The National Citizen Survey™

Elk Grove, CA

Comparisons by Geographic Subgroups

2013
Contents

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Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ communities. This report discusses differences in opinion of survey respondents by zip code.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (269 completed surveys). For each zip code (95624, 95757, 95758), the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 91 for 95624, 69 for 95757 and 108 for 95758. Notable differences between zip codes included the following:

- For many Community Characteristics, residents living within the zip code of 95757 tended to give more positive assessments than residents in the other zip codes. Ratings were higher in this zip code for participant’s neighborhood as a place to live, overall appearance and opportunities for education and enrichment.
- Several differences were found by zip code within aspects of Governance. For example, residents in zip code 95624 tended to give lower ratings than residents in other areas of the city within the facet of Mobility (i.e., street repair, sidewalk maintenance and traffic signal timing).
- Overall, residents of the different zip codes had similar levels of Participation in the various activities available to them, although some differences were found. Notably, residents located in 95758 rated their overall health higher than residents in 95624 or 95757. Residents in 95757 were more likely to have carpooled and participated in a club while residents in 95624 were more likely to have attended a local public meeting.
- Residents in 95624 were more likely to visit Old Town Elk Grove for dining/nightlife/entertainment, special events and boutique shopping, while residents in 95757 were more likely to go to Old Town for general shopping.
### Table 1: Community Characteristics - General

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall quality of life in Elk Grove</td>
<td>95624</td>
<td>95757</td>
</tr>
<tr>
<td>Overall image or reputation of Elk Grove</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Elk Grove as a place to live</td>
<td>87%</td>
<td>89%</td>
</tr>
<tr>
<td>Your neighborhood as a place to live</td>
<td>75%</td>
<td>90%</td>
</tr>
<tr>
<td>Elk Grove as a place to raise children</td>
<td>84%</td>
<td>90%</td>
</tr>
<tr>
<td>Elk Grove as a place to retire</td>
<td>67%</td>
<td>73%</td>
</tr>
<tr>
<td>Overall appearance of Elk Grove</td>
<td>71%</td>
<td>90%</td>
</tr>
</tbody>
</table>

### Table 2: Community Characteristics - Safety

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall feeling of safety in Elk Grove</td>
<td>76%</td>
<td>84%</td>
</tr>
<tr>
<td>In your neighborhood during the day</td>
<td>91%</td>
<td>95%</td>
</tr>
<tr>
<td>In Elk Grove's downtown/commercial area during the day</td>
<td>78%</td>
<td>93%</td>
</tr>
</tbody>
</table>

### Table 3: Community Characteristics - Mobility

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall ease of getting to the places you usually have to visit</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>Traffic flow on major streets</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Ease of travel by car in Elk Grove</td>
<td>51%</td>
<td>57%</td>
</tr>
<tr>
<td>Ease of travel by public transportation in Elk Grove</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Ease of travel by bicycle in Elk Grove</td>
<td>50%</td>
<td>68%</td>
</tr>
<tr>
<td>Availability of paths and walking trails</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Availability of paths and walking trails</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

### Table 4: Community Characteristics - Natural Environment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of overall natural environment in Elk Grove</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td>Air quality</td>
<td>69%</td>
<td>78%</td>
</tr>
<tr>
<td>Cleanliness of Elk Grove</td>
<td>76%</td>
<td>86%</td>
</tr>
</tbody>
</table>

### Table 5: Community Characteristics - Built Environment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall &quot;built environment&quot; of Elk Grove (including overall design, buildings, parks and transportation systems)</td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>Public places where people want to spend time</td>
<td>51%</td>
<td>70%</td>
</tr>
<tr>
<td>Variety of housing options</td>
<td>56%</td>
<td>69%</td>
</tr>
<tr>
<td>Availability of affordable quality housing</td>
<td>40%</td>
<td>56%</td>
</tr>
<tr>
<td>Overall quality of new development in Elk Grove</td>
<td>45%</td>
<td>57%</td>
</tr>
</tbody>
</table>
### Table 6: Community Characteristics - Economy

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall economic health of Elk Grove</td>
<td>95624</td>
<td>64%</td>
</tr>
<tr>
<td>Elk Grove as a place to work</td>
<td>95757</td>
<td>60%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>95758</td>
<td>32%</td>
</tr>
<tr>
<td>Shopping opportunities</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Cost of living in Elk Grove</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>Overall quality of business and service establishments in Elk Grove</td>
<td>95624</td>
<td>61%</td>
</tr>
<tr>
<td>Vibrant downtown/commercial area</td>
<td>26%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Table 7: Community Characteristics - Recreation and Wellness

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and wellness opportunities in Elk Grove</td>
<td>95624</td>
<td>67%</td>
</tr>
<tr>
<td>Fitness opportunities (including exercise classes and paths or trails, etc.)</td>
<td>95757</td>
<td>72%</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Availability of affordable quality food</td>
<td>64%</td>
<td>60%</td>
</tr>
<tr>
<td>Availability of affordable quality health care</td>
<td>70%</td>
<td>75%</td>
</tr>
<tr>
<td>Availability of preventive health services</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Availability of affordable quality mental health care</td>
<td>51%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### Table 8: Community Characteristics - Education and Enrichment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall opportunities for education and enrichment</td>
<td>95624</td>
<td>77%</td>
</tr>
<tr>
<td>Availability of affordable quality child care/preschool</td>
<td>95757</td>
<td>62%</td>
</tr>
<tr>
<td>K-12 education</td>
<td>95758</td>
<td>76%</td>
</tr>
<tr>
<td>Adult educational opportunities</td>
<td>56%</td>
<td>59%</td>
</tr>
<tr>
<td>Opportunities to attend cultural/arts/music activities</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Opportunities to participate in religious or spiritual events and activities</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

### Table 9: Community Characteristics - Community Engagement

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good, very/somewhat safe)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense of community</td>
<td>95624</td>
<td>61%</td>
</tr>
<tr>
<td>Opportunities to participate in social events and activities</td>
<td>95757</td>
<td>56%</td>
</tr>
<tr>
<td>Opportunities to volunteer</td>
<td>95758</td>
<td>65%</td>
</tr>
<tr>
<td>Opportunities to participate in community matters</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>Openness and acceptance of the community toward people of diverse backgrounds</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td>Neighborliness of Elk Grove</td>
<td>64%</td>
<td>65%</td>
</tr>
</tbody>
</table>
Table 10: Governance - General

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City of Elk Grove</td>
<td>95624: 69%</td>
<td>95757: 72%</td>
</tr>
<tr>
<td>The value of services for the taxes paid to Elk Grove</td>
<td>95624: 50%</td>
<td>95757: 40%</td>
</tr>
<tr>
<td>The overall direction that Elk Grove is taking</td>
<td>95624: 46%</td>
<td>95757: 60%</td>
</tr>
<tr>
<td>The job Elk Grove government does at welcoming citizen involvement</td>
<td>95624: 50%</td>
<td>95757: 50%</td>
</tr>
<tr>
<td>Overall confidence in Elk Grove government</td>
<td>95624: 51%</td>
<td>95757: 56%</td>
</tr>
<tr>
<td>Generally acting in the best interest of the community</td>
<td>95624: 53%</td>
<td>95757: 59%</td>
</tr>
<tr>
<td>Being honest</td>
<td>95624: 50%</td>
<td>95757: 55%</td>
</tr>
<tr>
<td>Treating all residents fairly</td>
<td>95624: 49%</td>
<td>95757: 51%</td>
</tr>
<tr>
<td>Overall customer service by Elk Grove employees (police, receptionists, planners, etc.)</td>
<td>95624: 63%</td>
<td>95757: 62%</td>
</tr>
<tr>
<td>The Federal Government</td>
<td>95624: 39%</td>
<td>95757: 35%</td>
</tr>
</tbody>
</table>

Table 11: Governance - Safety

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police/Sheriff services</td>
<td>95624: 60%</td>
<td>95757: 83%</td>
</tr>
<tr>
<td>Crime prevention</td>
<td>95624: 54%</td>
<td>95757: 75%</td>
</tr>
<tr>
<td>Animal control</td>
<td>95624: 57%</td>
<td>95757: 60%</td>
</tr>
<tr>
<td>Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)</td>
<td>95624: 60%</td>
<td>95757: 56%</td>
</tr>
</tbody>
</table>

Table 12: Governance - Mobility

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic enforcement</td>
<td>95624: 60%</td>
<td>95757: 69%</td>
</tr>
<tr>
<td>Street repair</td>
<td>95624: 51%</td>
<td>95757: 74%</td>
</tr>
<tr>
<td>Street cleaning</td>
<td>95624: 65%</td>
<td>95757: 75%</td>
</tr>
<tr>
<td>Street lighting</td>
<td>95624: 66%</td>
<td>95757: 81%</td>
</tr>
<tr>
<td>Sidewalk maintenance</td>
<td>95624: 57%</td>
<td>95757: 80%</td>
</tr>
<tr>
<td>Traffic signal timing</td>
<td>95624: 40%</td>
<td>95757: 65%</td>
</tr>
<tr>
<td>Bus or transit services</td>
<td>95624: 62%</td>
<td>95757: 52%</td>
</tr>
</tbody>
</table>

Table 13: Governance - Natural Environment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garbage collection</td>
<td>95624: 82%</td>
<td>95757: 82%</td>
</tr>
<tr>
<td>Recycling</td>
<td>95624: 83%</td>
<td>95757: 80%</td>
</tr>
<tr>
<td>Yard waste pick-up</td>
<td>95624: 78%</td>
<td>95757: 80%</td>
</tr>
<tr>
<td>Preservation of natural areas such as open space, farmlands and greenbelts</td>
<td>95624: 57%</td>
<td>95757: 51%</td>
</tr>
<tr>
<td>Elk Grove open space</td>
<td>95624: 58%</td>
<td>95757: 53%</td>
</tr>
</tbody>
</table>
Table 14: Governance - Built Environment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storm drainage</td>
<td>63%</td>
<td>95624</td>
</tr>
<tr>
<td>Utility billing</td>
<td>57%</td>
<td>95624</td>
</tr>
<tr>
<td>Land use, planning and zoning</td>
<td>48%</td>
<td>95624</td>
</tr>
<tr>
<td>Code enforcement (weeds, abandoned buildings, etc.)</td>
<td>46%</td>
<td>95624</td>
</tr>
<tr>
<td>Cable television</td>
<td>60%</td>
<td>95624</td>
</tr>
</tbody>
</table>

Table 15: Governance - Economy

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic development</td>
<td>43%</td>
<td>95624</td>
</tr>
</tbody>
</table>

Table 16: Governance - Education and Enrichment

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public library services</td>
<td>81%</td>
<td>95624</td>
</tr>
<tr>
<td>City-sponsored special events</td>
<td>59%</td>
<td>95624</td>
</tr>
</tbody>
</table>

Table 17: Governance - Community Engagement

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., excellent/good)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public information services</td>
<td>60%</td>
<td>95624</td>
</tr>
</tbody>
</table>

Table 18: Participation General

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., always/sometimes, more than once a month, yes)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense of community</td>
<td>61%</td>
<td>95624</td>
</tr>
<tr>
<td>Recommend living in Elk Grove to someone who asks</td>
<td>86%</td>
<td>95624</td>
</tr>
<tr>
<td>Remain in Elk Grove for the next five years</td>
<td>90%</td>
<td>95624</td>
</tr>
<tr>
<td>Contacted Elk Grove (in-person, phone, email or web) for help or information</td>
<td>32%</td>
<td>95624</td>
</tr>
</tbody>
</table>

Table 19: Participation - Safety

<table>
<thead>
<tr>
<th>Percent rating positively (e.g., always/sometimes, more than once a month, yes)</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household member was a victim of a crime in Elk Grove</td>
<td>16%</td>
<td>95624</td>
</tr>
<tr>
<td>Reported a crime to the police in Elk Grove</td>
<td>33%</td>
<td>95624</td>
</tr>
<tr>
<td>Stocked supplies in preparation for an emergency</td>
<td>29%</td>
<td>95624</td>
</tr>
</tbody>
</table>
### Table 20: Participation - Mobility

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walked or biked instead of driving</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Carpoled with other adults or children instead of driving alone</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Used bus, rail, subway or other public transportation instead of driving</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Table 21: Participation - Natural Environment

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycle at home</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Made efforts to make your home more energy efficient</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>Made efforts to conserve water</td>
<td>88%</td>
<td>89%</td>
</tr>
</tbody>
</table>

### Table 22: Participation - Built Environment

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiencing housing cost stress (housing cost 30% or more of income)</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Observed a code violation or other hazard in Elk Grove</td>
<td>47%</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Table 23: Participation - Economy

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic development</td>
<td>43%</td>
<td>47%</td>
</tr>
</tbody>
</table>

### Table 24: Participation - Recreation and Wellness

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat at least 5 portions of fruits and vegetables a day</td>
<td>69%</td>
<td>68%</td>
</tr>
<tr>
<td>Participate in moderate or vigorous physical activity</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Reported being in &quot;very good&quot; or &quot;excellent&quot; health</td>
<td>49%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Table 25: Participation - Education and Enrichment

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Elk Grove public libraries or their services</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Participated in religious or spiritual activities in Elk Grove</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td>Attended a City-sponsored event</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>
### Table 26: Participation - Community Engagement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigned or advocated for an issue, cause or candidate</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Contacted Elk Grove elected officials (in-person, phone, email or web)</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>to express your opinion</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Volunteered your time to some group/activity in Elk Grove</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Participated in a club</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Talked to or visited with your immediate neighbors</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Done a favor for a neighbor</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Attended a local public meeting</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Watched (online or on television) a local public meeting</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Read or watch local news (via television, paper, computer, etc.)</td>
<td>58%</td>
<td>53%</td>
</tr>
<tr>
<td>Vote in local elections</td>
<td>22%</td>
<td>28%</td>
</tr>
</tbody>
</table>

### Table 27: Question 13

<table>
<thead>
<tr>
<th>Question</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you visit Old Town Elk Grove? (Percent once a month or less,</td>
<td>87%</td>
<td>80%</td>
</tr>
<tr>
<td>2-4 times per month or a few times a week or more.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>95624</td>
<td>95757</td>
</tr>
<tr>
<td></td>
<td>95758</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>74%</td>
</tr>
</tbody>
</table>

### Table 28: Question 14

<table>
<thead>
<tr>
<th>Activity</th>
<th>Zip Code</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often, if at all, do you visit Old Town Elk Grove for each of the</td>
<td></td>
<td></td>
</tr>
<tr>
<td>following? (Percent rating sometimes or frequently)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>95624</td>
<td>95757</td>
</tr>
<tr>
<td></td>
<td>95758</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dining/nightlife/entertainment</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td>Nails/hair/spa services</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>Boutique shopping</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>General shopping</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Special events</td>
<td>48%</td>
<td>35%</td>
</tr>
<tr>
<td>Art gallery/art purchase</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Real estate/accounting/banking/tax/legal services</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Auto/home improvement services</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Places of worship</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Education or lessons (dancing, martial arts, etc.)</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Business services</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Table 29: Question 15
What type of new development, if any, would you like to see in Old Town Elk Grove? (Please check all that apply.)

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Zip Code</th>
<th>95624</th>
<th>95757</th>
<th>95758</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performing arts theater</td>
<td></td>
<td>24%</td>
<td>25%</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Outdoor concert/special event venue</td>
<td></td>
<td>41%</td>
<td>39%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Activities or destinations for children and families</td>
<td></td>
<td>40%</td>
<td>42%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Movie theater</td>
<td></td>
<td>33%</td>
<td>30%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Seasonal ice rink</td>
<td></td>
<td>51%</td>
<td>29%</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>Plaza setting (benches, landscapes and promenade)</td>
<td></td>
<td>34%</td>
<td>41%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Community park</td>
<td></td>
<td>27%</td>
<td>20%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>History center/displays</td>
<td></td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Museum</td>
<td></td>
<td>27%</td>
<td>21%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Boutique shopping</td>
<td></td>
<td>27%</td>
<td>24%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>General shopping</td>
<td></td>
<td>35%</td>
<td>33%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Fine dining</td>
<td></td>
<td>41%</td>
<td>49%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Casual dining</td>
<td></td>
<td>40%</td>
<td>43%</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>Office space</td>
<td></td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>9%</td>
<td>1%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>None</td>
<td></td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>5%</td>
<td>16%</td>
<td>15%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Statistical significance not tested.