

Ventura, CA

Community Survey

April - June 2026

Powered by  Zencity



Survey Methodology

The current cycle of the web-based Community Survey collected survey data between April - June 2026. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid zipcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

658 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

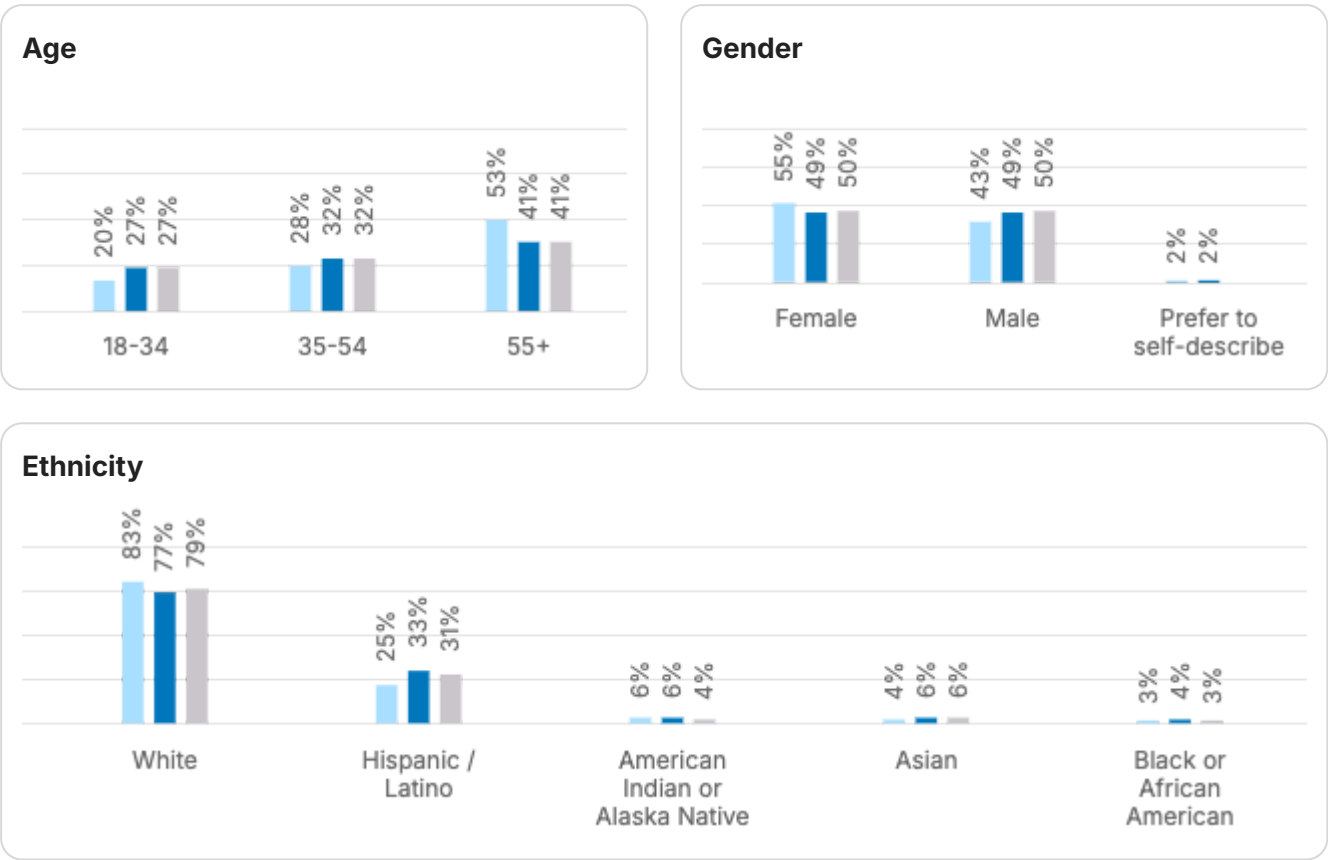
Sample Composition

658 valid respondents

Key

-  **Unweighted demographics** - What we collected, without adjustments
-  **Weighted demographics** - Our sample, adjusted to be representative of the population
-  **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.



Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Ventura residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

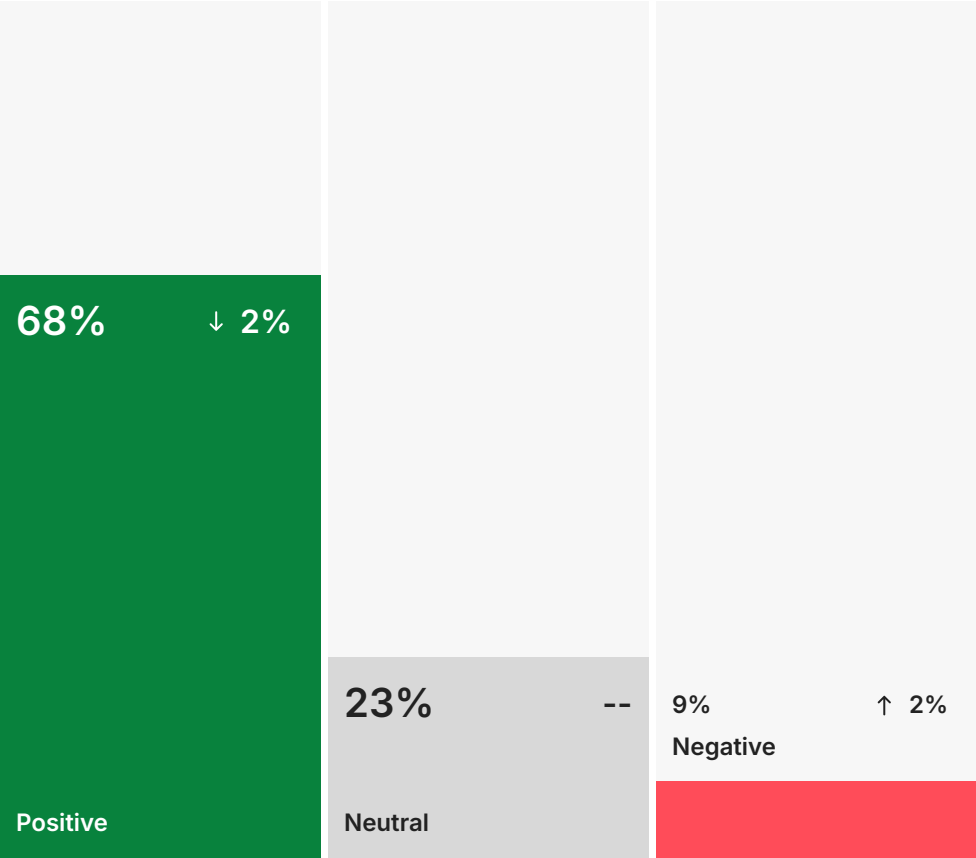
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Ventura?

68%

of 658 surveyed residents are
satisfied with the overall
quality of life in Ventura

↓ 2% vs. previous cycle

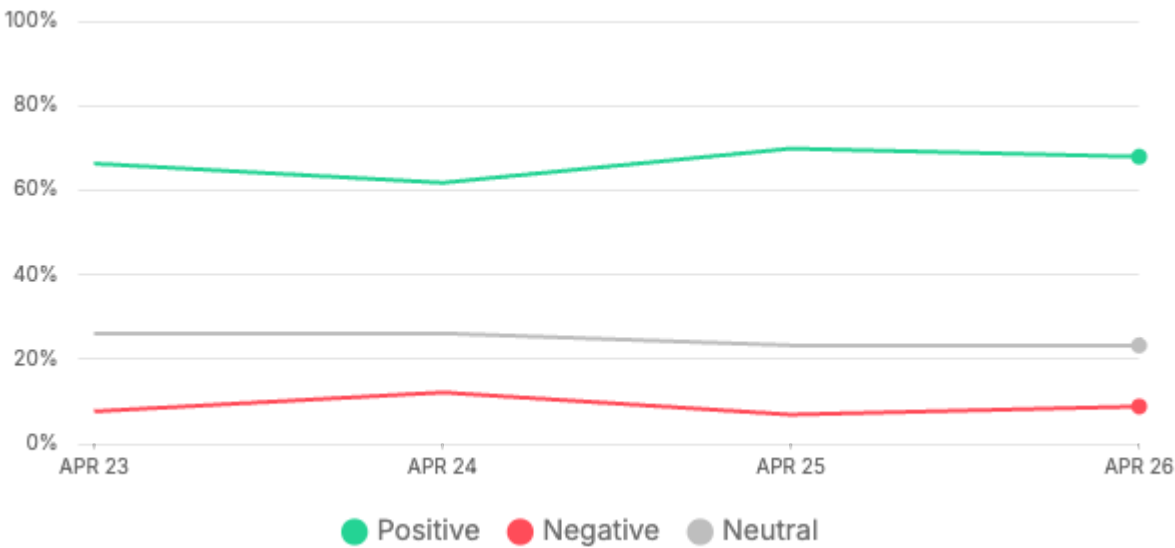


How is the overall quality of life in Ventura?

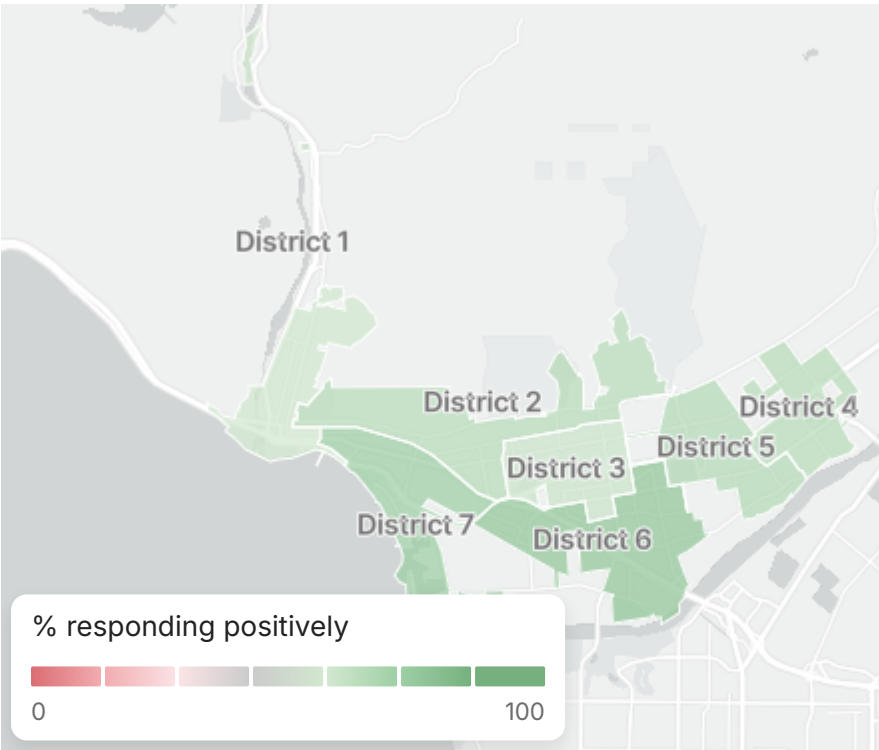
68% ↓ 2%

Neutral
23% · --

Negative
9% · ↑ 2%

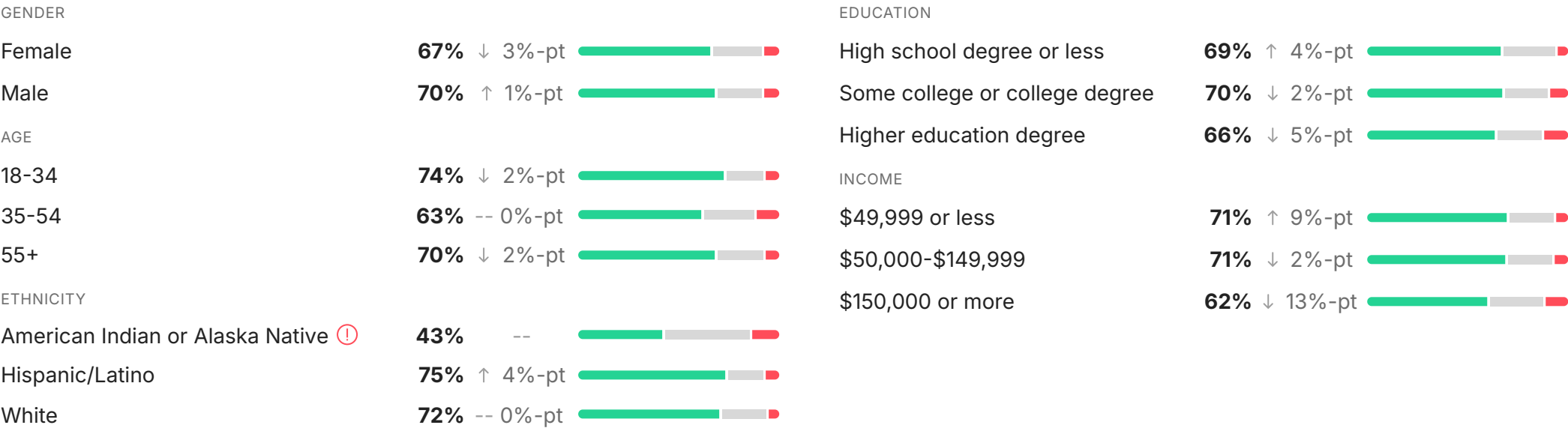


How is the overall quality of life in Ventura? | Geographic Breakdown



Area	Resident Satisfaction	
District 1	61% • ↓ 15%	
District 2	66% • ↑ 2%	
District 3	62% • ↓ 10%	
District 4	66% • ↓ 6%	
District 5	67% • ↑ 2%	
District 6	76% • ↓ 4%	
District 7	72% • ↑ 8%	

How is the overall quality of life in Ventura? | Demographic Breakdown



Other measures of satisfaction with life in Ventura

How likely are you to recommend
Ventura as a place to live?

61% --

Neutral

22% • --

Negative

17% • --

How likely are you to be living in
Ventura 5 years from now?

69% ↓ 1%

Neutral

14% • ↓ 1%

Negative

17% • ↑ 2%

Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of waste and recycling services	63% 27% 10%			- 0%	↓ 1%
Acceptance of residents of all backgrounds	61% 24% 15%			- 0%	↑ 1%
Availability of a variety of art and cultural events	58% 27% 15%			↑ 2%	↑ 3%
Quality of parks and recreational amenities	51% 28% 21%			↓ 3%	↑ 6%
Sense of overall safety	50% 29% 21%			↑ 3%	↑ 1%
Sense of community among residents	49% 31% 20%			↓ 4%	↑ 4%
Overall quality of services provided by Ventura	39% 36% 25%			↑ 1%	↑ 2%
Overall cleanliness and maintenance	38% 30% 31%			- 0%	↑ 1%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

NOTEWORTHY

SOMEWHAT NOTEWORTHY

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Availability of quality services for seniors	38%	36%	27%	↑ 3%	↓ 3%
Ease of getting around by public transportation	35%	27%	38%	↓ 2%	- 0%
Ability of residents to give input to the Ventura government	35%	31%	35%	↓ 1%	↑ 3%
Responsiveness of City government to residents' concerns	25%	30%	45%	- 0%	↓ 1%
Ease of the permit and zoning process	23%	28%	49%	↓ 2%	↓ 1%
Availability of jobs that pay a living wage	 15%	30%	55%	↓ 5%	↑ 3%
Availability of affordable housing	 11%	22%	66%	↓ 7%	- 0%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

 NOTEWORTHY

 SOMEWHAT NOTEWORTHY

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

Change Matrix Highlights

The Change Matrix showcases the questions with the largest changes from the previous cycle, highlighting the demographic groups and geographic areas contributing to these shifts.

Top Questions	Overall Score	Total Change	Ethnicity	Gender	Age	Geographic Area
Availability of affordable housing	11%	↓ -7%	Hispanic/Latino	Male	18-34	District 7
			↓ -11%	↓ -9%	↓ -19%	↓ -23%
Availability of jobs that pay a living wage	15%	-5%	Hispanic/Latino	Female	18-34	District 7
			↓ -16%	-5%	↓ -27%	↓ -19%
Sense of community among residents	49%	-4%	Hispanic/Latino	Female	18-34	District 3
			↓ -12%	-5%	↓ -13%	↓ -11%

Priority Matrix

The Priority Matrix helps prioritize community characteristics by plotting them based on resident satisfaction and their impact on quality of life.

X-axis (Satisfaction): How residents rated each community characteristic.

Y-axis (Impact on quality of life): How strongly each characteristic predicts overall quality of life (calculated using statistical analysis, not direct resident input).

The matrix divides all community characteristics into quadrants using median values for both satisfaction and impact scores, ensuring a balanced distribution across all four categories for strategic prioritization purposes.

Learn more [HERE](#)

High Impact Challenges (Low satisfaction, High impact)

These are lower satisfaction areas that significantly affect residents' lives and community well-being; as such, they are high-impact challenges that should be prioritized.



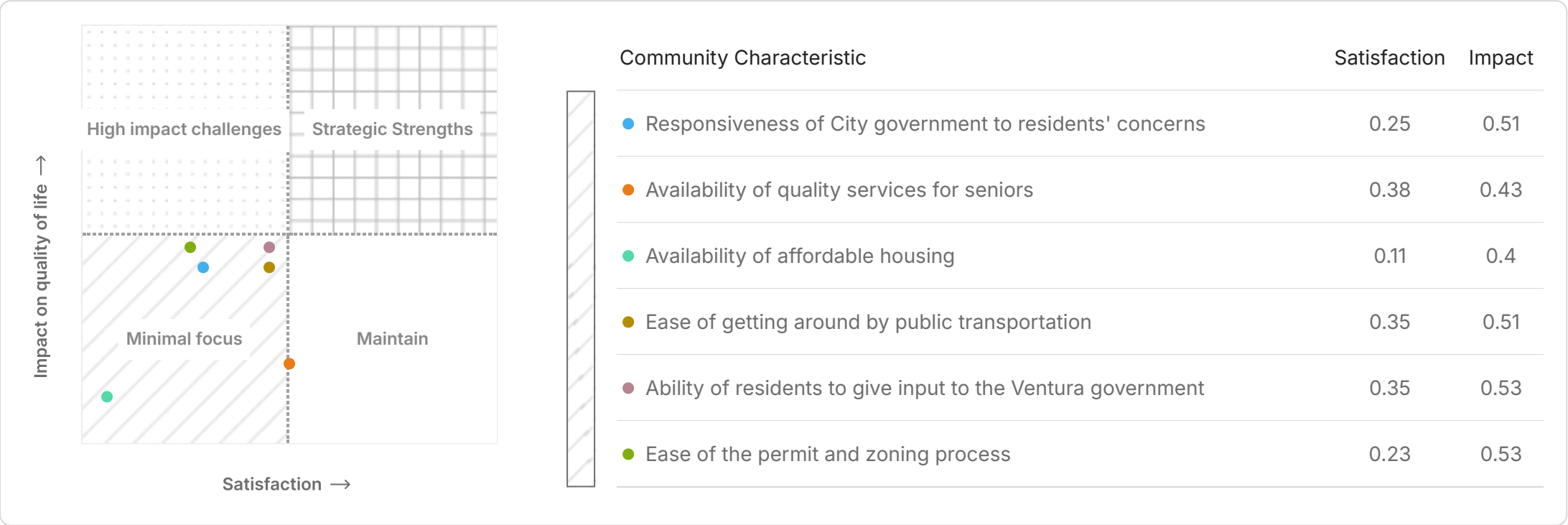
Strategic Strengths (High satisfaction, High impact)

These are characteristics that residents value highly and are satisfied with. Maintain or leverage these as community strengths.



Minimal Focus (Low satisfaction, Low impact)

These are lower satisfaction areas that do not strongly influence quality of life, suggesting a lower priority for investment unless specific strategic goals apply.



Maintain (High satisfaction, Low impact)

These are well-regarded characteristics with a smaller influence on the overall quality of life. While they can be maintained efficiently, they may warrant attention if they align with specific strategic goals.



Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

Availability of affordable housing

11% ↓ 7% 

Neutral 22% • ↑ 6% Negative 66% • --

 This result is noteworthy

AGE

18-34	21% ↓ 20%-pt	
35-54	12% ↑ 1%-pt	
55+	5% ↓ 2%-pt	

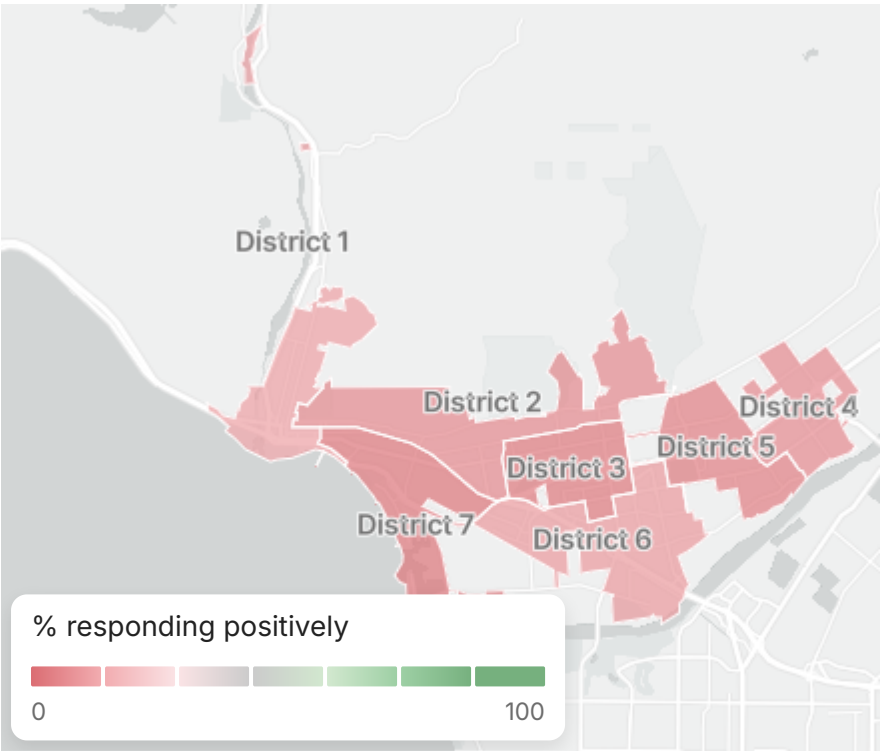
INCOME

\$49,999 or less	18% ↓ 2%-pt	
\$50,000-\$149,999	8% ↓ 12%-pt	
\$150,000 or more	12% ↓ 8%-pt	

ETHNICITY

American Indian or Alaska Native 	15% --	
Hispanic/Latino	18% ↓ 12%-pt	
White	10% ↓ 6%-pt	

Availability of affordable housing | Geographic Breakdown



AREA

District 1	21%	↑ 5%-pt	
District 2	11%	↓ 3%-pt	
District 3	4%	↓ 8%-pt	
District 4	12%	↓ 7%-pt	
District 5	7%	↓ 6%-pt	
District 6	18%	↓ 5%-pt	
District 7	3%	↓ 23%-pt	

Acceptance of residents of all backgrounds

61% --

Neutral
24% • ↓ 1%

Negative
15% • ↑ 1%

GENDER

Female 58% ↓ 5%-pt 

Male 64% ↑ 7%-pt 

AGE

18-34 57% ↓ 12%-pt 

35-54 62% ↑ 15%-pt 

55+ 65% -- 0%-pt 

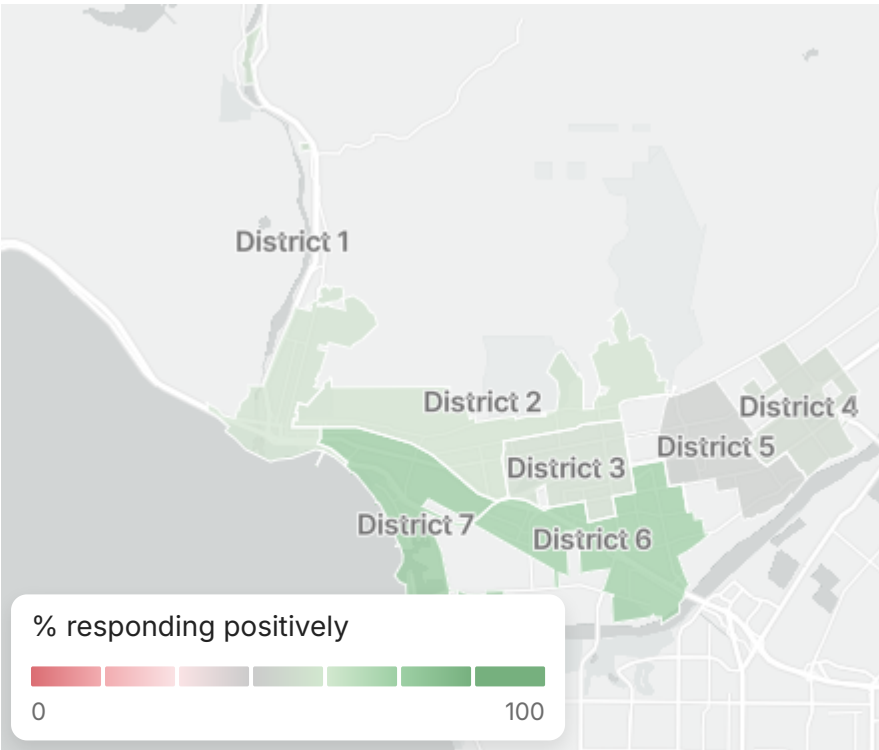
ETHNICITY

American Indian or Alaska Native  48% -- 

Hispanic/Latino 63% ↑ 1%-pt 

White 62% -- 0%-pt 

Acceptance of residents of all backgrounds | **Geographic Breakdown**



AREA		
District 1	58% ↓ 5%-pt	
District 2	59% ↓ 1%-pt	
District 3	55% ↓ 9%-pt	
District 4	53% ↓ 7%-pt	
District 5	48% ↓ 13%-pt	
District 6	72% ↑ 11%-pt	
District 7	74% ↑ 17%-pt	

Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Ventura's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

How we compare Ventura to other similar communities

Creating the cohorts

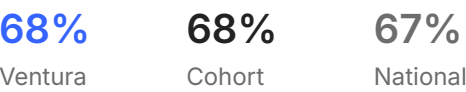
First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

The overall quality of life in Ventura is similar to its cohort and **higher** than the national score.



- Ventura
- Cohort
- ▲ National

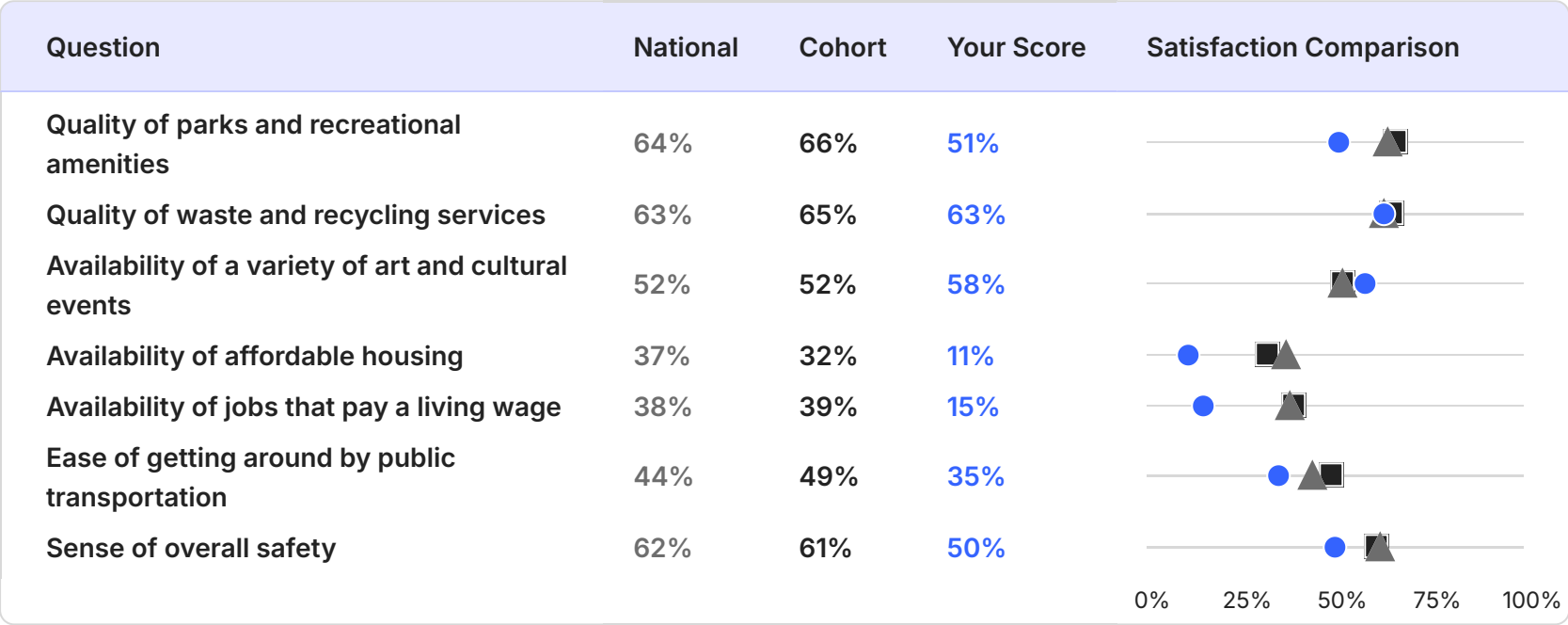
Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in Ventura?	67%	68%	68%	
How likely are you to recommend Ventura as a place to live?	64%	67%	61%	
How likely are you to be living in Ventura 5 years from now?	64%	64%	69%	

0%25%50%75%100%

Satisfaction with Life in Ventura

Breakdown by characteristic

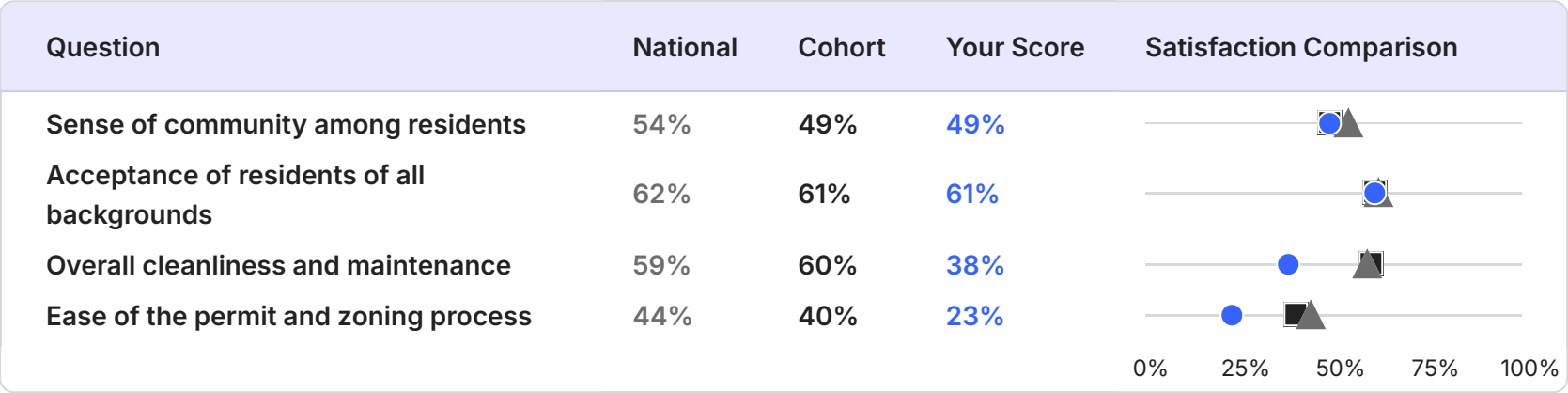
- Ventura
- Cohort
- ▲ National



Satisfaction with Life in Ventura

Breakdown by characteristic

- Ventura
- Cohort
- ▲ National



Free-Text Responses

Respondents were asked open-ended questions about what the Ventura government does well and how Ventura could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into

unique topics and subtopics for Ventura, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes

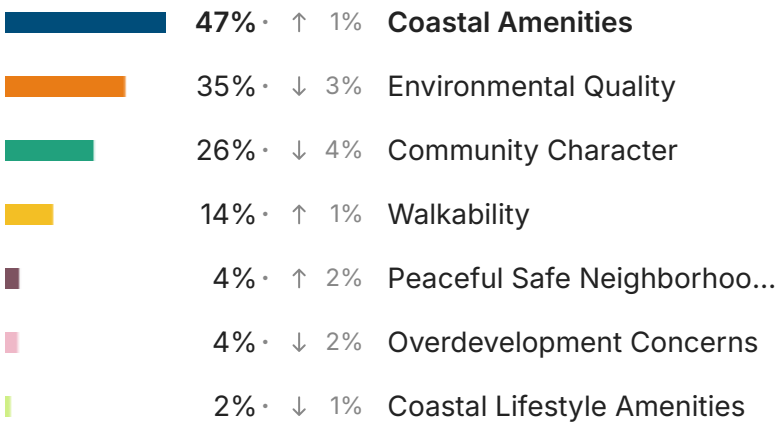
but claiming residency in Ventura), as well as responses collected through self-distribution efforts, are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:
What is your favorite thing about living in Ventura?

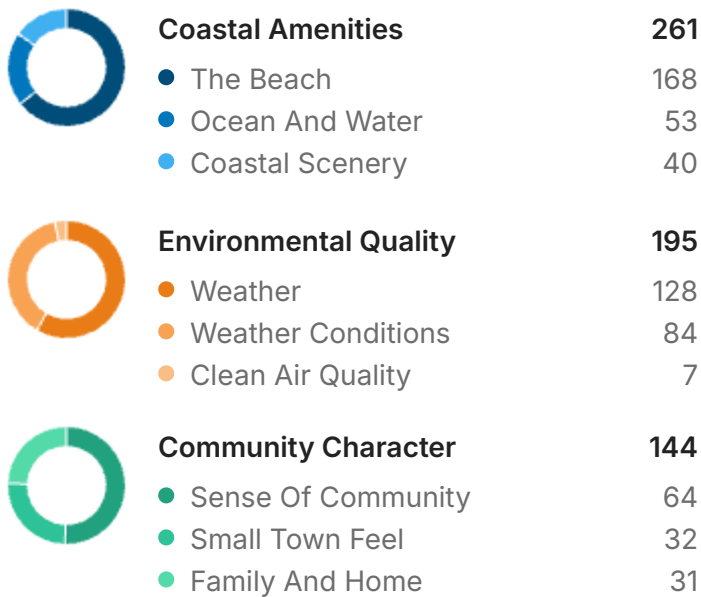
Most Common Topics

553 labeled responses out of 581



Top 3 Topics Breakdown

Number of responses by leading subtopic

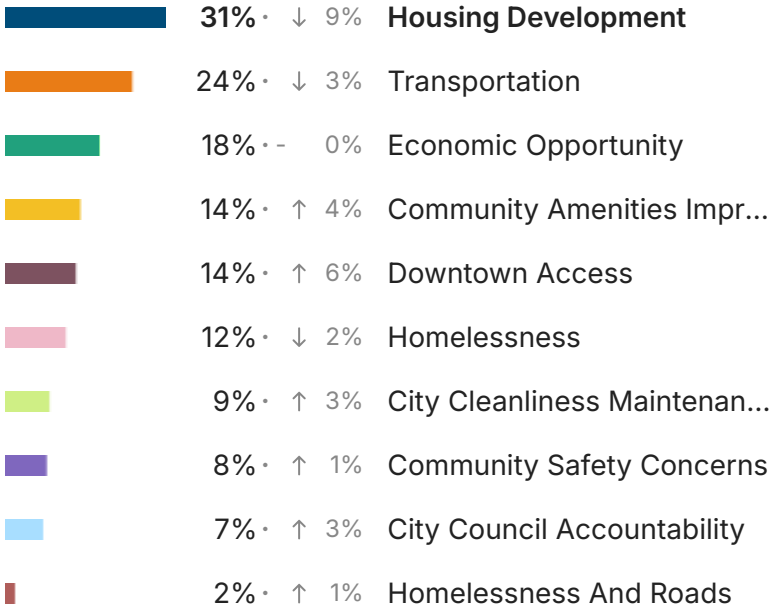


BETA

Question:
**What is the thing you
would most want to
change about life in
Ventura?**

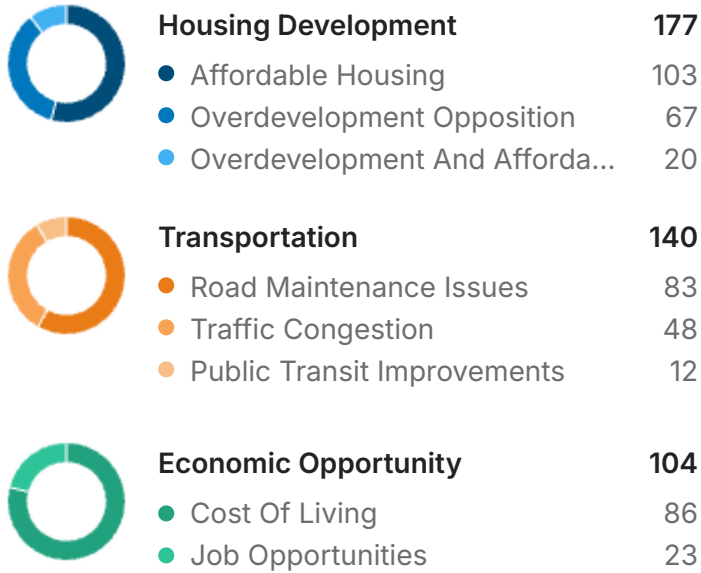
Most Common Topics

573 labeled responses out of 617



Top 3 Topics Breakdown

Number of responses by leading subtopic



Rotating Survey Section

The rotating survey section focuses on areas of interest each cycle and can be updated as new areas of interest emerge.

Do you agree or disagree with the following statement? The Ventura government operates in a way that is transparent and accountable to the public

26% --

Neutral
34% • ↓ 3%

Negative
40% • ↑ 3%

AGE

18-34	39%	↓ 11%-pt	
35-54	26%	↑ 6%-pt	
55+	18%	↑ 2%-pt	

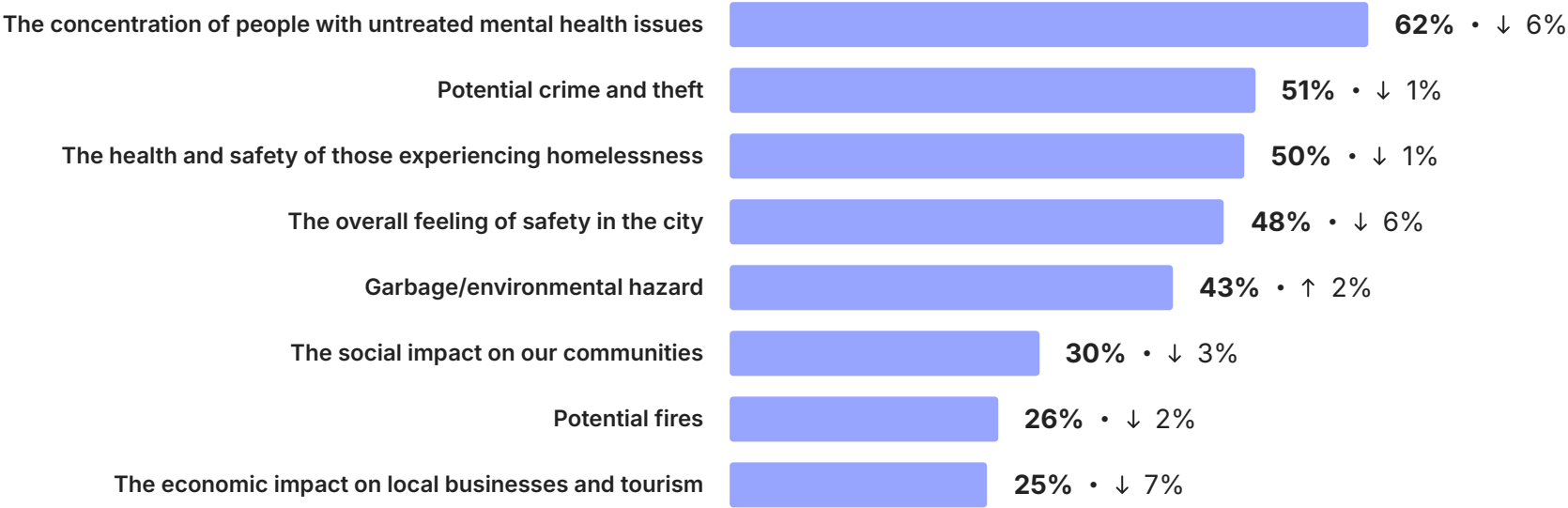
ETHNICITY

American Indian or Alaska Native	16%	--	
Hispanic/Latino	40%	-- 0%-pt	
White	25%	↓ 3%-pt	

GENDER

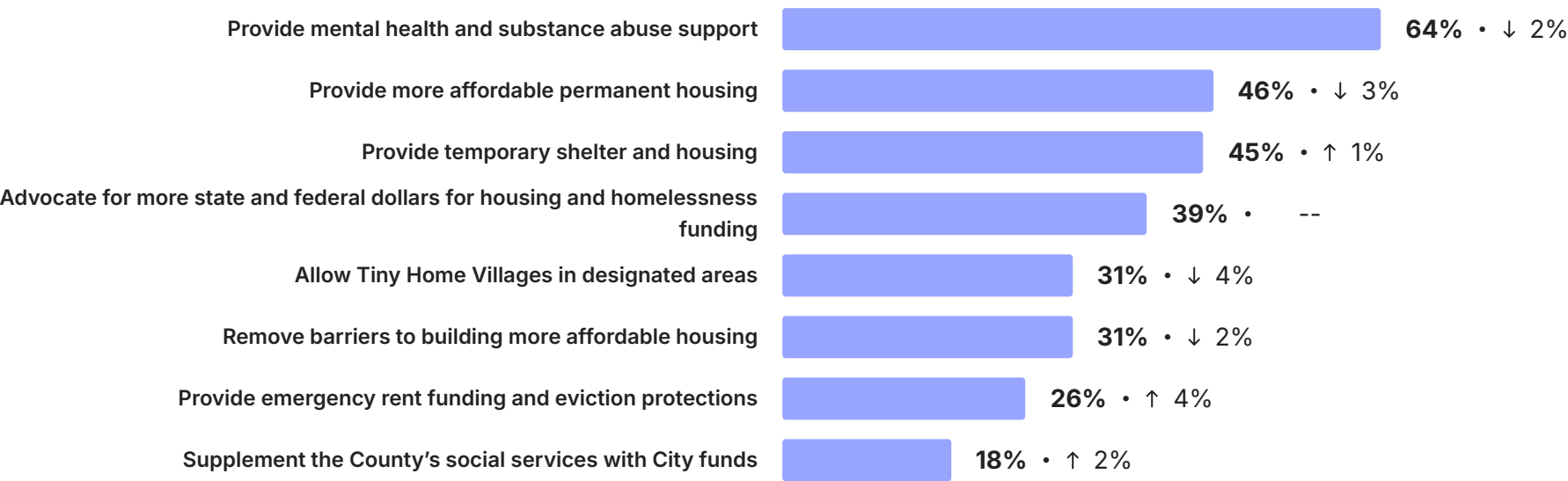
Female	25%	↑ 2%-pt	
Male	28%	↓ 1%-pt	

What are your top concerns associated with homelessness in Ventura?



To view the full question breakdown, visit your Zencity [dashboard](#)

In your opinion, what should be done in order to reduce the issue of homelessness locally in Ventura?



To view the full question breakdown, visit your Zencity [dashboard](#)

The Questionnaire

Questions	Choices
How is the overall quality of life in Ventura? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Ventura as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Ventura 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
Ability of residents to give input to the Ventura government	1 - 5 Scale (Poor - Excellent)
Responsiveness of City government to residents' concerns *	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)
Availability of a variety of art and cultural events	1 - 5 Scale (Poor - Excellent)
Availability of affordable housing	1 - 5 Scale

Questions	Choices
	(Poor - Excellent)
Availability of jobs that pay a living wage	1 - 5 Scale (Poor - Excellent)
Ease of getting around by public transportation	1 - 5 Scale (Poor - Excellent)
Sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale (Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Ease of the permit and zoning process	1 - 5 Scale (Poor - Excellent)
Availability of quality services for seniors	1 - 5 Scale (Poor - Excellent)

Questions	Choices
Overall quality of services provided by Ventura	1 - 5 Scale (Poor - Excellent)
What is your favorite thing about living in Ventura?	Open Ended
What is the thing you would most want to change about life in Ventura?	Open Ended
Do you agree or disagree with the following statement? The Ventura government operates in a way that is transparent and accountable to the public *	1 - 5 Scale (Strongly disagree - Strongly agree)
What are your top concerns associated with homelessness in Ventura? *	The overall feeling of safety in the city / The health and safety of those experiencing homelessness / The concentration of people with untreated mental health issues / The economic impact on local businesses and tourism / The social impact on our communities / Garbage/environmental hazard / Potential crime and theft / Potential fires / No concerns / Other
In your opinion, what should be done in order to reduce the issue of homelessness locally in Ventura? *	Provide more affordable permanent housing / Provide temporary shelter and housing / Allow Tiny Home Villages in designated areas / Provide mental health and substance abuse support / Supplement the County's social services with City funds / Advocate for more state and federal dollars for housing and homelessness funding / Provide emergency rent funding and eviction protections / Remove barriers to building more affordable housing / Other

Questions	Choices
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say

Questions	Choices
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000 to \$24,999 / \$25,000 to \$34,999 / \$35,000 to \$49,999 / \$50,000 to \$74,999 / \$75,000 to \$99,999 / \$100,000 to \$149,999 / \$150,000 to \$199,999 / \$200,000 to \$299,999 / \$300,000 or more / Prefer not to say



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