



# STRATEGIC MEMORANDUM

TO: Henry Taboada  
Rossmoor Community Services District

FROM: Adam D. Probolsky  
Probolsky Research LLC

SUBJECT: Rossmoor Community Survey and Commercial Annexation

DATE: August 16, 2011

## Rossmoor Residents Do Not Approve of the Proposed Commercial Corner Annexation by the City of Los Alamitos

Our research revealed that 82.0% of Rossmoor voters disapproved of the County of Orange changing city boundaries so that Rossmoor's only sales tax-producing properties become part of the City of Los Alamitos. It should be noted that 88.2% of those who disapproved did so "strongly."



*Question: "If Rossmoor is not annexed by a neighboring city, the County of Orange might change city boundaries to move Rossmoor's only sales-tax producing properties on the Southwest corner of Katella Avenue and Los Alamitos Boulevard into the City of Los Alamitos. Do you approve or disapprove of the County changing city boundaries so that Rossmoor's only sales-tax producing properties become part of the City of Los Alamitos? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly (approve/disapprove) likely or somewhat (approve/disapprove)?"*

The telephone survey of voters within the boundaries of the Rossmoor Community Services District was conducted from Tuesday, March 22 through Friday, March 25, 2011. A total of 300 surveys were collected. A survey of this size yields a margin of error of +/- 5.7% with a 95% degree of confidence. The sample included both landline and cell phone numbers. Appropriate ratios were obtained such as for gender, age group, political party registration and geographic location.

Interviews were conducted in English.

**Probolsky Research LLC specializes in opinion research on behalf of government, corporate and media clients.**