

DRAFT ONLY!
Community Opinion on Home Depot in Sunland-Tujunga
Preliminary Survey Results – draft #1 (7/11/05)

Overview: A Town Hall Meeting about Home Depot was held on Saturday, May 7, 2005 and co-sponsored by the Sunland-Tujunga Neighborhood Council & the No Home Depot campaign. A survey was distributed at the meeting, as well as in The Foothills Paper, and was (and still is) also available on-line. The survey asked a range of questions to discover people's views regarding a Home Depot in Sunland-Tujunga. The survey questions are incorporated into the results listed below.

Preliminary results for Draft #1: As of 7/9/05, 465 surveys were received with some or all answers completed as the survey instructions indicated. There are 37 more responses which were received on 7/10/05, but which are not included in Draft #1. These 37 additional responses will be included in Draft #2, and that will conclude the surveys counted in a formal report at this time. (People may still respond on-line. Their responses may be factored in at a later date.) In addition, comments are included in Draft #1 only under Question 1-b. A complete set of respondents' comments will be included in Draft #2.

Basis for analysis: Since each respondent did not answer every question, the total respondents for each question vary, which is typical in survey research. The respondent totals are indicated. As long as the respondent followed the instructions accurately for any single question, their answer was counted for that question.

QUESTION 1: Should Sunland-Tujunga have a Home Depot? <u>453 respondents</u>

- **No!** **96% (436 respondents)**
- Yes! 3% (15 respondents)
- Not sure > 0.5% (2 respondents)

a) **If you checked "No!", please use the list below to rank your reasons 1-8:**
USE EACH NUMBER ONLY ONCE – indicate 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th reason

447 respondents selected a #1 priority, with forced ranking results 1-8 per the following reasons:

- #1 = 41%** **We need a general merchandise store.**
- #2 = 20%** Potential loss of our local hardware stores & smaller businesses.
- #3 = 11%** More big rigs, trucks and traffic.
- #4 = 10%** Harm our "small town", rural culture.
- #5 = 8%** Higher crime rates.
- #6 = 4%** Negative effect on property values
- #7 = 3-4%** Other (with write-in responses including concerns about day laborers, harm to children, HD not needed, etc.
- #8 = 2%** More noise.

- b) **If you checked “Yes!”**, please explain why: Sample comments include (others to be included in Draft #2):
- “Convenience, increased local revenue.”
 - “Public demand. You need a decent shopping mall – galleria-type.”
 - “What is the big deal about Home Depot? Our community needs the jobs, revenue from taxes, and home improvement. Geez, give me a break!”

QUESTION 2: There is a range of possible options that may occur on the Home Depot site. The Community has the power to influence – but not control - what will be built. Below is a range of six possible options:

Please circle your #1 preference among the six options, and put an X by your #2 preference:

339 respondents regarding #1 preference:

2% (8)	18% (60)	#1 PREFERENCE	6% (20)	2% (7)	1% (3)
1	2	3	4	5	6
No Home Depot. No building at all = blight	No Home Depot. Only one general merchandise store (e.g., Target, Sears) No other shops.	No Home Depot. A general merchandise store (e.g. Target, Sears) AND other shops, a movie theater, restaurants, etc.	Home Expo (an upscale version of Home Depot) AND other shops, a movie theater, restaurants, etc.	Home Depot AND other shops, a movie theater, restaurants, etc.	Home Depot only. No other shops.

214 respondents regarding #2 preference:

>0.05% (1)	#2 PREFERENCE	25% (54)	13% (28)	2% (4)	0%
1	2	3	4	5	6
No Home Depot. No building at all = blight	No Home Depot. Only one general merchandise store (e.g., Target, Sears) No other shops.	No Home Depot. A general merchandise store (e.g. Target, Sears) AND other shops, a movie theater, restaurants, etc.	Home Expo (an upscale version of Home Depot) AND other shops, a movie theater, restaurants, etc.	Home Depot AND other shops, a movie theater, restaurants, etc.	Home Depot only. No other shops.

Comments and/or other options you’d prefer: (Respondents’ comments to be included in Draft #2)