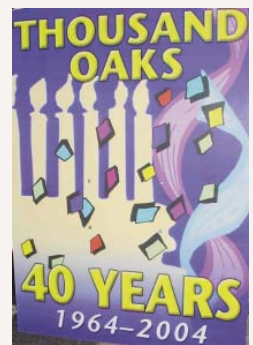


# **Conejo Valley Community Attitude Survey**



**City of Thousand Oaks  
May, 2004**



**City of Thousand Oaks City Council**

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## **INTRODUCTION**

The City of Thousand Oaks has conducted a community Attitude Survey every five years since 1969 to sample citizen views on a wide range of planning and other community issues. The value of the Survey has been two-fold: First, as a gauge of City performance in a number of areas; and second, as a reference for the City Council and other agencies in determining priorities for the future. The 2004 Survey is the eighth conducted during the past 40 years.

From survey to survey, the questions are kept as consistent as possible in order to observe trends over time in community values and opinions. Nevertheless, during a five-year period, some new issues arise as others lose their importance or relevance. These are reflected in changes to the questionnaire.

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## METHODOLOGY

The survey questionnaire was mailed to 11,889 households, a 25 percent sample of all households in the Thousand Oaks Planning Area, which includes Newbury Park, Thousand Oaks and the Ventura County portion of Westlake Village. A copy of the survey questionnaire is attached in Section 3.

The household sample was randomly selected by two methods:

1. The City's main computer selected every fourth household from the master land file which includes residential addresses for all single family, townhouse, condominium and mobile home residences.
2. Apartments are not included in the master land file, so a 25 percent sample of apartment households was selected at random by an independent mailing service.

The survey questionnaire was prepared and printed by the City. It was mailed by presorted bulk mail with a first class business reply envelope included for return of the survey, at no cost to the respondent. The surveys were mailed on May 13, 2004. Respondents were asked to return their completed surveys by May 27, 2004, although late returns were accepted and included in the final results. The results were compiled from 3,190 returned surveys, which represents a 26.8 percent response rate. This is considered a good response rate due to the length and complexity of the survey questionnaire. For comparison purposes, prior survey response rates were as follows: 30% in 1999; 27% in 1994; 37% in 1989; 29% in 1984; and 37% in 1979.

Five data-entry personnel entered each survey individually into the City's main computer. Each entry was crosschecked to verify data accuracy. The data entry process took just under three weeks to complete.

The cost of the survey was approximately \$15,200. It included paper, envelopes, printing, binding, folding, postage (outgoing and return), and data entry.

## METHODOLOGY CONTINUED

Please note that after the survey was mailed, it was discovered that Question 11, Item #8 (Grading in hillside areas), lacked the appropriate row of response boxes. Over 700 respondents compensated for the error by placing a mark in the blank line opposite Item #8 (Grading in hillside areas) under one of the appropriate columns (e.g. Very Satisfied, Generally Satisfied, Neutral, etc.). The stated results for this item are, therefore, based on a smaller sample size but are deemed valid because of the large sample size for the survey as a whole. The majority of other respondents left Item #8 blank but responded to the other items in Question 11. This error did not appear to affect responses to the other items after item 8 in Question 11. Survey results for these items appear consistent with the 1999 survey results. The 2004 survey results for these items are considered valid as representing the general sentiments of respondents on these items.

# **SECTION 1**

## **2004 SURVEY RESULTS**

The following survey results are presented in percentages. For Questions 6 and 7 the circled number indicates the ranking of the top ten items selected. In some cases the percentages for individual responses to a question add up to more than 100%. This occurred when an individual provided more than one response to a question. Question 47 (location of employment) seemed to have the greatest degree of multiple responses.

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# 2004 Attitude Survey

**1. How satisfied are you with the Conejo Valley? (Check one response in each column.)**

<u>As a place to live</u>			<u>As a place to work</u>		
(1)	Very satisfied	62.8	(1)	Very satisfied	31.5
(2)	Generally satisfied	35.2	(2)	Generally satisfied	22.5
(3)	Generally dissatisfied	1.3	(3)	Generally dissatisfied	1.9
(4)	Very dissatisfied	0.4	(4)	Very dissatisfied	0.7
(5)	Undecided	0.5	(5)	Undecided	0.8
			(6)	Do not work in Conejo Valley	42.9

**2. The Thousand Oaks General Plan, adopted in 1970, has nine basic GOALS and POLICIES for the development of the Thousand Oaks area. In your opinion, to what extent do you feel that these goals are being met in the development of the Conejo Valley to date?**

		<u>Large Extent</u>	<u>Some Extent</u>	<u>Not At All</u>	<u>No Opinion</u>
(1)	To enhance and preserve the spaciousness and attractiveness of the Conejo Valley.	37.9	52.8	8.1	1.2
(2)	To provide an integrated circulation and transportation system consistent with the Conejo Valley's form and needs.	13.3	52.7	17.8	16.3
(3)	To encourage commercial facilities which satisfy the Conejo Valley's mercantile needs, arranged and located to provide convenient access and compatibility with adjoining uses through proper design	33.1	53.0	6.7	7.3
(4)	To further encourage and develop a sense of community identity and foster citizen participation in local affairs.	33.8	50.8	8.5	7.0
(5)	To provide a framework for a planned and unified community containing a balance of living, working, shopping, educational, civic, cultural and recreational facilities.	43.7	48.1	5.4	2.8
(6)	To provide and maintain a system of natural open space and trail:	48.4	40.8	8.2	2.6
(7)	To provide and maintain a permanent park and recreational system of sufficient size and quality to serve current and future needs, consonant with community expectations.	50.1	42.3	4.9	2.7
(8)	To develop appropriate additional tools enabling commercial, industrial and residential development to flourish in an efficient and compatible manner.	21.3	52.8	9.3	16.6
(9)	To provide a high quality environment, healthful and pleasing to the senses, which values the relationship between maintenance of ecological systems and the people's general welfare.	41.1	48.8	6.2	3.9

**3. How satisfied are you with the services provided by the following Agencies?**

		<u>Very Satisfied</u>	<u>Moderately Satisfied</u>	<u>Not Satisfied</u>	<u>No Opinion</u>
(1)	City of Thousand Oaks	40.9	50.1	4.8	4.3
(2)	Conejo Open Space Conservation Agency (COSCA)	31.8	36.4	8.7	23.2
(3)	Conejo Recreation & Park District	55.3	34.5	3.5	6.8
(4)	Conejo Valley Unified School District	34.4	30.4	8.1	27.2
(5)	County of Ventura	25.3	50.1	6.4	18.4
(6)	Fire Protection District	68.2	20.8	0.8	10.2
(7)	Police/Sheriff	62.7	26.9	4.1	6.3

**4. In your opinion, which of the following within the Conejo Valley are worthy of preservation:**

	Very Important	Somewhat Important	Not Important	No Opinion
(1) Clean air	93.4	6.2	0.2	0.3
(2) Archaeological sites	43.3	42.5	10.3	4.0
(3) Natural arroyos, barrancas	65.3	27.3	3.8	3.6
(4) Natural hills, mountains, ridgelines	84.3	13.9	1.5	0.4
(5) Oak trees	58.7	32.6	8.0	0.8
(6) Public open space	79.0	18.9	1.7	0.6
(7) Historic Landmarks/buildings	50.0	40.2	8.3	1.5
(8) Other (write in) _____				

**5. Are buildings higher than 35 feet (more than three stories) acceptable in the following areas?**

	Yes	Only Under Special Conditions	No
(1) The 101 and 23 freeway corridors	27.7	29.3	43.2
(2) The Thousand Oaks Boulevard corridor	18.4	25.0	56.7
(3) Commercial centers	29.9	33.0	37.1
(4) Industrial centers	36.2	31.0	33.0
(5) Residential areas	3.4	8.1	88.6

**6. Select TEN items you believe the Conejo Valley needs now (check any ten items — but ONLY TEN!):**

(1) Commercial airport in Ventura County	26.5	(14) More park and recreational facilities	42.8 (6)
(2) Art in public places	21.9	(15) More public natural open space areas	56.1 (2)
(3) Expanded public transit system	47.0 (5)	(16) Community Olympic-size swimming pool	23.3
(4) More child day care facilities	21.1	(17) More senior day care facilities	34.2
(5) More varied commercial development	17.9	(18) Recreational sports facilities	32.7
(6) Conference center/meeting facility	11.7	(19) Bowling alley	35.6 (10)
(7) Art museum	30.8	(20) Additional lower cost housing	33.5
(8) Children's science center	41.2 (7)	(21) Improved transit to/from airports	47.1 (4)
(9) More freeway landscaping	37.8 (8)	(22) Better traffic signal synchronization	52.0 (3)
(10) Additional branch libraries	15.0	(23) More riding and hiking trails	33.8
(11) More Rollerblade/skateboard parks	15.7	(24) Soundwalls to buffer highway/freeway noise	36.3 (9)
(12) Thousand Oaks Blvd. beautification	58.8 (1)	(25) More police officers for youth/family programs	30.8
(13) Public equestrian facilities	17.3	(26) Children's aquatic playground	22.1

**7. Of the following list of facilities or programs, to what extent would you be willing to have additional tax dollars spent to build, promote, improve or operate them?**

	Very Willing	Somewhat Willing	Opposed
(1) Art in public places	9.0	36.2	54.9
(2) Expanded public transit system	26.4 (5)	46.5	27.0
(3) Child day care facilities	14.1	39.3	46.8
(4) Conference center/meeting facility	4.7	29.8	65.5
(5) Additional lower cost housing	19.4	27.5	53.2
(6) Freeway landscaping	18.3	45.4	36.4
(7) Street landscaping	24.2 (7)	49.2	26.7
(8) Bowling alley	15.2	23.1	61.8
(9) Public equestrian facilities	8.6	30.5	61.0
(10) Children's aquatic playground	15.2	35.5	49.3

(This question is continued on the next page.)

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**Question #7, continued:**

	<u>Very Willing</u>	<u>Somewhat Willing</u>	<u>Opposed</u>
(11) Additional branch libraries	14.2	43.7	42.1
(12) Art museum	15.6	39.8	44.7
(13) Children's science center	28.2 (3)	40.9	30.9
(14) Public natural open space areas	40.6 (1)	40.6	18.9
(15) Active parks (ballfields, tennis courts, etc.)	25.1 (6)	46.7	28.4
(16) Passive parks (picnicking, tot lots, etc.)	23.5 (8)	48.5	28.0
(17) Police sub-stations (storefronts) located strategically in the City	30.6 (2)	42.4	27.3
(18) Community Olympic-size swimming pool	14.5	31.5	54.1
(19) Indoor recreational facilities	13.7	45.1	41.3
(20) Senior day care facilities	23.1 (9)	49.0	28.1
(21) Recreational sports facilities	14.3	46.7	39.0
(22) Local street system	19.1	49.8	31.1
(23) Thousand Oaks Boulevard beautification	26.7 (4)	43.0	30.6
(24) More Rollerblade/skateboard parks	7.2	27.5	65.6
(25) More police officers for youth & family programs	22.4 (10)	45.5	32.2
(26) Soundwalls to buffer highway and freeway noise	22.0	37.4	40.7

**8. A. The City recognizes the importance of the Thousand Oaks Boulevard corridor, between Moorpark Road and Duesenberg Drive, and would like your opinion regarding the importance of the following Boulevard-related issues:**

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>No Opinion</u>
(1) Improve aesthetics of Boulevard streetscape	39.5	40.7	15.4	4.3
(2) Keep on-street parking	34.6	39.0	19.9	6.6
(3) Add off-street City-operated parking lots	23.3	36.8	32.1	7.8
(4) Increase pedestrian access along and across the Boulevard	36.6	39.0	18.1	6.4
(5) Maintain the Boulevard as a through street, with synchronized signals and free flowing traffic speeds	59.5	29.9	6.7	4.0
(6) Foster mixed land uses (commercial mixed w/residential)	12.0	28.7	45.0	14.3
(7) Provide trolley service along the Boulevard	17.5	31.0	43.4	8.2
(8) Add bike lanes	21.3	34.9	34.9	8.9

**B. Which of the above issues is most important to you? (Item #) 1 (29.4) 2 (6.4) 3 (4.9) 4 (7.3) 5 (35.8) 6 (4.3) 7 (5.1) 8 (6.8)**

**9. Do you favor the proposed expansion and upgrading of The Oaks Mall shopping center (including a new Nordstrom's Department Store), which will have multi-level parking structures that are visible from the 101 Freeway and could generate increased traffic adjacent to and around The Oaks Mall?**

<u>Yes</u>	<u>Only Under Special Conditions</u>	<u>No</u>
54.2	21.6	24.5

**THANK YOU FOR TAKING OUR SURVEY.**

**10. The City of Thousand Oaks has policies and regulations regarding the following items. In your opinion, are the regulations adequate or should they be made more or less restrictive concerning:**

	Make more Restrictive	Adequate	Ease Restrictions	No Opinion
(1) Aesthetic controls along the freeway corridors	20.3	69.1	3.4	7.3
(2) Architectural treatment of commercial/industrial buildings	16.7	70.6	6.4	6.4
(3) Architectural treatment of residential buildings	10.4	72.3	11.6	5.7
(4) Business sign regulation	22.7	64.5	7.3	5.5
(5) Cable T.V. franchises	34.0	34.2	20.2	11.7
(6) Code compliance in residential areas	23.5	58.6	11.8	6.2
(7) Residential overcrowding	53.9	38.0	3.2	5.0
(8) Freestanding billboards	55.2	38.3	1.8	4.7
(9) Grading in hillside areas	43.1	47.3	3.1	6.7
(10) Landscaping within developments	13.2	75.7	6.0	5.3
(11) Maintaining earth tone colors on building exteriors	11.7	64.5	19.7	4.2
(12) Noise control	39.3	56.2	1.4	3.2
(13) Parking enforcement	16.0	73.1	6.5	4.5
(14) Preserving natural open space	45.5	48.7	3.5	2.6
(15) Preserving oak trees	31.5	49.7	16.9	2.2
(16) Regulating increased vehicle traffic	41.1	51.1	3.0	4.9
(17) Ridgeline development	53.2	36.1	3.5	7.2
(18) Trash and recycling collecting services	7.9	84.7	3.7	3.6

**11. How satisfied are you with the City of Thousand Oaks' practices with regard to:**

	Very Satisfied	Generally Satisfied	Neutral/ No Opinion	Generally Dissatisfied	Very Dissatisfied
(1) Aesthetic controls along the freeway corridors in the Conejo Valley	7.6	69.6	13.5	8.0	1.3
(2) Architectural treatment of commercial and industrial buildings	7.3	69.7	15.4	6.6	1.0
(3) Architectural treatment of residential buildings	7.7	70.5	15.5	5.7	0.7
(4) Business sign regulations	7.8	61.2	17.7	11.9	1.4
(5) Code compliance in residential areas	5.6	58.6	19.0	13.7	3.4
(6) Controlling growth and development	6.2	45.2	11.0	27.5	10.3
(7) Residential overcrowding	3.6	37.6	18.0	31.0	10.6
(8) Grading in hillside areas	3.3	37.4	20.3	28.0	11.0
(9) Landscaping within developments	5.4	57.3	21.8	12.8	4.7
(10) Maintaining earth tone colors on building exteriors	6.7	60.0	23.0	8.6	2.0
(11) Noise control	4.6	55.2	18.2	16.9	5.2
(12) Parking enforcement	5.1	60.8	22.8	8.7	2.8
(13) Placing overhead utility lines below ground	16.2	49.1	16.3	13.5	5.1
(14) Preserving natural open space	14.0	55.9	9.9	15.3	5.1
(15) Preserving oak trees	14.8	55.6	14.2	11.8	3.8
(16) Regulating increased vehicle traffic	5.0	46.7	16.6	24.0	8.3
(17) Ridgeline development	5.5	44.6	19.9	22.2	8.1
(18) Types of businesses	6.2	57.3	27.1	7.7	1.8

City of Thousand Oaks 2004 Community Attitude Survey Results (All Numbers are Percentages)

**12. The City's sign ordinance permits businesses to have a certain amount of signage. Should the City allow neon signs in windows of commercial buildings?**

(1) Yes, at the business' discretion	10.7
(2) Yes, to a limited degree	43.8
(3) No, should not be allowed at all	46.1

**13. Should the City's control over development along the freeway corridors be changed, with regard to the following:**

	Change to be More Restrictive	No Change	Change to be Less Restrictive
(1) Architectural design	24.8	66.9	8.3
(2) Landscaping	26.0	68.5	5.6
(3) Building exposure (height, location)	39.0	50.8	10.3
(4) Signs	41.5	52.5	6.1
(5) Protection of natural viewscape	52.4	44.6	3.0

**14. With regard to the following, should the City change its code compliance/property maintenance procedures in residential neighborhoods?**

	Change to be More Restrictive/ Punitive	No Change	Change to be Less Restrictive/ Punitive
(1) Abandoned vehicles	73.6	25.6	0.8
(2) Storing of recreational vehicles on public streets	63.5	29.7	6.9
(3) Storing of recreational vehicles in yards	43.5	38.0	18.6
(4) Parking of non-motorized vehicles on public streets ( <i>i.e., boats on trailers, utility trailers, camping trailers, etc.</i> )	68.7	26.7	4.7
(5) Exterior home repainting	20.7	67.2	12.1
(6) Front yard landscaping	25.0	65.5	9.6
(7) Installation of satellite dish antennae	19.4	67.2	13.5
(8) Regulating multi-family rental of single family homes	56.8	37.1	6.2
(9) Regulating multi-family rental of townhomes, condominiums and apartment	55.9	38.5	5.6
(10) Animal control; leash law enforcement	41.0	54.8	4.3

**15. Which choice most clearly describes how often you shop:**

	Several times a week	About once a week	About once a month or so	Never or Rarely
(1) Within the greater Conejo Valley	76.5	20.0	3.1	0.5
(2) Within the County of Ventura (outside the greater Conejo Valley.	12.8	28.6	42.9	15.7
(3) Outside the County of Ventura	3.8	13.5	44.3	38.3
(4) Mail-order	2.0	6.1	36.3	55.8
(5) Internet commerce	3.4	8.7	34.1	53.8

**16. How important were the following reasons in your choice of the Conejo Valley as a place of residence?**

	Very Important	Somewhat Important	Not Important
(1) Air quality	79.3	17.4	3.3
(2) Climate	76.9	20.2	3.0
(3) Housing affordability	45.8	39.0	15.3
(4) City's image/aesthetic appeal	68.1	27.2	4.8
(5) Lower crime rate	86.7	11.5	1.8
(6) Open space	75.9	19.8	4.5
(7) Place to raise children	73.8	12.3	13.9
(8) Property values	69.7	25.5	4.9
(9) Proximity to employment	44.2	32.9	23.0
(10) Proximity to family	33.6	28.5	38.2
(11) Proximity to Los Angeles	15.2	38.3	46.6
(12) Quality of parks	41.0	46.6	12.4
(13) Quality of public schools	65.2	18.9	16.0
(14) Quality of public services	46.8	43.3	9.9
(15) Other: _____			

**17. State law requires cities to provide an adequate supply and variety of housing for all income groups. To what degree would you favor the inclusion of housing for people of low\* and moderate\* income and first time buyer households within:**

	Favor Substantial Amount	Favor Small Amount	Oppose Any	No Opinion
(1) Conejo Valley area	27.0	52.4	15.4	5.2
(2) Your neighborhood	18.6	38.8	35.1	7.5
(3) Each new subdivision or development	22.0	45.6	23.4	9.1

\*Low income — a family of four earning up to \$56,500 in 2003.

\*Moderate income — a family of four earning up to \$89,650 in 2003.

**18. Of those services provided by the Conejo Recreation and Park District, which do you and your family utilize?**

<u>Activities</u>		<u>Facilities</u>	
(1) After school playground	16.1	(14) Tennis courts	19.6
(2) Swimming	15.2	(15) Ball fields	25.2
(3) Adult sports	18.3	(16) Picnicking	40.9 (6)
(4) Youth sports	26.9 (9)	(17) Meeting rooms	8.7
(5) Senior citizens	23.9	(18) Gymnasiums	10.5
(6) Therapeutic	4.6	(19) Wildwood Park	46.9 (4)
(7) Outdoor	44.0 (5)	(20) Neighborhood parks	66.7 (1)
(8) Tennis	15.7	(21) Community parks	52.8 (2)
(9) Teen services	12.9	(22) Swimming pools	12.7
(10) Special events	40.5 (7)	(23) Goebel Senior Adult Center	26.7 (10)
(11) Pre-school program	7.6	(24) Community centers	22.0
(12) Cultural	37.2 (8)	(25) Riding & hiking trails	49.3 (3)
(13) Rollerblade/skateboard parks	6.8	(26) Off-leash dog park	20.3
		(27) Other: _____	

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**19. The City currently televises the following public meetings on TOTV, Channel 10, Television.  
How often do you view:**

	<u>Always</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
(1) City Council	2.5	31.0	28.6	37.9
(2) Planning Commission	1.1	20.1	31.1	47.8
(3) Other public meetings ( <i>Arts Commission, Council on Aging, Youth Commission, Traffic Commission, COSCA, etc.</i> )	0.6	11.4	29.8	58.2
(4) Community programming produced by TOTV	0.6	15.9	31.3	52.2
(5) Imported programming from local, state, and national sources	1.1	13.5	28.9	56.6
(6) TOTV Billboard ( <i>text pages</i> )	1.1	15.4	27.9	55.7
(7) The published TOTV program schedule	1.2	12.7	27.1	59.0

**20. Does the Conejo Valley have adequate employment opportunities for its residents who wish to work here?**

<u>Yes</u>	<u>No</u>	<u>No opinion</u>
29.6	35.6	34.8

**21. Does the Conejo Valley have adequate housing opportunities for employees who work here and wish to live here?**

<u>Yes</u>	<u>No</u>	<u>No opinion</u>
22.2	49.1	28.7

**22. Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza:**

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Neutral</u>	<u>Not Very Interested</u>	<u>Not Interested</u>
(1) Broadway musicals	42.6	30.4	11.6	7.0	8.5
(2) Children's performances	16.8	22.9	24.0	13.7	22.8
(3) Classical music	23.7	29.9	22.2	12.2	12.2
(4) Community theatre	19.5	33.9	25.3	11.5	10.0
(5) Country music	12.6	21.6	23.2	18.0	24.7
(6) Dance					
(a) Ballet	16.2	23.6	23.8	16.6	19.9
(b) Ethnic	8.8	17.4	28.6	20.6	24.9
(c) Modern	8.8	18.1	28.5	19.9	24.8
(7) Jazz	19.1	26.9	23.4	14.3	16.5
(8) Lecture series	16.0	31.5	24.5	14.1	13.9
(9) Local performers/Performing groups	12.0	32.8	30.6	13.4	11.4
(10) Opera	12.9	20.0	23.8	19.3	24.2
(11) Plays					
(a) Comedy	36.2	38.8	13.0	5.3	6.7
(b) Drama	32.2	39.7	15.0	6.0	7.2
(12) Popular singing stars	41.6	32.6	13.1	6.3	7.1
(13) Rock and Roll	29.8	25.6	18.7	10.5	15.9
(14) Specialty films	19.7	30.7	26.4	10.6	12.9
(15) Teleconference					
(a) Business	3.0	8.8	33.7	19.1	35.7
(b) Special events	4.9	13.3	32.4	17.1	32.4
(c) Sports events	6.8	13.8	30.1	17.2	32.4
(16) Variety	13.5	25.3	28.0	12.6	21.1
(a) Acrobats	13.6	27.0	26.7	13.3	19.5
(b) Comedy	22.7	35.8	20.0	8.2	13.5
(c) Magic	15.3	30.7	24.0	12.0	18.1

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**23. What, if any, kind of Internet connection do you have to your home computer?**

(1) No home computer	8.4
(2) Dial-up	33.5
(3) Cable modem	29.3
(4) DSL	28.0
(5) Other Internet connection	2.7
(6) No Internet connection to home computer	4.8

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**24. Have you ever visited:**

	<u>Yes</u>	<u>No</u>
City's website (www.toaks.org)	54.3	45.7
City's Library website (www.tol.lib.ca.us)	34.7	65.3
City's Theatre website (www.civcartsplaza.com)	31.8	68.2

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**25. Have you ever accessed the Library's on-line catalogue from your home or office?**

<u>Yes</u>	<u>No</u>
21.7	78.3

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**26. What additional information would you like to see on the City's website?**

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**27. How satisfied are you with the following community services?**

	<u>Very Satisfied</u>	<u>Moderately Satisfied</u>	<u>Not Satisfied</u>	<u>No Opinion</u>
(1) Teen Center	16.9	15.5	1.4	66.2
(2) Goebel Senior Adult Center	24.9	16.9	0.8	57.5
(3) Libraries	56.6	29.9	2.8	10.9
(4) Cable television	11.5	38.9	37.3	12.4
(5) Public schools	34.4	30.9	6.8	28.1
(6) Fire protection	66.7	20.2	0.9	12.6
(7) Disaster preparedness programs and services	22.2	34.1	4.4	39.5
(8) Parks services	49.3	39.6	2.4	8.7
(9) Public recreation programs	36.7	38.4	2.4	22.7
(10) Hiking and equestrian trail system	37.0	36.0	2.1	25.0
(11) Los Robles Golf Course	17.7	20.5	2.8	59.2
(12) Major medical services	29.3	41.9	16.1	12.7

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**28. How would you rate the quality of service with regard to the following:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
(1) Maintenance of local streets	19.9	58.1	18.6	3.3	0.4
(2) Maintenance of street median and parkway landscaping	22.8	57.3	16.5	2.5	0.9
(3) Maintenance of sidewalks	14.9	53.0	24.5	5.9	1.9
(4) Street sweeping	19.5	50.6	21.1	7.0	1.9
(5) Street and sidewalk litter removal	17.8	50.1	23.8	6.0	2.4
(6) Graffiti removal	33.9	48.2	10.5	1.4	6.1
(7) Weekly trash collection	42.9	48.9	6.3	0.9	1.1
(8) Weekly yard trimmings collection	39.7	47.0	6.3	1.4	5.6
(9) Weekly recyclable collection	42.0	47.2	6.8	1.2	2.8
(10) Providing disabled parking and accessibility	27.4	43.3	7.6	1.9	20.0
(11) Maintenance of local parks	31.0	55.5	8.5	1.3	3.8

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**29. Which of the following local transit systems have you or anyone in your household used within the past six months?**

(1) Thousand Oaks Transit	7.7
(2) VISTA (Ventura Intercity Service Transit Authority)	2.1
(3) MTA (Metropolitan Transit Authority)	3.4
(4) LA DOT (L.A. Department of Transportation)	1.6
(5) Dial-A-Ride (Subsidized Taxi Service)	6.2

**30. If you or anyone in your household have ridden one of the transit systems, how would you rate the service?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
(1) Frequency of bus service	2.9	15.6	17.7	12.9	50.8
(2) Reliability of bus service	5.4	21.0	13.6	7.3	52.8
(3) Ability to get where you want to go	5.1	15.2	16.7	15.7	47.4
(4) Ability to get schedule and routing information	4.9	19.0	15.2	10.1	50.9
(5) Closeness/proximity of bus stop locations	4.2	18.1	16.0	10.8	51.0
(6) Waiting conditions at bus stops	4.8	18.1	16.4	9.6	51.1

**31. If you or anyone in your household have not ridden any of the transit systems, please tell us why:**

(1) Service not frequent enough	17.0
(2) Bus stops not close enough	16.0
(3) Not convenient	31.5
(4) Takes too long	18.1
(5) Fares are too high	2.3
(6) Poor waiting conditions at bus stops	5.4
(7) Don't know schedules and routes	28.6
(8) Prefer to drive a private vehicle	79.2
(9) Other _____	4.6

**32. How active a role should the City take in preventing the deterioration of existing apartments in Thousand Oaks?**

<u>Very Active</u>	<u>Somewhat Active</u>	<u>Non-Active</u>
64.8	30.5	4.8

**33. How would you describe the level of enforcement of traffic laws in Thousand Oaks?**

<u>Too Strict</u>	<u>About Right</u>	<u>Not Strict Enough</u>	<u>Inconsistent</u>
7.0	78.9	10.2	4.3

**34. Would you favor red light camera enforcement at major intersections in Thousand Oaks?**

<u>Yes</u>	<u>No</u>
42.6	57.4

**35. How satisfied are you with the current program of non-sworn Community Service Officers and Volunteers in Policing taking police reports and processing other paperwork, allowing regular patrol officers to respond more quickly to in-progress service calls?**

<u>Very Satisfied</u>	<u>Moderately Satisfied</u>	<u>Not Satisfied</u>	<u>No Opinion</u>
36.2	27.7	3.5	32.7

**36. How satisfied are you with police enforcement of juvenile problems?**

<u>Very Satisfied</u>	<u>Moderately Satisfied</u>	<u>Not Satisfied</u>	<u>No Opinion</u>
20.2	35.0	7.2	37.6

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Didn't Visit</u>
<b>37. If you have ever visited City Hall, how would you rate the quality of service you received?</b>		21.8	42.2	10.4	1.5	24.2
<b>38. In what type of residence do you now live?</b>						
(1) Single family home	79.9	(4) Large 2- or 3-story apartment complex	2.7			
(2) Townhouse/condominium	13.4	(5) Mobile home	2.3			
(3) Small apartment complex or duplex	1.8	(6) Other: _____	0.2			
<b>39. If you are a homeowner (including mobile homes), what is the approximate current value of housing within your neighborhood?</b>						
(1) Under \$200,000	3.1	(6) \$600,000 to \$699,000	18.0			
(2) \$200,000 to \$299,000	2.4	(7) \$700,000 to \$799,000	13.5			
(3) \$300,000 to \$399,000	6.3	(8) \$800,000 to \$899,000	9.6			
(4) \$400,000 to \$499,000	15.1	(9) \$900,000 to \$999,000	6.3			
(5) \$500,000 to \$599,000	21.7	(10) \$1,000,000 and over .....	8.4			
<b>40. Do you offer a room for rent in your home?</b>				<u>Yes</u>	<u>No</u>	
				1.6	98.4	
<b>41. If you are a renter, what type of residence do you rent?</b>						
(1) An apartment			49.8			
(2) A townhouse or condominium			22.3			
(3) A single family home			29.0			
<b>42. If you are a renter, do you share your rent with others in the residence?</b>				<u>Yes</u>	<u>No</u>	
				13.4	86.6	
<b>43. If you rent, what is the total monthly rent of your residence?</b>						
(1) Under \$800	17.7	(5) \$1,400 to \$1,599	16.3			
(2) \$800 to \$999	10.6	(6) \$1,600 to \$1,799	7.1			
(3) \$1,000 to \$1,199	16.3	(7) \$1,800 to \$1,999	4.9			
(4) \$1,200 to \$1,399	17.3	(8) \$2,000 or more	10.2			
<b>44. What is the current employment status of members of the household?</b>						
		<u>Head of Household</u>	<u>Second Adult</u>	<u># Other Family Members (16 or older)</u>		
(1) Employed		54.6	45.4			
(2) Self-employed		15.3	12.5			
(3) Unemployed		1.9	5.4			
(4) Retired		26.0	21.2			
(5) Semi-retired		5.2	3.3			
(6) Not currently in labor market		1.8	14.7			
<b>Hours of employment:</b>						
(1) 40 hours or more per week		85.3	56.5			
(2) 20-39 hours per week		9.5	26.5			
(3) Under 20 hours per week		5.4	17.2			

**45. In which industry or type of business is the head of household and second adult (if applicable) employed?**

	Head of Household	Second Adult
(1) Aerospace, R & D, defense	7.9	2.8
(2) Automotive services ( <i>sales, repair</i> )	2.1	0.8
(3) Computer technology, electronics or other advanced technology	11.5	4.9
(4) Construction	6.9	3.6
(5) Financial institutions ( <i>banks, insurance, etc.</i> )	8.0	6.8
(6) Government ( <i>public schools, local, state, federal, social services, etc.</i> )	13.8	20.7
(7) Institutional ( <i>private schools, churches, etc.</i> )	2.5	5.6
(8) Other manufacturing	4.5	2.9
(9) Personal services ( <i>beauty, barber, etc.</i> )	1.6	4.1
(10) Professional services ( <i>medical, legal, engineering, etc.</i> )	18.0	26.5
(11) Visitor services ( <i>lodging, convention, etc.</i> )	0.5	0.4
(12) Retail commercial services ( <i>clothing, grocery, hardware, etc.</i> )	4.4	8.1
(13) Recreational and entertainment services	2.4	2.4
(14) Utilities and transportation	2.5	1.4
(15) Wholesale goods and services	3.7	2.5
(16) Biotechnology	6.7	4.2
(17) Film, TV, News Media	5.8	3.4

**46. How many miles do you (or other family members) travel one way to work? (Answer separately)**

	Head of Household	Second Adult
(1) Home-based employment; do not travel	9.4	14.1
(2) Less than 5 miles	18.0	26.0
(3) 5 - 9 miles	15.4	19.6
(4) 10 - 19 miles	16.8	16.4
(5) 20 - 29 miles	15.4	12.3
(6) 30 - 39 miles	9.5	5.5
(7) 40 - 49 miles	7.6	3.5
(8) 50 - 59 miles	4.9	1.3
(9) 60 or more miles	4.7	2.0

**47. Where is (or are) the location(s) of your employment? (Answer separately if both work.)**

	Head of Household	Second Adult
(1) Home-based	11.6	14.0
(2) Conejo Valley/Agoura	37.9	49.6
(3) Oxnard/Ventura/Camarillo	10.7	10.2
(4) Remainder of Ventura County	5.6	4.2
(5) West San Fernando Valley ( <i>west of 405/San Diego Freeway</i> )	14.8	11.9
(6) East San Fernando Valley ( <i>east of 405/San Diego Freeway</i> )	5.2	2.7
(7) Glendale/Pasadena	2.3	0.8
(8) West Los Angeles, ( <i>Beverly Hills, Century City, Westwood, Culver City and Santa Monica</i> )	7.3	3.2
(9) Los Angeles Airport and vicinity	2.4	1.0
(10) Central Los Angeles ( <i>downtown and vicinity</i> )	4.1	0.9
(11) South Bay communities ( <i>Manhattan/Redondo Beach, Torrance, Long Beach</i> )	1.6	0.4
(12) Remainder of Southern California	2.3	1.1
(13) Northern California	0.4	0.2
(14) Out of State	0.8	0.4
(15) No specific location ( <i>sales, marketing, other</i> )	4.1	2.8

City of Thousand Oaks 2004 Community Attitude Survey Results (All Numbers are Percentages)

**48. What method is used by household members to get to work or school?**

	<b>Head of Household</b>	<b>Second Adult</b>	<b>Third Adult</b>
<b>To Work:</b>			
(1) Drive self only	91.8	89.1	87.7
(2) Car or vanpool	6.4	7.9	7.0
(3) Public transportation	1.0	0.6	2.1
(4) Bicycle/walk	2.3	2.4	4.5
(5) Other: _____	1.3	1.7	2.1
	<b>First Child</b>	<b>Second Child</b>	<b>Third Child</b>
<b>To School:</b>			
(1) Drive self only	25.6	17.2	25.0
(2) Walk/bicycle	12.2	13.2	11.4
(3) Carpool	14.2	17.2	15.9
(4) Public transportation/bus	2.3	3.3	6.3
(5) Driven by parents	50.9	54.9	48.9

**49. How many people reside in your household and how many are in each of the following age and gender categories?**

A. Total number people in household: 1 (17.4) 2 (39.4) 3 (16.5) 4 (19.0) 5 (5.9) 6 (1.5) 7 (0.3)

B. Categories (how many household members in each):

<b>Age Group</b>	<b>Number of Males</b>	<b>Number of Females</b>	<b>Age Group</b>	<b>Number of Males</b>	<b>Number of Females</b>
0 - 4	5.7	5.9	60 - 64	7.1	7.6
5 - 9	6.0	5.5	65 - 69	6.1	5.9
10 - 14	8.2	6.0	70 - 74	5.1	4.9
15 - 19	6.8	6.2	75 - 79	3.3	3.7
20 - 29	6.6	6.7	80 - 84	1.7	1.6
30 - 39	9.3	10.3	85 - 89	0.8	1.0
40 - 49	16.3	16.9	90 & above	0.2	0.4
50 - 59	16.7	17.5			

**50. If there are children living in your household, how many are over the age of 21?** 1 (75.3) 2 (20.5) 3 (3.0) 4 (0.9) 5 (0.3)

**51. If there are children living in your household, how many attend public or private school?**

	<b>Number in Public School</b>	<b>Number in Private School</b>	<b>Number not In School</b>
(1) Pre-School	17.9	45.5	36.6
(2) Elementary School (K - 5)	80.9	17.4	1.7
(3) Middle School (6 - 8)	85.8	11.9	2.3
(4) High School (9 - 12)	84.4	13.6	2.0
(5) College	66.7	22.2	11.1

**52. Within your household, how many people require day care?**

(1) Infant care	21.6
(2) Pre-school day care	30.9
(3) Before and after school day care	42.1
(4) Senior day care	5.4

**53. What is your total annual household income?**

(1) Less than \$30,000	8.0	(7) \$105,000 - \$119,000	8.7
(2) \$30,000 - \$44,000	7.1	(8) \$120,000 - \$134,000	7.4
(3) \$45,000 - \$59,000	9.6	(9) \$135,000 - \$149,000	5.6
(4) \$60,000 - \$74,000	10.1	(10) \$150,000 - \$199,000	9.9
(5) \$75,000 - \$89,000	10.7	(11) \$199,000 - \$249,000	4.3
(6) \$90,000 - \$104,000	12.0	(12) \$250,000 and over	6.8

**54. In calculating the above total household income, how many wage earners are included?**1 (47.0) 2 (51.0)  
3 (1.7) 4 (0.3)**55. When did you move to the Conejo Valley area?**

(1) Before 1970	14.9	(5) 1985 to 1989	11.9
(2) 1970 to 1974	10.9	(6) 1990 to 1994	11.5
(3) 1975 to 1979	11.9	(7) 1995 to 1999	14.1
(4) 1980 to 1984	10.4	(8) 2000 to present	15.3

**56. Prior to moving to your present Conejo Valley residence, where did you live? (Check one.)**

(1) Conejo Valley	11.7
(2) Remainder of Ventura County	7.6
(3) West San Fernando Valley (west of the 405/San Diego Freeway)	21.1
(4) East San Fernando Valley (east of the 405/San Diego Freeway)	7.0
(5) Glendale/Pasadena	3.1
(6) West Los Angeles (Beverly Hills, Century City, Westwood, Culver City and Santa Monica)	8.3
(7) Central Los Angeles	1.3
(8) South Bay communities (Manhattan/Redondo Beach, Torrance, Long Beach)	4.9
(9) Remainder of Southern California	10.0
(10) Northern California	4.9
(11) Another state	19.3
(12) Another country	2.4

**57. Are you:**

(1) Single	9.6
(2) Married	71.9
(3) Divorced or separated	10.3
(4) Widowed	7.8
(5) Single head of household with children	1.4

**58. The next time the Attitude Survey is conducted, would you like to repond via the Internet?****Yes** **No**  
52.9 47.2

Thank you for completing the  
Thousand Oaks 2004 Attitude Survey.

Please return it by May 27, 2004 in the envelope provided.

Your Opinion Counts!!!

City of Thousand Oaks 2004 Community Attitude Survey Results (All Numbers are Percentages)

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## **SECTION 2**

### **2004 SURVEY RESULTS COMPARED WITH PREVIOUS SURVEY RESULTS**

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## SECTION 2

### COMPARATIVE RESULTS OF PREVIOUS SURVEYS

This section compares questionnaire responses from previous survey years, where comparisons can be made. Special efforts to maintain consistency between survey questions are taken so that community values and opinions can be compared over time. From survey to survey some questions are modified or replaced, therefore, direct survey to survey comparisons of all questions is not possible. Question #2 reflects results from the two surveys completed since the City Council modified the Goals and Policies of the General Plan in 1994. Please refer to Appendix "A" at the end of Section 2 for historic comparison of Question #2 data from surveys conducted between 1974 and 1994.

All results, below, are expressed in percentages. Not all columns will add to precisely 100% due to statistical variables and the fact that responses of *other* in some of the questions are not included in this presentation.

#### **Question 1**

How satisfied are you with the Conejo Valley?

<b>As a place to live</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
1. Very satisfied	62.8	58.6	52.8	48.2	58.4	59.3
2. Generally satisfied	35.2	39.1	43.2	47.6	39.3	31.1
3. Generally dissatisfied	1.3	1.7	3.0	2.8	1.6	7.7
4. Very dissatisfied	0.4	0.2	0.6	0.9	0.4	1.5
5. Undecided	0.5	0.2	0.4	0.6	0.2	0.2

<b>As a place to work</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
1. Very satisfied	31.5	28.8	24.5	25.9	25.8	26.2
2. Generally satisfied	22.5	23.5	25.3	25.2	22.3	14.6
3. Generally dissatisfied	1.9	2.0	3.1	2.4	2.5	3.7
4. Very dissatisfied	0.7	0.7	1.4	0.8	1.0	1.7
5. Undecided	0.8	0.7	0.8	0.8	0.5	0.5
6. Do not work in Conejo Valley (includes retirees)	42.9	44.3	44.8	44.8	43.4	53.0

#### **Question 2**

The Thousand Oaks General Plan (adopted in 1970) has nine basic GOALS and POLICIES for the development of the Thousand Oaks area. In your opinion, to what extent do you feel that these goals are being met in the development of the Conejo Valley to date? It should be noted that the City's General Plan Goals and Policies were modified in 1994, thus, the results of the survey below represent comparisons from the 2004 and 1999 surveys. Please refer to Appendix "A" for survey comparison between 1974 and 1994.

##### **Goal 1: To enhance and preserve the spaciousness and attractiveness of the Conejo Valley**

	<b>2004</b>	<b>1999</b>
Large extent	37.9	27.6
Some extent	52.8	56.7
Not at all	8.1	14.0
No opinion	1.2	1.8

##### **Goal 2: To provide an integrated circulation and transportation system consistent with the Conejo Valley's form and needs**

	<b>2004</b>	<b>1999</b>
Large extent	13.3	13.2
Some extent	52.7	52.5
Not at all	17.8	18.8
No opinion	16.3	16.2

**Goal 3: To encourage commercial facilities which satisfy the Conejo Valley's mercantile needs, arranged and located to provide convenient access and compatibility with adjoining uses through proper design**

	<b>2004</b>	<b>1999</b>
Large extent	33.1	33.0
Some extent	53.0	52.5
Not at all	6.7	7.8
No opinion	7.3	6.7

**Goal 4: To further encourage and develop a sense of community identity and foster citizen participation in local affairs**

	<b>2004</b>	<b>1999</b>
Large extent	33.8	30.5
Some extent	50.8	52.7
Not at all	8.5	10.3
No opinion	7.0	6.5

**Goal 5: To provide a framework for a planned and unified community containing a balance of living, working, shopping, educational, civic, cultural and recreational facilities**

	<b>2004</b>	<b>1999</b>
Large extent	43.7	43.4
Some extent	48.1	48.3
Not at all	5.4	6.0
No opinion	2.8	2.3

**Goal 6: To provide and maintain a system of natural open space and trails**

	<b>2004</b>	<b>1999</b>
Large extent	48.4	37.4
Some extent	40.8	47.8
Not at all	8.2	12.6
No opinion	2.6	2.1

**Goal 7: To provide and maintain a permanent park and recreational system of sufficient size and quality to serve current and future needs, consonant with community expectations**

	<b>2004</b>	<b>1999</b>
Large extent	50.1	40.9
Some extent	42.3	47.3
Not at all	4.9	9.4
No opinion	2.7	2.4

**Goal 8: To develop appropriate additional tools enabling commercial, industrial and residential development to flourish in an efficient and compatible manner**

	<b>2004</b>	<b>1999</b>
Large extent	21.3	20.6
Some extent	52.8	51.0
Not at all	9.3	11.3
No opinion	16.6	17.2

**Goal 9: To provide a high quality environment, healthful and pleasing to the senses, which values the relationship between maintenance of ecological systems and the people's general welfare**

	<b>2004</b>	<b>1999</b>
Large extent	41.1	35.9
Some extent	48.8	51.8
Not at all	6.2	8.9
No opinion	3.9	3.4

**Question 3**

How satisfied are you with the provision of services by the following agencies?

<b>1. City of Thousand Oaks</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	40.9	33.4	31.4
Moderately Satisfied	50.1	52.9	52.9
Not Satisfied	4.8	9.2	10.2
No opinion	4.3	4.5	5.5

<b>2. Conejo Open Space Conservation Agency (COSCA)</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	31.8	24.5	30.8
Moderately Satisfied	36.4	40.4	36.3
Not Satisfied	8.7	12.6	7.6
No opinion	23.2	22.5	25.3

<b>3. Conejo Recreation and Park District</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	55.3	48.6	53.9
Moderately Satisfied	34.5	39.5	35.6
Not Satisfied	3.5	5.3	4.8
No opinion	6.8	6.6	5.7

<b>4. Conejo Valley Unified School District</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	34.4	29.3	22.5
Moderately Satisfied	30.4	34.1	36.6
Not Satisfied	8.1	10.1	14.5
No opinion	27.2	26.5	26.5

<b>5. County of Ventura</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	25.3	23.5	20.0
Moderately Satisfied	50.1	51.8	53.7
Not Satisfied	6.4	7.3	8.7
No opinion	18.4	17.3	17.6

<b>6. Fire Protection District</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	68.2	67.1	63.0
Moderately Satisfied	20.8	21.1	26.0
Not Satisfied	0.8	0.9	2.3
No opinion	10.2	10.9	8.8

<b>7. Police/Sheriff</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very Satisfied	62.7	63.9	53.8
Moderately Satisfied	26.9	27.0	34.6
Not Satisfied	4.1	3.7	6.1
No opinion	6.3	5.4	5.5

#### Question 4

In your opinion, which of the following within the Conejo Valley are worthy of preservation?

1. Clean Air	2004	1999	1994	1989	1984	1979	1974	1968
Very important	93.4	95.5	92.5	97.0	96.6	96.4	96.1	97.5
Somewhat important	6.2	4.1	6.6	2.7	3.0	3.1	3.1	1.9
Not important	0.2	0.3	0.5	0.2	0.2	0.2	0.3	0.2
No opinion	0.3	0.2	0.4	0.1	0.1	0.1	0.2	0.4

2. Archaeological Sites	2004	1999	1994	1989	1984	1979	1974	1968
Very important	43.3	45.5	42.5	55.3	53.3	53.7		
Somewhat important	42.5	41.4	41.7	31.0	30.8	30.4		
Not important	10.3	10.1	11.6	10.4	12.0	12.0		
No opinion	4.0	3.1	4.2	3.3	3.9	3.7		

3. Natural Arroyos, Barrancas	2004	1999	1994	1989	1984	1979	1974	1968
Very important	65.3	68.1	64.1	75.0	69.2	73.4	64.2	47.5
Somewhat important	27.3	25.5	27.8	20.7	24.3	21.3	26.2	36.0
Not important	3.8	3.8	4.1	2.6	4.7	3.9	7.4	13.4
No opinion	3.6	2.7	4.0	1.6	1.9	1.3	2.1	3.1

4. Natural Hills, Mountains, Ridgelines	2004	1999	1994	1989	1984	1979	1974	1968
Very important	84.3	86.4	83.0	89.0	87.3	90.5	85.5	77.0
Somewhat important	13.9	11.7	14.3	9.4	11.0	8.4	11.8	19.7
Not important	1.5	1.6	2.1	1.5	1.5	0.9	2.3	2.4
No opinion	0.4	0.3	0.7	0.1	0.3	0.1	0.3	0.9

5. Oak Trees	2004	1999	1994	1989	1984	1979	1974	1968
Very important	58.7	67.5	67.6	76.5	76.9	80.0	77.1	75.6
Somewhat important	32.6	26.9	26.3	20.0	18.9	16.1	19.4	21.3
Not important	8.0	5.2	5.5	3.3	4.0	3.5	2.6	2.5
No opinion	0.8	0.3	0.6	0.2	0.2	0.2	0.7	0.6

6. Public Open Space	2004	1999	1994	1989	1984	1979	1974	1968
Very important	79.0	82.5	79.7	84.7	85.1	85.9	82.5	78.2
Somewhat important	18.9	16.0	18.0	14.0	14.0	12.7	14.2	18.9
Not important	1.7	1.2	1.8	1.1	0.9	1.0	2.7	2.1
No opinion	0.6	0.3	0.6	0.2	0.1	0.1	0.3	0.8

7. Historic Landmarks/Buildings	2004
Very important	50.0
Somewhat important	40.2
Not important	8.3
No opinion	1.5

### **Question 5**

Are buildings higher than 35 feet (more than 3 stories) acceptable in the following areas?

	Yes				Only under special conditions				No			
	2004	1999	1994	1989	2004	1999	1994	1989	2004	1999	1994	1989
1. The 101 and 23 Freeway corridors	27.7	21.0	21.8	13.0	29.3	26.5	26.6	20.8	43.2	52.5	51.6	66.3
2. The Thousand Oaks Blvd. corridor	18.4	14.7	16.8	11.1	25.0	24.2	23.6	17.7	56.7	61.1	59.7	71.2
3. Commercial centers	29.9	25.5	25.0	14.3	33.0	30.4	29.2	22.8	37.1	44.1	45.8	62.8
4. Industrial centers	36.2	31.2	29.4	15.8	31.0	29.7	30.2	22.9	33.0	39.1	40.4	61.3
5. Residential areas	3.4	2.7	2.6	1.4	8.1	5.9	7.4	4.8	88.6	91.4	90.0	93.8

### **Question 6**

Question Number 6 provided a list of items and asked the respondents to select TEN items they believe the Conejo Valley needs now. The results are indicated below, ranked in order of the respondents' priorities:

#### **2004 Priorities**

- (1) Thousand Oaks Blvd. beautification
- (2) More public natural open space areas
- (3) Better traffic signal synchronization
- (4) Improved transit to/from airports
- (5) Expanded public transit system
- (6) More park and recreational facilities
- (7) Children's science center
- (8) More freeway landscaping
- (9) Soundwalls to buffer highway/freeway noise
- (10) Bowling alley
- (11) More senior day care facilities
- (12) More riding and hiking trails
- (13) Additional lower cost housing
- (14) Recreational sports facilities
- (15) More police officers for youth/family programs
- (16) Art museum
- (17) Commercial airport in Ventura Co.
- (18) Community Olympic-size swimming pool
- (19) Children's aquatic playground
- (20) Art in public places
- (21) More child day care facilities
- (22) More varied commercial development
- (23) Public equestrian facilities
- (24) More rollerblade/skateboard parks
- (25) Additional branch libraries
- (26) Conference center/meeting facility

#### **1999 Priorities**

- (1) Thousand Oaks Blvd. enhancement
- (2) More public natural open space areas
- (3) More park and recreational facilities
- (4) Better traffic signal synchronization
- (5) More freeway landscaping
- (6) More police officers for juvenile intervention
- (7) Additional lower cost housing for seniors
- (8) Children's science center
- (9) More riding and hiking trails

### **1999 Priorities (Continued)**

- (10) Expanded bus system
- (11) Additional lower cost housing for young adults
- (12) Art museum
- (13) More senior day care facilities
- (14) Rollerblade/skateboard park
- (15) Transportation/bus center
- (16) Community Olympic-size swimming pool
- (17) More child day care facilities
- (18) Art in public places
- (19) Commercial airport in Ventura Co.
- (20) Sports complex
- (21) Additional branch libraries
- (22) An additional public golf course
- (23) More varied commercial development
- (24) Conference center/meeting facility

### **1994 Priorities**

- (1) More public open space
- (2) Expanded bus system
- (3) More police officers
- (4) Thousand Oaks Blvd. beautification
- (5) Public 4-year college
- (6) More park and recreational facilities
- (7) Better traffic signal synchronization
- (8) More freeway landscaping
- (9) An animal shelter
- (10) More child day care facilities
- (11) More senior day care facilities
- (12) Children's museum
- (13) Art museum
- (14) Commercial airport in Ventura County
- (15) Sports complex
- (16) Community Olympic-size swimming pool
- (17) More affordable or low-cost housing
- (18) More riding and hiking trails
- (19) Transportation/bus center
- (20) More varied commercial development
- (21) Gymnasiums at junior high schools
- (22) Native peoples museum
- (23) Art in public places
- (24) More public golf courses
- (25) Art gallery
- (26) Conference center/meeting facility
- (27) Additional branch libraries

### **1989 Priorities**

- (1) More affordable/low-cost housing
- (2) A civic auditorium/performing
- (3) A public 4-year college
- (4) An expanded public transit system
- (5) More park and recreational facilities
- (6) Completion of major road system
- (7) More public open space areas
- (8) Expanded bus system
- (9) Thousand Oaks Blvd. beautification
- (10) More riding and hiking trails

### **1984 Priorities**

- (1) More natural open space areas
- (2) An auditorium/cultural center
- (3) A public 4-year college
- (4) An expanded public transit system
- (5) More park and recreational facilities

### **1979 Priorities**

- (1) More natural open space areas
- (2) An expanded public transit system
- (3) Affordable/low-cost housing
- (4) More park and recreational facilities
- (5) Larger library

### **1974 Priorities**

- (1) Expanded public transit system
- (2) More park and recreational facilities
- (3) Regional shopping center
- (4) New high school
- (5) A junior college

### **1968 Priorities**

- (1) More park and recreational facilities
- (2) An auditorium/cultural center
- (3) A junior college

### **Question 7**

Question Number 7 asked respondents to what extent they would be willing to have additional tax dollars spent to build, promote, improve or operate the following facilities or programs. The results are indicated below, ranked in the order of the respondents' willingness to spend tax dollars:

### **2004**

- (1) More public natural open space areas
- (2) Police sub-stations (storefronts) located strategically in the City
- (3) Children's science center
- (4) Thousand Oaks Blvd. beautification
- (5) Expanded public transit system
- (6) Active parks (ballfields, tennis courts, etc.)
- (7) Street landscaping
- (8) Passive parks (picnicking, tot lots, etc.)
- (9) Senior day care facilities
- (10) More police officers for youth/family programs
- (11) Soundwalls to buffer highway/freeway noise
- (12) Additional lower cost housing
- (13) Local street system
- (14) Freeway landscaping
- (15) Art museum
- (16) Bowling alley
- (17) Children's aquatic playground
- (18) Community Olympic-size swimming pool
- (19) Recreational sports facilities
- (20) Additional branch libraries
- (21) Child day care facilities
- (22) Indoor recreational facilities
- (23) Art in public places
- (24) Public equestrian facilities
- (25) More rollerblade/skateboard parks
- (26) Conference center/meeting facility

**In 1999 there was a willingness to spend tax dollars on the following items:**

- (1) Public natural open space areas
- (2) Upgrade the appearance of T.O. Blvd.
- (3) Police (storefront) sub-stations
- (4) More police for juvenile intervention
- (5) Children's science center
- (6) Active parks (ballfields, tennis courts, etc.)
- (7) Passive parks
- (8) Street landscaping
- (9) Additional lower cost housing – seniors

**In 1999 there was a willingness to spend tax dollars on the following items: (continued)**

- (10) Freeway landscaping
- (11) Freeway and highway soundwalls
- (12) Senior day care facilities
- (13) Expanded bus system
- (14) Local street system
- (15) Additional lower cost housing - young adults
- (16) Child day care facilities
- (17) Art museum
- (18) Additional branch libraries
- (19) Community Olympic-size swimming pool
- (20) Transportation/bus center
- (21) Indoor recreational facilities
- (22) Rollerblade/skateboard park
- (23) Sports complex
- (24) Additional public golf course
- (25) Art in public places
- (26) Conference/meeting facility

**In 1994 there was a willingness to spend tax dollars on the following items:**

- (1) Police sub-stations (storefront locations)
- (2) Public open space areas
- (3) Active parks (ballfields, tennis courts, etc.)
- (4) Expanded bus system
- (5) Passive parks (picnicking)
- (6) Street landscaping
- (7) Senior day care facilities
- (8) Thousand Oaks Boulevard beautification
- (9) Public 4-year college
- (10) Freeway landscaping
- (11) Local street system
- (12) Child day care facilities
- (13) Animal shelter
- (14) Transportation/bus center
- (15) Affordable or low cost housing
- (16) Indoor recreational facilities
- (17) Children's museum
- (18) Gymnasiums at junior high schools
- (19) Additional branch libraries
- (20) Art museum
- (21) Native peoples museum
- (22) Community Olympia size swimming pool
- (23) Sports complex
- (24) Art gallery
- (25) Art in public places
- (26) Conference center/meeting facility
- (27) An additional public golf course

**In 1989, there was a willingness to spend tax dollars on the following items:**

- (1) Public open space areas
- (2) Passive parks (picnicking)
- (3) Local street system
- (4) Active parks (ball fields, tennis courts, etc.)
- (5) Affordable/low cost housing
- (6) Expanded bus system
- (7) Senior day care facilities
- (8) A civic auditorium/performing arts center
- (9) Child day care facilities
- (10) A public 4-year college



**Question 8**

A. The City recognizes the importance of the Thousand Oaks Boulevard corridor, between Moorpark Road and Duesenberg Drive, and would like your opinion regarding the importance of the following Boulevard-related issues:

**1. Improve aesthetics of Boulevard streetscape 2004**

Very important	39.5
Somewhat important	40.7
Not important	15.4
No opinion	4.3

**2. Keep on-street parking 2004**

Very important	34.6
Somewhat important	39.0
Not important	19.9
No opinion	6.6

**3. Add off-street City-operated parking lots 2004**

Very important	23.3
Somewhat important	36.8
Not important	32.1
No opinion	7.8

**4. Increase pedestrian access along and across the Boulevard 2004**

Very important	36.6
Somewhat important	39.0
Not important	18.1
No opinion	6.4

**5. Maintain the Boulevard as a through street, with synchronized signals and free flowing traffic speeds 2004**

Very important	59.5
Somewhat important	29.9
Not important	6.7
No opinion	4.0

**6. Foster mixed land uses (commercial mixed w/residential) 2004**

Very important	12.0
Somewhat important	28.7
Not important	45.0
No opinion	14.3

**7. Provide trolley service along the Boulevard 2004**

Very important	17.5
Somewhat important	31.0
Not important	43.4
No opinion	8.2

A. The City recognizes the importance of the Thousand Oaks Boulevard corridor, between Moorpark Road and Duesenberg Drive, and would like your opinion regarding the importance of the following Boulevard-related issues: (continued)

<b>8. Add bike lanes</b>	<b>2004</b>
Very important	21.3
Somewhat important	34.9
Not important	34.9
No opinion	8.9

B. Which of the above issues is most important to you?

- (1) Maintain the Boulevard as a through street, with synchronized signals and free flowing traffic speeds (35.8)
- (2) Improve aesthetics of Boulevard streetscape (29.4)
- (3) Increase pedestrian access along and across the Boulevard (7.3)
- (4) Add bike lanes (6.8)
- (5) Keep on-street parking (6.4)
- (6) Provide trolley service along the Boulevard (5.1)
- (7) Add off-street City-operated parking lots (4.9)
- (8) Foster mixed land uses (commercial mixed w/residential) (4.3)

#### **Question 9**

Do you favor the proposed expansion and upgrading of The Oaks Mall shopping center (including a new Nordstrom's Department Store), which will have multi-level parking structures that are visible from the 101 Freeway and could generate increased traffic adjacent to and around The Oaks Mall?

<u>Yes</u>	<u>Only under special conditions</u>	<u>No</u>
54.2	21.6	24.5

#### **Question 10**

The City of Thousand Oaks has policies and regulations regarding the following items. In your opinion, are the regulations adequate or should they be made more or less restrictive concerning:

<b>1. Aesthetic controls along the freeway corridors</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
More restrictive	20.3	26.7	24.1
Adequate	69.1	63.2	63.7
Ease restrictions	3.4	3.2	5.3
No opinion	7.3	6.9	6.9

<b>2. Architectural treatment of commercial/industrial buildings</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	16.7	21.5	18.1	14.2	12.9	15.8
Adequate	70.6	67.4	64.2	70.9	74.4	68.9
Ease restrictions	6.4	6.0	12.5	7.3	8.0	10.5
No opinion	6.4	5.1	5.2	7.6	4.8	4.6

<b>3. Architectural treatment of residential buildings</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	10.4	12.7	10.2	9.7	8.9	10.5
Adequate	72.3	71.0	70.1	72.4	75.7	74.5
Ease restrictions	11.6	11.4	15.1	10.0	11.2	10.8
No opinion	5.7	4.9	4.7	7.9	4.3	4.0

In your opinion, are the regulations adequate or should they be made more or less restrictive concerning: (continued)

<b>4. Business sign regulation</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	22.7	23.9	22.7	21.5	22.1	31.2
Adequate	64.5	62.9	55.4	66.6	65.3	58.7
Ease restrictions	7.3	9.4	19.0	6.2	8.8	5.5
No opinion	5.5	3.8	2.9	5.7	3.8	4.3

<b>5. Cable T.V. franchises</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	34.0	20.5	33.5	37.0	31.0	42.7
Adequate	34.2	53.4	38.2	42.1	39.1	30.5
Ease restrictions	20.2	13.4	17.6	12.4	21.8	19.0
No opinion	11.7	12.7	10.6	8.5	8.1	7.5

<b>6. Code compliance in residential areas</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	23.5	21.3	22.7	31.9
Adequate	58.6	60.2	57.9	56.4
Ease restrictions	11.8	12.3	13.7	6.0
No opinion	6.2	6.2	5.6	5.7

<b>7. Residential overcrowding</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
More restrictive	53.9	58.1	53.5
Adequate	38.0	32.0	25.9
Ease restrictions	3.2	2.9	5.5
No opinion	5.0	7.1	5.0

<b>8. Freestanding billboards</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	55.2	54.9	48.9	35.6	40.8	45.6
Adequate	38.3	38.5	42.8	55.7	52.1	47.5
Ease restrictions	1.8	2.0	4.0	2.3	3.4	2.3
No opinion	4.7	4.7	4.3	6.4	3.7	4.4

<b>9. Grading in hillside areas</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	43.1	54.9	48.9	35.6	40.8	45.6
Adequate	47.3	38.5	42.8	55.7	52.1	47.5
Ease restrictions	3.1	2.0	4.0	2.3	3.4	2.3
No opinion	6.7	4.7	4.3	6.4	3.7	4.4

<b>10. Landscaping within developments</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	13.2	18.8	15.3	14.3
Adequate	75.7	71.8	75.0	76.5
Ease restrictions	6.0	4.7	5.1	3.9
No opinion	5.3	4.8	4.6	5.3

<b>11. Maintaining earth tone colors on bldg. exteriors</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	11.7	20.5	33.5	37.0
Adequate	64.5	53.4	38.2	42.1
Ease restrictions	19.7	13.4	17.6	12.4
No opinion	4.2	12.7	10.6	8.5

In your opinion, are the regulations adequate or should they be made more or less restrictive concerning: (continued)

<b>12. Noise control</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	39.3	37.1	31.7	33.7
Adequate	56.2	58.0	62.8	58.4
Ease restrictions	1.4	1.2	1.4	1.0
No opinion	3.2	3.6	4.1	6.9

<b>13. Parking enforcement</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	16.0	15.2	16.7	
Adequate	73.1	74.6	73.1	
Ease restrictions	6.5	5.4	5.8	
No opinion	4.5	4.8	4.4	

<b>14. Preserving natural open space</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	45.5	53.9	38.6	55.0
Adequate	48.7	41.0	56.4	38.5
Ease restrictions	3.5	3.6	3.0	2.3
No opinion	2.6	1.5	2.0	4.2

<b>15. Preserving oak trees</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	31.5	40.8	30.5	32.2
Adequate	49.7	47.1	57.3	57.7
Ease restrictions	16.9	10.7	10.4	7.5
No opinion	2.2	1.4	1.8	2.7

<b>16. Regulating increased vehicular traffic</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
More restrictive	41.1	44.1	33.0	50.1
Adequate	51.1	49.1	59.8	42.5
Ease restrictions	3.0	2.4	2.4	2.1
No opinion	4.9	4.4	4.7	5.3

<b>17. Ridgeline development</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	53.2	57.7	45.8	52.8	47.3	63.3
Adequate	36.1	31.7	43.4	33.3	41.3	29.0
Ease restrictions	3.5	3.0	4.1	2.8	4.0	3.1
No opinion	7.2	7.6	6.7	11.1	7.4	4.4

<b>18. Trash collection franchises</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
More restrictive	7.9	16.9	12.4	21.1	18.2	31.1
Adequate	84.7	65.1	70.6	62.2	61.9	48.1
Ease restrictions	3.7	10.0	8.5	7.6	11.5	13.8
No opinion	3.6	7.9	8.5	9.1	8.3	6.7

**Question 11**

How satisfied are you with the practices of the City of Thousand Oaks with regard to:

<b>1. Aesthetic controls along the freeway corridors in the Conejo Valley</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	7.6	6.5	8.1
Generally satisfied	69.6	66.0	66.2
Neutral/no opinion	13.5	14.5	12.0
Generally dissatisfied	8.0	11.3	10.4
Very dissatisfied	1.3	1.6	3.3

<b>2. Architectural treatment of commercial &amp; industrial buildings</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	7.3	5.9	7.3	15.8	32.5	40.8
Generally satisfied	69.7	68.1	66.8	53.8	50.7	39.0
Neutral/no opinion	15.4	15.3	12.8	20.2	8.4	9.4
Generally dissatisfied	6.6	9.2	10.5	7.4	6.2	8.0
Very dissatisfied	1.0	1.5	2.6	2.8	2.1	2.6

<b>3. Architectural treatment of residential buildings</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	7.7	6.8	8.4	16.2
Generally satisfied	70.5	70.5	70.3	54.6
Neutral/no opinion	15.5	15.8	12.8	21.3
Generally dissatisfied	5.7	6.1	7.1	5.3
Very dissatisfied	0.7	0.8	1.5	2.7

<b>4. Business sign regulations</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	7.8	8.0	7.0	24.5
Generally satisfied	61.2	60.9	59.0	49.8
Neutral/no opinion	17.7	17.3	12.3	15.4
Generally dissatisfied	11.9	12.2	17.8	7.0
Very dissatisfied	1.4	1.7	3.8	3.3

<b>5. Code Compliance in Residential Areas</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	5.6	5.5	5.5	12.5
Generally satisfied	58.6	59.4	59.5	44.8
Neutral/no opinion	19.0	19.0	17.3	19.2
Generally dissatisfied	13.7	12.8	13.9	16.2
Very dissatisfied	3.4	3.3	3.8	7.3

<b>6. Controlling growth &amp; development</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	6.2	5.2	5.7	10.8
Generally satisfied	45.2	39.5	54.0	37.8
Neutral/no opinion	11.0	9.0	8.8	9.6
Generally dissatisfied	27.5	30.2	23.3	26.0
Very dissatisfied	10.3	16.1	8.3	15.9

<b>7. Residential overcrowding</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	3.6	3.7	4.1
Generally satisfied	37.6	30.3	40.9
Neutral/no opinion	18.0	22.9	18.3
Generally dissatisfied	31.0	29.1	26.8
Very dissatisfied	10.6	13.9	9.8

How satisfied are you with the practices of the City of Thousand Oaks with regard to: (continued)

<b>8. Grading in hillside areas</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	3.3	3.3	4.3	7.8	22.2	23.6
Generally satisfied	37.4	38.2	51.0	39.3	45.7	32.8
Neutral/no opinion	20.3	19.2	19.3	20.5	16.1	11.3
Generally dissatisfied	28.0	26.9	19.3	20.4	11.8	19.2
Very dissatisfied	11.0	12.4	6.1	11.8	4.2	12.9

<b>9. Landscaping within developments</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	5.4	5.2	6.4	18.7
Generally satisfied	57.3	65.7	69.7	60.8
Neutral/no opinion	21.8	20.1	16.2	14.1
Generally dissatisfied	12.8	7.1	6.2	5.0
Very dissatisfied	4.7	1.9	1.5	1.5

<b>10. Maintaining earth tone colors on building exteriors</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	6.7	6.3	4.5	12.1
Generally satisfied	60.0	60.4	61.0	50.6
Neutral/no opinion	23.0	21.6	17.1	18.9
Generally dissatisfied	8.6	9.3	13.3	13.0
Very dissatisfied	2.0	2.4	4.1	5.4

<b>11. Noise control</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	4.6	4.3	4.5	12.1
Generally satisfied	55.2	55.9	61.0	50.6
Neutral/no opinion	18.2	19.1	17.1	18.9
Generally dissatisfied	16.9	16.2	13.3	13.0
Very dissatisfied	5.2	4.4	4.1	5.4

<b>12. Parking enforcement</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	5.1	4.4	4.8
Generally satisfied	60.8	62.4	64.5
Neutral/no opinion	22.8	24.0	19.2
Generally dissatisfied	8.7	7.5	9.0
Very dissatisfied	2.8	1.8	2.4

<b>13. Placing overhead utility lines below ground</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	16.2	18.9	19.6	34.6	56.1	61.7
Generally satisfied	49.1	49.5	52.5	42.0	32.4	22.9
Neutral/no opinion	16.3	13.8	13.1	12.9	5.9	8.2
Generally dissatisfied	13.5	12.8	10.9	6.9	4.3	5.2
Very dissatisfied	5.1	5.0	3.9	3.5	1.4	1.8

<b>14. Preservation of natural open space</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	14.0	11.1	13.3	12.5
Generally satisfied	55.9	49.8	63.1	47.6
Neutral/no opinion	9.9	8.3	8.5	10.4
Generally dissatisfied	15.3	21.5	10.9	21.2
Very dissatisfied	5.1	9.4	4.1	8.3

How satisfied are you with the practices of the City of Thousand Oaks with regard to: (continued)

<b>15. Preservation of oak tree</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	14.8	12.6	15.9	29.5	42.3	43.0
Generally satisfied	55.6	55.2	61.8	47.7	42.1	33.0
Neutral/no opinion	14.2	12.3	10.2	11.5	7.8	7.2
Generally dissatisfied	11.8	13.6	9.3	7.1	5.7	10.4
Very dissatisfied	3.8	6.3	2.8	4.1	2.0	6.3

<b>16. Regulating increased vehicle traffic</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very satisfied	5.0	4.6	5.4	4.4
Generally satisfied	46.7	44.9	58.2	34.3
Neutral/no opinion	16.6	18.0	16.6	17.6
Generally dissatisfied	24.0	24.6	16.0	30.5
Very dissatisfied	8.3	8.0	3.8	13.3

<b>17. Ridgeline development</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	5.5	5.1	6.3	10.3	21.3	23.9
Generally satisfied	44.6	39.1	50.2	39.9	39.5	27.2
Neutral/no opinion	19.9	18.3	18.4	21.7	18.0	13.3
Generally dissatisfied	22.2	25.3	18.9	18.3	14.7	20.2
Very dissatisfied	8.1	12.1	6.2	9.7	6.5	15.2

<b>18. Types of Businesses</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very satisfied	6.2	5.8	5.6	16.0	25.8	42.0
Generally satisfied	57.3	57.2	59.5	55.6	58.3	37.1
Neutral/no opinion	27.1	27.1	22.6	19.2	11.4	14.4
Generally dissatisfied	7.7	7.7	10.0	6.7	3.4	4.8
Very dissatisfied	1.8	2.2	2.3	2.4	1.0	1.5

#### **Question 12**

The City's sign ordinance permits businesses to have a certain amount of signage. Should the City allow neon signs in windows of commercial buildings?

	<b>2004</b>	<b>1999</b>	<b>1994</b>
1. Yes, at the business's discretion	10.7	10.3	12.5
2. Yes, to a limited degree	43.8	45.4	43.5
3. No, should not be allowed at all	46.1	44.3	43.9

#### **Question 13**

Should the City's control over development along the freeway corridors be changed, with regard to the following:

	<b>Change to be more restrictive</b>				<b>No change needed</b>				<b>Change to be less restrictive</b>			
	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
1. Architectural design	24.8	30.0	26.3	23.6	66.9	63.0	63.9	71.2	8.3	7.0	9.8	5.2
2. Landscaping	26.0	31.1	25.3	27.7	68.5	62.8	67.7	68.6	5.6	6.1	7.0	3.6
3. Bldg. exposure (height, location)	39.0	44.0	44.6	37.1	50.8	48.7	44.0	55.4	10.3	7.3	11.4	7.5
4. Signs	41.5	43.5	38.4	39.2	52.5	50.4	48.4	56.7	6.1	6.1	13.2	4.1
5. Protection of natural viewscape	52.4	59.6	53.4	56.3	44.6	37.0	41.1	41.3	3.0	3.4	5.5	2.4

**Question 14**

With regard to the following, should the City change its code compliance/property maintenance procedures in residential neighborhoods?

	Change to be more restrictive/punitive				No change needed				Change to be less restrictive/punitive			
	2004	1999	1994	1989	2004	1999	1994	1989	2004	1999	1994	1989
1. Abandoned vehicles	73.6	72.2	74.2	82.2	25.6	26.6	25.1	17.1	0.8	1.2	0.7	0.7
2. Storing of recreational vehicles on public streets	63.5	64.3	61.5	70.4	29.7	31.4	33.2	24.4	6.9	4.3	5.3	5.2
3. Storing of recreational vehicles in yards	43.5	41.3	38.7	49.8	38.0	47.9	50.0	39.1	18.6	10.8	11.3	11.1
4. Parking of non-motorized vehicles in public streets; boats on trailers	68.7	68.1	66.0	--	26.7	28.1	29.2	--	4.7	3.8	4.8	--
5. Exterior home repainting	20.7	20.8	22.8	31.8	67.2	65.9	62.4	58.9	12.1	13.3	14.8	9.3
6. Front yard landscaping	25.0	27.0	28.2	40.6	65.5	62.7	61.1	54.3	9.6	10.3	10.7	5.0
7. Installation of satellite dish antennae	19.4	25.7	28.4	35.3	67.2	58.4	48.3	44.4	13.5	15.9	23.3	20.3
8. Regulating multi-family rental of single-family homes	56.8	62.0	60.7	--	37.1	32.8	32.1	--	6.2	5.2	7.3	--
9. Regulating multi-family rental of townhomes, condominiums & apartments	55.9	60.9	61.8	--	38.5	34.2	31.6	--	5.6	4.9	6.7	--
10. Animal control; leash law enforcement	41.0	44.7	--	--	54.8	50.1	--	--	4.3	5.3	--	--

**Question 15**

Which choice most clearly describes how often you shop:

**1. Within the greater Conejo Valley****2004**

Several times a week	76.5
About once a week	20.0
About once a month or so	3.1
Never or rarely	0.5

**2. Within the County of Ventura (outside Conejo Valley)****2004**

Several times a week	12.8
About once a week	28.6
About once a month or so	42.9
Never or rarely	15.7



Which choice most clearly describes how often you shop: (continued)

**3. Outside the County of Ventura**

**2004**

Several times a week	3.8
About once a week	13.5
About once a month or so	44.3
Never or rarely	38.3

**4. Mail-order**

**2004**

Several times a week	2.0
About once a week	6.1
About once a month or so	36.3
Never or rarely	55.8

**5. Internet commerce**

**2004**

Several times a week	3.4
About once a week	8.7
About once a month or so	34.1
Never or rarely	53.8

**Question 16**

How important were the following reasons in your choice of the Conejo Valley as a place of residence?

**1. Air Quality**

**2004**

**1999**

**1994**

**1989**

**1984**

**1979**

Very important	79.3	80.2	79.0	85.2	84.2	86.3
Somewhat important	17.4	17.6	18.5	12.9	14.2	11.9
Not important	3.3	2.2	2.5	1.9	1.7	1.6

**2. Climate**

**2004**

**1999**

**1994**

**1989**

**1984**

**1979**

Very important	76.9	72.2	71.4	76.8	76.9	74.0
Somewhat important	20.2	23.8	25.0	19.4	19.2	21.7
Not important	3.0	4.0	3.7	3.8	3.9	4.2

**3. Housing Affordability**

**2004**

**1999**

**1994**

Very important	45.8	45.9	43.3
Somewhat important	39.0	40.7	42.5
Not important	15.3	13.4	14.2

**4. City's Image/Aesthetic Appeal**

**2004**

**1999**

**1994**

**1989**

**1984**

**1979**

Very important	68.1	66.8	69.6	65.6	69.6	68.7
Somewhat important	27.2	27.8	24.7	27.4	25.0	25.6
Not important	4.8	5.4	5.7	7.0	5.4	5.6

**5. Lower Crime Rate**

**2004**

**1999**

**1994**

**1989**

Very important	86.7	86.7	87.7	85.8
Somewhat important	11.5	11.7	10.5	11.8
Not important	1.8	1.6	1.7	2.4

How important were the following reasons in your choice of the Conejo Valley as a place of residence? (continued)

<b>6. Open Space</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very important	75.9	77.9	76.2	81.6	74.3	78.5
Somewhat important	19.8	17.8	20.1	16.0	22.3	18.6
Not important	4.5	4.3	3.7	2.4	3.4	2.7

<b>7. Place to Raise Children</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very important	73.8	75.6	73.7	73.0	70.3	74.3
Somewhat important	12.3	12.0	13.5	13.0	13.8	11.6
Not important	13.9	12.4	12.8	14.0	15.9	14.0

<b>8. Property Values</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very important	69.7	68.0	64.9	60.8
Somewhat important	25.5	26.7	29.0	30.5
Not important	4.9	5.4	6.0	8.7

<b>9. Proximity to Employment</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Very important	44.2	40.5	40.2	48.5
Somewhat important	32.9	36.0	36.1	32.8
Not important	23.0	23.6	23.7	18.7

<b>10. Proximity to Family</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very important	33.6	31.3	27.9
Somewhat important	28.5	29.6	30.9
Not important	38.2	39.1	41.2

<b>11. Proximity to Los Angeles</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very important	15.2	15.6	15.3	36.9	41.0	37.0
Somewhat important	38.3	35.7	36.6	37.9	31.5	35.1
Not important	46.6	48.7	48.1	25.2	27.5	27.1

<b>12. Quality of Parks</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very important	41.0	42.5	43.9
Somewhat important	46.6	45.8	45.1
Not important	12.4	11.7	11.0

<b>13. Quality of Public Schools</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Very important	65.2	66.0	60.5	58.2	47.7	47.9
Somewhat important	18.9	19.8	24.2	25.3	30.9	32.4
Not important	16.0	14.2	15.2	16.5	21.4	19.6

<b>14. Quality of Public Services</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very important	46.8	49.5	48.9
Somewhat important	43.3	41.5	41.6
Not important	9.9	9.0	9.5

**Question 17**

State law requires cities to provide an adequate supply and variety of housing for all income groups. To what degree would you favor the inclusion of housing for people of low\* and moderate\*\* income and first-time buyer households within:

<b>1. Conejo Valley Area</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Favor substantial amount	27.0	23.1	18.5	22.9	16.8	15.7
Favor small amount	52.4	54.5	57.9	46.2	47.0	48.7
Oppose any	15.4	16.2	20.2	25.7	33.1	32.3
No opinion	5.2	6.1	3.4	5.2	3.2	3.1

<b>2. Your Neighborhood</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Favor substantial amount	18.6	16.3	13.7	13.7	10.2	10.3
Favor small amount	38.8	41.6	41.3	28.7	31.3	30.7
Oppose any	35.1	33.9	40.0	49.7	54.4	53.1
No opinion	7.5	8.2	5.0	8.0	4.1	5.7

<b>3. Each New Subdivision or Development</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Favor substantial amount	22.0	19.7	15.2	18.5	12.2	11.3
Favor small amount	45.6	46.3	48.7	36.3	36.3	35.2
Oppose any	23.4	23.8	28.5	34.9	45.2	45.4
No opinion	9.1	10.1	7.7	10.3	6.2	7.9

\* Low income – a family of four earning up to \$56,500 in 2003

\*\* Moderate income – a family of four earning up to \$89,650 in 2003

**Question 18**

Of those services provided by the Conejo Recreation and Park District, which do you and your family utilize?

**Activities**

- (1) Outdoor (44.0)
- (2) Special events (40.5)
- (3) Cultural (37.2)
- (4) Youth sports (26.9)
- (5) Senior citizens (23.9)
- (6) Adult sports (18.3)
- (7) After school playground (16.1)
- (8) Tennis (15.7)
- (9) Swimming (15.2)
- (10) Teen services (12.9)
- (11) Pre-school program (7.6)
- (12) Rollerblade/skateboard parks (6.8)
- (13) Therapeutic (4.6)

**Facilities**

- (1) Neighborhood parks (66.7)
- (2) Community parks (52.8)
- (3) Riding & hiking trails (49.3)
- (4) Wildwood park (46.9)
- (5) Picnicking (40.9)
- (6) Goebel Senior Adult Center (26.7)
- (7) Ball fields (25.2)
- (8) Community centers (22.0)
- (9) Off-leash dog park (20.3)
- (10) Tennis courts (19.6)
- (11) Swimming pools (12.7)
- (12) Gymnasiums (10.5)
- (13) Meeting rooms (8.7)

**Question 19**

The City currently televises the following public meetings on TOTV, Channel 10. How often do you view:

<b>1. City Council</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Always	2.5	3.8	7.2	5.0
Occasionally	31.0	39.8	47.8	42.0
Rarely	28.6	30.6	25.0	25.0
Never	37.9	25.8	19.9	27.9

The City currently televises the following public meetings on TOTV, Channel 10. How often do you view: (continued)

<b>2. Planning Commission</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
Always	1.1	1.2	1.7	3.1
Occasionally	20.1	25.3	37.1	34.9
Rarely	31.1	34.9	29.7	25.4
Never	47.8	38.7	31.5	36.7

<b>3. Other public meetings (Arts Commission, Council on Aging, Youth Commission, Traffic Commission, COSCA, etc)</b>	<b>2004</b>	<b>1999</b>
Always	0.6	0.5
Occasionally	11.4	16.0
Rarely	29.8	34.4
Never	58.2	49.1

<b>4. Community programming produced by TOTV</b>	<b>2004</b>	<b>1999</b>
Always	0.6	0.7
Occasionally	15.9	23.6
Rarely	31.3	34.8
Never	52.2	40.9

<b>5. Imported programming from local, state, and national sources</b>	<b>2004</b>	<b>1999</b>
Always	1.1	1.2
Occasionally	13.5	18.5
Rarely	28.9	32.8
Never	56.6	47.4

<b>6. TOTV Billboard (text pages)</b>	<b>2004</b>	<b>1999</b>
Always	1.1	1.2
Occasionally	15.4	21.3
Rarely	27.9	32.2
Never	55.7	45.3

<b>7. The published TOTV program schedule</b>	<b>2004</b>	<b>1999</b>
Always	1.2	1.2
Occasionally	12.7	16.5
Rarely	27.1	32.8
Never	59.0	49.5

#### **Question 20**

Does the Conejo Valley have adequate employment opportunities for its residents who wish to work here?

	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
Yes	29.6	39.4	26.0	42.3	38.2	36.9
No	35.6	27.1	46.6	35.6	40.7	43.7
No opinion	34.8	33.6	27.4	22.1	21.1	19.2

**Question 21**

Does the Conejo Valley have adequate housing opportunities for employees who work here and who wish to live here?

	2004	1999	1994	1989	1984
Yes	22.2	37.8	47.3	40.8	48.1
No	49.1	31.3	28.5	44.1	37.8
No opinion	28.7	30.8	24.2	15.1	14.2

**Question 22**

Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza:

**1. Broadway musicals****2004**

Very interested	42.6
Somewhat interested	30.4
Neutral	11.6
Not very interested	7.0
Not interested	8.5

**2. Children's performances****2004**

Very interested	16.8
Somewhat interested	22.9
Neutral	24.0
Not very interested	13.7
Not interested	22.8

**3. Classical music****2004**

Very interested	23.7
Somewhat interested	29.9
Neutral	22.2
Not very interested	12.2
Not interested	12.2

**4. Community theatre****2004**

Very interested	19.5
Somewhat interested	33.9
Neutral	25.3
Not very interested	11.5
Not interested	10.0

**5. Country music****2004**

Very interested	12.6
Somewhat interested	21.6
Neutral	23.2
Not very interested	18.0
Not interested	24.7

Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza: (continued)

**6(a). Dance/Ballet 2004**

Very interested	16.2
Somewhat interested	23.6
Neutral	23.8
Not very interested	16.6
Not interested	19.9

**6(b). Dance/Ethnic 2004**

Very interested	8.8
Somewhat interested	17.4
Neutral	28.6
Not very interested	20.6
Not interested	24.9

**6(c). Dance/Modern 2004**

Very interested	8.8
Somewhat interested	18.1
Neutral	28.5
Not very interested	19.9
Not interested	24.8

**7. Jazz 2004**

Very interested	19.1
Somewhat interested	26.9
Neutral	23.4
Not very interested	14.3
Not interested	16.5

**8. Lecture series 2004**

Very interested	16.0
Somewhat interested	31.5
Neutral	24.5
Not very interested	14.1
Not interested	13.9

**9. Local performers/Performing groups 2004**

Very interested	12.0
Somewhat interested	32.8
Neutral	30.6
Not very interested	13.4
Not interested	11.4

**10. Opera 2004**

Very interested	12.9
Somewhat interested	20.0
Neutral	23.8
Not very interested	19.3
Not interested	24.2

Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza: (continued)

**11(a). Plays/Comedy**

**2004**

Very interested	36.2
Somewhat interested	38.8
Neutral	13.0
Not very interested	5.3
Not interested	6.7

**11(b). Plays/Drama**

**2004**

Very interested	32.2
Somewhat interested	39.7
Neutral	15.0
Not very interested	6.0
Not interested	7.2

**12. Popular singing stars**

**2004**

Very interested	41.6
Somewhat interested	32.6
Neutral	13.1
Not very interested	6.3
Not interested	7.1

**13. Rock and Roll**

**2004**

Very interested	29.8
Somewhat interested	25.6
Neutral	18.7
Not very interested	10.5
Not interested	15.9

**14. Specialty films**

**2004**

Very interested	19.7
Somewhat interested	30.7
Neutral	26.4
Not very interested	10.6
Not interested	12.9

**15(a). Teleconference/Business**

**2004**

Very interested	3.0
Somewhat interested	8.8
Neutral	33.7
Not very interested	19.1
Not interested	35.7

**15(b). Teleconference/Special events**

**2004**

Very interested	4.9
Somewhat interested	13.3
Neutral	32.4
Not very interested	17.1
Not interested	32.4

Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza: (continued)

**15(c). Teleconference/Sports events 2004**

Very interested	6.8
Somewhat interested	13.8
Neutral	30.1
Not very interested	17.2
Not interested	32.4

**16. Variety 2004**

Very interested	13.5
Somewhat interested	25.3
Neutral	28.0
Not very interested	12.6
Not interested	21.1

**16(a). Variety/Acrobats 2004**

Very interested	13.6
Somewhat interested	27.0
Neutral	26.7
Not very interested	13.3
Not interested	19.5

**16(b). Variety/Comedy 2004**

Very interested	22.7
Somewhat interested	35.8
Neutral	20.0
Not very interested	8.2
Not interested	13.5

**16(c). Variety/Magic 2004**

Very interested	15.3
Somewhat interested	30.7
Neutral	24.0
Not very interested	12.0
Not interested	18.1

**Question 23**

What, if any, kind of internet connection do you have to your home computer?

(1) No home computer	8.4
(2) Dial-up	33.5
(3) Cable modem	29.3
(4) DSL	28.0
(5) Other internet connection	2.7
(6) No internet connection to home computer	4.8



**Question 24**

Have you ever visited:

	<u>Yes</u>	<u>No</u>
(1) City's website (www.toaks.org)	54.3	45.7
(2) City's Library website (www.tol.lib.ca.us)	34.7	65.3
(3) City's Theatre website (www.civcartsplaza.com)	31.8	68.2

**Question 25**

Have you ever accessed the Library's on-line catalogue from your home or office?

<u>Yes</u>	<u>No</u>
21.7	78.3

**Question 26**

What additional information would you like to see on the City's website?

**Question 27**

How satisfied are you with the following community services?

<b>1. Teen Center</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	16.9	13.8	18.8
Moderately satisfied	15.5	13.8	14.8
Not satisfied	1.4	2.1	3.4
No opinion	66.2	70.3	63.0

<b>2. Goebel Senior Adult Center</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	24.9	22.6	30.5
Moderately satisfied	16.9	15.5	13.2
Not satisfied	0.8	0.8	1.1
No opinion	57.5	61.1	55.2

<b>3. Libraries</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	56.6	53.5	59.2
Moderately satisfied	29.9	35.3	30.1
Not satisfied	2.8	3.2	5.7
No opinion	10.9	8.1	5.0

<b>4. Cable television</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	11.5	28.8	18.8
Moderately satisfied	38.9	49.2	44.7
Not satisfied	37.3	13.8	32.8
No opinion	12.4	8.3	3.8

<b>5. Public Schools</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	34.4	29.6	20.7
Moderately satisfied	30.9	31.7	35.3
Not satisfied	6.8	9.2	14.9
No opinion	28.1	29.5	29.1

How satisfied are you with the following community services? (continued)

<b>6. Fire protection</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	66.7	66.9	65.7
Moderately satisfied	20.2	19.7	25.6
Not satisfied	0.9	0.4	1.7
No opinion	12.6	13.0	7.0

<b>7. Disaster preparedness</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	22.2	22.4	18.0
Moderately satisfied	34.1	33.2	38.6
Not satisfied	4.4	4.2	11.2
No opinion	39.5	40.2	32.3

<b>8. Parks services</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	49.3	42.3	55.9
Moderately satisfied	39.6	44.6	36.6
Not satisfied	2.4	4.0	4.3
No opinion	8.7	9.1	3.2

<b>9. Public recreation programs</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	36.7	32.4	44.2
Moderately satisfied	38.4	40.3	34.4
Not satisfied	2.4	3.4	4.6
No opinion	22.7	23.9	16.8

<b>10. Hiking and equestrian trail system</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>
Very satisfied	37.0	32.2	41.1
Moderately satisfied	36.0	38.4	29.5
Not satisfied	2.1	3.6	3.1
No opinion	25.0	25.8	26.3

<b>11. Los Robles Golf Course</b>	<b>2004</b>	<b>1999</b>
Very satisfied	17.7	11.6
Moderately satisfied	20.5	19.8
Not satisfied	2.8	5.9
No opinion	59.2	62.8

<b>12. Major medical services</b>	<b>2004</b>
Very satisfied	29.3
Moderately satisfied	41.9
Not satisfied	16.1
No opinion	12.7

**Question 28**

How would you rate the quality of service with regard to the following:

**1. Maintenance of local streets****2004**

Excellent	19.9
Good	58.1
Fair	18.6
Poor	3.3
No opinion	0.4

**2. Maintenance of street median and parkway landscaping****2004**

Excellent	22.8
Good	57.3
Fair	16.5
Poor	2.5
No opinion	0.9

**3. Maintenance of sidewalks****2004**

Excellent	14.9
Good	53.0
Fair	24.5
Poor	5.9
No opinion	1.9

**4. Street sweeping****2004**

Excellent	19.5
Good	50.6
Fair	21.1
Poor	7.0
No opinion	1.9

**5. Street and sidewalk litter removal****2004**

Excellent	17.8
Good	50.1
Fair	23.8
Poor	6.0
No opinion	2.4

**6. Graffiti removal****2004**

Excellent	33.9
Good	48.2
Fair	10.5
Poor	1.4
No opinion	6.1

**7. Weekly trash collection****2004**

Excellent	42.9
Good	48.9
Fair	6.3
Poor	0.9
No opinion	1.1

How would you rate the quality of service with regard to the following: (continued)

**8. Weekly yard trimming collection**

**2004**

Excellent	39.7
Good	47.0
Fair	6.3
Poor	1.4
No opinion	5.6

**9. Weekly recyclable collection**

**2004**

Excellent	42.0
Good	47.2
Fair	6.8
Poor	1.2
No opinion	2.8

**10. Providing disabled parking and accessibility**

**2004**

Excellent	27.4
Good	43.3
Fair	7.6
Poor	1.9
No opinion	20.0

**11. Maintenance of local parks**

**2004**

Excellent	31.0
Good	55.5
Fair	8.5
Poor	1.3
No opinion	3.8

**Question 29**

Which of the following local transit systems have you or anyone in your household used within the past six months?

(1) Thousand Oaks Transit	7.7
(2) VISTA (Ventura Intercity Service Transit Authority)	2.1
(3) MTA (Metropolitan Transit Authority)	3.4
(4) LADOT (L.A. Department of Transportation)	1.6
(5) Dial-A-Ride (Subsidized Taxi Service)	6.2

**Question 30**

If you or anyone in your household have ridden one of the transit systems, how would you rate the service?

**1. Frequency of bus service**

**2004**

Excellent	2.9
Good	15.6
Fair	17.7
Poor	12.9
No opinion	50.8

If you or anyone in your household have ridden one of the transit systems, how would you rate the service?  
(continued)

**2. Reliability of bus service**

**2004**

Excellent	5.4
Good	21.0
Fair	13.6
Poor	7.3
No opinion	52.8

**3. Ability to get where you want to go**

**2004**

Excellent	5.1
Good	15.2
Fair	16.7
Poor	15.7
No opinion	47.4

**4. Ability to get schedule and routing information**

**2004**

Excellent	4.9
Good	19.0
Fair	15.2
Poor	10.1
No opinion	50.9

**5. Closeness/proximity of bus stop locations**

**2004**

Excellent	4.2
Good	18.1
Fair	16.0
Poor	10.8
No opinion	51.0

**6. Waiting conditions at bus stops**

**2004**

Excellent	4.8
Good	18.1
Fair	16.4
Poor	9.6
No opinion	51.1

**Question 31**

If you or anyone in your household have not ridden any of the transit systems, please tell us why:

(1) Service not frequent enough	17.0
(2) Bus stops not close enough	16.0
(3) Not convenient	31.5
(4) Takes too long	18.1
(5) Fares too high	2.3
(6) Poor waiting conditions at bus stops	5.4
(7) Don't know schedules and routes	28.6
(8) Prefer to drive a private vehicle	79.2
(9) Other	4.6

**Question 32**

How active a role should the City take in preventing the deterioration of existing apartments in Thousand Oaks?

**2004**

Very active	64.8
Somewhat active	30.5
Non-active	4.8

**Question 33**

How would you describe the level of enforcement of traffic laws in Thousand Oaks?

**2004**

Too strict	7.0
About right	78.9
Not strict enough	10.2
Inconsistent	4.3

**Question 34**

Would you favor red light camera enforcement at major intersections in Thousand Oaks?

**Yes**  
42.6

**No**  
57.4

**Question 35**

How satisfied are you with the current program of non-sworn Community Service Officers and Volunteers in Policing taking police reports and processing other paperwork, allowing regular patrol officers to respond more quickly to in-progress service calls?

**2004**

Very satisfied	36.2
Moderately satisfied	27.7
Not satisfied	3.5
No opinion	32.7

**Question 36**

How satisfied are you with police enforcement of juvenile problems?

**2004**

Very satisfied	20.2
Moderately satisfied	35.0
Not satisfied	7.2
No opinion	37.6

**Question 37**

If you have ever visited City Hall, how would you rate the quality of service you received?

**2004**

Excellent	21.8
Good	42.2
Fair	10.4
Poor	1.5
Didn't Visit	24.2

**Question 38**

In what type of residence do you now live?

	2004	1999	1994	1989	1984	1979	1974	1968
(1) Single family home	79.9	78.8	74.5	76.4	77.7	81.4	91.9	93.9
(2) Townhouse/condominium	13.4	13.7	17.7	15.5	12.2	9.9	4.1	1.5
(3) Small apartment complex or duplex	1.8	1.8	2.0	1.0	1.3	0.7	0.8	0.6
(4) Large two or three-story apartment complex	2.7	3.2	4.1	4.8	6.2	5.1	2.5	2.8
(5) Mobile home	2.3	2.4	1.4	2.0	2.5	2.4	0.3	1.1
(6) Other	0.2	0.2	0.3	0.3	0.2	0.1	0.2	0.1

**Question 39**

If you are a homeowner (including mobile homes), what is the approximate current value of housing within your neighborhood?

	2004	1999	1994
(1) Under \$200,000	3.1	11.4	19.8
(2) \$200,000 to \$299,000	2.4	36.3	48.4
(3) \$300,000 to \$399,000	6.3	29.4	20.8
(4) \$400,000 to \$499,000	15.1	12.9	5.4
(5) \$500,000 to \$599,000	21.7	8.2	3.5
(6) \$600,000 to \$699,000	18.0		
(7) \$700,000 to \$799,000	13.5		
(8) \$800,000 to \$899,000	9.6		
(9) \$900,000 to \$999,000	6.3		
(10) \$1,00,000 and over	8.4	1.7	2.1

**Question 40**

Do you offer a room for rent in your home?

<b>Yes</b>	<b>No</b>
1.6	98.4

**Question 41**

If you are a renter, what type of residence do you rent?

	2004	1999	1994	1989
(1) Apartment	49.8	45.7	43.4	49.5
(2) Townhouse or condominium	22.3	27.5	25.1	24.5
(3) Single family home	29.0	26.9	31.5	26.1

**Question 42**

If you are a renter, do you share your rent with others in the residence?

	2004	1999	1994
Yes	13.4	12.7	15.0
No	86.6	87.3	85.0

**Question 43**

If you rent, what is the total monthly rent of your residence?

	2004	1999	1994	1989
(1) Under \$800	17.7	23.9	35.9	53.3
(2) \$800 to \$999	10.6	26.0	22.9	19.2
(3) \$1,000 to \$1,199	16.3	16.2	15.2	12.9
(4) \$1,200 to \$1,399	17.3	16.5	11.0	7.5
(5) \$1,400 to \$1,599	16.3	6.9	6.1	2.8
(6) \$1,600 to \$1,799	7.1	3.5	3.4	--
(7) \$1,800 to \$1,999*	4.9	6.9	5.5	--
(8) \$2,000 or more	10.2	--	--	--

\* The range for (7) was \$1,800 or more in 1999 and 1994

**Question 44**

What is the current employment status of members of the household?

Head of household	2004	1999	1994
(1) Employed	54.6	57.3	62.1
(2) Self-Employed	15.3	15.0	14.7
(3) Unemployed	1.9	0.7	2.2
(4) Retired	26.0	22.9	17.9
(5) Semi-Retired	5.2	3.4	2.6
(6) Not currently in labor market	1.8	0.8	0.6

Hours of employment			
(1) 40 hours or more per week	85.3	88.5	89.3
(2) 20-39 hours per week	9.5	7.3	6.9
(3) Under 20 hours per week	5.4	4.2	3.8

Second adult	2004	1999	1994
(1) Employed	45.4	48.1	53.3
(2) Self-Employed	12.5	13.3	12.6
(3) Unemployed	5.4	4.2	6.1
(4) Retired	21.2	18.6	13.1
(5) Semi-Retired	3.3	1.7	1.9
(6) Not currently in labor market	14.7	14.1	13.0

Hours of employment			
(1) 40 hours or more per week	56.5	57.1	60.5
(2) 20-39 hours per week	26.5	27.3	26.7
(3) Under 20 hours per week	17.2	15.6	12.8



**Question 45**

In which industry or type of business is the head of household and second adult (if applicable) employed?

Head of household	2004	1999	1994	1989	1984	1979
(1) Aerospace, R&D, defense*	7.9	8.7	11.6	24.1*	25.4*	23.3*
(2) Automotive services (sales, repair)	2.1	2.2	2.7	2.2	2.1	2.4
(3) Computer technology, electronics or other advanced technology*	11.5	12.6	10.1	24.1*	25.4*	23.3*
(4) Construction	6.9	5.5	5.7	5.4	4.7	5.3
(5) Financial Institutions (banks, insurance, inc.)	8.0	5.8	7.9	7.0	6.8	6.5
(6) Government (public schools, local, state, federal, social services, etc.)	13.8	10.5	11.0	9.6	10.4	12.8
(7) Institutional (private schools, churches, etc.)	2.5	1.3	1.9	2.0	2.0	2.1
(8) Other manufacturing	4.5	4.4	5.3	4.0	5.2	5.5
(9) Personal services (beauty, barber, etc.)	1.6	1.1	0.9	0.8	1.0	0.5
(10) Professional services (medical, legal, engineering, etc.)	18.0	15.7	14.5	14.8	14.5	12.1
(11) Visitor services (lodging, convention, etc.)	0.5	0.3	0.2	0.2	0.2	0.2
(12) Retail commercial services (clothing, grocery, hardware, etc.)	4.4	3.0	3.7	4.2	4.8	5.3
(13) Recreational and entertainment services	2.4	3.3	2.7	2.2	2.1	0.3
(14) Utilities and transportation	2.5	2.6	3.7	4.4	3.5	5.0
(15) Wholesale goods and services	3.7	2.2	2.6	3.6	3.7	3.1
(16) Biotechnology	6.7	--	2.1	--	--	--
(17) Film, TV, News, Media	5.8	--	--	--	--	--

\* In 1989, 1984 and 1979 category (1) and (3) were combined as one category

In which industry or type of business is the head of household and second adult (if applicable) employed? (continued)

<b>Second adult</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>
(1) Aerospace, R&D, defense*	2.8	2.2	3.5	7.9*	9.7*	6.6*
(2) Automotive services (sales, repair)	0.8	0.9	1.3	0.9	1.0	0.8
(3) Computer technology, electronics or other advanced technology*	4.9	5.8	4.9	7.9*	9.7*	6.6*
(4) Construction	3.6	1.5	2.6	2.4	0.8	1.4
(5) Financial Institutions (banks, insurance, inc.)	6.8	6.5	6.5	7.6	8.5	5.8
(6) Government (public schools, local, state, federal, social services, etc.)	20.7	14.7	13.4	11.9	11.5	13.6
(7) Institutional (private schools, churches, etc.)	5.6	4.3	5.1	4.3	5.3	4.5
(8) Other manufacturing	2.9	2.3	2.0	2.5	2.3	3.8
(9) Personal services (beauty, barber, etc.)	4.1	3.0	3.0	3.1	5.0	2.7
(10) Professional services (medical, legal, engineering, etc.)	26.5	19.5	18.5	17.4	16.3	14.1
(11) Visitor services (lodging, convention, etc.)	0.4	0.4	0.9	0.4	0.8	0.2
(12) Retail commercial services (clothing, grocery, hardware, etc.)	8.1	5.8	5.7	7.6	10.1	12.3
(13) Recreational and entertainment services	2.4	1.9	3.1	1.6	2.4	0.5
(14) Utilities and transportation	1.4	1.3	2.2	2.8	1.8	1.6
(15) Wholesale goods and services	2.5	2.4	2.4	2.3	2.4	1.0
(16) Biotechnology	4.2	--	2.1	--	--	--
(17) Film, TV, News, Media	3.4	--	--	--	--	--

\* In 1989, 1984 and 1979 category (1) and (3) were combined as one category

#### **Question 46**

How many miles do you (or other family members) travel one way to work?

<b>Head of household</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>	<b>1968</b>
(1) Home-based employment (do not travel)	9.4	8.2	--	--	--	--	--	--
(2) Less than 5 miles	18.0	14.9	23.7	22.1	21.2	17.9	14.1	15.0
(3) 5 - 9 miles	15.4	15.9	16.4	17.4	14.1	11.9	12.8	9.4
(4) 10 - 19 miles	16.8	15.7	14.9	13.2	11.5	10.9	10.0	7.7
(5) 20 - 29 miles	15.4	15.9	15.2	16.7	18.7	19.4	18.6	25.3
(6) 30 - 39 miles	9.5	11.0	11.3	11.5	11.6	15.0	14.7	16.0
(7) 40 - 49 miles	7.6	8.1	9.1	9.9	12.1	14.6	16.4	16.1
(8) 50 - 59 miles	4.9	5.0	4.7	4.7	5.4	5.4	7.5	6.4
(9) 60 or more miles	4.7	5.2	4.8	4.5	5.3	4.4	5.3	4.1

How many miles do you (or other family members) travel one way to work? (continued)

<b>Second adult</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>	<b>1968</b>
(1) Home-based employment (do not travel)	14.1	13.9	--	--	--	--	--	--
(2) Less than 5 miles	26.0	25.7	35.6	35.4	39.2	41.9	36.5	45.5
(3) 5 - 9 miles	19.6	21.2	20.3	23.5	23.2	22.1	25.1	22.0
(4) 10 - 19 miles	16.4	15.2	17.4	15.3	13.5	12.1	16.9	10.8
(5) 20 - 29 miles	12.3	11.7	13.6	12.0	11.3	11.9	9.8	10.4
(6) 30 - 39 miles	5.5	5.4	6.1	6.0	5.5	5.6	5.4	5.8
(7) 40 - 49 miles	3.5	3.3	4.3	3.6	4.0	3.0	3.5	4.0
(8) 50 - 59 miles	1.3	2.0	1.4	1.0	1.8	2.0	1.1	1.1
(9) 60 or more miles	2.0	1.6	1.3	1.4	1.5	0.8	1.1	0.4

**Question 47**

Where is (or are) the location(s) of your employment?

<b>Head of household</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>	<b>1968</b>
(1) Home-based	11.6	9.0	--	--	--	--	--	--
(2) Conejo Valley/Agoura	37.9	33.8	40.4	42.5	39.3	35.3	30.9	24.4
(3) Oxnard, Camarillo, Ventura	10.7	8.6	7.3	9.1	7.7	5.3	12.4	13.3
(4) Remainder of Ventura County	5.6	4.6	4.4	3.9	3.6	4.3		
(5) West San Fernando Valley (west of 405/San Diego Freeway)	14.8	16.2	16.0	18.1	18.1	20.0	16.8	23.5
(6) East San Fernando Valley (east of 405/San Diego Freeway)	5.2	4.7	4.9	7.0	7.0	6.9	10.1	9.3
(7) Glendale/Pasadena	2.3	2.5	1.4	--	--	--	--	--
(8) West Los Angeles (Beverly Hills, Century City, Westwood, Culver City, Santa Monica)	7.3	6.2	6.6	6.5	8.1	12.6	12.9	13.0
(9) L.A. Airport & vicinity	2.4	2.8	3.1	3.6	5.0	--	--	--
(10) Central Los Angeles (downtown & vicinity)	4.1	3.5	5.4	4.6	5.6	7.7	8.0	7.1
(11) South Bay Communities (Manhattan/Redondo Beach, Torrance, Long Beach)	1.6	1.0	1.1	1.2	1.1	3.3	3.8	4.1
(12) Remainder of Southern California	2.3	2.3	2.3	2.3	2.4	2.7	3.0	2.8
(13) Northern California	0.4	0.5	0.2	0.1	0.2	0.2	0.0	0.5
(14) Out of state	0.8	0.5	0.3	0.4	0.7	0.4	0.2	0.5
(15) No specific location (sales, marketing, etc.)	4.1	3.9	6.5	--	--	--	--	--

Where is (or are) the location(s) of your employment? (continued)

<b>Second adult</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>	<b>1968</b>
(1) Home-based	14.0	14.1	--	--	--	--	--	--
(2) Conejo Valley/Agoura	49.6	50.0	59.6	66.9	69.4	70.8	68.7	68.8
(3) Oxnard, Camarillo, Ventura	10.2	8.6	7.1	6.7	5.8	4.5	14.2	8.7
(4) Remainder of Ventura County	4.2	4.2	5.2	4.4	3.4	4.6		
(5) West San Fernando Valley (west of 405/San Diego Freeway)	11.9	11.1	14.3	12.6	10.7	11.7	8.4	13.8
(6) East San Fernando Valley (east of 405/San Diego Freeway)	2.7	2.2	3.4	3.0	3.1	1.7	2.1	4.0
(7) Glendale/Pasadena	0.8	0.6	1.0	--	--	--	--	--
(8) West Los Angeles (Beverly Hills, Century City, Westwood, Culver City, Santa Monica)	3.2	2.7	2.9	3.4	3.0	3.3	2.9	2.9
(9) L.A. Airport & vicinity	1.0	1.2	0.7	0.5	1.5	--	--	--
(10) Central Los Angeles (downtown & vicinity)	0.9	1.4	1.9	1.0	1.5	1.7	1.3	1.1
(11) South Bay Communities (Manhattan/Redondo Beach, Torrance, Long Beach)	0.4	0.6	0.3	0.3	0.4	1.0	0.1	0.7
(12) Remainder of Southern California	1.1	0.9	0.7	0.8	0.8	0.5	0.3	0.0
(13) Northern California	0.2	--	0.1	--	0.1	0.0	0.0	0.0
(14) Out of state	0.4	0.2	0.1	0.1	0.1	0.0	0.1	0.0
(15) No specific location (sales, marketing, etc.)	2.8	2.0	2.5	--	--	--	--	--

**Question 48**

What method is used by household members to get to work or school?

<b>Head of household to work</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
(1) Drive self only	91.8	90.2	84.4	90.3
(2) Car or vanpool	6.4	6.2	11.4	6.8
(3) Public transportation	1.0	1.0	0.9	0.1
(4) Bicycle/walk	2.3	0.8	1.4	1.0
(5) Other	1.3	1.4	2.0	1.7

<b>Second adult to work</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
(1) Drive self only	89.1	86.6	84.0	90.2
(2) Car or vanpool	7.9	9.6	11.4	6.5
(3) Public transportation	0.6	0.8	0.4	0.3
(4) Bicycle/walk	2.4	1.1	1.9	1.7
(5) Other	1.7	2.0	2.3	1.3

What method is used by household members to get to work or school? (continued)

<b>Third adult to work</b>	<b>2004</b>
(1) Drive self only	87.7
(2) Car or vanpool	7.0
(3) Public transportation	2.1
(4) Bicycle/walk	4.5
(5) Other	2.1

<b>First child to school</b>	<b>2004</b>
(1) Drive self only	25.6
(2) Walk/bicycle	12.2
(3) Car pool	14.2
(4) Public transportation/bus	2.3
(5) Driven by parents	50.9

<b>Second child to school</b>	<b>2004</b>
(1) Drive self only	17.2
(2) Walk/bicycle	13.2
(3) Car pool	17.2
(4) Public transportation/bus	3.3
(5) Driven by parents	54.9

<b>Third child to school</b>	<b>2004</b>
(1) Drive self only	25.0
(2) Walk/bicycle	11.4
(3) Car pool	15.9
(4) Public transportation/bus	6.3
(5) Driven by parents	48.9

**Question 49**

How many people reside in your household and how many are in each of the following age and gender categories?

A. Total number people in household:

1 person	17.4
2 people	39.4
3 people	16.5
4 people	19.0
5 people	5.9
6 people	1.5
7 people	0.3

How many people reside in your household and how many are in each of the following age and gender categories?  
(continued)

B. Categories (how many household members in each):

Age group	Number of males	Number of females
0-4	5.7	5.9
5-9	6.0	5.5
10-14	8.2	6.0
15-19	6.8	6.2
20-29	6.6	6.7
30-39	9.3	10.3
40-49	16.3	16.9
50-59	16.7	17.5
60-64	7.1	7.6
65-69	6.1	5.9
70-74	5.1	4.9
75-79	3.3	3.7
80-84	1.7	1.6
85-89	0.8	1.0
90 & above	0.2	0.4

#### **Question 50**

If there are children living in your household, how many are over the age of 21?

1 child	75.3
2 children	20.5
3 children	3.0
4 children	0.9
5 children	0.3

#### **Question 51**

If there are children living in your household, how many attend public school or private school?

Attend public schools	2004	1999	1994	1989
(1) Pre-school	17.9	17.0	18.6	--
(2) Elementary (K-5)	80.9	83.9	77.7	61.6
(3) Middle school (6-8)	85.8	85.0	78.5	83.6
(4) High School	84.4	90.8	85.3	90.7
(5) College	66.7	72.8	66.4	72.3

Attend private schools	2004	1999	1994	1989
(1) Pre-school	45.5	51.7	39.3	--
(2) Elementary (K-5)	17.4	14.0	17.6	17.2
(3) Middle school (6-8)	11.9	14.5	8.4	15.7
(4) High School	13.6	8.2	6.3	0.8
(5) College	22.2	20.8	19.4	16.3

If there are children living in your household, how many attend public school or private school? (continued)

<b>Not in school</b>	<b>2004</b>	<b>1999</b>	<b>1994</b>	<b>1989</b>
(1) Pre-school	36.6	31.3	42.1	--
(2) Elementary (K-5)	1.7	2.2	4.7	21.2
(3) Middle school (6-8)	2.3	0.6	13.1	0.7
(4) High School	2.0	1.0	8.4	0.3
(5) College	11.1	6.4	14.2	11.4

#### **Question 52**

Within your household, how many people require day care?

Infant care	21.6
Pre-school day care	30.9
Before and after school day care	42.1
Senior day care	5.4

#### **Question 53**

What is your total annual household income?

<b>Annual household income</b>	<b>2004</b>
(1) Less than \$30,000	8.0
(2) \$30,000 to \$44,000	7.1
(3) \$45,000 to \$59,000	9.6
(4) \$60,000 to \$74,000	10.1
(5) \$75,000 to \$89,000	10.7
(6) \$90,000 to \$104,000	12.0
(7) \$105,000 to \$119,000	8.7
(8) \$120,000 to \$134,000	7.4
(9) \$135,000 to \$149,000	5.6
(10) \$150,000 to \$199,000	9.9
(11) \$200,000 to \$249,000	4.3
(12) \$250,000 and over	6.8

#### **Question 54**

In calculating the above total household income, how many wage earners are included?

1 wage earner	47.0
2 wage earners	51.0
3 wage earners	1.7
4 wage earners	0.3

**Question 55**

When did you move to the Conejo Valley area?

Year	2004
(1) Before 1970	14.9
(2) 1970 to 1974	10.9
(3) 1975 to 1979	11.9
(4) 1980 to 1984	10.4
(5) 1985 to 1989	11.9
(6) 1990 to 1994	11.5
(7) 1995 to 1999	14.1
(8) 2000 to present	15.3

**Question 56**

Prior to moving to your present Conejo Valley residence, where did you live?

	2004	1999	1994	1989	1984	1979	1974	1968
(1) Conejo Valley	11.7	10.8	11.0	12.1	13.5	13.7	8.2	4.7
(2) Remainder of Ventura County	7.6	6.4	6.3	7.0	6.1	6.0	6.0	4.4
(3) West San Fernando Valley (west of 405/San Diego Freeway)	21.1	21.4	20.9	19.4	18.0	17.9	17.9	23.3
(4) East San Fernando Valley (east of 405/San Diego Freeway)	7.0	7.7	7.4	7.9	7.6	8.3	10.3	12.7
(5) Glendale/Pasadena	3.1	3.5	3.3	--	--	--	--	--
(6) West Los Angeles (Beverly Hills, Century City, Westwood, Culver City, Santa Monica)	8.3	8.1	8.6	8.4	8.7	8.6	9.0	11.8
(7) Central Los Angeles (downtown & vicinity)	1.3	1.8	1.4	1.2	0.7	1.6	2.3	2.8
(8) South Bay Communities (Manhattan/Redondo Beach, Torrance, Long Beach)	4.9	4.9	5.1	6.3	6.4	4.4	7.4	7.1
(9) Remainder of Southern California	10.0	10.5	10.7	9.7	9.6	12.7	12.4	11.5
(10) Northern California	4.9	4.2	4.1	4.6	4.7	4.9	4.4	3.7
(11) Another state	19.3	18.4	18.7	21.0	23.9	20.5	19.5	16.1
(12) Another country	2.4	2.4	2.4	1.8	--	--	--	--

**Question 57**

Are you:	2004	1999	1994	1989	1984	1979	1974	1968
(1) Single	9.6	8.4	8.4	8.1	7.9	5.4	3.4	2.7
(2) Married	71.9	75.0	75.2	75.3	77.5	83.7	89.0	91.9
(3) Divorced or separated	10.3	8.2	10.1	8.1	10.2	7.4	5.1	3.2
(4) Widowed	7.8	7.1	5.3	5.4	4.3	3.3	2.3	2.2
(5) Single head of household with children	1.4	1.4	1.2	3.0	--	--	--	--

**Question 58**

The next time the Attitude Survey is conducted would you like to respond via the internet?

<u>Yes</u>	<u>No</u>
52.9	47.2



## APPENDIX A

Question 2 of the Survey was modified after the 1994 Attitude Survey to reflect minor changes in the Goals and Policies of the Thousand Oaks General Plan. Thus, direct comparisons of this question with subsequent surveys (since 1994) are not possible. However, this appendix provides historic comparison of data from surveys conducted between 1974 and 1994.

### **Question 2**

In the Thousand Oaks General Plan adopted in 1970, eight basic GOALS and POLICIES were set forth for the development of the Thousand Oaks area. In your opinion, to what extent do you feel that these goals are being met in the development of the Conejo Valley to date?

Goal 1: To provide a framework for a planned and unified community containing a balance of living, working, shopping, educational, civic, cultural, and recreational facilities.

	1994	1989	1984	1979	1974
Large extent	46.7	41.2	43.1	34.8	23.2
Some extent	48.9	52.8	50.9	56.4	63.9
Not at all	2.5	3.3	4.2	6.3	9.6
No opinion	1.9	2.6	1.8	2.3	3.1

Goal 2: To provide an adequate and integrated transportation system consistent with the Valley's form and needs.

	1994	1989	1984	1979	1974
Large extent	13.6	10.1	9.1	6.0	2.9
Some extent	52.1	48.8	50.9	38.1	12.0
Not at all	20.5	28.8	30.2	44.8	77.6
No opinion	13.7	12.3	9.8	10.8	7.4

Goal 3: To enhance and preserve the spaciousness and attractiveness of the Conejo Valley in accommodating future growth.

	1994	1989	1984	1979	1974
Large extent	38.5	30.6	41.4	19.8	23.4
Some extent	48.4	50.8	49.5	56.9	65.1
Not at all	11.4	17.1	7.9	21.6	9.3
No opinion	1.7	1.4	1.2	1.5	2.0

Goal 4: To provide adequate commercial facilities to satisfy the Valley's mercantile needs, arranged and located to provide proper access and compatibility with adjoining uses through design.

	1994	1989	1984	1979	1974
Large extent	37.4	43.9	55.4	59.4	22.5
Some extent	51.1	45.5	38.4	34.1	58.1
Not at all	6.9	5.7	2.7	3.5	14.2
No opinion	4.7	5.0	3.5	2.9	5.1

Goal 5: To further encourage and develop the sense of community identity and foster a willingness to participate in Valley affairs.

	1994	1989	1984	1979	1974
Large extent	30.3	33.2	32.9	22.2	17.3
Some extent	53.8	51.8	52.5	57.0	60.0
Not at all	10.1	8.0	8.4	11.9	12.3
No opinion	5.8	6.9	6.2	8.7	10.2

Goal 6: To provide a permanent park and recreational system of sufficient size and quality to serve adequately the Valley's needs.

	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>
Large extent	53.3	43.5	45.9	31.2	35.0
Some extent	38.8	45.5	44.2	52.1	51.7
Not at all	5.4	7.3	6.9	12.3	9.0
No opinion	2.5	3.7	2.9	4.2	4.2

Goal 7: To provide the means by which commercial, industrial, and residential development can occur in an efficient and compatible manner.

	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>
Large extent	29.2	29.0	27.9	21.2	13.3
Some extent	52.6	54.7	50.6	53.8	54.3
Not at all	11.2	8.8	7.6	9.4	14.0
No opinion	7.0	7.6	13.9	15.4	18.3

Goal 8: To provide a high quality environment that maintains a balance between ecological systems and the general welfare of the people of the Conejo Valley.

	<b>1994</b>	<b>1989</b>	<b>1984</b>	<b>1979</b>	<b>1974</b>
Large extent	38.3	31.5	39.7	22.5	20.5
Some extent	50.3	53.3	49.8	56.0	61.5
Not at all	8.0	11.7	7.4	16.8	12.3
No opinion	3.5	3.5	3.2	4.5	5.4

# **SECTION 3**

## **2004 SURVEY QUESTIONNAIRE**

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City of Thousand Oaks

# 2004 Attitude Survey

**1. How satisfied are you with the Conejo Valley? (Check one response in each column.)**

As a place to live			As a place to work		
(1)	Very satisfied	<input type="checkbox"/>	(1)	Very satisfied	<input type="checkbox"/>
(2)	Generally satisfied	<input type="checkbox"/>	(2)	Generally satisfied	<input type="checkbox"/>
(3)	Generally dissatisfied	<input type="checkbox"/>	(3)	Generally dissatisfied	<input type="checkbox"/>
(4)	Very dissatisfied	<input type="checkbox"/>	(4)	Very dissatisfied	<input type="checkbox"/>
(5)	Undecided	<input type="checkbox"/>	(5)	Undecided	<input type="checkbox"/>
			(6)	Do not work in Conejo Valley	<input type="checkbox"/>

**2. The Thousand Oaks General Plan, adopted in 1970, has nine basic GOALS and POLICIES for the development of the Thousand Oaks area. In your opinion, to what extent do you feel that these goals are being met in the development of the Conejo Valley to date?**

	Large Extent	Some Extent	Not At All	No Opinion
(1) To enhance and preserve the spaciousness and attractiveness of the Conejo Valley.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) To provide an integrated circulation and transportation system consistent with the Conejo Valley's form and needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) To encourage commercial facilities which satisfy the Conejo Valley's mercantile needs, arranged and located to provide convenient access and compatibility with adjoining uses through proper design.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) To further encourage and develop a sense of community identity and foster citizen participation in local affairs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) To provide a framework for a planned and unified community containing a balance of living, working, shopping, educational, civic, cultural and recreational facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) To provide and maintain a system of natural open space and trails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) To provide and maintain a permanent park and recreational system of sufficient size and quality to serve current and future needs, consonant with community expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) To develop appropriate additional tools enabling commercial, industrial and residential development to flourish in an efficient and compatible manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) To provide a high quality environment, healthful and pleasing to the senses, which values the relationship between maintenance of ecological systems and the people's general welfare.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. How satisfied are you with the services provided by the following Agencies?**

	Very Satisfied	Moderately Satisfied	Not Satisfied	No Opinion
(1) City of Thousand Oaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Conejo Open Space Conservation Agency (COSCA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Conejo Recreation & Park District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Conejo Valley Unified School District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) County of Ventura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Fire Protection District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Police/Sheriff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. In your opinion, which of the following within the Conejo Valley are worthy of preservation:**

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>No Opinion</b>
(1) Clean air	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Archaeological sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Natural arroyos, barrancas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Natural hills, mountains, ridgelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Oak trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Public open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Historic Landmarks/buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Other (write in) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. Are buildings higher than 35 feet (more than three stories) acceptable in the following areas?**

	<b>Yes</b>	<b>Only Under Special Conditions</b>	<b>No</b>
(1) The 101 and 23 freeway corridors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) The Thousand Oaks Boulevard corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Commercial centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Industrial centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Residential areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. Select TEN items you believe the Conejo Valley needs now (check any ten items — but ONLY TEN!):**

(1) Commercial airport in Ventura County	<input type="checkbox"/>	(14) More park and recreational facilities	<input type="checkbox"/>
(2) Art in public places	<input type="checkbox"/>	(15) More public natural open space areas	<input type="checkbox"/>
(3) Expanded public transit system	<input type="checkbox"/>	(16) Community Olympic-size swimming pool	<input type="checkbox"/>
(4) More child day care facilities	<input type="checkbox"/>	(17) More senior day care facilities	<input type="checkbox"/>
(5) More varied commercial development	<input type="checkbox"/>	(18) Recreational sports facilities	<input type="checkbox"/>
(6) Conference center/meeting facility	<input type="checkbox"/>	(19) Bowling alley	<input type="checkbox"/>
(7) Art museum	<input type="checkbox"/>	(20) Additional lower cost housing	<input type="checkbox"/>
(8) Children's science center	<input type="checkbox"/>	(21) Improved transit to/from airports	<input type="checkbox"/>
(9) More freeway landscaping	<input type="checkbox"/>	(22) Better traffic signal synchronization	<input type="checkbox"/>
(10) Additional branch libraries	<input type="checkbox"/>	(23) More riding and hiking trails	<input type="checkbox"/>
(11) More Rollerblade/skateboard parks	<input type="checkbox"/>	(24) Soundwalls to buffer highway/freeway noise	<input type="checkbox"/>
(12) Thousand Oaks Blvd. beautification	<input type="checkbox"/>	(25) More police officers for youth/family programs	<input type="checkbox"/>
(13) Public equestrian facilities	<input type="checkbox"/>	(26) Children's aquatic playground	<input type="checkbox"/>

**7. Of the following list of facilities or programs, to what extent would you be willing to have additional tax dollars spent to build, promote, improve or operate them?**

	<b>Very Willing</b>	<b>Somewhat Willing</b>	<b>Opposed</b>
(1) Art in public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Expanded public transit system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Child day care facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Conference center/meeting facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Additional lower cost housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Freeway landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Street landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Bowling alley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Public equestrian facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Children's aquatic playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(This question is continued on the next page.)

**Question #7, continued:**

	<u>Very Willing</u>	<u>Somewhat Willing</u>	<u>Opposed</u>
(11) Additional branch libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Art museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Children's science center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Public natural open space areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Active parks (ballfields, tennis courts, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) Passive parks (picnicking, tot lots, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(17) Police sub-stations (storefronts) located strategically in the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(18) Community Olympic-size swimming pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(19) Indoor recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(20) Senior day care facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(21) Recreational sports facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(22) Local street system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(23) Thousand Oaks Boulevard beautification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(24) More Rollerblade/skateboard parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(25) More police officers for youth & family programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(26) Soundwalls to buffer highway and freeway noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. A. The City recognizes the importance of the Thousand Oaks Boulevard corridor, between Moorpark Road and Duesenberg Drive, and would like your opinion regarding the importance of the following Boulevard-related issues:**

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>No Opinion</u>
(1) Improve aesthetics of Boulevard streetscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Keep on-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Add off-street City-operated parking lots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Increase pedestrian access along and across the Boulevard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Maintain the Boulevard as a through street, with synchronized signals and free flowing traffic speeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Foster mixed land uses (commercial mixed w/residential)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Provide trolley service along the Boulevard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Add bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**B. Which of the above issues is most important to you? (Item #) \_\_\_\_\_**

**9. Do you favor the proposed expansion and upgrading of The Oaks Mall shopping center (including a new Nordstrom's Department Store), which will have multi-level parking structures that are visible from the 101 Freeway and could generate increased traffic adjacent to and around The Oaks Mall?**

Yes ☐
Only Under Special Conditions ☐
No ☐

**THANK YOU FOR TAKING OUR SURVEY.**

**10. The City of Thousand Oaks has policies and regulations regarding the following items. In your opinion, are the regulations adequate or should they be made more or less restrictive concerning:**

	<b>Make more Restrictive</b>	<b>Adequate</b>	<b>Ease Restrictions</b>	<b>No Opinion</b>
(1) Aesthetic controls along the freeway corridors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Architectural treatment of commercial/industrial buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Architectural treatment of residential buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Business sign regulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Cable T.V. franchises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Code compliance in residential areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Residential overcrowding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Freestanding billboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Grading in hillside areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Landscaping within developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Maintaining earth tone colors on building exteriors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Noise control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Parking enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Preserving natural open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Preserving oak trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) Regulating increased vehicle traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(17) Ridgeline development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(18) Trash and recycling collecting services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**11. How satisfied are you with the City of Thousand Oaks' practices with regard to:**

	<b>Very Satisfied</b>	<b>Generally Satisfied</b>	<b>Neutral/ No Opinion</b>	<b>Generally Dissatisfied</b>	<b>Very Dissatisfied</b>
(1) Aesthetic controls along the freeway corridors in the Conejo Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Architectural treatment of commercial and industrial buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Architectural treatment of residential buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Business sign regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Code compliance in residential areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Controlling growth and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Residential overcrowding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Grading in hillside areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Landscaping within developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Maintaining earth tone colors on building exteriors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Noise control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Parking enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Placing overhead utility lines below ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Preserving natural open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Preserving oak trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) Regulating increased vehicle traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(17) Ridgeline development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(18) Types of businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**12. The City's sign ordinance permits businesses to have a certain amount of signage. Should the City allow neon signs in windows of commercial buildings?**

(1) Yes, at the business' discretion	<input type="checkbox"/>
(2) Yes, to a limited degree	<input type="checkbox"/>
(3) No, should not be allowed at all	<input type="checkbox"/>

**13. Should the City's control over development along the freeway corridors be changed, with regard to the following:**

	Change to be More Restrictive	No Change	Change to be Less Restrictive
(1) Architectural design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Building exposure (height, location)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Protection of natural viewscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. With regard to the following, should the City change its code compliance/property maintenance procedures in residential neighborhoods?**

	Change to be More Restrictive/ Punitive	No Change	Change to be Less Restrictive/ Punitive
(1) Abandoned vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Storing of recreational vehicles on public streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Storing of recreational vehicles in yards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Parking of non-motorized vehicles on public streets (i.e., boats on trailers, utility trailers, camping trailers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Exterior home repainting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Front yard landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Installation of satellite dish antennae	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Regulating multi-family rental of single family homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Regulating multi-family rental of townhomes, condominiums and apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Animal control; leash law enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. Which choice most clearly describes how often you shop:**

	Several times a week	About once a week	About once a month or so	Never or Rarely
(1) Within the greater Conejo Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Within the County of Ventura (outside the greater Conejo Valley)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Outside the County of Ventura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Mail-order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Internet commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. How important were the following reasons in your choice of the Conejo Valley as a place of residence?**

	Very Important	Somewhat Important	Not Important
(1) Air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Housing affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) City's image/aesthetic appeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Lower crime rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Place to raise children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Property values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Proximity to employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Proximity to family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Proximity to Los Angeles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Quality of parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Quality of public schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Quality of public services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**17. State law requires cities to provide an adequate supply and variety of housing for all income groups. To what degree would you favor the inclusion of housing for people of low\* and moderate\* income and first time buyer households within:**

	Favor Substantial Amount	Favor Small Amount	Oppose Any	No Opinion
(1) Conejo Valley area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Your neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Each new subdivision or development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Low income — a family of four earning up to \$56,500 in 2003.

\*Moderate income — a family of four earning up to \$89,650 in 2003.

**18. Of those services provided by the Conejo Recreation and Park District, which do you and your family utilize?**

Activities		Facilities	
(1) After school playground	<input type="checkbox"/>	(14) Tennis courts	<input type="checkbox"/>
(2) Swimming	<input type="checkbox"/>	(15) Ball fields	<input type="checkbox"/>
(3) Adult sports	<input type="checkbox"/>	(16) Picnicking	<input type="checkbox"/>
(4) Youth sports	<input type="checkbox"/>	(17) Meeting rooms	<input type="checkbox"/>
(5) Senior citizens	<input type="checkbox"/>	(18) Gymnasiums	<input type="checkbox"/>
(6) Therapeutic	<input type="checkbox"/>	(19) Wildwood Park	<input type="checkbox"/>
(7) Outdoor	<input type="checkbox"/>	(20) Neighborhood parks	<input type="checkbox"/>
(8) Tennis	<input type="checkbox"/>	(21) Community parks	<input type="checkbox"/>
(9) Teen services	<input type="checkbox"/>	(22) Swimming pools	<input type="checkbox"/>
(10) Special events	<input type="checkbox"/>	(23) Goebel Senior Adult Center	<input type="checkbox"/>
(11) Pre-school program	<input type="checkbox"/>	(24) Community centers	<input type="checkbox"/>
(12) Cultural	<input type="checkbox"/>	(25) Riding & hiking trails	<input type="checkbox"/>
(13) Rollerblade/skateboard parks	<input type="checkbox"/>	(26) Off-leash dog park	<input type="checkbox"/>
		(27) Other: _____	<input type="checkbox"/>

**19. The City currently televises the following public meetings on TOTV, Channel 10, Television.**  
**How often do you view:**

	<b>Always</b>	<b>Occasionally</b>	<b>Rarely</b>	<b>Never</b>
(1) City Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Planning Commission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Other public meetings ( <i>Arts Commission, Council on Aging, Youth Commission, Traffic Commission, COSCA, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Community programming produced by TOTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Imported programming from local, state, and national sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) TOTV Billboard ( <i>text pages</i> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) The published TOTV program schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**20. Does the Conejo Valley have adequate employment opportunities for its residents who wish to work here?**

**Yes** **No** **No opinion**

☐ ☐ ☐

**21. Does the Conejo Valley have adequate housing opportunities for employees who work here and wish to live here?**

**Yes** **No** **No opinion**

☐ ☐ ☐

**22. Please indicate your level of interest in attending the following functions/performances at the Thousand Oaks Civic Arts Plaza:**

	<b>Very Interested</b>	<b>Somewhat Interested</b>	<b>Neutral</b>	<b>Not Very Interested</b>	<b>Not Interested</b>
(1) Broadway musicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Children's performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Classical music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Community theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Country music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Dance					
(a) Ballet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Ethnic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Jazz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Lecture series	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Local performers/Performing groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Plays					
(a) Comedy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Drama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Popular singing stars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Rock and Roll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Specialty films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Teleconference					
(a) Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Sports events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) Variety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(a) Acrobats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Comedy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Magic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**23. What, if any, kind of Internet connection do you have to your home computer?**

- |   |                          |
|---|--------------------------|
| (1) No home computer                        | <input type="checkbox"/> |
| (2) Dial-up                                 | <input type="checkbox"/> |
| (3) Cable modem                             | <input type="checkbox"/> |
| (4) DSL                                     | <input type="checkbox"/> |
| (5) Other Internet connection               | <input type="checkbox"/> |
| (6) No Internet connection to home computer | <input type="checkbox"/> |

**24. Have you ever visited:****Yes****No**

City's website (www.toaks.org)

☐☐

City's Library website (www.tol.lib.ca.us)

☐☐

City's Theatre website (www.civcartsplaza.com)

☐☐**25. Have you ever accessed the Library's on-line catalogue from your home or office?****Yes****No**☐☐**26. What additional information would you like to see on the City's website?****27. How satisfied are you with the following community services?****Very  
Satisfied****Moderately  
Satisfied****Not  
Satisfied****No  
Opinion**

(1) Teen Center

☐☐☐☐

(2) Goebel Senior Adult Center

☐☐☐☐

(3) Libraries

☐☐☐☐

(4) Cable television

☐☐☐☐

(5) Public schools

☐☐☐☐

(6) Fire protection

☐☐☐☐

(7) Disaster preparedness programs and services

☐☐☐☐

(8) Parks services

☐☐☐☐

(9) Public recreation programs

☐☐☐☐

(10) Hiking and equestrian trail system

☐☐☐☐

(11) Los Robles Golf Course

☐☐☐☐

(12) Major medical services

☐☐☐☐**28. How would you rate the quality of service with regard to the following:****Excellent****Good****Fair****Poor****No Opinion**

(1) Maintenance of local streets

☐☐☐☐☐

(2) Maintenance of street median and parkway landscaping

☐☐☐☐☐

(3) Maintenance of sidewalks

☐☐☐☐☐

(4) Street sweeping

☐☐☐☐☐

(5) Street and sidewalk litter removal

☐☐☐☐☐

(6) Graffiti removal

☐☐☐☐☐

(7) Weekly trash collection

☐☐☐☐☐

(8) Weekly yard trimmings collection

☐☐☐☐☐

(9) Weekly recyclable collection

☐☐☐☐☐

(10) Providing disabled parking and accessibility

☐☐☐☐☐

(11) Maintenance of local parks

☐☐☐☐☐

**29. Which of the following local transit systems have you or anyone in your household used within the past six months?**

- |   |                          |
|---|--------------------------|
| (1) Thousand Oaks Transit                               | <input type="checkbox"/> |
| (2) VISTA (Ventura Intercity Service Transit Authority) | <input type="checkbox"/> |
| (3) MTA (Metropolitan Transit Authority)                | <input type="checkbox"/> |
| (4) LA DOT (L.A. Department of Transportation)          | <input type="checkbox"/> |
| (5) Dial-A-Ride (Subsidized Taxi Service)               | <input type="checkbox"/> |

**30. If you or anyone in your household have ridden one of the transit systems, how would you rate the service?**

- |   | <b>Excellent</b>         | <b>Good</b>              | <b>Fair</b>              | <b>Poor</b>              | <b>No Opinion</b>        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (1) Frequency of bus service                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (2) Reliability of bus service                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (3) Ability to get where you want to go             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (4) Ability to get schedule and routing information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (5) Closeness/proximity of bus stop locations       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (6) Waiting conditions at bus stops                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**31. If you or anyone in your household have not ridden any of the transit systems, please tell us why:**

- |  |                          |
|--|--------------------------|
| (1) Service not frequent enough          | <input type="checkbox"/> |
| (2) Bus stops not close enough           | <input type="checkbox"/> |
| (3) Not convenient                       | <input type="checkbox"/> |
| (4) Takes too long                       | <input type="checkbox"/> |
| (5) Fares are too high                   | <input type="checkbox"/> |
| (6) Poor waiting conditions at bus stops | <input type="checkbox"/> |
| (7) Don't know schedules and routes      | <input type="checkbox"/> |
| (8) Prefer to drive a private vehicle    | <input type="checkbox"/> |
| (9) Other _____                          | <input type="checkbox"/> |

**32. How active a role should the City take in preventing the deterioration of existing apartments in Thousand Oaks?**

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <b>Very Active</b>       | <b>Somewhat Active</b>   | <b>Non-Active</b>        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**33. How would you describe the level of enforcement of traffic laws in Thousand Oaks?**

- |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Too Strict</b>        | <b>About Right</b>       | <b>Not Strict Enough</b> | <b>Inconsistent</b>      |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**34. Would you favor red light camera enforcement at major intersections in Thousand Oaks?**

- |                          |                          |
|--------------------------|--------------------------|
| <b>Yes</b>               | <b>No</b>                |
| <input type="checkbox"/> | <input type="checkbox"/> |

**35. How satisfied are you with the current program of non-sworn Community Service Officers and Volunteers in Policing taking police reports and processing other paperwork, allowing regular patrol officers to respond more quickly to in-progress service calls?**

- |                          |                             |                          |                          |
|--------------------------|-----------------------------|--------------------------|--------------------------|
| <b>Very Satisfied</b>    | <b>Moderately Satisfied</b> | <b>Not Satisfied</b>     | <b>No Opinion</b>        |
| <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> | <input type="checkbox"/> |

**36. How satisfied are you with police enforcement of juvenile problems?**

- |                          |                             |                          |                          |
|--------------------------|-----------------------------|--------------------------|--------------------------|
| <b>Very Satisfied</b>    | <b>Moderately Satisfied</b> | <b>Not Satisfied</b>     | <b>No Opinion</b>        |
| <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> | <input type="checkbox"/> |

**Excellent    Good    Fair    Poor    Didn't Visit**

**37. If you have ever visited City Hall, how would you rate the quality of service you received?**

☐      ☐      ☐      ☐      ☐

**38. In what type of residence do you now live?**

- |                                       |                          |   |                          |
|---------------------------------------|--------------------------|---|--------------------------|
| (1) Single family home                | <input type="checkbox"/> | (4) Large 2- or 3-story apartment complex | <input type="checkbox"/> |
| (2) Townhouse/condominium             | <input type="checkbox"/> | (5) Mobile home                           | <input type="checkbox"/> |
| (3) Small apartment complex or duplex | <input type="checkbox"/> | (6) Other: _____                          | <input type="checkbox"/> |

**39. If you are a homeowner (including mobile homes), what is the approximate current value of housing within your neighborhood?**

- |                            |                          |                                 |                          |
|----------------------------|--------------------------|---------------------------------|--------------------------|
| (1) Under \$200,000        | <input type="checkbox"/> | (6) \$600,000 to \$699,000      | <input type="checkbox"/> |
| (2) \$200,000 to \$299,000 | <input type="checkbox"/> | (7) \$700,000 to \$799,000      | <input type="checkbox"/> |
| (3) \$300,000 to \$399,000 | <input type="checkbox"/> | (8) \$800,000 to \$899,000      | <input type="checkbox"/> |
| (4) \$400,000 to \$499,000 | <input type="checkbox"/> | (9) \$900,000 to \$999,000      | <input type="checkbox"/> |
| (5) \$500,000 to \$599,000 | <input type="checkbox"/> | (10) \$1,000,000 and over ..... | <input type="checkbox"/> |

**40. Do you offer a room for rent in your home?**

**Yes      No**  
☐      ☐

**41. If you are a renter, what type of residence do you rent?**

- |                                |                          |
|--------------------------------|--------------------------|
| (1) An apartment               | <input type="checkbox"/> |
| (2) A townhouse or condominium | <input type="checkbox"/> |
| (3) A single family home       | <input type="checkbox"/> |

**42. If you are a renter, do you share your rent with others in the residence?**

**Yes      No**  
☐      ☐

**43. If you rent, what is the total monthly rent of your residence?**

- |                        |                          |                        |                          |
|------------------------|--------------------------|------------------------|--------------------------|
| (1) Under \$800        | <input type="checkbox"/> | (5) \$1,400 to \$1,599 | <input type="checkbox"/> |
| (2) \$800 to \$999     | <input type="checkbox"/> | (6) \$1,600 to \$1,799 | <input type="checkbox"/> |
| (3) \$1,000 to \$1,199 | <input type="checkbox"/> | (7) \$1,800 to \$1,999 | <input type="checkbox"/> |
| (4) \$1,200 to \$1,399 | <input type="checkbox"/> | (8) \$2,000 or more    | <input type="checkbox"/> |

**44. What is the current employment status of members of the household?**

- |                                   | <b>Head of Household</b> | <b>Second Adult</b>      | <b># Other Family Members (16 or older)</b> |
|-----------------------------------|--------------------------|--------------------------|---|
| (1) Employed                      | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (2) Self-employed                 | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (3) Unemployed                    | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (4) Retired                       | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (5) Semi-retired                  | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (6) Not currently in labor market | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| <b>Hours of employment:</b>       |                          |                          |   |
| (1) 40 hours or more per week     | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (2) 20-39 hours per week          | <input type="checkbox"/> | <input type="checkbox"/> | ___   |
| (3) Under 20 hours per week       | <input type="checkbox"/> | <input type="checkbox"/> | ___   |

**45. In which industry or type of business is the head of household and second adult (if applicable) employed?**

	Head of Household	Second Adult
(1) Aerospace, R & D, defense	<input type="checkbox"/>	<input type="checkbox"/>
(2) Automotive services ( <i>sales, repair</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(3) Computer technology, electronics or other advanced technology	<input type="checkbox"/>	<input type="checkbox"/>
(4) Construction	<input type="checkbox"/>	<input type="checkbox"/>
(5) Financial institutions ( <i>banks, insurance, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(6) Government ( <i>public schools, local, state, federal, social services, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(7) Institutional ( <i>private schools, churches, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(8) Other manufacturing	<input type="checkbox"/>	<input type="checkbox"/>
(9) Personal services ( <i>beauty, barber, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(10) Professional services ( <i>medical, legal, engineering, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(11) Visitor services ( <i>lodging, convention, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(12) Retail commercial services ( <i>clothing, grocery, hardware, etc.</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(13) Recreational and entertainment services	<input type="checkbox"/>	<input type="checkbox"/>
(14) Utilities and transportation	<input type="checkbox"/>	<input type="checkbox"/>
(15) Wholesale goods and services	<input type="checkbox"/>	<input type="checkbox"/>
(16) Biotechnology	<input type="checkbox"/>	<input type="checkbox"/>
(17) Film, TV, News Media	<input type="checkbox"/>	<input type="checkbox"/>

**46. How many miles do you (or other family members) travel one way to work? (Answer separately)**

	Head of Household	Second Adult
(1) Home-based employment; do not travel	<input type="checkbox"/>	<input type="checkbox"/>
(2) Less than 5 miles	<input type="checkbox"/>	<input type="checkbox"/>
(3) 5 - 9 miles	<input type="checkbox"/>	<input type="checkbox"/>
(4) 10 - 19 miles	<input type="checkbox"/>	<input type="checkbox"/>
(5) 20 - 29 miles	<input type="checkbox"/>	<input type="checkbox"/>
(6) 30 - 39 miles	<input type="checkbox"/>	<input type="checkbox"/>
(7) 40 - 49 miles	<input type="checkbox"/>	<input type="checkbox"/>
(8) 50 - 59 miles	<input type="checkbox"/>	<input type="checkbox"/>
(9) 60 or more miles	<input type="checkbox"/>	<input type="checkbox"/>

**47. Where is (or are) the location(s) of your employment? (Answer separately if both work.)**

	Head of Household	Second Adult
(1) Home-based	<input type="checkbox"/>	<input type="checkbox"/>
(2) Conejo Valley/Agoura	<input type="checkbox"/>	<input type="checkbox"/>
(3) Oxnard/Ventura/Camarillo	<input type="checkbox"/>	<input type="checkbox"/>
(4) Remainder of Ventura County	<input type="checkbox"/>	<input type="checkbox"/>
(5) West San Fernando Valley ( <i>west of 405/San Diego Freeway</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(6) East San Fernando Valley ( <i>east of 405/San Diego Freeway</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(7) Glendale/Pasadena	<input type="checkbox"/>	<input type="checkbox"/>
(8) West Los Angeles, ( <i>Beverly Hills, Century City, Westwood, Culver City and Santa Monica</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(9) Los Angeles Airport and vicinity	<input type="checkbox"/>	<input type="checkbox"/>
(10) Central Los Angeles ( <i>downtown and vicinity</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(11) South Bay communities ( <i>Manhattan/Redondo Beach, Torrance, Long Beach</i> )	<input type="checkbox"/>	<input type="checkbox"/>
(12) Remainder of Southern California	<input type="checkbox"/>	<input type="checkbox"/>
(13) Northern California	<input type="checkbox"/>	<input type="checkbox"/>
(14) Out of State	<input type="checkbox"/>	<input type="checkbox"/>
(15) No specific location ( <i>sales, marketing, other</i> )	<input type="checkbox"/>	<input type="checkbox"/>

**48. What method is used by household members to get to work or school?**

	Head of Household	Second Adult	Third Adult
<b>To Work:</b>			
(1) Drive self only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Car or vanpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Bicycle/walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	First Child	Second Child	Third Child
<b>To School:</b>			
(1) Drive self only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Walk/bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Car pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Public transportation/bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Driven by parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**49. How many people reside in your household and how many are in each of the following age and gender categories?**

A. Total number people in household: \_\_\_\_\_

B. Categories (how many household members in each):

Age Group	Number of Males	Number of Females	Age Group	Number of Males	Number of Females
0 - 4	_____	_____	60 - 64	_____	_____
5 - 9	_____	_____	65 - 69	_____	_____
10 - 14	_____	_____	70 - 74	_____	_____
15 - 19	_____	_____	75 - 79	_____	_____
20 - 29	_____	_____	80 - 84	_____	_____
30 - 39	_____	_____	85 - 89	_____	_____
40 - 49	_____	_____	90 & above	_____	_____
50 - 59	_____	_____			

**50. If there are children living in your household, how many are over the age of 21? \_\_\_\_\_****51. If there are children living in your household, how many attend public or private school?**

	Number in Public School	Number in Private School	Number not In School
(1) Pre-School	_____	_____	_____
(2) Elementary School (K - 5)	_____	_____	_____
(3) Middle School (6 - 8)	_____	_____	_____
(4) High School (9 - 12)	_____	_____	_____
(5) College	_____	_____	_____

**52. Within your household, how many people require day care?**

(1) Infant care	_____
(2) Pre-school day care	_____
(3) Before and after school day care	_____
(4) Senior day care	_____



**53. What is your total annual household income?**

- |                          |                          |                            |                          |
|--------------------------|--------------------------|----------------------------|--------------------------|
| (1) Less than \$30,000   | <input type="checkbox"/> | (7) \$105,000 - \$119,000  | <input type="checkbox"/> |
| (2) \$30,000 - \$44,000  | <input type="checkbox"/> | (8) \$120,000 - \$134,000  | <input type="checkbox"/> |
| (3) \$45,000 - \$59,000  | <input type="checkbox"/> | (9) \$135,000 - \$149,000  | <input type="checkbox"/> |
| (4) \$60,000 - \$74,000  | <input type="checkbox"/> | (10) \$150,000 - \$199,000 | <input type="checkbox"/> |
| (5) \$75,000 - \$89,000  | <input type="checkbox"/> | (11) \$199,000 - \$249,000 | <input type="checkbox"/> |
| (6) \$90,000 - \$104,000 | <input type="checkbox"/> | (12) \$250,000 and over    | <input type="checkbox"/> |

**54. In calculating the above total household income, how many wage earners are included?** \_\_\_\_\_**55. When did you move to the Conejo Valley area?**

- |                  |                          |                     |                          |
|------------------|--------------------------|---------------------|--------------------------|
| (1) Before 1970  | <input type="checkbox"/> | (5) 1985 to 1989    | <input type="checkbox"/> |
| (2) 1970 to 1974 | <input type="checkbox"/> | (6) 1990 to 1994    | <input type="checkbox"/> |
| (3) 1975 to 1979 | <input type="checkbox"/> | (7) 1995 to 1999    | <input type="checkbox"/> |
| (4) 1980 to 1984 | <input type="checkbox"/> | (8) 2000 to present | <input type="checkbox"/> |

**56. Prior to moving to your present Conejo Valley residence, where did you live? (Check one.)**

- |  |                          |
|--|--------------------------|
| (1) Conejo Valley  | <input type="checkbox"/> |
| (2) Remainder of Ventura County  | <input type="checkbox"/> |
| (3) West San Fernando Valley (west of the 405/San Diego Freeway)                           | <input type="checkbox"/> |
| (4) East San Fernando Valley (east of the 405/San Diego Freeway)                           | <input type="checkbox"/> |
| (5) Glendale/Pasadena  | <input type="checkbox"/> |
| (6) West Los Angeles (Beverly Hills, Century City, Westwood, Culver City and Santa Monica) | <input type="checkbox"/> |
| (7) Central Los Angeles  | <input type="checkbox"/> |
| (8) South Bay communities (Manhattan/Redondo Beach, Torrance, Long Beach)                  | <input type="checkbox"/> |
| (9) Remainder of Southern California   | <input type="checkbox"/> |
| (10) Northern California   | <input type="checkbox"/> |
| (11) Another state   | <input type="checkbox"/> |
| (12) Another country   | <input type="checkbox"/> |

**57. Are you:**

- |  |                          |
|--|--------------------------|
| (1) Single                                 | <input type="checkbox"/> |
| (2) Married                                | <input type="checkbox"/> |
| (3) Divorced or separated                  | <input type="checkbox"/> |
| (4) Widowed                                | <input type="checkbox"/> |
| (5) Single head of household with children | <input type="checkbox"/> |

**58. The next time the Attitude Survey is conducted, would you like to repond via the Internet?**

<b>Yes</b>	<b>No</b>
<input type="checkbox"/>	<input type="checkbox"/>

Thank you for completing the  
Thousand Oaks 2004 Attitude Survey.

Please return it by May 27, 2004 in the envelope provided.

Your Opinion Counts!!!

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