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The City of Richmond, California

Report of Demographic Subgroup Comparisons 2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Richmond staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Richmond staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Richmond chose was to have crosstabulations of evaluative questions 1-16a by demographic questions 19 (number of years living in Richmond), 28 (ethnicity), 29 (race) and question 30 (age).

The following page contains the frequency of responses for each demographic variable selected for the report.

Question 19: Length of Residency

How many years have you lived in Richmond?

Less than 2 years	14%
2 to 5 years	20%
6 to 10 years	16%
11 to 20 years	18%
More than 20 years	33%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	78%	22%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	15%
Black, African American	29%
White/Caucasian	40%
Other	20%
Total may exceed 100% as respondents could select more than one category.	

Question 30: Age

In which category is your age?

18 to 24 years	4%
25 to 34 years	25%
35 to 44 years	16%
45 to 54 years	25%
55 to 64 years	16%
65 to 74 years	8%
75 years or older	5%
Total	100%

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

COMPARISONS

Quality of Life Ratings																
	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
How do you rate Richmond as a place to live?	30	29	28	30	32	31	27	31	29	22	30	24	29	34	38	44
How do you rate your neighborhood as a place to live?	52	52	48	48	44	49	46	56	44	42	46	46	52	48	49	50
How do you rate Richmond as a place to raise children?	18	11	13	15	17	15	13	12	17	5	12	10	16	17	25	21
How do you rate Richmond as a place to work?	29	27	29	37	30	30	32	31	30	23	32	22	32	28	39	36
How do you rate Richmond as a place to retire?	16	16	18	24	21	19	22	21	19	10	17	10	19	25	29	40
How do you rate the overall quality of life in Richmond?	30	26	26	31	25	28	23	29	27	22	27	22	26	31	29	40
Average rating on a 100-point scale (100=Excellent, 0=Poor)																

Characteristics of the Community																
Please rate each of the following characteristics as they relate to Richmond as a whole:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Sense of community	26	21	24	30	26	25	30	24	26	11	26	24	27	26	26	38
Openness and acceptance	42	36	41	47	39	42	36	47	38	37	41	41	42	41	39	47
Overall appearance of Richmond	17	17	15	18	20	17	22	16	19	0	18	14	18	20	22	28
Opportunities to attend cultural activities	31	32	24	32	28	28	36	30	28	12	34	27	34	25	27	26
Shopping opportunities	32	28	23	33	25	25	37	23	30	11	33	20	30	28	29	32
Air quality	35	26	25	33	24	27	32	29	26	33	28	25	30	26	25	34
Recreational opportunities	32	22	30	32	22	27	26	30	26	8	29	28	28	22	28	32
Job opportunities	30	22	13	22	18	18	27	20	20	16	23	15	20	22	19	17
Access to affordable quality housing	36	29	27	30	23	27	33	31	27	15	32	25	30	26	23	34
Access to affordable quality child care	40	32	32	33	23	27	37	23	32	33	36	22	34	21	21	30
Access to affordable quality health care	34	36	33	32	28	31	34	35	31	24	36	26	32	32	33	42
Access to affordable quality food	44	42	35	39	35	37	44	37	39	28	45	31	37	37	38	47
Ease of car travel in Richmond	48	48	45	44	40	44	46	46	44	35	47	44	45	44	39	41
Ease of bus travel in Richmond	44	43	38	46	44	43	48	40	46	25	46	39	45	45	42	50
Ease of rail/subway travel in Richmond	45	50	53	46	46	47	52	49	48	21	52	53	46	47	46	41

Characteristics of the Community																
Please rate each of the following characteristics as they relate to Richmond as a whole:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Ease of bicycle travel in Richmond	27	33	35	40	34	34	37	34	34	0	38	31	35	36	33	35
Ease of walking in Richmond	21	26	18	35	25	26	24	27	25	8	26	20	27	29	25	36
Educational opportunities	23	22	18	27	23	22	25	20	25	0	24	15	25	27	24	28
Overall image/reputation of Richmond	8	8	8	8	8	8	7	6	9	0	6	5	10	8	12	10
Overall quality of new development in Richmond	43	32	28	32	30	33	29	38	30	24	35	24	34	32	33	46
Average rating on a 100-point scale (100=Excellent, 0=Poor)																

Ratings of Growth																
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Population growth	48%	58%	34%	48%	24%	39%	37%	49%	31%	39%	50%	36%	36%	27%	41%	36%
Retail growth (stores, restaurants etc.)	41%	27%	24%	40%	30%	28%	51%	25%	33%	20%	49%	17%	31%	26%	26%	43%
Jobs growth	42%	12%	20%	16%	11%	14%	27%	14%	16%	0%	26%	4%	17%	16%	22%	5%
Proportion of respondents rating as "About right"																

Ratings of Potential Problems in Richmond																
To what degree, if at all, are the following in Richmond:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Crime	5	2	1	2	4	3	2	2	3	0	4	1	4	1	6	1
Drugs	3	7	1	4	5	5	2	5	4	9	7	2	5	2	5	0
Too much growth	64	58	53	53	38	52	44	61	43	66	59	53	48	40	40	38
Lack of growth	42	40	38	47	49	45	40	52	39	52	40	49	48	41	36	52
Graffiti	34	27	23	26	23	28	18	29	24	33	28	26	23	26	24	26
Noise	41	45	28	34	32	36	34	38	33	71	37	35	33	29	34	43
Run down buildings, weed lots, or junk vehicles	22	19	13	20	21	19	19	20	19	10	24	18	20	16	16	23
Taxes	39	43	38	41	29	36	40	46	32	42	39	41	35	31	39	36
Traffic congestion	52	53	49	48	40	47	48	53	44	59	51	55	45	39	43	39
Unsupervised youth	17	17	10	10	14	14	11	16	13	9	13	11	15	16	9	21
Homelessness	34	30	21	23	16	24	20	28	21	39	29	24	23	14	19	18
Weeds	48	40	30	31	28	34	34	40	30	26	37	35	37	27	28	31
Absence of communications from the City of Richmond translated into languages other than English	71	56	52	52	60	62	44	73	52	48	54	59	61	55	63	76
Unwanted local businesses	75	72	64	58	55	65	56	69	60	69	67	62	63	57	58	64
Toxic waste or other environmental hazard(s)	45	23	20	21	24	24	28	24	26	17	27	25	28	20	23	35

Ratings of Potential Problems in Richmond																
To what degree, if at all, are the following in Richmond:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Lack of jobs for residents	28	24	18	22	14	17	28	22	18	0	26	21	20	14	12	20
Residents' inadequate job skills to obtain local jobs	25	18	26	21	16	20	21	18	20	4	29	17	16	19	16	17
Quality of school facilities	12	19	14	18	17	15	20	13	18	12	14	11	19	21	15	24
Quality of public school education	10	16	11	16	13	13	14	10	16	0	12	7	16	20	11	22
Average rating on a 100-point scale (100=Not a problem, 0=Major problem)																

Ratings of Safety from Various Problems																
Please rate how safe you feel from the following occurring to you in Richmond:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Violent crime	19	30	22	28	22	25	21	32	19	30	23	21	26	24	25	25
Property crimes	22	21	20	23	20	22	20	24	18	34	17	16	22	25	27	23
Fire	60	59	58	59	52	55	64	62	52	59	59	59	58	49	59	51
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)																

Ratings of Feelings of Safety in Various Areas																
Please rate how safe you feel:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
In your neighborhood during the day	67	68	69	71	59	68	57	76	60	75	61	71	68	63	64	65
In your neighborhood after dark	42	46	43	40	40	43	38	53	35	48	40	41	44	40	43	45
In Richmond's downtown area during the day	40	40	38	38	36	39	37	38	37	48	36	35	40	36	45	45
In Richmond's downtown area after dark	8	9	11	8	13	10	12	7	11	5	8	8	11	9	21	23
In Richmond's parks during the day	45	46	45	47	42	45	43	48	43	60	48	44	46	36	39	49
In Richmond's parks after dark	8	6	14	6	12	10	8	8	9	0	9	7	11	9	16	21
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)																

Crime Victimization and Reporting																
	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
During the past twelve months, were you or anyone in your household the victim of any crime?	27%	30%	29%	31%	30%	26%	43%	29%	29%	19%	39%	37%	33%	16%	15%	8%
If yes, was this crime (these crimes) reported to the police?	68%	81%	77%	79%	76%	74%	82%	74%	77%	100%	81%	81%	76%	60%	81%	60%
Percent of respondents whose households were victims of crime, and who reported the crime																

Use of Community Amenities																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Used Richmond public libraries or their services	31%	45%	60%	68%	59%	53%	59%	48%	60%	23%	60%	53%	57%	49%	61%	47%
Used Richmond recreation centers	28%	36%	41%	40%	37%	32%	52%	26%	42%	4%	44%	54%	28%	30%	42%	22%
Participated in a recreation program or activity	16%	28%	28%	31%	32%	27%	32%	21%	31%	29%	34%	27%	25%	27%	33%	12%
Visited a Richmond park	78%	74%	80%	87%	68%	75%	79%	74%	77%	70%	94%	78%	74%	64%	61%	54%
Ridden a local bus within Richmond	34%	48%	53%	50%	42%	43%	55%	34%	52%	39%	60%	42%	40%	37%	56%	16%
Attended a meeting of local elected officials or other local public meeting	25%	28%	37%	32%	46%	37%	30%	37%	34%	14%	34%	23%	38%	40%	52%	44%
Watched a meeting of local elected officials or other local public meeting on cable television	37%	49%	59%	53%	80%	61%	53%	55%	63%	48%	50%	59%	58%	69%	75%	69%
Recycled used paper, cans or bottles from your home	81%	94%	99%	98%	91%	93%	93%	97%	90%	91%	94%	95%	93%	92%	91%	86%
Volunteered your time to some group/activity in Richmond	13%	39%	39%	42%	36%	36%	30%	36%	36%	26%	31%	34%	32%	38%	48%	40%
Used the Internet to conduct business with Richmond	25%	39%	50%	36%	23%	33%	34%	37%	29%	25%	46%	39%	35%	18%	17%	7%
Accessed City's website	27%	47%	63%	41%	38%	42%	46%	47%	41%	38%	53%	53%	46%	31%	22%	6%

Use of Community Amenities																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Used COR (citizen request tracking system)	2%	10%	13%	8%	3%	7%	7%	7%	8%	0%	8%	8%	6%	7%	10%	2%
Contacted the City for information	51%	43%	49%	54%	52%	52%	43%	54%	50%	13%	50%	55%	53%	52%	52%	38%
Proportion of respondents engaging in activity at least once in last 12 months																

Quality of Service Ratings																
How do you rate the quality of each of the following services?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Police services	48	37	41	41	38	41	37	43	39	19	38	35	38	45	49	62
Fire services	62	61	60	62	63	62	64	64	61	44	63	56	64	61	66	69
Ambulance/emergency medical services	58	57	54	60	62	59	60	63	58	35	60	52	60	60	67	72
Crime prevention	18	17	18	17	19	18	19	17	18	0	15	14	20	23	18	28
Fire prevention and education	40	43	41	45	46	43	48	45	44	17	45	39	47	44	47	55
Traffic enforcement	38	36	30	45	36	37	38	36	38	30	36	30	40	39	40	44
Garbage collection	63	68	69	60	61	64	64	67	62	66	59	64	64	66	65	77
Recycling	59	69	71	57	61	63	64	68	60	59	59	60	66	67	67	74
Yard waste pick-up	60	64	60	52	51	56	55	62	53	63	49	54	59	59	61	68
Street repair	20	17	10	11	8	12	14	10	14	3	13	13	14	8	14	14
Street cleaning	33	31	23	23	29	27	30	32	26	25	24	23	34	29	26	40
Street lighting	38	28	25	30	27	29	28	33	27	22	30	26	31	27	30	38
Sidewalk maintenance	33	30	23	21	20	23	28	24	25	32	26	19	25	24	22	28
Traffic signal timing	42	43	34	45	39	38	48	41	39	45	38	43	42	39	39	43
Amount of public parking	50	47	46	44	42	45	48	51	42	54	44	46	48	41	39	47
Bus/transit services	48	50	42	49	49	47	50	47	48	50	52	43	46	45	54	54
Storm drainage	43	41	35	43	34	36	46	39	37	48	41	38	38	33	34	42
Drinking water	42	48	51	54	52	51	47	60	44	40	44	53	52	48	54	69
Sewer services	42	45	45	45	44	45	43	54	38	58	39	44	47	41	49	57

Quality of Service Ratings																
How do you rate the quality of each of the following services?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
City parks	42	34	34	38	35	36	35	37	35	34	35	30	40	33	38	46
Recreation programs or classes	23	34	28	40	31	31	35	33	32	12	32	27	38	27	40	42
Range/variety of recreation programs and classes	34	26	26	34	29	29	32	31	29	11	25	30	35	28	41	31
Recreation centers/facilities	29	25	28	36	32	30	33	29	31	14	29	31	34	28	35	36
Accessibility of parks	42	35	41	46	42	42	41	43	40	29	41	42	43	40	42	47
Accessibility of recreation centers/facilities	39	33	31	44	34	36	35	36	36	33	37	34	38	33	35	39
Appearance/maintenance of parks	34	29	29	36	34	33	32	33	33	21	35	28	34	32	31	47
Appearance of recreation centers/facilities	37	30	23	35	30	31	32	29	32	21	32	25	32	30	37	33
Land use, planning and zoning	30	18	22	25	20	21	27	19	24	0	26	20	23	22	24	17
Code enforcement (weeds, abandoned buildings, etc)	27	19	14	19	19	18	25	17	20	5	24	15	21	17	21	14
Animal control	41	44	29	33	34	34	42	36	35	41	37	32	34	37	36	34
Economic development	30	18	19	21	24	21	28	20	23	7	24	18	21	25	27	29
Health services	38	41	36	34	31	34	38	39	33	37	40	28	33	37	33	45
Services to seniors	35	30	37	38	33	34	35	33	36	6	36	23	39	33	37	43
Services to youth	26	19	16	28	18	20	24	16	24	0	21	11	24	23	25	36
Services to low-income people	30	23	30	31	25	25	36	22	28	12	30	20	30	27	26	33

Quality of Service Ratings																
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Public library services	35	38	44	40	40	38	47	36	42	45	42	36	42	35	35	53
Variety of library materials	41	36	45	40	40	39	48	38	41	25	45	37	42	37	39	44
Public information services	30	33	35	32	30	30	39	30	33	5	31	31	32	37	32	38
Public schools	23	20	14	21	18	17	27	14	21	9	18	14	19	22	23	31
Cable television	50	53	40	46	33	41	47	47	39	46	52	38	43	36	33	45
City of Richmond sponsored events	29	31	31	37	26	30	30	35	29	21	28	27	34	26	31	40
City's geographical information system (GIS)	39	26	33	41	32	31	38	32	33	33	35	40	30	32	31	33
City maintained trees	36	36	34	37	30	32	40	35	32	21	42	31	33	32	27	35
Public landscaping/street medians	32	32	25	28	29	27	35	27	30	19	32	29	28	28	26	33
City-sponsored job training programs	26	23	26	26	20	20	35	25	22	9	32	18	18	23	25	25
Average rating on a 100-point scale (100=Excellent, 0=Poor)																

Ratings of Various Levels of Government																
Overall, how would you rate the quality of services provided by...	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
The City of Richmond	36	27	26	31	25	28	30	28	28	13	34	25	25	27	37	30
The Federal Government	33	25	27	26	23	25	30	25	26	33	23	26	27	22	37	30
The State Government	36	26	29	28	23	27	27	29	25	26	27	23	29	20	41	32
Average rating on a 100-point scale (100=Excellent, 0=Poor)																

Proportion of Population Having Contact with City Employees																
	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months?	33%	43%	51%	50%	53%	49%	42%	53%	45%	44%	41%	60%	57%	39%	37%	36%
Percent of respondents who reported contact with a City employee in the last 12 months																

Ratings of Contact with City Employees																
What was your impression of employees of the City of Richmond in your most recent contact?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Knowledge	61	58	54	48	51	54	51	59	49	33	48	56	57	54	57	64
Responsiveness	66	56	47	44	41	48	50	57	42	23	45	53	48	50	52	58
Courtesy	65	58	60	53	51	56	56	65	50	23	51	61	59	55	58	64
Overall Impression	68	56	53	46	45	51	52	60	45	23	49	53	53	51	56	60
Average rating on a 100-point scale (100=Excellent, 0=Poor)																

Ratings of Public Trust																
Please rate the following statements:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
I receive good value for the City of Richmond taxes I pay	39	37	33	35	31	34	39	40	31	35	31	30	37	32	42	52
I am pleased with the overall direction that the City of Richmond is taking	52	37	41	41	35	38	44	42	38	23	47	35	37	37	40	48
The City of Richmond government welcomes citizen involvement	60	54	49	57	47	53	51	57	50	47	57	49	51	50	53	58
The City of Richmond government listens to citizens	53	40	42	44	34	40	41	44	39	25	44	36	41	38	43	47
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)																

Perceptions of the Economy																
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Very positive	0%	1%	6%	3%	2%	2%	2%	2%	3%	0%	2%	4%	3%	2%	2%	4%
Somewhat positive	13%	15%	23%	11%	11%	12%	22%	16%	11%	33%	13%	17%	14%	7%	14%	13%
Neutral	64%	41%	40%	59%	48%	51%	48%	46%	53%	24%	58%	51%	54%	41%	40%	46%
Somewhat negative	12%	38%	28%	25%	26%	27%	23%	29%	25%	29%	26%	23%	22%	35%	28%	28%
Very negative	12%	4%	4%	2%	13%	8%	4%	7%	8%	14%	1%	5%	8%	15%	15%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Importance of Issues for the City to Address																
How important, if at all, are the following issues for the City to address?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Improving traffic flow and pedestrian safety	47%	47%	51%	63%	58%	51%	63%	42%	63%	31%	55%	46%	53%	61%	54%	75%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	39%	38%	42%	36%	41%	38%	48%	40%	42%	13%	42%	37%	40%	40%	48%	44%
Improving Richmond Parkway	47%	48%	39%	39%	47%	42%	54%	36%	50%	59%	48%	36%	38%	49%	57%	44%
Improving current park conditions and providing more parks and open space	67%	65%	68%	57%	60%	58%	82%	55%	67%	86%	69%	54%	68%	56%	61%	46%
Developing more affordable housing	85%	60%	61%	59%	67%	66%	67%	50%	76%	75%	68%	61%	63%	68%	73%	60%
Increasing paratransit service	57%	45%	51%	33%	48%	46%	52%	30%	58%	30%	47%	45%	42%	49%	59%	59%
Displaying more public art	28%	36%	34%	30%	29%	30%	37%	23%	38%	38%	28%	34%	32%	29%	39%	36%
Improving street pavement conditions	78%	84%	86%	90%	90%	84%	94%	78%	91%	100%	81%	83%	88%	90%	88%	91%
Increasing street lighting	65%	76%	84%	81%	79%	75%	88%	64%	85%	68%	79%	76%	78%	80%	73%	75%
Expanding small business development programs	65%	68%	68%	75%	52%	63%	63%	60%	68%	35%	76%	65%	63%	56%	57%	55%
Building a new library facility and opening library branches	69%	73%	67%	58%	55%	58%	81%	49%	71%	74%	69%	61%	61%	57%	69%	53%

Importance of Issues for the City to Address																
How important, if at all, are the following issues for the City to address?	How many years have you lived in Richmond?					Are you Spanish/Hispanic/Latino?		Race		In which category is your age?						
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	White	Non-white	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
Increasing police staffing to meet standard of two officers per 1000 residents	95%	81%	88%	93%	86%	87%	91%	87%	89%	69%	93%	91%	92%	82%	79%	86%
Renovating community centers and expanding programming	62%	74%	60%	58%	59%	59%	75%	50%	70%	44%	69%	62%	67%	56%	59%	52%
Upgrading existing and developing more athletic fields	25%	60%	47%	59%	52%	47%	64%	38%	56%	29%	58%	52%	49%	45%	62%	37%
Reopening the Plunge	13%	47%	45%	51%	63%	47%	53%	41%	52%	22%	44%	44%	56%	49%	53%	62%
Installing surveillance cameras throughout the City	56%	54%	60%	55%	69%	54%	83%	44%	67%	56%	63%	56%	58%	63%	59%	74%
Improving infrastructure to prevent flooding	77%	52%	63%	64%	63%	60%	73%	49%	71%	55%	67%	56%	62%	67%	65%	66%
Improving fire and paramedic response time	76%	62%	76%	64%	76%	69%	81%	58%	79%	78%	73%	64%	71%	78%	67%	71%
Increasing job training and development programs	70%	72%	71%	76%	77%	71%	87%	59%	82%	96%	78%	67%	76%	72%	67%	74%
Expanding after school programs (K-12)	82%	74%	80%	85%	80%	78%	88%	66%	90%	66%	90%	80%	80%	79%	72%	65%
Percent of respondents rating "Essential" or "Very important"																