

VISION PLAN OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF MISSION VIEJO



AUGUST 10, 2016



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INTRODUCTION

Located in southern Orange County, the City of Mission Viejo is a unique, master-planned community. Developed in 1965, incorporated in 1988, and currently home to an estimated 96,701 residents,¹ the City of Mission Viejo provides a full suite of services either directly or through contract with local public and private agencies.

In 2016, the City embarked on a visioning process for the City's *Core Area*, which encompasses properties along Marguerite Parkway between La Paz Road and Oso Parkway. Recognized in the City's General Plan as the geographic heart of the city, the Core Area currently contains a mix of shopping, office, civic and educational facilities, as well as recreation, churches, and the Oso Creek and trail system. Through a series of community workshops, online engagement, outreach events, and a statistically-reliable survey, the visioning process is exploring perspectives on how the Core Area can best serve and enrich the community—now and in the future. The resulting Vision Plan will articulate the Core Area's future development potential, including physical use, form and character, public spaces, mobility, and relationship to natural features.

MOTIVATION FOR RESEARCH The purpose of the survey described in this report was to provide objective, *statistically reliable* measures of residents' opinions on a number of key issues related to the City's Core Area, including land use, economic development, revitalization, and the types of businesses and amenities desired for the area. The results of the survey will be combined with information gathered through other public input methods—as well as contributions from designers, planners and economic advisors—to help staff and Council develop and refine the Vision Plan.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 28. In brief, the survey was administered to a random sample of 798 adults who reside within the City of Mission Viejo. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Administered between July 20 and August 1, 2016, the average interview lasted 17 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 31) and a complete set of crosstabulations for the survey results is contained in Appendix A.

1. California Department of Finance estimate, January 2016.

STATISTICAL SIGNIFICANCE Several figures and tables in this report present the results of questions asked in 2016 alongside the results found in prior surveys for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the most recent prior survey and 2016—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2016.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Mission Viejo. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and opinions of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 900 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Mission Viejo with statistically reliable information regarding residents' opinions on issues related to the City's Core Area Vision Plan, including land use, economic development, revitalization, and the types of businesses and amenities desired for the area. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

What do residents most value about Mission Viejo that the City should seek to preserve?

A clear theme of the survey results is that residents are focused on maintaining—rather than changing—the character of Mission Viejo. Nearly every resident surveyed held a positive opinion regarding the quality of life in the city, with 97% rating it as excellent or good, 3% stating it is fair, and not a single respondent using poor or very poor to describe the quality of life in Mission Viejo. The city's appearance and general cleanliness, quality landscaping, open spaces, lake and greenery were mentioned most frequently when asked what the City should make sure to preserve in the future, along with the city's low crime rate and community parks.

What changes do residents seek to improve the quality of life in Mission Viejo?

Consistent with the aforementioned theme of maintaining the city's character, most of the changes that residents desire could more appropriately be described as efforts to preserve or enhance *existing* qualities of the city. When asked what they would most like to change about the city, the most common response to this question was that they could not think of any desired changes/no changes should be made (38%), which is indicative of a respondent who does not perceive any pressing issues or problems in the city that can be addressed by local government.

Among specific changes that were desired, the most common were reducing traffic congestion (9%), repairing/improving streets (4%), synchronizing traffic signals (4%), limiting growth/development (4%), improving parks/recreation facilities (4%), and improving landscaping/upkeep of landscaping (3%). It is worth noting that reducing traffic congestion, repairing/improving streets, and limiting growth/development were also among the top five responses in the 2011 community survey

Do residents see a need to revitalize outdated neighborhood shopping areas?

Although the theme of preserving the city's character, appearance and natural amenities was prominent in the survey, it should also be noted that Mission Viejo residents are generally quite forward-thinking and recognize that some types of change would be good for the city. With respect to neighborhood shopping areas *in general*, there has been a statistically significant *decline* in the appearance of these shopping areas since 2008 according to residents, and most residents (62%) agreed that there are some shopping areas in the city that are outdated and in need of revitalization. As the perceived need to revitalize neighborhood shop-

ping areas has increased, so too has public support for the City playing an active role in helping to improve older, outdated shopping areas. Approximately three-in-four respondents (74%) stated that they support the City playing an active role in the revitalization process for these areas, which is a statistically significant increase of 9% when compared to the 2008 survey findings.

Do residents support revitalizing the City's Core Area, and to what degree?

In addition to measuring residents' opinions about neighborhood shopping areas in *general* (see above), the survey also gauged their opinions about Mission Viejo's Core Area—which was defined as shopping centers and other properties along Marguerite Parkway between La Paz Road and Oso Parkway. Specifically, the survey measured the extent to which residents perceive a need for revitalizing properties in the Core Area, the types of land uses, businesses, and amenities they desire for the area, and their opinions of how revitalizing the Core Area may impact the quality of life and economic health of Mission Viejo.

Consistent with their support for revitalizing neighborhood shopping areas in general, nearly two-thirds (63%) of Mission Viejo residents were of the opinion that shopping centers in the Core Area should be revitalized. Although a majority of residents in every subgroup favored revitalizing shopping centers in the Core Area, the desire for revitalization was strongest among those 50 to 64 years of age, respondents who have children in their home, longtime residents (15+ years), home owners, and males.

Recognizing that respondents may have different opinions regarding the *degree* to which the shopping centers in the Core Area should be updated, the survey followed up with those who favored revitalization to ask if they preferred **minor** changes (described as including new paint and improvements to parking lots), **moderate** changes (including upgrading the appearance of the front of the buildings and improvements to parking lots), or **major** changes (including demolishing older buildings and constructing new buildings). Among the two-thirds that favored revitalizing shopping centers in the area, most favored making moderate changes to the centers (40%), 19% favored major changes, whereas just 6% preferred making minor changes.

As to what types of businesses and amenities should be part of a revitalized Core Area, Mission Viejo residents proved to have nuanced opinions on this matter. Two-thirds (68%) of residents indicated that there is currently too little entertainment uses such as movie houses, music and arts in the Core Area, compared with 30% who said the amount is about right, and 1% who said there is too much. Many also viewed a deficiency in the amount of eating and drinking establishments (53%), areas to sit and relax (48%), smaller boutique retail stores (41%), and clothing stores (35%), although for all but the first of these business types/amenities the

predominant opinion was that the current amount is about right. Similarly, although approximately one-quarter of Mission Viejo residents felt there are currently not enough home improvement and hardware stores (26%), big box retail stores (25%), and grocery stores/food markets (23%) in the Core Area, more than two-thirds perceived that the current amount of these businesses in the Core Area is about right. Overall, less than one-in-five Mission Viejo residents perceived a need for additional housing (7%), pharmacies/medical supplies (8%), commercial office space (14%), and auto supply stores (20%) in the Core Area.

Finally, it is clear that in addition to improved shopping and dining opportunities, Mission Viejo residents recognize the benefits a revitalized Core Area can bring with respect to attracting businesses and jobs, improving the City's tax base, and ultimately improving the quality of life in Mission Viejo. More than three-in-four respondents agreed that *Making improvements to properties in this area will help attract businesses and jobs to the city* (78%) and *Revitalizing outdated shopping centers will help improve the local economy and generate more revenue for city services* (76%). More than two-thirds also agreed that *Making improvements to properties in this area will help improve the overall quality of life in the city* (71%), and a majority (58%) indicated *I will do more of my shopping in Mission Viejo if the local shopping centers are improved*.

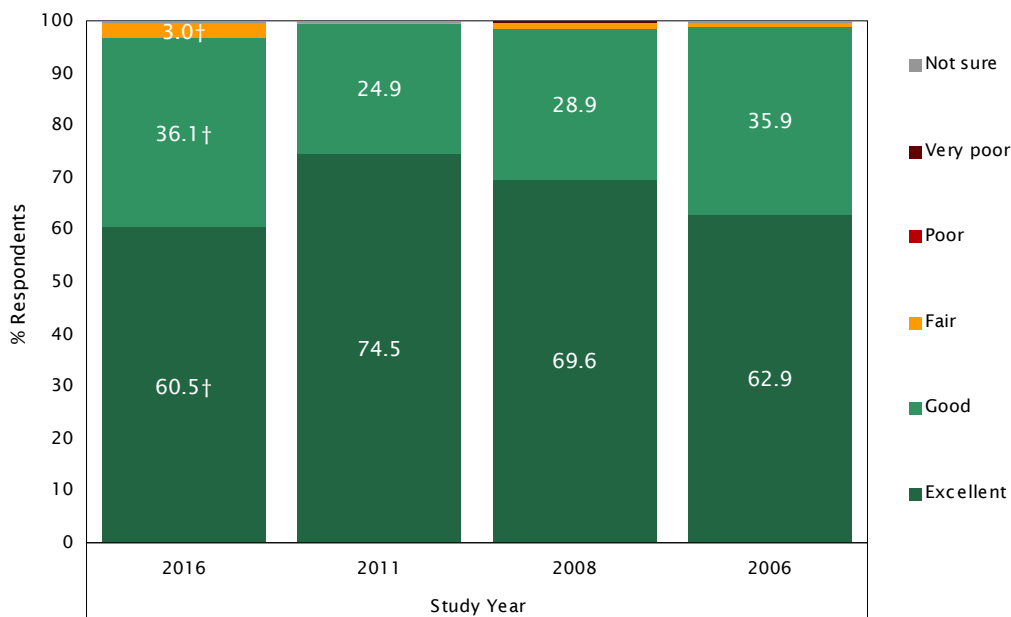
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind perceptions about the quality of life in Mission Viejo, what they would most like to preserve about the city, as well as ways to improve the quality of life in Mission Viejo—now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in Mission Viejo using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, 97% shared favorable opinions of the quality of life in Mission Viejo in 2016, with 36% reporting it is excellent and 61% stating it is good. Approximately 3% of respondents rated the quality of life in the city as fair, whereas no respondents used poor or very poor to describe the quality of life in Mission Viejo. When compared to the 2011 survey results, there was a statistically significant decline in the percentage of respondents who chose excellent to describe the quality of life in the city, and a corresponding increase in the percentage who described the quality of life in Mission Viejo as good.

Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2011 and 2016 studies.

For the interested reader, figures 2 and 3 on the next page show how ratings of the quality of life in Mission Viejo varied by age, the presence of children in the home, length of residence, home ownership status, and gender. Although there was variation across subgroups—such as seniors being more likely than their counterparts to rate the quality of life in the city as excellent—the most striking pattern in the figures is one of *consistency*. At least 92% of residents in every identified subgroup rated the quality of life in Mission Viejo as excellent or good.

FIGURE 2 QUALITY OF LIFE BY AGE & CHILD IN HSLD

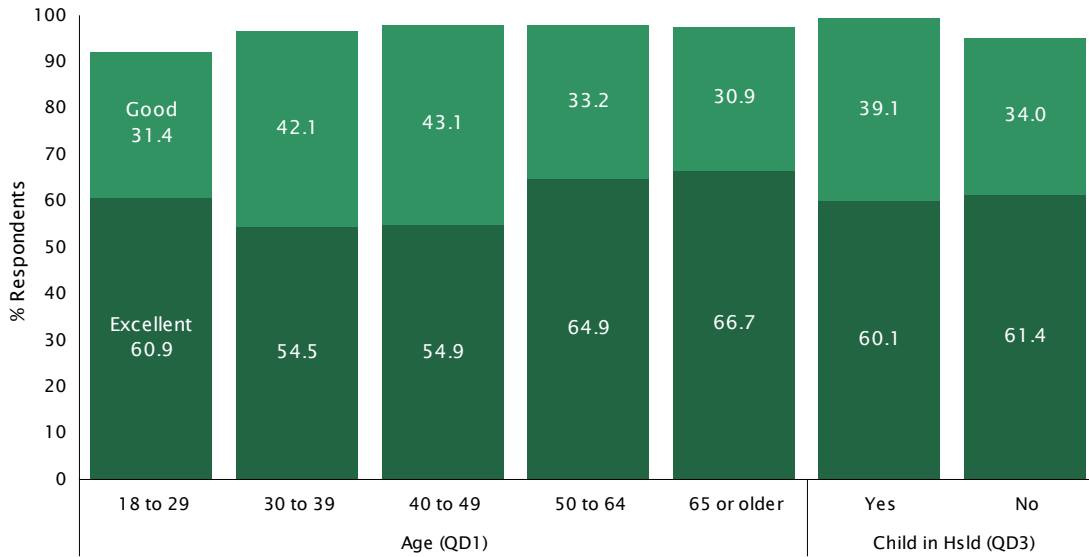
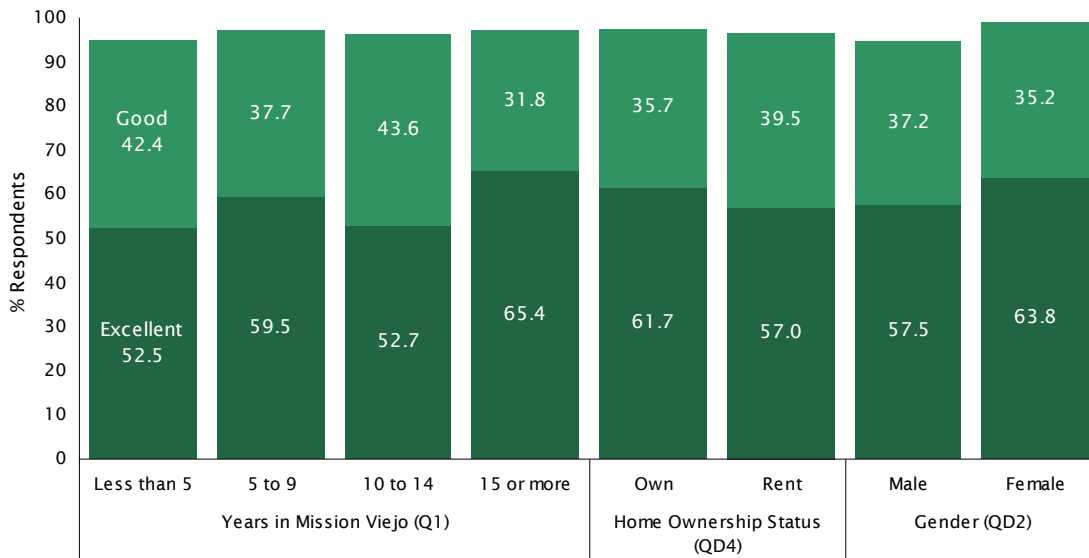


FIGURE 3 QUALITY OF LIFE BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER

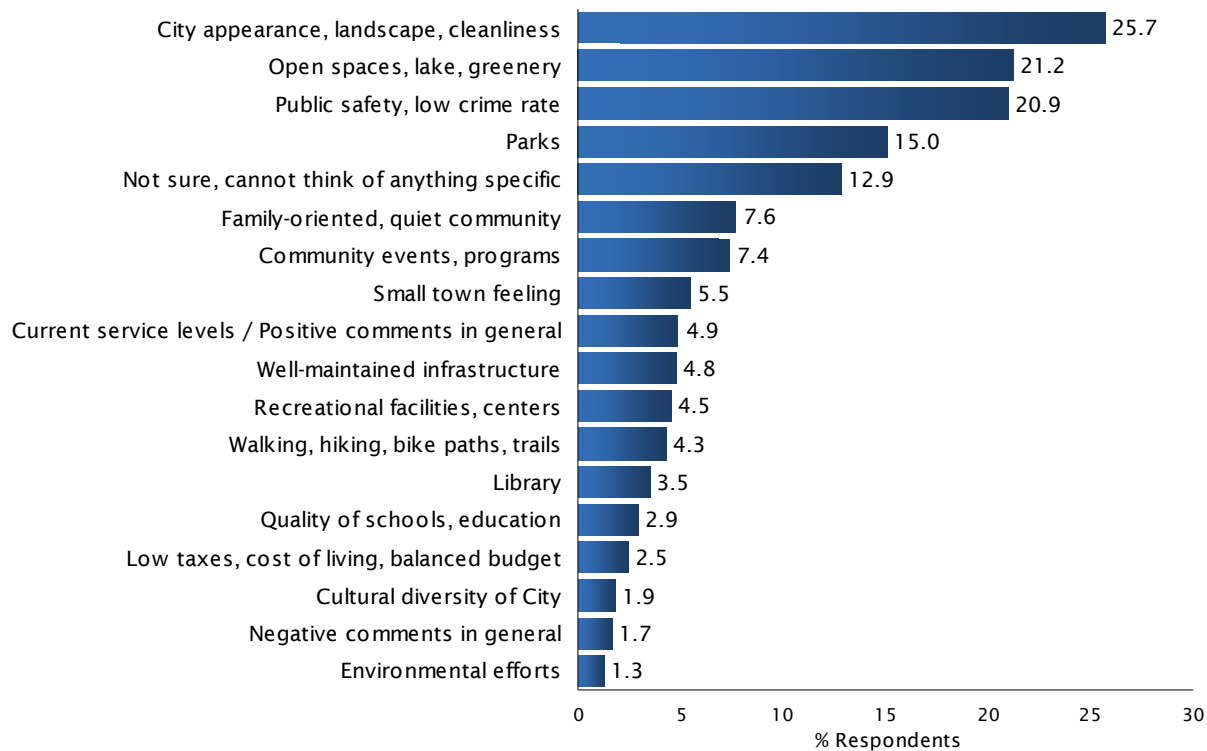


WHAT SHOULD WE PRESERVE? The next question in this series asked residents to identify what they value most about Mission Viejo that should be preserved in the future. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4 on the next page.

Approximately 13% of respondents were unsure/unable to offer a specific aspect of Mission Viejo that the city government should make sure to preserve in the future. Among the specific suggestions that were offered, preserving the city's appearance/landscaping/cleanliness (26%), open spaces/lake/greenery (21%), public safety/low crime rate (21%), and parks (15%) were the most frequently mentioned.

Question 3 *What do you like most about Mission Viejo that the city government should make sure to preserve in the future?*

FIGURE 4 LIKE MOST ABOUT MISSION VIEJO, WANT TO SEE PRESERVED



WHAT SHOULD WE CHANGE? In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that the city government could *change* to make Mission Viejo a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 5 on the next page.

Overall, the most common responses to this question were that they could not think of any desired changes (37%) or that no changes should be made (1%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the city that can be addressed by local government. Among specific changes that were desired, the most common were reducing traffic congestion (9%), repairing/improving streets (4%), synchronizing traffic signals (4%), limiting growth/development (4%), improving parks/recreation facilities (4%), and improving landscaping/upkeep of landscaping (3%). It is worth noting that reducing traffic congestion, repairing/improving streets, and limiting growth/development were also among the top five responses to this question in the 2011 community survey (see Table 1).

Question 4 *If the city government could change one thing to make Mission Viejo a better place to live, what change would you like to see?*

FIGURE 5 ONE CHANGE TO IMPROVE CITY

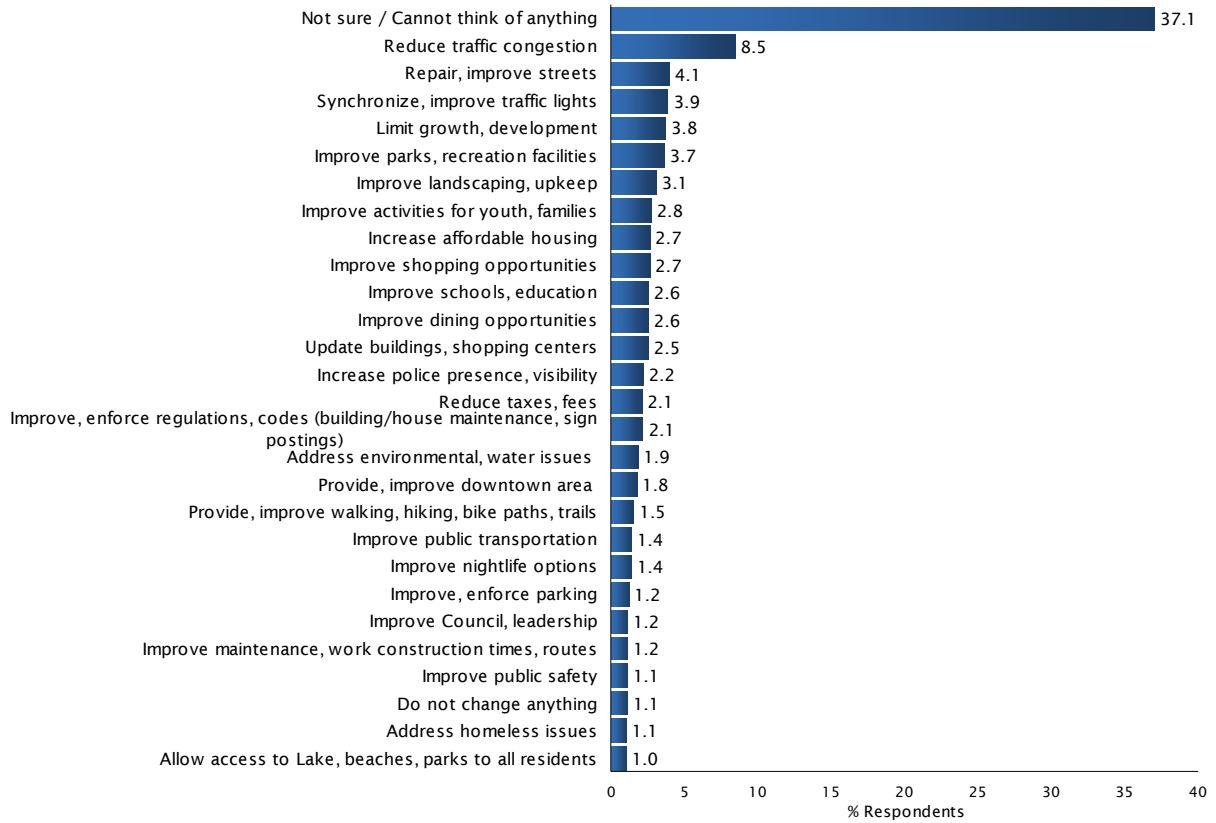


TABLE 1 TOP CHANGES TO IMPROVE CITY BY STUDY YEAR

	Study Year		
	2016	2011	2008
Not sure / Cannot think of anything	Not sure / Cannot think of anything	Not sure / Cannot think of anything	Not sure / Cannot think of anything
Reduce traffic congestion	Reduce traffic congestion	Reduce traffic congestion	Reduce traffic congestion
Repair, improve streets	Repair, improve streets	Repair, improve streets	Do not change anything
Synchronize, improve traffic lights	Limit growth, development	Limit growth, development	Improve government process, officials
Limit growth, development	Do not change anything	Do not change anything	Increase shopping, entertainment options

ECONOMIC DEVELOPMENT

A key challenge for all cities is to create sustainable economic development and redevelopment initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives depend in part on the shopping behaviors and preferences of Mission Viejo residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included three questions to profile residents' shopping behaviors and their desire for new shopping/dining opportunities in Mission Viejo.

RETAIL SHOPPING BEHAVIOR The first question in this series was designed to profile residents' retail shopping habits, focusing on the proportion of retail shopping dollars they spend within the City of Mission Viejo. As shown in Figure 6, 33% of Mission Viejo households reported that they spend most of their retail shopping dollars in the City of Mission Viejo, whereas 50% stated that they spend about half of their shopping dollars in the city. Just 16% of residents indicated that they spend most of their retail shopping dollars outside of Mission Viejo. When compared to their respective counterparts, younger residents (under 40 years of age) and those who have lived in the city less than five years were the most likely to report spending most of their retail shopping dollars outside of Mission Viejo (see figures 7 & 8).

Question 5 *Next, I'd like to ask you a few questions about your shopping preferences. Do you tend to do most of your retail shopping in the City of Mission Viejo, outside of the City, or is it about half and half?*

FIGURE 6 RETAIL SHOPPING AREA OF PREFERENCE

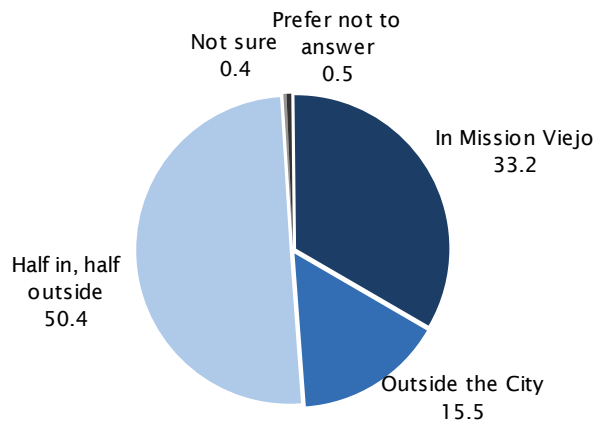


FIGURE 7 RETAIL SHOPPING AREA OF PREFERENCE BY AGE & CHILD IN HSLD

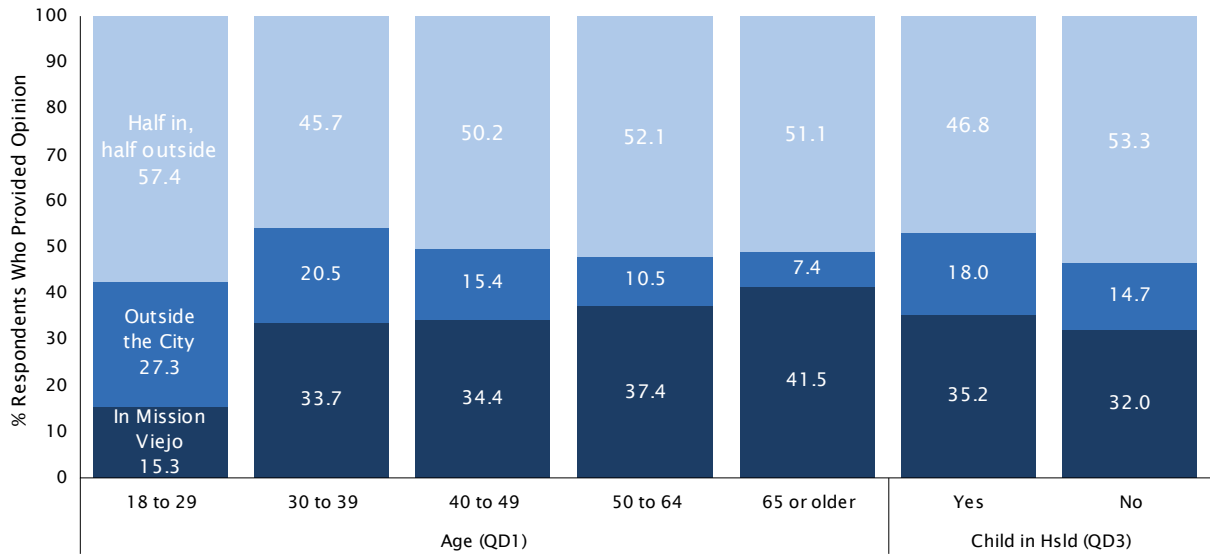
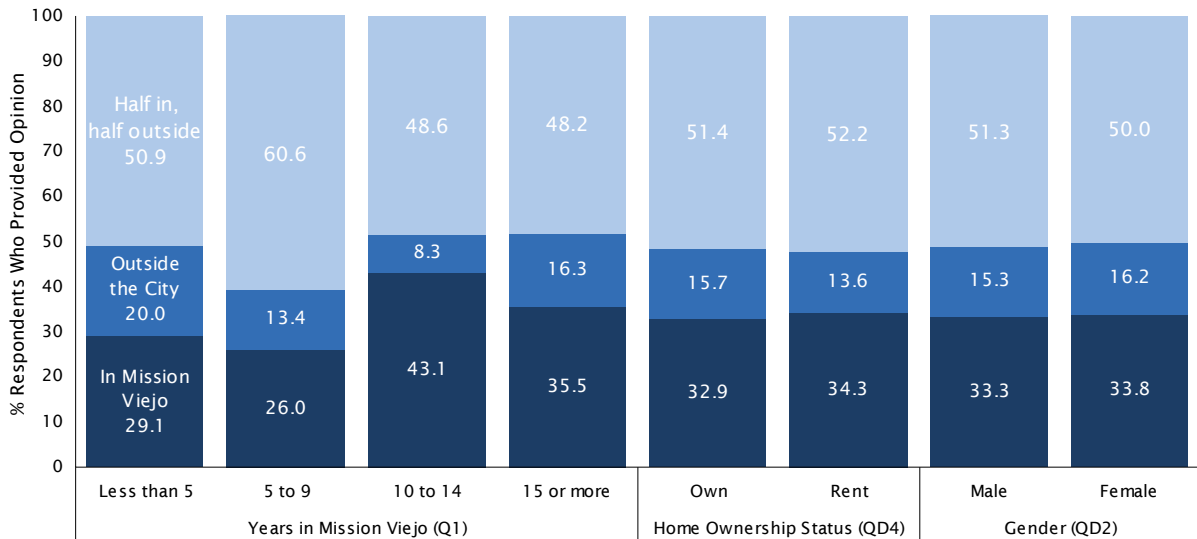


FIGURE 8 RETAIL SHOPPING AREA OF PREFERENCE BY YEARS IN MISSION VIEJO, HOME OWNERSHIP STATUS & GENDER



DESIRE ADDITIONAL SHOPPING & DINING OPPORTUNITIES? All residents were next asked to indicate whether, among the retail stores and restaurants their household currently patronizes *outside* the city, there are any they would like to have available in Mission Viejo. Fifty-six percent (56%) of residents answered this question in the affirmative (see Figure 9), with residents between 30 and 49 years of age, those living with children, home owners, and males expressing the most interest in attracting new retail and dining opportunities to Mission Viejo (see figures 10 & 11).

Question 6 Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Mission Viejo?

FIGURE 9 DESIRE ADDITIONAL STORES, RESTAURANTS IN MISSION VIEJO

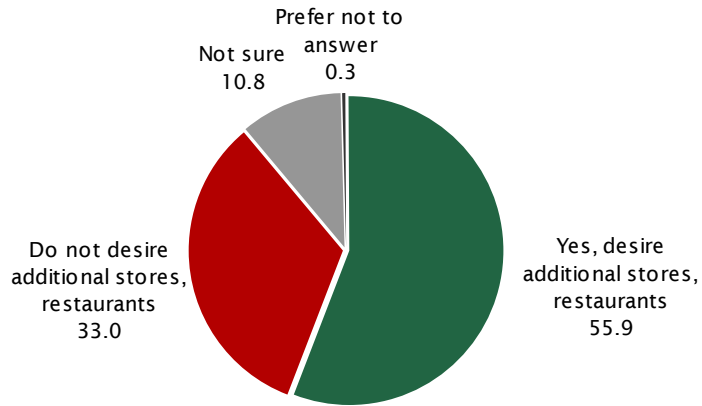


FIGURE 10 DESIRE ADDITIONAL STORES, RESTAURANTS IN MISSION VIEJO BY AGE & CHILD IN HSLD

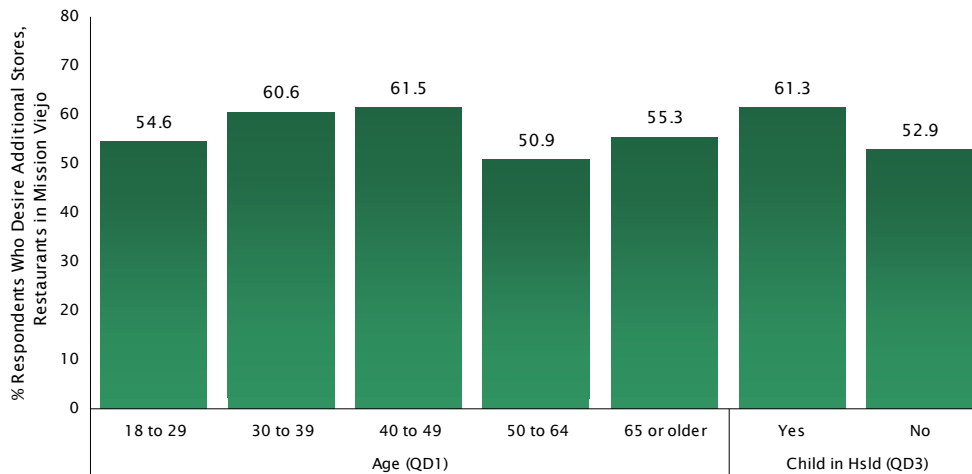
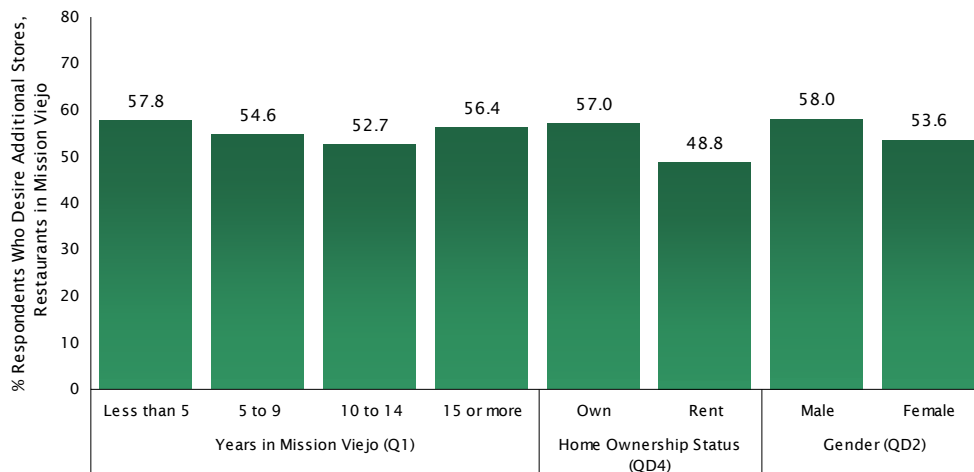


FIGURE 11 DESIRE ADDITIONAL STORES, RESTAURANTS IN MISSION VIEJO BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER

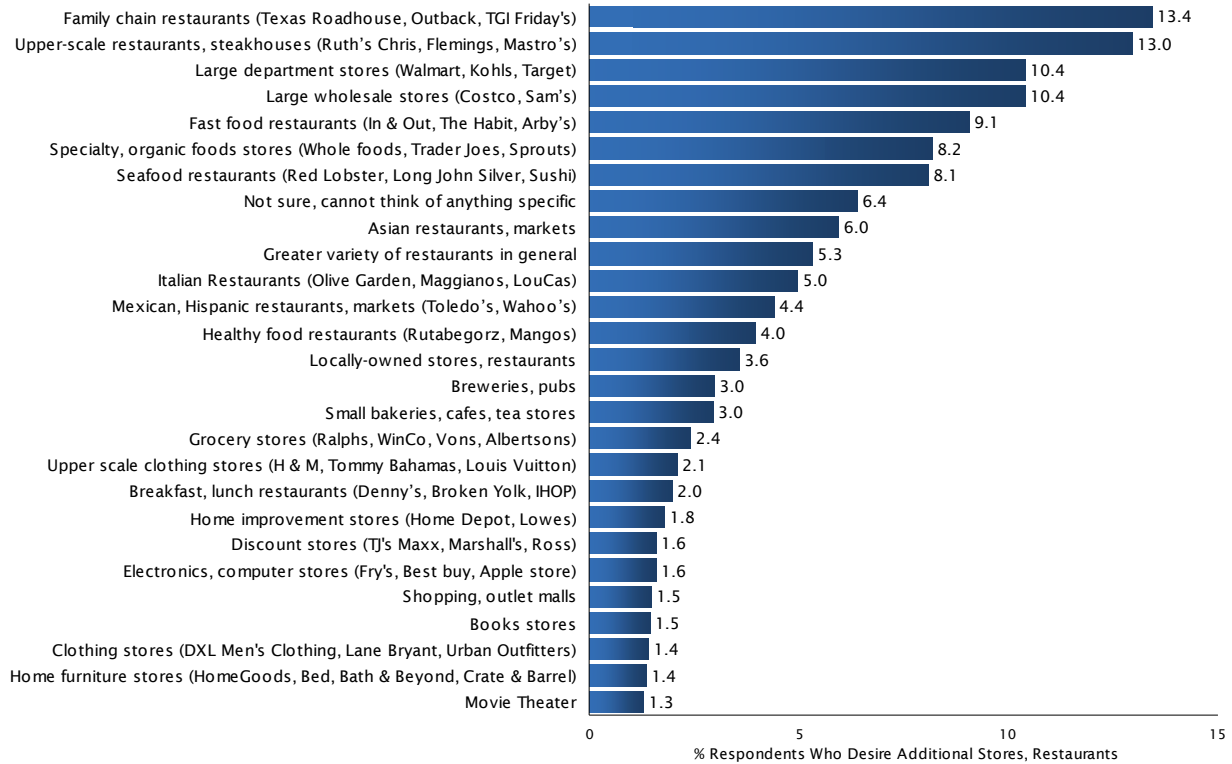


WHICH STORES & RESTAURANTS DO YOU WANT IN MISSION VIEJO? Those interested in new retail stores and restaurants were next asked to name the one or two stores/restaurants they were most interested in having located in Mission Viejo. Question 7 was asked in an open-ended manner, allowing respondents to name any business that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 12.

The most commonly desired business was a family chain restaurant such as Texas Roadhouse, Outback or TGI Friday's (13%), followed by upper-scale restaurants/steakhouses like Ruth's Chris, Flemings and Mastro's (13%), large department stores including Walmart, Kohls and Target (10%), and large wholesale stores including Costco and Sam's Club (10%).

Question 7 *What are the names of one or two stores or restaurants you would most like to have located in Mission Viejo?*

FIGURE 12 ADDITIONAL STORES, RESTAURANTS DESIRED IN MISSION VIEJO



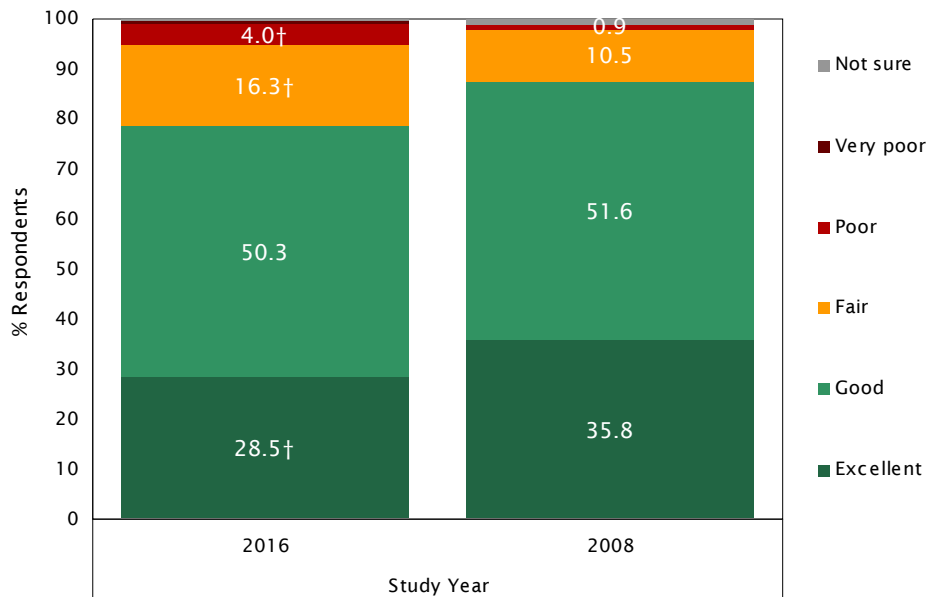
REVITALIZATION

The City of Mission Viejo strives to improve the physical environment of the city by providing a beautiful environment in the City-maintained areas, upgrading public infrastructure, and acquiring land for future development when appropriate. Prior to focusing on the Core Area, one of the objectives of the survey was to profile the opinions of residents about the appearance of neighborhood shopping areas *in general*, the need for revitalizing some areas, as well as the role that the City should occupy with respect to revitalizing local shopping areas.

APPEARANCE The first question in this series was designed to measure respondents' opinions about the appearance of neighborhood shopping areas in general, using a scale of excellent, good, fair, poor, or very poor. As shown in Figure 13 below, nearly eight-in-ten respondents (79%) in 2016 rated the appearance of neighborhood shopping areas as generally excellent (29%) or good (50%), with an additional 16% indicating that the appearance of these areas is fair. Less than 5% of residents used poor or very poor to describe the appearance of neighborhood shopping areas in Mission Viejo, in general. When compared to the 2008 survey, there was a statistically significant decline in the percentage of residents who rated the appearance of neighborhood shopping areas in Mission Viejo as excellent, and corresponding increases in the percentage who rated the appearance of these shopping areas as fair or poor.

Question 8 *In general, how would you rate the appearance of the neighborhood shopping areas in Mission Viejo? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 13 APPEARANCE OF NEIGHBORHOOD AREAS



† Statistically significant change ($p < 0.05$) between the 2008 and 2016 studies.

Figures 14 and 15 show how responses to Question 8 varied across subgroups of Mission Viejo residents. Although a majority of residents in every subgroup rated the appearance of shopping areas in Mission Viejo as excellent or good, younger residents (18-29), those without children in the home, and renters were somewhat more likely than their counterparts to provide a positive rating.

FIGURE 14 APPEARANCE OF NEIGHBORHOOD AREAS BY AGE & CHILD IN HSLD

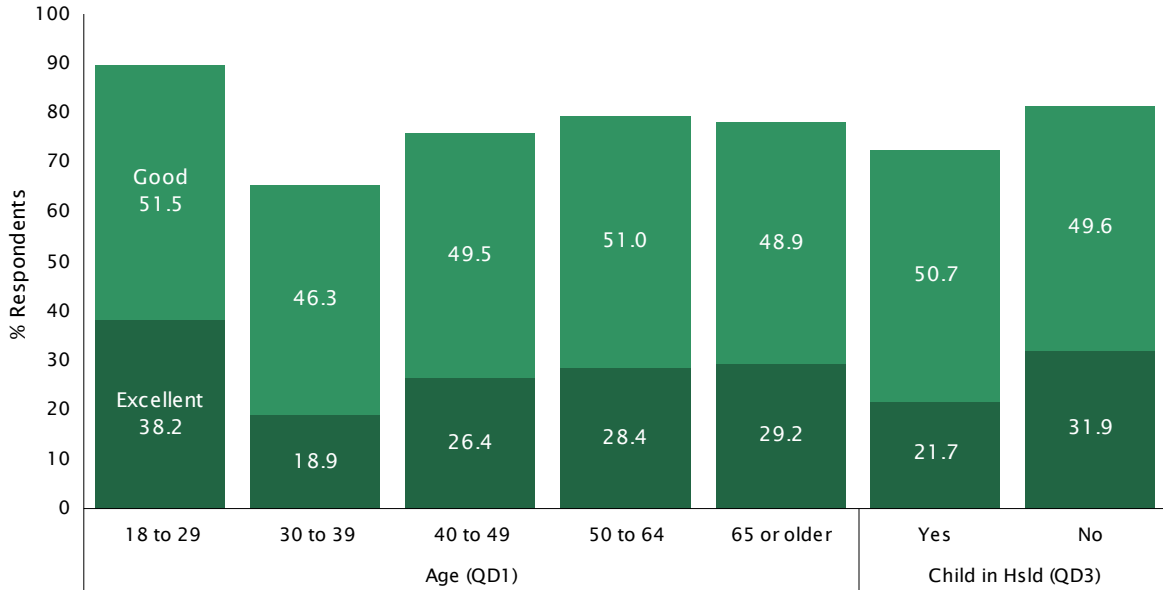
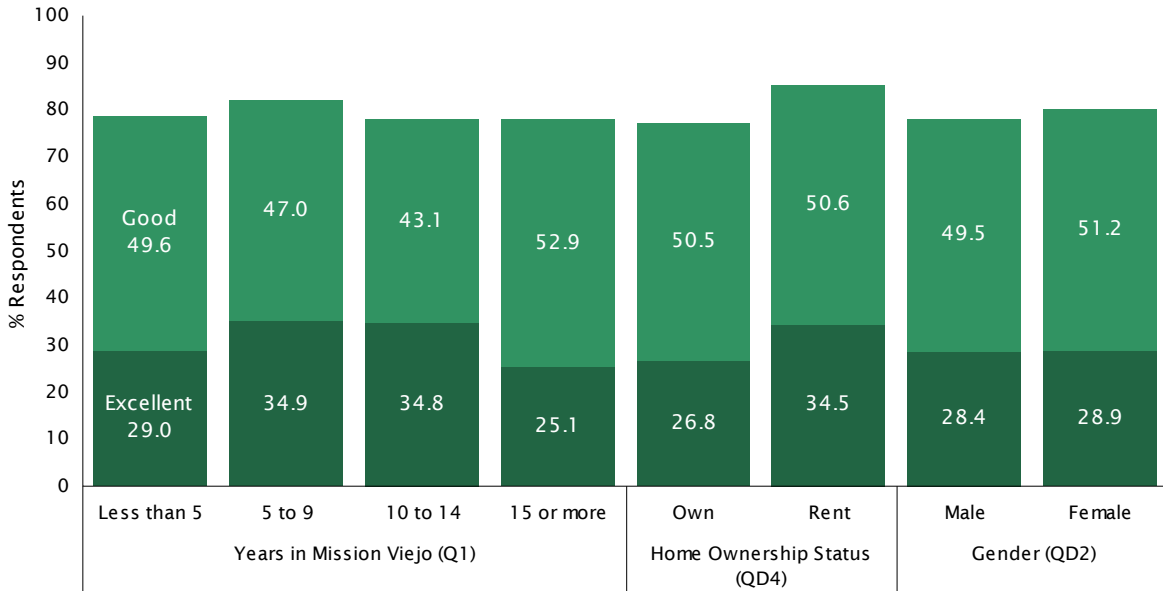


FIGURE 15 APPEARANCE OF NEIGHBORHOOD AREAS BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER



NEED FOR REVITALIZATION Having measured their perceptions of the appearance of neighborhood shopping areas *in general*, the survey next asked respondents whether—in their opinion—there are neighborhood shopping areas in the city that are outdated and in need of revitalization. Despite the positive ratings assigned to the appearance of these areas *in general* (see Figure 13), more than six-in-ten residents (62%) in 2016 indicated that there are some areas that are clearly outdated and in need of revitalization (see Figure 16). The perceived need for revitalizing select neighborhood shopping areas in Mission Viejo was slightly (but not significantly) higher in 2016 when compared to 2008, and was higher among residents 30 to 64 years of age, those living with children, longtime residents (10+ years), and home owners (see figures 17 & 18).

Question 9 *In your opinion, are there neighborhood shopping areas in the City that are outdated and in need of revitalization?*

FIGURE 16 DESIRE REVITALIZATION OF NEIGHBORHOOD SHOPPING AREAS

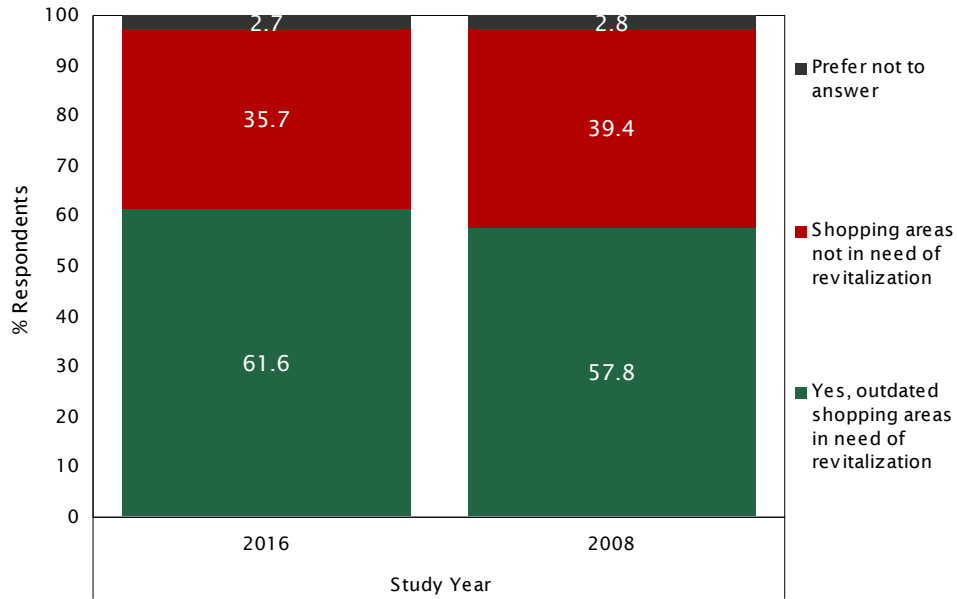


FIGURE 17 DESIRE REVITALIZATION OF NEIGHBORHOOD SHOPPING AREAS BY AGE & CHILD IN HSLD

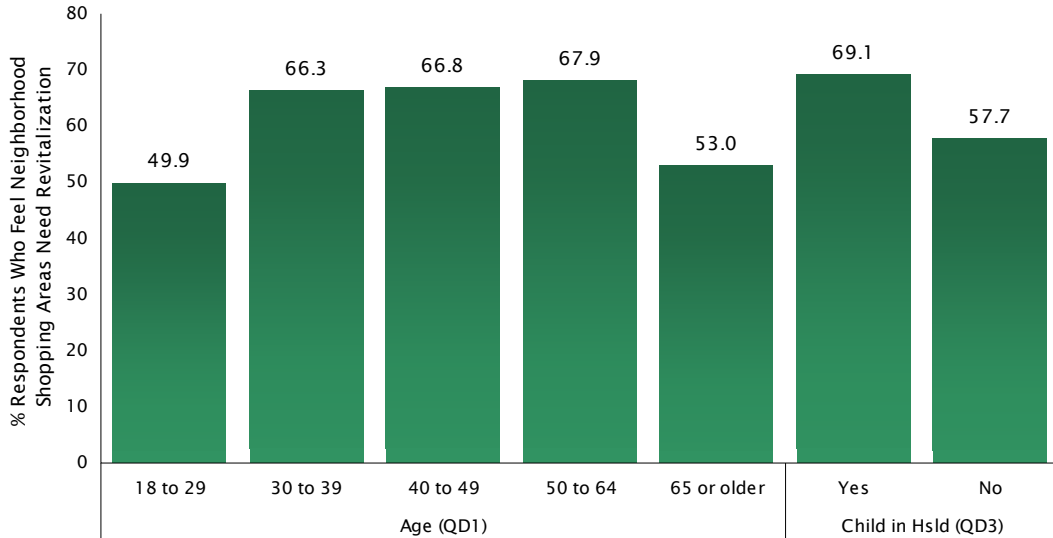
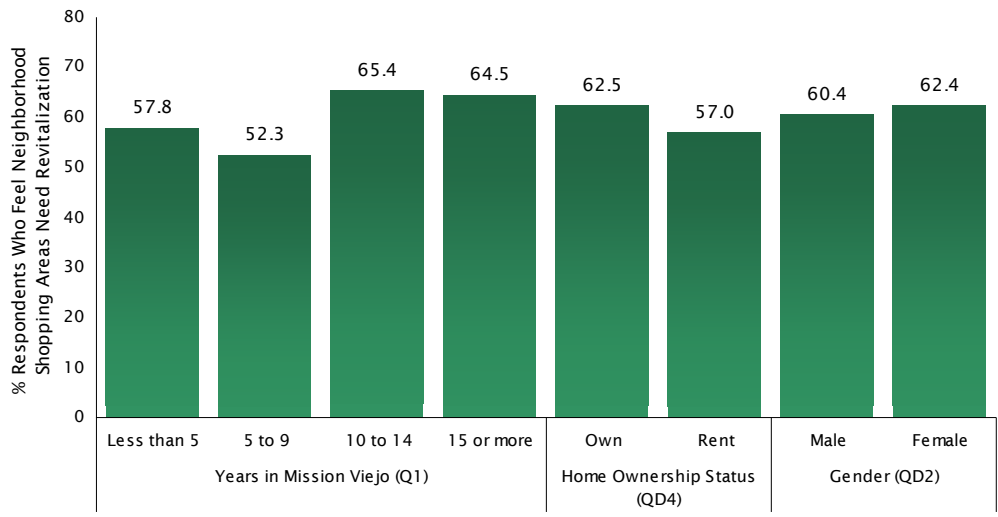


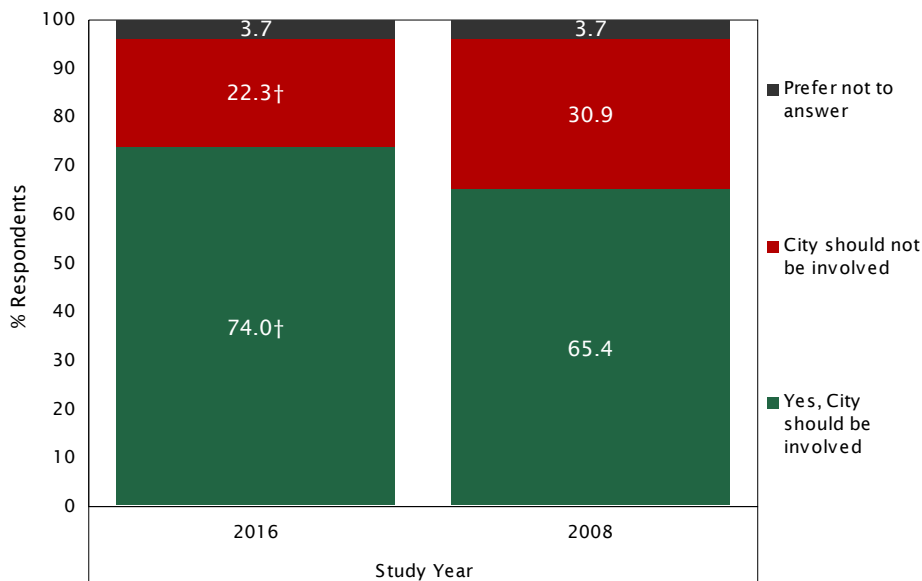
FIGURE 18 DESIRE REVITALIZATION OF NEIGHBORHOOD SHOPPING AREAS BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER



ROLE OF CITY IN REVITALIZING SHOPPING AREAS The survey next explored residents’ opinions about the City’s role in the revitalization process. Question 10 simply asked respondents whether they think the City of Mission Viejo should play an *active* role in helping to improve and revitalize older, outdated shopping areas in the city. Overall, nearly three-quarters (74%) of residents in 2016 indicated that—in general—they support the City playing an active role in the revitalization process, whereas 22% felt the City should not be involved and 4% did not share their opinion (Figure 19). Support for the City playing an active role in helping to improve and revitalize outdated shopping areas in Mission Viejo increased significantly (+9%) when compared to the findings of the 2008 survey.

Question 10 *Do you think the City of Mission Viejo should play an active role in helping to improve and revitalize older, outdated shopping areas in the City?*

FIGURE 19 CITY INVOLVEMENT IN NEIGHBORHOOD REVITALIZATION



Support for the City playing an active role in revitalizing outdated shopping areas was widespread and consistent, ranging between 70% and 78% across various resident subgroups (see figures 20 & 21).

FIGURE 20 CITY INVOLVEMENT IN NEIGHBORHOOD REVITALIZATION BY AGE & CHILD IN HSLD

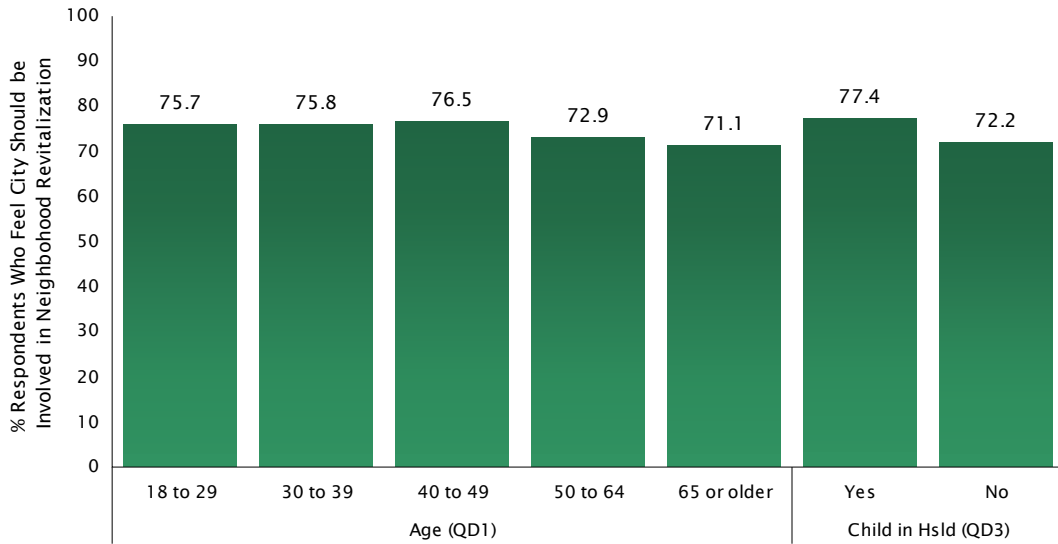
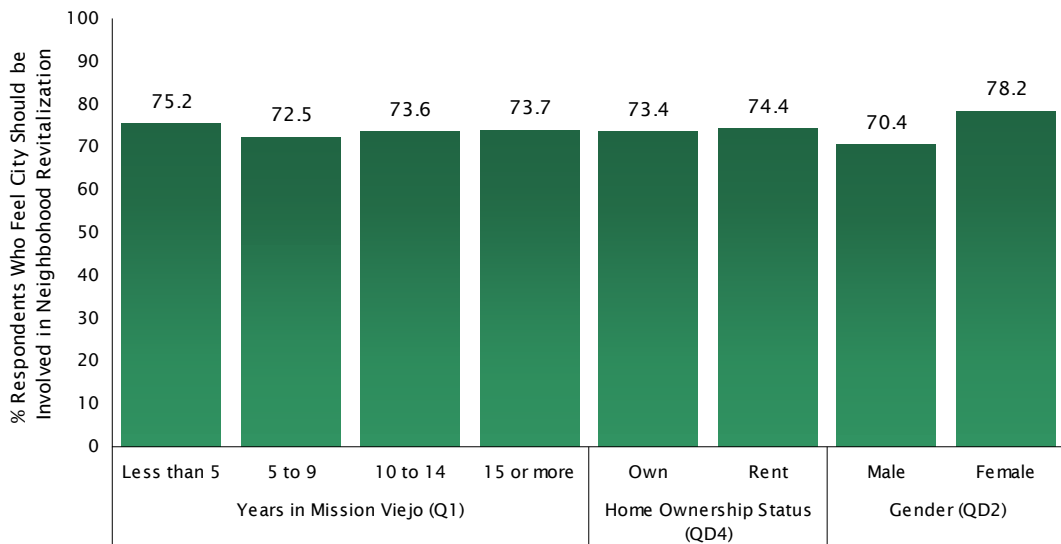


FIGURE 21 CITY INVOLVEMENT IN NEIGHBORHOOD REVITALIZATION BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER





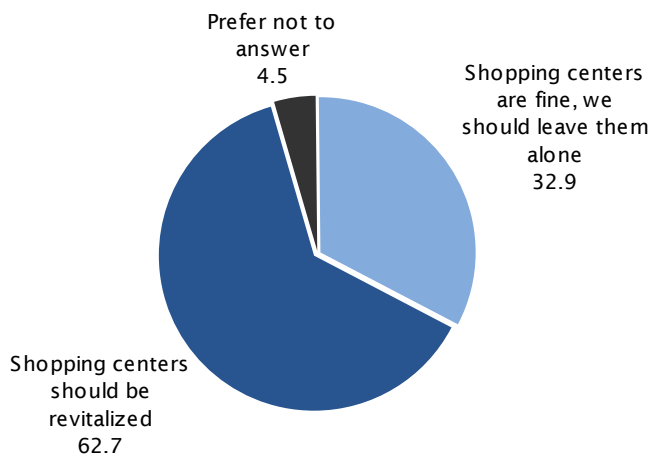
CORE AREA

Whereas questions in the preceding section addressed neighborhood shopping areas *in general*, beginning with Question 11 the survey narrowed to focus on properties within the City’s Core Area—which was defined as shopping centers and other properties along Marguerite Parkway between La Paz Road and Oso Parkway. The final substantive questions in the survey gauged the extent to which residents perceive a need for revitalizing properties in the Core Area, the types of land uses, businesses, and amenities they desire for the area, and their opinions of how revitalizing the Core Area may impact the quality of life and economic health of Mission Viejo.

SHOULD SHOPPING CENTERS IN THE CORE AREA BE REVITALIZED? The first question in this series simply asked respondents which of the two opinions shown in Figure 22 best matches their own opinion. Overall, nearly two-thirds (63%) of respondents agreed that shopping centers in the Core Area should be revitalized, whereas 33% felt that these shopping centers are fine as is and should be left alone. An additional 5% preferred to not answer the question.

Question 11 *The City of Mission Viejo is in the process of meeting with residents, local business leaders, and property owners to discuss the potential for revitalizing the City's Core Area - which includes shopping centers and other properties along Marguerite Parkway between La Paz Road and Oso Parkway. Thinking of the shopping centers in the Core Area, which of the following statements best matches your opinion?*

FIGURE 22 REVITALIZATION OF SHOPPING CENTERS IN CORE AREA



Figures 23 and 24 on the next page display how opinions regarding the revitalization of shopping centers in the Core Area varied across different subgroups of Mission Viejo residents. Although a majority of residents in every subgroup favored revitalizing shopping centers in the Core Area, the desire for revitalization was strongest among those 50 to 64 years of age, respondents who have children in their home, longtime residents (15+ years), home owners, and males.

FIGURE 23 REVITALIZATION OF SHOPPING CENTERS IN CORE AREA BY AGE & CHILD IN HSLD

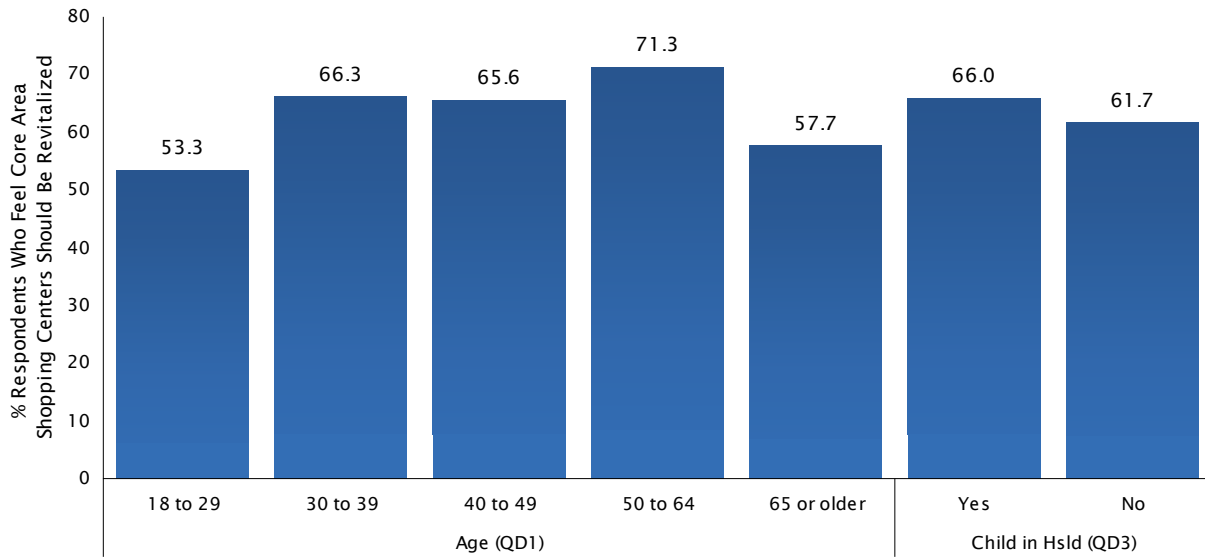
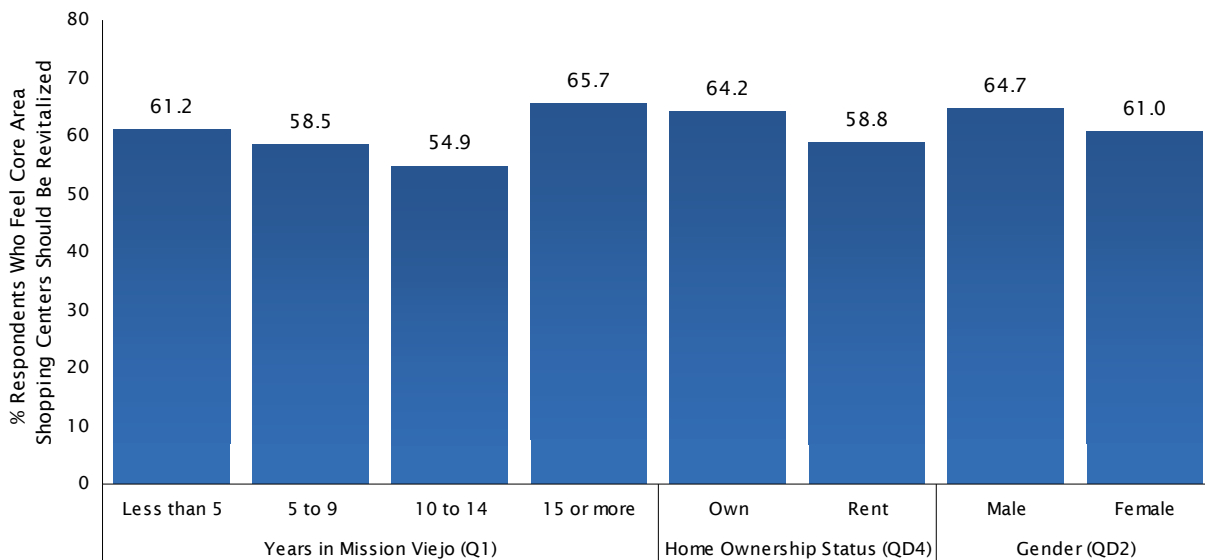


FIGURE 24 REVITALIZATION OF SHOPPING CENTERS IN CORE AREA BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER

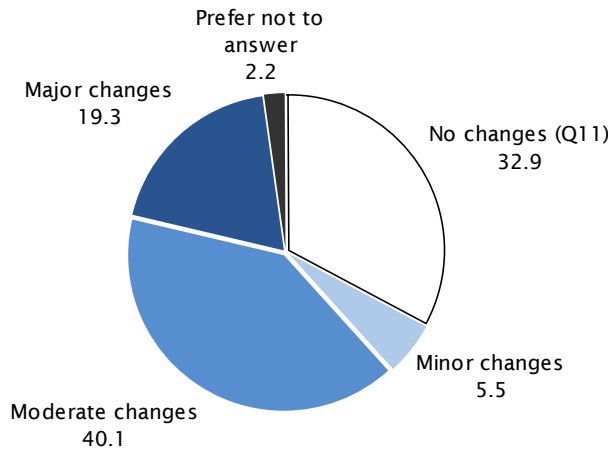


TO WHAT EXTENT SHOULD THE SHOPPING CENTERS BE UPDATED? Recognizing that respondents may have different opinions regarding the *degree* to which the shopping centers in the Core Area should be updated, the survey followed up with those who favored revitalization to ask if they preferred **minor** changes (described as including new paint and improvements to parking lots), **moderate** changes (including upgrading the appearance of the front of the buildings and improvements to parking lots), or **major** changes (including demolishing older buildings and constructing new buildings). Figure 25 on the next page presents the results to Question 12 in the context of all residents.

As noted previously, one-third of respondents desired no changes to shopping centers in the Core Area. Among the two-thirds that did favor revitalizing shopping centers in the area, most favored making moderate changes to the centers (40%), 19% favored major changes, whereas just 6% preferred making minor changes.

Question 12 *There are different degrees to which the shopping centers in the Core Area could be revitalized. Which of the following options would you prefer? _____ or _____ or _____?*

FIGURE 25 CHANGES FOR SHOPPING CENTERS IN CORE AREA



Figures 26 and 27 display how opinions regarding the degree to which shopping centers in the Core Area should be revitalized varied by age, presence of a child in the home, length of residence, home ownership status, and gender. Among those who desired revitalization, making **moderate** changes including upgrading the appearance of the front of the buildings and improvements to parking lots was the most commonly preferred option in *every* subgroup.

FIGURE 26 CHANGES FOR SHOPPING CENTERS IN CORE AREA BY AGE & CHILD IN HSLD

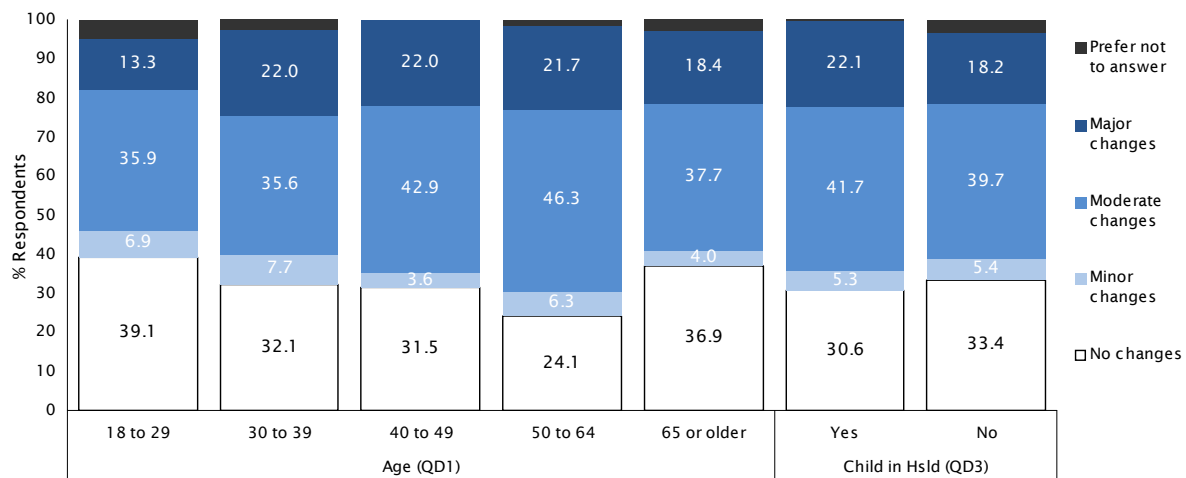
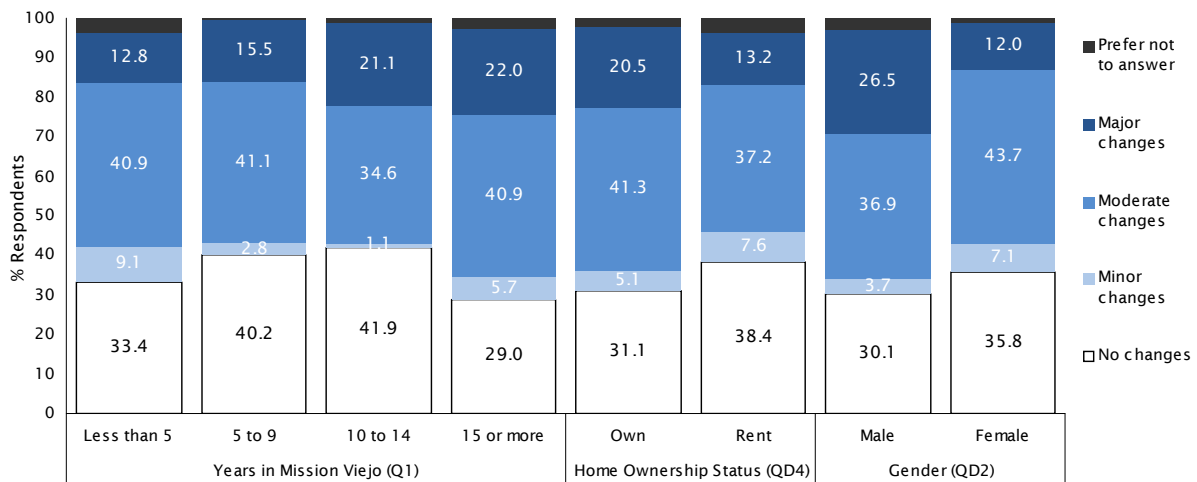


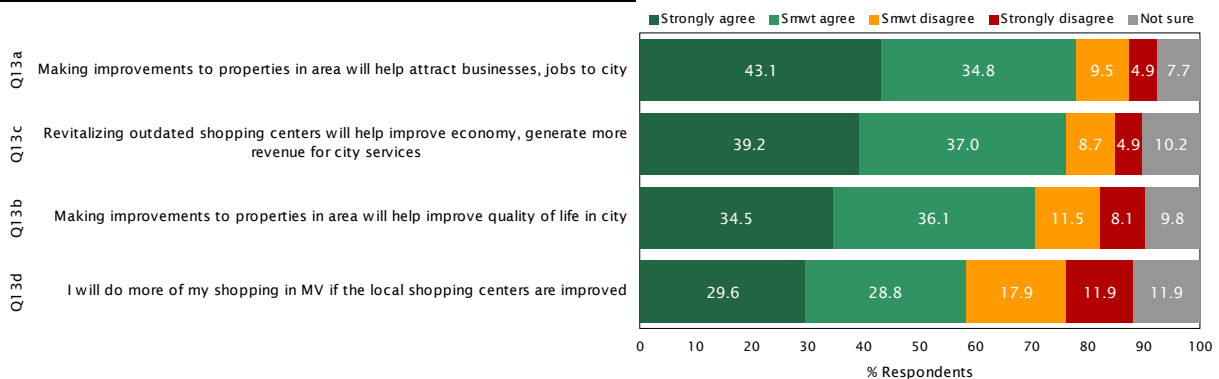
FIGURE 27 CHANGES FOR SHOPPING CENTERS IN CORE AREA BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER



RELATED ATTITUDES ABOUT CORE AREA & REVITALIZATION Having gauged residents’ general support for revitalizing shopping areas in the Core Area, the survey transitioned to profiling related attitudes. The nature of Question 13 was straightforward: for each statement shown on the left of Figure 28, respondents were simply asked to identify the extent to which they personally agreed or disagreed with the statement.

Question 13 *Next, I'm going to read you a series of statements about the City's Core Area. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/ next) one: _____. Do you agree or disagree, or do you have no opinion? Would that be strongly (agree/disagree) or somewhat (agree/disagree)?*

FIGURE 28 AGREEMENT WITH STATEMENTS ABOUT CITY’S CORE AREA



The results of Question 13 make it clear that residents recognize the many benefits a revitalized Core Area can bring with respect to attracting businesses and jobs, improving the City’s tax base, and ultimately improving the quality of life in Mission Viejo. More than three-in-four respondents agreed that *Making improvements to properties in this area will help attract businesses and jobs to the city* (78%) and *Revitalizing outdated shopping centers will help improve the local economy and generate more revenue for city services* (76%). More than two-thirds also agreed that *Making improvements to properties in this area will help improve the overall quality of life in the city* (71%), and a majority (58%) indicated *I will do more of my shopping in Mission Viejo if the local shopping centers are improved*.

BUSINESSES AND AMENITIES IN CORE AREA Having gauged resident support for revitalizing the Core Area, the survey next sought to profile their opinions about the types of businesses and amenities that are (or could be) part of the Core Area. For each type of business or amenity shown on the left of Figure 29, respondents were simply asked whether they feel there is currently too much, about the right amount, or too little of this type of business or amenity in the Core Area.

Question 14 *As I read the following types of businesses and amenities, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of business or amenity in the City's Core Area.*

FIGURE 29 OPINION OF AMOUNT OF BUSINESSES & AMENITIES IN CITY

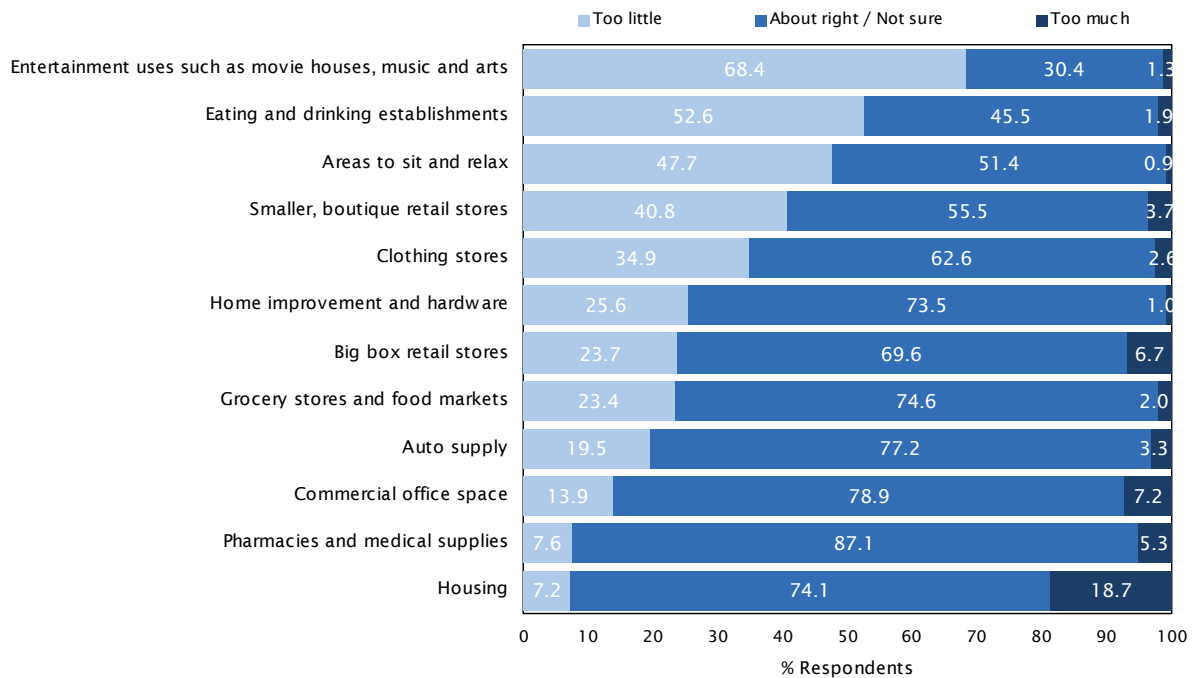


Figure 29 demonstrates that Mission Viejo residents have nuanced opinions about the types of businesses and amenities that are currently (or could be) part of the Core Area. Two-thirds (68%) of residents indicated that there is currently too little entertainment uses such as movie houses, music and arts in the Core Area, compared with 30% who said the amount is about right, and 1% who said there is too much. Many also viewed a deficiency in the amount of eating and drinking establishments (53%), areas to sit and relax (48%), smaller boutique retail stores (41%), and clothing stores (35%), although for all but the first of these business types/amenities the predominant opinion was that the current amount is about right. Similarly, although approximately one-quarter of Mission Viejo residents felt there are currently not enough home improvement and hardware stores (26%), big box retail stores (25%), and grocery stores/food markets (23%) in the Core Area, more than two-thirds perceived that the current amount of these businesses in the Core Area is about right. Overall, less than one-in-five Mission Viejo residents perceived a need for additional housing (7%), pharmacies/medical supplies (8%), commercial office space (14%), and auto supply stores (20%).

Table 2 shows how the percentage of customers who viewed ‘too little’ of each type of business/amenity in the Core Area varied by age, length of residence, and where they tend to do their retail shopping.

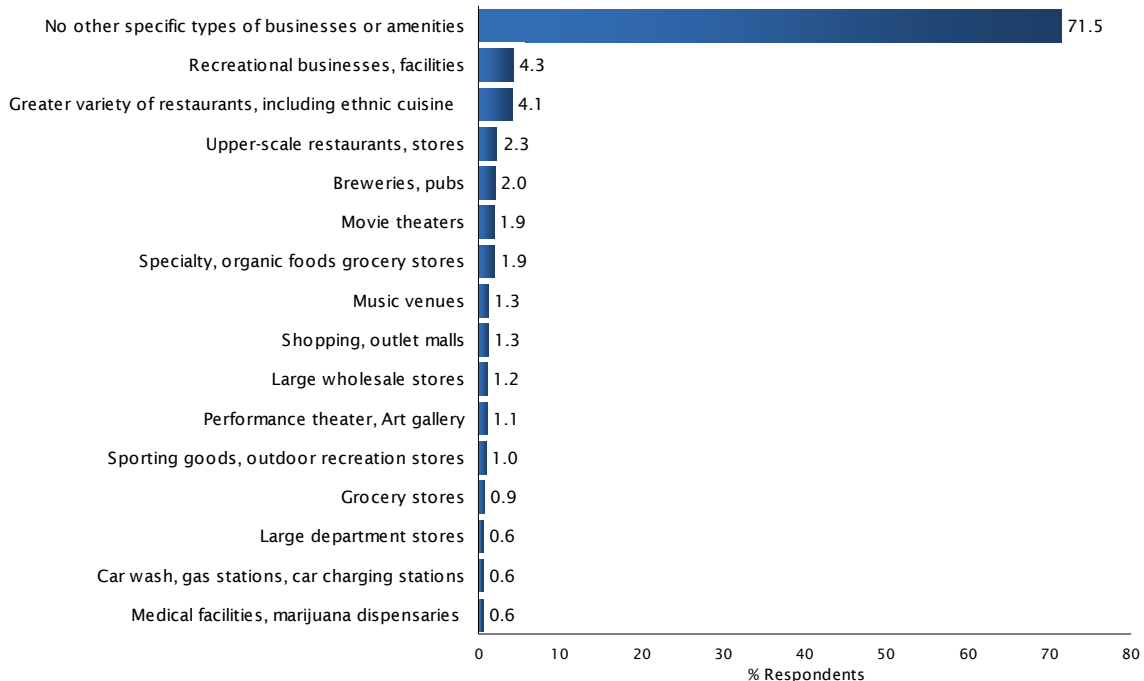
TABLE 2 OPINION OF BUSINESS & AMENITIES IN CITY BY AGE, YEARS IN MISSION VIEJO & LOCATION OF MOST SHOPPING (SHOWING % TOO LITTLE)

	Age (QD1)					Years in Mission Viejo (Q1)				Location of Most Shopping (Q5)		
	18 to 29	30 to 39	40 to 49	50 to 64	65 or older	Less than 5	5 to 9	10 to 14	15 or more	In Mission Viejo	Outside City	Half in, half outside
Entertainment uses such as movie houses, music and arts	81.0	72.8	69.0	67.9	56.8	68.0	66.8	72.5	67.5	64.2	76.3	68.4
Eating and drinking establishments	50.6	64.2	51.0	56.9	43.4	56.6	47.2	56.4	51.1	46.9	64.0	53.0
Areas to sit and relax	53.5	49.8	44.6	43.9	47.3	39.9	42.0	49.6	50.9	46.2	55.9	45.5
Smaller, boutique retail stores	52.4	49.8	38.0	35.6	36.1	28.9	48.9	38.3	43.4	39.0	53.0	37.9
Clothing stores	30.7	50.8	31.4	35.2	36.9	35.8	34.8	33.0	34.4	35.3	42.7	32.4
Home improvement and hardware	25.8	28.6	25.4	24.0	28.4	25.5	25.3	28.1	24.7	25.7	29.4	24.5
Big box retail stores	20.8	23.4	25.1	22.2	26.5	27.1	24.3	27.4	20.4	21.1	26.6	24.6
Grocery stores and food markets	10.5	25.4	28.5	27.0	20.0	21.6	31.2	23.7	21.7	22.5	34.5	20.4
Auto supply	21.5	19.7	12.0	24.4	18.0	17.7	21.5	14.2	20.6	19.6	16.7	19.9
Commercial office space	16.0	14.0	19.3	11.3	11.4	16.3	10.0	10.5	14.1	15.3	15.0	12.7
Pharmacies and medical supplies	4.8	7.1	10.3	7.2	7.5	13.0	7.6	3.2	6.3	6.7	11.0	7.2
Housing	4.8	13.4	5.1	5.9	7.1	10.3	7.9	6.3	6.0	8.8	5.5	6.8

Recognizing that the list of businesses and amenities included in Question 14 was not exhaustive, Question 15 followed-up in an open-ended manner asking respondents whether there was a specific type of business or amenity *not* mentioned in Question 14 that they would like to see included in the City’s Core Area. The vast majority of respondents (72%) indicated that there were no additional/other specific types of businesses or amenities they would like to see included in the Core Area. Among those who did offer a specific suggestion, recreational businesses/facilities (4%), greater variety of restaurants including ethnic cuisine (4%), upper-scale restaurants/stores (2%), and breweries (2%) were the most frequently mentioned.

Question 15 *Is there a specific type of business or amenity that I haven't mentioned that you would like to see included in the City's Core Area?*

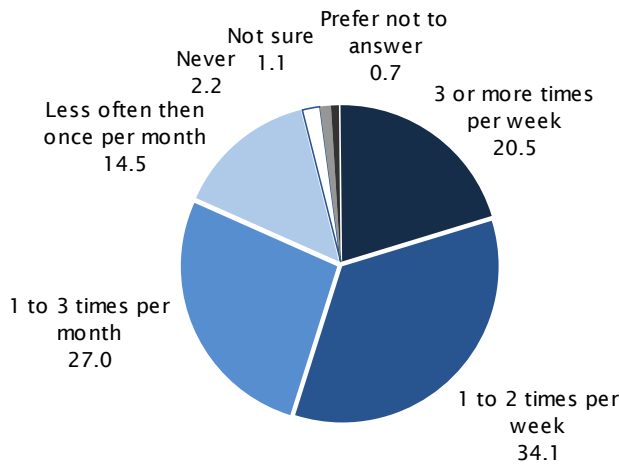
FIGURE 30 ADDITIONAL BUSINESSES/AMENITIES DESIRED IN CITY’S CORE AREA



HOW OFTEN DO YOU VISIT SHOPPING AREAS IN THE CORE AREA? The final substantive question asked respondents how often they typically visit shopping areas in the City's Core Area, which includes the Village Center shopping center. More than half (55%) indicated that they visit shopping areas in the Core Area at least once per week, with 21% stating that they visit three or more times per week. An additional 27% offered that they visit these shopping areas one to three times per month, 15% indicated they visit less often than once per month, whereas the remainder either never visit shopping areas in the Core Area (2%) or were unsure/preferred to not answer the question (2%).

Question 16 *How often do you typically visit shopping areas in the City's Core Area, which includes the Village Center shopping center?*

FIGURE 31 SHOPPING FREQUENCY IN CITY'S CORE AREA



When compared to their respective counterparts, residents age 30-49 and seniors, those with children in the home, those who have resided in Mission Viejo between 10 and 14 years, and renters were the most likely to state that they visit shopping areas in the Core Area at least three times per week (see figures 32 & 33)

FIGURE 32 SHOPPING FREQUENCY IN CITY'S CORE AREA BY AGE & CHILD IN HSLD

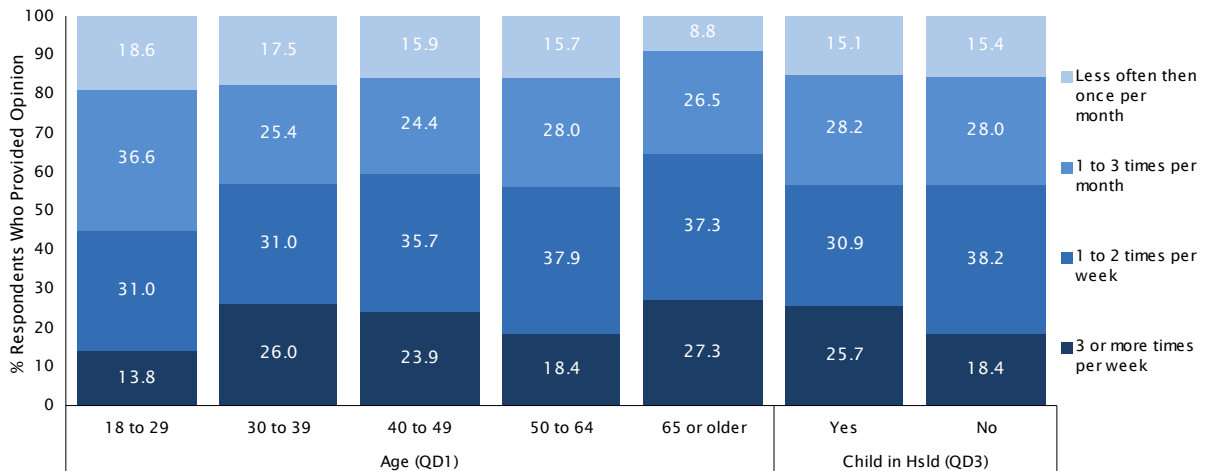
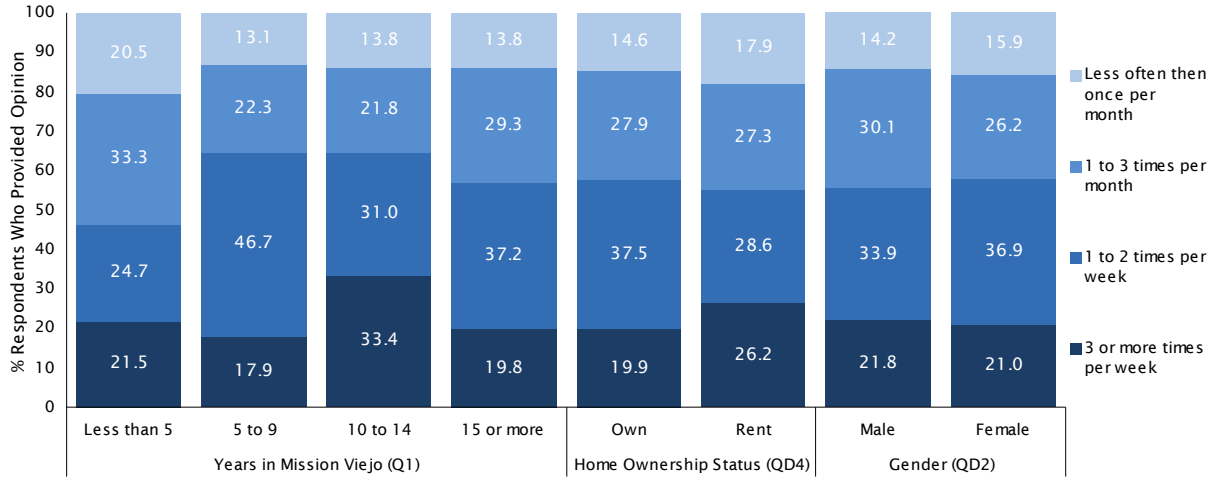


FIGURE 33 SHOPPING FREQUENCY IN CITY'S CORE AREA BY YEARS IN MISSION VIEJO, HOME OWNERSHIP & GENDER



BACKGROUND & DEMOGRAPHICS

Table 3 presents the key demographic and background information collected during the 2016 survey, as well as past surveys for the reader's reference. Because of the probability-based sampling methodology used in this study (see *Methodology* on page 28), the results shown in the table are representative of adult residents in the City of Mission Viejo. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).

TABLE 3 DEMOGRAPHICS OF SAMPLE

	Study Year			
	2016	2011	2008	2006
<i>Total Respondents</i>	798	400	400	400
Child in Hsld (QD3)	%	%	%	%
Yes	32.5	35.1	39.8	44.2
No	64.9	62.7	57.4	55.1
Prefer not to answer	2.7	2.1	2.7	0.7
Home Ownership Status (QD4)				
Own	81.8	93.6	87.0	90.2
Rent	16.1	3.2	9.5	9.1
Prefer not to answer	2.1	3.2	3.4	0.7
Gender (QD2)				
Male	51.0	47.2	46.9	45.8
Female	47.9	52.8	53.1	54.2
Prefer not to answer	1.1	0.0	0.0	0.0
Age (QD1)				
18 to 29	16.1	15.6	13.1	13.8
30 to 39	11.1	12.9	11.6	14.6
40 to 49	18.6	20.9	23.0	24.4
50 to 64	27.8	30.4	31.3	28.4
65 or older	18.7	20.2	21.1	18.8



M E T H O D O L O G Y

The following section outlines the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Mission Viejo to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who felt that shopping centers in the Core Area should be revitalized (Question 11) were asked to indicate the degree to which the centers should be revitalized/changed (Question 12). The questionnaire included with this report (see *Questionnaire & Toplines* on page 31) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into households in the City prior to formally beginning the survey.

SAMPLE Consistent with past surveys conducted for the City of Mission Viejo, the survey was administered to a stratified sample of individuals drawn from the universe of registered voters in the City. Consistent with the profile of this universe, the sample was stratified and sets of clusters were defined to represent particular combinations of age, gender, partisanship, household party-type, and geographic location within the City. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile. It also ensures that the final sample closely mirrors the demographic profile of the universe of registered voters in the City.

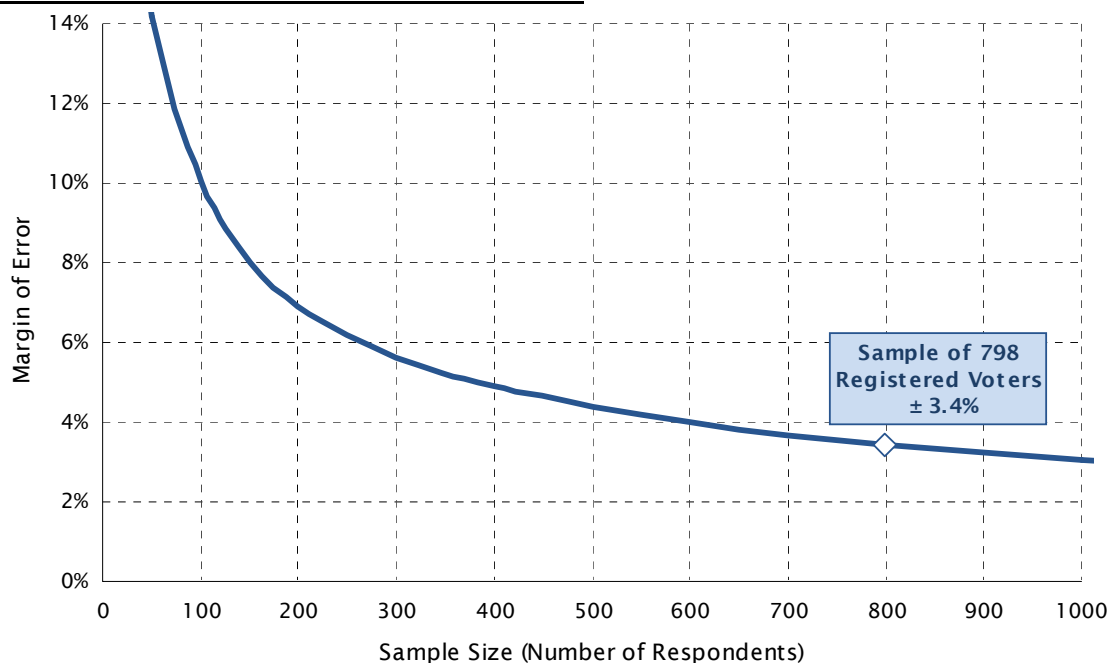
RECRUITING & DATA COLLECTION The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Telephone interviews averaged 17 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email were assigned a unique passcode to ensure that only individuals who received an invitation could access the online survey site, and that each individual could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey. A total of 798 surveys were completed between July 20 and August 1, 2016.

STATISTICAL MARGIN OF ERROR By using the sampling methodology described above and monitoring data collection, True North ensured that the sample was representative of registered voters in the City of Mission Viejo. The results of the sample can thus be used to estimate the opinions of *all* registered voters in the City. Because not every voter in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 798 voters for a particular question and what would have been found if all of the estimated 56,234 voters in the City had been interviewed.

Figure 34 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.4\%$ for questions answered by all 798 respondents.

FIGURE 34 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as gender and the presence of a child in the household. Figure 34 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting to adjust for sample discrepancies, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate whether a change in responses between the 2016 study and most recent prior survey was due to an actual change in opinions or was more likely an artifact of independently drawn, cross-sectional samples.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Mission Viejo
Vision Plan Survey
Final Toplines
August 2016

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Mission Viejo (vee-A-ho) and we would like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the survey, thank them for their time, and terminate the interview.

Section 2: Quality of Life

First, I'd like to ask you a few questions about what it is like to live in the City of Mission Viejo.

Q1	How long have you lived in the City of Mission Viejo?		
	1	Less than 1 year	3%
	2	1 to 4 years	18%
	3	5 to 9 years	15%
	4	10 to 14 years	11%
	5	15 years or longer	53%
	99	Prefer not to answer	1%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	61%
	2	Good	36%
	3	Fair	3%
	4	Poor	0%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q3	What do you like most about Mission Viejo that the city government should make sure to <u>preserve</u> in the future? Verbatim responses recorded and later grouped into categories shown below.	
	City appearance, landscape, cleanliness	26%
	Public safety, low crime rate	21%
	Open spaces, lake, greenery	21%
	Parks	15%
	Not sure, cannot think of anything specific	13%
	Family-oriented, quiet community	8%
	Community events, programs	7%
	Small town feeling	6%
	Current service levels / Positive comments in general	5%
	Well-maintained infrastructure	5%
	Recreational facilities, centers	5%
	Library	4%
	Walking, hiking, bike paths, trails	4%
	Quality of schools, education	3%
	Low taxes, cost of living, balanced budget	2%
	Cultural diversity of City	2%
	Negative comments in general	2%
	Environmental efforts	1%
Q4	If the city government could change one thing to make Mission Viejo a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Not sure / Cannot think of anything	37%
	Reduce traffic congestion	8%
	Repair, improve streets	4%
	Limit growth, development	4%
	Improve parks, recreation facilities	4%
	Synchronize, improve traffic lights	4%
	Improve shopping opportunities	3%
	Increase affordable housing	3%
	Improve schools, education	3%
	Improve activities for youth, families	3%
	Improve landscaping, upkeep	3%
	Update buildings, shopping centers	3%
	Improve dining opportunities	3%

Reduce taxes, fees	2%
Provide, improve downtown area	2%
Improve, enforce regulations, codes (building/house maintenance, sign postings)	2%
Address environmental, water issues	2%
Increase police presence, visibility	2%
Do not change anything	1%
Reduce cost of living	1%
Improve public transportation	1%
Improve budgeting, spending	1%
Improve public safety	1%
Improve Council, leadership	1%
Address homeless issues	1%
Improve nightlife options	1%
Provide, improve walking, hiking, bike paths, trails	1%
Allow access to Lake, beaches, parks to all residents	1%
Improve, enforce parking	1%
Improve communication services (Wi-Fi, cable services)	1%
Improve maintenance, work construction times, routes	1%
Address HOA issues	1%

Section 3: Economic Development

Next, I'd like to ask you a few questions about your shopping preferences.

Q5	Do you tend to do most of your retail shopping in the City of Mission Viejo, outside of the City, or is it about half and half?	
1	In Mission Viejo	33%
2	Outside the City	16%
3	Half in, half outside	50%
98	Not sure	0%
99	Prefer not to answer	0%

Q6	Thinking of the retail stores and restaurants that your household visits <u>outside</u> of the City, are there any that you would like to have available in Mission Viejo?			
	1	Yes	56%	Ask Q7
	2	No	33%	Skip to Q8
	98	Not sure	11%	Skip to Q8
	99	Prefer not to answer	0%	Skip to Q8
Q7	What are the names of one or two stores or restaurants you would <u>most</u> like to have located in Mission Viejo? Verbatim responses recorded and later grouped into categories shown below.			
	Family chain restaurants (Texas Road House, Outback, TGI Friday's)		13%	
	Upper-scale restaurants, steakhouses (Ruth's Chris, Flemings, Mastro's)		13%	
	Large department stores (Wal-Mart, Kohl's, Target)		10%	
	Large wholesale stores (Costco, Sam's)		10%	
	Fast food restaurants (In & Out, The Habit, Arby's)		9%	
	Specialty, organic foods stores (Whole foods, Trader Joes, Sprouts)		8%	
	Seafood restaurants (Red Lobster, Long John Silver, Sushi)		8%	
	Asian restaurants, markets		6%	
	Not sure, cannot think of anything specific		6%	
	Italian Restaurants (Olive Garden, Maggianos, LouCas)		5%	
	Greater variety of restaurants in general		5%	
	Mexican, Hispanic restaurants, markets (Toledo's, Wahoo's)		4%	
	Healthy food restaurants (Rutabegorz, Mangos)		4%	
	Locally-owned stores, restaurants		4%	
	Small bakeries, cafes, tea stores		3%	
	Breweries, pubs		3%	
	Discount stores (TJ's Maxx, Marshall's, Ross)		2%	
	Electronics, computer stores (Fry's, Best buy, Apple store)		2%	
	Grocery stores (Ralphs, WinCo, Vons, Albertsons)		2%	
	Home improvement stores (Home Depot, Lowes)		2%	
	Upper scale clothing stores (H & M, Tommy Bahamas, Louis Vuitton)		2%	
	Breakfast, lunch restaurants (Denny's, Broken Yolk, IHOP)		2%	

Arts and crafts stores	1%
Books stores	1%
Clothing stores (DXL Men's Clothing, Lane Bryant, Urban Outfitters)	1%
Home furniture stores (HomeGoods, Bed, Bath & Beyond, Crate & Barrel)	1%
Upper-scale department stores (Macy's, Nordstrom)	1%
Shopping, outlet malls	1%
Sporting goods, outdoor recreation stores (Turner's Outdoorsman, REI)	1%
Movie Theater	1%

Section 4: Revitalization

Q8	In general, how would you rate the appearance of the neighborhood shopping areas in Mission Viejo? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	28%
	2	Good	50%
	3	Fair	16%
	4	Poor	4%
	5	Very poor	1%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q9	In your opinion, are there neighborhood shopping areas in the City that are outdated and in need of revitalization?		
	1	Yes	62%
	2	No	36%
	99	Prefer not to answer	3%
Q10	Do you think the City of Mission Viejo should play an active role in helping to improve and revitalize older, outdated shopping areas in the City?		
	1	Yes	74%
	2	No	22%
	99	Prefer not to answer	4%

Section 5: Core Area								
The City of Mission Viejo is in the process of meeting with residents, local business leaders, and property owners to discuss the potential for revitalizing the City's Core Area - which includes shopping centers and other properties along Marguerite (MARR-guh-REET) Parkway between La Paz (Pawz) Road and Oso (Oh-so) Parkway.								
Q11	Thinking of the shopping centers in the Core Area, which of the following statements best matches your opinion? <i>Rotate options 1 & 2.</i>							
	1	The shopping centers are fine as is - we should leave them alone	33%	Skip to Q13				
	2	The shopping centers should be revitalized	63%	Ask Q12				
	99	Prefer not to answer	4%	Ask Q12				
Q12	There are different degrees to which the shopping centers in the Core Area could be revitalized. Which of the following options would you prefer? _____ or _____ or _____? <i>Read Options in Order.</i>							
	1	Make minor changes, including new paint and improvements to parking lots	8%					
	2	Make moderate changes, including upgrading the appearance of the front of the buildings and improvements to parking lots	60%					
	3	Make major changes, including demolishing older buildings and constructing new buildings.	29%					
	99	Prefer not to answer	3%					
Q13	Next, I'm going to read you a series of statements about the City's Core Area. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you have no opinion? Would that be strongly (agree/disagree) or somewhat (agree/disagree)?							
		<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	Making improvements to properties in this area will help attract businesses and jobs to the city		43%	35%	10%	5%	7%	1%
B	Making improvements to properties in this area will help improve the overall quality of life in the city		35%	36%	11%	8%	9%	1%
C	Revitalizing outdated shopping centers will help improve the local economy and generate more revenue for city services		39%	37%	9%	5%	9%	1%
D	I will do more of my shopping in Mission Viejo if the local shopping centers are improved		30%	29%	18%	12%	11%	1%

Q14 As I read the following types of businesses and amenities, please tell me whether you feel there is <u>currently</u> too much, about the right amount, or too little of this type of business or amenity in the City's Core Area.						
	<i>Randomize</i>	Too Much	About Right	Too Little	Not Sure	Prefer not to answer
A	Grocery stores and food markets	2%	73%	23%	2%	0%
B	Pharmacies and medical supplies	5%	81%	8%	6%	0%
C	Clothing stores	3%	57%	35%	5%	1%
D	Home improvement and hardware	1%	69%	25%	4%	0%
E	Auto supply	3%	66%	19%	11%	1%
F	Eating and drinking establishments	2%	42%	52%	3%	0%
G	Entertainment uses such as movie houses, music and arts	1%	27%	68%	3%	0%
H	Big box retail stores	7%	59%	24%	10%	1%
I	Smaller, boutique retail stores	4%	46%	41%	9%	1%
J	Areas to sit and relax	1%	46%	47%	5%	1%
K	Commercial office space	7%	61%	14%	17%	1%
L	Housing	19%	67%	7%	7%	1%
Q15 Is there a specific type of business or amenity that I haven't mentioned that you would like to see included in the City's Core Area? <i>If yes, ask: Please briefly describe it to me. Verbatim responses recorded and later grouped into categories shown below.</i>						
	No other specific types of businesses or amenities	72%				
	Greater variety of restaurants, including ethnic cuisine	4%				
	Recreational businesses, facilities (bowling alley, mini golf, skateboard park)	4%				
	Breweries, pubs	2%				
	Movie theaters	2%				
	Upper-scale restaurants, stores	2%				
	Specialty, organic foods grocery stores	2%				
	Grocery stores	1%				
	Music venues	1%				
	Performance theater, Art gallery	1%				
	Shopping, outlet malls	1%				
	Large wholesale stores	1%				

	Sporting goods, outdoor recreation stores	1%
	Car wash, gas stations, car charging stations	1%
	Large department stores	1%
	Medical facilities, marijuana dispensaries	1%
Q16	How often do you typically visit shopping areas in the City's Core Area, which includes the Village Center shopping center?	
	1 3 or more times per week	21%
	2 1 to 2 times per week	34%
	3 1 to 3 times per month	27%
	4 Less often than once per month	14%
	5 Never	2%
	98 Not sure	1%
	99 Prefer not to answer	1%

Section 6: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year recoded into age groups shown below.	
	18 to 29	17%
	30 to 39	12%
	40 to 49	20%
	50 to 64	30%
	65 or older	21%
	Prefer not to answer	0%
D2	What is your gender?	
	1 Male	51%
	2 Female	48%
	99 Prefer not to answer	1%
D3	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	32%
	2 No	65%
	99 Prefer not to answer	3%

D4	Do you own or rent your home in the City?	
1	Own	82%
2	Rent	16%
99	Prefer not to answer	2%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Mission Viejo.