



CITY OF RICHMOND, CA 2011

Report of Demographic Subgroup Comparisons

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1

Understanding the Results 2
 “Don’t Know” Responses 2
 Understanding the Tables..... 2

Comparisons 3

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 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 NRC 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 to The National Citizen Survey™ Basic Service.

One of the add-on options that Richmond chose was to have crosstabulations of evaluative questions 1-18 by demographic questions D3 (number of years in Richmond), D9 (annual household income), D11 (race and ethnicity), and D12 (age of respondent).

.

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. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

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. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

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 grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")															
Please rate each of the following aspects of quality of life in Richmond:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Richmond as a place to live	34%	33%	28%	32%	33%	33%	28%	32%	36%	30%	32%	24%	36%	35%	32%
Your neighborhood as a place to live	60%	61%	54%	58%	52%	58%	80%	60%	73%	52%	58%	49%	60%	66%	58%
Richmond as a place to raise children	14%	10%	14%	13%	13%	13%	7%	11%	11%	14%	13%	5%	16%	16%	12%
Richmond as a place to work	26%	18%	24%	23%	20%	27%	24%	23%	33%	21%	23%	16%	25%	26%	22%
Richmond as a place to retire	14%	16%	19%	16%	13%	19%	18%	16%	25%	14%	17%	4%	14%	28%	16%
The overall quality of life in Richmond	20%	19%	23%	21%	22%	22%	17%	21%	30%	18%	21%	14%	21%	27%	21%

Question 2: Community Characteristics (Percent "excellent" or "good")															
Please rate each of the following characteristics as they relate to Richmond as a whole:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Sense of community	30%	29%	22%	27%	30%	27%	22%	27%	38%	22%	27%	19%	30%	33%	27%
Openness and acceptance of the community towards people of diverse backgrounds	49%	36%	41%	42%	41%	44%	48%	43%	57%	36%	42%	38%	42%	46%	42%
Overall appearance of Richmond	22%	17%	14%	18%	26%	13%	8%	18%	12%	20%	18%	21%	16%	17%	18%
Cleanliness of Richmond	19%	12%	12%	14%	18%	13%	10%	15%	11%	16%	15%	15%	14%	15%	14%
Overall quality of new development in Richmond	23%	39%	28%	30%	36%	29%	24%	31%	30%	31%	31%	33%	25%	35%	30%
Variety of housing options	30%	35%	26%	31%	28%	34%	34%	31%	47%	24%	31%	27%	32%	33%	31%
Overall quality of business and service establishments in Richmond	29%	22%	21%	24%	31%	24%	9%	24%	22%	25%	24%	22%	26%	22%	24%
Shopping opportunities	36%	28%	20%	28%	35%	28%	13%	28%	27%	29%	29%	33%	28%	23%	28%
Opportunities to attend cultural activities	31%	31%	24%	29%	35%	33%	15%	30%	28%	30%	29%	35%	25%	26%	29%
Recreational opportunities	30%	22%	22%	25%	28%	25%	18%	25%	27%	23%	24%	24%	22%	27%	24%
Employment opportunities	13%	10%	8%	10%	15%	9%	2%	10%	11%	9%	10%	10%	10%	8%	10%
Educational opportunities	21%	13%	18%	17%	23%	15%	4%	17%	14%	18%	17%	15%	15%	21%	17%
Opportunities to participate in social events and activities	30%	25%	22%	26%	30%	27%	17%	26%	35%	23%	26%	22%	23%	33%	26%
Opportunities to participate in religious or spiritual events and activities	48%	47%	36%	44%	47%	38%	46%	44%	60%	40%	44%	40%	42%	51%	44%
Opportunities to volunteer	50%	39%	41%	43%	42%	48%	40%	43%	57%	38%	44%	40%	39%	52%	43%
Opportunities to participate in community matters	44%	42%	40%	42%	42%	43%	49%	44%	59%	36%	43%	46%	32%	51%	42%
Ease of car travel in Richmond	56%	47%	41%	48%	47%	45%	56%	48%	52%	47%	49%	55%	43%	45%	48%
Ease of bus travel in Richmond	52%	31%	36%	39%	40%	39%	31%	38%	31%	41%	39%	48%	30%	38%	38%

Question 2: Community Characteristics (Percent "excellent" or "good")															
Please rate each of the following characteristics as they relate to Richmond as a whole:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Ease of rail or subway travel in Richmond	55%	49%	36%	47%	48%	47%	45%	47%	44%	49%	48%	54%	41%	45%	47%
Ease of bicycle travel in Richmond	32%	32%	30%	32%	36%	37%	20%	33%	35%	31%	32%	34%	29%	33%	31%
Ease of walking in Richmond	24%	20%	28%	24%	29%	26%	13%	24%	28%	22%	24%	23%	19%	30%	23%
Availability of paths and walking trails	30%	38%	32%	33%	31%	39%	32%	34%	41%	31%	34%	31%	30%	39%	33%
Traffic flow on major streets	44%	37%	26%	36%	41%	34%	34%	37%	38%	35%	36%	40%	31%	35%	35%
Amount of public parking	48%	48%	30%	42%	41%	40%	52%	43%	50%	40%	43%	45%	43%	37%	42%
Availability of affordable quality housing	40%	31%	22%	31%	32%	32%	32%	32%	28%	33%	32%	35%	33%	23%	31%
Availability of affordable quality child care	35%	28%	15%	26%	34%	16%	11%	26%	23%	27%	27%	37%	22%	16%	26%
Availability of affordable quality health care	27%	33%	21%	27%	29%	29%	23%	28%	35%	25%	27%	26%	25%	31%	27%
Availability of affordable quality food	28%	30%	28%	28%	31%	29%	23%	29%	29%	29%	29%	25%	30%	30%	28%
Availability of preventive health services	23%	35%	22%	27%	26%	31%	21%	26%	30%	26%	27%	24%	25%	28%	25%
Air quality	29%	23%	20%	24%	25%	21%	25%	24%	28%	23%	25%	26%	20%	27%	24%
Quality of overall natural environment in Richmond	31%	21%	24%	26%	28%	29%	16%	25%	27%	25%	26%	29%	19%	29%	25%
Overall image or reputation of Richmond	6%	6%	5%	6%	9%	3%	2%	6%	5%	6%	6%	6%	5%	6%	6%

Question 3: Growth (Percent of respondents)															
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Population growth too fast	27%	39%	45%	37%	39%	39%	24%	36%	30%	40%	37%	27%	43%	38%	37%
Retail growth too slow	60%	52%	63%	58%	49%	61%	72%	58%	75%	50%	57%	60%	54%	63%	58%
Job growth too slow	89%	93%	94%	92%	90%	91%	97%	91%	98%	90%	92%	99%	89%	89%	92%

Question 4: Code Enforcement (Percent a "major" problem)															
Run down buildings, weed lots or junk vehicle a major problem in Richmond	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Run down buildings, weed lots or junk vehicle a major problem in Richmond	40%	50%	55%	48%	45%	51%	51%	48%	48%	49%	49%	45%	52%	45%	48%

Question 5: Community Safety (Percent "very" or "somewhat" safe)															
Please rate how safe or unsafe you feel from the following in Richmond:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Violent crime (e.g., rape, assault, robbery)	12%	14%	18%	15%	12%	17%	18%	15%	21%	12%	15%	10%	15%	20%	15%
Property crimes (e.g., burglary, theft)	9%	8%	16%	11%	10%	14%	9%	11%	15%	10%	11%	6%	10%	18%	11%
Environmental hazards, including toxic waste	21%	14%	16%	16%	12%	17%	21%	16%	17%	16%	17%	15%	14%	21%	16%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)															
Please rate how safe or unsafe you feel:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
In your neighborhood during the day	72%	73%	64%	70%	64%	73%	78%	70%	83%	64%	70%	64%	69%	79%	70%
In your neighborhood after dark	44%	39%	43%	42%	31%	51%	60%	43%	52%	38%	42%	37%	42%	47%	42%
In Richmond's downtown area during the day	37%	34%	31%	34%	41%	28%	28%	34%	32%	36%	35%	39%	27%	38%	34%
In Richmond's downtown area after dark	4%	4%	6%	4%	6%	4%	0%	4%	2%	5%	4%	1%	3%	11%	5%
In Richmond's parks during the day	36%	37%	35%	36%	33%	40%	35%	36%	45%	33%	36%	35%	33%	42%	36%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")															
	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	29%	24%	29%	27%	31%	26%	22%	28%	25%	27%	27%	32%	26%	22%	27%
If yes, was this crime (these crimes) reported to the police?	85%	66%	75%	75%	76%	71%	71%	74%	80%	74%	75%	66%	79%	84%	75%

Question 9: Resident Behaviors (Percent at least once in past 12 months)															
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Used Richmond public libraries or their services	48%	62%	68%	59%	70%	52%	46%	60%	46%	64%	59%	59%	61%	54%	59%
Used Richmond recreation centers	38%	43%	40%	40%	46%	38%	31%	40%	33%	44%	41%	43%	43%	33%	40%
Participated in a recreation program or activity	27%	35%	35%	32%	33%	37%	26%	33%	25%	36%	33%	33%	33%	29%	32%
Visited a neighborhood park or City park	76%	71%	69%	72%	72%	71%	84%	74%	78%	72%	74%	80%	73%	64%	73%
Ridden a local bus within Richmond	43%	46%	33%	41%	52%	31%	30%	41%	26%	48%	42%	50%	38%	35%	41%
Attended a meeting of local elected officials or other local public meeting	23%	34%	38%	31%	31%	29%	33%	31%	42%	26%	31%	23%	30%	41%	31%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	31%	50%	59%	47%	44%	46%	52%	46%	51%	45%	47%	36%	49%	53%	46%

Question 9: Resident Behaviors (Percent at least once in past 12 months)

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Read Richmond Newsletter	60%	70%	81%	70%	70%	71%	67%	70%	71%	69%	70%	69%	70%	69%	70%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	60%	57%	52%	56%	55%	61%	59%	58%	65%	53%	57%	66%	58%	44%	57%
Recycled used paper, cans or bottles from your home	94%	93%	94%	94%	94%	96%	95%	95%	97%	93%	94%	94%	95%	93%	94%
Volunteered your time to some group or activity in Richmond	24%	43%	34%	34%	31%	31%	39%	33%	36%	33%	34%	30%	36%	34%	34%
Participated in religious or spiritual activities in Richmond	36%	43%	51%	43%	48%	49%	25%	43%	23%	52%	44%	42%	46%	40%	43%
Participated in a club or civic group in Richmond	13%	20%	28%	20%	18%	20%	19%	19%	21%	19%	20%	10%	20%	30%	19%
Provided help to a friend or neighbor	88%	94%	91%	91%	91%	92%	93%	92%	97%	90%	92%	90%	94%	89%	91%
Used COR Connect/COMCATE (citizen request tracking system)	5%	8%	11%	8%	7%	5%	12%	7%	11%	7%	8%	7%	11%	4%	8%

Question 10: Neighborliness (Percent at least several times a week)

Visit with neighbors at least several times a week	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Visit with neighbors at least several times a week	35%	51%	48%	45%	40%	45%	51%	44%	55%	40%	44%	36%	43%	54%	44%

Question 11: Service Quality (Percent "excellent" or "good")															
Please rate the quality of each of the following services in Richmond:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Police services	55%	52%	46%	51%	45%	58%	60%	52%	62%	47%	51%	44%	49%	61%	51%
Fire services	79%	67%	66%	71%	72%	70%	75%	72%	83%	68%	72%	69%	68%	76%	71%
Ambulance or emergency medical services	77%	73%	63%	70%	69%	73%	75%	71%	80%	68%	71%	73%	67%	72%	71%
Crime prevention	23%	21%	19%	21%	24%	17%	23%	22%	27%	20%	22%	13%	22%	28%	21%
Fire prevention and education	48%	39%	30%	38%	36%	37%	45%	38%	47%	35%	38%	30%	40%	42%	37%
Traffic enforcement	38%	33%	29%	33%	33%	35%	35%	34%	44%	30%	33%	26%	30%	44%	33%
Street repair	26%	10%	9%	15%	20%	14%	7%	15%	11%	17%	15%	19%	13%	13%	15%
Street cleaning	42%	22%	27%	30%	35%	30%	23%	31%	33%	30%	31%	29%	27%	35%	30%
Street lighting	25%	25%	26%	25%	25%	29%	21%	25%	30%	24%	26%	20%	20%	36%	25%
Sidewalk maintenance	28%	14%	17%	20%	21%	20%	20%	20%	16%	21%	20%	22%	18%	20%	20%
Traffic signal timing	43%	41%	26%	37%	43%	32%	34%	38%	31%	40%	38%	42%	31%	38%	37%
Bus or transit services	45%	42%	38%	42%	44%	40%	46%	43%	42%	43%	43%	45%	39%	43%	42%
Garbage collection	72%	72%	60%	68%	69%	68%	72%	69%	78%	64%	68%	64%	65%	77%	68%
Recycling	68%	69%	64%	67%	65%	67%	75%	68%	80%	62%	68%	62%	64%	79%	68%
Yard waste pick-up	63%	57%	57%	59%	57%	61%	64%	60%	75%	54%	59%	50%	58%	67%	58%
Storm drainage	49%	32%	40%	41%	37%	40%	49%	41%	42%	41%	41%	40%	41%	41%	41%
Sewer services	59%	34%	43%	45%	41%	43%	58%	46%	53%	43%	46%	43%	46%	48%	46%
Power (electric and/or gas) utility	64%	54%	52%	57%	55%	60%	57%	57%	59%	56%	57%	60%	50%	62%	56%
City parks	56%	30%	44%	43%	43%	44%	40%	43%	54%	40%	44%	34%	44%	51%	43%
Recreation programs or classes	41%	33%	36%	36%	39%	30%	40%	36%	57%	30%	37%	27%	36%	44%	36%
Recreation centers or facilities	40%	34%	29%	34%	34%	29%	42%	34%	60%	27%	35%	24%	36%	39%	33%
Land use, planning and zoning	22%	24%	16%	21%	22%	23%	14%	21%	19%	21%	21%	18%	18%	25%	20%
Code enforcement (weeds, abandoned buildings, etc.)	23%	20%	13%	19%	24%	16%	16%	20%	14%	20%	19%	21%	17%	18%	19%

Question 11: Service Quality (Percent "excellent" or "good")															
Please rate the quality of each of the following services in Richmond:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Animal control	30%	27%	32%	30%	31%	26%	39%	30%	38%	26%	29%	23%	29%	36%	29%
Economic development	25%	10%	11%	15%	20%	15%	6%	16%	9%	17%	15%	13%	13%	20%	15%
Health services	28%	26%	30%	28%	32%	22%	26%	28%	32%	26%	28%	15%	30%	37%	27%
Services to seniors	42%	34%	26%	33%	42%	28%	21%	34%	31%	34%	33%	30%	28%	39%	33%
Services to youth	23%	20%	18%	20%	25%	17%	12%	20%	21%	20%	20%	16%	19%	26%	20%
Services to low-income people	35%	23%	21%	26%	28%	22%	28%	26%	28%	26%	26%	35%	18%	24%	26%
Public library services	61%	43%	45%	48%	54%	44%	44%	49%	56%	47%	49%	46%	51%	47%	48%
Public information services	40%	41%	33%	38%	37%	37%	43%	38%	52%	33%	38%	37%	33%	43%	37%
Public schools	28%	17%	14%	20%	23%	20%	2%	18%	13%	21%	19%	18%	19%	21%	19%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	35%	28%	21%	28%	21%	35%	22%	26%	43%	23%	28%	17%	31%	34%	28%
Preservation of natural areas such as open space, farmlands and greenbelts	32%	32%	23%	29%	24%	30%	38%	29%	41%	23%	29%	17%	29%	40%	29%
City-sponsored events	26%	26%	28%	27%	25%	30%	30%	27%	46%	19%	27%	16%	26%	38%	26%
City-maintained trees/public landscaping/street medians	22%	26%	19%	22%	23%	24%	19%	23%	29%	20%	23%	11%	25%	30%	22%
City-sponsored job training programs	25%	23%	21%	23%	24%	22%	20%	23%	35%	20%	23%	20%	19%	29%	22%
City of Richmond Web site	50%	47%	26%	42%	46%	32%	45%	42%	45%	41%	42%	49%	33%	46%	42%

Question 12: Government Services Overall (Percent "excellent" or "good")															
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
The City of Richmond	32%	30%	23%	28%	32%	28%	24%	29%	33%	27%	29%	25%	27%	34%	28%
The Federal Government	32%	28%	27%	29%	26%	30%	37%	29%	28%	29%	29%	29%	26%	32%	29%
The State Government	27%	25%	21%	24%	22%	23%	34%	25%	23%	24%	24%	28%	19%	28%	24%
Contra Costa County Government	31%	28%	23%	28%	27%	28%	31%	28%	27%	28%	27%	29%	22%	33%	27%

Question 13: Contact with City Employees (Percent "yes")															
Have you had any in-person, phone or email contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
	45%	37%	48%	43%	43%	44%	45%	44%	52%	39%	43%	36%	45%	49%	43%

Question 14: City Employees (Percent "excellent" or "good")															
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Knowledge	77%	72%	66%	72%	71%	79%	73%	74%	77%	70%	72%	71%	73%	72%	72%
Responsiveness	66%	67%	52%	61%	54%	70%	73%	63%	67%	60%	63%	53%	68%	61%	62%
Courtesy	79%	67%	59%	68%	66%	72%	76%	70%	78%	66%	70%	66%	69%	71%	69%
Overall impression	65%	64%	53%	61%	58%	70%	64%	63%	66%	60%	62%	60%	60%	63%	61%

Question 15: Government Performance (Percent "excellent" or "good")															
Please rate the following categories of Richmond government performance:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
The value of services for the taxes paid to Richmond	29%	15%	18%	20%	19%	24%	19%	21%	24%	19%	20%	18%	17%	27%	20%
The overall direction that Richmond is taking	38%	31%	19%	29%	29%	28%	39%	31%	40%	26%	30%	33%	25%	31%	30%
The job Richmond government does at welcoming citizen involvement	29%	39%	22%	30%	32%	24%	40%	32%	48%	24%	31%	26%	28%	39%	30%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)															
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Recommend living in Richmond to someone who asks	52%	52%	43%	49%	54%	49%	47%	51%	52%	49%	50%	48%	45%	57%	49%
Remain in Richmond for the next five years	55%	72%	73%	66%	61%	64%	80%	66%	79%	62%	67%	55%	66%	79%	67%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)															
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:	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
	24%	14%	15%	18%	20%	16%	19%	19%	16%	19%	18%	21%	16%	18%	18%

Question 18a: Custom Question 1 (Percent "very good" or "excellent")															
	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
In general, how would you rate your health?	48%	51%	34%	44%	29%	57%	62%	45%	53%	41%	44%	50%	48%	33%	44%

Question 18b: Custom Question 2 (Percent "somewhat" or "much better" now than one year ago)															
	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Compared to one year ago, how would you rate your health in general now?	22%	26%	14%	21%	22%	21%	14%	20%	19%	21%	21%	25%	18%	18%	20%

Question 18c: Custom Question 3 (Percent "essential" or "very important")															
How important, if at all, are the following issues for the City to address?	Number of years in Richmond				Annual household income				Race/ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55 +	Overall
Improving traffic flow and pedestrian safety	61%	69%	56%	62%	69%	53%	56%	61%	57%	64%	62%	63%	63%	60%	62%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	55%	41%	47%	47%	54%	40%	40%	47%	48%	48%	48%	50%	43%	48%	47%
Improving Richmond Parkway	60%	43%	40%	47%	51%	45%	39%	47%	41%	50%	48%	58%	46%	38%	47%
Improving parking conditions/providing more parks/open space	76%	65%	56%	66%	69%	64%	62%	66%	68%	65%	66%	80%	59%	58%	66%
Increasing paratransit service	52%	48%	54%	51%	60%	44%	39%	52%	42%	55%	52%	53%	44%	59%	51%
Displaying more public art	47%	39%	35%	40%	53%	34%	22%	41%	23%	48%	41%	54%	32%	35%	40%
Improving street pavement conditions	78%	85%	84%	82%	79%	81%	91%	82%	80%	84%	83%	81%	81%	86%	82%
Increasing street lighting	70%	78%	73%	74%	76%	66%	79%	74%	69%	76%	74%	69%	78%	74%	74%
Building a new library facility	53%	52%	37%	48%	58%	40%	39%	49%	33%	54%	48%	61%	44%	37%	47%
Renovating community centers and expanding programming	66%	62%	58%	62%	71%	48%	64%	63%	44%	68%	63%	77%	58%	51%	62%
Upgrading existing and developing more athletic fields	52%	54%	53%	53%	62%	43%	45%	53%	29%	63%	54%	61%	51%	45%	53%
Installing surveillance cameras throughout the City	63%	64%	63%	64%	69%	57%	59%	63%	53%	69%	64%	64%	65%	61%	64%
Improving infrastructure to prevent flooding	63%	69%	67%	66%	78%	55%	58%	67%	60%	69%	67%	63%	67%	68%	66%
Increasing job training and development programs	84%	74%	79%	79%	86%	71%	70%	78%	69%	83%	79%	88%	72%	77%	79%
Expanding after school programs (K-12)	83%	76%	77%	79%	87%	72%	72%	79%	70%	83%	79%	89%	72%	76%	79%
Improving environmental quality	80%	79%	78%	79%	84%	74%	79%	80%	77%	80%	79%	84%	78%	74%	79%