



valley vision

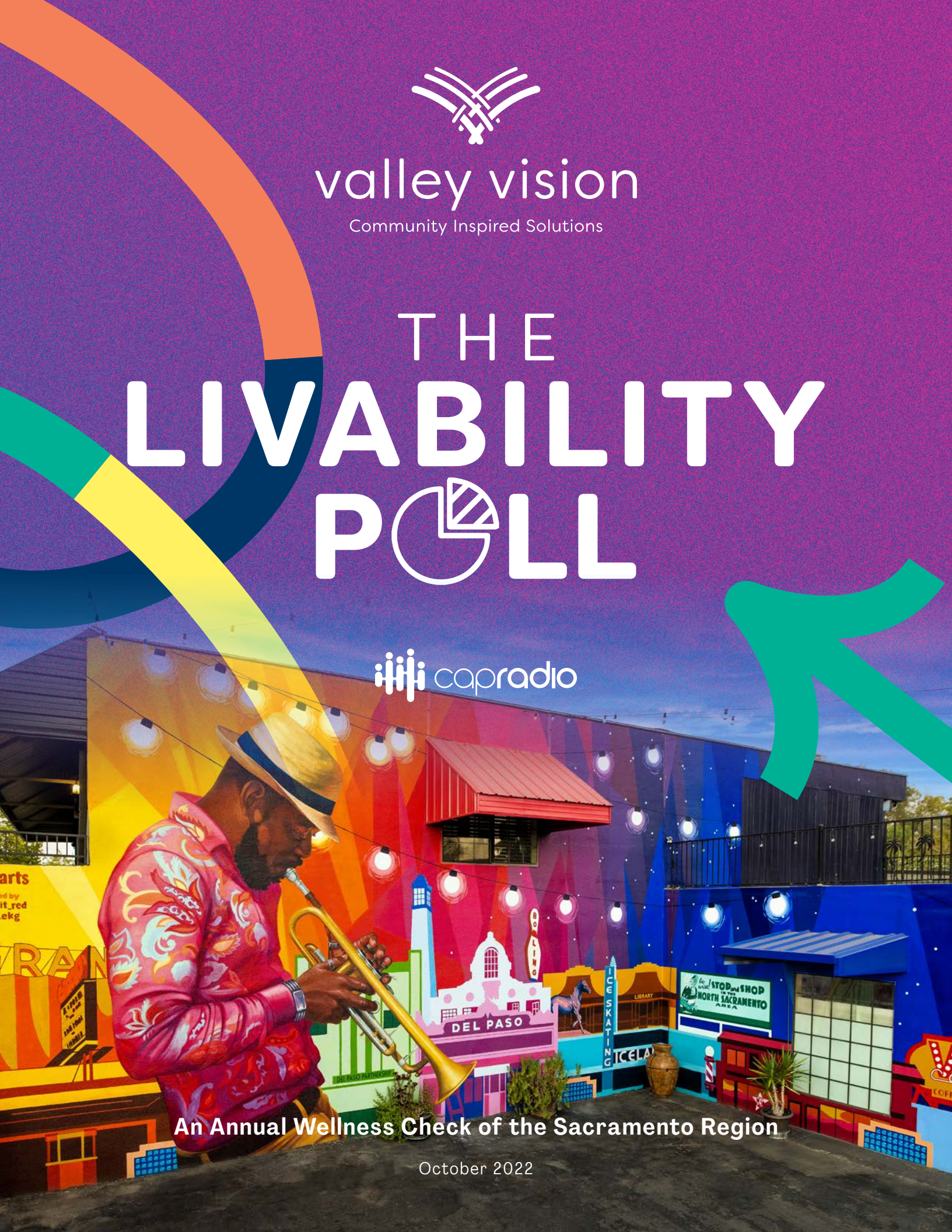
Community Inspired Solutions

THE LIVABILITY POLL

 capradio

An Annual Wellness Check of the Sacramento Region

October 2022





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The Livability Poll

Contributions

Valley Vision

For more than 25 years Valley Vision has used research to help governments, businesses, foundations and community groups better understand the issues facing our region. We believe that knowing and understanding the facts is the best way to establish a common working foundation for collaborative problem-solving. That's why Valley Vision conducts, produces and interprets research including scientific public opinion polls, focus groups, community needs assessments, best practice studies and other research tools to bring to light the information local leaders need to improve our communities.

Capital Public Radio

CapRadio serves California's Capital Region, Central Valley and Sierra Nevada as the public-supported alternative to for-profit media. As the NPR-member station based in Sacramento, CapRadio connects with communities through seven broadcast stations, live streaming, podcasts, digital communities, live experiences and more. Known for its award-winning newsmag, CapRadio is recognized as a leader in community-engaged journalism and state government reporting, and CapRadio Music is the exclusive broadcast source of classical and jazz in the region. With more than 500,000 weekly listeners on-air and online, CapRadio provides a trusted and indispensable source of information, music and events.

Sacramento State's Institute for Social Research

The Institute for Social Research at Sacramento State University supports community partners in improving programs and policies in the region and throughout the state. Located at the university's downtown location, the Institute offers a broad range of expertise conducting surveys and applied research. Since 1989, our collaborations with government agencies and nonprofit organizations have contributed to public accountability, program fidelity, and the strengthening of communities.

About the Polling Series

Valley Vision and the Institute of Social Research (ISR) at Sacramento State conduct research via scientifically administered surveys of area resident attitudes. The survey data informs policy-makers and stakeholders on key regional issues by providing on-the-ground public engagement data. The approach used is highly effective and unique - establishing a scientifically valid and demographically representative panel of regional residents that reflects a microcosm of the region as a whole. The panel size is currently about 3,000 people from six counties - Sacramento, Yolo, El Dorado, Placer, Yuba, and Sutter. The panel is weighted to demographically represent the region and each survey achieves a statistically valid margin of error of not more than +/- 3%.



Valley Vision Research and Policy Committee

Linda Cutler, Committee Chair, Sacramento Region Community Foundation

Shawn Harrison, Soil Born Farms

Rick Heron, Western Health Advantage

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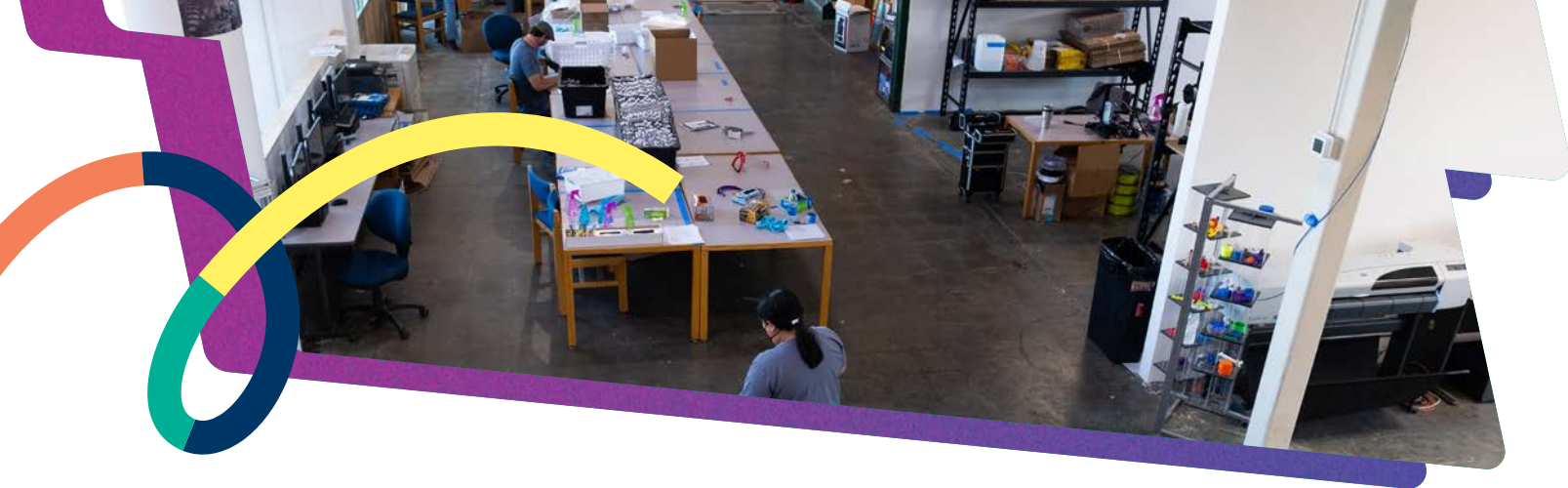
This report was made possible by the underwriting support of **Western Health Advantage**, the Building Equitable Communities Fund of the **Sacramento Region Community Foundation**, and the **Centers of Excellence for Labor Market Research**.



The background of the page is a colorful mural. It features a woman with dark hair, wearing a traditional Mexican dress with a red and white striped blouse and a colorful skirt. She is looking upwards and to the right. Several monarch butterflies are depicted in flight around her. The mural is set against a background of warm, earthy tones. In the top left corner, there is a graphic element consisting of a yellow and blue curved line.

Advancing Our Triple Bottom Line with Data-Driven Decision Making

As a civic leadership organization in the Sacramento Region, Valley Vision's mission is to support livable communities through advancing economic prosperity, social equity, and environmental sustainability. Through our Livability Poll and Summit, we seek to catalyze this mission by creating and sharing actionable research and space for conversations where community voices belong and make change for better communities. The data in this poll is key to informing a regional agenda and aligning regional investments and leadership strategies that focus on the key issues affecting our communities most.



The Livability Poll

A program of Valley Vision and CapRadio, fielded by Sacramento State's Institute for Social Research

What is “livability” and why is it important to our quality of life? Livability, at its simplest, refers to the ways that the places that we live help support a desirable quality of life. For instance - does the community support access to basic needs, like affordable housing, food, transportation, safety from harm, and fresh air? Can one find opportunity, education, and a pathway that provides for today and inspires hope and optimism for the future? These characteristics offer the beginning of a picture of “livability”, but to fill it out, there are important but less tangible aspects that make a place livable. What characteristics create a sense of belonging? What inspires hope for the future? What draws young people to launch their lives in a community? And, do our communities support and nurture the people who live there? These are the types of questions that we explored in the the Sacramento Region Livability Poll - helping us tell the story of the people of the region as we navigate global conditions such as a shape-shifting pandemic, economic downturn, and climate change.

We found that a lot of people struggle in our communities. From affordability, to parenting and childcare, to safety, belonging, and mental health - we discovered disparities of experience that show that people of color, women, and those with less money are struggling across many of these categories. While it is never good news to hear statistics that reflect hardship, it is an important story to tell and it is critical to see this evidence of hardship as a call to action. Additionally, the poll respondents identified homelessness and affordable housing as the two top issues of highest concern in our region. Recognizing and taking action to address these issues is critical to support livability in communities across our region.

We also learned about desires for the future and how people cope with change. For example, we learned that 57 percent want to continue to work remotely and 73 percent are interested in additional skills training opportunities. These are important data points as decision-makers think about how we shape systems of the future.

Finally, we know that numbers never tell the whole story. For The Livability Poll, this report is just the beginning. We are adding new layers of storytelling and dialogue around these important issues. For the first time ever, The Livability Poll is paired with The Livability Summit - an all-day event that starts with data and sets the stage to define livability together. The Livability Summit is a public forum in which to share the data, discuss the themes, dive deeper into lived experiences, gather reactions and input, and catalyze action together. The Livability Poll and Summit will become annual Valley Vision featured activities, creating a yearly check-in on livability in our region and a routine forum for dialogue, interaction, inspiration, and action. We can't wait to engage in these conversations with you because your voice belongs and together, our voices will make change.

Best Regards,



Evan Schmidt,
CEO Valley Vision



Jun Reina,
Executive Vice
President and General
Manager CapRadio



Shannon Williams,
Sacramento State Institute
for Social Research



"Our communities are livable when everyone has access to the necessities and services they need to live; the opportunities to help them thrive; and connections that make them feel like they belong. The Livability Poll and Summit help create a shared understanding of the issues and barriers that exist, using data and centering community voices."

- Linda Cutler, CEO of the Sacramento Region Community Foundation



Executive Summary

The Livability Poll is a broad based quality of life poll, tracking residents' experiences with issues such as affordability of necessities, access to services, job and career satisfaction, safety and belonging, as well as residents' perspectives of the Sacramento Region. The Poll was in the field from mid-June to mid-July of 2022. It is demographically representative of the Sacramento Region, encompassing Sacramento, El Dorado, Placer, Sutter, Yolo, and Yuba counties, and has a margin of error of plus or minus 2.3 percent.

In the Poll report that follows, we look at the following questions:

- 1. How do residents feel about their quality of life?** We asked residents about their perspective of their own quality of life, as well as what they appreciate about life in the region and what most concerns them. We found that residents have varied opinions about whether or not the different aspects of their quality of life have gotten worse, gotten better, or stayed the same in the last five years, but that those with college degrees and higher incomes tend to be more optimistic. Residents believe that the Sacramento Region is a good place to grow up, get a job, and raise a family, but are less likely to rate the region as a good place to buy a house or retire. Residents are also highly concerned about the cost of housing and homelessness.
- 2. Can residents afford what they need to live and thrive?** Low wages relative to the cost of living is one of the top five issues of concern cited by residents. Indeed, almost a third or more of residents struggle to afford basic necessities like adequate food supply, rent or mortgage, internet access, and setting money aside in a savings account. Communities of color are more likely to say that they cannot or can barely afford these necessities.
- 3. Are parents and children getting the support that they need?** COVID-19 exacerbated many of the challenges parents were facing, such as finding adequate childcare, and also introduced new struggles around remote education. More than two years since the beginning of the pandemic, many of these challenges persist. About a third of parents say they do not have access to the childcare that they need, and women are more than twice as likely as men to hold that view. More than a third of parents also say they do not have access to quality and affordable after-school programs or quality and affordable activities that match their children's interests. Concerns among parents are high around the continuing effects of the pandemic disruption on their children's education.

This poll offers a starting point, grounding what we know anecdotally or at a national or state-level through a data-driven, regional lens.

- 4. Are residents satisfied with their jobs and careers?** Most residents say they are satisfied with their current employment, however that number is significantly lower among those who are Black/African American. The most cited reasons for dissatisfaction were low wages, not enough opportunities for promotion, and poor workplace culture. Those who are younger tend to be more optimistic about their employability in terms of their industry, their skills, and the availability of jobs. Most residents say that they are interested in learning new skills or improving their skills through education and training programs, but the method of delivery matters – many expressed a preference for programs that last a year or less, are hybrid or remote, and have flexible or weekend hours.
- 5. Do residents feel safe and connected to their neighborhood or local community?** We asked a series of questions to gauge residents' feelings about safety and belonging. Although almost all residents feel a sense of safety in their homes, there is still a significant number who have concerns about property crime, such as car or home break-ins. This lines up with a related data point in this poll that says that crime is one of the top five concerns for half of residents. When asked to compare the general safety of their neighborhood or local community to others in their area, a fifth of residents say that their neighborhood or local community is less safe than others. This percentage is significantly higher for communities of color compared to those who are White. While many residents feel like they belong in the neighborhood or local community that they live in, communities of color are less likely to feel this sense of belonging. Residents feel the strongest connections with

those who live near them, those that they go to work or school with, and those who share a similar hobby or interest.

- 6. How do residents engage with their communities?** To get a sense of the different ways that residents engage with their communities, we asked what types of civic activities they had participated in in the last five years. The most common answer was community service or volunteer activities, followed by local or school arts events, and community meetings. Notably, more than a fourth said they had not participated in any of the civic activities listed, and the most commonly cited reasons were a lack of time or not knowing where or how to participate. For some of the activities – like working together with others to solve a problem and community meetings – residents also cited not feeling welcome or comfortable or not feeling that their voice or presence matters.
- 7. How are residents' mental health?** The rising mental health crisis in the United States, particularly among teens and youth, is well-documented. Mental health issues were exacerbated by pandemic disruptions and pressure on an already strained mental healthcare system. Most residents say that they have felt stress or anxiety at least once in the last seven days, and more than half also say they have felt depression and hopelessness; those who are younger and women were more likely to have felt stress or anxiety, or depression and hopelessness. Almost a third of residents say they do not have access to quality and affordable mental health services.

Our region is most firmly on the path to progress when we look to lived experience and community perspective to inspire and inform solutions for our most pressing problems.

The Findings

How do residents feel about their quality of life in the region?

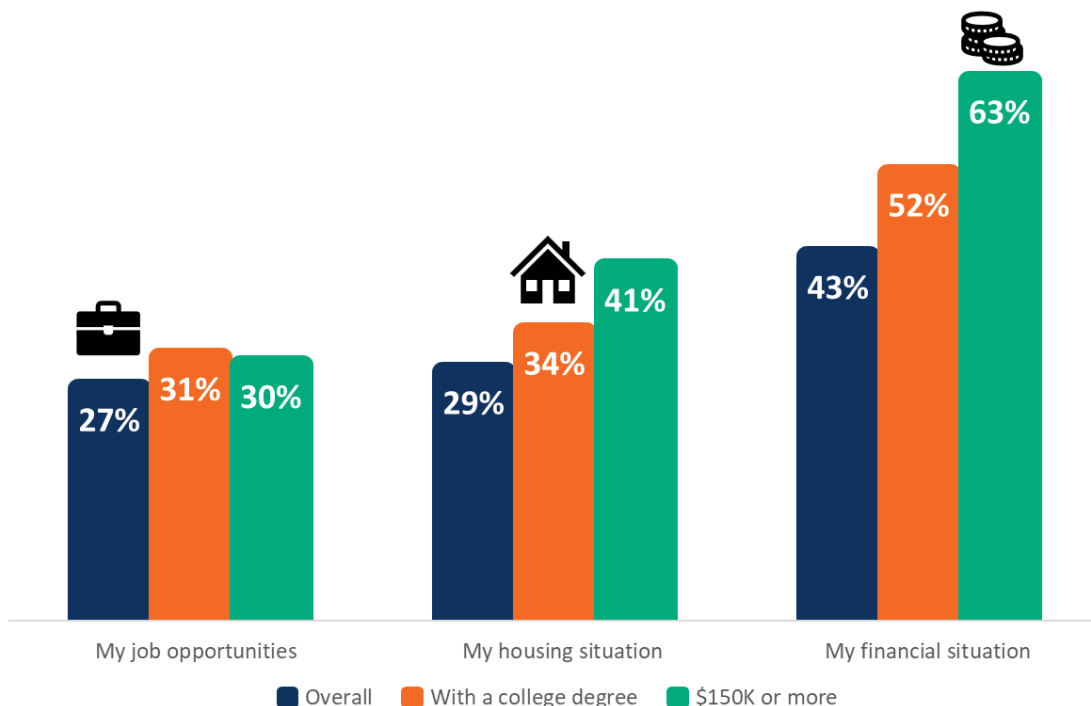
To get a better understanding of livability, we began by asking residents about their perspective of their own quality of life, as well as what they appreciate about life in the region and what most concerns them.

We found that residents are split as to how their overall quality of life has changed in the last five years, or since they moved to the region. Almost a

third (32 percent) say their quality of life has gotten better, almost a third (32 percent) say their quality of life has gotten worse, and a little over a third (37 percent) say their quality of life has stayed the same.

Asked about particular aspects of quality of life, such as job opportunities, housing situation, and financial situation, we found that those with college degrees and those who earn more seem to have fared better.

Quality of Life Improvements Over 5 Year Period



Percentage of those who think that their job opportunities, their housing situation, and their financial situation have gotten better in the last five years; overall population, by education, and by household income.

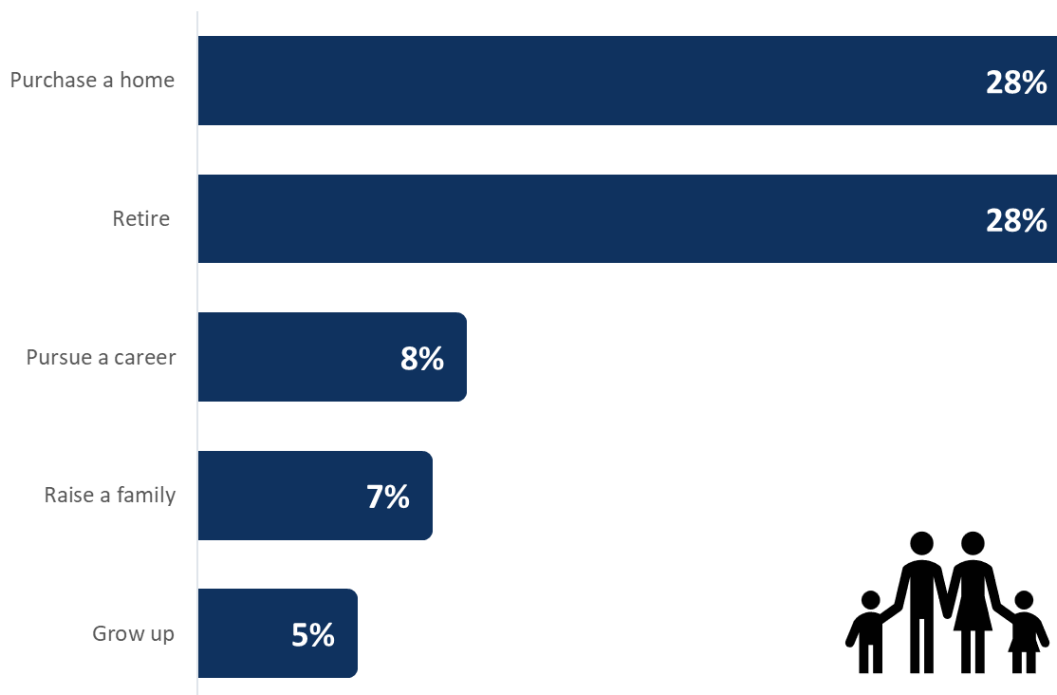
National Trends – College Degrees

A 2014 study by the [Hamilton Project](#), and refreshed by the [Brookings Institution](#) with earnings data from 2014-2018, found that a college degree is important for advancing earning potential. It found that the median career earnings for a bachelor's degree graduate are more than twice as high as for someone with only a high school diploma, roughly 70 percent higher than for someone with some college but no degree, and more than 45 percent higher than for someone with an associate degree.

This is consistent with national data trends that point to the importance of a college degree as for advancing earning potential.

Most residents tend to feel positively about the region as a place to grow-up, to pursue a career, and to raise a family, but about a quarter of residents think that it is a poor place to purchase a home and retire.

The Region Is A Poor Place To...



Percentage of those who think that the Sacramento region is a poor place to purchase a home, retire, pursue a career, raise a family, and grow up.

Residents are most concerned about issues like the cost of housing, homelessness, environmental threats like wildfires and droughts, crime, and low wages relative to the cost of living.



Percentage of those who say that the following issues were a top concern.

Community Solutions Spotlight – Sacramento Steps Forward

Sacramento Steps Forward partners with local, state, and federal agencies to strengthen our community’s response to homelessness, using data and analytics to drive system-level changes, prioritize racial equity, and enhance access to services. In early 2022, the organization coordinated local adoption of the Sacramento Local Homeless Action Plan to create a cross-jurisdictional unified approach to addressing homelessness.

Regional Perceptions – Homelessness

A [survey conducted by Sacramento State’s Institute for Social Research](#) on regional attitudes towards homelessness found that residents’ different perceptions of the primary causes of homelessness are related to their own income and political ideology. For example, those with annual household incomes of less than \$50,000 were more likely to attribute homelessness to economic issues, as opposed to individual actions or a lack of targeted support. Those who identify as having a more conservative political ideology are more likely to attribute homelessness to individual actions (43 percent) versus those with a more progressive political ideology (11 percent).

In terms of solutions, more residents say we should prioritize providing services to unsheltered individuals versus clearing encampments, and a majority of residents would support a tax increase to help individuals experiencing homelessness.

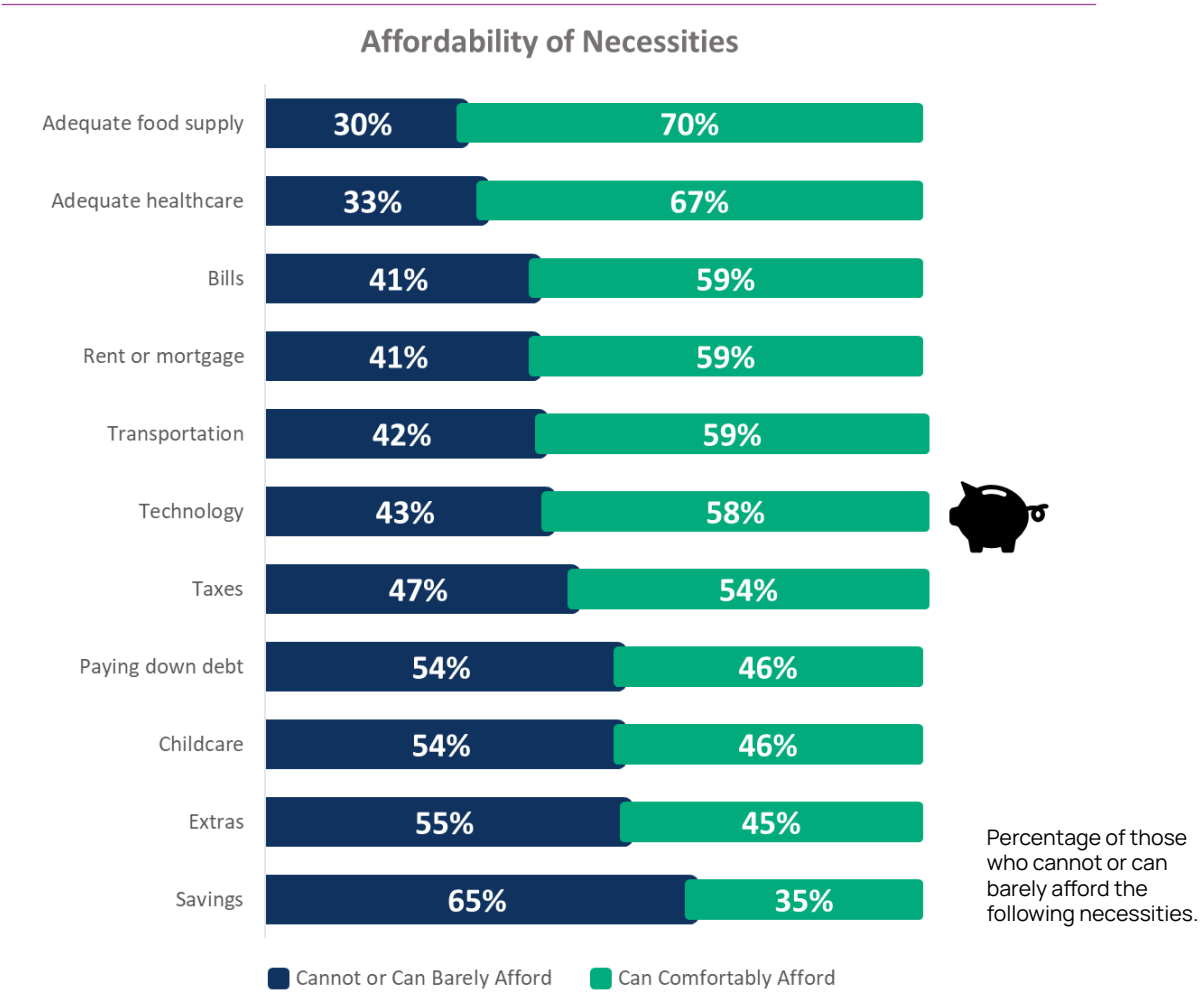


Community Solutions Spotlight – Yuba Water Agency

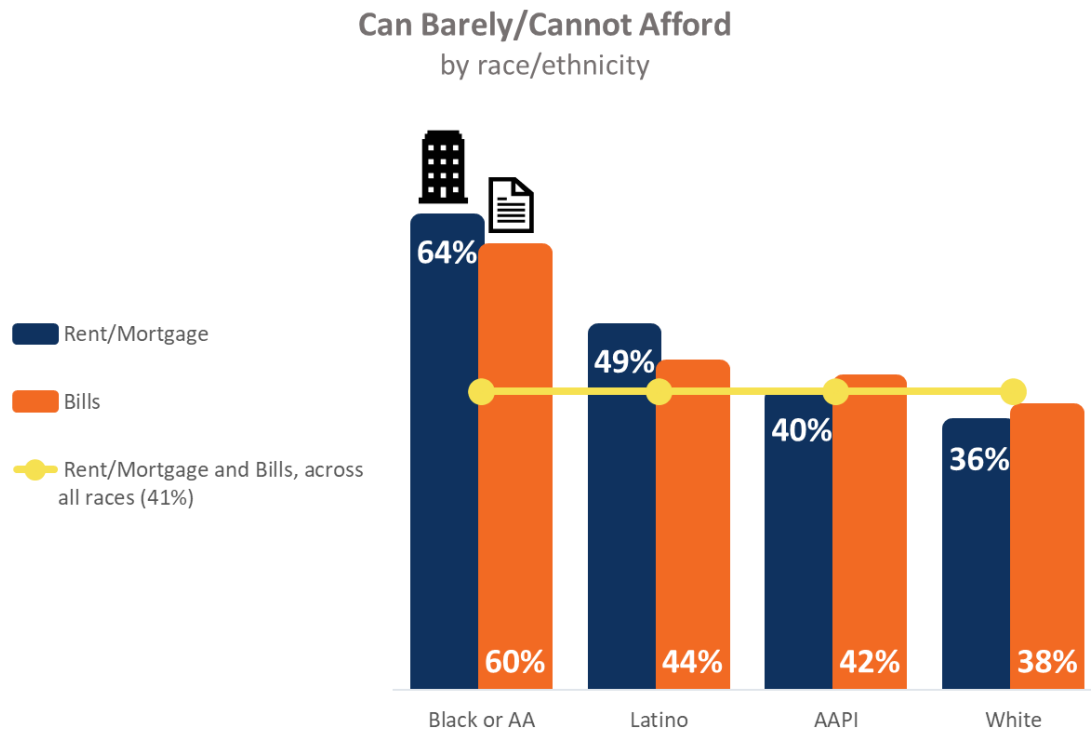
Yuba Water Agency has invested many millions of dollars to improve the levees in Yuba County to reduce flood risk, and many millions more in ensuring a sustainable water supply. Yuba County is now one of the best protected riverside communities in the state, and has a reliable water supply, when much of the rest of the state is in crisis. Additionally, Yuba Water invests up to \$10 million every year into projects that improve the quality of life for people in the county through its Community Impact Grant and Loan Program. Government agencies, tribes and non-profit organizations can apply for funding for projects directly related to the agency’s missions. Yuba Water also developed a Strategic Plan for Economic Growth in Yuba County, to ensure clarity and focus among all of the government, business and community leaders about the county’s priorities and what projects could have the biggest impact.

Can residents afford what they need to live and thrive?

Low wages relative to the cost of living is one of the top five issues of concern cited by residents. Indeed, almost a third or more of residents are struggling to afford what they need to live. The same percent of residents cannot or can barely afford adequate food supply (30 percent) and more than a third report that they cannot or can barely afford rent or mortgage or other bills (41 percent). Close to two-thirds (65 percent) cannot afford to set aside money into a savings account.



Breaking down this data by race/ethnicity, we find that people of color, particularly Black/African Americans, are more likely than residents overall and those who are White to be unable to afford certain necessities, like paying rent or mortgage, or other bills.



Percentage of those who cannot or can barely afford to pay for rent or mortgage, or other bills; by race.

A Growing Number of Unhoused

Similar to statewide trends, Sacramento County has seen a substantial increase in homelessness. According to the [2022 Point-in-Time Count](#), an estimated 9,278 individuals experienced homelessness throughout Sacramento County on a single night in February 2022 – a 67 percent increase from the 2019 Point-in-Time Count.

Broken down by race/ethnicity, those who are White are underrepresented in the County's homelessness population (46 percent of those experiencing homelessness are White, yet White people make-up 63 percent of the population). Black/African Americans, on the other hand, are over-represented (31 percent of those experiencing homelessness are Black/African Americans, but they make-up only 11 percent of the population).

Parents' Concerns

“Most parents have expressed concern about the continuing effects of the pandemic disruption on their children's education. Eighty-one percent are concerned that their children have been left behind academically, and 85 percent are concerned about the impact that remote learning had on their children's social interaction.”

Are parents and children getting the support that they need?

COVID-19 exacerbated many of the challenges parents were facing, such as finding adequate childcare, and also introduced new struggles around remote education, like access to the internet and devices, balancing work with educating children remotely, among others. More than two years since the beginning of the pandemic, many of these challenges persist and parents, particularly women, continue to feel the pressures of ensuring that their children have access to quality education, extracurriculars, and services.

About a third of parents say that they do not have access to the childcare that they need (30 percent), and that their children do not have access to quality and affordable after-school programs (30 percent), or quality and affordable activities that match their children's interests (34 percent). Women are more than twice as likely as men (39 percent versus 18 percent) to say that they do not have access to the childcare that they need.

Additionally, most parents have expressed concern about the continuing effects of the pandemic disruption on their children's education. Eighty-one percent of parents are concerned that their children are behind academically; 85 percent are concerned about the impact that remote learning had on their child's social interaction; and 69 percent are concerned that their children do not have access to the support or services that they had prior to the pandemic (e.g., lunches or counseling).



A Lack of Childcare and Afterschool Programs

Data analyzed in 2019 by KidsData, a program of the Population Reference Bureau, found that an average of 60 percent of children ages 0-12 with parents in the labor force do not have licensed child care spaces available to them in our region.

Additionally, the demand for 21st Century Community Learning Centers – federally-funded local before-school, afterschool, and summer learning programs that serve students attending high-poverty, low-performing schools – is so great in California, that 5 out of every 8 applications were not funded in the most recent round of grant applications, according to [Afterschool Alliance](#).

Community Solutions Spotlight – iQSQUAD, a HER Movement

iQSQUAD is a program dedicated to providing a safe, inclusive space for girls and women to connect, learn, lead and celebrate the power of sisterhood. Those aged 10-24 are invited to participate in their enrichment programs, healing circles, workshops, events and other experiential learning opportunities. In 2020, they were the first youth to present to the Sacramento County Mental Health Board on findings from a survey conducted in response to COVID-19. In the fall of 2022, iQSQUAD will launch a mental health public awareness project called #SpeakYoMind916 in partnership with Youth Forward and the Sacramento County Office of Education.

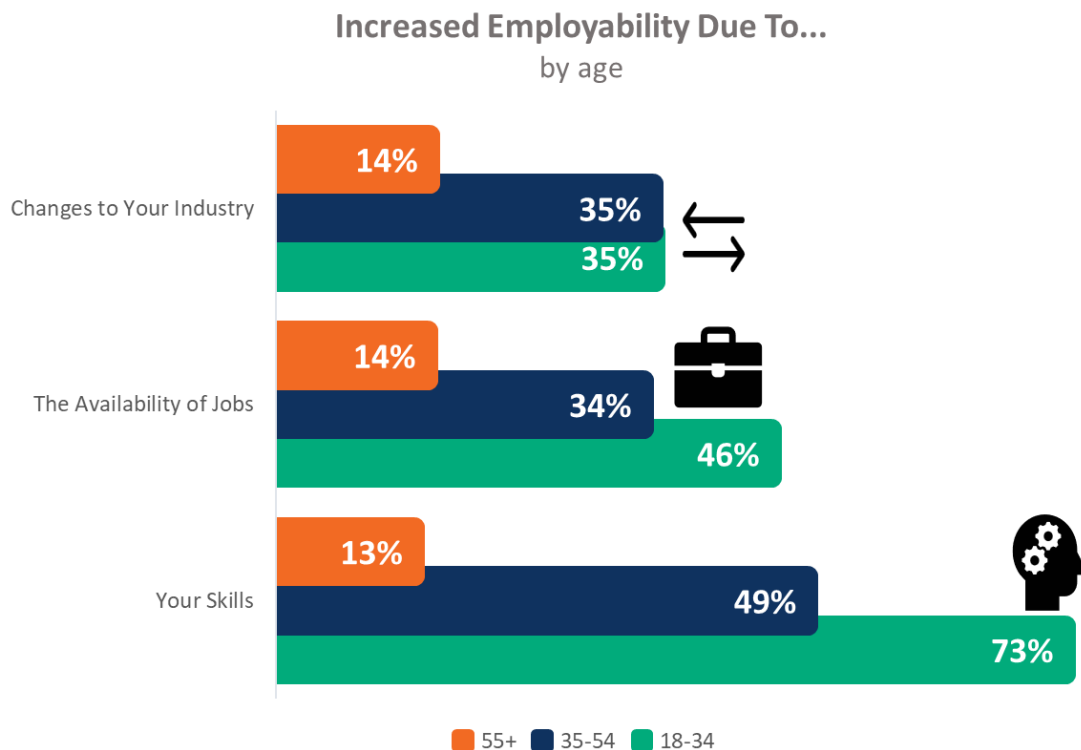
Community Solutions Spotlight – Wellspring Women's Center

Wellspring Women's Center, located in the Oak Park neighborhood of Sacramento, helps meet the needs of vulnerable women and children. The drop-in center offers 4 programs that serve approximately 200 women and children each weekday. Through the Nutritious Meal Program, women and children can receive two free meals including a balanced breakfast and light lunch. Additionally, they provide practical assistance through improving food access, case management with social workers, free counseling, art therapy, enrichment classes and workshops, and safety net services. Wellspring started from humble beginnings and has grown to become a trusted neighborhood gathering place that reduces isolation and loneliness.

Are residents satisfied with their jobs and careers?

Most residents say they are satisfied with their current employment (89 percent), however that number is significantly lower among those who are Black/African American (44 percent). Overall, the most cited reasons for dissatisfaction were low wages (64 percent); not enough opportunities for promotion (52 percent); and poor workplace culture (43 percent).

When asked about whether or not they had become more or less employable in the last five years, those who were younger tended to be more optimistic, and were more likely to say that changes to their industry, the availability of jobs, and their skills had made them more employable. This is in contrast to results from the poll Valley Vision fielded in March 2021 on the impacts of COVID-19 on residents, where those who were younger were more likely to believe that the pandemic has made them less employable in terms of their skills and due to changes in their industry.



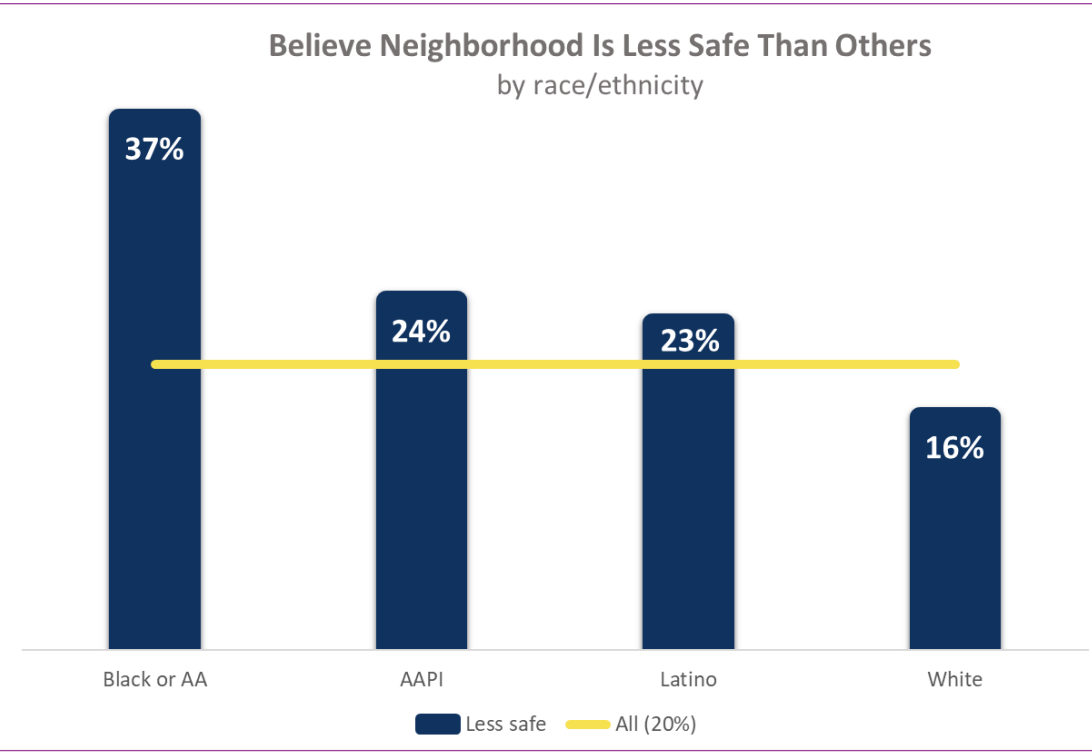
Percentage of those who believe that they have become more employable in the last five years, due to their skills, availability of jobs, and changes to industry; by age.

Notably, more than two-thirds of residents say that they are interested in learning new skills or improving their skills through education and training programs (73 percent), but method of delivery matters – many expressed a preference for programs that last a year or less (72 percent), hybrid (53 percent) or remote (57 percent), and have flexible or weekend hours (62 percent).

Do residents feel safe and connected to their neighborhood or local community?

We asked a series of questions to gauge residents' feelings about safety and belonging. We found that almost all residents feel safe walking alone during the day (86 percent), but less than half (48 percent) feel safe walking alone at night. Additionally, although almost all residents feel a sense of safety in their homes, there is still a significant number who have concerns about property crime, such as car or home break-ins (46 percent). This lines up with a related data point in this poll that says that crime is a top five concern for 49 percent of residents.

When asked to compare the general safety of their neighborhood or local community compared to others in their area, a fifth of residents say that their neighborhood or local community is less safe than others. Communities of color, particularly Black/African Americans are more likely to think that their neighborhood is less safe than others. Those who live in cities are also more likely than those who live in suburbs or small town/rural areas to think that their neighborhood is less safe than others (27 percent, versus 17 percent and 12 percent respectively).

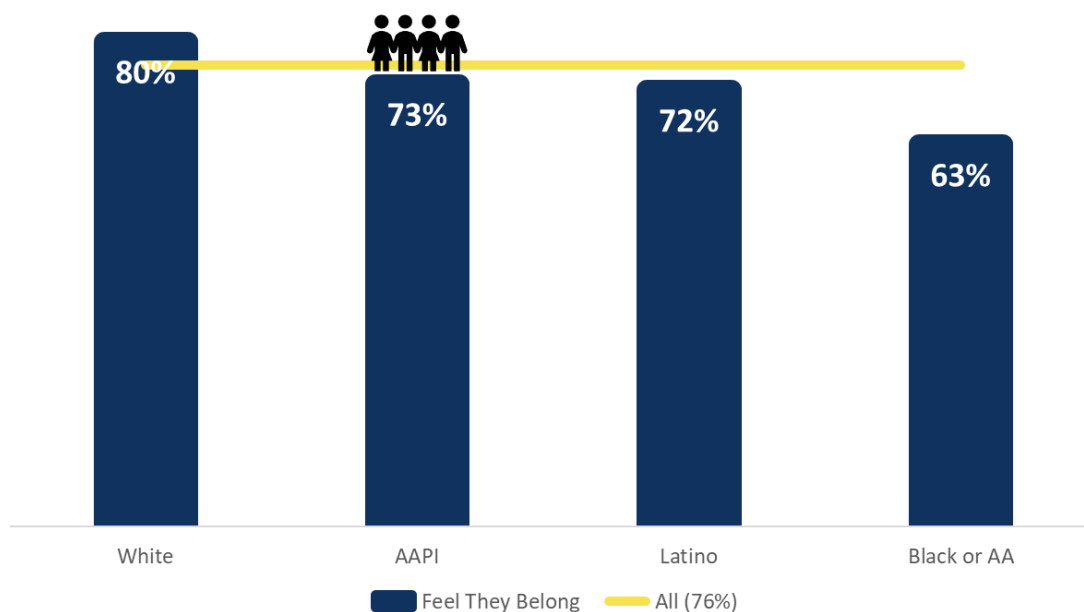


Percentage of those who believe that their neighborhood is less safe than other neighborhoods; by race/ethnicity.

While many residents feel like they belong in the neighborhood or local community that they live in (76 percent), communities of color are less likely to feel this sense of belonging.



Feel They Belong in Their Community by race/ethnicity



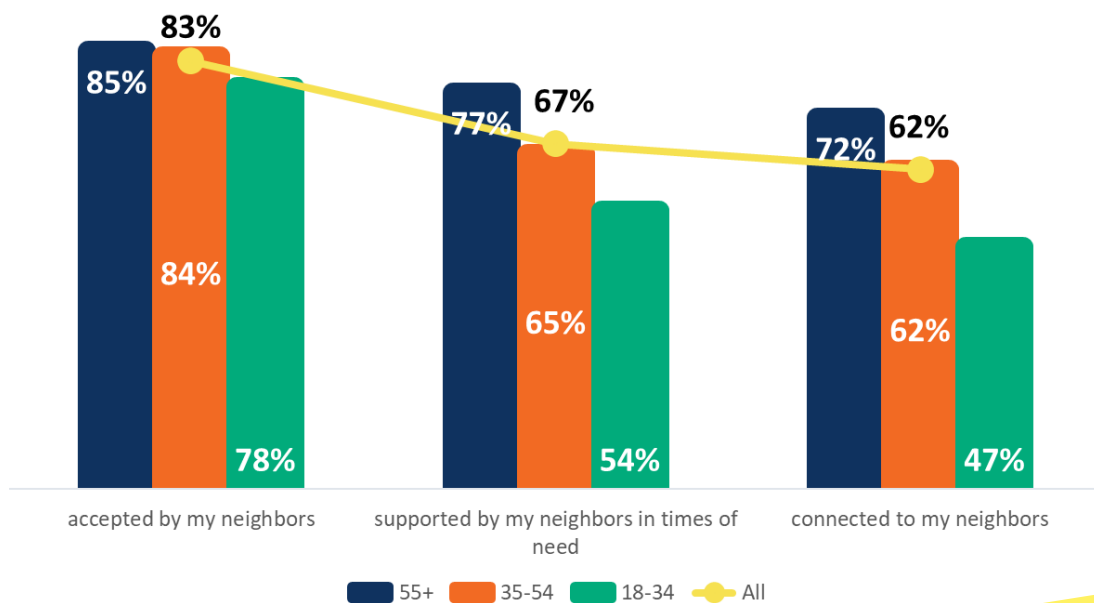
Percentage of those who feel like they belong in their neighborhood or local community; by race/ethnicity.

Residents feel the strongest connections with those who live near them (48 percent). Indeed, most residents say they feel accepted by their neighbors (83 percent), supported by their neighbors (67 percent), and connected to their neighbors (62 percent); those who are younger, however, are less likely to feel this way. Residents also feel strong connections with those that they go to work or school with (47 percent), and those who share a similar hobby or interest (45 percent).

**“Won’t
you be my
neighbor?”**

A [Pew Research Center survey](#) conducted in 2018 found that those who are older (ages 65 and above) are more likely than those who are younger (ages 18 to 29) to say they know most of their neighbors (34 percent versus 20 percent). They are also more likely to say that they are comfortable leaving a set of keys with their neighbors (eight-in-ten adults ages 65 and older, compared to just half of those ages 18 to 29).

Accepted, Supported, Connected I feel...



Percentage of those who feel accepted, supported, and connected to their neighbors; by age.

Community Solutions Spotlight – Del Paso Heights Growers’ Alliance

The Del Paso Heights Growers’ Alliance is a grass-roots organization advocating for social, environmental, and economic justice. As a food sovereignty focused cooperative, operating four community gardens in North Sacramento, they seek to improve the social determinants of health in disadvantaged communities, and among vulnerable populations by hosting events and programs that promote physical, mental and emotional wellness. They envision a world with climate-resilient families, healthy communities, and thriving ecosystems. Their mission is to build sustainable neighborhoods and circular economies through policy, advocacy, experiential education and workforce development. Families learn sustainable practices for urban agriculture, and share in the bounty of fresh fruits, vegetables, and herbs.

How do residents engage with their communities?

To get a sense of the different ways that residents engage with their communities, we asked what types of civic activities they had participated in in the last five years. The most common answer was community service or volunteer activities (40 percent), followed by local or school arts events (27 percent), and community meetings (26 percent).

Notably, 28 percent said they had not participated in any of the community activities listed, and the most commonly cited reasons were a lack of time or not knowing where or how to participate. For some of the activities – working together with others to solve a problem and community meetings – residents also cited not feeling welcome or comfortable (14 to 19 percent), or not feeling that their voice or presence matters (19 to 20 percent).



Percentage of those who participated in the following civic activities.

Community Solutions Spotlight – United Latinos

United Latinos is a community organizing network that envisions full Latino participation in education, civic, and electoral processes in order to achieve healthy and informed communities. They develop and empower community leaders by providing civic engagement through advocacy and education. United Latinos hosts and attends local meetings and events that inform community members of relevant opportunities, resources, policies, and news.

Community Solutions Spotlight – Vida de Oro

The Vida de Oro Foundation is a group of artists, performers, business owners, community leaders, and writers that hopes to help individuals achieve their dreams in the Arts. Vida de Oro uses public events and activities to highlight the Arts, Foods, and Cultures. Some of these events include the opportunity for artists to showcase their work at a gallery, open-mic comedy nights, and wine tasting. They also host the annual Sacramento Taco Festival featuring various vendors and contests.

How are residents' mental health?

The rising mental health crisis in the United States, particularly among teens and youth, is **well-documented**. Mental health issues such as anxiety, depression, and substance abuse, prevalent even before COVID-19, were exacerbated by pandemic disruptions – shutdowns, quarantine, remote work and education – and pressure on an already strained mental healthcare system.

In the Sacramento Region, 15 percent of residents say that, in the last seven days, they have felt concern about their own alcohol or substance abuse, or the alcohol or substance abuse of a family member. This number is significant, but is a slight improvement from March 2021, when 20 percent of residents said that the COVID-19 pandemic and

the ongoing restrictions around certain activities caused them to feel concerned about their own alcohol or substance abuse, or that of a family member.

More than half (52 percent) say that they have felt hopelessness and depression or anxiety at least once in the last seven days. This is also a slight improvement from March 2021 (58 percent). Eighty-one of residents say that they have felt stress or anxiety at least once in the last seven days. Those who are younger and women were more likely to have felt stress or anxiety, or depression and hopelessness.

Almost a third of residents say they do not have access to quality and affordable mental health services (30 percent).

Community Solutions Spotlight – La Familia Counseling Center

La Familia Counseling Center seeks to improve the quality of life for at-risk youth and families of diverse backgrounds by offering multicultural counseling, support and outreach services and programs. They provide free mental health services to children and youth aged 0-21 through their Behavioral Health Programs. They also offer afterschool programs, youth leadership and engagement, educational and employment programs and youth healthy living programs. Parents and families can receive additional support with the assistance of a Family and Youth Advocate, they can participate in parenting classes, parent support groups and they can also participate in adult employment and education programs. La Familia also connects the Latino community to suicide prevention resources and intervention training through their Supporting Community Connections group and their Centro Apoyo Latino (CAL) offering short term counseling in Spanish, which is free and open to all ages.



Survey Methodology

Institute for Social Research at Sacramento State University

Summary

Since 2017, the Institute for Social Research (ISR) at Sacramento State University, in partnership with Valley Vision, has used an online survey panel to collect public opinion information about the Greater Sacramento Region. Survey panels are a representative group of individuals who have agreed to participate in multiple surveys over time. In response to the declining response rates and reliability associated with telephone surveys, online survey panels have become an alternative way to gather data about a specific region or population (e.g., GfK's Knowledge Panel, Yougov's Omnibus Panel, the National Opinion Research Center (NORC)'s Amerispeak Panel, and the Pew Research Center's American Trends).

Individuals were recruited into the panel by an invitation letter, which was sent to a random sample of Sacramento Valley households. Any adult in the household, age 18 or older, could join the panel by going to the online profile or by calling ISR to indicate a preference to participate with mail-in surveys. The strength of this probability-based sampling method is that virtually everyone in the Greater Sacramento Valley had a chance of being included. The most recent recruitment for the Valley Vision panel occurred in March 2022.

The current panel is made up of 3,037 residents from El Dorado, Placer, Sacramento, Yuba, Sutter, and Yolo counties. Panelists have the option of receiving a \$5 electronic gift card every time they complete a survey. Statistical weighting is used to ensure that survey responses represent the Greater Sacramento Valley.

Survey Panel Methodology

Sampling and Recruitment | The Greater Sacramento Valley Panel uses probability-based sampling methods. Specifically, to recruit a random sample of Sacramento Valley residents we use the United States Postal Service Delivery Sequence File (USPS DSF) of California residential addresses (stratified geographically by county and Hispanic population) [1], as a sampling frame. We send postcards or letters to the sampled residences and invite adult residents to join the panel (via a URL address, or by calling us to indicate a preference for mail participation). The strength of this sampling method is that virtually everyone in the population has a chance of being included in the sample, but those sampled must also choose to do so. The Institutional Review Board (IRB) at California State University, Sacramento reviewed and approved recruitment procedures outlined above for protecting the rights of human research subjects.

Consent and Initial Profile | During recruitment (and at the beginning of each subsequent survey), panelists learn that their participation is entirely voluntary and that they have the right to opt out at any time. They also learn that their survey responses are strictly confidential. Immediately upon agreeing to join the panel, panelists complete a 15-minute survey that includes questions about their demographics, background, interests, personality, political identity, and household composition. This profile information is merged with future survey data collections, thereby reducing the need to ask panelists to answer these questions with each survey administered.



Survey Procedures | ISR uses the Qualtrics Research Suite online survey platform to administer surveys. The research team optimizes all surveys for completion on mobile phones and tablets, and provides Spanish translations. Panelists receive reminders to complete the surveys every three days following the initial invitation. All subsequent surveys have been offered in both English and Spanish. Each time a panelist completes a survey, s/he receives a \$5 Tango gift card, delivered directly to his or her email inbox (or home), which is redeemable at most online retailers. Panelists have the option to receive the Tango gift card or “donate” it back to the study so more people can participate.

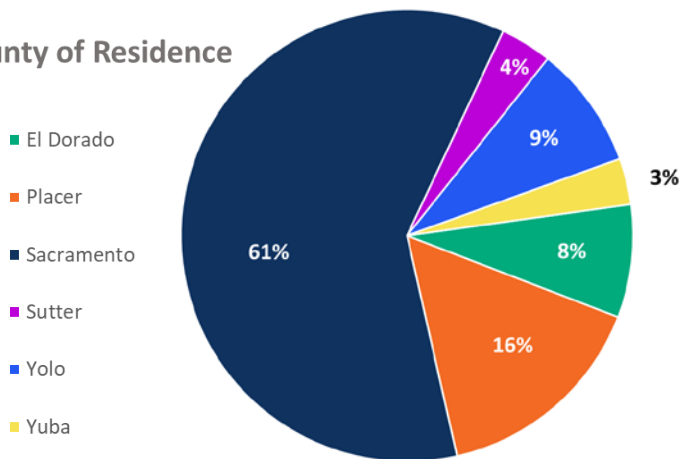
Survey Weighting and Analysis | For each survey, the weighting protocol proceeds in stages. First, the base weights are computed to reflect the various selection probabilities for respondents selected from different sampling frames. Second, we adjust for nonresponse and under-coverage by calibrating the base weights to known population-based control totals for gender and age, race/ethnicity,

education, income and county using a ‘raking’ process. The population benchmarks are obtained from the most recent Census Bureau’s American Community Survey 5-year estimates and Nielsen Claritas estimates. Finally, we “trim” the raked weights to reduce extreme values. The weighting process ensures that the responses from the panelists responding to the survey will statistically represent the demographics of the Greater Sacramento Valley.

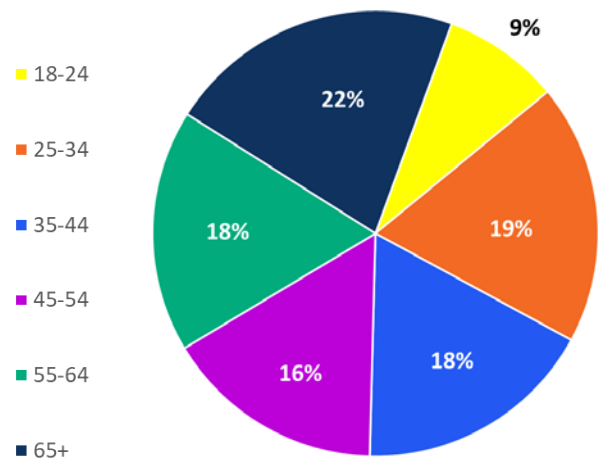
Surveys are analyzed by reporting out the percent of panelists (who are representative of the Greater Sacramento Valley) providing responses to the various questions. Survey results are also often broken down by panelist characteristics, such as gender, income levels, race, and other key demographic information. When the survey responses are broken down by these categories (or disaggregated into cross-tabulations), a statistical test is run to ensure that the differences among these groups are statistically significant (i.e., any differences are not the result of “noise” in the data).

Survey Respondents' Demographics and Geographic Profile

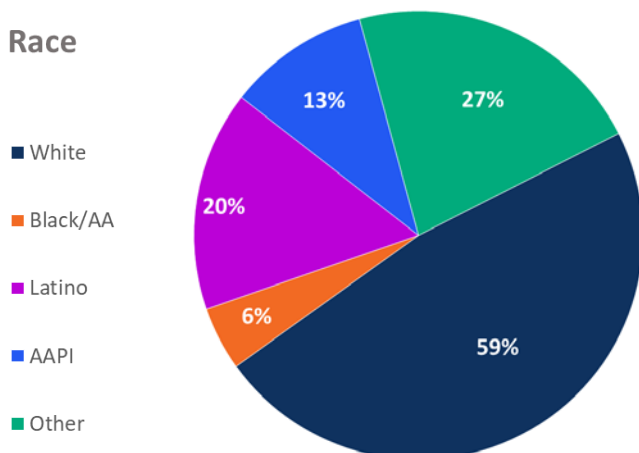
County of Residence



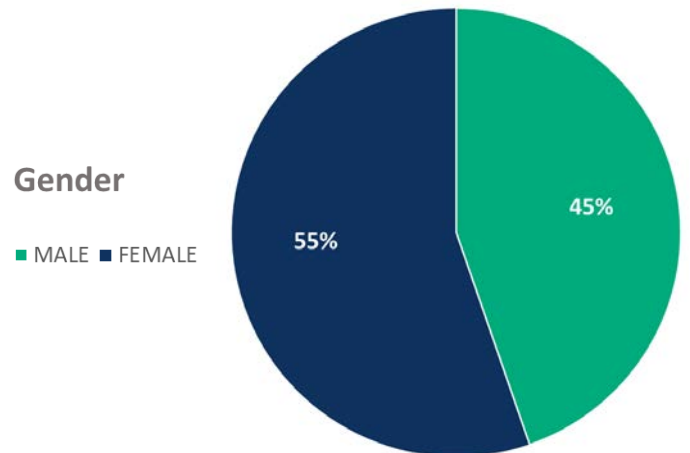
Age



Race

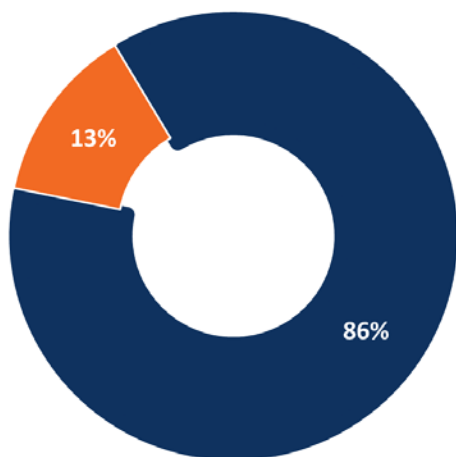


Gender



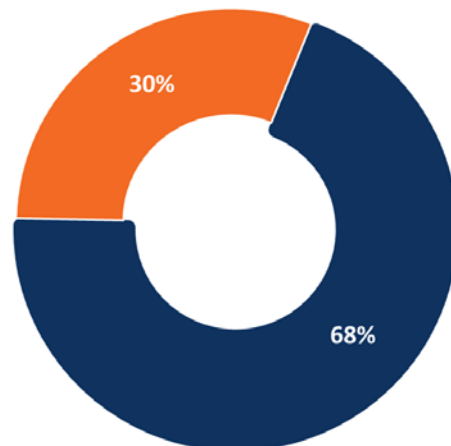
Student

- No
- Yes



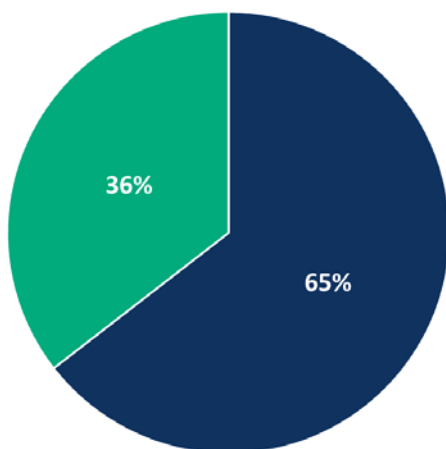
Participates in Assistance Program

- No
- Yes



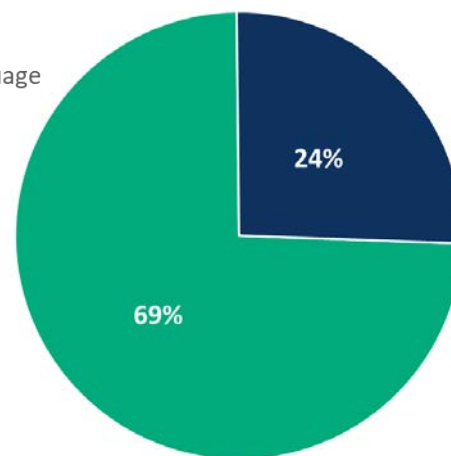
Children Under 18 in the Home

- No
- Yes

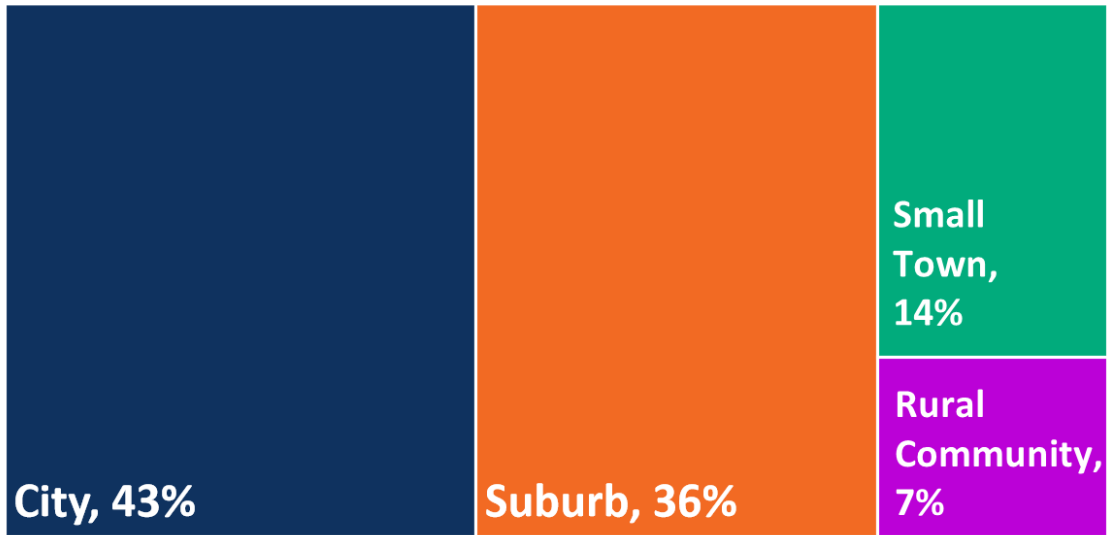


Speaks Language Other Than English

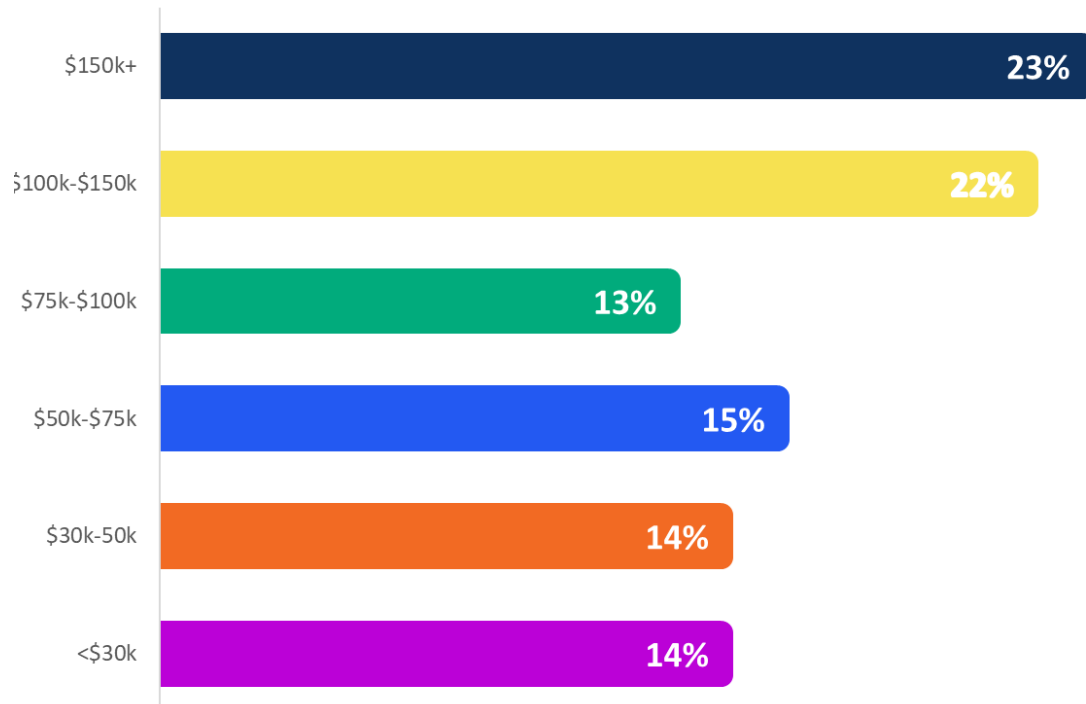
- English Only
- Other Language



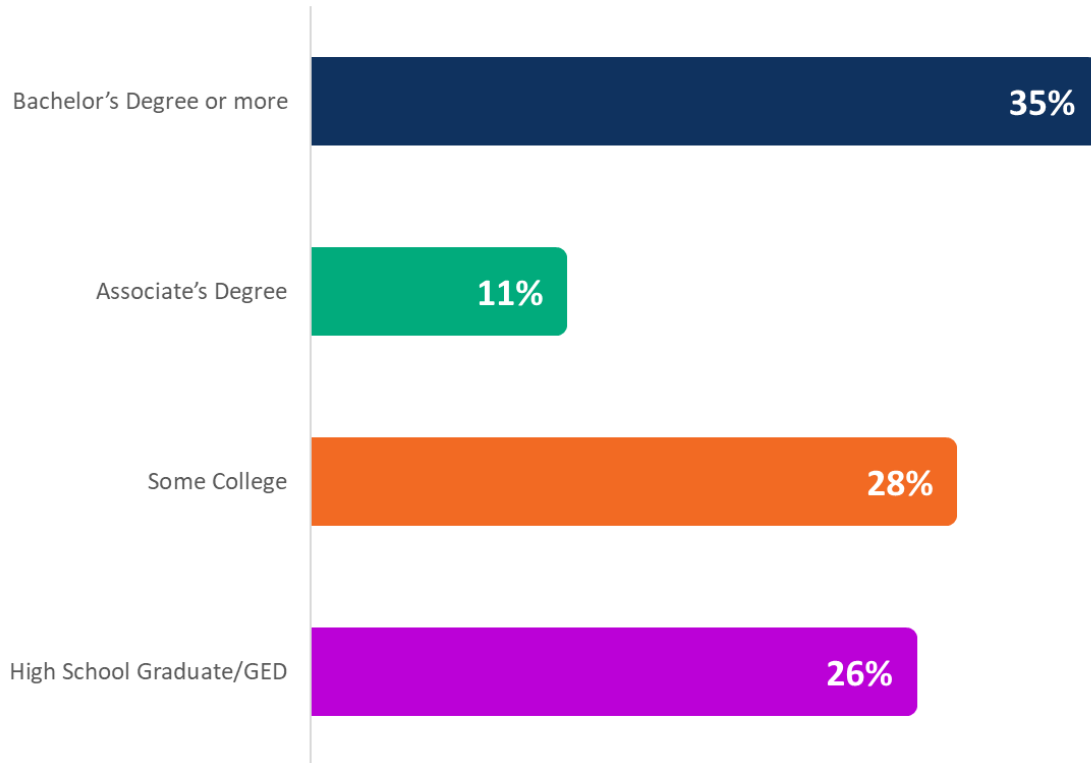
Lives in a...



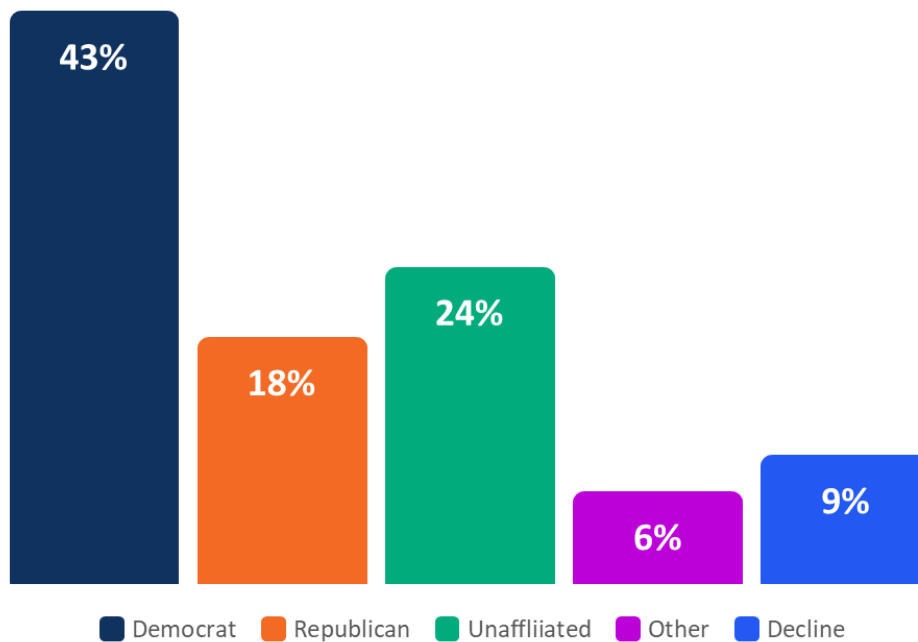
Household Income



Education Level



Political Party Affiliation (regardless of registration)





valley vision

valleyvision.org

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