

LOS RANCHOS PLANNING SURVEY

TOPLINE RESULTS

N = 250

JULY 2018

1. WHAT WOULD YOU SAY ARE THE THREE THINGS THAT MAKE LOS RANCHOS SPECIAL? (PROBE)...ANYTHING ELSE?

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

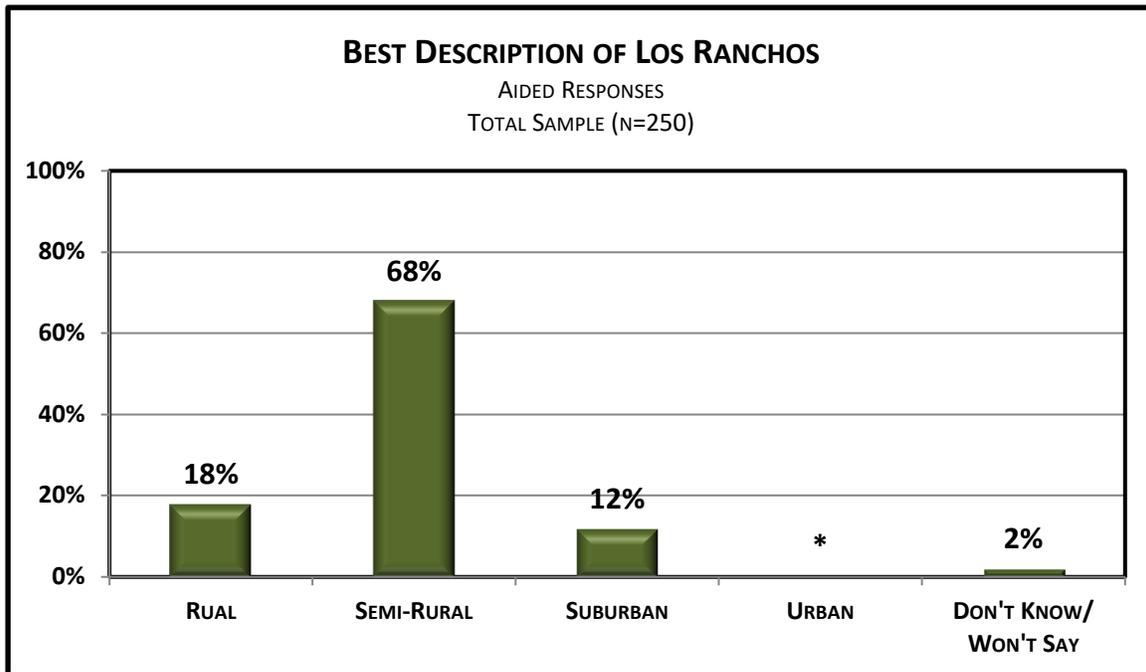
2. WHAT ARE THREE THINGS THAT YOU WOULD LIKE TO CHANGE ABOUT LOS RANCHOS OR COULD HELP IMPROVE QUALITY OF LIFE FOR RESIDENTS?

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

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

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%

4. WHICH OF THE FOLLOWING BEST DESCRIBES LOS RANCHOS?



* LESS THAN 1% REPORTED.

5. WHY DO YOU FEEL THIS WAY ABOUT LOS RANCHOS?

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	
COUNTRY/RURAL SETTING	21%
MIX OF FARMLAND AND RESIDENTIAL	20%
LOTS OF FARMS/AGRICULTURE	17%
MIX OF URBAN AND RURAL	14%
OPEN SPACES/PARKS	13%
PEACEFUL/QUIET	11%
FARMING HERITAGE	9%
SMALL TOWN FEEL/ATMOSPHERE	9%
CLOSE TO THE CITY	9%
PEOPLE HAVE FARM ANIMALS	9%
HORSES/EQUESTRIAN/STABLES	9%
AWAY FROM THE CITY	8%

6-17: 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.

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 †
MORE COMMUNITY EVENTS SUCH AS A FARMER'S MARKETS AND OTHER TYPES OF OUTDOOR FESTIVALS AND GATHERINGS	42%	25%	16%	8%	8%	1%	3.9
A GROCERY STORE	36%	28%	12%	7%	17%	1%	3.6
PEDESTRIAN FRIENDLY STREETS	31%	29%	20%	8%	11%	1%	3.6
MORE WALKING AND BIKING TRAILS	27%	32%	16%	10%	12%	3%	3.5
MORE PUBLIC PARKS	25%	27%	23%	12%	11%	2%	3.4
MORE EMPLOYMENT OPPORTUNITIES	25%	28%	22%	9%	9%	7%	3.6
MORE OPEN SPACE AREAS ACCESSIBLE TO THE PUBLIC	25%	29%	23%	10%	12%	1%	3.4
MORE LAND FOR FARMING AND RAISING ANIMALS	23%	22%	25%	14%	14%	2%	3.3
MORE RESTAURANTS	21%	35%	24%	10%	9%	2%	3.5
MORE AFFORDABLE HOUSING UNITS	15%	16%	29%	17%	19%	3%	2.9
ACCESS TO PUBLIC TRANSPORTATION (BUS STOPS/ROUTES)	14%	21%	24%	10%	26%	5%	2.9
MORE RETAIL SHOPS	12%	27%	31%	15%	14%	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.

18-22: 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)

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
WALK OR BIKE IN LOS RANCHOS FOR RECREATION	45%	23%	13%	17%	2%
SHOP IN LOS RANCHOS	34%	39%	15%	11%	1%
GO OUT TO EAT IN LOS RANCHOS	11%	42%	31%	15%	1%
WALK OR BIKE TO WORK	2%	4%	5%	82%	7%
TAKE PUBLIC TRANSIT	1%	4%	6%	83%	6%

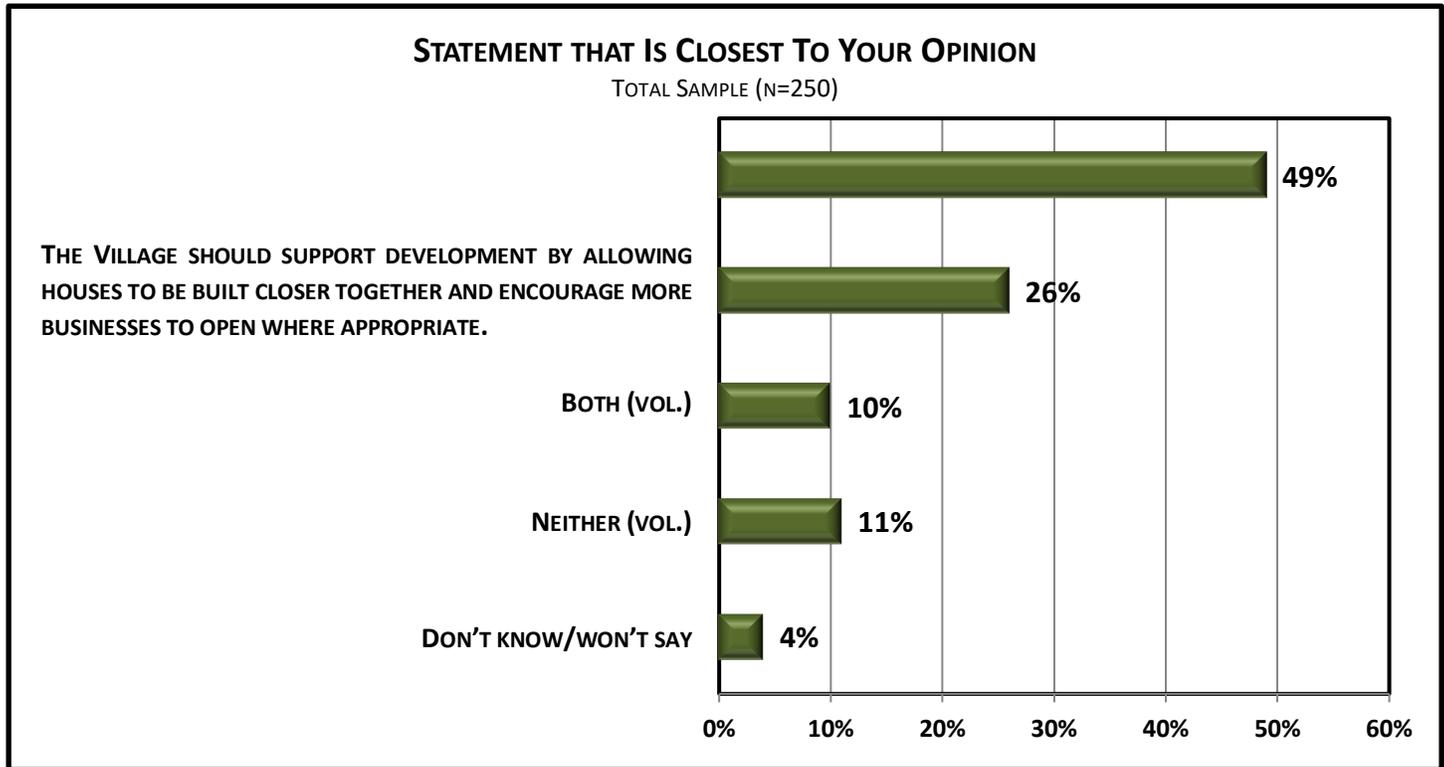
23-29: I WOULD LIKE TO READ A LIST STATEMENTS RELATING TO LOS RANCHOS AND FOR EACH ONE ASK YOU TO RATE HOW STRONGLY YOU EITHER AGREE OR DISAGREE USING A 5-POINT SCALE WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE. THE FIRST ONE IS:

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.

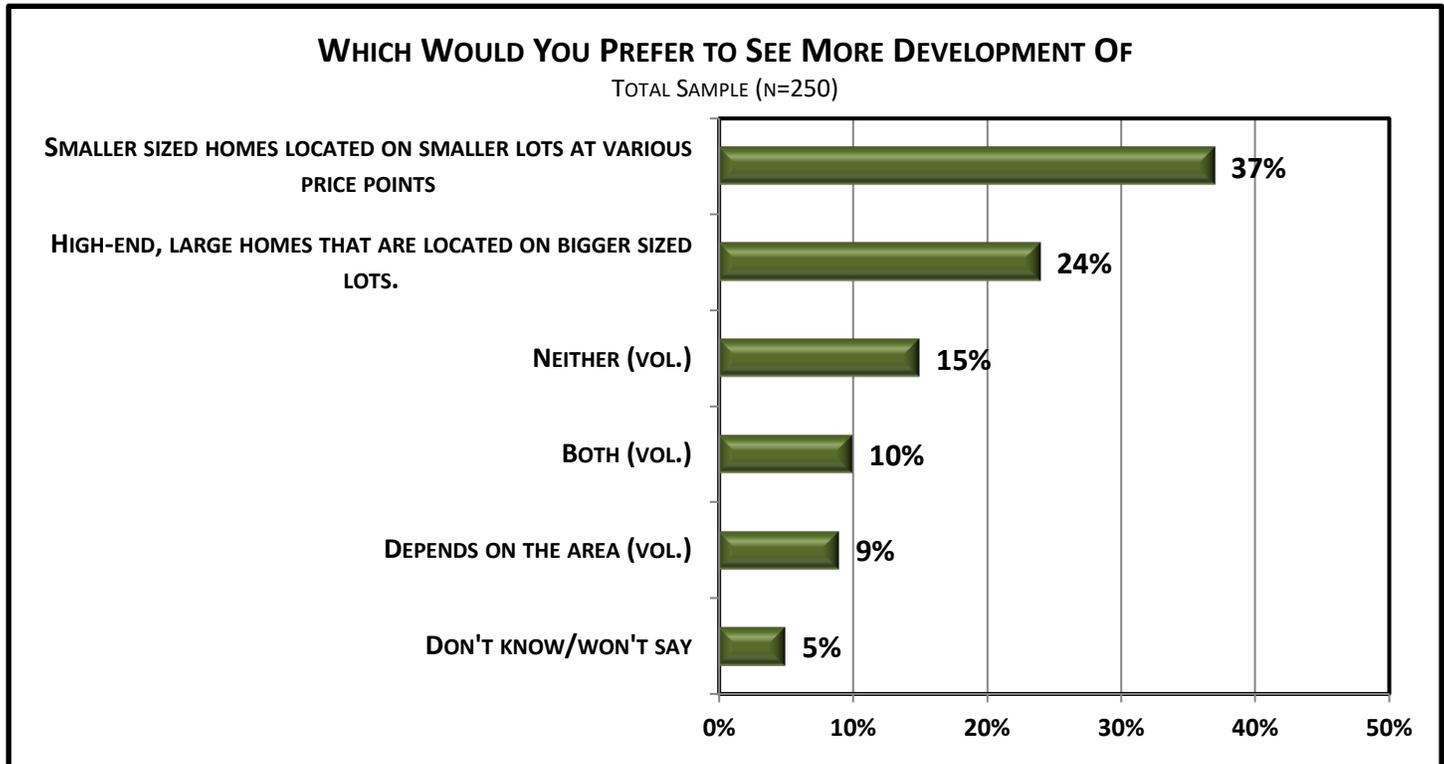
LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS RELATING TO LOS RANCHOS (SUMMARY TABLE)									
TOTAL SAMPLE (N=250) RANKED BY HIGHEST PERCENTAGE "STRONGLY AGREE"									
	STRONGLY AGREE 5		4	3	2	STRONGLY DISAGREE 1		DON'T KNOW	MEAN †
AGRICULTURE IS AN IMPORTANT PART OF THE VILLAGE'S CHARACTER AND NEEDS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

† 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.

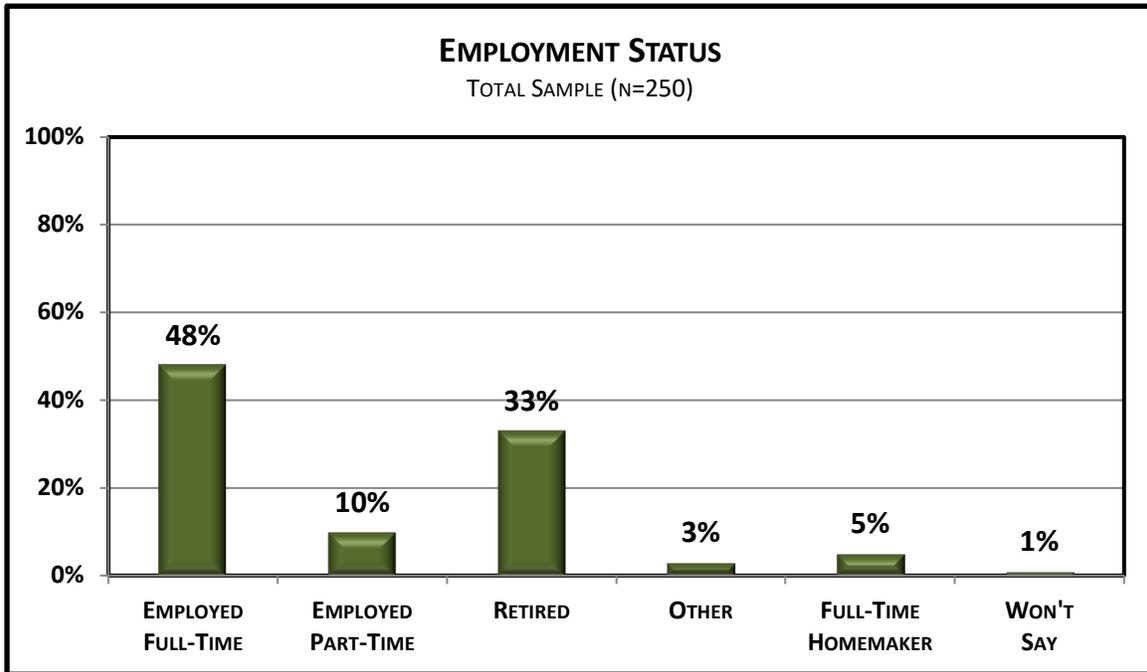
30. THINKING ABOUT PLANNING IN LOS RANCHOS, WHICH OF THE FOLLOWING STATEMENTS IS CLOSER TO YOUR OPINION?



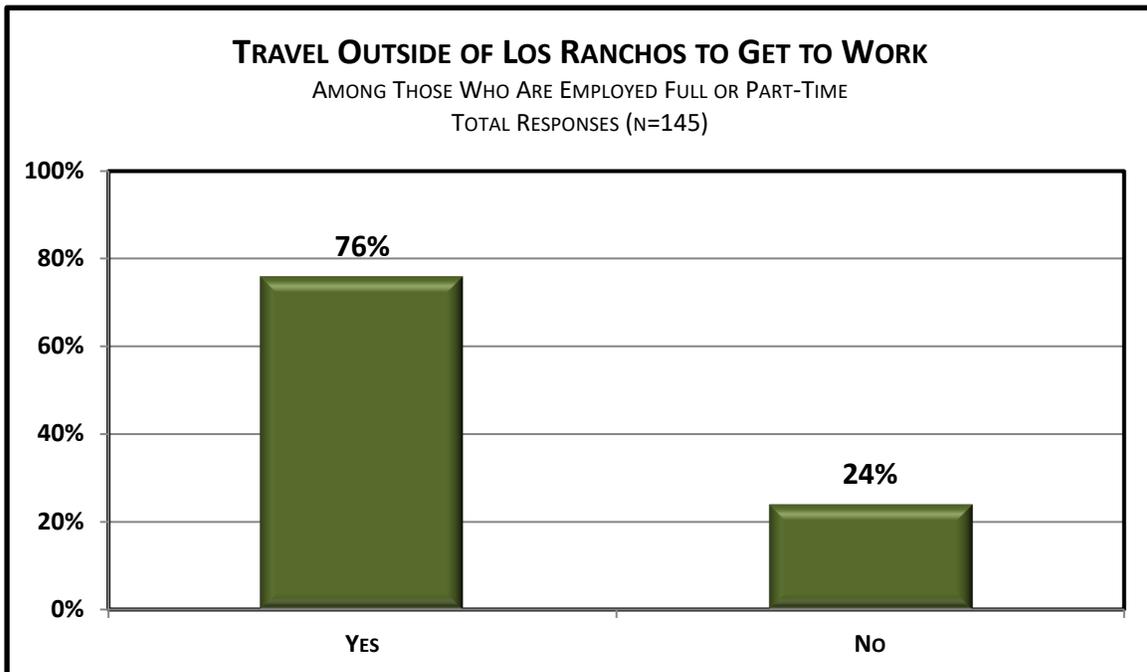
31. THINKING ABOUT THE FUTURE IN LOS RANCHOS, WOULD YOU PREFER TO SEE THE DEVELOPMENT OF MORE...



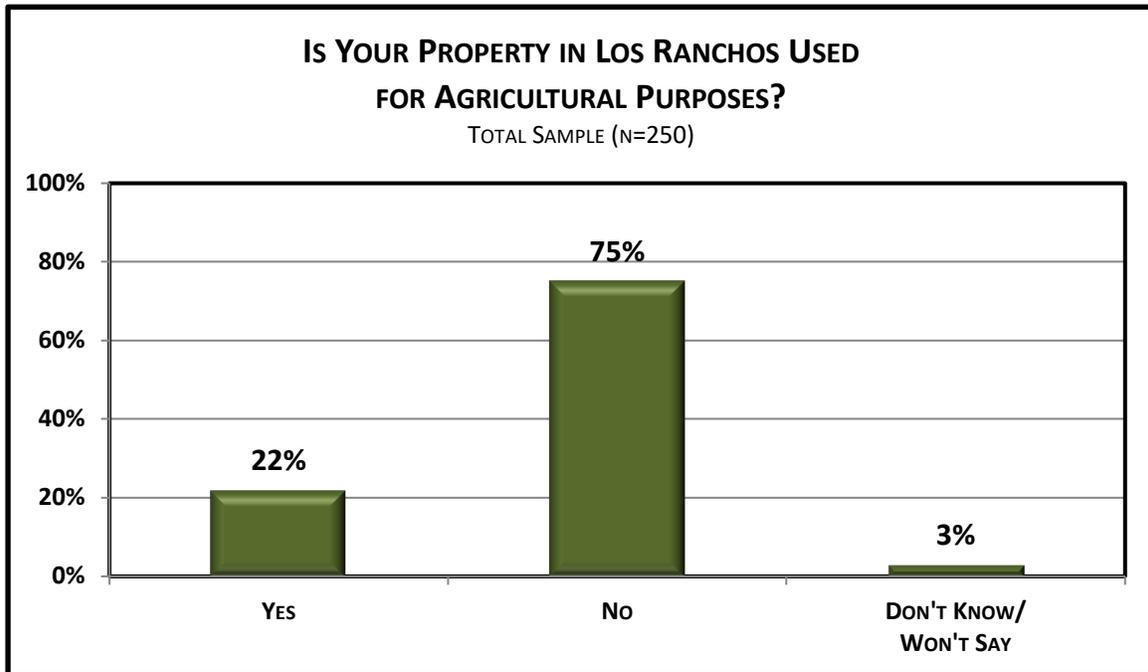
32. ARE YOU:



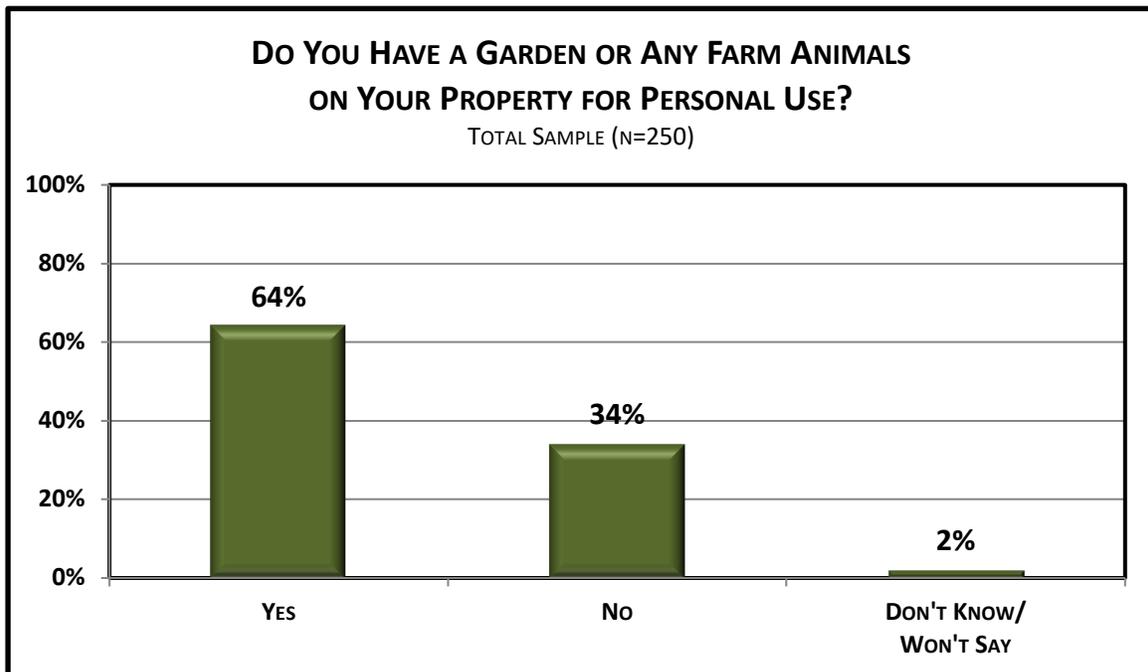
33. DO YOU TRAVEL OUTSIDE OF LOS RANCHOS TO GET TO WORK?



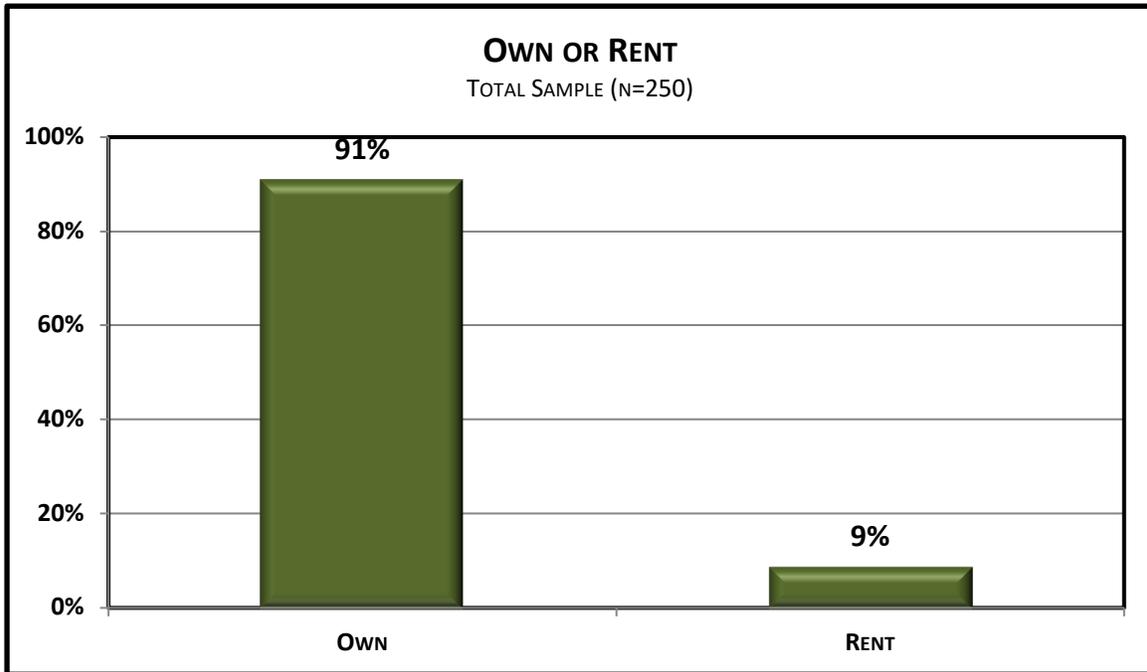
34. DO YOU USE ANY OF YOUR PROPERTY IN LOS RANCHOS FOR AGRICULTURAL PURPOSES SUCH AS RAISING AND SELLING FARM ANIMALS (COWS, SHEEP, GOATS, CHICKENS, HORSES, ETC.) AND/OR CROPS?



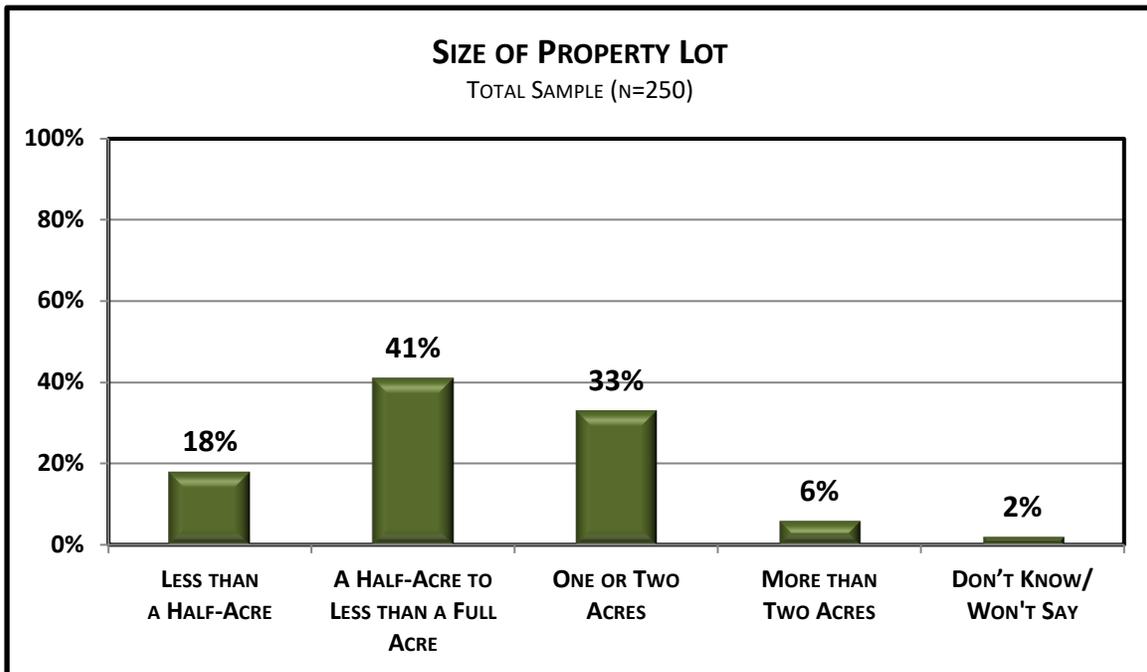
35. DO YOU HAVE A GARDEN OR ANY FARM ANIMALS FOR PERSONAL USE ON YOUR PROPERTY?



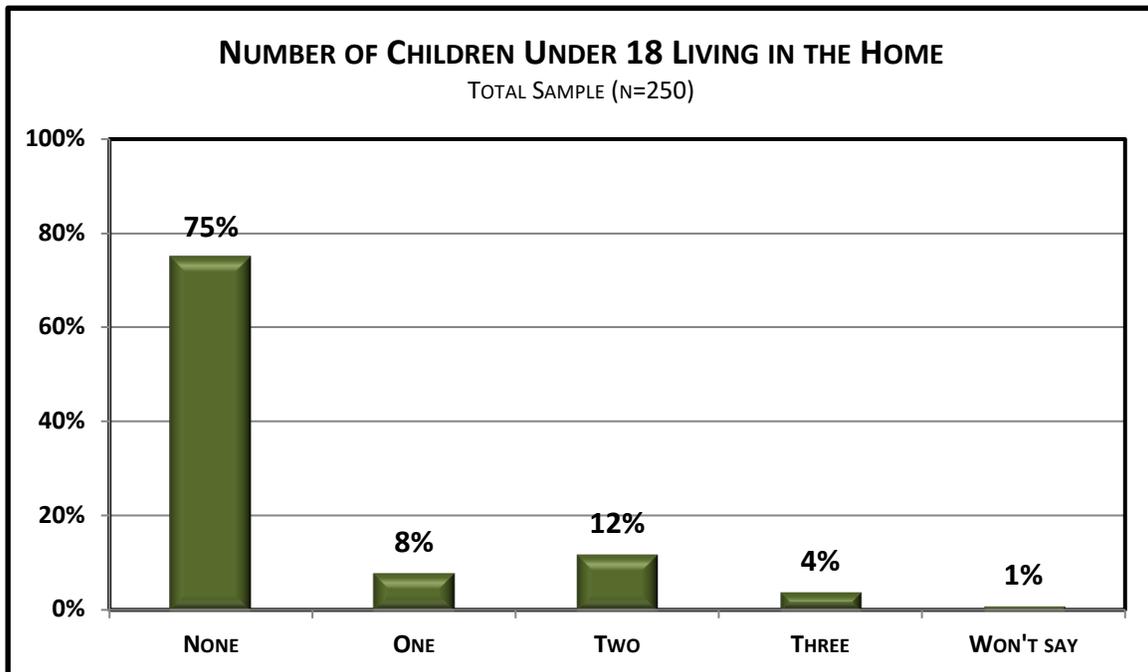
37. DO YOU RENT OR OWN YOUR PLACE OF RESIDENCE?



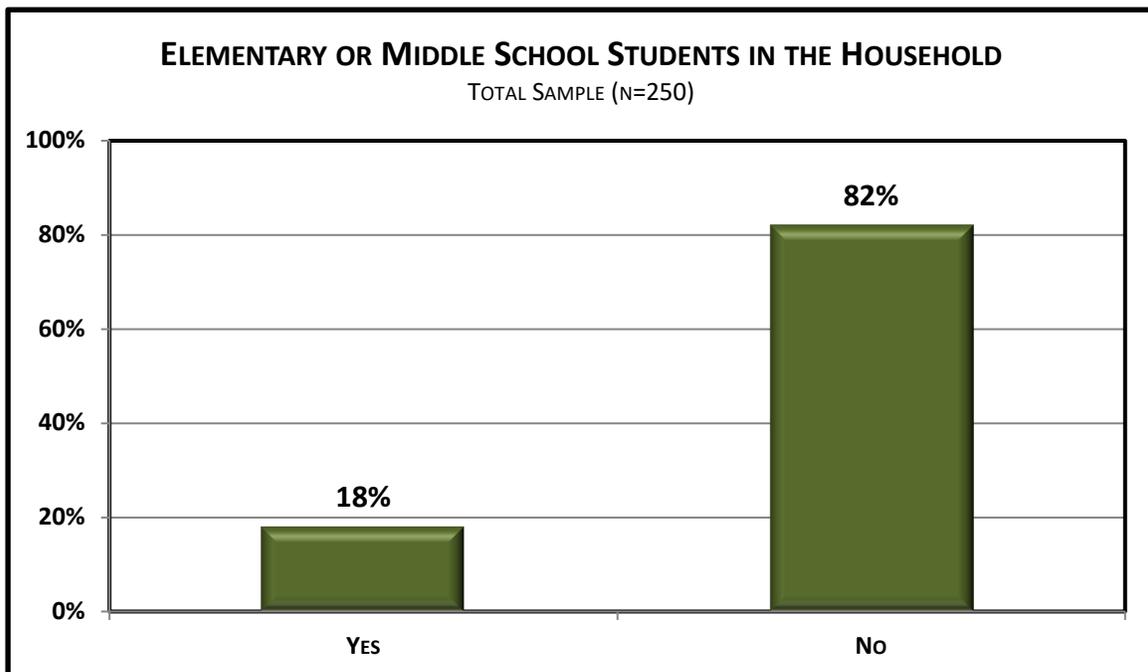
38. HOW LARGE IS THE LOT THAT YOU LIVE ON?



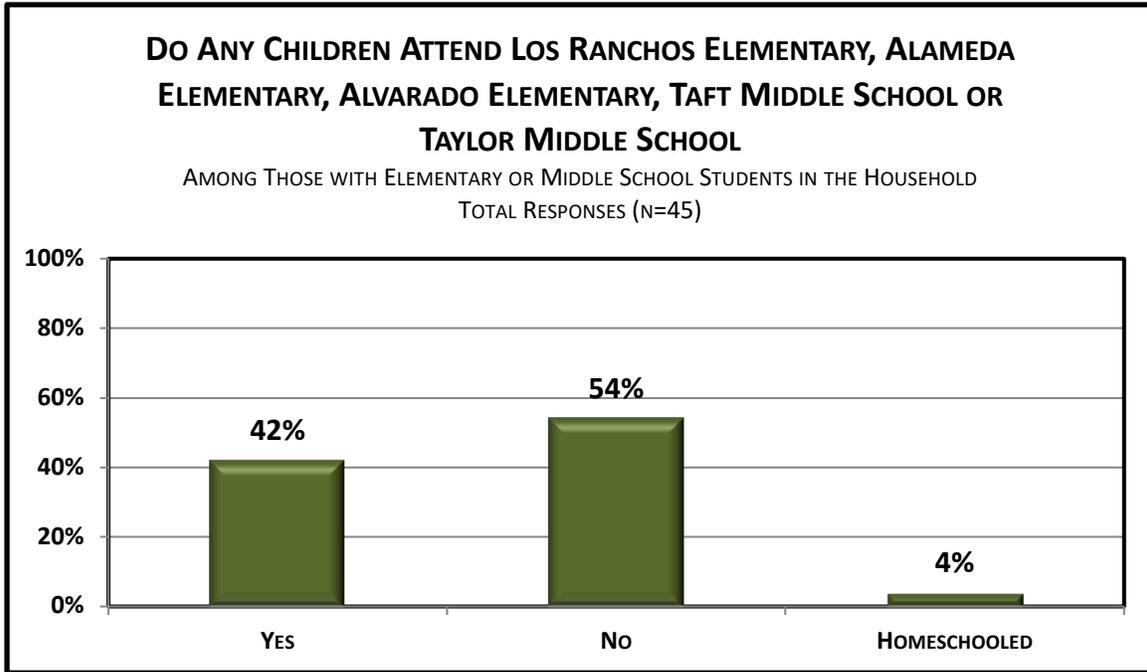
39. HOW MANY CHILDREN UNDER 18 ARE LIVING IN YOUR HOME, IF ANY?



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



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?



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

