

# March 10<sup>th</sup> Survey Results

1

\* Please indicate your area of residence.

Answer	0%	100%	Number of Responses	Response Ratio	
City of Tehachapi Limits			<a href="#">82</a>	37.4%	
Unincorporated areas of Tehachapi (including all CSD's)			<a href="#">130</a>	59.3%	
Outside of the Tehachapi area			<a href="#">5</a>	2.2%	
No Responses			2	<1%	
			<b>Totals</b>	<b>219</b>	<b>100%</b>

2

On average, how often do you shop for retail goods, not including groceries, in the following locations? 

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4	Number of Responses	Rating Score*
Tehachapi Small Businesses					209	2.5
Tehachapi National Retailer					209	2.8
Bakersfield					213	2.8
Online					208	3.0
Antelope Valley					206	2.1

## Details

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4
Tehachapi Small Businesses	<a href="#">27</a> (12%)	<a href="#">90</a> (43%)	<a href="#">60</a> (28%)	<a href="#">32</a> (15%)
Tehachapi National Retailer	<a href="#">18</a> (8%)	<a href="#">61</a> (29%)	<a href="#">77</a> (36%)	<a href="#">53</a> (25%)
Bakersfield	<a href="#">11</a> (5%)	<a href="#">59</a> (27%)	<a href="#">113</a> (53%)	<a href="#">30</a> (14%)
Online	<a href="#">5</a> (2%)	<a href="#">53</a> (25%)	<a href="#">87</a> (41%)	<a href="#">63</a> (30%)
Antelope Valley	<a href="#">58</a> (28%)	<a href="#">81</a> (39%)	<a href="#">52</a> (25%)	<a href="#">15</a> (7%)

 1 2 3 4

Hold the mouse over each color of the bar to see the number of respondents.

Answer					Number of Responses	Rating Score*
Tehachapi Small Businesses	12%	43%	28%	15%	209	2.5
Tehachapi National Retailer	8%	29%	36%	25%	209	2.8
Bakersfield	5%	27%	53%	14%	213	2.8
Online	2%	25%	41%	30%	208	3.0
Antelope Valley	28%	39%	25%	7%	206	2.1

3

On average, how often do you shop for groceries in the following locations?

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4	Number of Responses	Rating Score*
Tehachapi Small Businesses					202	2.0
Tehachapi National Retailer					212	3.2
Bakersfield					212	2.5
Online					193	1.5
Antelope Valley					199	1.8

## Details

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4
Tehachapi Small Businesses	<a href="#">90</a> (44%)	<a href="#">50</a> (24%)	<a href="#">36</a> (17%)	<a href="#">26</a> (12%)
Tehachapi National Retailer	<a href="#">14</a> (6%)	<a href="#">34</a> (16%)	<a href="#">60</a> (28%)	<a href="#">104</a> (49%)
Bakersfield	<a href="#">32</a> (15%)	<a href="#">62</a> (29%)	<a href="#">92</a> (43%)	<a href="#">26</a> (12%)
Online	<a href="#">138</a> (71%)	<a href="#">31</a> (16%)	<a href="#">15</a> (7%)	<a href="#">9</a> (4%)
Antelope Valley	<a href="#">96</a> (48%)	<a href="#">51</a> (25%)	<a href="#">39</a> (19%)	<a href="#">13</a> (6%)

1 2 3 4

Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Responses	Rating Score*
Tehachapi Small Businesses		202	2.0
Tehachapi National Retailer		212	3.2
Bakersfield		212	2.5
Online		193	1.5
Antelope Valley		199	1.8

On average, how often do you go out to eat in the following locations?

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4	Number of Responses	Rating Score*
Tehachapi Drive-Thru Restaurants					217	2.8
Tehachapi Sit Down Restaurants					217	3.0
Bakersfield Drive-Thru Restaurants					210	2.1
Bakersfield Sit Down Restaurants					212	2.2
Lancaster Drive-Thru Restaurants					206	1.7
Lancaster Sit Down Restaurants					208	1.8

Details

1 = Never , 2 = Less than once a month , 3 = Once to three times per month , 4 = Weekly

Answer	1	2	3	4
Tehachapi Drive-Thru Restaurants	19 (8%)	65 (29%)	78 (35%)	55 (25%)
Tehachapi Sit Down Restaurants	4 (1%)	45 (20%)	108 (49%)	60 (27%)
Bakersfield Drive-Thru Restaurants	46 (21%)	103 (49%)	50 (23%)	11 (5%)
Bakersfield Sit Down Restaurants	34 (16%)	105 (49%)	63 (29%)	10 (4%)
Lancaster Drive-Thru Restaurants	98 (47%)	76 (36%)	21 (10%)	11 (5%)
Lancaster Sit Down Restaurants	80 (38%)	94 (45%)	28 (13%)	6 (2%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	Number of Responses	Rating Score*
Tehachapi Drive-Thru Restaurants	8%	29%	35%	25%	217	2.8
Tehachapi Sit Down Restaurants	1%	20%	49%	27%	217	3.0
Bakersfield Drive-Thru Restaurants	21%	49%	23%	5%	210	2.1
Bakersfield Sit Down Restaurants	16%	49%	29%	4%	212	2.2
Lancaster Drive-Thru Restaurants	47%	36%	10%	5%	206	1.7
Lancaster Sit Down Restaurants	38%	45%	13%	2%	208	1.8

5

What types of stores would you shop at more frequently if they were located in Tehachapi, or if more options were located in Tehachapi? (check all that apply)

Answer	0%	100%	Number of Responses	Response Ratio
Furniture and Home Decor			94	43.7%
Big Box General Merchandise			135	62.7%
Discount or Warehouse Grocery			147	68.3%
Specialty Grocery			154	71.6%
Clothing			155	72.0%
Sporting Goods			57	26.5%
	<b>Totals</b>		<b>215</b>	<b>100%</b>