DEGREE)
5. SOME GRADUATE WORK
6. POST-GRADUATE DEGREE
8. DON'T KNOW
9. REFUSED

D2. Which of the following best describes your marital status?…

1. Single, never married
2. Married
3. Divorced
4. Widowed
5. Separated
6. Other (Specify)
9. REFUSED

D2b. How many children ages 18 years old or younger do you have living at home? _____

D3. Are you of Hispanic or Latino origin?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

D4. How would you describe your race or ethnicity? **SELECT ALL THAT APPLY**

1. ASIAN (SPECIFY)
2. BLACK OR AFRICAN AMERICAN
3. CAUCASIAN OR WHITE
4. HISPANIC
5. OTHER (SPECIFY)
8. DON'T KNOW
9. REFUSED

D5. How many cars do you have for your household?
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D6. What was your age at your last birthday?
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D7. How long have you lived in San Bernardino County? (In years, ROUND UP)
DON'T KNOW [ENTER 998]
REFUSED [ENTER 999]

D8. Which of the following categories best describes your total household or family income before taxes, from all sources, for 2006? Let me know when I get to the correct category.

1. Less than $25,000
2. $25,000 to less than $35,000
3. $36,000 to less than $50,000
4. $50,000 to less than $66,000
5. $66,000 to less than $80,000
6. $80,000 to $110,000
7. Over $110,000
8. DON'T KNOW
9. REFUSED

Well, that's it. Thank you very much for your time - we appreciate it.

INTERVIEWER QUESTIONS

GENDER The respondent was...

1. Male
2. Female
3. Couldn't tell

COOP How cooperative was the respondent?

1. Cooperative
2. Uncooperative
3. Very Uncooperative

UNDSTD How well did the respondent understand the questions?

1. Very easily
2. Easily
3. Some difficulty
4. Great deal of difficulty

LNG In what language was the interview conducted?

1. English
2. Spanish

NAME Interviewer name?

Appendix II

Data Display

San Bernardino County Regional Breakdown

2007 Inland Empire Annual Survey
San Bernardino County Data Display, Regional Breakdowns

Following is the data display for the 2007 Inland Empire Annual Survey, with data broken down by San Bernardino County regions. Weighting factors were applied in order to remove the effects of over-sampling in the City of Victorville.

Question 3: Overall, how would you rate your county as a place to live?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Very Good	18	13.1%	49	34.3%	24	18.1%	32	21.3%
Fairly Good	59	43.1%	59	41.3%	62	47.6%	82	54.7%
Neither Good nor Bad	33	24.1%	27	18.9%	31	23.6%	23	15.3%
Fairly Bad	20	14.6%	7	4.9%	7	5.3%	3	2.0%
Very Bad	7	5.1%	1	.7%	7	5.4%	10	6.7%
Total	137	100.0%	143	100.0%	130	100.0%	150	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 4: In your opinion, what is the ONE best thing about living in your county?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Good area, location, scenery	45	34.4%	50	36.8%	31	25.7%	30	21.6%
Affordable housing	20	15.3%	13	9.6%	13	10.9%	4	2.9%
Good climate, weather	15	11.5%	11	8.1%	18	15.0%	31	22.3%
Not crowded	6	4.6%	9	6.6%	16	13.0%	26	18.7%
Good schools/universities	2	1.5%	1	.7%	4	3.3%	1	.7%
Less crime, feel safe	1	.8%	3	2.2%	2	1.9%	3	2.2%
Job availability	1	.8%	6	4.4%	4	3.4%	4	2.9%
Friendly people	5	3.8%	8	5.9%	3	2.2%	7	5.0%
Recreational activities (mountains, desert, river)	0	.0%	2	1.5%	1	1.1%	1	.7%
Centrally located	3	2.3%	3	2.2%	0	.1%	1	.7%
Independence/freedom	1	.8%	2	1.5%	2	1.3%	5	3.6%
Diversity	3	2.3%	1	.7%	1	.9%	2	1.4%
Good government/better government services	0	.0%	4	2.9%	1	.8%	1	.7%
Low traffic/freeways/roads	0	.0%	1	.7%	1	.8%	0	.0%
Cheaper cost of living/insurance/taxes	0	.0%	2	1.5%	0	.0%	0	.0%
Family/friends live here	1	.8%	0	.0%	1	1.0%	1	.7%
Resources	5	3.8%	3	2.2%	5	3.9%	4	2.9%
Quiet/peaceful	4	3.1%	3	2.2%	4	3.4%	3	2.2%
Fresh air	0	.0%	0	.0%	3	2.1%	3	2.2%
General growth of the county/large size	2	1.5%	1	.7%	2	1.9%	3	2.2%
Shopping/services	1	.8%	2	1.5%	0	.1%	0	.0%
Open space/property size	1	.8%	1	.7%	2	1.6%	1	.7%
Everything	1	.8%	1	.7%	0	.3%	0	.0%
Nothing	13	9.9%	8	5.9%	3	2.7%	6	4.3%
Other	1	.8%	1	.7%	3	2.5%	2	1.4%
Total	131	100.0%	136	100.0%	122	100.0%	139	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 5: In your opinion, what would you say is the ONE most negative thing about living in your county?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Smog, air pollution	31	13.3%	21	8.7%	8	3.0%	4	1.7%
Traffic	13	5.6%	34	14.0%	19	7.6%	17	7.3%
Poor public transportation	2	.9%	2	.8%	8	3.0%	3	1.3%
Drugs	9	3.9%	2	.8%	6	2.6%	7	3.0%
Crime/gang activity	86	36.9%	31	12.8%	61	24.7%	37	16.0%
Bad location	3	1.3%	3	1.2%	6	2.3%	6	2.6%
Lack of entertainment	0	.0%	1	.4%	2	.7%	3	1.3%
Overpopulated	6	2.6%	20	8.3%	15	6.0%	8	3.4%
Bad school system	2	.9%	5	2.1%	3	1.0%	0	.0%
Cost of living	5	2.1%	8	3.3%	9	3.6%	13	5.6%
Lack of job opportunity	7	3.0%	6	2.5%	8	3.2%	10	4.3%
Other	2	.9%	2	.8%	0	.1%	3	1.3%
Nothing	10	4.3%	37	15.3%	22	8.7%	21	9.0%
Government/politicians/Republicans	2	.9%	5	2.1%	4	1.7%	6	2.6%
People/diversity	8	3.4%	3	1.2%	3	1.4%	2	.9%
Dilapidation of county especially buildings, housing, etc.	3	1.3%	3	1.2%	0	.0%	1	.4%
Roads/streets	5	2.1%	3	1.2%	16	6.5%	7	3.0%
Racism/prejudice	4	1.7%	0	.0%	1	.6%	0	.0%
Weather (heat, winds, floods, fires, earthquakes)	8	3.4%	11	4.5%	8	3.0%	14	6.0%
Poor police protection/corrupt police/laws	2	.9%	3	1.2%	3	1.3%	10	4.3%
Poverty level	4	1.7%	1	.4%	3	1.2%	3	1.3%
Illegal immigration	1	.4%	7	2.9%	3	1.1%	1	.4%
Lack of services/resources	4	1.7%	4	1.7%	13	5.2%	21	9.0%
High taxes/poor tax distribution	1	.4%	0	.0%	3	1.2%	6	2.6%
Growth planning	0	.0%	1	.4%	0	.1%	1	.4%
Bad water	1	.4%	3	1.2%	2	.8%	2	.9%
Lack of cleanliness	1	.4%	5	2.1%	1	.4%	3	1.3%
Freeway/commute distance	2	.9%	4	1.7%	8	3.1%	5	2.2%
Big -- too many buildings, homes, growth	3	1.3%	2	.8%	5	1.8%	2	.9%
Large Hispanic population	0	.0%	0	.0%	1	.4%	0	.0%
Prison system	0	.0%	0	.0%	0	.1%	1	.4%
Business/housing restrictions	1	.4%	1	.4%	0	.0%	1	.4%
Other	7	3.0%	14	5.9%	8	3.3%	14	6.0%
Total	233	100.0%	242	100.0%	248	100.0%	232	100.0%

Question 6: In comparison to a year ago, would you say that you and your family are financially better off or worse off or the same?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Better off	39	28.5%	30	21.0%	30	23.1%	43	28.5%
Same	68	49.6%	86	60.1%	77	59.2%	81	53.6%
Worse off	30	21.9%	27	18.9%	23	17.7%	27	17.9%
Total	137	100.0%	143	100.0%	130	100.0%	151	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 7: Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Better off	56	42.7%	58	43.3%	53	42.2%	67	47.2%
Same	65	49.6%	63	47.0%	56	45.0%	68	47.9%
Worse off	10	7.6%	13	9.7%	16	12.8%	7	4.9%
Total	131	100.0%	134	100.0%	125	100.0%	142	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 8: In general, how would you rate the economy in your county today? Would you say that it is Excellent, Good, Fair, or Poor?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	2	1.5%	6	4.3%	4	3.4%	3	2.0%
Good	38	28.1%	65	46.8%	40	31.7%	46	31.3%
Fair	57	42.2%	50	36.0%	56	44.2%	70	47.6%
Poor	38	28.1%	18	12.9%	26	20.7%	28	19.0%
Total	135	100.0%	139	100.0%	127	100.0%	147	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 9: In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Very fearful	21	8.6%	12	4.6%	18	7.0%	17	6.7%
Somewhat fearful	87	35.7%	68	26.3%	66	25.4%	56	22.1%
Not too fearful	78	32.0%	104	40.4%	93	36.0%	78	30.9%
Not at all fearful	58	23.8%	74	28.7%	82	31.6%	102	40.3%
Total	244	100.0%	258	100.0%	258	100.0%	253	100.0%

Question 10: Are you currently registered to vote?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	210	86.1%	223	86.8%	215	83.5%	206	82.7%
No	34	13.9%	34	13.2%	43	16.5%	43	17.3%
Total	244	100.0%	257	100.0%	258	100.0%	249	100.0%

Question 11: Which of the following best describes your political party affiliation: Democrat, Republican, Independent, or some other party?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Democrat	104	43.9%	104	43.1%	81	32.8%	75	30.5%
Republican	65	27.4%	88	36.6%	102	41.5%	89	36.2%
Independent	35	14.8%	29	12.0%	37	14.9%	59	24.0%
Some other party	15	6.3%	10	4.1%	15	5.9%	13	5.3%
None	18	7.6%	10	4.1%	12	4.9%	10	4.1%
Total	237	100.0%	241	100.0%	247	100.0%	246	100.0%

Question 12: Would you say that you vote in all elections, only some, hardly ever or never?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
In all elections	146	60.1%	142	57.1%	149	59.1%	141	55.9%
Only in some	54	22.2%	78	31.3%	67	26.5%	65	25.8%
Hardly ever	12	4.9%	9	3.6%	13	5.1%	19	7.5%
Never	31	12.8%	20	8.0%	23	9.3%	27	10.8%
Total	243	100.0%	249	100.0%	253	100.0%	252	100.0%

Question 13: Politically, do you consider yourself to be…

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Very liberal	13	10.2%	11	8.1%	8	6.9%	9	6.2%
Somewhat liberal	31	24.4%	29	21.5%	21	17.1%	29	20.0%
Middle of the road	37	29.1%	38	28.1%	35	28.3%	44	30.3%
Somewhat conservative	34	26.8%	44	32.6%	39	32.1%	40	27.6%
Very conservative	12	9.4%	13	9.6%	19	15.6%	23	15.9%
Total	127	100.0%	135	100.0%	122	100.0%	145	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 14: How would you rate POLICE/SHERIFF services?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	20	8.1%	48	18.4%	26	9.9%	30	11.9%
Good	114	46.2%	134	51.4%	110	42.3%	110	43.6%
Fair	65	26.3%	55	21.1%	81	30.9%	63	25.0%
Poor	45	18.2%	18	6.9%	40	15.3%	43	17.1%
Don't know	3	1.2%	6	2.3%	4	1.6%	6	2.4%
Total	247	100.0%	261	100.0%	260	100.0%	252	100.0%

B15: How would you rate PARKS AND RECREATION services?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	7	2.8%	48	18.3%	15	5.8%	17	6.8%
Good	100	40.5%	143	54.5%	110	42.3%	108	43.0%
Fair	93	37.7%	51	19.5%	82	31.7%	83	33.1%
Poor	39	15.8%	11	4.2%	38	14.8%	32	12.7%
Don't know	8	3.2%	9	3.4%	14	5.4%	11	4.4%
Total	247	100.0%	262	100.0%	259	100.0%	251	100.0%

Question 16: How would you rate the maintenance of local STREETS AND ROADS?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	5	2.0%	28	10.7%	3	1.2%	5	2.0%
Good	53	21.5%	86	32.8%	51	19.5%	61	24.2%
Fair	84	34.0%	89	34.0%	74	28.3%	74	29.4%
Poor	104	42.1%	59	22.5%	133	51.1%	112	44.4%
Don't know	1	.4%	0	.0%	0	.0%	0	.0%
Total	247	100.0%	262	100.0%	260	100.0%	252	100.0%

Question 17: How would you rate PUBLIC SCHOOLS?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	18	7.3%	30	11.5%	24	9.3%	13	5.2%
Good	69	28.0%	105	40.4%	80	30.8%	83	32.9%
Fair	80	32.5%	63	24.2%	78	29.9%	90	35.8%
Poor	56	22.8%	42	16.1%	57	22.0%	38	15.1%
Don't know	23	9.3%	20	7.7%	21	8.1%	28	11.1%
Total	246	100.0%	260	100.0%	260	100.0%	252	100.0%

Question 18: How would you rate SHOPPING?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	29	11.7%	67	25.6%	28	10.6%	15	6.0%
Good	125	50.6%	145	55.4%	113	43.2%	75	29.7%
Fair	66	26.7%	41	15.6%	92	35.2%	76	30.1%
Poor	23	9.3%	9	3.4%	26	10.2%	83	32.9%
Don't know	4	1.6%	0	.0%	2	.8%	3	1.2%
Total	247	100.0%	262	100.0%	260	100.0%	252	100.0%

Question 19: How would you rate TRANSPORTATION?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	4	1.6%	15	5.7%	9	3.6%	9	3.6%
Good	69	28.0%	104	39.7%	55	21.2%	88	34.9%
Fair	92	37.4%	66	25.2%	74	28.5%	78	30.9%
Poor	54	22.0%	51	19.5%	93	35.8%	64	25.4%
Don't know	27	11.0%	26	9.9%	28	10.8%	13	5.2%
Total	246	100.0%	262	100.0%	260	100.0%	252	100.0%

Question 20: How would you rate ENTERTAINMENT?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Excellent	15	6.1%	32	12.2%	10	3.8%	8	3.2%
Good	99	40.2%	128	48.9%	81	30.9%	56	22.2%
Fair	79	32.1%	63	24.0%	93	35.5%	84	33.3%
Poor	43	17.5%	25	9.5%	65	25.1%	95	37.7%
Don't know	10	4.1%	14	5.3%	12	4.6%	9	3.6%
Total	246	100.0%	262	100.0%	260	100.0%	252	100.0%

Question21: Are you currently employed?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	130	53.1%	150	57.3%	125	48.1%	120	47.4%
No	115	46.9%	112	42.7%	135	51.9%	133	52.6%
Total	245	100.0%	262	100.0%	260	100.0%	253	100.0%

Question 22: IF CURRENTLY UNEMPLOYED: Are you retired, or looking for work, or a housewife or husband not looking for work outside the home, or not currently in the workforce?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Retired	58	52.3%	57	51.8%	74	55.4%	84	63.1%
Looking for work	16	14.4%	11	10.0%	10	7.1%	10	7.5%
A housewife/husband and not looking for work outside the home	19	17.1%	34	30.9%	30	22.8%	20	15.0%
Not currently in the workforce	18	16.2%	8	7.3%	20	14.7%	19	14.4%
Total	111	100.0%	110	100.0%	134	100.0%	133	100.0%

Question23: IF CURRENTLY EMPLOYED: Do you work full time or part time?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Full Time	105	80.8%	112	75.6%	98	79.5%	92	76.7%
Part Time	25	19.2%	36	24.4%	25	20.5%	28	23.3%
Total	130	100.0%	148	100.0%	124	100.0%	120	100.0%

Question24: IF CURRENTLY EMPLOYED: What is your occupation?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Educator/School District	16	12.3%	23	15.5%	20	15.8%	12	10.0%
Transportation/Driver	4	3.1%	4	2.7%	6	5.0%	1	.8%
Engineer	3	2.3%	7	4.7%	3	2.2%	1	.8%
Medical/Nurse	17	13.1%	13	8.8%	6	4.6%	4	3.3%
Fire Department	1	.8%	1	.7%	3	2.0%	0	.0%
Construction Department	1	.8%	3	2.0%	3	2.5%	2	1.7%
Management	7	5.4%	9	6.1%	9	7.5%	6	5.0%
Police/Sherif Department	4	3.1%	6	4.0%	5	4.1%	1	.8%
Realestate Agency	5	3.8%	1	.7%	2	1.8%	1	.8%
Self Employed	3	2.3%	6	4.0%	5	3.9%	5	4.2%
Retail/Clerk	7	5.4%	13	8.8%	12	9.4%	10	8.3%
Cosmotology Department	0	.0%	2	1.3%	0	.0%	5	4.2%
Goverment	1	.8%	1	.7%	1	.9%	4	3.3%
Computer Tech	0	.0%	1	.7%	2	1.5%	0	.0%
Bank/Teller	0	.0%	1	.7%	0	.1%	1	.8%
Social Work/Social Services	4	3.1%	3	2.0%	2	1.4%	1	.8%
Plumbing Industry	2	1.5%	1	.7%	1	.9%	0	.0%
Other	55	42.3%	53	35.9%	45	36.2%	66	55.0%
Total	130	100.0%	148	100.0%	125	100.0%	120	100.0%

Question 25: IF CURRENTLY EMPLOYED: When thinking about your travel to and from work, on the average, how much total time, in minutes, do you spend commuting round trip each day (both ways)?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Less than 1 hour	71	63.4%	82	60.8%	56	49.7%	75	70.1%
1 - < 2 hours	22	19.6%	31	22.9%	36	32.3%	20	18.7%
2 - < 3 hours	13	11.6%	10	7.4%	8	6.9%	9	8.4%
3 - < 4 hours	4	3.6%	10	7.4%	8	6.8%	1	.9%
4 or more hours	2	1.8%	2	1.5%	5	4.2%	2	1.9%
Total	112	100.0%	135	100.0%	112	100.0%	107	100.0%

Descriptive statistics: Total round-trip commute time

		East Valley	West Valley	Victor Valley	Desert
B25: On average, how much TIME (in minutes), do you spend commuting round trip to and from work?	Mean	57.8	59.2	70.5	44.4
	Mode	30	60	60	60
	Minimum	3	5	1	2
	Maximum	300	360	480	300

Question 26: IF CURRENTLY EMPLOYED: How many miles roundtrip do you travel to work each day?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
60 miles or less	82	77.4%	106	80.9%	75	71.7%	82	82.0%
61 - 120 miles	21	19.8%	23	17.5%	21	19.9%	16	16.0%
121 - 180 miles	2	1.9%	2	1.5%	5	5.1%	0	.0%
181 - 240 miles	0	.0%	0	.0%	3	2.6%	2	2.0%
more than 240 miles	1	.9%	0	.0%	1	.7%	0	.0%
Total	106	100.0%	131	100.0%	104	100.0%	100	100.0%

Descriptive statistics: Total round-trip commute distance

		East Valley	West Valley	Victor Valley	Desert
B26: How many MILES roundtrip do you travel to work each day?	Mean	38.0	34.1	49.2	31.3
	Median	22.0	25.0	25.0	16.0
	Mode	15	10	20	1
	Minimum	1	1	1	1
	Maximum	260	180	600	225

Question 27: IF CURRENTLY EMPLOYED: What county do you work in?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Riverside	14	10.9%	7	4.7%	4	3.4%	11	9.2%
San Bernardino	97	75.8%	88	58.7%	102	82.1%	105	88.2%
Orange	4	3.1%	8	5.3%	5	3.7%	0	.0%
Los Angeles	8	6.3%	40	26.6%	6	5.0%	1	.8%
San Diego	0	.0%	1	.7%	0	.0%	0	.0%
Kern County	0	.0%	0	.0%	1	1.1%	1	.8%
Multiple counties	5	3.9%	6	4.0%	6	4.6%	1	.8%
Other	0	.0%	0	.0%	0	.1%	0	.0%
Total	128	100.0%	150	100.0%	124	100.0%	119	100.0%

Question 28: How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal of confidence	18	13.8%	26	18.7%	10	8.2%	22	15.2%
Some confidence	54	41.5%	77	55.4%	51	40.6%	66	45.5%
Not much confidence	30	23.1%	25	18.0%	44	35.1%	33	22.8%
No confidence	28	21.5%	11	7.9%	20	16.1%	24	16.6%
Total	130	100.0%	139	100.0%	126	100.0%	145	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

SANBAG1: Have you ever heard of the Freeway Service Patrol (FSP)?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	100	41.5%	107	41.3%	94	36.5%	54	21.5%
No	141	58.5%	152	58.7%	163	63.5%	198	78.5%
Total	241	100.0%	259	100.0%	257	100.0%	252	100.0%

SANBAG2: [Answered only by people who had heard of FSP] Where have you heard of FSP?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
I have used the service before	20	20.0%	27	25.7%	18	18.9%	7	12.9%
Newspaper	20	20.0%	9	8.6%	15	16.3%	11	20.3%
TV	14	14.0%	5	4.8%	13	13.9%	11	20.3%
Internet	3	3.0%	0	.0%	0	.0%	0	.0%
Radio	3	3.0%	7	6.7%	9	9.7%	5	9.6%
Word of Mouth	24	24.0%	26	24.8%	16	17.2%	4	7.4%
Los Angeles County	3	3.0%	4	3.8%	5	5.2%	4	7.4%
Orange County	1	1.0%	1	1.0%	0	.0%	0	.0%
Riverside County	0	.0%	0	.0%	0	.0%	1	1.8%
An organization, AAA, business, government office	0	.0%	0	.0%	2	2.1%	0	.0%
Other County, other state	2	2.0%	1	1.0%	2	1.7%	3	5.5%
Seen them on the freeway	8	8.0%	20	19.0%	9	9.4%	4	7.4%
Phone booth, freeway sign, other print advertisement	0	.0%	2	1.9%	0	.0%	1	1.8%
Other	2	2.0%	3	2.9%	5	5.7%	3	5.5%
Total	100	100.0%	105	100.0%	93	100.0%	54	100.0%

SANBAG3: [Answered only by people who have used FSP] What county were you in when you used the service?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
San Bernardino County	9	60.0%	7	35.0%	6	39.9%	0	.0%
Riverside County	3	20.0%	1	5.0%	1	9.8%	4	57.1%
Orange County	1	6.7%	5	25.0%	0	1.3%	2	28.6%
Los Angeles County	2	13.3%	7	35.0%	7	49.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	1	14.3%
Total	15	100.0%	20	100.0%	14	100.0%	7	100.0%

If they used FSP in multiple counties, respondents were asked to list the most recent assist.

SANBAG4: Who do you think is responsible for running the FSP tow service?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
SANBAG	3	1.9%	0	.0%	1	.5%	2	1.7%
County Transportation Agency/Commission	22	13.6%	23	16.7%	16	10.4%	11	9.6%
Measure 1 Agency	1	.6%	0	.0%	0	.0%	0	.0%
Caltrans	9	5.6%	15	10.9%	11	7.1%	8	6.9%
State Department of Transportation	17	10.5%	21	15.2%	28	17.8%	20	17.4%
California Highway Patrol (CHP)	11	6.8%	4	2.9%	7	4.4%	6	5.2%
County of San Bernardino	26	16.0%	22	15.9%	20	12.5%	18	15.6%
Tow Truck Operator/Vendor	0	.0%	3	2.2%	2	1.3%	2	1.7%
City	7	4.3%	0	.0%	3	1.7%	0	.0%
Government	6	3.7%	6	4.3%	4	2.5%	2	1.9%
AAA	0	.0%	0	.0%	1	.7%	1	.9%
State	0	.0%	0	.0%	2	1.0%	1	.9%
Car Owners	0	.0%	0	.0%	0	.0%	1	.9%
Private Company	1	.6%	0	.0%	1	.9%	1	.9%
Local Government	6	3.7%	5	3.6%	2	1.0%	2	1.7%
Volunteers	3	1.9%	2	1.4%	7	4.5%	1	.9%
Taxes	2	1.2%	3	2.2%	6	3.7%	3	2.6%
Small Business	0	.0%	0	.0%	0	.1%	0	.0%
DMV	1	.6%	0	.0%	1	.6%	0	.0%
Tow Truck Companies	0	.0%	0	.0%	1	.7%	0	.0%
Other	4	2.5%	3	2.2%	3	2.0%	3	2.6%
Don't know/Forgot	43	26.5%	31	22.5%	42	26.6%	33	28.7%
Total	162	100.0%	138	100.0%	158	100.0%	115	100.0%

SANBAG5: Have you noticed that the air quality in the county is getting better like the data from recent studies show, or do you think it is still about the same or maybe even getting worse?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Getting better	12	38.7%	5	38.5%	4	13.4%	7	25.9%
Same	11	35.5%	6	46.2%	14	45.9%	7	25.9%
Getting worse	8	25.8%	2	15.4%	13	40.7%	13	48.1%
Total	31	100.0%	13	100.0%	31	100.0%	27	100.0%

After two days of surveying, IAR spoke with SANBAG about the results of this question, and SANBAG elected to change the question as seen in SANBAG5A below. Consequently, sample size for this question is quite small.

SANBAG5a: Do you think that government is doing enough to improve air quality?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	37	18.7%	65	29.1%	61	29.1%	53	25.5%
No	161	81.3%	158	70.9%	149	70.9%	155	74.5%
Total	198	100.0%	223	100.0%	211	100.0%	208	100.0%

This question was the revision of question SANBAG5 above. The full San Bernardino County sample did not get this question since two days of surveying had passed before the question wording was changed.

SANBAG6: Would you support fees on goods moved through the Southern California ports to help pay for less polluting cargo trucks and trains?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	169	71.6%	155	64.1%	150	61.0%	159	66.3%
Depends on how much the fees are	16	6.8%	29	12.0%	17	7.0%	19	7.9%
No	51	21.6%	58	23.9%	79	32.0%	62	25.8%
Total	236	100.0%	242	100.0%	247	100.0%	240	100.0%

SANBAG7: Do you support MORE STRINGENT REGULATIONS as a possible way of reducing pollution from trucks and trains?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	187	79.9%	191	77.7%	182	73.5%	179	75.5%
Might support	20	8.5%	22	8.9%	13	5.3%	15	6.3%
No	27	11.5%	33	13.4%	52	21.2%	43	18.1%
Total	234	100.0%	246	100.0%	247	100.0%	237	100.0%

SANBAG8: Do you support TAXES ON DIESEL FUEL as a possible way of reducing pollution from trucks and trains?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	146	62.4%	149	63.4%	127	50.4%	123	51.2%
Might support	12	5.1%	14	6.0%	16	6.4%	17	7.1%
No	76	32.5%	72	30.6%	109	43.2%	100	41.7%
Total	234	100.0%	235	100.0%	251	100.0%	240	100.0%

SANBAG9: Do you support FUNDING FROM GALINE TAXES as a possible way of reducing pollution from trucks and trains?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	136	57.6%	129	52.3%	119	47.2%	128	51.9%
Might support	13	5.5%	21	8.5%	13	5.3%	18	7.3%
No	87	36.9%	97	39.2%	120	47.5%	101	40.9%
Total	236	100.0%	247	100.0%	252	100.0%	247	100.0%

SANBAG10: Do you support FUNDING FROM SALES TAXES as a possible way of reducing pollution from trucks and trains?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	115	48.5%	130	52.8%	121	48.3%	130	53.3%
Might support	21	8.9%	20	8.1%	16	6.2%	17	7.0%
No	101	42.6%	96	39.1%	114	45.4%	97	39.7%
Total	237	100.0%	246	100.0%	251	100.0%	244	100.0%

SANBAG11: Would you support fees on goods moved through the Southern California ports to pay for projects to reduce traffic congestion from cargo trucks and to reduce delays at railroad crossings?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	153	65.1%	149	61.3%	154	61.1%	142	60.4%
Might support, depending on how much it costs	18	7.7%	19	7.8%	16	6.2%	25	10.6%
No	64	27.2%	75	30.8%	82	32.7%	68	29.0%
Total	235	100.0%	243	100.0%	252	100.0%	235	100.0%

SANBAG12: Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	188	80.3%	197	80.1%	175	69.5%	175	72.0%
No	46	19.7%	49	19.9%	77	30.5%	68	28.0%
Total	234	100.0%	246	100.0%	252	100.0%	243	100.0%

SANBAG13: [Answered only by people who are willing to see tougher air pollution standards] Would you be willing to have tougher air pollution standards even if it made it more costly for you to purchase your next vehicle?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	150	82.9%	145	76.3%	132	76.5%	132	77.1%
Possibly	12	6.6%	16	8.4%	18	10.6%	17	9.9%
No	19	10.5%	29	15.2%	22	13.0%	22	13.0%
Total	181	100.0%	190	100.0%	172	100.0%	171	100.0%

Demographic 1: What was the last grade of school that you completed?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Some high school or less	22	9.0%	17	6.5%	22	8.5%	9	3.7%
High school graduate	64	26.2%	65	25.0%	73	27.9%	65	26.0%
Some college	75	30.7%	72	27.7%	86	33.1%	98	39.2%
College graduate (Bashelor's Degree)	48	19.7%	79	30.4%	59	22.6%	50	20.0%
Some graduate work	6	2.5%	10	3.8%	4	1.6%	9	3.6%
Post-graduate degree	28	11.5%	17	6.5%	16	6.0%	19	7.6%
Trade School	1	.4%	0	.0%	1	.4%	0	.0%
Total	244	100.0%	260	100.0%	260	100.0%	250	100.0%

Demographic 2: Which of the following best describes your marital status?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Single, never married	43	17.5%	29	11.1%	27	10.3%	39	15.5%
Married	142	57.7%	173	66.3%	167	64.4%	151	60.1%
Divorced	35	14.2%	29	11.1%	26	9.9%	31	12.3%
Widowed	19	7.7%	26	10.0%	29	11.1%	24	9.6%
Separated	7	2.8%	2	.8%	9	3.4%	5	2.0%
In a relationship	0	.0%	2	.8%	2	.8%	0	.1%
Other	0	.0%	0	.0%	0	.1%	1	.4%
Total	246	100.0%	261	100.0%	259	100.0%	251	100.0%

Demographic 2b: How many children ages 18 or younger do you have living at home?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
0	132	53.7%	135	51.7%	139	53.3%	162	64.6%
1	36	14.6%	48	18.4%	49	18.7%	34	13.5%
2	38	15.4%	50	19.2%	38	14.5%	29	11.5%
3	24	9.8%	22	8.4%	19	7.1%	15	6.0%
4	11	4.5%	5	1.9%	10	3.8%	9	3.6%
5	4	1.6%	1	.4%	4	1.6%	0	.0%
6	1	.4%	0	.0%	0	.1%	2	.8%
7	0	.0%	0	.0%	1	.4%	0	.0%
10	0	.0%	0	.0%	1	.4%	0	.0%
Total	246	100.0%	261	100.0%	260	100.0%	251	100.0%

Demographic 3: Are you of Hispanic or Latino origin?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Yes	54	22.0%	82	31.5%	51	19.8%	33	13.4%
No	191	78.0%	178	68.5%	207	80.2%	214	86.6%
Total	245	100.0%	260	100.0%	258	100.0%	247	100.0%

D4: How would you describe your race or ethnicity?

	East Valley		West Valley		Victor Valley		Desert	
	# Mentions	Col Response %	# Mentions	Col Response %	# Mentions	Col Response %	# Mentions	Col Response %
Asian	7	2.9%	9	3.5%	3	1.1%	0	.0%
Black or African American	34	14.2%	18	7.0%	22	8.5%	18	7.4%
Caucasian or White	128	53.3%	127	49.5%	163	63.9%	169	69.8%
Hispanic	49	20.4%	76	29.6%	47	18.5%	26	10.7%
Other	36	15.0%	36	14.0%	26	10.4%	30	12.5%
Total respondents answering	240	105.8%	257	103.5%	256	102.3%	242	100.4%

The reader should note that the percentages in the table above are based on the number of RESPONDENTS answering the question (not on the number of responses given). Totals, therefore, do not sum to 100%.

Demographic 4: "Other" responses to: How would you describe your race or ethnicity?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Filipino	5	13.9%	2	5.9%	1	4.7%	0	.0%
Indian	2	5.6%	1	2.9%	3	10.1%	2	6.9%
Chinese	2	5.6%	2	5.9%	0	.0%	0	.0%
Japanese	0	.0%	0	.0%	1	4.0%	0	.0%
Vietnamese	0	.0%	1	2.9%	0	.0%	0	.0%
Native American (all tribes)	7	19.4%	4	11.8%	5	20.1%	4	13.7%
Pacific Islander (and Hawaiian)	2	5.6%	1	2.9%	2	6.8%	1	3.4%
South American (Brazil etc...)	1	2.8%	1	2.9%	0	.0%	0	.0%
Middle Eastern	2	5.6%	1	2.9%	1	2.9%	2	6.9%
Central American (Jamaican, etc.)	0	.0%	1	2.9%	0	.0%	0	.0%
Multi-racial	6	16.7%	12	35.3%	6	23.7%	10	34.3%
Other	9	25.0%	8	23.5%	7	27.7%	10	34.9%
Total	36	100.0%	34	100.0%	25	100.0%	29	100.0%

Demographic 5: How many cars do you have for your household?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
0	14	5.7%	9	3.4%	6	2.4%	7	2.9%
1	75	30.4%	62	23.7%	62	23.8%	76	30.4%
2	90	36.4%	118	45.2%	107	41.2%	106	42.4%
3	36	14.6%	37	14.2%	46	17.7%	41	16.4%
4	18	7.3%	24	9.2%	24	9.1%	14	5.6%
5	9	3.6%	7	2.7%	10	4.0%	3	1.2%
6 or more	5	2.0%	4	1.5%	5	1.8%	3	1.2%
Total	247	100.0%	261	100.0%	260	100.0%	250	100.0%

Demographic 6: What was your age at your last birthday?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
18 - 24 years old	14	5.9%	8	3.2%	9	3.7%	15	6.2%
25 - 34	38	16.0%	27	10.7%	30	11.8%	33	13.4%
35 - 44	40	16.9%	54	21.5%	40	15.9%	35	14.2%
45 - 54	54	22.8%	63	25.2%	65	25.8%	47	19.1%
55 - 64	50	21.1%	56	22.3%	57	22.3%	53	21.5%
65 - 74	25	10.5%	21	8.4%	33	13.0%	44	17.9%
75 or older	16	6.8%	22	8.8%	19	7.5%	19	7.7%
Total	237	100.0%	251	100.0%	254	100.0%	246	100.0%

Descriptive statistics for respondent's age

		East Valley	West Valley	Victor Valley	Desert
D6: What was your age at your last birthday?	Mean	49.7	50.7	51.4	51.5
	Median	50.0	49.0	51.0	53.0
	Mode	44	55	48	69
	Minimum	18	19	18	18
	Maximum	90	90	86	82

Demographic 7: How long have you lived in your county?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
10 years or less	75	30.7%	75	28.7%	74	28.3%	85	34.3%
11 - 20 years	56	23.0%	68	26.0%	69	26.7%	48	19.3%
21 - 30 years	41	16.8%	54	20.7%	61	23.4%	39	15.7%
31 - 40 years	36	14.8%	29	11.1%	28	10.9%	31	12.5%
More than 40 years	36	14.8%	35	13.4%	28	10.7%	45	18.1%
Total	244	100.0%	261	100.0%	260	100.0%	248	100.0%

Descriptive statistics for length of residence in your county

		East Valley	West Valley	Victor Valley	Desert
D7: How long have you lived in your county?	Mean	23.6	22.2	21.6	23.0
	Median	20.0	20.0	20.0	20.0
	Mode	18	30	30	1
	Minimum	1	1	0	0
	Maximum	78	80	70	75

Demographic 8: Which of the following categories best describes your total household or family income before taxes, from all sources, for 2006?

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Less than $25,000	40	18.3%	22	10.3%	36	15.7%	48	21.0%
$25,000 to less than $36,000	33	15.1%	32	14.9%	37	16.1%	42	18.3%
$36,000 to less than $50,000	29	13.3%	34	15.9%	34	14.5%	38	16.6%
$50,000 to less than $66,000	36	16.5%	21	9.8%	41	17.9%	37	16.1%
$66,000 to less than $80,000	18	8.3%	27	12.7%	35	15.2%	26	11.3%
$80,000 to $110,000	30	13.8%	42	19.6%	27	11.8%	24	10.5%
over $110,000	32	14.7%	36	16.8%	21	8.9%	14	6.1%
Total	218	100.0%	214	100.0%	232	100.0%	229	100.0%

Gender (not asked -- recorded by interviewer)

	East Valley		West Valley		Victor Valley		Desert	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Male	102	41.3%	95	36.2%	96	37.0%	125	49.4%
Female	144	58.3%	166	63.4%	162	62.4%	128	50.6%
Couldn't tell	1	.4%	1	.4%	2	.7%	0	.0%
Total	247	100.0%	262	100.0%	260	100.0%	253	100.0%

Appendix III

Data Display

Riverside/San Bernardino Counties

2007 Inland Empire Annual Survey
Riverside/San Bernardino County Data Display

Following is the Riverside/San Bernardino County data display for the 2007 Inland Empire Annual Survey. Weighting factors were applied to the San Bernardino County data in order to remove the effects of over-sampling necessary for zone-specific analysis.

Question 3: Overall, how would you rate your county as a place to live?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Very Good	287	28.0%	131	23.5%
Fairly Good	500	48.8%	244	43.6%
Neither Good nor Bad	181	17.7%	119	21.2%
Fairly Bad	39	3.8%	46	8.3%
Very Bad	18	1.8%	19	3.4%
Total	1025	100.0%	559	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 4: In your opinion, what is the ONE best thing about living in your county?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Good area, location, scenery	274	28.7%	178	33.5%
Affordable housing	90	9.4%	61	11.4%
Good climate, weather	181	19.0%	60	11.2%
Not crowded	92	9.6%	40	7.5%
Good schools/universities	31	3.2%	7	1.4%
Less crime, feel safe	33	3.5%	9	1.6%
Job availability	24	2.5%	15	2.8%
Friendly people	41	4.3%	24	4.5%
Recreational activities (mountains, desert, river)	5	.5%	4	.8%
Centrally located	4	.4%	10	1.9%
Independence/freedom	13	1.4%	7	1.3%
Diversity	20	2.1%	7	1.4%
Good government/better government services	4	.4%	8	1.4%
Low traffic/freeways/roads	3	.3%	2	.4%
Cheaper cost of living/insurance/taxes	0	.0%	3	.6%
Family/friends live here	10	1.0%	2	.5%
Resources	27	2.8%	16	3.1%
Quiet/peaceful	20	2.1%	14	2.7%
Fresh air	4	.4%	2	.4%
General growth of the county/large size	11	1.2%	7	1.3%
Shopping/services	4	.4%	5	.9%
Open space/property size	6	.6%	5	.9%
Everything	8	.8%	3	.6%
Nothing	43	4.5%	36	6.8%
Other	6	.6%	5	1.0%
Total	954	100.0%	532	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 5: In your opinion, what would you say is the ONE most negative thing about living in your county?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Smog, air pollution	86	8.8%	87	9.0%
Traffic	198	20.3%	92	9.6%
Poor public transportation	12	1.2%	12	1.3%
Drugs	14	1.4%	22	2.3%
Crime/gang activity	105	10.7%	227	23.6%
Bad location	12	1.2%	14	1.5%
Lack of entertainment	7	.7%	3	.4%
Overpopulated	65	6.6%	54	5.6%
Bad school system	11	1.1%	13	1.3%
Cost of living	23	2.4%	29	3.1%
Lack of job opportunity	24	2.5%	28	2.9%
Other	7	.7%	7	.8%
Nothing	89	9.1%	95	9.9%
Government/politicians/Republicans	11	1.1%	15	1.6%
People/diversity	6	.6%	19	2.0%
Dilapidation of county especially buildings, housing, etc.	2	.2%	10	1.0%
Roads/streets	23	2.4%	24	2.5%
Racism/prejudice	4	.4%	7	.7%
Weather (heat, winds, floods, fires, earthquakes)	87	8.9%	38	4.0%
Poor police protection/corrupt police/laws	24	2.5%	12	1.3%
Poverty level	10	1.0%	10	1.1%
Illegal immigration	17	1.7%	15	1.5%
Lack of services/resources	32	3.3%	26	2.7%
High taxes/poor tax distribution	18	1.8%	5	.5%
Growth planning	8	.8%	2	.2%
Bad water	4	.4%	7	.7%
Lack of cleanliness	5	.5%	11	1.2%
Freeway/commute distance	30	3.1%	16	1.7%
Big -- too many buildings, homes, growth	21	2.1%	11	1.1%
Large Hispanic population	1	.1%	1	.1%
Prison system	1	.1%	0	.0%
Business/housing restrictions	2	.2%	3	.4%
Other	19	1.9%	44	4.6%
Total	978	100.0%	961	100.0%

Question 6: In comparison to a year ago, would you say that you and your family are financially better off or worse off or the same?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Better off	277	27.0%	137	24.5%
Same	518	50.5%	311	55.7%
Worse off	232	22.6%	111	19.8%
Total	1027	100.0%	559	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 7: Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just about the same as you are now?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Better off	482	48.7%	228	43.0%
Same	401	40.5%	253	47.9%
Worse off	107	10.8%	48	9.1%
Total	990	100.0%	529	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 8: In general, how would you rate the economy in your county today? Would you say that it is Excellent, Good, Fair, or Poor?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	48	4.8%	16	3.0%
Good	411	40.7%	201	36.8%
Fair	411	40.8%	219	40.1%
Poor	139	13.8%	109	20.0%
Total	1009	100.0%	546	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 9: In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Very fearful	63	6.1%	66	6.5%
Somewhat fearful	249	24.2%	296	29.2%
Not too fearful	415	40.2%	367	36.2%
Not at all fearful	304	29.5%	285	28.1%
Total	1031	100.0%	1014	100.0%

Question 10: Are you currently registered to vote?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Yes	813	79.0%	869	86.0%
No	217	21.0%	142	14.0%
Total	1030	100.0%	1011	100.0%

Question 11: Which of the following best describes your political party affiliation: Democrat, Republican, Independent, or some other party?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Democrat	334	34.2%	396	40.9%
Republican	359	36.8%	329	34.1%
Independent	145	14.9%	138	14.3%
Some other party	54	5.5%	52	5.3%
None	84	8.7%	52	5.4%
Total	976	100.0%	966	100.0%

Question 12: Would you say that you vote in all elections, only some, hardly ever or never?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
In all elections	576	58.5%	582	58.6%
Only in some	234	23.8%	267	26.9%
Hardly ever	27	2.7%	45	4.6%
Never	148	15.0%	99	10.0%
Total	985	100.0%	994	100.0%

Question 13: Politically, do you consider yourself to be very liberal, somewhat liberal, middle of the road, somewhat conservative, or very conservative?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Very liberal	61	6.3%	45	8.6%
Somewhat liberal	162	16.8%	114	21.8%
Middle of the road	295	30.6%	150	28.5%
Somewhat conservative	293	30.4%	158	30.2%
Very conservative	153	15.9%	57	10.8%
Total	964	100.0%	524	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

Question 14: How would you rate POLICE/SHERIFF services?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	126	12.1%	134	13.1%
Good	520	50.2%	486	47.4%
Fair	238	22.9%	254	24.8%
Poor	123	11.9%	132	12.9%
Don't know	30	2.9%	19	1.8%
Total	1037	100.0%	1024	100.0%

B15: How would you rate PARKS AND RECREATION services?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	120	11.6%	105	10.2%
Good	532	51.3%	479	46.7%
Fair	254	24.5%	297	28.9%
Poor	84	8.1%	107	10.4%
Don't know	47	4.5%	38	3.7%
Total	1037	100.0%	1025	100.0%

Question 16: How would you rate the maintenance of local STREETS AND ROADS?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	52	5.0%	58	5.6%
Good	363	35.0%	270	26.3%
Fair	340	32.8%	339	33.0%
Poor	280	27.0%	358	34.9%
Don't know	2	.2%	1	.1%
Total	1037	100.0%	1026	100.0%

Question 17: How would you rate PUBLIC SCHOOLS?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	81	7.8%	95	9.3%
Good	411	39.6%	348	34.1%
Fair	227	21.9%	294	28.8%
Poor	167	16.2%	196	19.2%
Don't know	150	14.5%	87	8.6%
Total	1036	100.0%	1021	100.0%

Question 18: How would you rate SHOPPING?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	174	16.8%	177	17.2%
Good	536	51.9%	517	50.4%
Fair	234	22.6%	241	23.5%
Poor	80	7.7%	84	8.2%
Don't know	10	1.0%	8	.8%
Total	1034	100.0%	1026	100.0%

Question 19: How would you rate TRANSPORTATION?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	29	2.8%	39	3.8%
Good	309	29.8%	331	32.3%
Fair	274	26.4%	314	30.6%
Poor	313	30.1%	237	23.1%
Don't know	112	10.8%	104	10.1%
Total	1037	100.0%	1024	100.0%

Question 20: How would you rate ENTERTAINMENT?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Excellent	84	8.1%	84	8.2%
Good	449	43.3%	424	41.3%
Fair	290	28.0%	300	29.3%
Poor	167	16.1%	169	16.4%
Don't know	46	4.4%	48	4.7%
Total	1036	100.0%	1025	100.0%

Question21: Are you currently employed?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Yes	542	52.5%	551	53.8%
No	491	47.5%	472	46.2%
Total	1033	100.0%	1023	100.0%

Question 22: IF CURRENTLY UNEMPLOYED: Are you retired, or looking for work, or a housewife or husband not looking for work outside the home, or not currently in the workforce?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Retired	296	60.6%	246	53.1%
Looking for work	46	9.4%	50	10.9%
A housewife/husband and not looking for work outside the home	99	20.3%	109	23.5%
Not currently in the workforce	47	9.6%	57	12.4%
Total	488	100.0%	462	100.0%

Question23: IF CURRENTLY EMPLOYED: Do you work full time or part time?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Full Time	421	78.0%	425	77.8%
Part Time	119	22.0%	122	22.2%
Total	540	100.0%	547	100.0%

Question24: IF CURRENTLY EMPLOYED: What is your occupation?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Educator/School District	61	11.3%	78	14.2%
Transportation/Driver	18	3.3%	17	3.1%
Engineer	13	2.5%	17	3.0%
Medical/Nurse	34	6.3%	52	9.4%
Fire Department	3	.6%	5	.9%
Construction Department	12	2.2%	9	1.6%
Management	31	5.7%	33	6.0%
Police/Sherif Department	15	2.8%	19	3.5%
Realestate Agency	16	3.0%	11	2.0%
Self Employed	30	5.6%	19	3.4%
Retail/Clerk	56	10.4%	42	7.6%
Cosmotology Department	1	.2%	5	.8%
Goverment	2	.4%	5	.9%
Computer Tech	16	3.0%	3	.5%
Bank/Teller	5	.9%	2	.4%
Social Work/Social Services	9	1.7%	12	2.2%
Plumbing Industry	4	.7%	5	1.0%
Other	213	39.5%	216	39.4%
Total	539	100.0%	547	100.0%

Question 25: IF CURRENTLY EMPLOYED: When thinking about your travel to and from work, on the average, how much total time do you spend commuting round trip each day (both ways)?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Less than 1 hour	250	53.8%	297	61.0%
1 - < 2 hours	115	24.9%	110	22.6%
2 - < 3 hours	65	14.0%	43	8.8%
3 - < 4 hours	21	4.5%	28	5.7%
4 or more hours	13	2.8%	9	1.9%
Total	464	100.0%	487	100.0%

Descriptive statistics: Total round-trip commute time

		County of residence	
		Riverside County	San Bernardino County
B25: On average, how much TIME (in minutes), do you spend commuting round trip to and from work?	Mean	65.6	59.1
	Mode	60	60
	Minimum	1	1
	Maximum	480	480

Question 26: IF CURRENTLY EMPLOYED: How many miles roundtrip do you travel to work each day?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
60 miles or less	353	79.5%	366	78.6%
61 - 120 miles	69	15.5%	86	18.6%
121 - 180 miles	13	2.9%	10	2.0%
181 - 240 miles	6	1.3%	2	.4%
more than 240 miles	3	.7%	2	.4%
Total	444	100.0%	465	100.0%

Descriptive statistics: Total round-trip commute distance

		County of residence	
		Riverside County	San Bernardino County
B26: How many MILES roundtrip do you travel to work each day?	Mean	42.2	37.0
	Median	30.0	22.0
	Mode	30	10
	Minimum	1	1
	Maximum	500	600

Question 27: IF CURRENTLY EMPLOYED: What county do you work in?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Riverside	389	72.3%	36	6.6%
San Bernardino	42	7.8%	382	69.7%
Orange	37	6.9%	22	4.0%
Los Angeles	25	4.6%	83	15.2%
San Diego	17	3.2%	2	.3%
Kern County	0	.0%	1	.2%
Multiple counties	19	3.5%	21	3.9%
Out of State	5	.9%	0	.0%
Other	4	.7%	0	.0%
Total	538	100.0%	547	100.0%

Question 28: How much confidence do you have that the elected officials in your city or community will adopt policies that will benefit the general community?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
A great deal of confidence	115	11.8%	83	15.3%
Some confidence	490	50.5%	257	47.7%
Not much confidence	236	24.3%	121	22.5%
No confidence	130	13.4%	78	14.5%
Total	971	100.0%	539	100.0%

NOTE: Due to the extreme length of the San Bernardino version of the survey, this question was only asked of approximately half the sample.

GVI1: In general, which has priority...protection of the environment or economic growth?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Protection of the environment should be given priority over economic growth	510	51.7%	522	53.1%	1033	52.4%
Economic growth should be given priority over the environment	263	26.6%	280	28.5%	542	27.5%
Neither has priority - both equally important	187	18.9%	162	16.5%	349	17.7%
Don't really care	7	.7%	6	.6%	13	.7%
Other	13	1.3%	3	.3%	16	.8%
Case by case determination	5	.5%	7	.7%	12	.6%
Other	2	.2%	2	.2%	4	.2%
Total	987	100.0%	982	100.0%	1970	100.0%

GVI2: Have you ever heard of the Green Valley Initiative?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	261	25.8%	235	23.7%	496	24.8%
No	751	74.2%	755	76.3%	1506	75.2%
Total	1012	100.0%	990	100.0%	2002	100.0%

GVI2a: Where did you hear about it? [Answered only by people who said they HAD heard of Green Valley Initiative]

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Newspaper	86	37.9%	105	50.4%	191	43.9%
Word of mouth	45	19.9%	32	15.6%	77	17.8%
Respondent is involved	1	.4%	2	.9%	3	.6%
Friend or associate is involved	7	3.1%	0	.2%	7	1.7%
Other	1	.4%	0	.2%	1	.3%
TV News or other media	62	27.2%	44	21.3%	106	24.4%
Internet	4	1.8%	7	3.3%	11	2.5%
Radio	7	3.1%	8	4.0%	15	3.5%
Signs	0	.0%	1	.7%	1	.3%
Mail/Flyers	4	1.8%	0	.0%	4	.9%
Magazine	1	.4%	2	.8%	3	.6%
Forums (City Council meetings, chamber events)	1	.4%	2	.8%	3	.6%
Other	8	3.5%	4	1.7%	12	2.7%
Total	227	100.0%	208	100.0%	434	100.0%

GVI3: Do you agree that it is important that the Inland Empire leaders balance economic development and quality-of-life for residents?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Strongly agree	391	39.1%	418	41.9%	809	40.5%
Agree	556	55.7%	524	52.6%	1081	54.2%
Disagree	40	4.0%	40	4.0%	80	4.0%
Strongly disagree	3	.3%	5	.5%	8	.4%
Neither agree nor disagree	9	.9%	9	.9%	18	.9%
Total	999	100.0%	996	100.0%	1995	100.0%

GVI4: Do you agree that it is the role of government to provide incentives for companies to adopt more environmentally-friendly technology?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Strongly agree	250	24.8%	273	27.7%	523	26.3%
Agree	580	57.5%	519	52.6%	1099	55.1%
Disagree	131	13.0%	143	14.5%	274	13.7%
Strongly disagree	25	2.4%	29	2.9%	53	2.7%
Neither agree nor disagree	22	2.2%	22	2.3%	45	2.3%
Total	1008	100.0%	986	100.0%	1994	100.0%

GVI5: Who do you think should have the main responsibility for making sure we have clean air, clean water, open space, and so on?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Local government	155	15.2%	169	16.6%	324	15.9%
Local businesses	13	1.3%	15	1.4%	28	1.4%
State government	171	16.7%	154	15.1%	325	15.9%
Large corporations	25	2.4%	22	2.2%	47	2.3%
Federal government	142	13.9%	147	14.5%	289	14.2%
Environmental groups	25	2.4%	33	3.3%	58	2.9%
Individual citizens	173	16.9%	154	15.2%	327	16.0%
Everyone shares equally	318	31.1%	323	31.7%	641	31.4%
Total	1022	100.0%	1017	100.0%	2039	100.0%

GVI6: Do you think that your county leader's recent green commitments are on the right track?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	396	47.6%	361	45.1%	757	46.4%
No	248	29.8%	258	32.2%	505	31.0%
Have not heard of the commitments	187	22.6%	181	22.6%	369	22.6%
Total	831	100.0%	799	100.0%	1631	100.0%

GVI7: What actions do you take to help protect the environment? (Open-ended question)

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	% of respondents	Count	% of respondents	Count	% of respondents
Recycle things such as newspapers, cans and glass	884	85.2	877	85.4	1761	85.3
Avoid using chemicals in your yard or garden	41	4.0	43	4.2	84	4.1
Buy biodegradable or recyclable products	37	3.6	28	2.8	65	3.2
Conserve water in your home and yard	356	34.3	362	35.3	718	34.8
Turn off lights and electrical appliances when not in use	313	30.2	315	30.7	628	30.4
Purchase and use energy efficient light bulbs or appliances	128	12.3	120	11.7	248	12.0
Try to cut down on the amount of trash and garbage you create	82	7.9	82	8.0	164	7.9
Avoid driving your car alone (bike, carpool, take the bus...)	117	11.3	102	10.0	219	10.6
Make homes more energy efficient (insulation, solar power...)	81	7.8	72	7.0	153	7.4
Participate in a community clean-up day	21	2.0	18	1.8	39	1.9
Other	83	8.0	85	8.3	168	8.2
Refused	16	1.5	17	1.6	33	1.6
Total	1037	100.0	1026	100.0	2063	100.0

NOTE: this is a multiple response item for which respondents were able to list more than one answer, thus percentages are not expected to sum to 100%.

GVI7 "Other" responses to: What actions do you take to help protect the environment?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Buy efficient cars, hybrid/ Alternative gas fuel	18	21.4%	18	22.9%	36	22.2%
Plant more trees, protect the forest and greenery	10	11.9%	4	4.6%	14	8.4%
I do not litter, or pollute	12	14.3%	14	17.7%	26	15.9%
Maintaining AC/heating usage	6	7.1%	8	10.6%	14	8.8%
Nothing	12	14.3%	9	11.5%	21	12.9%
Other	26	31.0%	26	32.7%	52	31.8%
Total	84	100.0%	79	100.0%	163	100.0%

GVI8: What do you think is the most important environmental issue facing Southern California today?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Air pollution/smog	338	35.1%	379	39.7%	717	37.4%
Ozone depletion	8	.8%	12	1.3%	20	1.0%
Toxic waste	18	1.9%	14	1.5%	32	1.7%
Global warming, global climate change, greenhouse gases	47	4.8%	47	4.9%	93	4.9%
Overpopulation, population growth	58	6.0%	58	6.1%	116	6.1%
Waste pollution	26	2.7%	33	3.5%	59	3.1%
Water supply, reservoirs	243	25.2%	186	19.5%	429	22.4%
Loss of forests, forest fires	9	.9%	10	1.0%	19	1.0%
Water pollution	3	.3%	7	.8%	10	.5%
Fuel/emissions & cost & availability most important issue	15	1.6%	28	2.9%	43	2.2%
Illegal Immigrants most important issue	12	1.2%	10	1.1%	22	1.2%
Energy/Electricity consumption and availability most important issue	13	1.3%	16	1.7%	29	1.5%
Recycling and protecting our resources most important issue	7	.7%	5	.5%	12	.6%
Ecoterrorists and tree huggers	3	.3%	0	.0%	3	.2%
Transportation most important issue	10	1.0%	6	.6%	16	.8%
Crime most important issue	1	.1%	5	.6%	6	.3%
Goverment interfering with environmental issues	3	.3%	7	.7%	10	.5%
Jobs, lack of money most important issue	8	.8%	8	.8%	16	.8%
Other	142	14.7%	122	12.8%	264	13.8%
Total	964	100.0%	954	100.0%	1918	100.0%

GVI9: In your opinion, what is the single most important thing that can be done to protect the environment for future generations?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Shut down polluting industries	65	7.3%	77	8.8%	142	8.1%
Develop new cleaner technologies	99	11.2%	87	10.1%	186	10.6%
Make more use of alternative energy sources	86	9.7%	111	12.8%	197	11.2%
Conserve energy and materials	140	15.8%	110	12.6%	250	14.2%
Stop building homes in the area	35	3.9%	22	2.5%	57	3.2%
Stop population growth	52	5.9%	57	6.5%	109	6.2%
Buy better products	5	.6%	6	.7%	11	.6%
Continue economic growth	6	.7%	14	1.6%	20	1.1%
Other	29	3.3%	66	7.6%	95	5.4%
Increase awareness so people can change/begins with school children	82	9.2%	57	6.6%	139	7.9%
Impliment and enforce the laws	18	2.0%	17	2.0%	35	2.0%
Everyone needs to be involved, and do their part	50	5.6%	41	4.7%	91	5.2%
Take care of Global Warming	13	1.5%	18	2.0%	31	1.7%
Recycling	24	2.7%	28	3.2%	52	3.0%
Air pollution and quality of air	21	2.4%	21	2.4%	42	2.4%
Reserving our forest, plant more trees	5	.6%	13	1.5%	18	1.1%
Clean and protect our water, federally monitor, and enforce the laws	15	1.7%	8	.9%	23	1.3%
Alternative fuel	4	.5%	9	1.0%	13	.7%
Give companies more incentives and control industries	5	.6%	8	.9%	13	.7%
Clean up	14	1.5%	12	1.4%	26	1.5%
Transportation	16	1.8%	12	1.4%	28	1.6%
Other	104	11.7%	75	8.7%	179	10.2%
Total	888	100.0%	868	100.0%	1756	100.0%

GVI10: Would you be more inclined to purchase from a business if you knew it was working to be environmentally friendly?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	860	86.2%	849	86.9%	1709	86.5%
No	138	13.8%	128	13.1%	266	13.5%
Total	998	100.0%	976	100.0%	1975	100.0%

GVI10A: Would you purchase from that business if it cost slightly more to do so? [Answered only by people who said they would be more inclined to purchase goods from businesses working to be environmentally friendly]

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	644	75.6%	611	72.8%	1255	74.2%
No	66	7.7%	57	6.8%	123	7.3%
Depends on how much more	142	16.7%	171	20.3%	313	18.5%
Total	852	100.0%	838	100.0%	1690	100.0%

GVI11: If you could allocate the taxes you already pay, would you want the governments in the region to invest in environmentally friendly technologies like solar or alternative energy?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	884	89.6%	872	89.1%	1756	89.3%
No	103	10.4%	107	10.9%	210	10.7%
Total	987	100.0%	979	100.0%	1966	100.0%

GVI12: Have you ever heard of the term "substainable development"?

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
Yes	298	28.8%	294	28.7%	592	28.8%
No	694	67.2%	690	67.4%	1384	67.3%
Not sure	41	4.0%	40	3.9%	81	3.9%
Total	1033	100.0%	1024	100.0%	2057	100.0%

GV13: In general, what does "substainable development" mean to you? [Answered only by people who said they had heard the term]

	County of residence				Total	
	Riverside County		San Bernardino County			
	Count	Col %	Count	Col %	Count	Col %
I've heard of it, but I don't really know what it means	35	12.7%	36	13.1%	71	12.9%
Development that provides the most jobs	5	1.8%	7	2.6%	12	2.2%
Development that will protect the environment even if it means people will lose their jobs	18	6.5%	23	8.4%	41	7.4%
Development that takes into consideration the economic and environmental needs of future generations	86	31.3%	92	33.6%	178	32.5%
Development that is sustainable over time	45	16.4%	28	10.2%	73	13.3%
Other	5	1.8%	12	4.4%	17	3.1%
Environmentally Friendly/recycling our resources	29	10.5%	36	13.1%	65	11.8%
Building and Population control/growth	13	4.7%	9	3.1%	22	3.9%
Government/ Political interpretation	2	.7%	2	.8%	4	.8%
Agriculture growth/independent responsiblity	8	2.9%	11	4.1%	19	3.5%
Technology to promote development	1	.4%	0	.1%	1	.2%
Other	28	10.2%	18	6.4%	46	8.3%
Total	275	100.0%	274	100.0%	549	100.0%

SANBAG1: Have you ever heard of the Freeway Service Patrol (FSP)?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	398	39.3%
No	615	60.7%
Total	1013	100.0%

SANBAG2: [Answered only by people who had heard of FSP] Where have you heard of FSP?

	County of residence	
	San Bernardino County	
	Count	Col %
I have used the service before	87	22.2%
Newspaper	57	14.4%
TV	40	10.0%
Internet	4	1.1%
Radio	23	5.9%
Word of Mouth	90	22.8%
Los Angeles County	16	3.9%
Orange County	3	.8%
Riverside County	0	.1%
An organization, AAA, business, government office	1	.3%
Other County, other state	6	1.6%
Seen them on the freeway	51	13.0%
Phone booth, freeway sign, other print advertisement	4	.9%
Other	12	3.0%
Total	395	100.0%

SANBAG3: [Answered only by people who have used FSP] What county were you in when you used the service?

	County of residence	
	San Bernardino County	
	Count	Col %
San Bernardino County	28	43.1%
Riverside County	8	12.0%
Orange County	11	15.9%
Los Angeles County	19	28.6%
Other	0	.4%
Total	66	100.0%

If they used FSP in multiple counties, respondents were asked to list the most recent assist.

SANBAG4: Who do you think is responsible for running the FSP tow service?

	County of residence	
	San Bernardino County	
	Count	Col %
SANBAG	5	.9%
County Transportation Agency/Commission	83	14.0%
Measure 1 Agency	1	.2%
Caltrans	47	7.9%
State Department of Transportation	82	13.8%
California Highway Patrol (CHP)	29	4.8%
County of San Bernardino	92	15.4%
Tow Truck Operator/Vendor	7	1.1%
City	12	2.0%
Government	23	3.8%
AAA	1	.2%
State	1	.2%
Car Owners	0	.0%
Private Company	3	.4%
Local Government	19	3.1%
Volunteers	12	2.1%
Taxes	12	2.1%
Small Business	0	.0%
DMV	2	.3%
Tow Truck Companies	1	.1%
Other	14	2.3%
Don't know/Forgot	150	25.1%
Total	596	100.0%

SANBAG5: Have you noticed that the air quality in the county is getting better like the data from recent studies show, or do you think it is still about the same or maybe even getting worse?

	County of residence	
	San Bernardino County	
	Count	Col %
Getting better	30	32.6%
Same	37	39.4%
Getting worse	26	27.9%
Total	93	100.0%

After two days of surveying, IAR spoke with SANBAG about the results of this question, and SANBAG elected to change the question as seen in SANBAG5A below. Consequently, sample size for this question is quite small.

SANBAG5a: Do you think that government is doing enough to improve air quality?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	215	25.3%
No	635	74.7%
Total	850	100.0%

This question was the revision of question SANBAG5 above. The full San Bernardino County sample did not get this question since two days of surveying had passed before the question wording was changed.

SANBAG6: Would you support fees on goods moved through the Southern California ports to help pay for less polluting cargo trucks and trains?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	644	66.5%
Depends on how much the fees are	88	9.1%
No	236	24.4%
Total	968	100.0%

SANBAG7: Do you support MORE STRINGENT REGULATIONS as a possible wa of reducing pollution from trucks and trains

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	755	77.8%
Might support	78	8.1%
No	138	14.2%
Total	971	100.0%

SANBAG8: Do you support TAXES ON DIESEL FUEL as a possible way of reducing pollution from trucks and trains?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	576	60.3%
Might support	55	5.8%
No	325	34.0%
Total	956	100.0%

SANBAG9: Do you support FUNDING FROI GASOLINE TAXES as a possible way of reducing pollution from trucks and trains

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	524	53.4%
Might support	67	6.8%
No	390	39.7%
Total	981	100.0%

SANBAG10: Do you support FUNDING FROM SALES TAXES as a possible way of reducing pollution from trucks and trains?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	496	50.6%
Might support	78	8.0%
No	405	41.4%
Total	980	100.0%

SANBAG11: Would you support fees on goods moved through the Southern California ports to pay for projects to reduce traffic congestion from cargo trucks and to reduce delays at railroad crossings?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	608	62.7%
Might support, depending on how much it costs	74	7.6%
No	288	29.7%
Total	970	100.0%

SANBAG12: Would you be willing to see tougher air pollution standards on new passenger cars, light trucks, and SUVs?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	762	78.1%
No	214	21.9%
Total	976	100.0%

SANBAG13: [Answered only by people who are willing to see tougher air pollution standards] Would you be willing to have tougher air pollution standards even if it made it more costly for you to purchase your next vehicle?

	County of residence	
	San Bernardino County	
	Count	Col %
Yes	581	78.9%
Possibly	60	8.1%
No	96	13.0%
Total	737	100.0%

EDAWC1: I see my local community college as a place to go to receive training to upgrade my skills and advance my career.

	Count	Col %
Strongly agree	268	30.3%
Agree	479	54.1%
Disagree	88	9.9%
Strongly disagree	18	2.0%
Neither agree nor disagree	32	3.6%
Total	885	100.0%

EDAWC2: I believe the K-12 school system should offer more career exploration and preparation courses.

	Count	Col %
Strongly agree	331	37.8%
Agree	442	50.5%
Disagree	68	7.8%
Strongly disagree	11	1.3%
Neither agree nor disagree	24	2.7%
Total	876	100.0%

EDAWC3: The Workforce Development Center and area colleges offer a variety of employment and training services. What would be the best way of advertising those services to people who want them?

	Count	Col %
Telephone	16	1.9%
Internet	56	6.8%
Newspaper	150	18.3%
Go to EDA or College to find out	25	3.0%
Other	565	68.8%
I don't know since I'm not interested in those services	9	1.1%
Total	821	100.0%

EDAWC3: "Other" responses to: The best way of advertising those services to people who want them

	Count	Col %
Television, cable, local news	163	29.6%
Flyers, posted advertisements	33	6.0%
Radio	58	10.5%
Word of Mouth	9	1.6%
Mail, catalogs,	104	18.9%
Special Events, job fairs	22	4.0%
High Schools, elementary schools, college and/or university	80	14.5%
Various media advertisements	25	4.5%
Employment Office and Newspaper	7	1.3%
Community Services	4	.7%
Unemployment	15	2.7%
Other Languages	3	.5%
Other	28	5.1%
Total	551	100.0%

EDAWC4: Have you ever decided not to apply for a job or declined or left a job because the commute was too far?

	Count	Col %
Yes	362	39.3%
No	560	60.7%
Total	922	100.0%

EDAWC5: Do you or does anyone in your home operate a home-based business?

	Count	Col %
Yes	157	17.0%
No	769	83.0%
Total	926	100.0%

EDAWC6: What percentage of your household income comes from the home-based business?

	Count	Col %
0	15	9.6%
1	8	5.1%
2	2	1.3%
4	1	.6%
5	12	7.6%
10	10	6.4%
12	1	.6%
15	7	4.5%
20	12	7.6%
25	9	5.7%
30	11	7.0%
40	4	2.5%
50	21	13.4%
60	5	3.2%
70	6	3.8%
75	4	2.5%
80	2	1.3%
90	4	2.5%
99	2	1.3%
100	21	13.4%
Total	157	100.0%

Answered only if respondent has a home-based business.

EDAWC7: Think about places you go for entertainment... How often do you go outside of Riverside County for that entertainment?

	Count	Col %
Most of the time	138	14.9%
Sometimes	312	33.7%
Hardly ever	355	38.4%
Never	120	13.0%
Total	925	100.0%

MET1: Do you recall seeing or hearing any ads or advertising messages in the past three months about the need for water conservation, the lack of rain, or ways to save water?

	Count	Col %
Yes	990	86.8
No	150	13.2
Total	1140	100.0

MET3: Did the messages cause you to change your behavior in the last three months to help conserve more water?

	Count	Col %
Yes	621	63.5
No	357	36.5
Total	978	100.0

MOJAVE1: How concerned are you about the availability of future water supplies?

	Count	Col %
Very concerned	492	67.3%
Somewhat concerned	178	24.4%
Not at all concerned	61	8.3%
Total	731	100.0%

MOJAVE2a: Is maintaining a reliable water supply MORE important than fighting crime, LESS important or EQUALLY important to fighting crime?

	Count	Col %
More important	268	37.6%
Less important	143	20.1%
About equal	301	42.3%
Total	712	100.0%

MOJAVE2b: Is maintaining a reliable water supply MORE important than reducing traffic, LESS important or EQUALLY important to reducing traffic?

	Count	Col %
More important	333	47.1%
Less important	188	26.6%
About equal	186	26.3%
Total	707	100.0%

MOJAVE2c: Is maintaining a reliable water supply MORE important than providing health care, LESS important or EQUALLY important to providing health care?

	Count	Col %
More important	300	42.1%
Less important	158	22.2%
About equal	254	35.7%
Total	712	100.0%

MOJAVE3: Have you personally made a change in your water use habits in the past year in order to conserve?

	Count	Col %
Yes	594	81.4%
No	136	18.6%
Total	730	100.0%

MOJAVE4: If financial incentives were made available to water users to help promote conservation, would you participate?

	Count	Col %
Yes	615	85.7%
No	65	9.1%
Depends on the amount of money offered	38	5.3%
Total	718	100.0%

Demographic 1: What was the last grade of school that you completed?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Some high school or less	97	9.5%	78	7.6%
High school graduate	230	22.4%	264	25.9%
Some college	307	29.9%	307	30.2%
College graduate (Bashelor's Degree)	254	24.8%	252	24.8%
Some graduate work	43	4.2%	31	3.0%
Post-graduate degree	94	9.2%	85	8.3%
Trade School	1	.1%	2	.2%
Total	1026	100.0%	1018	100.0%

Demographic 2: Which of the following best describes your marital status?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Single, never married	116	11.3%	139	13.6%
Married	667	65.0%	637	62.4%
Divorced	115	11.2%	124	12.2%
Widowed	105	10.2%	95	9.3%
Separated	20	1.9%	20	2.0%
In a relationship	2	.2%	5	.5%
Other	2	.2%	0	.0%
Total	1027	100.0%	1022	100.0%

Demographic 2b: How many children ages 18 or younger do you have living at home?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
0	569	55.4%	544	53.2%
1	143	13.9%	172	16.8%
2	182	17.7%	172	16.8%
3	86	8.4%	88	8.6%
4	32	3.1%	33	3.2%
5	8	.8%	10	1.0%
6	4	.4%	2	.2%
7	1	.1%	1	.1%
8	2	.2%	0	.0%
10	0	.0%	1	.1%
Total	1027	100.0%	1023	100.0%

Demographic 3: Are you of Hispanic or Latino origin?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Yes	317	31.0%	257	25.3%
No	705	69.0%	760	74.7%
Total	1022	100.0%	1017	100.0%

D4: How would you describe your race or ethnicity?

	County of residence			
	Riverside County		San Bernardino County	
	# Mentions	Col Response %	# Mentions	Col Response %
Asian	15	1.5%	27	2.7%
Black or African American	47	4.7%	99	9.9%
Caucasian or White	574	57.4%	544	54.3%
Hispanic	290	29.0%	236	23.5%
Other	105	10.5%	136	13.6%
Total respondents answering	1001	103.0%	1001	104.0%

The reader should note that the percentages in the table above are based on the number of RESPONDENTS answering the question (not on the number of responses given). Totals, therefore, do not sum to 100%.

Demographic 4: "Other" responses to: How would you describe your race or ethnicity?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Filipino	2	1.9%	11	8.7%
Indian	6	5.7%	7	5.1%
Chinese	1	1.0%	6	4.8%
Japanese	2	1.9%	1	.5%
Vietnamese	0	.0%	2	1.3%
Native American (all tribes)	7	6.7%	21	16.1%
Pacific Islander (and Hawaiian)	6	5.7%	6	4.5%
South American (Brazil etc...)	1	1.0%	3	2.4%
Middle Eastern	4	3.8%	6	4.2%
Central American (Jamaican, etc.)	0	.0%	2	1.3%
Multi-racial	26	24.5%	33	25.5%
Other	50	47.8%	34	25.6%
Total	105	100.0%	132	100.0%

Demographic 5: How many cars do you have for your household?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
0	35	3.4%	42	4.1%
1	247	24.1%	272	26.6%
2	461	44.9%	422	41.2%
3	183	17.8%	155	15.1%
4	67	6.6%	84	8.2%
5	20	1.9%	32	3.1%
6 or more	13	1.3%	18	1.7%
Total	1026	100.0%	1024	100.0%

Demographic 6: What was your age at your last birthday?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
18 - 24 years old	35	3.5%	44	4.4%
25 - 34	136	13.7%	128	13.0%
35 - 44	203	20.4%	183	18.6%
45 - 54	198	19.9%	238	24.1%
55 - 64	192	19.2%	214	21.7%
65 - 74	136	13.7%	103	10.4%
75 or older	96	9.6%	77	7.8%
Total	996	100.0%	987	100.0%

Descriptive statistics for respondent's age

		County of residence	
		Riverside County	San Bernardino County
D6: What was your age at your last birthday?	Mean	51.4	50.5
	Median	51.0	50.0
	Mode	60	40
	Minimum	18	18
	Maximum	94	90

Demographic 7: How long have you lived in your county?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
10 years or less	441	42.8%	301	29.6%
11 - 20 years	270	26.3%	250	24.5%
21 - 30 years	157	15.2%	200	19.7%
31 - 40 years	77	7.5%	127	12.5%
More than 40 years	85	8.3%	140	13.7%
Total	1030	100.0%	1019	100.0%

Descriptive statistics for length of residence in your county

		County of residence	
		Riverside County	San Bernardino County
D7: How long have you lived in your county?	Mean	17.3	22.7
	Median	14.0	20.0
	Mode	3	30
	Minimum	0	0
	Maximum	89	80

Demographic 8: Which of the following categories best describes your total household or family income before taxes, from all sources, for 2006?

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Less than $25,000	131	15.0%	131	14.9%
$25,000 to less than $36,000	104	11.9%	136	15.4%
$36,000 to less than $50,000	130	14.9%	130	14.8%
$50,000 to less than $66,000	100	11.5%	120	13.6%
$66,000 to less than $80,000	109	12.5%	101	11.5%
$80,000 to $110,000	148	16.9%	138	15.7%
over $110,000	152	17.4%	124	14.1%
Total	874	100.0%	879	100.0%

Gender (not asked -- recorded by interviewer)

	County of residence			
	Riverside County		San Bernardino County	
	Count	Col %	Count	Col %
Male	416	40.2%	399	38.8%
Female	615	59.3%	624	60.8%
Couldn't tell	6	.6%	4	.4%
Total	1037	100.0%	1026	100.0%