

**VILLAGE OF LOS RANCHOS  
PLANNING SURVEY  
JULY 2018**



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## METHODOLOGY

This research study was commissioned by the Village of Los Ranchos de Albuquerque to assess the attitudes and opinion of Village residents on topics relating to future planning. The survey was designed to uncover perceived needs in the community and residents' opinions on residential and commercial development.

### THE INTERVIEW

A random sample of 250 Village of Los Ranchos de Albuquerque residents was interviewed by telephone. Telephone numbers were generated from the emergency contact list which was provided by the Village. All interviews were conducted between June 22 and June 30, 2018.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument.

### MARGIN OF ERROR

A sample size of 250 at a 95% confidence level provides a maximum margin of error of approximately 6.2%. In theory, in 95 out of 100 cases, the results based on a sample of 250 will differ by no more than 6.2 percentage points in either direction from what would have been obtained by interviewing all residents of the Village of Los Ranchos de Albuquerque.

### SAMPLE BIAS

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

### THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include.

- Gender
- Ethnicity
- Age
- Household income
- Education attainment level
- Length of residency
- Children in the household
- Region/Quadrant (see page 72 for Quadrant map)

# EXECUTIVE SUMMARY

RESEARCH  
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## EXECUTIVE SUMMARY

The Village of Los Ranchos is a truly unique community given its serene setting and proximity to both the City of Albuquerque and the Rio Grande. Residents value their community's rural nature and agricultural history as indicated by the fact that nine-in-ten survey respondents agree with the statement that **agriculture is an important part of the Village's character and needs to be preserved** with 70% who *strongly agree*. Given the high quality of life they enjoy, it is to be expected that there is a segment of the population that is very resistant to change; however, most residents do feel there are some things that can be done to further enhance the Village without harming the qualities they hold dear.

When asked in an unaided, open-ended manner what are the three things that make Los Ranchos special, many positive attributes are mentioned, though residents are most apt to mention that it is rural (30%), followed by the friendly people (24%), greenery/trees (18%), peaceful (17%), open spaces (17%), and quietness (17%).

Two-thirds (68%) of residents surveyed describe Los Ranchos as being semi-rural, while approximately one-in-five (18%) residents believe Los Ranchos is rural and 12% describe the area as suburban. Not surprisingly, less than 1% feels Los Ranchos is urban.

### PERCEIVED NEEDS IN LOS RANCHOS

Residents were asked in an unaided, open-ended manner what they would like to change about Los Ranchos or could help improve the quality of life for residents. Nearly one-in-five residents (18%) say there is nothing that they would like to see changed, though 11% mention improving roads/street/highway conditions, 10% suggest finishing the construction on 4<sup>th</sup> Street, 8% say more restaurants are needed, 7% would like to have more things to do (in general) and 7% say they would like to see fewer speeding vehicles.

When asked (unaided) what types of businesses, stores, or other amenities they would like to see more of in Los Ranchos, nearly one-in-three residents (31%) mention restaurants, while 22% say they would like another grocery store and 11% mention a coffee shop. Many other suggestions were given, though none of these were cited by more than 5% of residents.

In addition to asking residents unaided/opened ended questions about what they would like to change about Los Ranchos and what types of businesses are needed, residents were asked a series of different closed-ended questions relating to housing, economic development, parks and recreation, shopping, transportation, and entertainment. These questions were designed to better understand residents' perceived needs for the Village. Residents were also asked about their participation in various activities within the Village.

### RESTAURANTS AND SHOPPING

When asked directly, nearly two-thirds of residents (64%) feel a **grocery store** is needed in the Village, compared to 24% who do not feel this is needed and 12% have mixed or neutral feelings. Furthermore, the majority (56%) of residents believe more **restaurants** are needed compared to 19% who disagree.

Just under two-fifths (39%) of residents believe Los Ranchos needs more **retail shops**, though 29% do not feel more shops are needed and 31% have neutral or mixed feelings.

The fact that most residents say more restaurants are needed is understandable in light of the fact that the majority of residents (53%) say they go out to eat in Los Ranchos *at least once a week*, with 11% who say they do so *multiple times a week*. Another 31% say they eat out in Los Ranchos *once or twice a month*.

Furthermore, nearly three-quarters of residents say they **shop in Los Ranchos** either *several times a week or more* (34%) or *at least once a week* (39%).

#### **PARKS AND RECREATION**

Many residents take advantage of the access they have to walking and biking trails in Los Ranchos. In fact, nearly half (45%) of the residents surveyed say they walk or bike in Los Ranchos for recreation *several times a week or more* and another 23% say they do so *at least once a week*.

Although most residents are taking advantage of the trails that are available, nearly three-fifths (59%) say **more walking or biking trails** are needed.

Furthermore, the majority of residents believe more **open space areas accessible to the public** (54%) and more **public parks** (52%) are needed in the Village.

It should also be noted that two-thirds of the residents surveyed feel Los Ranchos needs more **community events such as farmer's markets, and other types of festivals and gatherings** with 42% who say these are *seriously needed*. Community events score higher than any of the other attributes that were tested in the survey.

#### **AGRICULTURE AND FARMING**

As mentioned earlier, the vast majority of residents say agriculture is an important part of the Village's heritage and needs be preserved, though less than half (45%) believe Los Ranchos needs more **land for farming and raising animals** (28% do not feel more land should be devoted for these agricultural purposes).

The large majority of residents (64%) indicate that they raise farm animals or have a garden for their personal use and 22% say they use at least a portion of the property for agricultural purposes such as raising and selling farm animals and/or crops. Among residents' who live on an acre or more, 39% say they use at least a portion of their land for agricultural purposes such as raising and selling animals/crops.

#### **TRAFFIC AND TRANSPORTATION ISSUES**

When asked open-ended what residents would like to change about Los Ranchos, no single item jumped out above the others, though three of the top five responses did revolve around roads and traffic. When asked specifically, three-fifths of residents say **pedestrian friendly streets are needed** (31% say they are *seriously needed*) compared to 19% who do not feel this is a need.

Public transit does not appear to be heavily utilized in the Village. Just 11% of respondents indicate that they take public transportation *once a month or more*, though it should be noted that 20% of residents under the age of 50 and 20% of those living in Quadrant 2 say they use public transit at least once a month.

However, over one-third of the residents surveyed (35%) do believe that **more public transportation is needed to connect the Village with the Rail Runner and other public transit systems.**

#### **JOBS AND ECONOMIC DEVELOPMENT**

Over half (53%) of the residents surveyed believe more **employment opportunities** are needed in Los Ranchos, though 18% disagree and 22% have a neutral opinion. Residents with lower levels of household income and education are more apt to believe more employment opportunities are needed in the Village. Furthermore, 61% of those who currently work full-time say more employment opportunities are needed.

It is also observed that just under half (47%) of residents agree the **Village should encourage more tourism to Los Ranchos**, though 22% disagree. Seniors are more apt to oppose encouraging more tourism to the Village than be supportive (37% and 33%, respectively), whereas the majority (59%) of residents under the age of 50 are supportive of encouraging more tourism.

Just over half (52%) of residents agree the **Village should encourage younger families to move here**; however, 17% of residents disagree (a score of 1 or 2 on a 5-point scale) and 29% have neutral or mixed feelings.

#### **LAND DEVELOPMENT AND HOUSING**

While most residents are supportive of adding amenities such as restaurants and grocery stores, they tend to be weary of the addition of higher density housing and too much commercial development in the Village. When given two options and asked which is closer to their opinion, nearly half (49%) more closely believe the **Village should not support any more residential or commercial development and should focus on preserving things as they are now.** Approximately one-in-four residents (26%) more closely believe the **Village should support development by allowing houses to be built closer together and encourage more businesses to open where appropriate.**

Seniors (59%) are much more apt than those under the age of 50 (36%) to feel the Village should not support any more residential or commercial development and should focus on preserving things as they are now. Thirty-seven percent of those under the age of 50 believe the Village should support higher density housing and encourage more businesses to open where it is appropriate.

Furthermore, the majority (58%) of residents *disagree* that **undeveloped areas in Los Ranchos should be zoned to allow for greater housing density** with 38% who *strongly disagree*. One-in-four residents do believe the undeveloped areas should be zoned to allow for greater housing density.

Residents are also somewhat polarized when it comes to rental properties in that the plurality (42%) agree **residents should be allowed to add casitas or other types of housing on their property that could be rented**, but 35% disagree.

It is also observed that less than one-third (31%) of the residents surveyed believe Los Ranchos needs more **affordable housing units**. The plurality of residents (36%) does not believe the Village needs more affordable housing units.

Although residents are more likely to be opposed to the addition of affordable housing units, this may be somewhat attributable to the perception that affordable housing equals poor quality or low income homes. When given another set of paired statements, 37% of residents more closely agree that they would prefer **smaller sized homes located on smaller lots at various price points**, while 24% would prefer more **high-end homes that are located on bigger sized lots**. Fifteen percent of residents say they prefer *neither* type of development, while 10% say they would like to see *both types* of development and 9% say *it depends on the area*.

Many residents are clearly against the idea of higher density housing and/or commercial development in the Village, perhaps fearful this could lead to a deterioration of the qualities that make Los Ranchos special. However, residents may be supportive of developments that are located in appropriate areas and do not detract from the natural landscape or character of the community. Most residents (52%) do believe younger families should be encouraged to move into the community, but for that to happen there we would need to be more housing options available at price points that are attainable.

# SUMMARY OF RESULTS



## SUMMARY OF RESULTS

<b>TOP THREE THINGS THAT MAKE LOS RANCHOS SPECIAL</b>	
TOTAL SAMPLE (N=250) TOP 10 UNAIDED RESPONSES	
<b>RURAL</b>	<b>30%</b>
<b>FRIENDLY PEOPLE</b>	<b>24%</b>
<b>GREENERY/TREES</b>	<b>18%</b>
<b>PEACEFUL</b>	<b>17%</b>
<b>OPEN SPACES</b>	<b>17%</b>
<b>QUIET</b>	<b>17%</b>
<b>SMALL TOWN FEEL</b>	<b>13%</b>
<b>FARMLAND</b>	<b>10%</b>
<b>FARMER'S MARKET</b>	<b>6%</b>
<b>CRIME RATE IS LOW</b>	<b>6%</b>

<b>THREE THINGS YOU WOULD CHANGE OR IMPROVE IN LOS RANCHOS</b>	
TOTAL SAMPLE (N=250) TOP 9 UNAIDED RESPONSES	
<b>IMPROVE ROADS/STREETS/HIGHWAY CONDITIONS</b>	<b>11%</b>
<b>FINISH 4<sup>TH</sup> STREET CONSTRUCTION</b>	<b>10%</b>
<b>MORE RESTAURANTS</b>	<b>8%</b>
<b>MORE THINGS TO DO (IN GENERAL)</b>	<b>7%</b>
<b>FEWER SPEEDING VEHICLES</b>	<b>7%</b>
<b>MORE SHOPPING/RETAIL STORES</b>	<b>6%</b>
<b>LESS CRIME</b>	<b>6%</b>
<b>NOTHING IN PARTICULAR</b>	<b>18%</b>
<b>DON'T KNOW/WON'T SAY</b>	<b>6%</b>

When asked in an unaided, open-ended manner what are the three things that make Los Ranchos special, many positive attributes are mentioned, though residents are most apt to say it is rural (30%), followed by the friendly people (24%), greenery/trees (18%), peaceful (17%), open spaces (17%), and quiet (17%).

Other notable responses include the small town feel (13%), farmland (10%), the Farmer's Market (6%), and low crime (6%).

Residents were also asked in an unaided, open-ended manner what they would like to change about Los Ranchos or could help improve the quality of life for residents. Nearly one-in-five residents (18%) say there is nothing that they would like to see changed, though 11% mention improving roads/streets/highway conditions, 10% suggest finishing the construction on 4<sup>th</sup> Street, 8% say more restaurants are needed, 7% would like to have more things to do (in general), and 7% say they would like to see fewer speeding vehicles.

Many other changes/improvements were given though no single item was mentioned by more than 6%. A full list of responses can be found on page 29.

**AGE:** Residents under the age of 50 are more likely to offer suggestions of things they would like to change about Los Ranchos than are older residents. Notably, younger residents are more apt to mention restaurants (17%), more things to do-in general 17%, and less crime (14%).

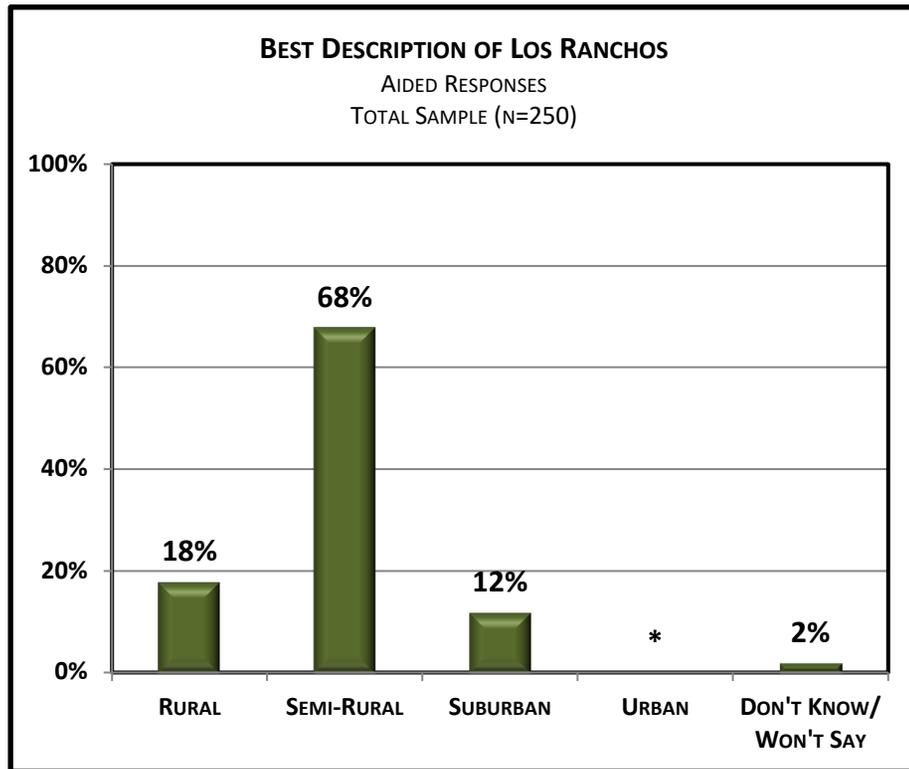
TYPES OF BUSINESSES, STORES OR OTHER AMENITIES YOU WOULD LIKE MORE OF IN LOS RANCHOS	
TOTAL SAMPLE (N=250) TOP 12 UNAIDED RESPONSES	
RESTAURANTS	31%
GROCERY STORE	22%
COFFEE SHOP	11%
HEALTH FOOD STORE (SPROUTS, TRADER JOE'S, WHOLE FOODS, ETC.)	7%
BANK	5%
CLOTHING STORE	5%
BAKERY/DELI/PRODUCE MARKET	4%
MORE SMALL/LOCALLY OWNED SHOPS	4%
HARDWARE STORE	4%
GAS STATION	4%
NONE/NOTHING AT ALL (NO GROWTH)	13%
DON'T KNOW/I CAN'T THINK OF ANYTHING	11%

When asked (unaided) what types of businesses, stores, or other amenities they would like to see more of in Los Ranchos, nearly one-in-three (31%) residents mention restaurants, while 22% say they would like another grocery store and 11% mention a coffee shop. Other suggestions include a health food store (7%), bank (5%), and clothing store (5%). A full list of suggestions can be found on page 30.

It should be noted that many residents either could not think of any types of businesses, stores, or other amenities they would like to see in Los Ranchos (11%) or say they do not want any growth (13%).

**AGE:** It should be noted that 37% of residents under the age of 65 say they would like to see more restaurants in the Village, compared to 21% of seniors. One-in-five seniors say there is nothing that they would like to see changed.

**INCOME:** Residents with higher levels of income are much more likely to want more restaurants (47% of those with a household income of \$150,000 or higher compared to 6% of those with incomes less than \$50,000).



\*LESS THAN 1% REPORTED.

When asked if Los Ranchos is best described as being rural, semi-rural, suburban, or urban, two-thirds (68%) of residents say Los Ranchos is semi-rural. Approximately one-in-five (18%) residents believe Los Ranchos is rural and 12% describe the area as suburban. Not surprisingly, less than 1% feels Los Ranchos is urban.

When asked in an unaided, open-ended manner why they characterize Los Ranchos as either being rural, semi-rural, suburban, or urban, 21% of respondents mention the country/rural setting, while 20% say there is a mix of farmland and residential, 17% say there are lots of farms/agriculture, 14% cite the mix of urban and rural, and 13% mention open spaces/parks.

It should be noted than among those who say Los Ranchos is **rural**, 40% say there are lots of farms and agriculture, while 33% mention the country/rural setting, and 20% cite the farming tradition in the area.

### UNDERLYING REASONS FOR DESCRIPTION OF LOS RANCHOS

TOTAL RESPONSES (N=245)  
 AMONG THOSE WHO DESCRIBED LOS RANCHOS AS  
 EITHER RURAL, SEMI-RURAL, SUBURBAN OR URBAN  
 TOP 12 UNAIDED RESPONSES

	TOTAL SAMPLE	RURAL	SEMI RURAL	SUBURBAN
COUNTRY/RURAL SETTING	21%	33%	20%	10%
MIX OF FARMLAND AND RESIDENTIAL	20%	19%	23%	7%
LOTS OF FARMS/AGRICULTURE	17%	40%	14%	3%
MIX OF URBAN AND RURAL	14%	-	13%	40%
OPEN SPACES/PARKS	13%	11%	16%	-
PEACEFUL/QUIET	11%	14%	7%	30%
FARMING HERITAGE	9%	20%	7%	5%
SMALL TOWN FEEL/ATMOSPHERE	9%	4%	9%	13%
CLOSE TO THE CITY	9%	-	8%	26%
PEOPLE HAVE FARM ANIMALS	9%	5%	11%	-
HORSES/EQUESTRIAN/STABLES	9%	10%	10%	-
AWAY FROM THE CITY	8%	11%	6%	10%

LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS (SUMMARY TABLE)							
TOTAL SAMPLE (N=250) RANKED BY HIGHEST PERCENTAGE "SERIOUSLY NEEDED"							
	SERIOUSLY NEEDED 5	4	3	2	NOT NEEDED AT ALL 1	DON'T KNOW	MEAN †
<b>MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKET AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS</b>	42%	25%	16%	8%	8%	1%	3.9
	67%			16%			
<b>A GROCERY STORE</b>	36%	28%	12%	7%	17%	1%	3.6
	64%			24%			
<b>PEDESTRIAN FRIENDLY STREETS</b>	31%	29%	20%	8%	11%	1%	3.6
	60%			19%			
<b>MORE WALKING AND BIKING TRAILS</b>	27%	32%	16%	10%	12%	3%	3.5
	59%			22%			
<b>MORE PUBLIC PARKS</b>	25%	27%	23%	12%	11%	2%	3.4
	52%			23%			
<b>MORE EMPLOYMENT OPPORTUNITIES</b>	25%	28%	22%	9%	9%	7%	3.6
	53%			18%			

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS (CONTINUED)							
(SUMMARY TABLE)							
TOTAL SAMPLE (N=250)							
RANKED BY HIGHEST PERCENTAGE "SERIOUSLY NEEDED"							
	SERIOUSLY NEEDED 5	4	3	2	NOT NEEDED AT ALL 1	DON'T KNOW	MEAN †
<b>MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC</b>	54%		23%	22%		1%	3.4
	25%	29%		10%	12%		
<b>MORE LAND FOR FARMING AND RAISING ANIMALS</b>	45%		25%	28%		2%	3.3
	23%	22%		14%	14%		
<b>MORE RESTAURANTS</b>	56%		24%	19%		2%	3.5
	21%	35%		10%	9%		
<b>MORE AFFORDABLE HOUSING UNITS</b>	31%		29%	36%		3%	2.9
	15%	16%		17%	19%		
<b>ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES)</b>	35%		24%	36%		5%	2.9
	14%	21%		10%	26%		
<b>MORE RETAIL SHOPS</b>	39%		31%	29%		1%	3.1
	12%	27%		15%	14%		

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Residents were read a list of different features that may or may not be needed within Los Ranchos and asked to rate how much they believe each one is needed using a 5-point scale where 5 is *seriously needed* and 1 is *not needed at all*.

Overall, residents are more apt to feel Los Ranchos needs more **community events such as farmer's markets, and other types of festivals and gatherings** as two-thirds (67%) rate this as a 4 or 5 on a 5-point scale (42% say these are *seriously needed*). Hispanic residents (71%) are more likely than Anglo residents (62%) to say more community events are needed.

Nearly two-thirds (64%) feel a **grocery store** is needed, compared to 24% who do not feel this is needed (a score of 1 or 2) and 12% have mixed or neutral feelings. Residents who live in Quadrant 1 (69%) and Quadrants 2 and 3 (66%) are more likely than those living in Quadrant 4 (54%) to say a grocery store is needed. Men (72%) are also more apt than women (57%) to feel a grocery store is needed.

Three-fifths of residents (73%) feel **pedestrian friendly streets are needed** (31% say they are *seriously needed*) compared to 19% who say this is not a need. Three-quarters of residents with a household income less than \$50,000 say more pedestrian friendly streets are needed.

Nearly three-fifths (59%) of residents say **more walking or biking trails** are needed. Just over one-in-five residents (22%) do not feel more walking and biking trails are needed. Residents with children under the age of 18 are more likely than those without children to feel more walking and biking trails are needed (70% and 55%, respectively). It should also be noted that 76% of residents living in Quadrant 2 say more trails are needed.

When asked specifically, the majority (56%) of residents believe more **restaurants** are needed (19% do not feel this is a need). Anglo residents (59%) are more apt than Hispanics (49%) to feel more restaurants are needed. Furthermore, those with children under the age of 18 (73%) are more inclined than those without children (50%) to feel there is a need for more restaurants. Residents in Quadrants 2 (64%), 4 (63%) and 3 (58%) are more likely than those in Quadrant 1 (38%) to say more restaurants are needed.

The majority of residents believe more **open space areas accessible to the public** (54%) and more **public parks** (52%) are needed in the Village. Residents with lower levels of household income are more likely than those with higher levels of income to say more public parks and accessible open space areas are needed. It should also be noted that those with children under the age of 18 (67%) are more likely than those without children (47%) to say more **public parks** are needed. And, 59% of residents in Quadrant 1 say more **public parks** are needed.

The majority (53%) also believe more **employment opportunities** are needed in Los Ranchos, though 18% disagree and 22% have a neutral opinion. Residents with lower levels of household income and education are more apt to believe more employment opportunities are needed in the Village. Furthermore, 61% of those who currently work full-time say more employment opportunities are needed.

Less than half (45%) of residents feel Los Ranchos needs more **land for farming and raising animals**, though 28% do not feel more land should be devoted for these agricultural purposes. Hispanic residents (52%) are more apt than Anglos (40%) to feel more land for farming and raising animals is needed.

Just under two-fifths (39%) of residents believe Los Ranchos needs more **retail shops**, though 29% do not believe more shops are needed and 31% have neutral or mixed feelings. Residents who have children under the age of 18 are more likely than those without children to believe more retail shops are needed (52% and 34%, respectively).

Over one-third (35%) of residents believe that Los Ranchos needs more **access to public transportation**, though 36% do not feel this is a need.

Finally, approximately one-in-three residents (31%) believe Los Ranchos needs more **affordable housing units**. However, the plurality of residents (36%) does not believe the Village needs more affordable housing units. Forty-three percent of those with a household income less than \$50,000 say more affordable housing units are needed compared to 19% of those earning \$150,000 and above. Women (37%) are more apt than men (24%) to feel more affordable housing is needed in the Village.

<b>LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS</b> (SUMMARY TABLE) TOTAL SAMPLE (N=250) COMBINED SCORED OF 4 AND 5 ON A 5 POINT SCALE				
	TOTAL SAMPLE	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
<b>MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKET AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS</b>	<b>67%</b>	79%	75%	46%
<b>A GROCERY STORE</b>	<b>64%</b>	69%	65%	58%
<b>PEDESTRIAN FRIENDLY STREETS</b>	<b>60%</b>	60%	65%	52%
<b>MORE WALKING AND BIKING TRAILS</b>	<b>59%</b>	65%	66%	45%
<b>MORE PUBLIC PARKS</b>	<b>52%</b>	63%	43%	52%
<b>MORE EMPLOYMENT OPPORTUNITIES</b>	<b>53%</b>	64%	53%	44%
<b>MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC</b>	<b>54%</b>	51%	60%	48%
<b>MORE LAND FOR FARMING AND RAISING ANIMALS</b>	<b>45%</b>	36%	51%	48%
<b>MORE RESTAURANTS</b>	<b>56%</b>	<b>71%</b>	<b>57%</b>	<b>38%</b>
<b>MORE AFFORDABLE HOUSING UNITS</b>	<b>31%</b>	33%	22%	38%
<b>ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES)</b>	<b>35%</b>	38%	42%	25%
<b>MORE RETAIL SHOPS</b>	<b>39%</b>	47%	34%	37%

The table above shows the percentage of residents who rated each of the items tested as being a need in Los Ranchos as indicated by combined score of 4 and 5. Residents under the age of 50 tend to be more likely than seniors to feel many of the features tested are needed in Los Ranchos. For example, 71% of those under the age of 50 believe restaurants are needed compared to 57% of those between the ages of 50 to 64, and 38% of seniors. Younger residents are also much more apt to say employment opportunities (64%) and public parks (63%) are needed, though are less apt to feel more land for farming and raising animals is needed.

FREQUENCY OF DOING VARIOUS ACTIVITIES (SUMMARY TABLE)					
TOTAL SAMPLE (N=250)					
RANKED BY HIGHEST PERCENTAGE "SEVERAL TIMES PER WEEK OR MONTH"					
	SEVERAL TIMES PER WEEK OR MORE	AT LEAST ONCE PER WEEK	ONCE OR TWICE A MONTH	RARELY OR NEVER	DON'T KNOW
<b>WALK OR BIKE IN LOS RANCHOS FOR RECREATION</b>	<b>45%</b>	<b>23%</b>	<b>13%</b>	<b>17%</b>	<b>2%</b>
<b>SHOP IN LOS RANCHOS</b>	<b>34%</b>	<b>39%</b>	<b>15%</b>	<b>11%</b>	<b>1%</b>
<b>GO OUT TO EAT IN LOS RANCHOS</b>	<b>11%</b>	<b>42%</b>	<b>31%</b>	<b>15%</b>	<b>1%</b>
<b>WALK OR BIKE TO WORK</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>	<b>82%</b>	<b>7%</b>
<b>TAKE PUBLIC TRANSIT</b>	<b>1%</b>	<b>4%</b>	<b>6%</b>	<b>83%</b>	<b>6%</b>

As shown in the table above, nearly half (45%) of Los Ranchos residents say they **walk or bike in Los Ranchos for recreation** *several times a week or more*, while 23% say they do so at least *once a week*. Younger residents, Anglos, and those with higher levels of household income and education tend to walk or bike recreationally more frequently than others.

Approximately one-in-three residents say they **shop in Los Ranchos** *several times a week or more*, while 39% shop in the Village about *once a week* and another 15% do so *once or twice a month*.

Approximately one-in-ten residents (11%) say they **go out to eat** in Los Ranchos *several times a week or more*, while 42% say they do so *at least once a week* and another 31% say they eat out in Los Ranchos *once or twice a month*. Interestingly, 19% of seniors say they go out to eat in Los Ranchos *several times a week* compared to just 3% of those under the age of 50, though 61% of these younger residents say they do so *at least once a week*.

Relatively few residents (11%) say they **walk or bike to work** with only 6% saying they do so *once a week or more*. In total, 16% of those who work full or part-time say they walk or bike to work at least once or twice a month

Eleven percent of respondents indicate that they **take public transportation** once a month or more; though the vast majority (83%) says they *rarely or never* do so. It should be noted that 20% of residents under the age of 50 and 20% of those living in Quadrant 2 say they use public transit at least once a month. Among those who work outside the home, 14% take public transit as least once a month.

LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS (SUMMARY TABLE)								
TOTAL SAMPLE (N=250) RANKED BY HIGHEST PERCENTAGE "STRONGLY AGREE"								
	STRONGLY AGREE				STRONGLY DISAGREE		DON'T KNOW	MEAN †
	5	4	3	2	1			
<b>AGRICULTURE IS AN IMPORTANT PART OF THE VILLAGE'S CHARACTER AND NEEDS TO BE PRESERVED</b>	90%		7%		2%		-	4.6
	70%	20%		1%	1%			
<b>THE VILLAGE SHOULD ENCOURAGE YOUNGER FAMILIES TO MOVE HERE</b>	52%		29%		17%		2%	3.5
	24%	28%		10%	7%			
<b>RESIDENTS SHOULD BE ALLOWED TO ADD CASITAS OR OTHER TYPES OF HOUSING ON THEIR PROPERTY THAT COULD BE RENTED</b>	42%		20%		35%		2%	3.1
	23%	19%		15%	20%			
<b>THE VILLAGE SHOULD ENCOURAGE MORE TOURISM TO LOS RANCHOS</b>	47%		32%		22%		-	3.4
	21%	26%		12%	10%			
<b>THE PUBLIC SCHOOLS LOCATED IN LOS RANCHOS PROVIDE GOOD QUALITY EDUCATION</b>	37%		17%		11%		36%	3.6
	21%	16%		5%	6%			
<b>MORE PUBLIC TRANSPORTATION IS NEEDED TO CONNECT THE VILLAGE WITH THE RAIL RUNNER AND OTHER PUBLIC TRANSIT SYSTEMS</b>	34%		28%		35%		3%	3.0
	14%	20%		17%	18%			
<b>UNDEVELOPED AREAS IN LOS RANCHOS SHOULD BE ZONED TO ALLOW FOR GREATER HOUSING</b>	25%		15%		58%		1%	2.3
	6%	19%		20%	38%			

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Residents were asked to rate how strongly they either agree or disagree with various statements relating to Los Ranchos using a 5-point scale where 5 is *strongly agree* and 1 is *strongly disagree*.

Nine-in-ten residents agree (a score of 4 or 5) that **agriculture is an important part of the Village's character and needs to be preserved** with 70% who *strongly agree*.

Just over half (52%) of residents agree the **Village should encourage younger families to move here**; however, 17% of residents disagree (a score of 1 or 2) and 29% have neutral or mixed feelings. Interestingly, Anglo residents (57%) are more likely than Hispanics (40%) to support having more younger families move to the Village. No significant differences are observed when it comes to age, though not surprisingly, the majority (68%) of those with children under the age of 18 are supportive.

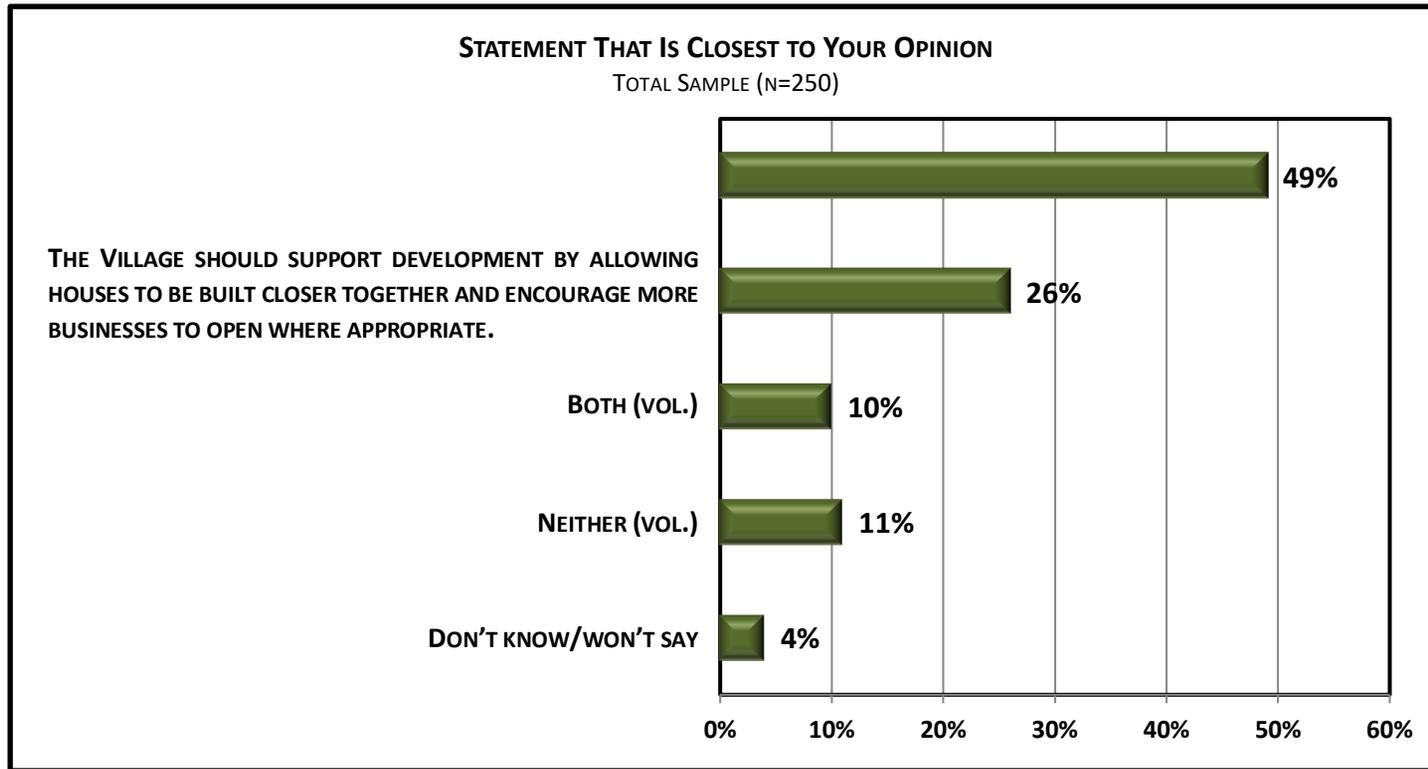
Just under half (47%) of residents agree the **Village should encourage more tourism to Los Ranchos**, though 22% disagree. Seniors are more apt to oppose encouraging more tourism to the Village than be supportive (37% and 33%, respectively), whereas the majority (59%) of residents under the age of 50 are supportive of the idea. Anglo residents (51%) are more apt than Hispanics (37%) to say more tourism should be encouraged.

Residents are somewhat polarized when it comes to allowing rental property additions. While 42% agree **residents should be allowed to add casitas or other types of housing on their property that could be rented**, 35% disagree. Hispanic residents (55%) are much more likely than Anglos (39%) to support the idea of allowing these types of rental additions. Furthermore, younger residents and those with children in the household are more likely to be supportive.

Thirty-seven percent of residents agree the **public schools in Los Ranchos provide good quality education** compared to 11% who disagree. It is important to note that many residents (36%) have no opinion as to the quality of education provided by schools in the Village. Among residents with children under the age of 18, 50% agree the local public schools provide quality education compared to 13% who disagree.

Residents are also polarized on the suggestion that **more public transportation is needed to connect the Village with the Rail Runner and other public transit systems**, as 34% agree more public transit is needed and 35% disagree, while 28% have a neutral opinion.

The majority (58%) of residents *disagree* that **undeveloped areas in Los Ranchos should be zoned to allow for greater housing density** with 38% who *strongly disagree*. One-in-four residents do believe the undeveloped areas should be zoned to allow for greater housing density. Residents under the age of 50 (42%), those with children under the age of 18 (37%), and Hispanics (37%) are more likely than others to feel underdeveloped areas should be zoned to allow for greater housing density.

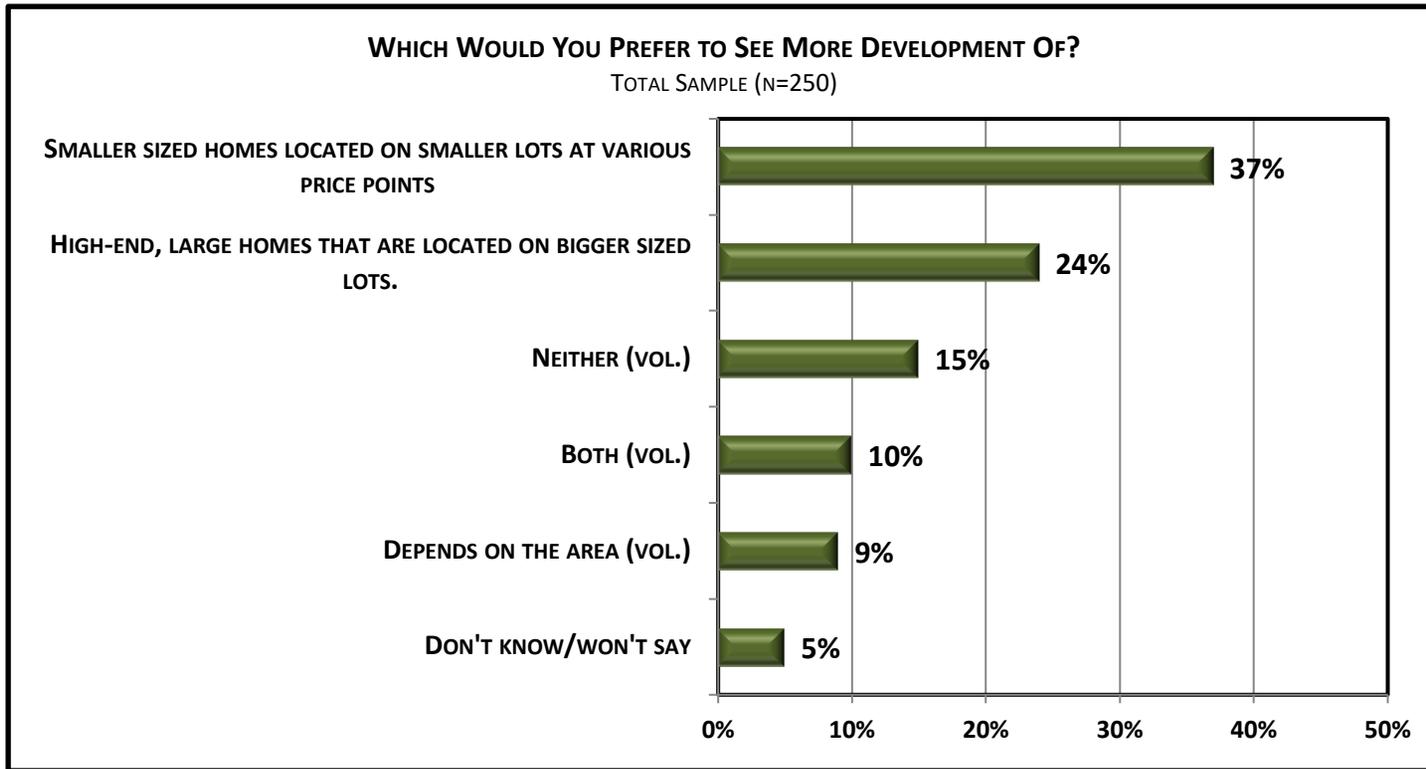


When asked which of two statements is closer to their personal opinion, nearly half (49%) of the residents surveyed more closely believe the **Village should not support any more residential or commercial development and should focus on preserving things as they are now.** Approximately one-in-four residents (26%) more closely believe the **Village should support development by allowing houses to be built closer together and encourage more businesses to open where appropriate.**

One-in-ten residents agree with *both* statements, while 11% say they do not agree with *either* statement.

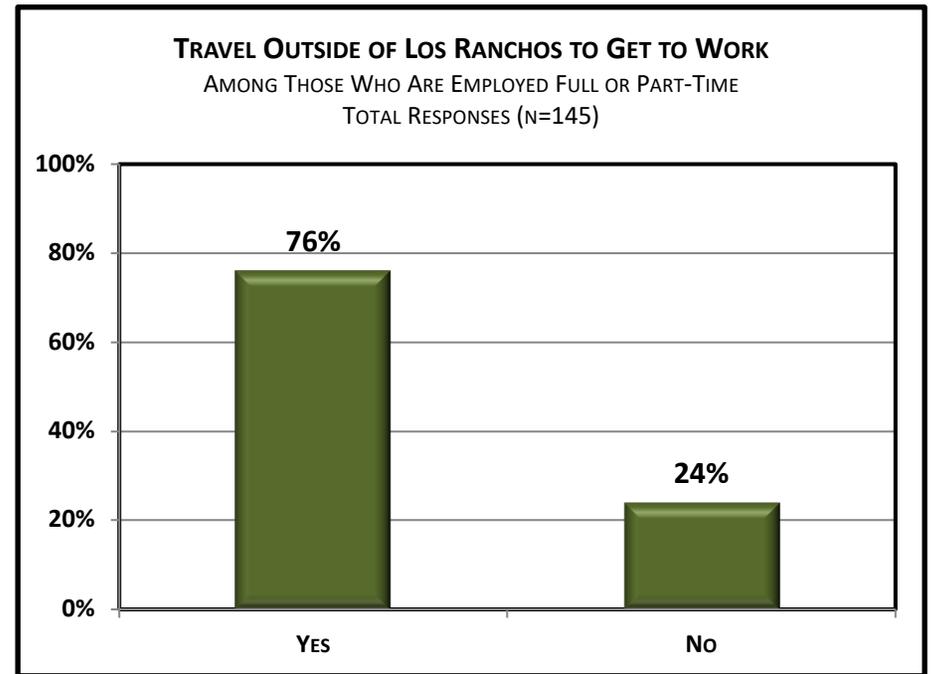
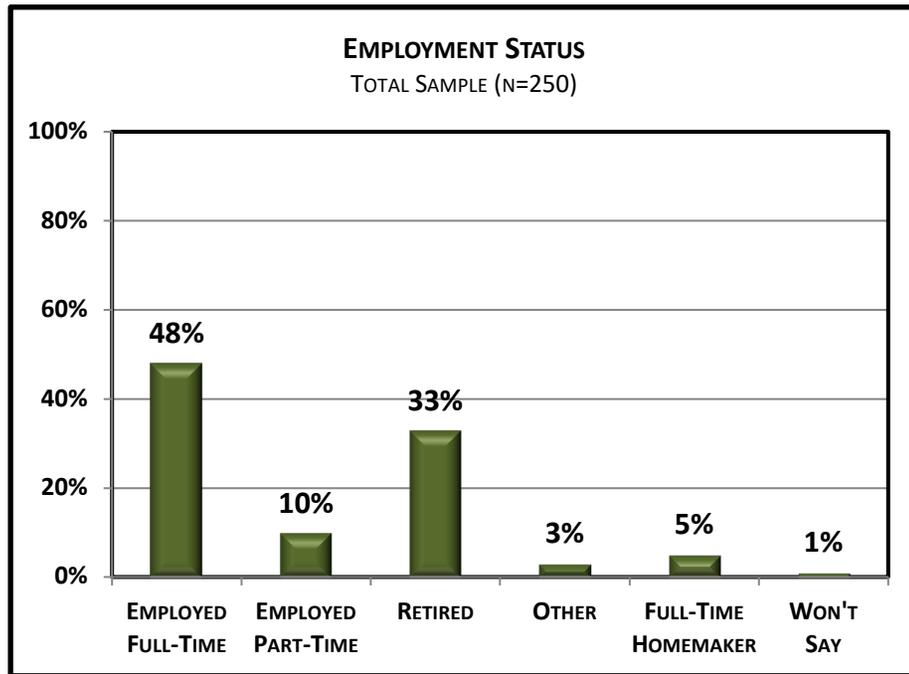
Interestingly, 62% of Hispanic residents more closely agree the **Village should not support any more residential or commercial development and should focus on preserving things as they are now,** compared to 41% of Anglo residents.

Seniors (59%) are much more apt than those under the age of 50 (36%) to feel the **Village should not support any more residential or commercial development and should focus on preserving things as they are now.** Thirty-seven percent of those under the age of 50 believe the Village should support higher density housing and commercial development where it is appropriate.



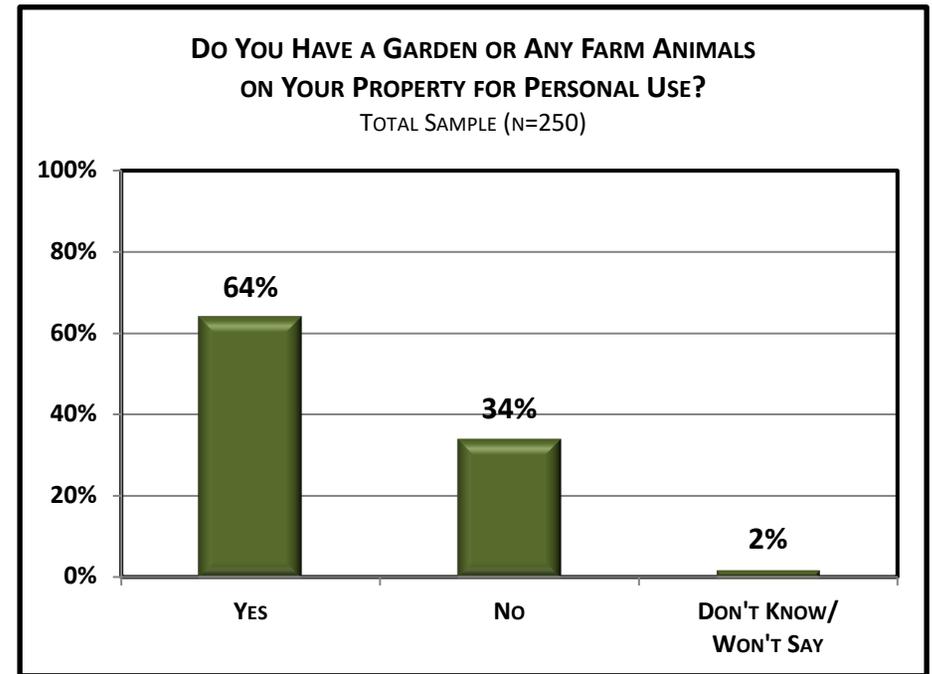
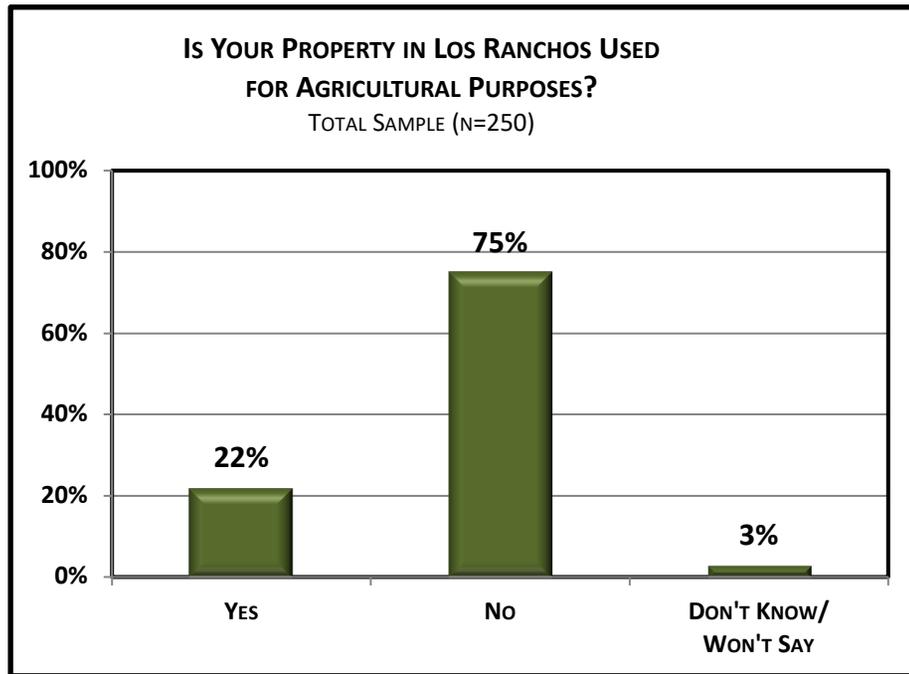
When given another set of paired statements, 37% of residents more closely agree that they would prefer **smaller sized homes located on smaller lots at various price points**, while 24% would prefer more **high-end homes that are located on bigger sized lots**. Fifteen percent of residents say they prefer *neither* type of development, while 10% say they would like to see *both types* of development and 9% say *it depends on the area*.

Not surprisingly, the majority (54%) of those with a household income less than \$50,000 would like to see the development of smaller sized homes on smaller lots with different price points, while the plurality (44%) of those with income of \$150,000 or higher would like to see more high-end homes on larger lots.



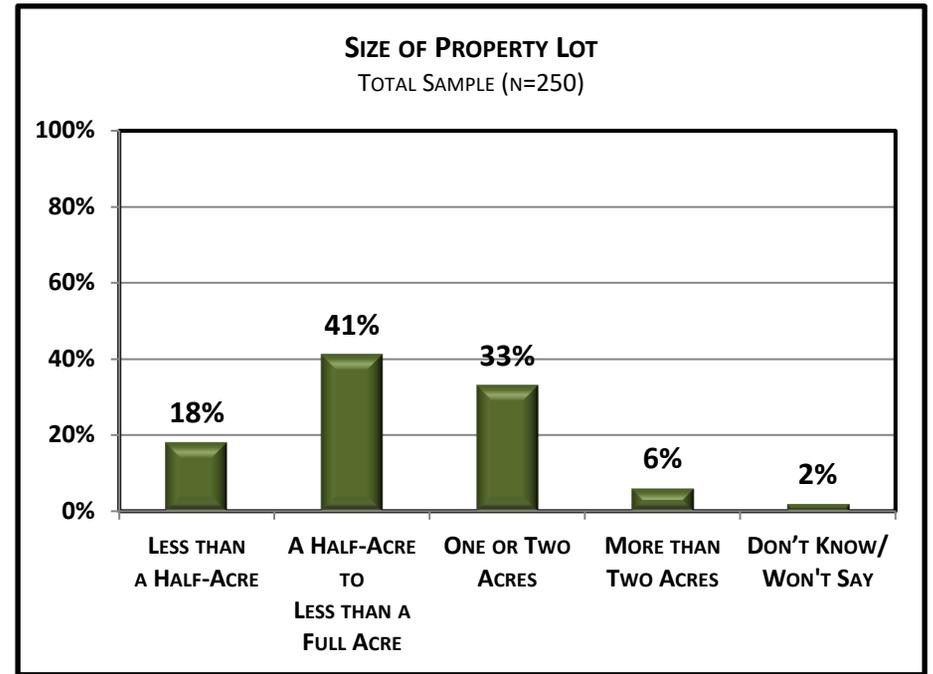
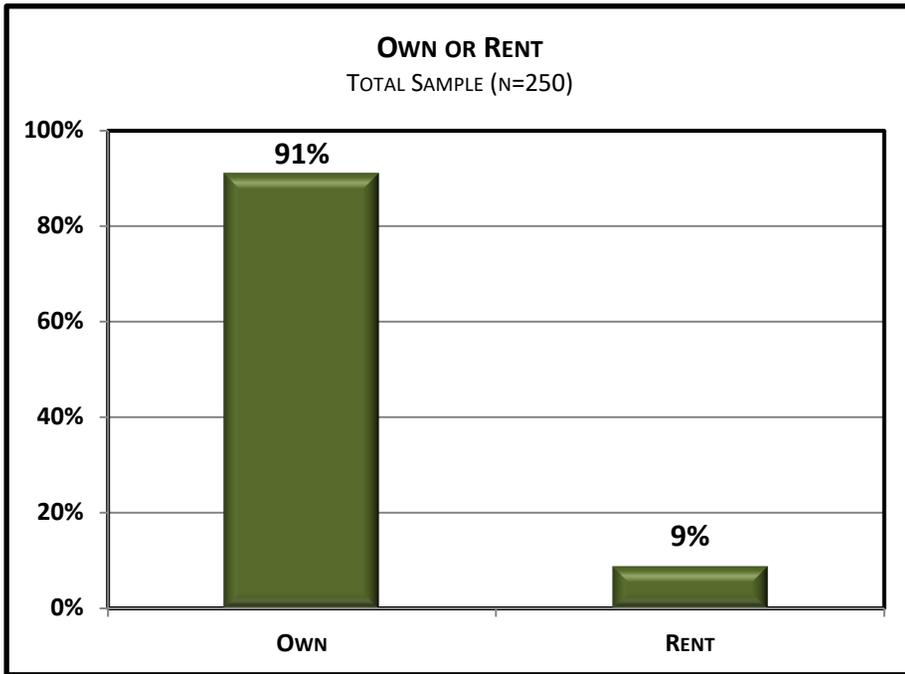
The majority of residents surveyed either work full-time (48%) or part-time (10%), while 33% are retired. Sixty-four percent of the male respondents say they work full-time compared to 34% of female residents. Seventy-seven percent of those under the age of 50 and 55% of those between the ages of 50 to 64 work full-time compared to 11% of the seniors. Hispanic residents (53%) are also more likely than Anglos (42%) to be employed full-time.

Three-in-four (76%) residents who work outside the home say their place of employment is outside of Los Ranchos.

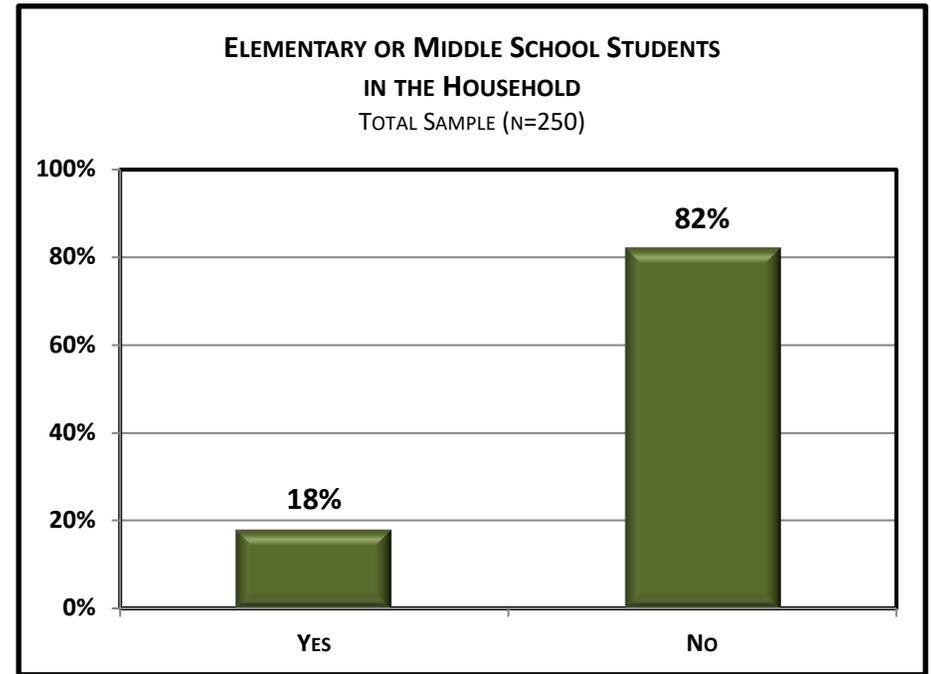
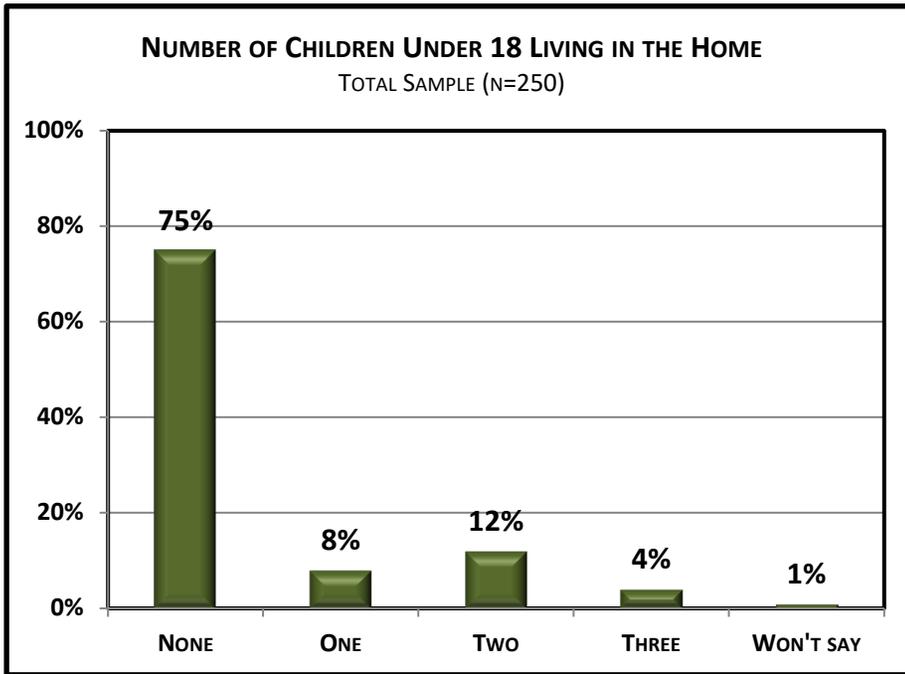


Just over one-fifth (22%) of Los Ranchos residents say they use at least a portion of their property for agricultural purposes such as raising and selling farm animals and/or crops. Nearly two-fifths (39%) of those who live on an acre or more say they use their land for agricultural purposes.

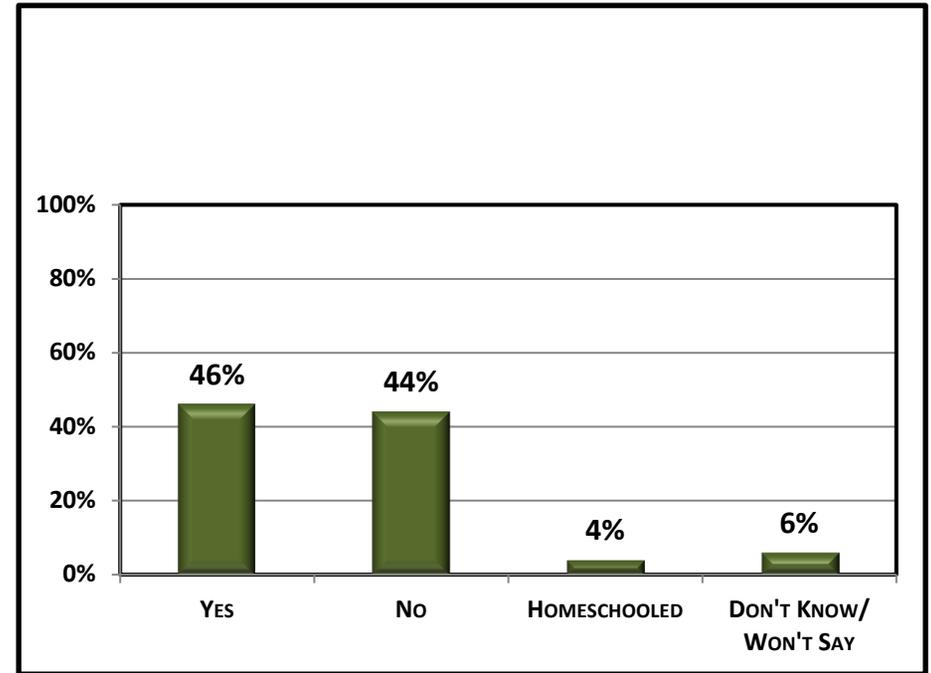
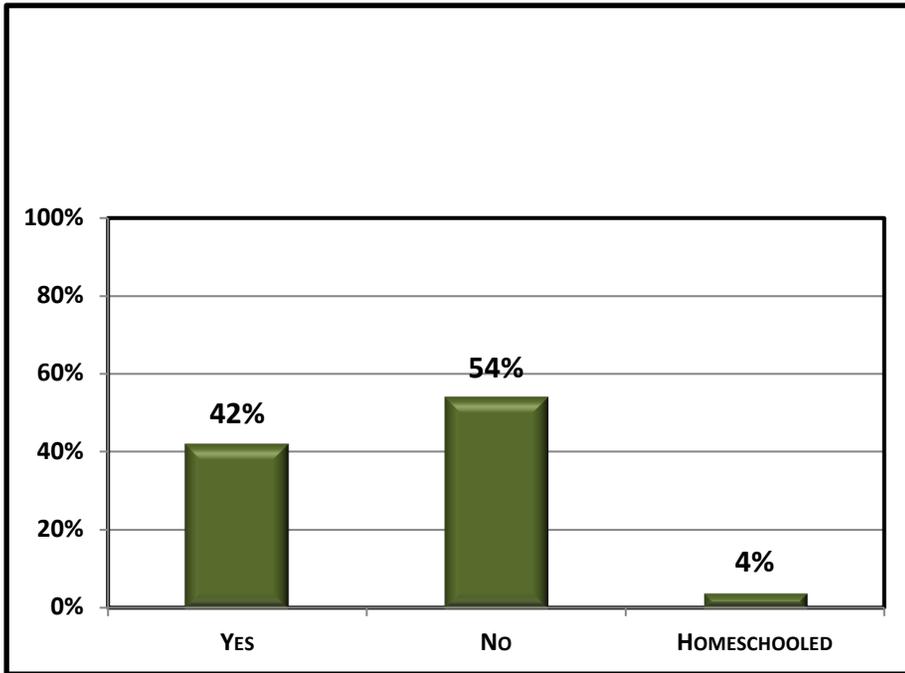
The large majority of residents (64%) also indicate that they raise farm animals or have a garden for personal use.



Nine-in-ten of the survey respondents are homeowners while 9% are renters. Approximately one-fifth (18%) say they live on less than a half-acre, while 41% live on a half-acre to less than a full acre, 33% live on a one to two acre lot, and 6% have a lot greater than two acres.



One-quarter of the households surveyed have children under the age of 18 in the home and, in total, 18% of all households surveyed have children who are in elementary school or middle school.



Among the households with elementary or middle school children, 42% say they have at least one child who attends either Los Ranchos, Alameda, or Alvarado elementary schools and/or either Taft or Taylor Middle Schools.

Nearly half (46%) of the households say they have at least one elementary or middle school child who attends a school other than those Los Ranchos schools mentioned above.

# DATA TABLES

RESEARCH  
& POLLING  
INC



**TOP THREE THINGS THAT MAKE LOS RANCHOS SPECIAL**

TOTAL SAMPLE (N=250)

QUESTION 1: WHAT WOULD YOU SAY ARE THE THREE THINGS THAT MAKE LOS RANCHOS SPECIAL?

RURAL	30%	NATURE	1%
FRIENDLY PEOPLE	24%	RESTAURANTS	1%
GREENERY/TREES	18%	SEPARATE ENTITY FROM ALBUQUERQUE	*
PEACEFUL	17%	ARCHITECTURE	*
OPEN SPACES	17%	RIVER	*
QUIET	17%	NORTH VALLEY LIVING	*
SMALL TOWN FEEL	13%	CLOSE TO FREEWAY	*
FARMLAND	10%	NEWSLETTER	*
FARMER'S MARKET	6%	NO STREETS LIGHTS	*
CRIME RATE IS LOW	6%	NO SIDEWALKS	*
PROXIMITY TO RIVER/BOSQUE	5%	LIKE MY HOUSE	*
SCENIC	5%	4TH STREET	*
FAMILY LIVES HERE	5%	PERSONALITY OF THE VILLAGE	*
WALKING/BIKING TRAILS	5%	SLOWER PACE	*
ANIMALS (IN GENERAL)	4%	WILDLIFE	*
CLEAN AIR/ENVIRONMENT	4%	PRO-ACTIVE ABOUT AGRICULTURE	*
LAIID BACK ATMOSPHERE	4%	FAMILY FOUNDED THE VILLAGE	*
LOCATION/CENTRAL	4%	VISION (VILLAGE MAGAZINE)	*
COMMUNITY/NEIGHBORS	3%	COST OF LIVING IS LOW	*
LAIID BACK ATMOSPHERE	3%	ECLECTIC	*
RIO GRANDE BLVD.	3%	VILLAGE PRIDE	*
AGRARIAN (RURAL/RUSTIC/AGRICULTURAL/ETC.)	3%	WELL GOVERNED	*
CULTURAL DIVERSITY	3%	PEDESTRIAN FRIENDLY	*
DITCHES	2%	CONVENIENCE	*
HORSES	2%	ITS OWN IDENTITY	*
PRIVACY	2%	SPEED LIMITS	*
TAX RATE	2%	INDEPENDENCE	*
EDUCATIONAL SYSTEM/SCHOOLS ARE GOOD	1%	COUNTRY ROADS	*
CLOSE TO ALBUQUERQUE/CITY	1%	VILLAGE MARKET	*
NEW SHOPS	1%	CLOSE TO SHOPPING	*
UNIQUE	1%	LOW DENSITY OF HOUSES	*
CLOSE KNIT COMMUNITY	1%	ANTIQUA STORES/MILE	*
SIZE OF VILLAGE	1%	NOT SO SPECIAL ANYMORE	*
ZONING LAWS	1%	QUALITY OF LIFE	*
CONTINUED IMPROVEMENTS	1%	NOTHING IN PARTICULAR	2%
PROPERTY SIZE/LOTS	1%	DON'T KNOW/WON'T SAY	1%
ADOBE	1%		
DARK SKIES	1%		
SHOPS ARE OLD	1%		

\*LESS THAN 1% REPORTED.

### THREE THINGS YOU WOULD CHANGE OR IMPROVE IN LOS RANCHOS

TOTAL SAMPLE (N=250)

QUESTION 2: WHAT ARE THREE THINGS THAT YOU WOULD LIKE TO CHANGE ABOUT LOS RANCHOS OR COULD HELP IMPROVE QUALITY OF LIFE FOR RESIDENTS?

IMPROVE ROADS/STREETS/HIGHWAY CONDITIONS	11%	PUBLIC SWIMMING POOL	1%	TILE THE MONTANO BRIDGE	*
FINISH 4TH STREET CONSTRUCTION	10%	LESS ON THE MONEY IMPORTANCE	1%	HAVE MORE FESTIVALS/VILLAGE EVENTS	*
MORE RESTAURANTS	8%	HAVE A WEED PATROL	1%	BETTER VILLAGE SIGNAGE	*
MORE THINGS TO DO (IN GENERAL)	7%	GET RID OF CORRUPT UNPROFESSIONAL JUDGES	1%	HOW TO FIND OUT WHAT HAPPENED WHEN POLICE IN AREA	*
FEWER SPEEDING VEHICLES	7%	RECYCLING EVERY WEEK	1%	TOO MANY STOP SIGNS	*
MORE SHOPPING/RETAIL STORES	6%	MORE NEIGHBOR TO NEIGHBOR COMMUNICATION	1%	PUT SENSORS ON THE STOP LIGHTS	*
LESS CRIME	6%	FOCUS ON EDUCATION	1%	THE NAME	*
ZONING LAWS SHOULD BE CHANGED	4%	BETTER POLICE COVERAGE	1%	BROKEN UP INTO MORE VILLAGES	*
MORE PARKS/OPEN SPACES	4%	MOVIE NIGHT IN THE PARK	1%	WATER CONSERVATION	*
LESS TRAFFIC	4%	REMAIN AND BECOME MORE RURAL	1%	MAINTAIN NATURE OF VILLAGE	*
LOWER HOME PRICES	4%	DON'T GROW LIKE THE CITY	1%	SPEEDERS	*
LOWER COST OF LIVING	3%	GET RID OF COYOTES	1%	MOVIE THEATER	*
IMPROVE/MORE YOUTH ACTIVITIES	2%	MORE JOBS	1%	BASEBALL FIELD	*
BETTER INTERNET SERVICE	2%	MORE POLICE SERVICES	1%	HIRE DIFFERENT WORKERS ON 4TH STREET	*
ECONOMIC DEVELOPMENT	2%	OWN POLICE DEPARTMENT	1%	VILLAGE STOP DISCRIMINATE AGAINST DISABLED	*
POLITICIANS/GOVERNMENT NEEDS TO BE MORE AGGRESSIVE	2%	OWN FIRE DEPARTMENT	1%	NO HIGH DENSITY HOUSING	*
BETTER INFRASTRUCTURE	1%	IMPROVE 4TH STREET	1%	TO BE ABLE TO VOTE ON CITY BOND ISSUES, HAVE TO PAY TAXES	*
RAISE SPEED LIMIT	1%	TOO MANY YARD SALES	1%	TAX REVENUE ON 4TH STREET	*
SIDEWALKS	1%	GARBAGE IN YARDS	1%	MORE BIKE TRAILS	*
REDUCE POPULATION GROWTH	1%	FINISH BEAUTIFICATION	1%	DO SOMETHING ABOUT AGRICULTURAL LAND	*
MORE BUSINESSES/SMALL	1%	MORE SMALL BUSINESSES	1%	DAN BOOTS AND SADDLE IS HERE	*
LESS PROPERTY TAX	1%	OUTDATED MODES	1%	MORE HOUSING OPTIONS ON LESS THAN ACRE	*
IMPROVE/MORE SENIOR ACTIVITIES	1%	BREWERY	1%	NEED GROCERY STORE	*
KEEP DOGS ON LEASH/POOP LAWS	1%	FIND WAYS TO CONTINUE TO IMPROVE AND INCREASE PROPER VALUE	*	EDUCATE ON HOW TO CARE FOR LAND	*
NEED DOG PARK	1%	GOVERNMENT STAYS THE SAME	*	A PLANNER FOR 4TH STREET	*
NEED STREET LIGHTS	1%	STRICTER ORDINANCE ON LIVESTOCK	*	MORE COMMUNICATION IN GOVERNMENT	*
BETTER CELL PHONE SERVICE	1%	CONTINUE TO SUPPORT BUSINESS	*	IMPROVE VACANT LOTS	*
NEED COMMUNITY CENTER: SPONSORED EVENTS	1%	USE LESS PESTICIDES	*	NEED BENCHES ON TRAILS FOR ELDERLY	*
STARBUCKS	1%	PEOPLE WHO DON'T TAKE CARE OF THEIR PROPERTY	*	IMPROVE WALKING AREAS	*
TAXES TOO HIGH	1%	GET RID OF COTTONWOOD TREES	*	MINIMIZE RENTALS	*
MORE COFFEE SHOPS	1%	MAYOR TO LISTEN TO PEOPLE	*	TOO EXPENSIVE	*
MORE PUBLIC TRANSPORTATION	1%	MORE SHERIFF DEPARTMENT INVOLVEMENT	*	DITCHES HAVE GRAFFITI CLEAN IT UP	*
BETTER SCHOOLS	1%	LIBRARY	*	BETTER COMMUNITY FEEL	*
NOISE REDUCTION: BARKING DOGS/ETC.	1%	BIG GAS STATION	*	DON'T WANT AIRBNB	*
RUN DOWN HOUSES TO BE CLEANED UP	1%	DON'T WANT THINGS TO GET TOO COMMERCIAL	*	NOTHING IN PARTICULAR	18%
HEALTH FOOD STORE: TRADER JOES/SPROUTS/WHOLE FOODS/ETC.	1%	MORE CONVENIENT MEDICAL PLACES	*	DON'T KNOW/WON'T SAY	6%
MORE SERVICE INDUSTRIES	1%	MORE HISPANIC	*		
SHERIFF DEPARTMENT LEARN LOCAL LAWS	1%	IMPROVE PUBLIC SAFETY	*		

\*LESS THAN 1% REPORTED.

**TYPES OF BUSINESSES, STORES OR OTHER AMENITIES YOU WOULD LIKE MORE OF IN LOS RANCHOS**

TOTAL SAMPLE (N=250)

QUESTION 3: WHAT TYPES OF BUSINESSES, STORES, OR OTHER AMENITIES WOULD YOU LIKE TO HAVE MORE OF IN LOS RANCHOS?

RESTAURANTS	31%	THRIFT STORE	1%
GROCERY STORE	22%	MORE PARKS	1%
COFFEE SHOP	11%	DISCOUNT STORES	1%
HEALTH FOOD STORE (SPROUTS/TRADER JOES/WHOLE FOODS/ETC.)	7%	COMMUNITY CENTER	1%
BANK	5%	NOB HILLISH SHOPS	1%
CLOTHING STORE	5%	FLOWER SHOP	*
BAKERY/DELI/PRODUCE MARKET	4%	LIBRARY	*
MORE SMALL/LOCALLY OWNED SHOPS	4%	CLINICS WITHIN VILLAGE	*
HARDWARE STORE	4%	MORE TREES	*
GAS STATION	4%	MOVIES IN THE PARK	*
SPORTS FACILITY/RECREATION CENTER	3%	LIGHT MANUFACTURING	*
CONVENIENCE STORE	3%	IMPROVE STORE FRONT ON 4TH STREET	*
BIG BOX STORE (WAL-MART, ETC.)	2%	NURSERY	*
SHOPPING MALL	2%	A DOG CATCHER	*
DEPARTMENT STORE (DILLARD'S, MACY'S, ETC.)	2%	SHOE REPAIR SHOP	*
STORES: RETAIL/SMALL	2%	PLAYGROUND	*
MEDICAL/DENTAL OFFICES	2%	PLACES FOR KIDS	*
FAMILY ENTERTAINMENT	1%	IMPROVE VACANT LOTS ON 4TH STREET	*
BAR/NIGHTCLUB	1%	LOCAL ARTISTS SHOPS	*
SWIMMING POOL	1%	POST OFFICE	*
BREWERY	1%	UTILITIES PUT UNDERGROUND	*
SENIOR CENTER	1%	DESTINATION SHOPS	*
GALLERIES: ART/ETC.	1%	ICE CREAM SHOP	*
MORE OF A NIGHT LIFE/ENTERTAINMENT	1%	NONE/NOTHING AT ALL (NO GROWTH)	13%
LIKE IT THE WAY IT IS	1%	DON'T KNOW/I CAN'T THINK OF ANYTHING	11%
GATHERING PLACES FOR PEOPLE	1%		
SIDEWALKS	1%		

\*LESS THAN 1% REPORTED.

### BEST DESCRIPTION OF LOS RANCHOS

QUESTION 4: WHICH OF THE FOLLOWING BEST DESCRIBES LOS RANCHOS?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>RURAL</b>	18%	16%	20%	17%	19%	21%	17%	15%	21%	19%	14%	14%	14%	25%	19%	11%
<b>SEMI-RURAL</b>	68%	69%	66%	67%	70%	63%	69%	72%	63%	63%	80%	74%	58%	60%	71%	80%
<b>SUBURBAN</b>	12%	12%	12%	10%	9%	13%	10%	11%	11%	16%	4%	12%	15%	14%	8%	9%
<b>URBAN</b>	*	1%	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-
<b>DON'T KNOW/WON'T SAY</b>	2%	2%	3%	5%	1%	2%	3%	1%	5%	2%	2%	-	12%	-	3%	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>RURAL</b>	18%	11%	20%	20%	24%	16%	17%	30%	18%	11%	18%	22%	19%	14%	19%	14%	16%	23%
<b>SEMI-RURAL</b>	68%	71%	65%	68%	67%	68%	66%	57%	71%	74%	67%	67%	73%	62%	57%	73%	69%	72%
<b>SUBURBAN</b>	12%	15%	13%	10%	9%	13%	14%	13%	10%	15%	12%	10%	7%	19%	20%	12%	11%	6%
<b>URBAN</b>	*	-	-	1%	-	*	-	-	1%	-	1%	-	1%	-	-	-	1%	-
<b>DON'T KNOW/WON'T SAY</b>	2%	2%	3%	1%	-	3%	3%	-	1%	-	3%	1%	1%	5%	5%	1%	2%	-

\*LESS THAN 1% REPORTED.

## UNDERLYING REASONS FOR DESCRIPTION OF LOS RANCHOS

AMONG THOSE WHO DESCRIBED LOS RANCHOS AS EITHER RURAL, SEMI-RURAL, SUBURBAN OR URBAN  
 TOTAL RESPONSES (N=245)

QUESTION 5: WHY DO YOU FEEL THIS WAY ABOUT LOS RANCHOS?

COUNTRY/RURAL SETTING	21%	GATED COMMUNITIES	1%
MIX OF FARMLAND AND RESIDENTIAL	20%	LOCATION/CLOSE TO EVERYTHING	1%
LOTS OF FARMS/AGRICULTURE	17%	NO GUTTERS	*
MIX OF URBAN AND RURAL	14%	NOT CROWDED	*
OPEN SPACES/PARKS	13%	NOT TOO MANY APARTMENTS	*
PEACEFUL/QUIET	11%	NO COOKIE CUTTER HOUSING/STRIP MALLS	*
FARMING HERITAGE	9%	AGRARIAN DEVELOPMENT	*
SMALL TOWN FEEL/ATMOSPHERE	9%	FARMING IS LIMITED	*
CLOSE TO THE CITY	9%	PROPERTY VALUE HIGH	*
PEOPLE HAVE FARM ANIMALS	9%	GETTING TO BE URBAN	*
HORSES/EQUESTRIAN/STABLES	9%	INTEGRATED GARDEN COMMUNITY	*
AWAY FROM THE CITY	8%	PLENTRY OF HOUSES	*
LARGE HOME LOTS	7%	MORE PEOPLE	*
IRRIGATION CANALS/DITCH BANKS	7%	SPEED LIMIT	*
CLOSE TO THE RIVER/BOSQUE	4%	SMALL ROADS	*
CLOSE TO BUSINESSES	3%	HISTORY AND CHARACTER OF VILLAGE	*
TREES/GREENERY	2%	SMALL HOME LOTS	*
SLOWER PACED LIFESTYLE	2%	DON'T HAVE FARMS AND RANCHERS	*
WILDLIFE: COYOTES/CRANES/ETC.	2%	NO HIGH RISES	*
TRAFFIC CONGESTION	2%	IT IS STILL FEELS LIKE A VILLAGE	*
1 ACRE MINIMUM	1%	DOWNSIZING HOUSING	*
NO/LIGHT TRAFFIC	1%	DON'T HAVE MUCH FARMING AS BEFORE	*
NO SIDEWALKS	1%	HAS A BUSINESS STREET	*
GETTING CROWDED	1%	POPULATION IS VARIED	*
QUITE A FEW PLACES TO VISIT	1%	UNKEMPT YARDS	*
NO STREET LIGHTS	1%	ANIMALS RUNNING LOOSE	*
CUSTOM BUILT HOMES	1%	CARS ON BLOCKS	*
SIZE OF DWELLING	1%	NATURE OF VILLAGE	*
DITCHES	1%	NO REASON IN PARTICULAR	2%
TOO MUCH NOISE	1%	DON'T KNOW/WON'T SAY	3%
KEEP IT RURAL	1%		
SUBURB OF ALBUQUERQUE - DO OWN THING	1%		

\*LESS THAN 1% REPORTED.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE RESTAURANTS**

QUESTION 6: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE RESTAURANTS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	21%	21%	20%	21%	22%	20%	25%	17%	7%	29%	27%	33%	22%	17%	25%	21%
<b>4</b>	35%	36%	34%	28%	37%	51%	32%	21%	45%	26%	35%	26%	45%	34%	35%	30%
<b>3</b>	24%	20%	26%	29%	23%	17%	26%	28%	25%	31%	12%	22%	14%	30%	25%	18%
<b>2</b>	10%	12%	8%	8%	10%	7%	11%	11%	12%	5%	17%	8%	9%	7%	8%	16%
<b>1 - NOT NEEDED AT ALL</b>	9%	7%	10%	11%	7%	3%	5%	19%	9%	9%	5%	8%	10%	7%	7%	12%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	3%	2%	3%	2%	2%	1%	4%	3%	-	5%	3%	-	5%	-	3%
<b>MEAN †</b>	3.5	3.5	3.5	3.4	3.6	3.8	3.6	3.1	3.3	3.6	3.6	3.7	3.6	3.5	3.6	3.3

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	21%	25%	15%	23%	24%	20%	23%	19%	18%	13%	22%	22%	20%	23%	15%	22%	23%	22%
<b>4</b>	35%	39%	43%	28%	49%	30%	41%	36%	22%	34%	37%	32%	34%	34%	23%	42%	35%	41%
<b>3</b>	24%	24%	23%	24%	15%	27%	22%	32%	27%	35%	25%	18%	25%	21%	34%	19%	23%	18%
<b>2</b>	10%	9%	12%	9%	5%	11%	9%	7%	12%	5%	7%	15%	9%	10%	14%	7%	11%	6%
<b>1 - NOT NEEDED AT ALL</b>	9%	4%	5%	14%	5%	10%	4%	6%	16%	11%	6%	11%	9%	9%	12%	6%	7%	11%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	-	3%	3%	2%	2%	-	-	4%	2%	3%	2%	2%	2%	1%	4%	2%	2%
<b>MEAN †</b>	3.5	3.7	3.5	3.4	3.8	3.4	3.7	3.5	3.1	3.3	3.6	3.4	3.5	3.5	3.1	3.7	3.6	3.6

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE RETAIL SHOPS**

QUESTION 7: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE RETAIL SHOPS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	12%	14%	11%	16%	10%	14%	10%	13%	13%	14%	5%	14%	20%	10%	19%	5%
<b>4</b>	27%	29%	25%	21%	31%	33%	24%	24%	30%	23%	43%	20%	23%	34%	25%	24%
<b>3</b>	31%	34%	28%	26%	32%	23%	39%	28%	25%	37%	30%	28%	35%	32%	21%	37%
<b>2</b>	15%	14%	17%	17%	13%	18%	17%	12%	19%	12%	9%	21%	12%	13%	21%	12%
<b>1 - NOT NEEDED AT ALL</b>	14%	9%	18%	17%	13%	12%	10%	21%	13%	14%	13%	15%	10%	10%	14%	21%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	1%	-	2%	-	-	-	2%	1%	-	-	2%	-	1%	-	1%
<b>MEAN †</b>	3.1	3.3	2.9	3.0	3.1	3.2	3.1	3.0	3.1	3.1	3.2	3.0	3.3	3.2	3.2	2.8

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	12%	10%	8%	16%	17%	11%	13%	10%	13%	9%	16%	9%	11%	16%	7%	15%	16%	10%
<b>4</b>	27%	32%	26%	24%	35%	23%	32%	25%	23%	38%	25%	23%	31%	18%	27%	30%	23%	31%
<b>3</b>	31%	31%	32%	30%	30%	31%	29%	29%	30%	24%	32%	33%	29%	34%	33%	30%	31%	29%
<b>2</b>	15%	15%	21%	12%	11%	17%	16%	23%	13%	19%	14%	17%	13%	19%	19%	9%	17%	15%
<b>1 - NOT NEEDED AT ALL</b>	14%	11%	11%	17%	5%	17%	10%	13%	19%	11%	13%	17%	15%	12%	13%	17%	13%	14%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	-	2%	-	2%	-	-	-	2%	-	-	1%	1%	1%	-	-	1%	2%
<b>MEAN †</b>	3.1	3.2	3.0	3.1	3.5	3.0	3.2	3.0	3.0	3.2	3.2	2.9	3.1	3.1	3.0	3.2	3.1	3.1

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: A GROCERY STORE**

QUESTION 8: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **A GROCERY STORE**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	36%	42%	31%	44%	33%	22%	47%	38%	29%	40%	40%	38%	45%	31%	38%	38%
<b>4</b>	28%	30%	26%	17%	31%	47%	18%	20%	43%	23%	27%	22%	32%	40%	24%	13%
<b>3</b>	12%	10%	14%	17%	10%	12%	10%	15%	12%	10%	13%	13%	11%	12%	11%	14%
<b>2</b>	7%	5%	8%	4%	8%	2%	9%	9%	7%	8%	2%	3%	5%	4%	9%	6%
<b>1 - NOT NEEDED AT ALL</b>	17%	12%	21%	17%	17%	18%	17%	16%	10%	19%	18%	22%	6%	12%	19%	28%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	1%	-	2%	-	-	-	2%	-	1%	-	2%	-	1%	-	1%
<b>MEAN †</b>	3.6	3.9	3.4	3.7	3.5	3.5	3.7	3.6	3.7	3.6	3.7	3.5	4.1	3.8	3.5	3.3

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	36%	32%	33%	41%	26%	40%	39%	26%	38%	38%	37%	34%	35%	39%	32%	36%	41%	35%
<b>4</b>	28%	35%	34%	20%	40%	24%	31%	35%	19%	34%	27%	26%	29%	23%	37%	30%	25%	19%
<b>3</b>	12%	12%	15%	10%	12%	12%	12%	13%	13%	13%	11%	14%	13%	12%	13%	5%	13%	16%
<b>2</b>	7%	9%	3%	8%	2%	8%	3%	11%	11%	3%	6%	9%	8%	4%	7%	7%	8%	5%
<b>1 - NOT NEEDED AT ALL</b>	17%	12%	12%	21%	18%	16%	15%	15%	19%	13%	19%	15%	14%	23%	12%	21%	13%	24%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	-	2%	-	2%	-	-	-	2%	-	-	1%	1%	-	-	1%	-	2%
<b>MEAN †</b>	3.6	3.6	3.7	3.5	3.6	3.6	3.7	3.4	3.5	3.8	3.6	3.5	3.6	3.5	3.7	3.5	3.7	3.4

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES)**

QUESTION 9: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES)**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	14%	17%	12%	13%	13%	10%	23%	10%	18%	20%	11%	7%	28%	12%	13%	12%
<b>4</b>	21%	22%	19%	20%	20%	28%	19%	15%	20%	20%	24%	16%	29%	21%	19%	18%
<b>3</b>	24%	22%	26%	34%	21%	30%	21%	20%	24%	24%	22%	23%	9%	31%	24%	20%
<b>2</b>	10%	10%	10%	7%	12%	6%	6%	17%	8%	10%	19%	6%	-	6%	17%	12%
<b>1 - NOT NEEDED AT ALL</b>	26%	25%	27%	21%	29%	24%	28%	27%	22%	23%	19%	41%	25%	24%	22%	34%
<b>6 - DON'T KNOW/WON'T SAY</b>	5%	5%	5%	6%	6%	2%	4%	10%	8%	4%	4%	6%	9%	5%	5%	4%
<b>MEAN †</b>	2.9	3.0	2.8	3.0	2.7	2.9	3.0	2.6	3.0	3.0	2.9	2.4	3.4	2.9	2.8	2.6

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	14%	8%	18%	15%	3%	18%	13%	26%	14%	13%	14%	14%	13%	17%	12%	14%	17%	13%
<b>4</b>	21%	17%	28%	18%	25%	19%	25%	29%	13%	16%	24%	21%	17%	24%	29%	14%	19%	21%
<b>3</b>	24%	29%	25%	21%	39%	20%	28%	24%	22%	35%	22%	20%	25%	22%	16%	30%	29%	18%
<b>2</b>	10%	8%	9%	11%	3%	12%	7%	9%	14%	8%	8%	13%	10%	10%	9%	14%	6%	13%
<b>1 - NOT NEEDED AT ALL</b>	26%	36%	13%	29%	29%	25%	25%	12%	26%	24%	29%	24%	28%	25%	22%	27%	26%	30%
<b>6 - DON'T KNOW/WON'T SAY</b>	5%	3%	5%	6%	2%	6%	1%	-	11%	5%	2%	8%	7%	2%	12%	2%	3%	5%
<b>MEAN †</b>	2.9	2.5	3.3	2.8	2.7	2.9	2.9	3.5	2.7	2.9	2.8	2.9	2.8	3.0	3.0	2.7	2.9	2.7

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**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: PEDESTRIAN FRIENDLY STREETS**

QUESTION 10: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **PEDESTRIAN FRIENDLY STREETS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	31%	29%	32%	24%	32%	25%	39%	26%	32%	36%	21%	28%	28%	28%	35%	30%
<b>4</b>	29%	35%	23%	30%	27%	35%	26%	26%	41%	18%	37%	15%	31%	34%	22%	26%
<b>3</b>	20%	18%	22%	24%	20%	21%	19%	21%	13%	26%	13%	29%	23%	18%	24%	19%
<b>2</b>	8%	10%	7%	5%	11%	5%	7%	13%	3%	8%	15%	12%	3%	6%	10%	12%
<b>1 - NOT NEEDED AT ALL</b>	11%	6%	15%	14%	9%	13%	8%	12%	9%	11%	10%	13%	10%	12%	10%	13%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	2%	1%	3%	1%	-	2%	2%	1%	-	4%	2%	5%	2%	-	-
<b>MEAN †</b>	3.6	3.7	3.5	3.5	3.6	3.5	3.8	3.4	3.9	3.6	3.5	3.3	3.7	3.6	3.6	3.5

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	31%	32%	33%	28%	26%	32%	25%	39%	34%	40%	23%	31%	34%	25%	33%	32%	32%	24%
<b>4</b>	29%	33%	34%	23%	41%	25%	33%	28%	23%	24%	33%	26%	24%	34%	25%	34%	26%	31%
<b>3</b>	20%	14%	25%	20%	15%	22%	23%	19%	19%	19%	20%	22%	22%	19%	28%	15%	18%	20%
<b>2</b>	8%	13%	3%	9%	6%	9%	10%	-	11%	4%	8%	10%	9%	7%	5%	9%	12%	6%
<b>1 - NOT NEEDED AT ALL</b>	11%	8%	3%	17%	11%	11%	9%	8%	11%	7%	15%	10%	9%	15%	7%	10%	11%	16%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	-	1%	2%	2%	1%	-	7%	2%	6%	-	1%	2%	-	2%	-	2%	2%
<b>MEAN †</b>	3.6	3.7	3.9	3.4	3.7	3.6	3.6	4.0	3.6	3.9	3.4	3.6	3.7	3.5	3.8	3.7	3.6	3.4

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**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE PUBLIC PARKS**

QUESTION 11: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE PUBLIC PARKS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	25%	22%	28%	33%	21%	29%	24%	23%	37%	33%	11%	20%	33%	31%	23%	18%
<b>4</b>	27%	27%	27%	31%	28%	34%	19%	29%	38%	25%	34%	15%	27%	28%	31%	24%
<b>3</b>	23%	28%	18%	9%	24%	21%	26%	18%	14%	15%	24%	29%	22%	17%	25%	23%
<b>2</b>	12%	11%	12%	7%	14%	4%	18%	12%	3%	15%	21%	13%	-	4%	14%	23%
<b>1 - NOT NEEDED AT ALL</b>	11%	11%	12%	16%	11%	11%	8%	15%	8%	10%	10%	19%	18%	14%	6%	12%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	2%	2%	4%	2%	-	5%	1%	-	3%	-	4%	-	5%	-	1%
<b>MEAN †</b>	3.4	3.4	3.5	3.6	3.3	3.6	3.4	3.3	3.9	3.6	3.1	3.0	3.6	3.6	3.5	3.1

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	25%	24%	29%	24%	35%	22%	32%	12%	18%	34%	24%	22%	26%	25%	35%	27%	21%	20%
<b>4</b>	27%	22%	32%	27%	32%	25%	27%	22%	28%	22%	30%	26%	23%	34%	24%	25%	31%	26%
<b>3</b>	23%	32%	18%	20%	16%	25%	23%	43%	21%	27%	19%	24%	21%	23%	16%	27%	25%	22%
<b>2</b>	12%	12%	10%	12%	7%	13%	14%	5%	12%	9%	13%	12%	16%	5%	9%	12%	10%	17%
<b>1 - NOT NEEDED AT ALL</b>	11%	10%	7%	15%	8%	13%	4%	11%	18%	7%	13%	12%	11%	14%	16%	7%	10%	13%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	-	4%	2%	2%	2%	1%	6%	3%	-	1%	4%	3%	-	-	2%	3%	2%
<b>MEAN †</b>	3.4	3.4	3.7	3.3	3.8	3.3	3.7	3.2	3.2	3.7	3.4	3.3	3.4	3.5	3.5	3.5	3.4	3.2

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS:  
MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKET AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS**

QUESTION 12: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKET AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	42%	45%	40%	52%	35%	50%	50%	25%	63%	40%	33%	26%	59%	53%	36%	24%
<b>4</b>	25%	27%	23%	19%	27%	29%	25%	21%	12%	26%	32%	34%	22%	21%	27%	30%
<b>3</b>	16%	17%	16%	10%	20%	7%	13%	29%	9%	17%	15%	25%	11%	5%	27%	22%
<b>2</b>	8%	5%	10%	6%	10%	7%	6%	11%	9%	7%	10%	8%	-	11%	5%	12%
<b>1 - NOT NEEDED AT ALL</b>	8%	5%	11%	11%	8%	8%	5%	12%	7%	10%	7%	5%	7%	9%	5%	11%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	1%	1%	2%	1%	-	1%	2%	-	1%	2%	2%	-	1%	-	2%
<b>MEAN †</b>	3.9	4.0	3.7	4.0	3.7	4.1	4.1	3.4	4.2	3.8	3.7	3.7	4.3	4.0	3.8	3.4

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	42%	35%	53%	40%	43%	42%	48%	52%	31%	39%	46%	38%	38%	47%	41%	48%	37%	47%
<b>4</b>	25%	29%	20%	25%	30%	23%	25%	25%	22%	24%	23%	29%	30%	17%	25%	16%	35%	15%
<b>3</b>	16%	19%	13%	16%	13%	18%	14%	10%	25%	19%	13%	18%	16%	18%	16%	20%	16%	14%
<b>2</b>	8%	12%	8%	6%	4%	9%	7%	6%	8%	10%	7%	8%	9%	5%	10%	4%	7%	10%
<b>1 - NOT NEEDED AT ALL</b>	8%	5%	3%	13%	7%	8%	5%	8%	11%	8%	11%	5%	6%	13%	8%	10%	5%	11%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	-	3%	-	3%	-	1%	-	2%	-	-	2%	1%	-	1%	2%	-	2%
<b>MEAN †</b>	3.9	3.8	4.2	3.7	4.0	3.8	4.1	4.1	3.6	3.8	3.8	3.9	3.9	3.8	3.8	3.9	3.9	3.8

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE EMPLOYMENT OPPORTUNITIES**

QUESTION 13: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE EMPLOYMENT OPPORTUNITIES**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	25%	25%	25%	36%	20%	20%	32%	25%	28%	34%	19%	22%	45%	24%	27%	19%
<b>4</b>	28%	29%	27%	20%	29%	44%	21%	19%	34%	23%	28%	21%	28%	37%	22%	20%
<b>3</b>	22%	19%	25%	31%	21%	18%	27%	21%	22%	24%	24%	19%	13%	19%	24%	28%
<b>2</b>	9%	10%	8%	6%	10%	8%	12%	7%	9%	6%	11%	17%	8%	8%	10%	10%
<b>1 - NOT NEEDED AT ALL</b>	9%	10%	7%	5%	10%	5%	5%	17%	4%	8%	10%	10%	6%	5%	8%	17%
<b>6 - DON'T KNOW/WON'T SAY</b>	7%	7%	7%	2%	10%	5%	4%	11%	3%	5%	8%	11%	-	7%	10%	6%
<b>MEAN †</b>	3.6	3.5	3.6	3.8	3.4	3.7	3.7	3.3	3.8	3.7	3.4	3.3	4.0	3.7	3.6	3.1

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	25%	24%	15%	32%	22%	26%	26%	23%	24%	36%	23%	22%	25%	28%	35%	16%	23%	27%
<b>4</b>	28%	32%	37%	21%	40%	25%	35%	25%	17%	22%	32%	27%	25%	31%	21%	34%	31%	26%
<b>3</b>	22%	25%	24%	19%	22%	22%	19%	21%	27%	22%	20%	25%	23%	22%	17%	25%	24%	21%
<b>2</b>	9%	5%	11%	10%	5%	11%	9%	25%	5%	9%	8%	11%	11%	5%	13%	5%	8%	10%
<b>1 - NOT NEEDED AT ALL</b>	9%	6%	5%	13%	7%	9%	8%	4%	14%	8%	8%	10%	10%	7%	10%	9%	9%	7%
<b>6 - DON'T KNOW/WON'T SAY</b>	7%	8%	8%	5%	3%	8%	3%	2%	13%	3%	9%	6%	7%	7%	4%	11%	5%	9%
<b>MEAN †</b>	3.6	3.7	3.5	3.5	3.7	3.5	3.7	3.4	3.4	3.7	3.6	3.4	3.5	3.7	3.6	3.5	3.5	3.6

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE WALKING AND BIKING TRAILS**

QUESTION 14: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE WALKING AND BIKING TRAILS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	27%	29%	25%	27%	28%	22%	33%	26%	28%	28%	25%	28%	28%	20%	35%	29%
<b>4</b>	32%	35%	29%	20%	34%	43%	33%	19%	38%	27%	25%	32%	38%	36%	26%	27%
<b>3</b>	16%	14%	18%	25%	13%	16%	13%	19%	16%	21%	22%	8%	22%	15%	17%	13%
<b>2</b>	10%	12%	7%	7%	11%	5%	7%	17%	5%	11%	10%	13%	3%	11%	9%	12%
<b>1 - NOT NEEDED AT ALL</b>	12%	8%	16%	14%	13%	13%	9%	15%	6%	12%	15%	14%	3%	13%	13%	15%
<b>6 - DON'T KNOW/WON'T SAY</b>	3%	2%	4%	7%	2%	-	5%	4%	6%	-	2%	5%	5%	5%	-	3%
<b>MEAN †</b>	3.5	3.7	3.4	3.4	3.5	3.5	3.8	3.2	3.8	3.5	3.4	3.5	3.9	3.4	3.6	3.4

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	27%	27%	25%	28%	24%	27%	26%	25%	30%	35%	24%	25%	23%	35%	28%	26%	29%	23%
<b>4</b>	32%	42%	35%	26%	46%	28%	38%	46%	20%	27%	36%	30%	36%	22%	26%	50%	32%	23%
<b>3</b>	16%	13%	17%	17%	14%	17%	16%	9%	20%	22%	14%	16%	16%	16%	19%	10%	18%	15%
<b>2</b>	10%	8%	12%	9%	3%	12%	10%	4%	12%	2%	10%	13%	12%	6%	12%	4%	6%	18%
<b>1 - NOT NEEDED AT ALL</b>	12%	9%	10%	16%	12%	12%	8%	10%	14%	12%	13%	12%	9%	20%	11%	8%	14%	14%
<b>6 - DON'T KNOW/WON'T SAY</b>	3%	1%	1%	5%	2%	3%	1%	7%	4%	2%	3%	4%	4%	1%	3%	1%	2%	7%
<b>MEAN †</b>	3.5	3.7	3.5	3.4	3.7	3.5	3.7	3.8	3.4	3.7	3.5	3.5	3.5	3.5	3.5	3.8	3.5	3.2

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE LAND FOR FARMING AND RAISING ANIMALS**

QUESTION 15: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE LAND FOR FARMING AND RAISING ANIMALS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	23%	24%	22%	24%	23%	13%	27%	29%	32%	27%	7%	18%	38%	30%	19%	14%
<b>4</b>	22%	20%	23%	28%	17%	23%	24%	19%	27%	15%	26%	13%	17%	19%	23%	22%
<b>3</b>	25%	25%	25%	21%	26%	24%	28%	21%	27%	27%	29%	19%	24%	26%	23%	27%
<b>2</b>	14%	16%	13%	6%	18%	22%	10%	11%	4%	18%	21%	22%	-	9%	25%	18%
<b>1 - NOT NEEDED AT ALL</b>	14%	13%	15%	19%	14%	19%	10%	15%	8%	12%	12%	26%	22%	15%	9%	17%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	2%	2%	2%	2%	-	-	5%	1%	2%	4%	2%	-	1%	2%	2%
<b>MEAN †</b>	3.3	3.3	3.2	3.3	3.2	2.9	3.5	3.4	3.7	3.3	2.9	2.7	3.5	3.4	3.2	3.0

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	23%	13%	18%	32%	8%	28%	21%	17%	28%	23%	21%	25%	29%	14%	24%	23%	28%	14%
<b>4</b>	22%	29%	19%	20%	26%	20%	18%	48%	21%	29%	19%	23%	22%	21%	20%	25%	17%	28%
<b>3</b>	25%	29%	29%	21%	23%	26%	29%	20%	21%	28%	26%	23%	19%	34%	22%	32%	28%	17%
<b>2</b>	14%	17%	19%	10%	23%	11%	20%	4%	11%	8%	20%	10%	16%	12%	14%	12%	12%	21%
<b>1 - NOT NEEDED AT ALL</b>	14%	13%	13%	16%	18%	13%	13%	11%	14%	12%	14%	16%	13%	18%	18%	8%	15%	15%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	-	3%	1%	3%	1%	-	-	5%	1%	1%	2%	2%	2%	2%	-	1%	5%
<b>MEAN †</b>	3.3	3.1	3.1	3.4	2.8	3.4	3.1	3.5	3.4	3.4	3.1	3.3	3.4	3.0	3.2	3.4	3.3	3.1

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE AFFORDABLE HOUSING UNITS**

QUESTION 16: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE AFFORDABLE HOUSING UNITS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	15%	10%	20%	25%	8%	13%	11%	20%	24%	11%	11%	11%	32%	14%	13%	11%
<b>4</b>	16%	14%	17%	15%	16%	20%	11%	18%	19%	17%	21%	8%	24%	15%	17%	12%
<b>3</b>	29%	28%	29%	30%	30%	31%	32%	23%	38%	35%	18%	21%	12%	43%	28%	21%
<b>2</b>	17%	22%	12%	19%	16%	12%	24%	15%	10%	16%	14%	24%	16%	15%	16%	21%
<b>1 - NOT NEEDED AT ALL</b>	19%	21%	18%	10%	26%	21%	19%	19%	6%	17%	31%	33%	14%	10%	23%	31%
<b>6 - DON'T KNOW/WON'T SAY</b>	3%	4%	3%	2%	4%	2%	3%	5%	3%	3%	6%	4%	-	4%	4%	4%
<b>MEAN †</b>	2.9	2.7	3.1	3.3	2.6	2.9	2.7	3.0	3.5	2.9	2.6	2.4	3.4	3.1	2.8	2.5

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	15%	12%	10%	21%	18%	14%	14%	8%	19%	26%	11%	13%	13%	19%	25%	9%	17%	7%
<b>4</b>	16%	5%	18%	21%	23%	14%	16%	15%	16%	18%	18%	14%	19%	11%	15%	14%	15%	21%
<b>3</b>	29%	37%	26%	26%	27%	29%	33%	31%	25%	27%	32%	27%	26%	33%	17%	34%	35%	24%
<b>2</b>	17%	20%	17%	15%	8%	20%	18%	22%	13%	5%	21%	19%	17%	16%	18%	13%	13%	27%
<b>1 - NOT NEEDED AT ALL</b>	19%	24%	23%	15%	19%	19%	18%	24%	21%	20%	16%	25%	22%	16%	23%	20%	19%	17%
<b>6 - DON'T KNOW/WON'T SAY</b>	3%	2%	5%	2%	4%	3%	1%	-	7%	4%	4%	2%	3%	5%	1%	10%	1%	4%
<b>MEAN †</b>	2.9	2.6	2.7	3.2	3.1	2.8	2.9	2.6	3.0	3.3	2.9	2.7	2.8	3.0	3.0	2.8	3.0	2.7

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF NEED FOR VARIOUS THINGS WITHIN LOS RANCHOS: MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC**

QUESTION 17: PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL: **MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - SERIOUSLY NEEDED</b>	25%	31%	19%	30%	22%	15%	35%	24%	22%	30%	27%	15%	44%	16%	26%	27%
<b>4</b>	29%	25%	32%	28%	31%	36%	25%	24%	40%	29%	27%	17%	21%	31%	31%	27%
<b>3</b>	23%	24%	22%	22%	20%	21%	25%	24%	25%	26%	8%	26%	20%	27%	20%	23%
<b>2</b>	10%	11%	10%	6%	12%	16%	7%	9%	8%	5%	21%	13%	5%	9%	15%	9%
<b>1 - NOT NEEDED AT ALL</b>	12%	7%	16%	11%	14%	12%	8%	16%	4%	8%	14%	28%	9%	16%	8%	13%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	2%	-	2%	1%	-	-	3%	-	1%	2%	2%	-	2%	-	1%
<b>MEAN †</b>	3.4	3.6	3.3	3.6	3.4	3.3	3.7	3.3	3.7	3.7	3.3	2.8	3.8	3.2	3.5	3.5

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - SERIOUSLY NEEDED</b>	25%	17%	18%	32%	20%	25%	25%	33%	23%	30%	22%	23%	26%	23%	23%	25%	24%	27%
<b>4</b>	29%	32%	37%	23%	33%	28%	31%	24%	29%	41%	25%	28%	26%	31%	24%	37%	29%	26%
<b>3</b>	23%	20%	24%	24%	19%	25%	21%	25%	26%	15%	27%	24%	24%	24%	25%	20%	27%	18%
<b>2</b>	10%	15%	7%	10%	13%	9%	15%	7%	8%	10%	12%	10%	12%	7%	13%	11%	6%	15%
<b>1 - NOT NEEDED AT ALL</b>	12%	17%	12%	9%	13%	12%	8%	11%	12%	5%	12%	15%	10%	15%	15%	7%	12%	12%
<b>6 - DON'T KNOW/WON'T SAY</b>	1%	-	1%	1%	2%	1%	-	-	3%	-	1%	1%	2%	-	-	-	2%	2%
<b>MEAN †</b>	3.4	3.2	3.4	3.6	3.3	3.5	3.5	3.6	3.5	3.8	3.3	3.3	3.5	3.4	3.3	3.6	3.5	3.4

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE SERIOUSLY NEEDED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT NEEDED AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**FREQUENCY OF DOING VARIOUS ACTIVITIES: SHOP IN LOS RANCHOS**

QUESTION 18: HOW OFTEN DO YOU: **SHOP IN LOS RANCHOS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
SEVERAL TIMES PER WEEK OR MORE	34%	30%	38%	32%	35%	36%	31%	37%	31%	36%	45%	37%	28%	30%	35%	45%
AT LEAST ONCE PER WEEK	39%	38%	39%	37%	38%	47%	37%	32%	51%	34%	29%	26%	47%	53%	26%	26%
ONCE OR TWICE A MONTH	15%	18%	14%	25%	11%	11%	17%	19%	13%	17%	11%	19%	16%	11%	20%	17%
RARELY OR NEVER	11%	14%	8%	6%	14%	6%	16%	10%	5%	13%	16%	17%	8%	5%	18%	12%
DON'T KNOW/WON'T SAY	1%	1%	1%	-	1%	-	-	2%	-	-	-	2%	-	1%	1%	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
SEVERAL TIMES PER WEEK OR MORE	34%	32%	31%	37%	33%	35%	31%	34%	41%	33%	37%	32%	38%	29%	35%	27%	37%	35%
AT LEAST ONCE PER WEEK	39%	37%	51%	33%	41%	39%	38%	45%	31%	31%	37%	45%	37%	38%	42%	41%	29%	50%
ONCE OR TWICE A MONTH	15%	13%	14%	18%	17%	14%	16%	15%	17%	23%	13%	14%	14%	19%	15%	11%	19%	15%
RARELY OR NEVER	11%	18%	4%	11%	10%	11%	14%	7%	10%	13%	14%	7%	11%	11%	8%	18%	15%	-
DON'T KNOW/WON'T SAY	1%	-	-	1%	-	1%	1%	-	1%	-	-	2%	-	2%	-	3%	-	-

**FREQUENCY OF DOING VARIOUS ACTIVITIES: TAKE PUBLIC TRANSIT**

QUESTION 19: HOW OFTEN DO YOU: TAKE PUBLIC TRANSIT

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
SEVERAL TIMES PER WEEK OR MORE	1%	-	1%	-	1%	2%	-	-	2%	-	-	-	-	-	2%	-
AT LEAST ONCE PER WEEK	4%	4%	4%	5%	2%	7%	5%	1%	3%	5%	9%	-	11%	6%	1%	1%
ONCE OR TWICE A MONTH	6%	6%	6%	6%	5%	11%	4%	3%	9%	6%	6%	5%	6%	7%	7%	4%
RARELY OR NEVER	83%	85%	82%	74%	90%	77%	80%	92%	81%	80%	76%	93%	77%	78%	84%	91%
DON'T KNOW/WON'T SAY	6%	5%	8%	15%	3%	3%	12%	4%	5%	9%	9%	2%	5%	9%	6%	4%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
SEVERAL TIMES PER WEEK OR MORE	1%	2%	-	-	2%	-	1%	-	-	-	1%	-	1%	-	-	3%	-	-
AT LEAST ONCE PER WEEK	4%	-	8%	4%	3%	4%	5%	6%	1%	-	2%	8%	3%	7%	-	8%	6%	-
ONCE OR TWICE A MONTH	6%	5%	11%	4%	11%	5%	9%	8%	3%	3%	7%	6%	4%	9%	8%	9%	4%	4%
RARELY OR NEVER	83%	87%	79%	83%	79%	84%	81%	69%	89%	92%	83%	79%	87%	77%	82%	73%	87%	87%
DON'T KNOW/WON'T SAY	6%	6%	2%	9%	5%	7%	4%	17%	7%	5%	6%	7%	6%	7%	9%	7%	3%	8%

**FREQUENCY OF DOING VARIOUS ACTIVITIES: WALK OR BIKE IN LOS RANCHOS FOR RECREATION**

QUESTION 20: HOW OFTEN DO YOU: **WALK OR BIKE IN LOS RANCHOS FOR RECREATION**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
SEVERAL TIMES PER WEEK OR MORE	45%	40%	49%	36%	52%	47%	47%	42%	32%	46%	50%	66%	31%	33%	56%	59%
AT LEAST ONCE PER WEEK	23%	29%	18%	24%	22%	35%	24%	12%	33%	15%	25%	19%	6%	39%	19%	14%
ONCE OR TWICE A MONTH	13%	15%	12%	13%	11%	13%	18%	8%	16%	12%	10%	8%	35%	10%	9%	10%
RARELY OR NEVER	17%	16%	18%	27%	13%	5%	9%	36%	17%	26%	16%	5%	28%	15%	14%	17%
DON'T KNOW/WON'T SAY	2%	-	3%	-	3%	-	2%	3%	2%	1%	-	2%	-	3%	2%	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
SEVERAL TIMES PER WEEK OR MORE	45%	52%	48%	40%	47%	45%	48%	34%	43%	46%	43%	49%	52%	34%	41%	47%	49%	41%
AT LEAST ONCE PER WEEK	23%	32%	24%	18%	27%	22%	28%	39%	13%	13%	26%	26%	19%	29%	16%	26%	24%	27%
ONCE OR TWICE A MONTH	13%	9%	18%	12%	15%	12%	14%	17%	8%	13%	11%	13%	13%	14%	16%	17%	8%	16%
RARELY OR NEVER	17%	6%	10%	27%	12%	19%	9%	10%	33%	26%	17%	12%	15%	19%	26%	8%	18%	15%
DON'T KNOW/WON'T SAY	2%	-	-	3%	-	2%	1%	-	4%	2%	2%	1%	*	4%	1%	2%	2%	1%

\*LESS THAN 1% REPORTED.

**FREQUENCY OF DOING VARIOUS ACTIVITIES: WALK OR BIKE TO WORK**

QUESTION 21: HOW OFTEN DO YOU: **WALK OR BIKE TO WORK**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
SEVERAL TIMES PER WEEK OR MORE	2%	4%	1%	3%	3%	3%	2%	2%	-	7%	-	3%	-	4%	2%	2%
AT LEAST ONCE PER WEEK	4%	5%	3%	4%	4%	3%	8%	1%	3%	8%	4%	3%	-	5%	7%	1%
ONCE OR TWICE A MONTH	5%	5%	4%	3%	4%	10%	4%	-	2%	7%	4%	5%	-	4%	6%	4%
RARELY OR NEVER	82%	81%	83%	77%	84%	80%	77%	90%	88%	72%	78%	87%	95%	80%	79%	83%
DON'T KNOW/WON'T SAY	7%	6%	8%	13%	5%	5%	10%	7%	7%	7%	14%	2%	5%	7%	6%	9%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
SEVERAL TIMES PER WEEK OR MORE	2%	4%	2%	2%	-	3%	4%	-	1%	6%	1%	2%	3%	1%	1%	-	6%	-
AT LEAST ONCE PER WEEK	4%	4%	8%	1%	6%	3%	5%	6%	3%	9%	3%	3%	4%	3%	8%	8%	1%	-
ONCE OR TWICE A MONTH	5%	9%	2%	4%	11%	3%	7%	12%	-	-	7%	4%	5%	4%	3%	8%	3%	5%
RARELY OR NEVER	82%	76%	85%	83%	79%	83%	81%	64%	87%	83%	80%	82%	82%	82%	82%	77%	85%	83%
DON'T KNOW/WON'T SAY	7%	6%	3%	10%	4%	8%	3%	17%	9%	2%	8%	8%	6%	9%	6%	7%	5%	12%

**FREQUENCY OF DOING VARIOUS ACTIVITIES: GO OUT TO EAT IN LOS RANCHOS**

QUESTION 22: HOW OFTEN DO YOU: **GO OUT TO EAT IN LOS RANCHOS**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
SEVERAL TIMES PER WEEK OR MORE	11%	13%	10%	9%	12%	3%	12%	19%	6%	13%	19%	9%	11%	10%	12%	12%
AT LEAST ONCE PER WEEK	42%	44%	40%	45%	38%	61%	32%	32%	57%	27%	39%	43%	41%	48%	33%	42%
ONCE OR TWICE A MONTH	31%	31%	31%	27%	35%	25%	39%	30%	21%	42%	27%	33%	36%	26%	39%	28%
RARELY OR NEVER	15%	11%	18%	17%	15%	11%	15%	18%	16%	15%	15%	13%	12%	12%	17%	18%
DON'T KNOW/WON'T SAY	1%	1%	1%	2%	1%	-	2%	1%	-	3%	-	2%	-	3%	-	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
SEVERAL TIMES PER WEEK OR MORE	11%	13%	13%	9%	5%	14%	8%	10%	19%	15%	9%	12%	12%	11%	17%	7%	9%	13%
AT LEAST ONCE PER WEEK	42%	39%	60%	33%	51%	39%	48%	46%	32%	24%	47%	45%	38%	45%	42%	34%	45%	45%
ONCE OR TWICE A MONTH	31%	29%	14%	43%	28%	32%	29%	44%	32%	41%	26%	32%	37%	22%	26%	36%	30%	34%
RARELY OR NEVER	15%	16%	13%	14%	13%	15%	12%	-	17%	16%	17%	10%	13%	19%	13%	22%	16%	8%
DON'T KNOW/WON'T SAY	1%	3%	-	1%	3%	*	2%	-	-	4%	-	1%	-	3%	3%	2%	-	-

\*LESS THAN 1% REPORTED.

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS:  
 RESIDENTS SHOULD BE ALLOWED TO ADD CASITAS OR OTHER TYPES OF HOUSING ON THEIR PROPERTY THAT COULD BE RENTED**

QUESTION 23: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **RESIDENTS SHOULD BE ALLOWED TO ADD CASITAS OR OTHER TYPES OF HOUSING ON THEIR PROPERTY THAT COULD BE RENTED.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 – STRONGLY AGREE</b>	23%	19%	27%	34%	21%	29%	25%	17%	33%	24%	20%	21%	24%	27%	23%	20%
<b>4</b>	19%	23%	16%	21%	18%	23%	21%	14%	20%	20%	31%	20%	14%	26%	18%	16%
<b>3</b>	20%	19%	21%	18%	20%	23%	18%	19%	23%	13%	14%	21%	16%	22%	17%	20%
<b>2</b>	15%	14%	16%	13%	16%	13%	21%	11%	10%	17%	14%	21%	22%	9%	18%	17%
<b>1 – STRONGLY DISAGREE</b>	20%	21%	18%	12%	23%	9%	14%	37%	14%	21%	18%	16%	22%	13%	24%	23%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	3%	2%	2%	2%	3%	2%	2%	-	6%	2%	-	-	3%	-	3%
<b>MEAN †</b>	3.1	3.1	3.2	3.5	3.0	3.5	3.2	2.6	3.5	3.1	3.2	3.1	3.0	3.5	3.0	2.9

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>5 – STRONGLY AGREE</b>	23%	22%	21%	26%	38%	19%	24%	26%	21%	25%	23%	24%	24%	23%	20%	29%	22%	24%
<b>4</b>	19%	17%	20%	21%	22%	19%	28%	-	14%	18%	21%	20%	25%	10%	15%	20%	21%	22%
<b>3</b>	20%	23%	21%	18%	18%	21%	23%	28%	15%	19%	22%	19%	15%	28%	19%	17%	20%	27%
<b>2</b>	15%	18%	19%	10%	15%	15%	11%	33%	14%	17%	11%	18%	15%	14%	29%	14%	11%	8%
<b>1 – STRONGLY DISAGREE</b>	20%	18%	15%	23%	6%	24%	12%	11%	33%	19%	19%	18%	18%	24%	14%	21%	23%	18%
<b>6 - DON'T KNOW/WON'T SAY</b>	2%	2%	4%	1%	2%	3%	2%	2%	4%	1%	4%	2%	2%	1%	4%	-	3%	1%
<b>MEAN †</b>	3.1	3.1	3.1	3.2	3.7	2.9	3.4	3.0	2.8	3.1	3.2	3.1	3.2	2.9	3.0	3.2	3.1	3.3

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS:  
UNDEVELOPED AREAS IN LOS RANCHOS SHOULD BE ZONED TO ALLOW FOR GREATER HOUSING DENSITY**

QUESTION 24: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **UNDEVELOPED AREAS IN LOS RANCHOS SHOULD BE ZONED TO ALLOW FOR GREATER HOUSING DENSITY.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	6%	6%	7%	5%	7%	11%	5%	4%	9%	4%	2%	12%	9%	4%	9%	6%
<b>4</b>	19%	15%	22%	32%	16%	31%	13%	12%	18%	19%	27%	24%	9%	27%	19%	13%
<b>3</b>	15%	20%	10%	13%	12%	18%	11%	14%	21%	13%	14%	12%	12%	20%	10%	14%
<b>2</b>	20%	21%	19%	17%	22%	12%	28%	20%	18%	25%	13%	10%	29%	17%	19%	20%
<b>1 - STRONGLY DISAGREE</b>	38%	36%	40%	30%	42%	28%	42%	46%	32%	38%	40%	39%	40%	28%	44%	46%
<b>DON'T KNOW/WON'T SAY</b>	1%	2%	1%	3%	1%	-	1%	3%	1%	2%	2%	2%	-	3%	-	1%
<b>MEAN †</b>	2.3	2.3	2.4	2.6	2.2	2.8	2.1	2.0	2.5	2.3	2.4	2.6	2.2	2.6	2.3	2.1

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>5 - STRONGLY AGREE</b>	6%	4%	9%	6%	12%	5%	7%	-	5%	12%	4%	6%	7%	6%	8%	5%	6%	7%
<b>4</b>	19%	27%	23%	12%	35%	14%	25%	16%	12%	20%	23%	15%	21%	16%	20%	16%	18%	22%
<b>3</b>	15%	8%	13%	19%	10%	17%	19%	9%	12%	11%	19%	11%	12%	19%	4%	19%	22%	10%
<b>2</b>	20%	21%	18%	21%	16%	21%	17%	34%	21%	25%	16%	23%	19%	19%	27%	20%	14%	22%
<b>1 - STRONGLY DISAGREE</b>	38%	41%	35%	39%	27%	42%	32%	40%	46%	30%	36%	43%	38%	40%	39%	40%	38%	38%
<b>DON'T KNOW/WON'T SAY</b>	1%	-	1%	2%	-	2%	1%	-	3%	2%	3%	-	2%	-	2%	-	2%	2%
<b>MEAN †</b>	2.3	2.3	2.5	2.2	2.9	2.2	2.6	2.0	2.1	2.6	2.4	2.2	2.4	2.3	2.3	2.3	2.4	2.4

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS:  
 AGRICULTURE IS AN IMPORTANT PART OF THE VILLAGE’S CHARACTER AND NEEDS TO BE PRESERVED.**

QUESTION 25: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **AGRICULTURE IS AN IMPORTANT PART OF THE VILLAGE’S CHARACTER AND NEEDS TO BE PRESERVED.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	70%	65%	75%	73%	69%	65%	77%	69%	78%	75%	63%	60%	82%	70%	71%	68%
<b>4</b>	20%	24%	17%	16%	22%	23%	16%	21%	17%	14%	28%	23%	18%	18%	17%	24%
<b>3</b>	7%	9%	6%	7%	8%	9%	7%	6%	2%	11%	9%	14%	-	8%	11%	6%
<b>2</b>	1%	1%	-	-	1%	-	-	3%	-	-	-	3%	-	-	1%	2%
<b>1 - STRONGLY DISAGREE</b>	1%	1%	2%	4%	-	3%	-	1%	3%	-	-	-	-	4%	-	-
<b>MEAN †</b>	4.6	4.5	4.6	4.5	4.6	4.5	4.7	4.5	4.7	4.6	4.5	4.4	4.8	4.5	4.6	4.6

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>5 - STRONGLY AGREE</b>	70%	77%	64%	70%	61%	73%	70%	68%	70%	79%	61%	77%	74%	68%	78%	66%	75%	57%
<b>4</b>	20%	16%	24%	20%	26%	18%	20%	21%	19%	14%	24%	17%	19%	18%	12%	23%	17%	32%
<b>3</b>	7%	5%	8%	8%	12%	6%	8%	11%	8%	5%	11%	5%	6%	11%	8%	9%	6%	8%
<b>2</b>	1%	2%	1%	-	-	1%	-	-	2%	2%	-	1%	1%	1%	1%	2%	1%	-
<b>1 - STRONGLY DISAGREE</b>	1%	-	3%	1%	-	2%	2%	-	1%	-	3%	-	1%	2%	-	-	1%	4%
<b>MEAN †</b>	4.6	4.7	4.5	4.6	4.5	4.6	4.6	4.6	4.5	4.7	4.4	4.7	4.6	4.5	4.7	4.5	4.6	4.4

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS: THE VILLAGE SHOULD ENCOURAGE MORE TOURISM TO LOS RANCHOS**

QUESTION 26: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **THE VILLAGE SHOULD ENCOURAGE MORE TOURISM TO LOS RANCHOS.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	21%	21%	21%	19%	22%	25%	21%	16%	23%	28%	7%	25%	45%	18%	23%	11%
<b>4</b>	26%	22%	29%	18%	29%	34%	25%	17%	32%	20%	25%	24%	19%	28%	22%	28%
<b>3</b>	32%	36%	28%	37%	28%	28%	38%	30%	26%	30%	44%	30%	24%	32%	31%	37%
<b>2</b>	12%	12%	13%	18%	11%	6%	10%	22%	14%	13%	12%	9%	12%	12%	14%	12%
<b>1 - STRONGLY DISAGREE</b>	10%	10%	9%	9%	11%	7%	7%	15%	5%	9%	11%	12%	-	11%	9%	13%
<b>MEAN †</b>	3.4	3.3	3.4	3.2	3.4	3.7	3.4	3.0	3.5	3.5	3.1	3.4	4.0	3.3	3.4	3.1

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - STRONGLY AGREE</b>	21%	29%	11%	22%	23%	20%	24%	7%	16%	27%	16%	22%	21%	21%	25%	18%	23%	14%
<b>4</b>	26%	24%	39%	19%	36%	22%	29%	33%	19%	27%	34%	15%	29%	16%	20%	35%	26%	22%
<b>3</b>	32%	34%	28%	33%	34%	31%	35%	32%	29%	23%	27%	43%	29%	40%	34%	28%	30%	36%
<b>2</b>	12%	6%	16%	13%	2%	15%	7%	16%	21%	14%	14%	10%	11%	13%	11%	7%	9%	24%
<b>1 - STRONGLY DISAGREE</b>	10%	7%	7%	13%	5%	11%	5%	11%	14%	9%	9%	11%	10%	9%	10%	13%	12%	3%
<b>MEAN †</b>	3.4	3.6	3.3	3.3	3.7	3.2	3.6	3.1	3.0	3.5	3.3	3.3	3.4	3.3	3.4	3.4	3.4	3.2

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

### LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS: MORE PUBLIC TRANSPORTATION IS NEEDED TO CONNECT THE VILLAGE WITH THE RAIL RUNNER AND OTHER PUBLIC TRANSIT SYSTEMS

QUESTION 27: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **MORE PUBLIC TRANSPORTATION IS NEEDED TO CONNECT THE VILLAGE WITH THE RAIL RUNNER AND OTHER PUBLIC TRANSIT SYSTEMS.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	14%	17%	12%	13%	13%	18%	19%	6%	17%	24%	8%	8%	29%	13%	13%	12%
<b>4</b>	20%	21%	19%	21%	17%	14%	21%	22%	8%	23%	37%	10%	18%	18%	18%	21%
<b>3</b>	28%	25%	30%	29%	28%	33%	30%	20%	37%	28%	13%	23%	29%	31%	36%	12%
<b>2</b>	17%	20%	15%	17%	20%	22%	13%	18%	20%	8%	17%	34%	9%	16%	17%	26%
<b>1 - STRONGLY DISAGREE</b>	18%	15%	21%	18%	19%	11%	15%	30%	11%	16%	24%	24%	12%	18%	15%	25%
<b>DON'T KNOW/WON'T SAY</b>	3%	1%	4%	2%	3%	2%	2%	4%	7%	1%	2%	-	4%	4%	1%	2%
<b>MEAN †</b>	3.0	3.0	2.9	2.9	2.9	3.1	3.2	2.5	3.0	3.3	2.9	2.4	3.5	2.9	3.0	2.7

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>5 - STRONGLY AGREE</b>	14%	10%	18%	15%	9%	16%	19%	9%	10%	10%	13%	17%	11%	20%	4%	20%	19%	13%
<b>4</b>	20%	17%	19%	22%	16%	21%	20%	36%	16%	17%	25%	15%	18%	20%	18%	25%	18%	21%
<b>3</b>	28%	21%	37%	25%	37%	24%	28%	33%	27%	31%	29%	25%	32%	20%	35%	20%	29%	24%
<b>2</b>	17%	28%	12%	15%	19%	16%	18%	11%	21%	21%	16%	18%	18%	16%	21%	16%	13%	22%
<b>1 - STRONGLY DISAGREE</b>	18%	20%	14%	20%	19%	18%	14%	11%	24%	15%	15%	23%	18%	20%	19%	13%	20%	18%
<b>DON'T KNOW/WON'T SAY</b>	3%	4%	1%	3%	-	3%	-	-	3%	5%	3%	2%	2%	4%	4%	6%	1%	2%
<b>MEAN †</b>	3.0	2.7	3.1	3.0	2.8	3.0	3.1	3.2	2.7	2.9	3.0	2.9	2.9	3.0	2.6	3.2	3.0	2.9

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**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS: THE VILLAGE SHOULD ENCOURAGE YOUNGER FAMILIES TO MOVE HERE**

QUESTION 28: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **THE VILLAGE SHOULD ENCOURAGE YOUNGER FAMILIES TO MOVE HERE.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	24%	25%	22%	22%	25%	21%	26%	24%	17%	28%	23%	34%	44%	12%	31%	22%
<b>4</b>	28%	26%	29%	18%	32%	31%	26%	25%	27%	26%	30%	30%	26%	34%	22%	26%
<b>3</b>	29%	30%	29%	28%	28%	31%	31%	26%	38%	21%	31%	20%	22%	28%	29%	36%
<b>2</b>	10%	8%	13%	19%	7%	9%	11%	10%	7%	14%	10%	11%	-	15%	9%	11%
<b>1 - STRONGLY DISAGREE</b>	7%	10%	5%	12%	5%	5%	6%	11%	8%	10%	5%	4%	6%	9%	8%	4%
<b>DON'T KNOW/WON'T SAY</b>	2%	1%	3%	-	2%	2%	-	3%	3%	1%	-	1%	3%	2%	1%	1%
<b>MEAN †</b>	3.5	3.5	3.5	3.2	3.7	3.6	3.5	3.4	3.4	3.5	3.6	3.8	4.0	3.3	3.6	3.5

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - STRONGLY AGREE</b>	24%	30%	19%	22%	29%	22%	26%	15%	21%	26%	23%	22%	21%	29%	25%	23%	27%	17%
<b>4</b>	28%	30%	27%	27%	39%	24%	31%	26%	20%	34%	22%	31%	33%	18%	25%	36%	30%	20%
<b>3</b>	29%	21%	29%	34%	22%	32%	27%	42%	33%	23%	37%	24%	28%	34%	24%	32%	26%	38%
<b>2</b>	10%	11%	18%	5%	4%	12%	11%	5%	10%	9%	10%	12%	9%	12%	9%	4%	11%	16%
<b>1 - STRONGLY DISAGREE</b>	7%	8%	4%	9%	8%	7%	4%	4%	13%	7%	7%	8%	7%	7%	12%	4%	6%	7%
<b>DON'T KNOW/WON'T SAY</b>	2%	-	3%	2%	-	2%	-	7%	2%	-	1%	4%	2%	1%	5%	1%	1%	1%
<b>MEAN †</b>	3.5	3.6	3.4	3.5	3.8	3.4	3.6	3.5	3.3	3.6	3.4	3.5	3.6	3.5	3.5	3.7	3.6	3.2

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS: THE PUBLIC SCHOOLS LOCATED IN LOS RANCHOS PROVIDE GOOD QUALITY EDUCATION**

QUESTION 29: PLEASE RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE: **THE PUBLIC SCHOOLS LOCATED IN LOS RANCHOS PROVIDE GOOD QUALITY EDUCATION.**

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>5 - STRONGLY AGREE</b>	21%	18%	23%	20%	21%	25%	21%	17%	30%	24%	11%	23%	30%	24%	17%	17%
<b>4</b>	16%	15%	17%	13%	18%	17%	9%	23%	15%	17%	29%	12%	3%	19%	15%	21%
<b>3</b>	17%	17%	17%	28%	13%	13%	17%	20%	16%	18%	11%	13%	15%	16%	16%	21%
<b>2</b>	5%	5%	5%	6%	5%	2%	6%	7%	4%	6%	10%	3%	15%	1%	6%	4%
<b>1 - STRONGLY DISAGREE</b>	6%	7%	5%	7%	6%	6%	6%	5%	2%	7%	1%	13%	-	3%	9%	8%
<b>DON'T KNOW/WON'T SAY</b>	36%	39%	33%	26%	36%	37%	40%	29%	34%	27%	38%	36%	37%	37%	37%	29%
<b>MEAN †</b>	3.6	3.5	3.7	3.4	3.7	3.9	3.5	3.6	4.0	3.6	3.6	3.4	3.8	3.9	3.4	3.5

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>5 - STRONGLY AGREE</b>	21%	18%	22%	21%	33%	17%	22%	12%	18%	23%	24%	17%	21%	22%	11%	25%	27%	16%
<b>4</b>	16%	6%	21%	19%	17%	16%	16%	6%	24%	15%	14%	19%	17%	15%	17%	13%	16%	18%
<b>3</b>	17%	10%	17%	20%	15%	17%	15%	34%	17%	33%	15%	12%	17%	17%	26%	9%	13%	21%
<b>2</b>	5%	3%	1%	8%	3%	5%	4%	10%	6%	7%	6%	3%	5%	4%	3%	5%	6%	6%
<b>1 - STRONGLY DISAGREE</b>	6%	9%	2%	6%	10%	4%	8%	-	3%	5%	7%	4%	5%	6%	3%	10%	7%	2%
<b>DON'T KNOW/WON'T SAY</b>	36%	53%	37%	26%	21%	41%	36%	38%	33%	17%	34%	44%	34%	35%	41%	37%	31%	37%
<b>MEAN †</b>	3.6	3.5	3.9	3.6	3.8	3.6	3.6	3.3	3.7	3.5	3.6	3.8	3.7	3.6	3.5	3.6	3.8	3.6

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE STRONGLY AGREE RESPONSE IS ASSIGNED A VALUE OF 5; THE STRONGLY DISAGREE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**STATEMENT THAT IS CLOSEST TO YOUR OPINION**

QUESTION 30: THINKING ABOUT PLANNING IN LOS RANCHOS, WHICH OF THE FOLLOWING STATEMENTS IS CLOSER TO YOUR OPINION?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>THE VILLAGE SHOULD SUPPORT DEVELOPMENT BY ALLOWING HOUSES TO BE BUILT CLOSER TOGETHER AND ENCOURAGE MORE BUSINESSES TO OPEN WHERE APPROPRIATE</b>	26%	30%	23%	20%	33%	37%	23%	20%	22%	23%	39%	35%	21%	34%	17%	31%
<b>THE VILLAGE SHOULD NOT SUPPORT ANY MORE RESIDENTIAL OR COMMERCIAL DEVELOPMENT AND SHOULD FOCUS ON PRESERVING THINGS AS THEY ARE NOW</b>	49%	47%	51%	62%	41%	36%	53%	59%	52%	60%	29%	43%	53%	43%	55%	46%
<b>BOTH (VOLUNTEERED)</b>	10%	8%	12%	9%	10%	13%	9%	9%	9%	8%	24%	7%	5%	10%	13%	10%
<b>NEITHER (VOLUNTEERED)</b>	11%	11%	11%	5%	14%	10%	13%	10%	11%	7%	6%	13%	14%	8%	14%	11%
<b>DON'T KNOW/WON'T SAY</b>	4%	5%	3%	4%	1%	4%	3%	3%	7%	2%	2%	2%	6%	5%	1%	2%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>THE VILLAGE SHOULD SUPPORT DEVELOPMENT BY ALLOWING HOUSES TO BE BUILT CLOSER TOGETHER AND ENCOURAGE MORE BUSINESSES TO OPEN WHERE APPROPRIATE</b>	26%	32%	34%	17%	43%	21%	35%	19%	15%	37%	25%	23%	29%	21%	22%	33%	25%	27%
<b>THE VILLAGE SHOULD NOT SUPPORT ANY MORE RESIDENTIAL OR COMMERCIAL DEVELOPMENT AND SHOULD FOCUS ON PRESERVING THINGS AS THEY ARE NOW</b>	49%	38%	38%	62%	31%	55%	38%	56%	63%	48%	54%	44%	50%	49%	61%	39%	42%	58%
<b>BOTH (VOLUNTEERED)</b>	10%	10%	12%	9%	14%	9%	11%	12%	9%	8%	9%	13%	10%	11%	6%	11%	13%	8%
<b>NEITHER (VOLUNTEERED)</b>	11%	15%	11%	8%	11%	11%	10%	12%	10%	7%	6%	18%	10%	12%	11%	10%	14%	6%
<b>DON'T KNOW/WON'T SAY</b>	4%	4%	5%	3%	-	5%	6%	-	3%	-	5%	2%	1%	8%	1%	6%	7%	-

### WHICH WOULD YOU PREFER TO SEE MORE DEVELOPMENT OF?

QUESTION 31: THINKING ABOUT THE FUTURE IN LOS RANCHOS, WOULD YOU PREFER TO SEE THE DEVELOPMENT OF MORE ?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>SMALLER SIZED HOMES LOCATED ON SMALLER LOTS AT VARIOUS PRICE POINTS</b>	37%	34%	40%	43%	35%	43%	29%	39%	54%	39%	31%	28%	43%	42%	28%	37%
<b>HIGH-END, LARGE HOMES THAT ARE LOCATED ON BIGGER SIZED LOTS</b>	24%	27%	22%	24%	26%	27%	19%	27%	8%	19%	36%	44%	17%	19%	32%	28%
<b>BOTH (VOLUNTEERED)</b>	10%	9%	11%	6%	13%	9%	14%	7%	10%	10%	9%	10%	11%	7%	14%	9%
<b>NEITHER (VOLUNTEERED)</b>	15%	12%	17%	17%	12%	8%	18%	18%	11%	13%	22%	11%	16%	9%	19%	17%
<b>DEPENDS ON THE AREA</b>	9%	11%	8%	7%	12%	10%	10%	8%	14%	13%	1%	7%	12%	14%	6%	6%
<b>DON'T KNOW/WON'T SAY</b>	5%	7%	3%	3%	2%	2%	10%	2%	2%	6%	2%	-	-	9%	1%	2%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>SMALLER SIZED HOMES LOCATED ON SMALLER LOTS AT VARIOUS PRICE POINTS</b>	37%	26%	39%	41%	48%	33%	38%	35%	37%	57%	42%	25%	39%	34%	29%	38%	41%	36%
<b>HIGH-END, LARGE HOMES THAT ARE LOCATED ON BIGGER SIZED LOTS</b>	24%	38%	20%	19%	28%	23%	24%	23%	25%	17%	22%	30%	23%	28%	34%	23%	15%	29%
<b>BOTH (VOLUNTEERED)</b>	10%	16%	4%	10%	9%	10%	10%	9%	8%	3%	10%	11%	9%	12%	16%	9%	9%	6%
<b>NEITHER (VOLUNTEERED)</b>	15%	10%	21%	14%	10%	16%	12%	20%	18%	15%	7%	23%	15%	15%	18%	15%	13%	14%
<b>DEPENDS ON THE AREA</b>	9%	6%	13%	9%	5%	10%	11%	2%	7%	6%	14%	6%	10%	7%	3%	7%	15%	9%
<b>DON'T KNOW/WON'T SAY</b>	5%	4%	3%	7%	-	7%	5%	11%	5%	3%	5%	5%	5%	4%	-	8%	6%	7%

**EMPLOYMENT STATUS**

QUESTION 32: ARE YOU?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
EMPLOYED FULL-TIME	48%	64%	34%	53%	42%	77%	55%	11%	38%	48%	49%	70%	29%	51%	51%	51%
EMPLOYED PART-TIME	10%	3%	15%	9%	10%	7%	18%	4%	9%	9%	13%	3%	19%	12%	5%	7%
RETIRED	33%	32%	35%	27%	38%	-	20%	81%	39%	37%	29%	21%	34%	26%	37%	38%
UNEMPLOYED, LOOKING FOR WORK	1%	-	1%	2%	-	-	2%	-	3%	-	-	-	5%	-	-	-
FULL-TIME HOMEMAKER	5%	-	9%	5%	6%	11%	2%	2%	5%	4%	5%	4%	12%	7%	3%	-
SELF EMPLOYED	2%	1%	4%	2%	3%	4%	3%	1%	5%	1%	5%	-	-	4%	2%	2%
WON'T SAY	1%	-	2%	1%	1%	2%	-	1%	1%	1%	-	3%	-	-	2%	2%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL-ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
EMPLOYED FULL-TIME	48%	67%	55%	35%	72%	41%	100%	-	-	49%	48%	50%	48%	46%	43%	57%	46%	51%
EMPLOYED PART-TIME	10%	5%	11%	12%	8%	11%	-	100%	-	8%	12%	9%	10%	10%	12%	6%	9%	11%
RETIRED	33%	20%	21%	47%	7%	41%	-	-	100%	41%	30%	33%	34%	33%	32%	28%	34%	38%
UNEMPLOYED, LOOKING FOR WORK	1%	-	-	1%	-	1%	-	-	-	-	-	-	-	2%	3%	-	-	-
FULL-TIME HOMEMAKER	5%	3%	9%	3%	14%	2%	-	-	-	-	6%	6%	4%	6%	3%	4%	9%	-
SELF EMPLOYED	2%	4%	2%	2%	-	3%	-	-	-	-	3%	3%	3%	2%	5%	5%	1%	-
WON'T SAY	1%	1%	2%	-	-	1%	-	-	-	2%	1%	-	1%	1%	1%	-	2%	-

**TRAVEL OUTSIDE OF LOS RANCHOS TO GET TO WORK**  
 AMONG THOSE WHO ARE EMPLOYED FULL OR PART TIME

QUESTION 33: DO YOU TRAVEL OUTSIDE OF LOS RANCHOS TO GET TO WORK?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>Yes</b>	76%	82%	68%	76%	73%	73%	76%	86%	58%	75%	89%	86%	75%	63%	81%	85%
<b>No</b>	24%	18%	32%	24%	27%	27%	24%	14%	42%	25%	11%	14%	25%	37%	19%	15%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>Yes</b>	76%	79%	85%	65%	81%	73%	80%	54%	-	69%	77%	77%	73%	78%	72%	77%	77%	76%
<b>No</b>	24%	21%	15%	35%	19%	27%	20%	46%	-	31%	23%	23%	27%	22%	28%	23%	23%	24%

### IS YOUR PROPERTY IN LOS RANCHOS USED FOR AGRICULTURAL PURPOSES?

QUESTION 34: DO YOU USE ANY OF YOUR PROPERTY IN LOS RANCHOS FOR AGRICULTURAL PURPOSES SUCH AS RAISING AND SELLING FARM ANIMALS (COWS, SHEEP, GOATS, CHICKENS, HORSES, ETC.) AND/OR CROPS?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>Yes</b>	22%	28%	17%	20%	24%	25%	25%	17%	15%	16%	27%	31%	13%	19%	29%	25%
<b>No</b>	75%	66%	83%	78%	74%	74%	70%	82%	83%	80%	73%	69%	87%	77%	70%	74%
<b>DON'T KNOW/WON'T SAY</b>	3%	7%	-	2%	2%	2%	5%	1%	2%	3%	-	-	-	4%	2%	1%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>Yes</b>	22%	20%	21%	24%	22%	22%	27%	-	21%	8%	13%	39%	33%	4%	27%	23%	15%	28%
<b>No</b>	75%	78%	72%	74%	78%	74%	67%	100%	77%	92%	86%	56%	66%	96%	68%	73%	83%	68%
<b>DON'T KNOW/WON'T SAY</b>	3%	2%	7%	2%	-	4%	5%	-	2%	-	1%	5%	1%	-	5%	3%	2%	3%

### DO YOU HAVE A GARDEN OR ANY FARM ANIMALS ON YOUR PROPERTY FOR PERSONAL USE?

QUESTION 35: DO YOU HAVE A GARDEN OR ANY FARM ANIMALS FOR PERSONAL USE ON YOUR PROPERTY?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>Yes</b>	64%	67%	60%	57%	70%	59%	70%	63%	57%	64%	72%	68%	47%	66%	63%	71%
<b>No</b>	34%	28%	40%	43%	28%	40%	27%	37%	42%	36%	28%	32%	53%	32%	35%	29%
<b>DON'T KNOW/WON'T SAY</b>	2%	5%	-	-	2%	2%	3%	-	2%	-	-	-	-	2%	2%	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>Yes</b>	64%	59%	64%	66%	61%	65%	64%	64%	65%	71%	59%	68%	100%	-	68%	56%	64%	64%
<b>No</b>	34%	39%	32%	33%	39%	32%	33%	36%	33%	29%	40%	29%	-	100%	27%	40%	36%	33%
<b>DON'T KNOW/WON'T SAY</b>	2%	2%	4%	2%	-	3%	4%	-	1%	-	1%	3%	-	-	4%	3%	-	3%

**OWN OR RENT YOUR HOME**

QUESTION 37: DO YOU RENT OR OWN YOUR PLACE OF RESIDENCE?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>RENT</b>	9%	4%	13%	11%	7%	22%	2%	2%	24%	3%	-	2%	3%	21%	4%	-
<b>OWN</b>	91%	96%	86%	87%	93%	78%	96%	98%	73%	97%	100%	98%	91%	79%	96%	100%
<b>DON'T KNOW/WON'T SAY</b>	1%	-	1%	2%	-	-	2%	-	3%	-	-	-	5%	-	-	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>RENT</b>	9%	18%	10%	3%	22%	4%	12%	14%	2%	9%	13%	4%	7%	11%	8%	16%	8%	4%
<b>OWN</b>	91%	82%	90%	96%	78%	95%	88%	86%	98%	91%	87%	96%	93%	87%	89%	84%	92%	96%
<b>DON'T KNOW/WON'T SAY</b>	1%	-	-	1%	-	1%	-	-	-	-	-	-	-	2%	3%	-	-	-

**SIZE OF PROPERTY LOT**

QUESTION 38: HOW LARGE IS THE LOT THAT YOU LIVE ON?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
LESS THAN A HALF-ACRE	18%	18%	17%	27%	15%	17%	16%	20%	24%	18%	17%	13%	19%	16%	15%	24%
A HALF -ACRE TO LESS THAN A FULL ACRE	41%	34%	46%	45%	42%	48%	35%	40%	41%	53%	41%	39%	33%	46%	40%	38%
ONE OR TWO ACRES	33%	36%	30%	21%	36%	29%	37%	34%	25%	28%	33%	37%	37%	29%	39%	32%
MORE THAN TWO ACRES	6%	9%	4%	5%	7%	6%	8%	5%	8%	1%	7%	10%	5%	9%	4%	5%
DON'T KNOW/WON'T SAY	2%	3%	2%	2%	1%	-	3%	1%	3%	-	2%	-	5%	-	3%	-

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF - ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
LESS THAN A HALF-ACRE	18%	26%	10%	18%	17%	18%	18%	15%	22%	100%	-	-	20%	15%	28%	14%	18%	10%
A HALF -ACRE TO LESS THAN A FULL ACRE	41%	40%	43%	40%	44%	40%	40%	50%	37%	-	100%	-	38%	48%	26%	42%	47%	45%
ONE OR TWO ACRES	33%	34%	39%	29%	33%	33%	33%	24%	34%	-	-	84%	34%	30%	34%	35%	33%	31%
MORE THAN TWO ACRES	6%	-	7%	9%	6%	7%	7%	11%	5%	-	-	16%	8%	3%	10%	5%	2%	10%
DON'T KNOW/WON'T SAY	2%	-	1%	4%	-	2%	1%	-	2%	-	-	-	*	3%	3%	3%	-	4%

\*LESS THAN 1% REPORTED.

### NUMBER OF CHILDREN UNDER 18 LIVING IN THE HOUSEHOLD

QUESTION 39: HOW MANY CHILDREN UNDER 18 ARE LIVING IN YOUR HOME, IF ANY?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
ONE	8%	4%	12%	16%	6%	20%	5%	1%	10%	8%	10%	10%	6%	9%	10%	7%
TWO	12%	12%	11%	10%	15%	29%	4%	3%	7%	12%	16%	19%	12%	8%	16%	12%
THREE	4%	3%	5%	6%	4%	11%	2%	-	3%	-	14%	7%	-	4%	4%	6%
NONE	75%	78%	72%	68%	75%	40%	88%	95%	79%	79%	60%	64%	82%	78%	69%	73%
WON'T SAY	1%	1%	-	-	-	-	1%	1%	1%	1%	-	-	-	-	2%	2%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
ONE	8%	22%	7%	2%	35%	-	14%	8%	1%	15%	8%	7%	9%	8%	8%	16%	4%	9%
TWO	12%	15%	17%	6%	48%	-	15%	11%	4%	5%	15%	11%	11%	13%	14%	12%	11%	10%
THREE	4%	4%	11%	-	17%	-	7%	-	-	3%	4%	5%	3%	6%	-	5%	4%	7%
NONE	75%	59%	64%	90%	-	100%	64%	81%	93%	75%	74%	76%	76%	71%	77%	66%	81%	71%
WON'T SAY	1%	-	1%	1%	-	-	-	-	3%	1%	-	-	1%	1%	1%	-	-	3%

### ELEMENTARY OR MIDDLE SCHOOL STUDENTS IN THE HOUSEHOLD

QUESTION 40: DO YOU HAVE ANY ELEMENTARY OR MIDDLE SCHOOL STUDENTS IN YOUR HOUSEHOLD?

	TOTAL SAMPLE (N=250)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>Yes</b>	18%	15%	20%	25%	17%	46%	6%	3%	16%	11%	30%	30%	12%	16%	23%	20%
<b>No</b>	82%	85%	80%	75%	83%	54%	94%	97%	84%	89%	70%	70%	88%	84%	77%	80%

	TOTAL SAMPLE (N=250)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>Yes</b>	18%	29%	29%	6%	75%	-	25%	19%	4%	16%	23%	15%	15%	25%	12%	23%	16%	23%
<b>No</b>	82%	71%	71%	94%	25%	100%	75%	81%	96%	84%	77%	85%	85%	75%	88%	77%	84%	77%

**DO ANY CHILDREN ATTEND LOS RANCHOS ELEMENTARY, ALAMEDA ELEMENTARY, ALVARADO ELEMENTARY, TAFT MIDDLE SCHOOL OR TAYLOR MIDDLE SCHOOL**

AMONG THOSE WITH ELEMENTARY OR MIDDLE SCHOOL STUDENTS IN THE HOUSEHOLD

QUESTION 41: DO ANY OF THE ELEMENTARY AND/OR MIDDLE SCHOOL STUDENTS IN YOUR HOUSEHOLD ATTEND ANY OF THE FOLLOWING APS SCHOOLS: LOS RANCHOS ELEMENTARY, ALAMEDA ELEMENTARY, ALVARADO ELEMENTARY, TAFT MIDDLE SCHOOL, OR TAYLOR MIDDLE SCHOOL?

	TOTAL RESPONSES (N=45)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>Yes</b>	42%	24%	55%	60%	34%	43%	56%	-	71%	55%	38%	24%	100%	58%	25%	32%
<b>No</b>	54%	76%	39%	40%	59%	52%	44%	100%	13%	45%	62%	76%	-	28%	75%	68%
<b>HOMESCHOOLED</b>	4%	-	6%	-	7%	5%	-	-	17%	-	-	-	-	14%	-	-

	TOTAL RESPONSES (N=45)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	Yes	No	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	Yes	No	1	2	3	4
<b>Yes</b>	42%	34%	52%	36%	42%	-	42%	100%	-	56%	40%	40%	43%	42%	47%	46%	21%	63%
<b>No</b>	54%	66%	40%	64%	54%	-	58%	-	100%	44%	60%	48%	50%	58%	53%	39%	79%	37%
<b>HOMESCHOOLED</b>	4%	-	8%	-	4%	-	-	-	-	-	-	12%	7%	-	-	15%	-	-

**DO ANY CHILDREN ATTEND ANOTHER SCHOOL NOT MENTIONED**  
 AMONG THOSE WITH ELEMENTARY OR MIDDLE SCHOOL STUDENTS IN THE HOUSEHOLD

QUESTION 42: DO ANY OF THE ELEMENTARY AND/OR MIDDLE SCHOOL STUDENTS IN YOUR HOUSEHOLD ATTEND A SCHOOL OTHER THAN THOSE I JUST MENTIONED?

	TOTAL RESPONSES (N=45)	GENDER		ETHNICITY		AGE			HOUSEHOLD INCOME				EDUCATION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER	LESS THAN \$50,000	\$50,000 TO \$99,999	\$100,000 TO \$149,999	\$150,000 AND ABOVE	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>YES</b>	46%	60%	36%	36%	48%	44%	44%	72%	13%	20%	62%	62%	-	28%	71%	44%
<b>NO</b>	44%	35%	50%	54%	42%	49%	34%	-	71%	55%	38%	30%	100%	58%	18%	49%
<b>HOMESCHOOLED</b>	4%	-	6%	-	7%	5%	-	-	17%	-	-	-	-	14%	-	-
<b>DON'T KNOW/WON'T SAY</b>	6%	5%	7%	11%	4%	3%	22%	28%	-	25%	-	8%	-	-	12%	8%

	TOTAL RESPONSES (N=45)	LENGTH OF RESIDENCY			CHILDREN LIVING IN HOME		EMPLOYMENT STATUS			SIZE OF LOT			HAVE GARDEN/FARM ANIMALS		QUADRANT			
		LESS THAN 10 YEARS	11 TO 20 YEARS	MORE THAN 20 YEARS	YES	NO	FULL-TIME	PART-TIME	RETIRED	LESS THAN A HALF-ACRE	A HALF-ACRE TO LESS THAN A FULL ACRE	ONE ACRE OR MORE	YES	NO	1	2	3	4
<b>YES</b>	46%	66%	30%	39%	46%	-	49%	-	79%	44%	48%	42%	38%	55%	39%	39%	68%	28%
<b>NO</b>	44%	28%	57%	50%	44%	-	44%	100%	-	56%	40%	46%	46%	42%	47%	46%	19%	72%
<b>HOMESCHOOLED</b>	4%	-	8%	-	4%	-	-	-	-	-	-	12%	7%	-	-	15%	-	-
<b>DON'T KNOW/WON'T SAY</b>	6%	7%	5%	11%	6%	-	7%	-	21%	-	12%	-	9%	3%	14%	-	13%	-

# DEMOGRAPHICS

RESEARCH  
& POLLING  
INC

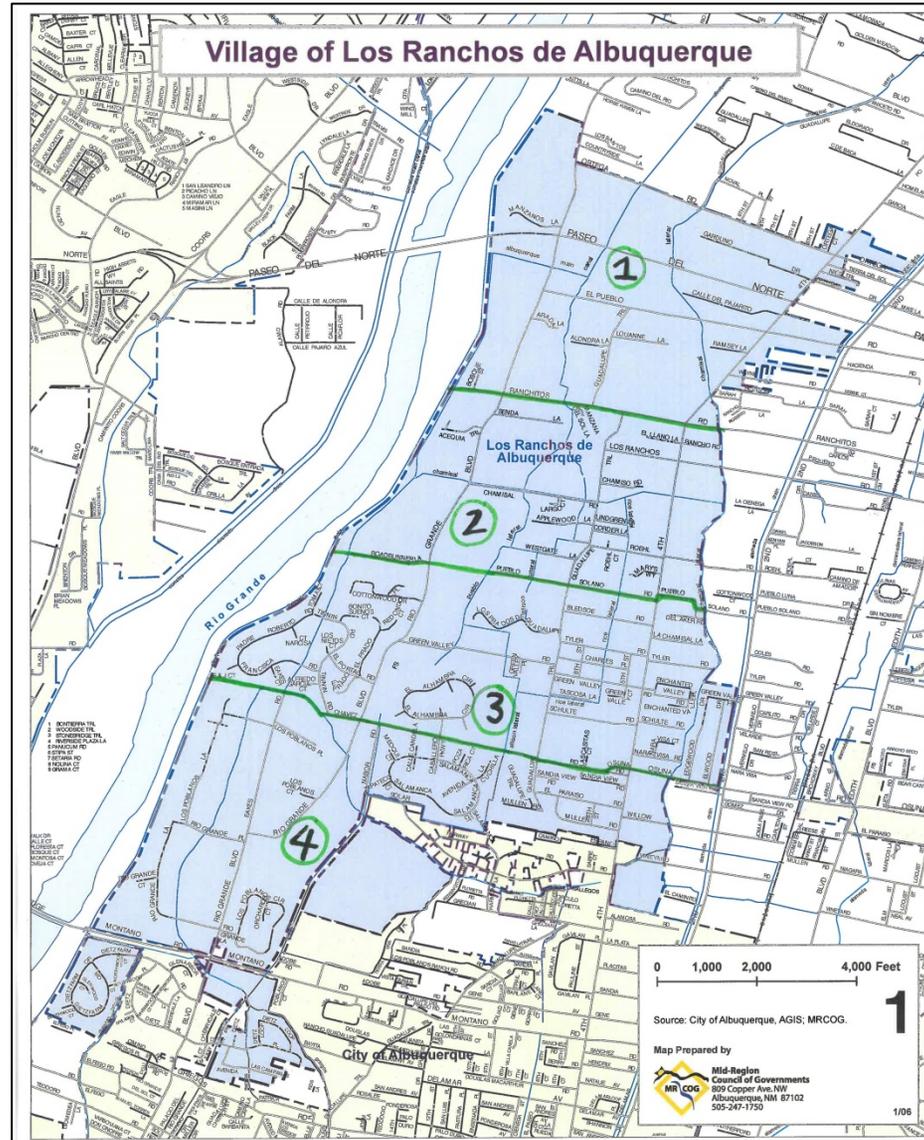


**DEMOGRAPHICS**  
 TOTAL SAMPLE (N=250)

<b>GENDER</b>		<b>HOUSEHOLD INCOME</b>	
MALE	47%	LESS THAN \$30,000	10%
FEMALE	53%	\$30,000 TO \$49,999	16%
<b>AGE</b>		\$50,000 TO \$74,999	13%
18 TO 34 YEARS	4%	\$75,000 TO \$99,999	12%
35 TO 49 YEARS	29%	\$100,000 TO \$149,999	15%
50 TO 64 YEARS	34%	\$150,000 TO \$199,999	8%
65 YEARS OR OLDER	32%	\$200,000 AND ABOVE	12%
WON'T SAY	1%	WON'T SAY	14%
<b>ETHNICITY</b>		<b>LENGTH OF RESIDENCY IN LOS RANCHOS</b>	
CAUCASIAN/ANGLO	60%	LESS THAN 10 YEARS	25%
HISPANIC	28%	11 TO 20 YEARS	29%
NATIVE AMERICAN INDIAN	1%	MORE THAN 20 YEARS	46%
OTHER	6%		
WON'T SAY	4%		
<b>EDUCATION</b>			
HIGH SCHOOL GRADUATE OR LESS	12%		
SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE	33%		
COLLEGE GRADUATE (4 YEARS)	28%		
GRADUATE DEGREE (MD, PHD, J.D., MASTERS)	25%		
WON'T SAY	2%		

# QUADRANT MAP





# QUESTIONNAIRE

RESEARCH  
& POLLING  
INC



LOS RANCHOS PLANNING SURVEY  
JUNE 2018  
FINAL  
N = 250 VILLAGE OF LOS RANCHOS RESIDENTS

HELLO. MY NAME IS (YOUR NAME). I'M CALLING FROM RESEARCH & POLLING, INC. ON BEHALF OF THE VILLAGE OF LOS RANCHOS. WE ARE CONDUCTING A SURVEY FOR THE VILLAGE ABOUT RESIDENTS' ATTITUDES AND OPINIONS. YOUR HOUSEHOLD WAS SELECTED AT RANDOM, AND ALL OF YOUR ANSWERS ARE CONFIDENTIAL. MAY I PLEASE SPEAK TO SOMEONE WHO IS AT LEAST 18? (REPEAT INTRODUCTION WITH 18+ RESPONDENT, IF PERSON ANSWERING PHONE IS UNDER 18)

**A. DO YOU LIVE WITHIN THE VILLAGE OF LOS RANCHOS?**

1. YES
2. NO/DON'T KNOW/WON'T SAY (THANK AND TERMINATE)

**1. WHAT WOULD YOU SAY ARE THE THREE THINGS THAT MAKE LOS RANCHOS SPECIAL? (PROBE)...ANYTHING ELSE? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- |  |                            |
|--|----------------------------|
| 001. RURAL                               | 015. WALKING/BIKING TRAILS |
| 002. FRIENDLY PEOPLE                     | 016. FARMER'S MARKET       |
| 003. CULTURAL DIVERSITY                  | 017. QUIET                 |
| 004. CLEAN AIR/ENVIRONMENT               | 018. LAID BACK ATMOSPHERE  |
| 005. PEACEFUL                            | 019. SMALL TOWN FEEL       |
| 006. CRIME RATE IS LOW                   | 020. FARMLAND              |
| 007. EDUCATIONAL SYSTEM/SCHOOLS ARE GOOD | 021. OPEN SPACES           |
| 008. FAMILY LIVES HERE                   | 022. HORSES                |
| 009. SCENIC                              | 023. ANIMALS (IN GENERAL)  |
| 010. RIO GRANDE BLVD.                    | 024. ANTIQUE STORES/MILE   |
| 011. GREENERY/TREES                      | 499. NOTHING IN PARTICULAR |
| 012. QUIET                               | 500. DON'T KNOW/WON'T SAY  |
| 013. LAID BACK ATMOSPHERE                | OTHER (SPECIFY) _____      |
| 014. PROXIMITY TO RIVER/BOSQUE           |                            |

**2. WHAT ARE THREE THINGS THAT YOU WOULD LIKE TO CHANGE ABOUT LOS RANCHOS OR COULD HELP IMPROVE QUALITY OF LIFE FOR RESIDENTS? (PROBE, IF NECESSARY) (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- |   |                                     |
|---|-------------------------------------|
| 001. MORE THINGS TO DO (IN GENERAL)           | 011. IMPROVE/MORE YOUTH ACTIVITIES  |
| 002. MORE SHOPPING/RETAIL STORES              | 012. IMPROVE/MORE SENIOR ACTIVITIES |
| 003. MORE RESTAURANTS                         | 013. MORE SERVICE INDUSTRIES        |
| 004. LOWER HOME PRICES                        | 014. LESS CRIME                     |
| 005. IMPROVE ROADS/STREETS/HIGHWAY CONDITIONS | 015. LESS TRAFFIC                   |
| 006. IMPROVE ECONOMY                          | 016. FEWER SPEEDING VEHICLES        |
| 007. IMPROVE PUBLIC SAFETY                    | 499. NOTHING IN PARTICULAR          |
| 008. MORE PARKS/OPEN SPACES                   | 500. DON'T KNOW/WON'T SAY           |
| 009. REDUCE POPULATION GROWTH                 | OTHER (SPECIFY) _____               |
| 010. LOWER COST OF LIVING                     |                                     |

**3. WHAT TYPES OF BUSINESSES, STORES, OR OTHER AMENITIES WOULD YOU LIKE TO HAVE MORE OF IN LOS RANCHOS? (PROBE)... WHAT ELSE? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- |                                     |   |
|-------------------------------------|---|
| 001. BANK                           | 012. GROCERY STORE                              |
| 002. BAKERY/DELI/PRODUCE MARKET     | 013. RESTAURANTS                                |
| 003. BAR/NIGHTCLUB                  | 014. SPORTS FACILITY/RECREATION CENTER          |
| 004. BIG BOX STORE (WAL-MART, ETC.) | 015. DEPARTMENT STORE (DILLARD'S, MACY'S, ETC.) |
| 005. BOOKSTORE                      | 016. SHOPPING MALL                              |
| 006. CLOTHING STORE                 | 017. MEDICAL/DENTAL OFFICES                     |
| 007. COFFEE SHOP                    | 018. SENIOR CENTER                              |
| 008. CONVENIENCE STORE              | 499. NOTHING IN PARTICULAR                      |
| 009. DRY CLEANER                    | 500. DON'T KNOW/WON'T SAY                       |
| 010. DRUG STORE/PHARMACY            | OTHER (SPECIFY) _____                           |
| 011. GAS STATION                    |   |

**4. WHICH OF THE FOLLOWING BEST DESCRIBES LOS RANCHOS? (READ CATEGORIES) (TAKE ONLY ONE RESPONSE)**

1. RURAL
2. SEMI-RURAL
3. SUBURBAN
4. URBAN
5. DON'T KNOW/WON'T SAY (DO NOT READ) (SKIP TO INTRO TO Q.6)

**5. WHY DO YOU FEEL THIS WAY ABOUT LOS RANCHOS? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| 001. LOTS OF FARMS/AGRICULTURE       | 014. LOW CRIME                  |
| 002. COUNTRY/RURAL SETTING           | 015. NO/LIGHT TRAFFIC           |
| 003. MIX OF FARMLAND AND RESIDENTIAL | 016. MIX OF URBAN AND RURAL     |
| 004. LARGE HOME LOTS                 | 017. SMALL TOWN FEEL/ATMOSPHERE |
| 005. AWAY FROM THE CITY              | 018. SMALL HOME LOTS            |
| 006. PEACEFUL/QUIET                  | 019. CLOSE TO THE CITY          |
| 007. SLOWER PACED LIFESTYLE          | 020. CLOSE TO BUSINESSES        |
| 008. FARMING HERITAGE                | 021. TRAFFIC CONGESTION         |
| 009. PEOPLE HAVE FARM ANIMALS        | 022. HIGH CRIME                 |
| 010. HORSES/EQUESTRIAN/STABLES       | 499. NOTHING IN PARTICULAR      |
| 011. CLOSE TO THE RIVER/BOSQUE       | 500. DON'T KNOW/WON'T SAY       |
| 012. OPEN SPACES/PARKS               | OTHER (SPECIFY) _____           |
| 013. IRRIGATION CANALS/DITCH BANKS   |                                 |

I WOULD LIKE TO READ YOU A LIST OF THINGS THAT YOU MAY OR MAY NOT FEEL ARE NEEDED WITHIN LOS RANCHOS. PLEASE RATE HOW MUCH YOU THINK EACH IS NEEDED USING A 5-POINT SCALE, WHERE 5 IS SERIOUSLY NEEDED AND 1 IS NOT NEEDED AT ALL.

(RANDOMIZE)	SERIOUSLY NEEDED	NOT NEEDED AT ALL	DON'T KNOW/ WON'T SAY
6. MORE RESTAURANTS .....	5.....4.....3.....2.....1.....6		
7. MORE RETAIL SHOPS.....	5.....4.....3.....2.....1.....6		
8. A GROCERY STORE.....	5.....4.....3.....2.....1.....6		
9. ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES) .....	5.....4.....3.....2.....1.....6		
10. PEDESTRIAN FRIENDLY STREETS .....	5.....4.....3.....2.....1.....6		
11. MORE PUBLIC PARKS .....	5.....4.....3.....2.....1.....6		
12. MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKETS AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS .....	5.....4.....3.....2.....1.....6		
13. MORE EMPLOYMENT OPPORTUNITIES.....	5.....4.....3.....2.....1.....6		
14. MORE WALKING AND BIKING TRAILS.....	5.....4.....3.....2.....1.....6		
15. MORE LAND FOR FARMING AND RAISING ANIMALS .....	5.....4.....3.....2.....1.....6		
16. MORE AFFORDABLE HOUSING UNITS.....	5.....4.....3.....2.....1.....6		
17. MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC.....	5.....4.....3.....2.....1.....6		

PLEASE TELL ME IF YOU DO EACH OF THE FOLLOWING: SEVERAL TIMES PER WEEK OR MORE; AT LEAST ONCE PER WEEK; ONCE OR TWICE A MONTH; RARELY OR NEVER? HOW OFTEN DO YOU...(READ STATEMENT AND REPEAT RESPONSE CATEGORIES AS NECESSARY)

(RANDOMIZE)	SEVERAL TIMES PER WEEK OR MORE	AT LEAST ONCE PER WEEK	ONCE OR TWICE A MONTH	RARELY OR NEVER	DON'T KNOW/ WON'T SAY
18. SHOP IN LOS RANCHOS .....	4.....3.....2.....1.....5				
19. TAKE PUBLIC TRANSIT.....	4.....3.....2.....1.....5				
20. WALK OR BIKE IN LOS RANCHOS FOR RECREATION .....	4.....3.....2.....1.....5				
21. WALK OR BIKE TO WORK .....	4.....3.....2.....1.....5				
22. GO OUT TO EAT IN LOS RANCHOS .....	4.....3.....2.....1.....5				

I WOULD LIKE TO READ A LIST STATEMENTS RELATING TO LOS RANCHOS AND FOR EACH ONE ASK YOU TO RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE. THE FIRST ONE IS:

(RANDOMIZE)	STRONGLY <u>AGREE</u>	STRONGLY <u>DISAGREE</u>	DON'T KNOW/ <u>WON'T SAY</u>			
23. RESIDENTS SHOULD BE ALLOWED TO ADD CASITAS OR OTHER TYPES OF HOUSING ON THEIR PROPERTY THAT COULD BE RENTED .....	5.....	4.....	3.....	2.....	1.....	6
24. UNDEVELOPED AREAS IN LOS RANCHOS SHOULD BE ZONED TO ALLOW FOR GREATER HOUSING DENSITY .....	5.....	4.....	3.....	2.....	1.....	6
25. AGRICULTURE IS AN IMPORTANT PART OF THE VILLAGE'S CHARACTER AND NEEDS TO BE PRESERVED .....	5.....	4.....	3.....	2.....	1.....	6
26. THE VILLAGE SHOULD ENCOURAGE MORE TOURISM TO LOS RANCHOS.....	5.....	4.....	3.....	2.....	1.....	6
27. MORE PUBLIC TRANSPORTATION IS NEEDED TO CONNECT THE VILLAGE WITH THE RAIL RUNNER AND OTHER PUBLIC TRANSIT SYSTEMS .....	5.....	4.....	3.....	2.....	1.....	6
28. THE VILLAGE SHOULD ENCOURAGE YOUNGER FAMILIES TO MOVE HERE.....	5.....	4.....	3.....	2.....	1.....	6
29. THE PUBLIC SCHOOLS LOCATED IN LOS RANCHOS PROVIDE GOOD QUALITY EDUCATION .....	5.....	4.....	3.....	2.....	1.....	6
30. THINKING ABOUT PLANNING IN LOS RANCHOS, WHICH OF THE FOLLOWING STATEMENTS IS CLOSER TO YOUR OPINION...(READ AND ROTATE 1 AND 2):						
1. THE VILLAGE SHOULD SUPPORT DEVELOPMENT BY ALLOWING HOUSES TO BE BUILT CLOSER TOGETHER AND ENCOURAGE MORE BUSINESSES TO OPEN WHERE APPROPRIATE						
<b><u>OR</u></b>						
2. THE VILLAGE SHOULD <u>NOT</u> SUPPORT ANY MORE RESIDENTIAL OR COMMERCIAL DEVELOPMENT AND SHOULD FOCUS ON PRESERVING THINGS AS THEY ARE NOW						
3. BOTH (VOLUNTEERED)						
4. NEITHER (VOLUNTEERED)						
5. DON'T KNOW/WON'T SAY (DO NOT READ)						
31. THINKING ABOUT THE FUTURE IN LOS RANCHOS, WOULD YOU PREFER TO SEE THE DEVELOPMENT OF MORE...(READ AND ROTATE 1 AND 2):						
1. SMALLER SIZED HOMES LOCATED ON SMALLER LOTS AT VARIOUS PRICE POINTS						
<b><u>OR</u></b>						
2. HIGH-END, LARGE HOMES THAT ARE LOCATED ON BIGGER SIZED LOTS						
3. BOTH (VOLUNTEERED)						
4. NEITHER (VOLUNTEERED)						
5. DEPENDS ON THE AREA (VOLUNTEERED)						
6. DON'T KNOW/WON'T SAY (DO NOT READ)						

**32. ARE YOU: (READ CATEGORIES)**

- 01. EMPLOYED FULL-TIME
- 02. EMPLOYED PART-TIME
- 03. RETIRED **(SKIP TO Q.34)**
- 04. UNEMPLOYED, LOOKING FOR WORK **(SKIP TO Q.34)**
- 05. FULL-TIME HOMEMAKER **(SKIP TO Q.34)**
- 06. FULL-TIME STUDENT **(SKIP TO Q.34)**
- 07. DISABLED **(SKIP TO Q.34)**
- 99. WON'T SAY **(DO NOT READ) (SKIP TO Q.34)**
- OTHER (SPECIFY) \_\_\_\_\_ **(SKIP T Q.34)**

**33. DO YOU TRAVEL OUTSIDE OF LOS RANCHOS TO GET TO WORK?**

- 1. YES
- 2. NO
- 3. DON'T KNOW/WON'T SAY

**34. DO YOU USE ANY OF YOUR PROPERTY IN LOS RANCHOS FOR AGRICULTURAL PURPOSES SUCH AS RAISING AND SELLING FARM ANIMALS (COWS, SHEEP, GOATS, CHICKENS, HORSES, ETC.) AND/OR CROPS?**

- 1. YES
- 2. NO
- 3. DON'T KNOW/WON'T SAY **(DO NOT READ)**

**35. DO YOU HAVE A GARDEN OR ANY FARM ANIMALS FOR PERSONAL USE ON YOUR PROPERTY?**

- 1. YES
- 2. NO
- 3. DON'T KNOW/WON'T SAY **(DO NOT READ)**

**THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.**

**36. INTO WHICH AGE CATEGORY DO YOU FIT? (READ CATEGORIES)**

- 1. 18 TO 34 YEARS
- 2. 35 TO 49 YEARS
- 3. 50 TO 64 YEARS
- 4. 65 YEARS OR OLDER
- 5. WON'T SAY **(DO NOT READ)**

**37. DO YOU RENT OR OWN YOUR PLACE OF RESIDENCE?**

- 1. RENT
- 2. OWN
- 3. DON'T KNOW/WON'T SAY

**38. HOW LARGE IS THE LOT THAT YOU LIVE ON? (READ CATEGORIES)**

1. LESS THAN A HALF-ACRE
2. A HALF -ACRE TO LESS THAN A FULL ACRE
3. ONE OR TWO ACRES
4. MORE THAN TWO ACRES
5. DON'T KNOW/WON'T SAY **(DO NOT READ)**

**39. HOW MANY CHILDREN UNDER 18 ARE LIVING IN YOUR HOME, IF ANY? (DO NOT READ CATEGORIES)**

1. ONE
2. TWO
3. THREE
4. FOUR OR MORE
5. NONE **(SKIP TO Q.43)**
6. WON'T SAY **(DO NOT READ) (SKIP TO Q.43)**

**40. DO YOU HAVE ANY ELEMENTARY OR MIDDLE-SCHOOL STUDENTS IN YOUR HOUSEHOLD?**

1. YES
2. NO **(SKIP TO Q.43)**
3. DON'T KNOW/WON'T SAY **(SKIP TO Q.43)**

**41. DO ANY OF THE ELEMENTARY AND/OR MIDDLE-SCHOOL STUDENTS IN YOUR HOUSEHOLD ATTEND ANY OF THE FOLLOWING APS SCHOOLS: LOS RANCHOS ELEMENTARY, ALAMEDA ELEMENTARY, ALVARADO ELEMENTARY, TAFT MIDDLE SCHOOL, OR TAYLOR MIDDLE SCHOOL?**

1. YES
2. NO
3. HOMESCHOOLED **(VOLUNTEERED)**
4. DON'T KNOW/WON'T SAY **(DO NOT READ)**

**42. DO ANY OF THE ELEMENTARY AND/OR MIDDLE-SCHOOL STUDENTS IN YOUR HOUSEHOLD ATTEND A SCHOOL OTHER THAN THOSE I JUST MENTIONED? (RE-READ LIST, IF NECESSARY, LOS RANCHOS ELEMENTARY, ALAMEDA ELEMENTARY, ALVARADO ELEMENTARY, TAFT MIDDLE SCHOOL, OR TAYLOR MIDDLE SCHOOL)**

1. YES
2. NO
3. HOMESCHOOLED **(VOLUNTEERED)**
4. DON'T KNOW/WON'T SAY **(DO NOT READ)**

**43. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME? (READ CATEGORIES)**

1. LESS THAN \$30,000
2. \$30,000 TO \$49,999
3. \$50,000 TO \$74,999
4. \$75,000 TO \$99,999
5. \$100,000 TO \$149,999
6. \$150,000 TO \$199,999
7. \$200,000 AND ABOVE
8. WON'T SAY (**DO NOT READ**)

**44. DO YOU CONSIDER YOURSELF TO BE HISPANIC (INCLUDING LATINO OR SPANISH), CAUCASIAN, AFRICAN-AMERICAN, NATIVE AMERICAN INDIAN, ASIAN OR OF OTHER DESCENT?**

1. HISPANIC
2. CAUCASIAN/ANGLO
3. AFRICAN-AMERICAN/BLACK
4. NATIVE AMERICAN INDIAN
5. ASIAN
6. OTHER
7. WON'T SAY

**45. WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE ATTAINED? (READ CATEGORIES)**

1. SOME HIGH SCHOOL
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE
4. COLLEGE GRADUATE (4 YEARS)
5. GRADUATE DEGREE (MD, PHD, J.D., MASTERS)
6. WON'T SAY (**DO NOT READ**)

**46. HOW LONG HAVE YOU BEEN A RESIDENT OF LOS RANCHOS? (READ CATEGORIES)**

1. LESS THAN 10 YEARS
2. 11 TO 20 YEARS
3. MORE THAN 20 YEARS
4. WON'T SAY (**DO NOT READ**)

**47. WHAT NEIGHBORHOOD OF LOS RANCHOS DO YOU LIVE IN? (DO NOT READ CATEGORIES) (TAKE ONE RESPONSE ONLY)**

- 001. ALLISON LATERAL ESTATES
- 002. APPLEWOOD DRIVE
- 003. APPLEWOOD VALLEY ESTATES
- 004. AVONLEA PLACE
- 005. BONITA ROSAS
- 006. CABALLO DEL SOL
- 007. CASAS DE LOS SANTOS
- 008. CHAMISAL COMPOUND
- 009. CLOTWORTHY ACRES
- 010. EL CABALLERO NORTE
- 011. EL PARAISO
- 012. GUADALUPE ESTATES
- 013. GUADALUPE GARDENS
- 014. GUADALUPE WOODS
- 015. LA ESTANCIA
- 016. LA SENDA
- 017. LOS MANZANOS

- 018. LOS POBLANOS RANCH
- 019. LOS PRADOS DE GUADALUPE
- 020. MANZANA DEL SOL
- 021. MANZANO DEL SOL
- 022. PASTURAS DE GUADALUPE
- 023. PRADO
- 024. PRADO TRANQUILOS
- 025. RANCHO JARDIN
- 026. RANCHO VERDE
- 027. RANCHOS DE CHAMISAL
- 028. ROAD RUNNER ESTATES
- 029. ROB LEE MEADOWS
- 030. ROTHMAN
- 031. VERNON
- 032. ZAMORA
- 500. DON'T KNOW/WON'T SAY
- OTHER (SPECIFY) \_\_\_\_\_

**THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.**

**NOTE TO INTERVIEWER, WAS RESPONDENT:**

- 1. MALE
- 2. FEMALE

**UNIQUE ID#** \_\_\_\_\_

**WHICH QUADRANT DID YOU CALL? (REFER TO LIST)**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**RESPONDENT'S PHONE NUMBER:** \_\_\_\_\_

**INTERVIEWER'S NAME:** \_\_\_\_\_

**INTERVIEWER CODE:** \_\_\_\_\_