

High Desert Survey 2019 – Business Version, 6/20/19

A few notes for the reader:

- It may be best/easiest to look at the survey online. Here is the link (which will be embedded in the web site “HighDesertSurvey.com” when we are ready to roll): http://csusb.az1.qualtrics.com/jfe/form/SV_01biDwdfG1w2SWx
Of course I will “dump” the test data when we begin the survey, so feel free to take a look at the entire online version.
- Ignore the bolded words at the beginning of each question (e.g. Intro, or City, etc.). Those are just variable names that do not show up in the online survey.
- Ignore the numbers next to the coding categories (e.g. Adelanto (1)). Those are coding numbers that do not show up in the online survey.

Intro

Thank you for accessing the High Desert Survey, a survey designed to find out what High Desert business owners and employees think about the region’s areas of excellence and areas of needed improvement. Your answers will help decision-makers evaluate the quality of life in the region and the results will be a "call to action" for area stakeholders to make improvements where needed. Your identity and your responses will remain completely confidential and, of course, you are free to decline to answer any particular survey question. The survey will take about 10 minutes to complete. NOTE: there is a different version of the survey for people who live in the High Desert. ***If you live in the High Desert***, please [CLICK HERE](#) to take that version of the survey.

JOE: I ASSUME YOU WANT PEOPLE WHO BOTH LIVE AND WORK IN THE HIGH DESERT TO DO THE "LIVE" SURVEY? IN OTHER WORDS, THIS VERSION IS FOR PEOPLE WHO WORK IN THE HIGH DESERT OR OWN A BUSINESS, BUT LIVE ELSEWHERE.

By clicking below, you acknowledge that you have been informed of, and understand, the purpose of the study, and freely consent to participate. Further, you acknowledge that you are 18 years of age or older. AND you acknowledge that you work or own a business in the High Desert. Please indicate this acknowledgement by selecting "Agree and Continue." Selecting "Disagree" will end the survey.

- Agree and Continue (and I am 18 years of age or older and work or own a business in the High Desert) (1)
- Disagree (2)

Skip To: End of Survey If Don't Agree and Continue

City

In what city is your business/workplace?

Adelanto (1) ... Other (61)

Industry

Please describe the industry in which you work.

- Construction (1)
- Correctional complex (16)
- Education (2)
- Financial services (4)
- Health services (8)
- Information/media (5)
- Leisure and hospitality (6)
- Manufacturing/warehousing/logistics (7)
- Natural resources and mining (9)
- Government/Public Administration (10)
- Real Estate (13)
- Retail trade (12)
- Social assistance (14)
- Transportation (17)
- Utilities (11)
- Other (please specify) (15) _____

Occup

What is your occupation? _____

YrsWorking

How many years have you worked (or owned a business) in the High Desert? Please enter a number only. _____

WhyNotLive

Since you work or own a business in the High Desert, what are the reasons you don't choose to live here? (Choose all that apply)

- Can't afford to move from where I'm living now (1)
- Too much crime in the area (2)

- I like where I'm living now (3)
 - The schools seem better where I live now (4)
 - Just don't like the area (5)
 - Other (please specify) (6) _____
 - Don't know (7)
-

PlaceWork

Overall, how would you rate the High Desert as a place to work or own a business?

- Very good place to live (1)
 - Fairly good (2)
 - Neither good nor bad (3)
 - Fairly bad (4)
 - Very bad place to live (5)
-

Best

In your opinion, what are the best things about working or owning a business in the High Desert? Please limit yourself to **at most 5** choices.

- The pay is better here than in other areas (1)
- There are more jobs than in other areas (2)
- It's not crowded (3)
- Less traffic than in Orange or LA County (4)
- It's a relatively short commute (5)

- I work for a good company (6)
 - I have a good job (7)
 - My job gives me a good chance for advancement/promotions (8)
 - Availability of amenities (restaurants, entertainment, gyms, etc.) (9)
 - Other (please specify) (10) _____
 - Don't know (11)
-

Worst

In your opinion, what do you like LEAST about working in the High Desert? Please limit yourself to **at most 5** choices.

- Smog, air pollution (1)
- Traffic (2)
- Poor public transportation (15)
- Pay is not as good as jobs in other places (3)
- It's not a good company/job (4)
- Other employees are not skilled enough (5)
- Not as much chance for advancement/promotion (6)
- The long commute (7)
- Traveling the Cajon Pass (8)

- Poor amenities in the area (restaurants, entertainment, gyms, etc.) (18)
 - Homeless/vagrants near my workplace (19)
 - Not enough parking (9)
 - Nothing...I like everything about working in the High Desert! (10)
 - Other (please specify) (11) _____
 - Don't know (12)
-

Econ

In general, how would you rate the economy in the High Desert?

- Excellent (1)
 - Good (2)
 - Fair (3)
 - Poor (4)
-

Fear

In general, how fearful are you that you will be the victim of a serious crime, such as a violent or costly crime, near your workplace?

- Very fearful (1)
 - Somewhat fearful (2)
 - Not too fearful (3)
 - Not at all fearful (4)
-

Safe

Do you feel it is safe to walk near your workplace?

- Yes, it is safe (1)
- No, it is not safe (2)

- It is somewhat safe (3)
- Don't walk outside, but not because of safety (4)

Display This Question if they say "no" or "somewhat" safe

WhyUnsafe

What is the MAIN reason you feel it is unsafe?

- Crime (1)
- Gang problem (2)
- No sidewalks or bad sidewalks (3)
- Dangerous intersections (4)
- No lighting or poor lighting (5)
- Too much traffic (6)
- Homeless/panhandlers (7)
- Others (Please specify) (8) _____
- Don't know (9)

BetterPlace

What would make the High Desert a better place to start or grow a business?

Ratings

Following is a list of various local, public, and private services. Please click to indicate whether you think the service is excellent, good, fair, or poor:

	Excellent (1)	Good (2)	Fair (3)	Poor (4)	Don't use (5)
Library (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and recreation (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of local streets and roads (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police or sheriff (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire/Paramedic services (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical services (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ServiceComments

Please feel free to make any comments about the local, public, or private services listed above (or other services that may be lacking).

WhatStores

What stores or restaurants would you like to see in the High Desert?

Time

In 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? Please enter a number only.

Miles

In thinking about your travel to and from work...how many MILES do you travel to work each day? Please enter a number only.

Conf

How much confidence do you have that the elected officials in the city in which you work will adopt policies that will benefit the general community?

A great deal of confidence (1)

- Some confidence (2)
- Not much confidence (3)
- No confidence (4)
- Not sure (5)

QLife

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

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)	Don't know (5)
"The High Desert is a relatively safe place to work" (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I would work outside the High Desert if I could" (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"The High Desert is a place where I can realize the goals I have for my future" (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cajon1

On another topic: How often do you travel the Cajon Pass?

- 5 or more days a week (1)
- Between 1 and 4 days a week (2)
- A few times a month (3)
- Rarely or never (4)

Display This Question if travel at least a few times a month

Cajon2

Do you strongly agree, agree, disagree, or strongly disagree with the following statements?

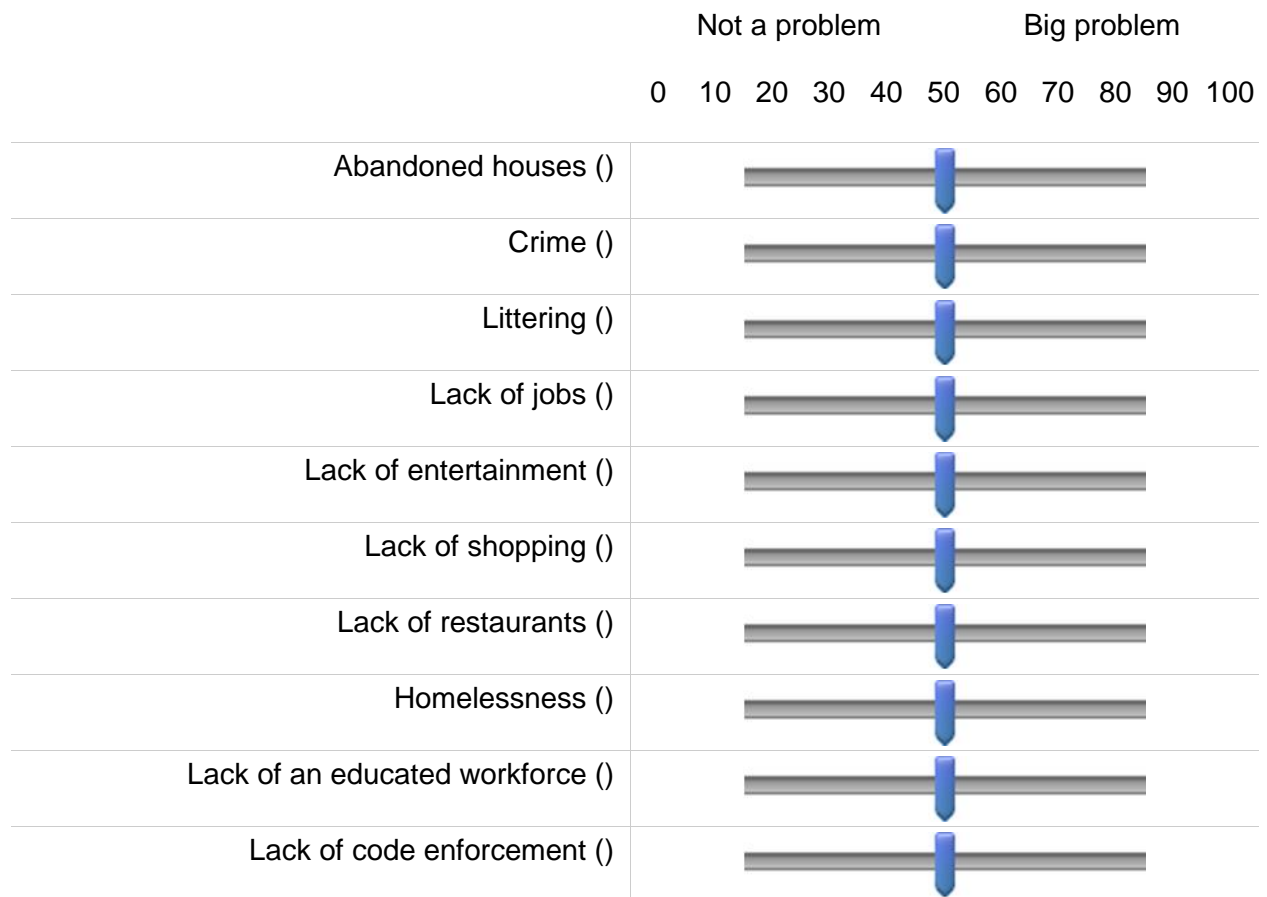
	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)	Don't know (5)
"Traveling the Cajon Pass is stressful" (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

"Other than when it snows, I can usually travel the Cajon Pass without worrying about it being shut down" (2)

"Traveling the Cajon Pass has gotten better because of the construction that took place in 2015" (6)

Problem

How big a problem are the following issues in the High Desert? Please rate each of the following by moving the sliders between 0 (not a problem at all) and 100 (a BIG problem).



OwnRent

The survey is almost done. Following are just a few questions about you and your background.

Do you rent or own your current residence?

- Rent or lease (1)
- Own (2)

- Live in student housing (3)
- Live with relatives (4)
- Live with friend (5)
- Other (please specify) (6) _____

Display This Question if Rent or lease

Rent

Would you be interested in purchasing a home in the High Desert?

- No (1)
- Yes, perhaps within 6 months (2)
- Yes, perhaps within the next year (3)
- Yes, perhaps within the next couple of years (4)

Display This Question if Own

PurchaseAgain

Suppose you decided to sell your current home. Would you purchase a house in the High Desert area, or would you move to another area?

- Purchase in the High Desert area (1)
- Move to another area (2)
- Don't know (3)

Educ

What is the last grade of school that you completed?

- Some high school or less (1)
- High school graduate (2)
- Some college (3)
- College graduate (Bachelor's degree) (4)
- Some graduate work (5)
- Post-graduate degree (Master's, Ph.D., etc.) (6)
- Trade school or vocational training (7)

Other (Please specify) (8) _____

Marital

Which of the following best describes your marital status?

- Single, never married (1)
 - Married (2)
 - Divorced (3)
 - Widowed (4)
 - Separated (5)
 - Single, living with partner (6)
 - Other (please specify) (7) _____
-

Hisp

Are you of Hispanic, Spanish, or Latino origin?

- Yes (4)
 - No (5)
-

Display This Question if Hispanic, Spanish, or Latino origin

Ethnic1

Some Hispanics also identify themselves as Caucasian or African American or some other race. How do you identify your race? Check all that apply.

- Asian (please specify) (1) _____
 - Black or African American (2)
 - Caucasian or white (3)
 - Hispanic (4)
 - Other (please specify) (5) _____
-

Ethnic2

How do you identify your race? Check all that apply.

- Asian (please specify) (1) _____
 - Black or African American (2)
 - Caucasian or white (3)
 - Hispanic (4)
 - Other (please specify) (5) _____
-

Age

What is your age? _____

Income

Which of the following categories best describes your total household or family income before taxes, from all sources, for 2018?

- Less than \$25,000 (1)
 - \$25,000 to \$34,999 (2)
 - \$35,000 to \$49,999 (3)
 - \$50,000 to \$64,999 (4)
 - \$65,000 to \$79,999 (5)
 - \$80,000 to \$110,000 (6)
 - Over \$110,000 (7)
-

Gender

- Male (1)
- Female (2)
- Other (please specify) (3) _____

Recommend

Finally, what recommendations do you have for improving the quality of life in the High Desert?
What resources would you like to see which would improve the quality of life where you work?

End

Thank you for responding to this survey. We appreciate your participation! Please click the arrow below to record your responses.