



Survey #1 Results

September 15, 2026

AZUSA 2050 GENERAL PLAN UPDATE



Survey Information

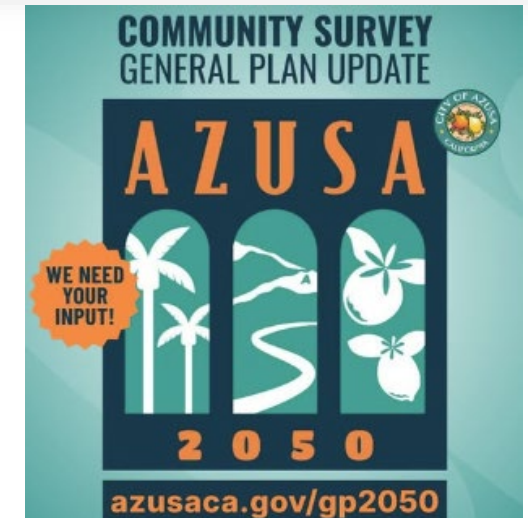
- **541 responses**
- Available from July 8 to September 10, 2026
- Bilingual survey
- Advertised via:
 - City's social media and website
 - Azusa GPU project website
 - Direct notifications to City commissioners, community groups, and the school district
 - Announcements at community meetings, such as the Canyon City Runners
 - Flyers and tabling at City events and local businesses

Issues and Opportunities / Problemas y Oportunidades

1. This question asks you about what it is like to live in Azusa. How would you rate your agreement with each of these statements? For each statement, select one:

Esta pregunta es sobre cómo es la vida en Azusa. ¿Qué tan de acuerdo está con cada una de las siguientes afirmaciones? Para cada afirmación, selecciona una opción.

	Strongly Agree / Muy de acuerdo	Agree / De acuerdo	Neither Agree/Disagree / Ni de acuerdo ni en desacuerdo	Disagree / En desacuerdo	Strongly Disagree / Muy en desacuerdo
City of Azusa is a great place to live. / Azusa es un buen lugar para vivir.	☐	☐	☐	☐	☐



News

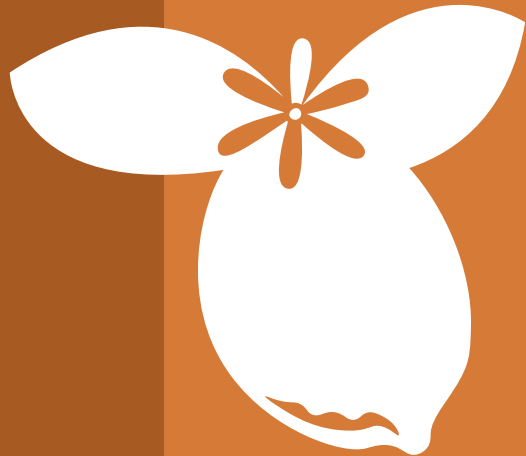
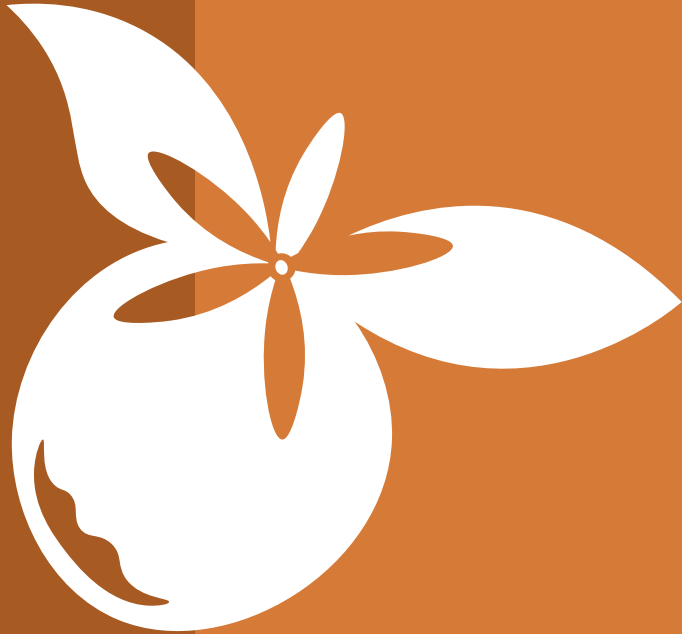
Survey Extended!
Take a survey and share your thoughts about the city's future, issues and concerns, and what makes the City of Azusa special.
Available in Spanish / Disponible en español
Survey closes September 10th.

[Take the Survey](#)

roadmap for the future. It guides decision more. This survey is an opportunity to share concerns, and what makes Azusa special.

Key Findings

- Respondents generally view Azusa positively and as a good place to live.
- Azusa's strongest assets include its small-town character, diversity, sense of community, and natural setting.
- Economic development is a significant concern, with respondents communicating a desire for more restaurants, retail, entertainment, and destinations within the city. Surrounding communities provide a broader range of dining, amenities, and entertainment options.
- Even though Azusa residents frequent Downtown Azusa, they often times leave the city for dining and entertainment. There is still a desire for Downtown revitalization and investment in enhancing Downtown as a place to work, shop, dine, and gather.
- 40% of respondents agree that it is easy to use multimodal systems, 35% disagree, and 25% are neutral, indicating that there are likely inequities throughout the city in access, safety, and quality of the city's multimodal transportation systems and infrastructure. Improvements at key locations in Azusa are likely needed.
- Public safety is generally viewed as positive in the city, but there were concerns raised about homelessness, crime, and street safety.

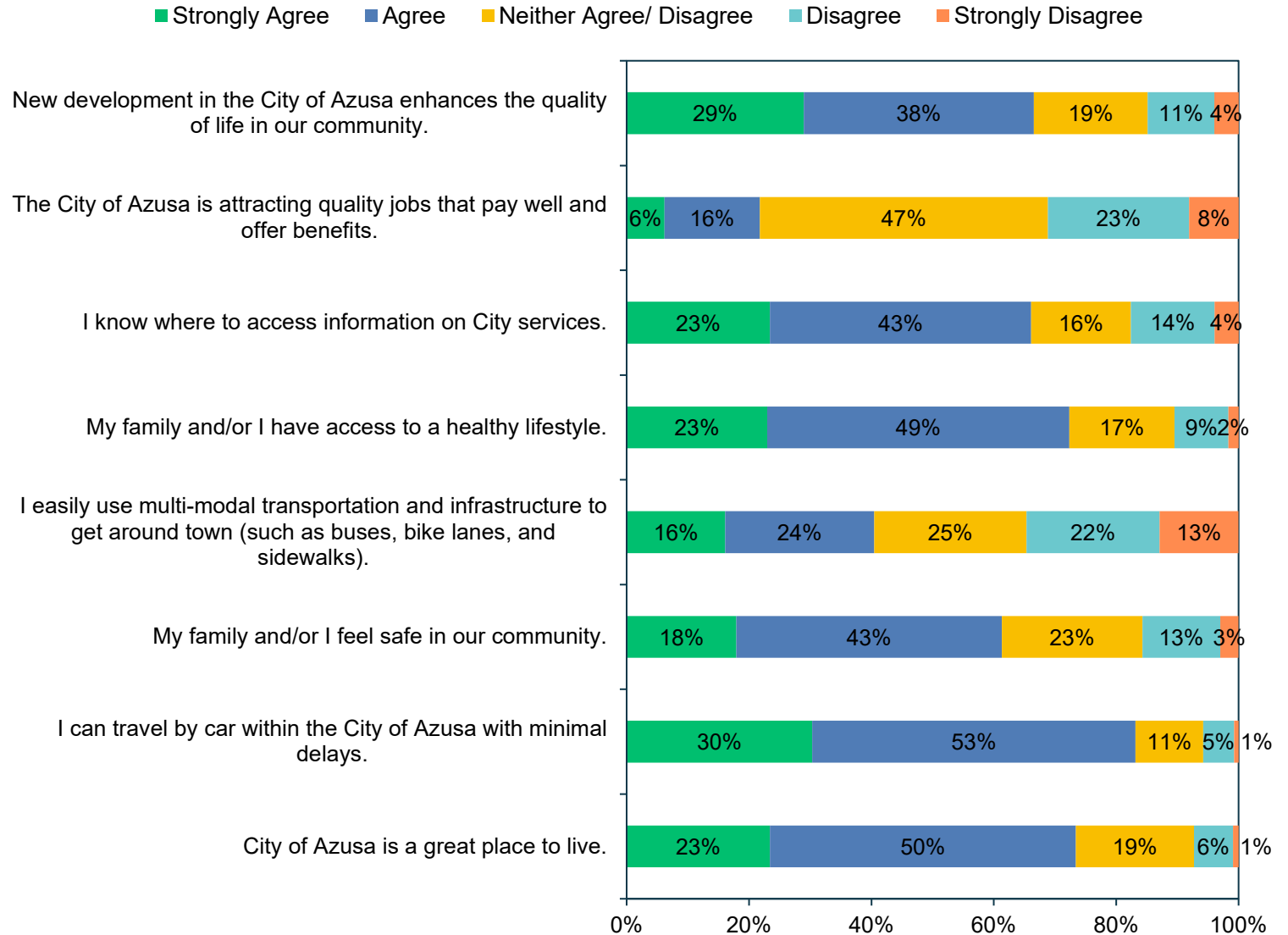


Responses

How would you rate your agreement with each of these statements?

- Respondents generally view Azusa positively
- Areas to improve:
 - Multi-modal transportation options (40% agree it is easy to use and 35% disagree)
 - Attracting quality jobs (only 24% agree)

Respondents: 537



What is unique and special about the City of Azusa that you don't want to change?

Strongest Assets

- Small-town character and community identity
- Cultural and socioeconomic diversity
- Community events and civic life
- Access to natural setting (i.e., San Gabriel Mountains, parks, open space)
- Downtown Azusa, local businesses, and historic character
- Educational and recreational opportunities for youth

Concerns

- Worry about losing the existing scale and character of Azusa
- Concerns about potentially seeing development that is incompatible with current neighborhoods
- Concerns over potential loss of open space and increased traffic

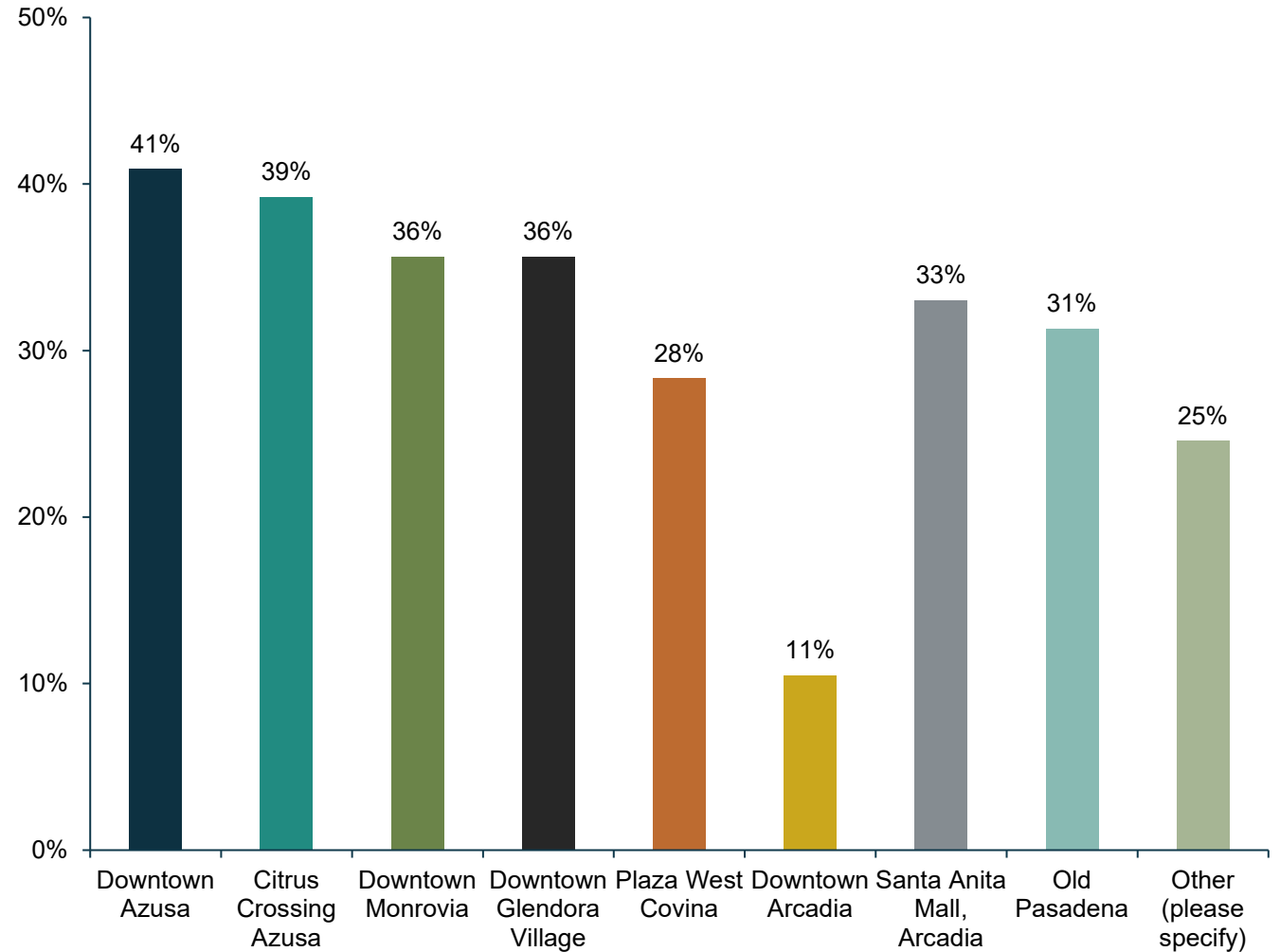
Free-response question

Respondents: 383

Future growth is viewed more positively when it strengthens current assets rather than displacing them.

Where do you go for dining and entertainment in the San Gabriel Valley? Select your top 3.

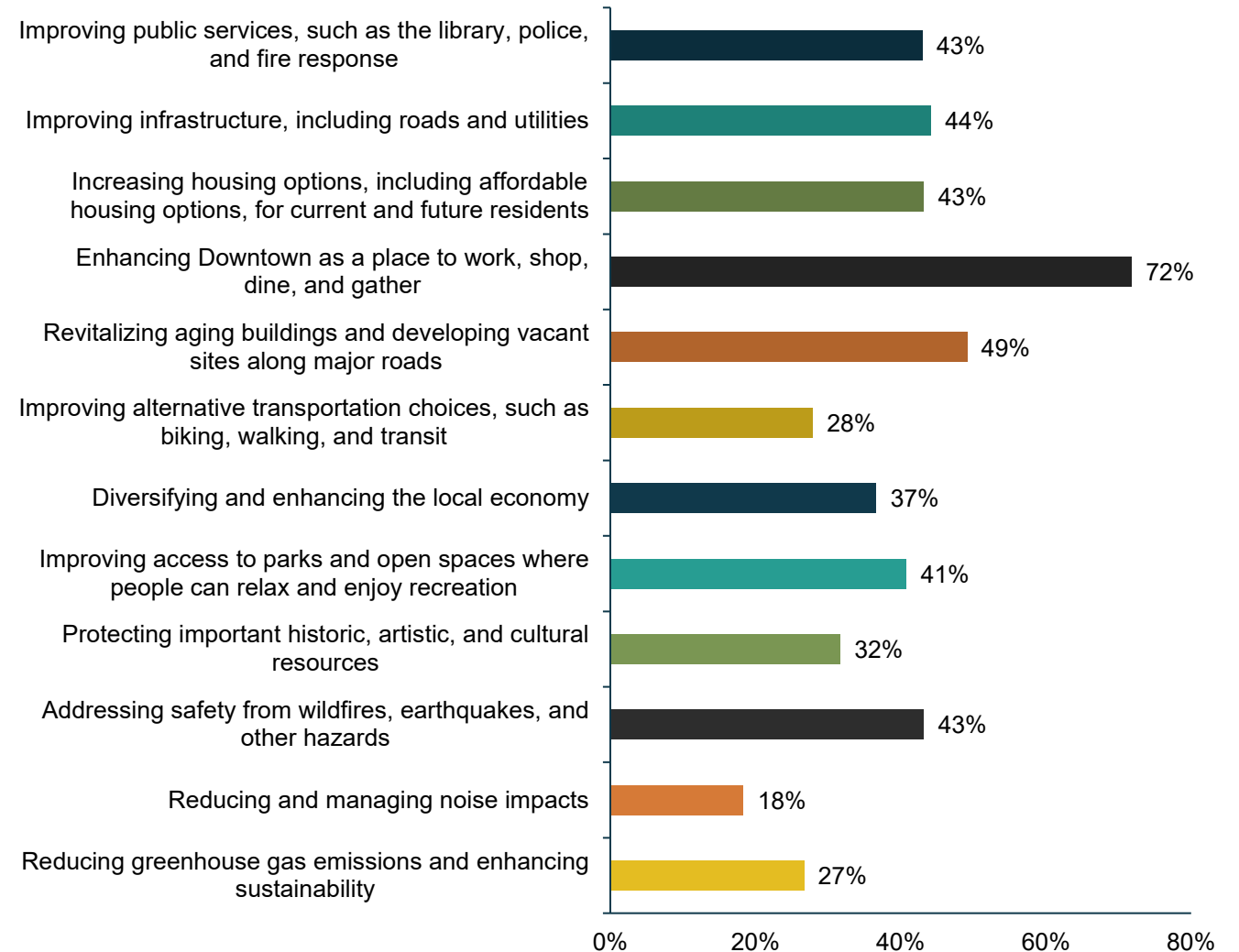
- Respondents visit locations within Azusa, but other cities provide greater range of options (i.e., Downtown Glendora Village, Downtown Monrovia, Santa Anita Mall, Old Pasadena)
- Other popular destinations:
 - Covina, Claremont, San Dimas



Respondents: 533

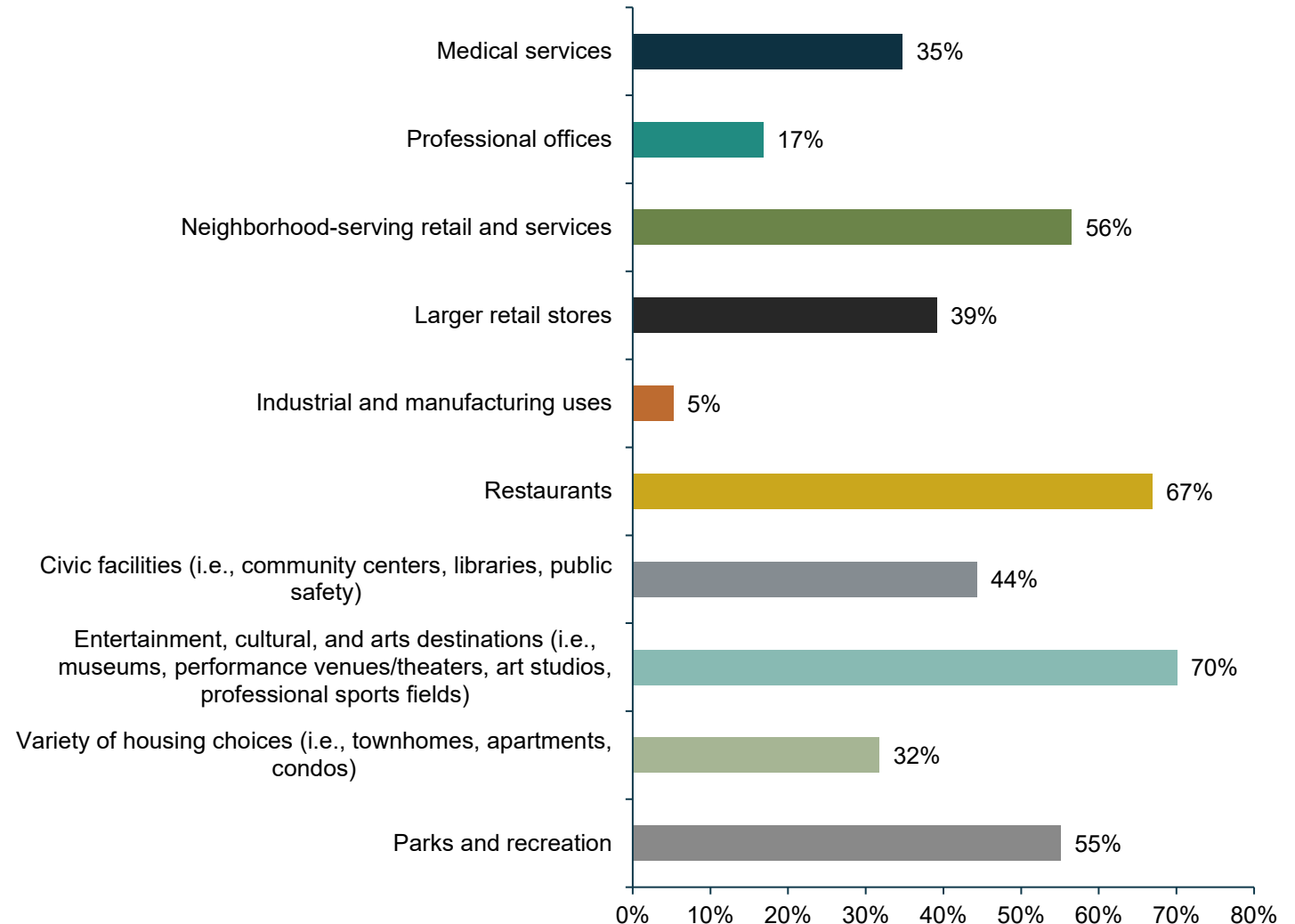
What issues and challenges should the City address to ensure a high quality of life for all? Select your top 5 priorities.

- Strong desire for revitalization of existing areas, buildings, and infrastructure
- Desire to address natural hazards and safety issues (43%) and improvements in public services (43%)
- Diversification in housing options (43%)
- Need for improvements to open space access (41%)



What would you like to see more of in the City of Azusa? Select your top 5.

- Strong preference for more local amenities (such as parks, civic facilities, and neighborhood-serving retail), destinations, and entertainment
- Also, a desire for more medical services (35%) and variety of housing options (32%)



Respondents: 501

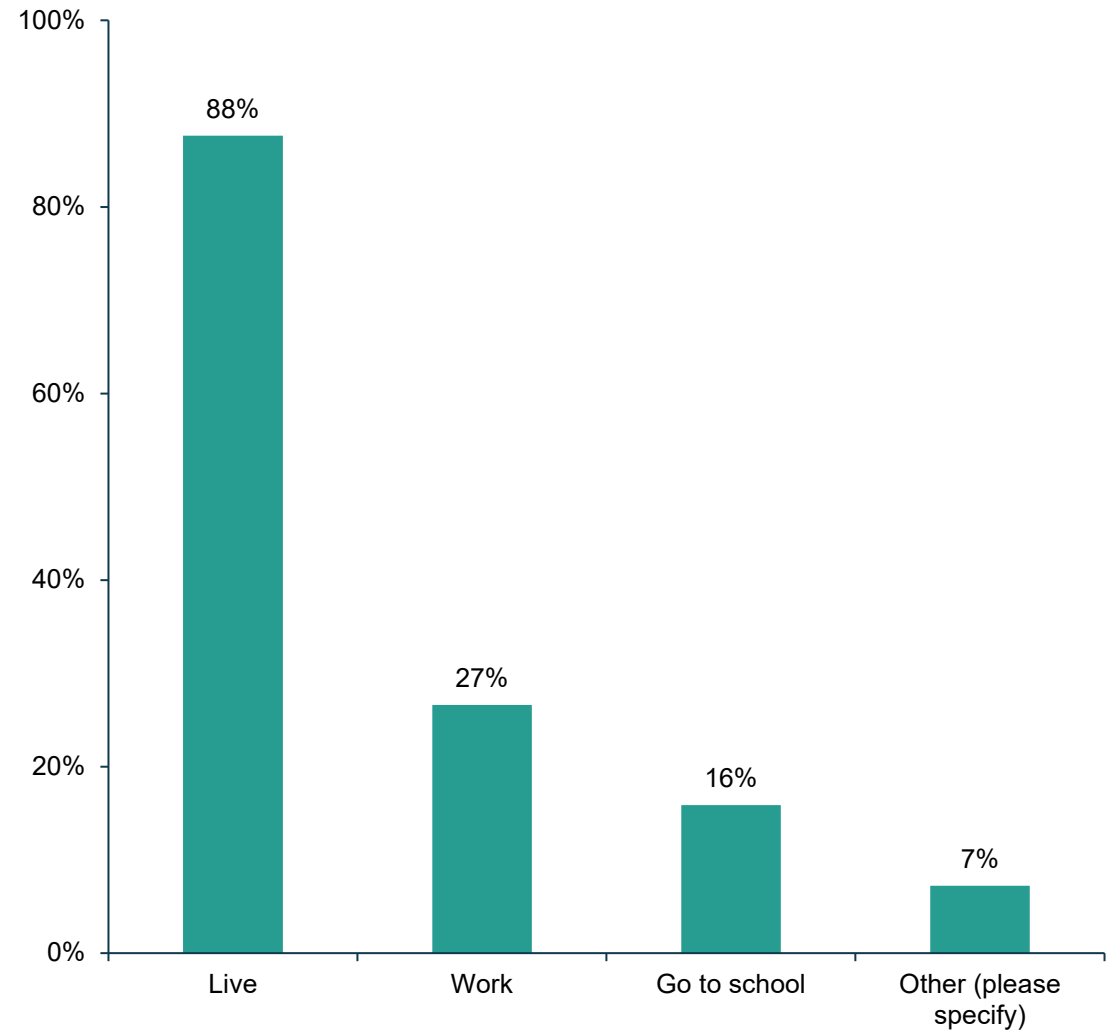


Demographic Questions

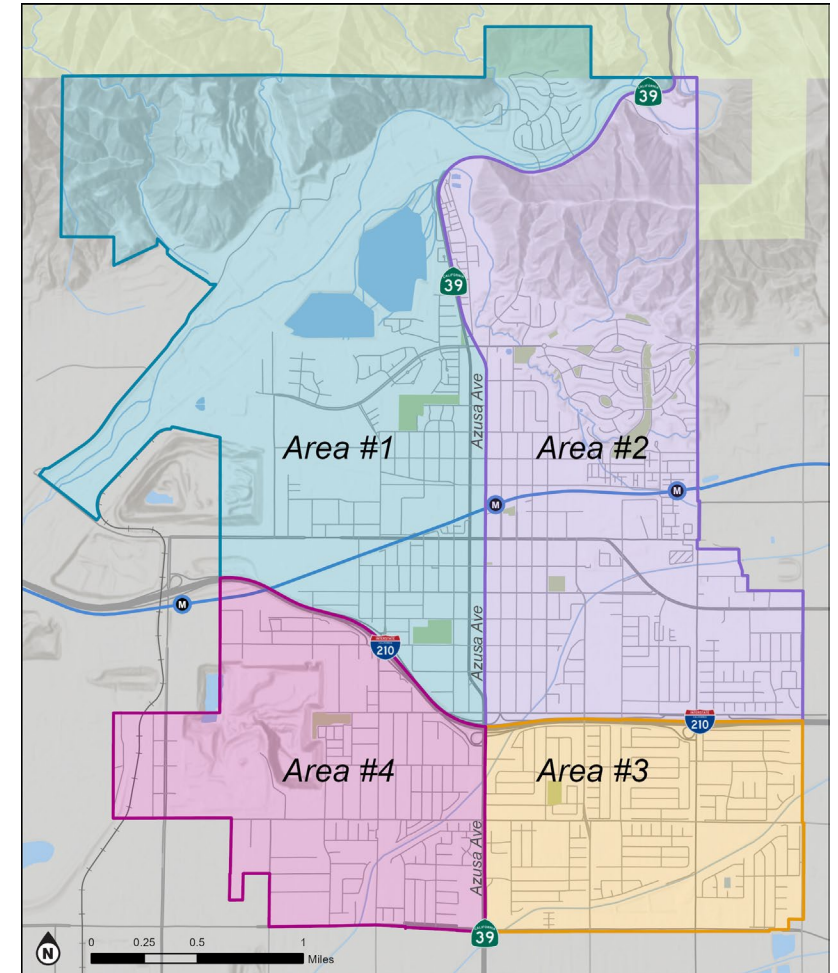
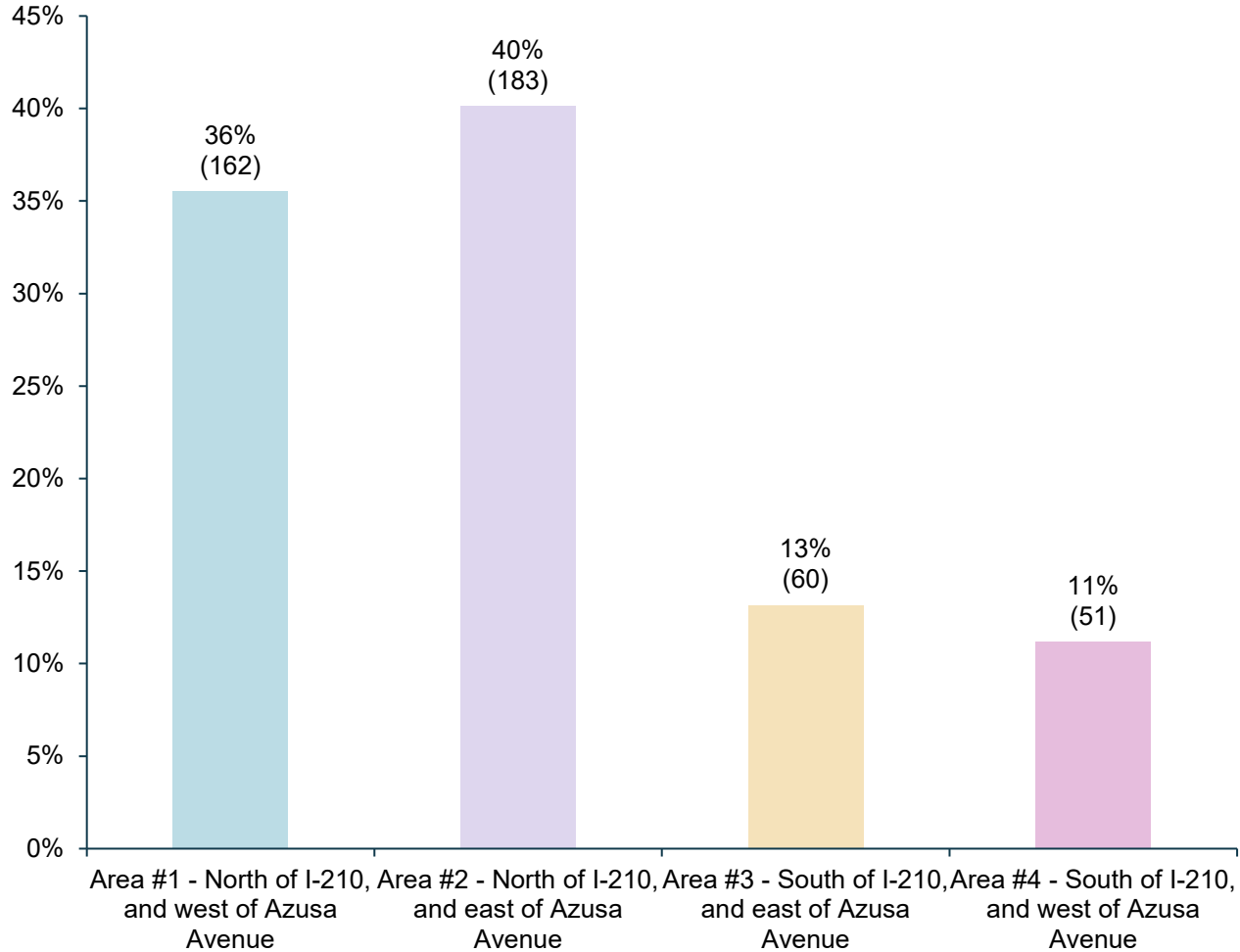
Do you live, work, or go to school in the City of Azusa?

- 94 respondents (19%) live and work in Azusa
- 64 (13%) live and go to school in Azusa

Respondents: 485

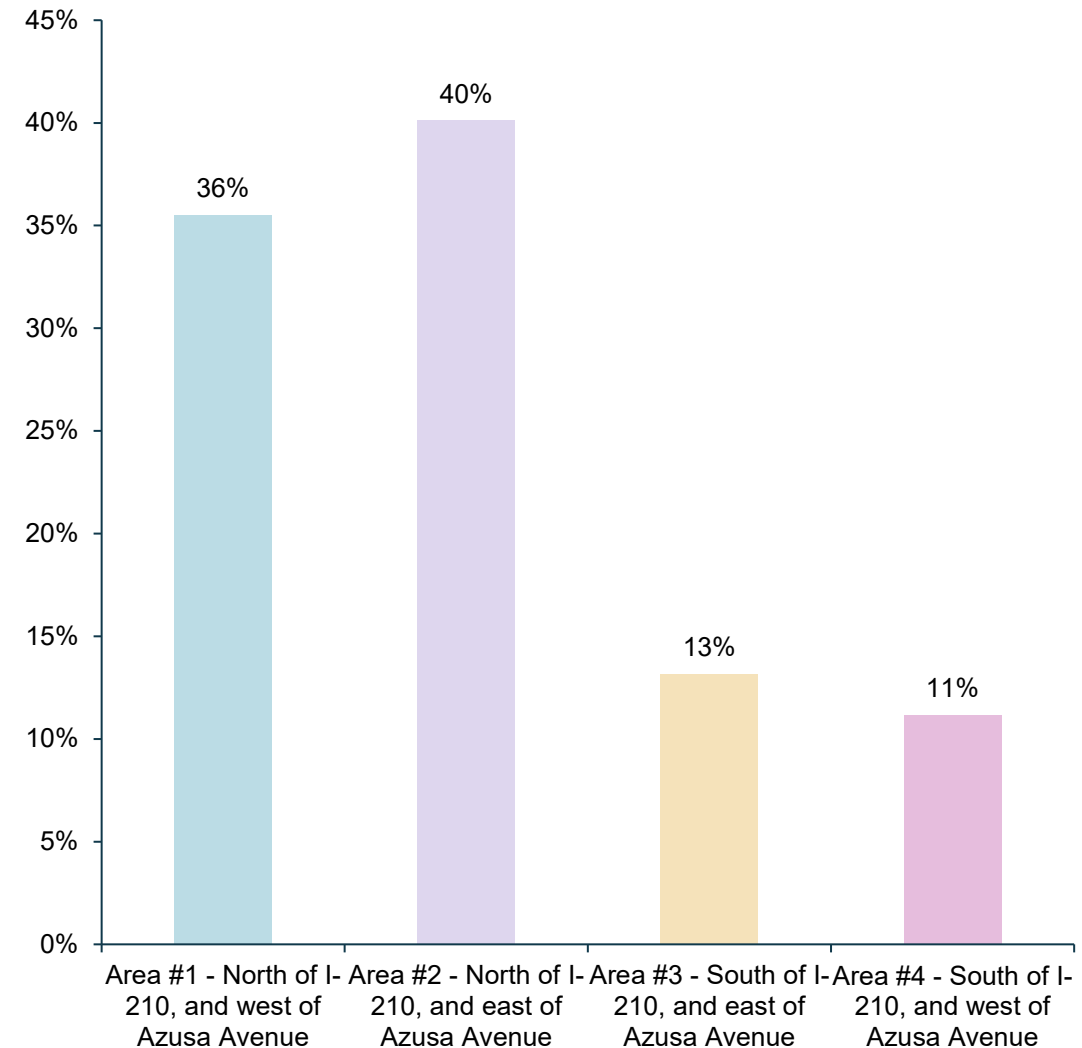


If you live in the City of Azusa, what part of the city do you live in?



If you live in the City of Azusa, what part of the city do you live in?

- Most respondents live north of I-210 (76%) while only 55% of the citywide population does
- Underrepresentation of southern Azusa, including unincorporated communities (24% of respondents compared to 46% of population)
- Most overrepresented area of the city is the northwest (Area #1); 36% of respondents reside there while only 17% of the population does



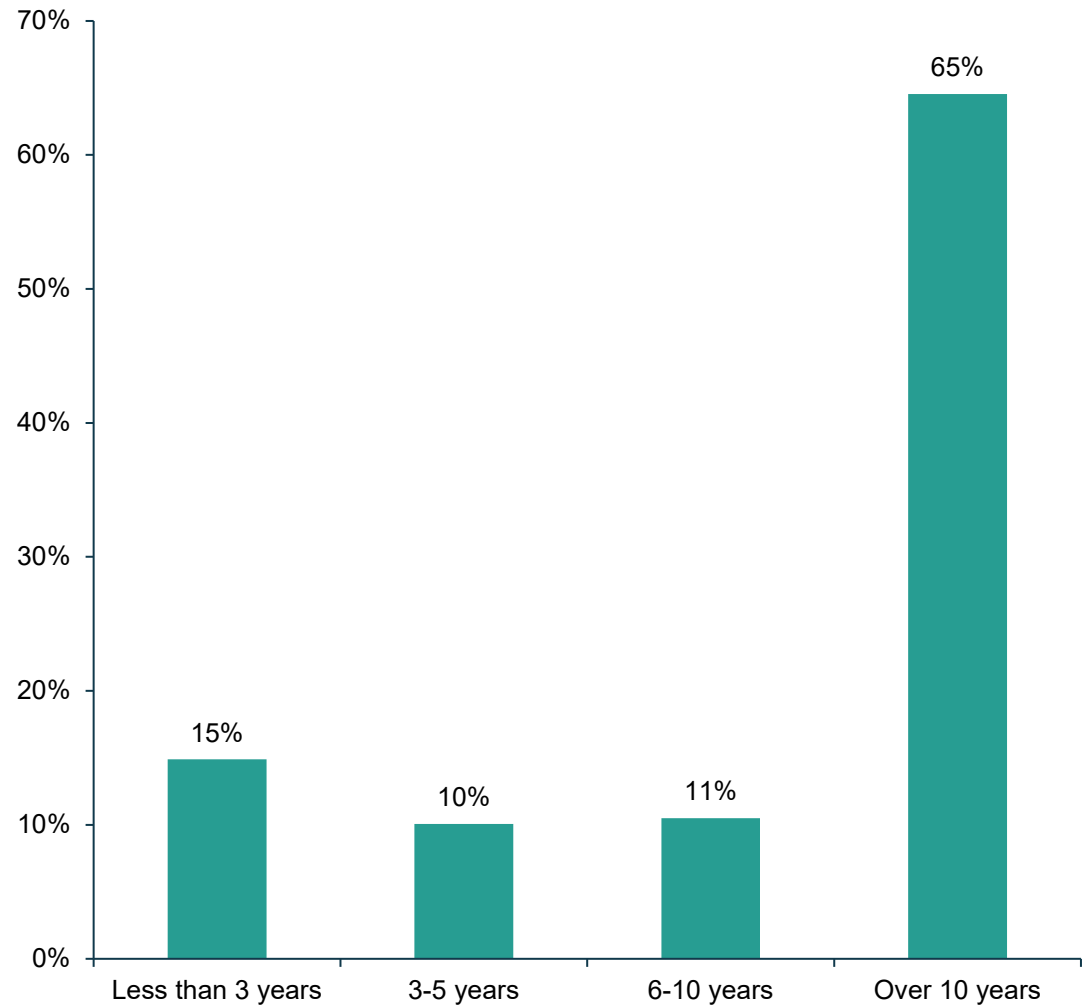
Respondents: 456

Source: Social Explorer, American Community Survey 2020-2024 5 Year Estimates

If you live in the City of Azusa, how long have you lived in the city?

- Most respondents are long-term residents who have seen how Azusa has evolved over time (65%)

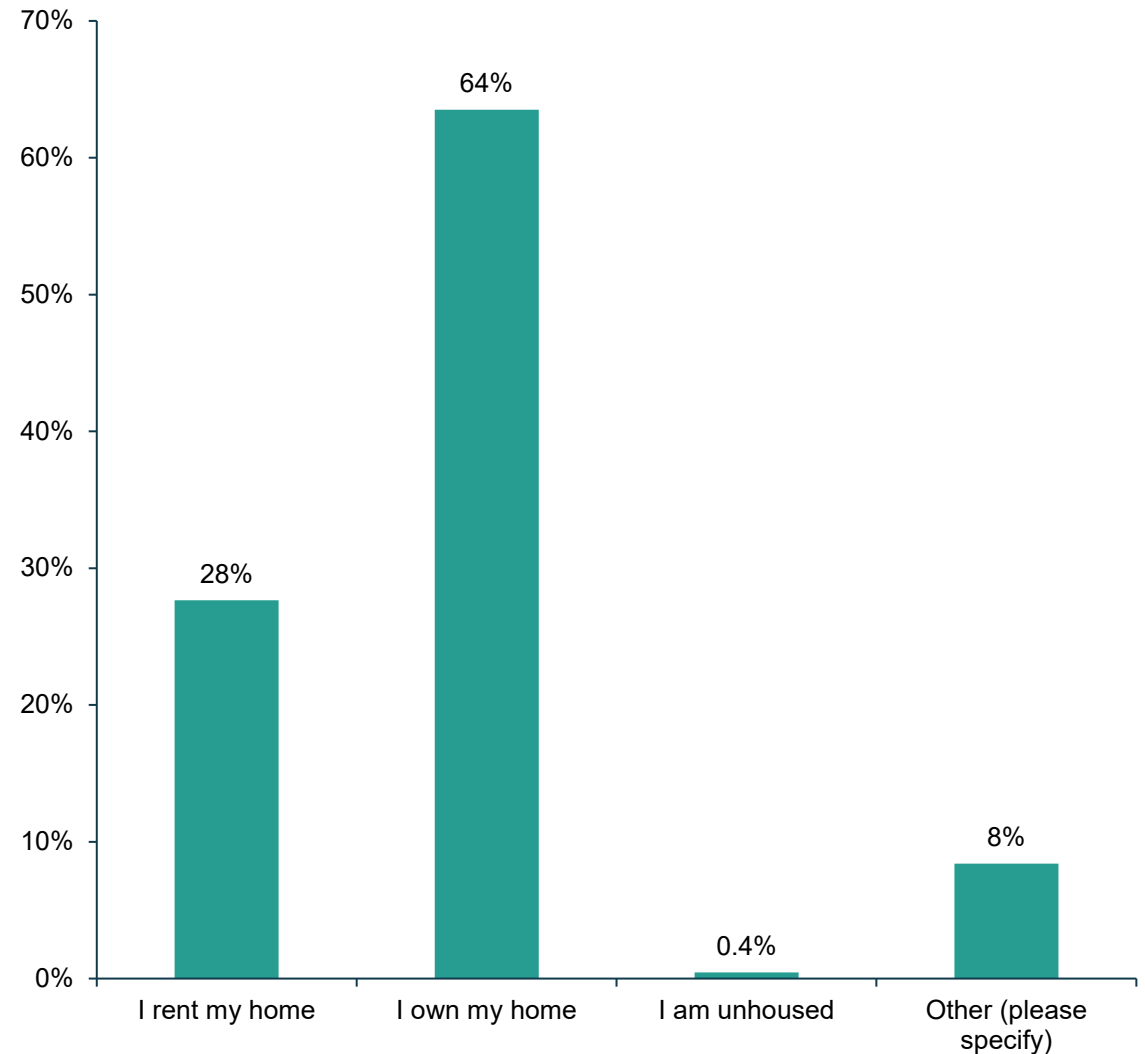
Respondents: 457



If you live in the City of Azusa, what best describes your housing status?

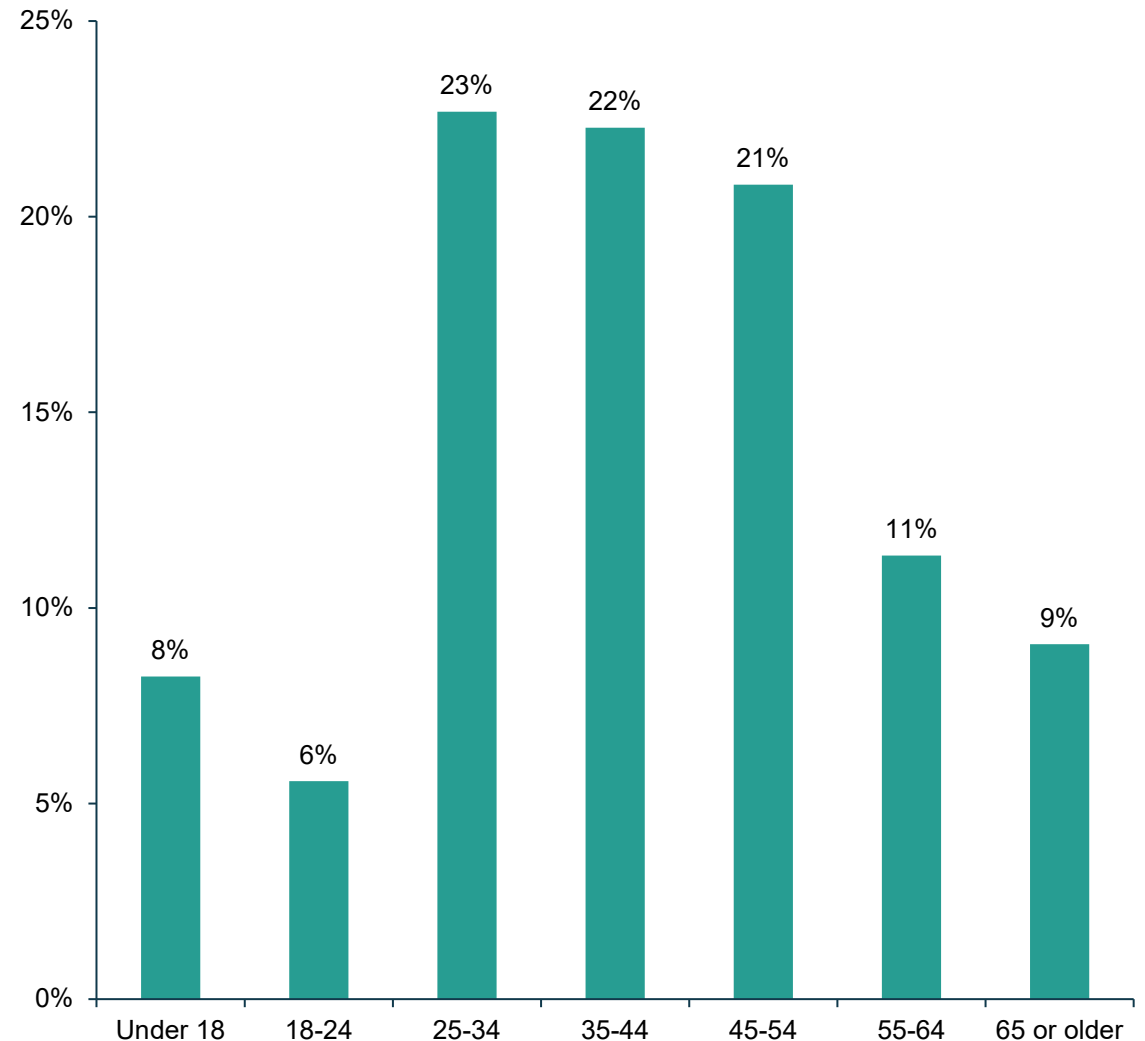
- Some overrepresentation of homeowners (64% of respondents compared to 55% citywide)
- Underrepresentation of renters (28% of respondents compared to 45% citywide)
- Responses under “Other” describe multigenerational and family living arrangements

Respondents: 452



What is your age group?

- Most respondents are between the ages of 25 and 54 (66% of respondents) and are overrepresented (42.6% citywide)
- Youth are underrepresented
 - Residents under 18 years make up 21.5% of the citywide population
- Seniors are slightly underrepresented
 - Residents over 65 make up 12.7% of the citywide population

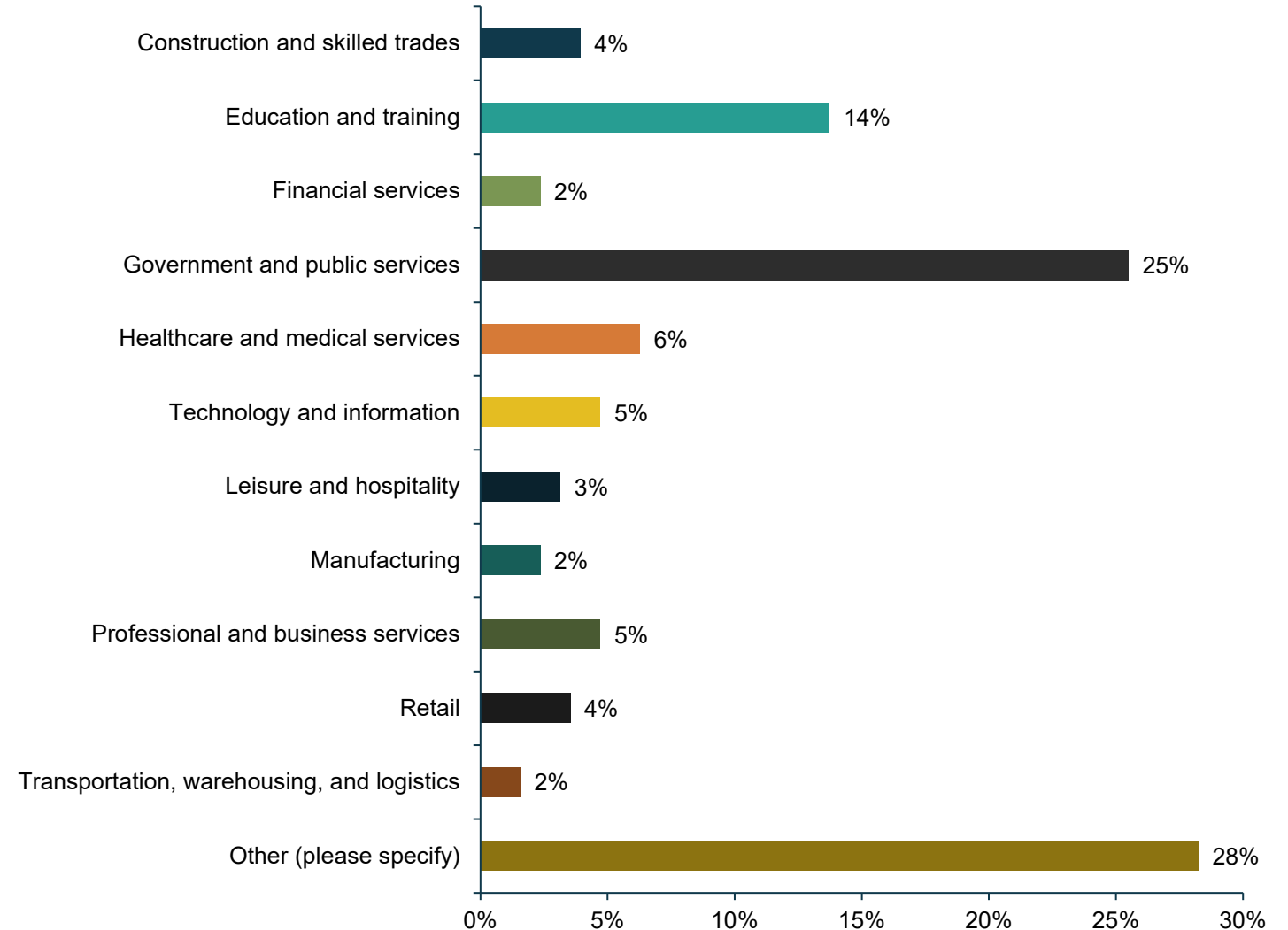


Respondents: 290

If you work in the City of Azusa, which of the following best describes the employment sector you are part of?

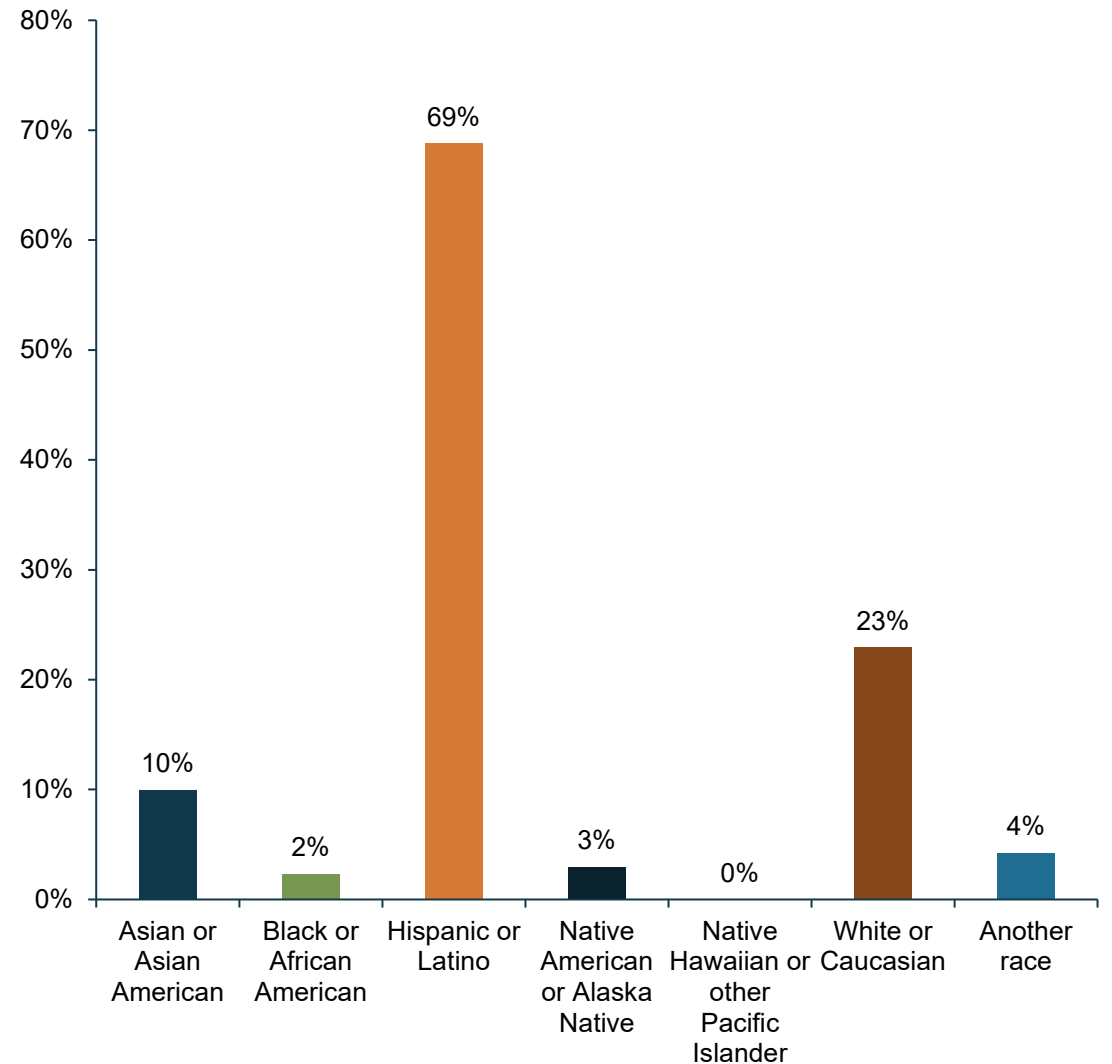
- Responses in the “Other” category included:
 - Rideshare/delivery
 - Nonprofits
 - Real estate
 - Mining
 - Retired
 - Unemployed

Respondents: 255



What best describes your background?

- Most respondents identify as Hispanic/Latino, consistent with the citywide population (65% citywide)
- Black/African American respondents are consistent with the citywide population (2.5% citywide)
- White/Caucasian respondents are overrepresented (14% citywide)
- Asian/Asian American respondents are underrepresented (15% citywide)



Respondents: 471