



MARIPOSA RANCHO.COM

 MARIPOSA



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2025

**Annual Community
Life Survey Results**

Details:

- Survey consisted of 42 questions
- Questions were community life focused to understand resident satisfaction with the community overall
- 274 responses
- Dates of survey December 18 – January 17, 2025

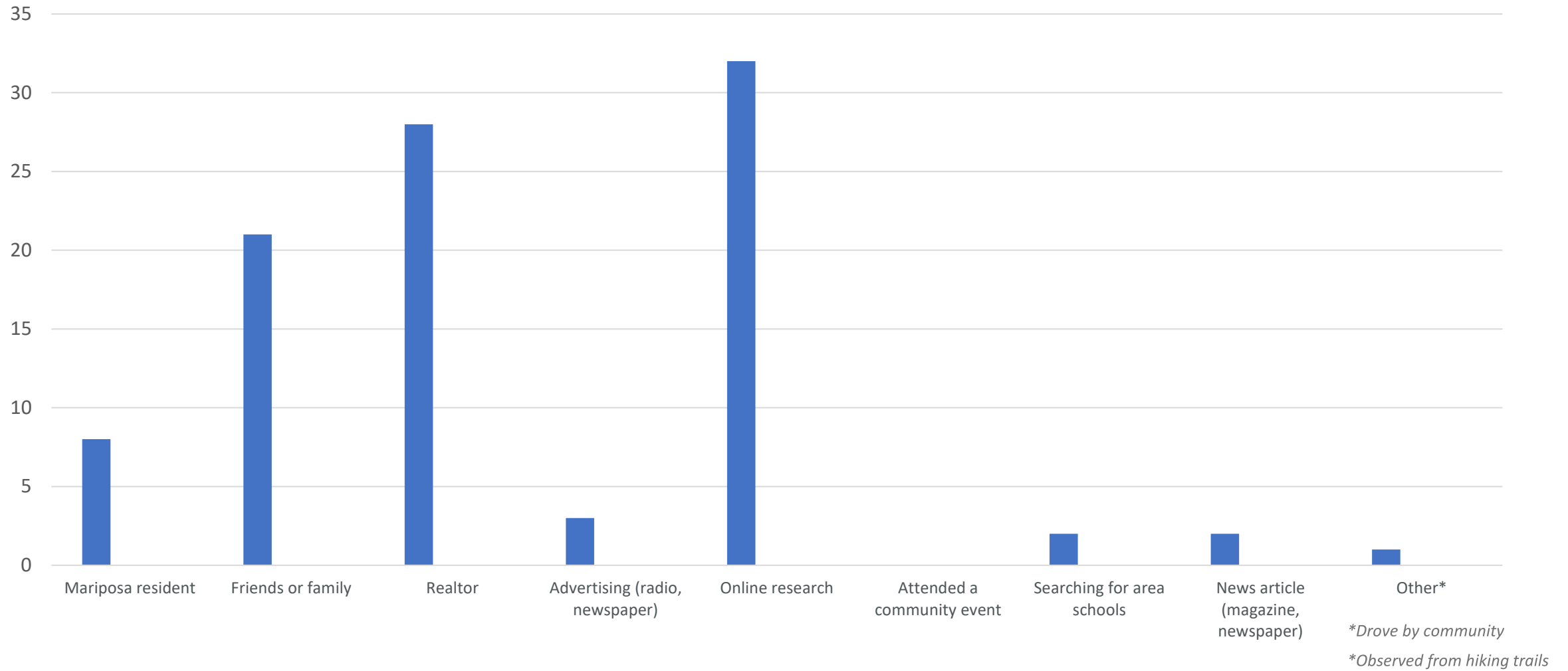




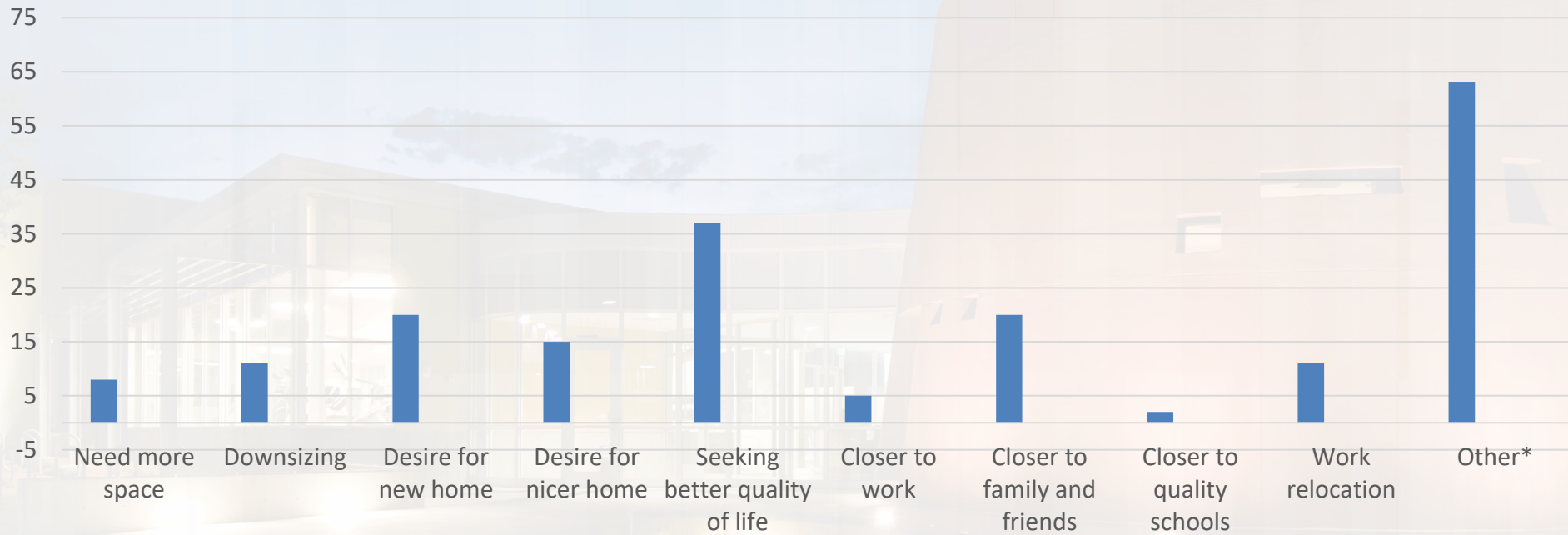
Who are the Mariposa Residents?

- 96% live in Mariposa as their primary residency
- 2% own as their second home
- 1% own as an investment property
- 1% are renters
- 64% are new build residents
- 36% are resale residents
- Majority were previous residents of CA, CO & TX
- 43% of residents were local before moving to Mariposa

How did residents learn about Mariposa?

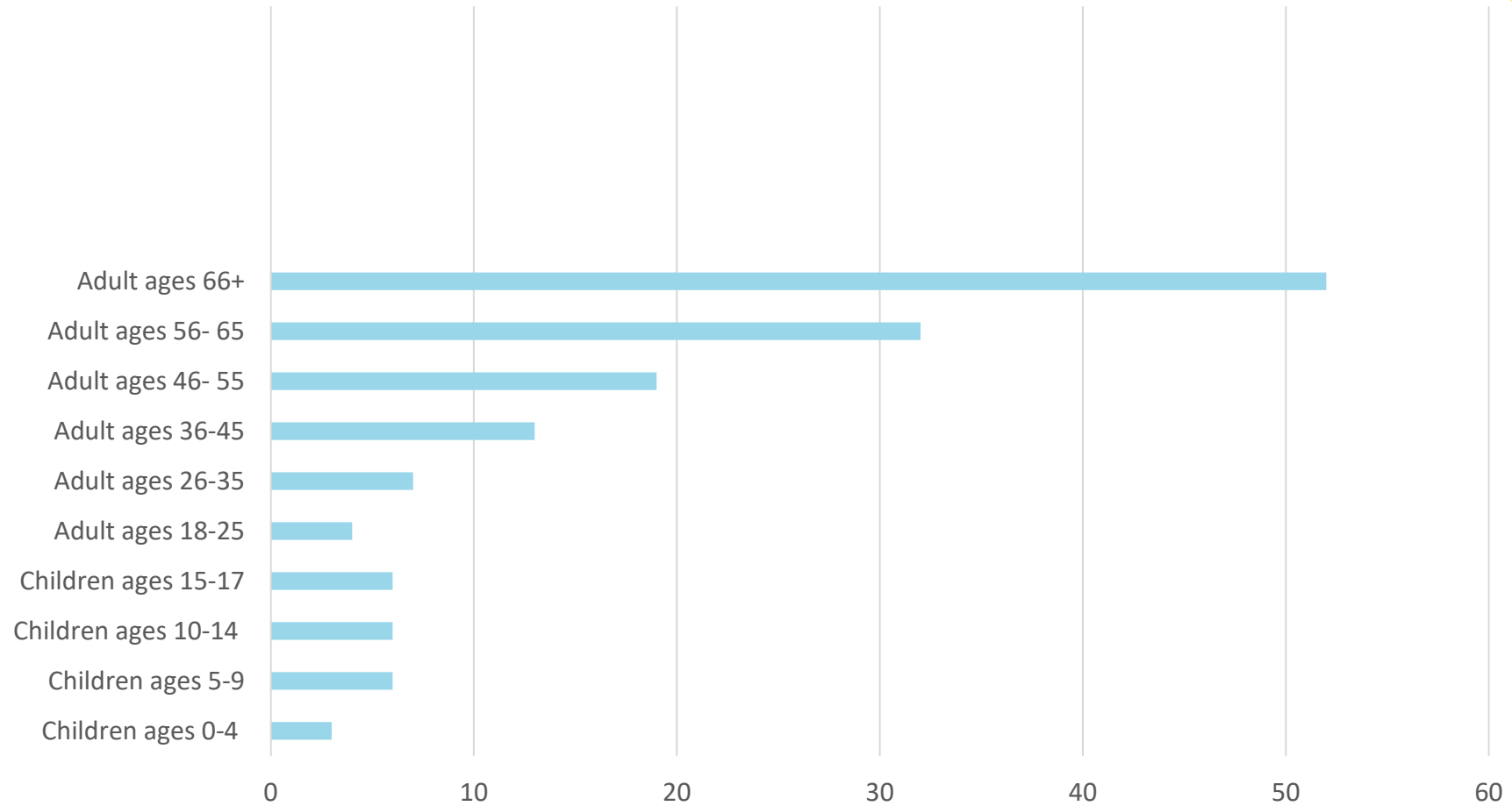


What prompted residents to move to Mariposa?

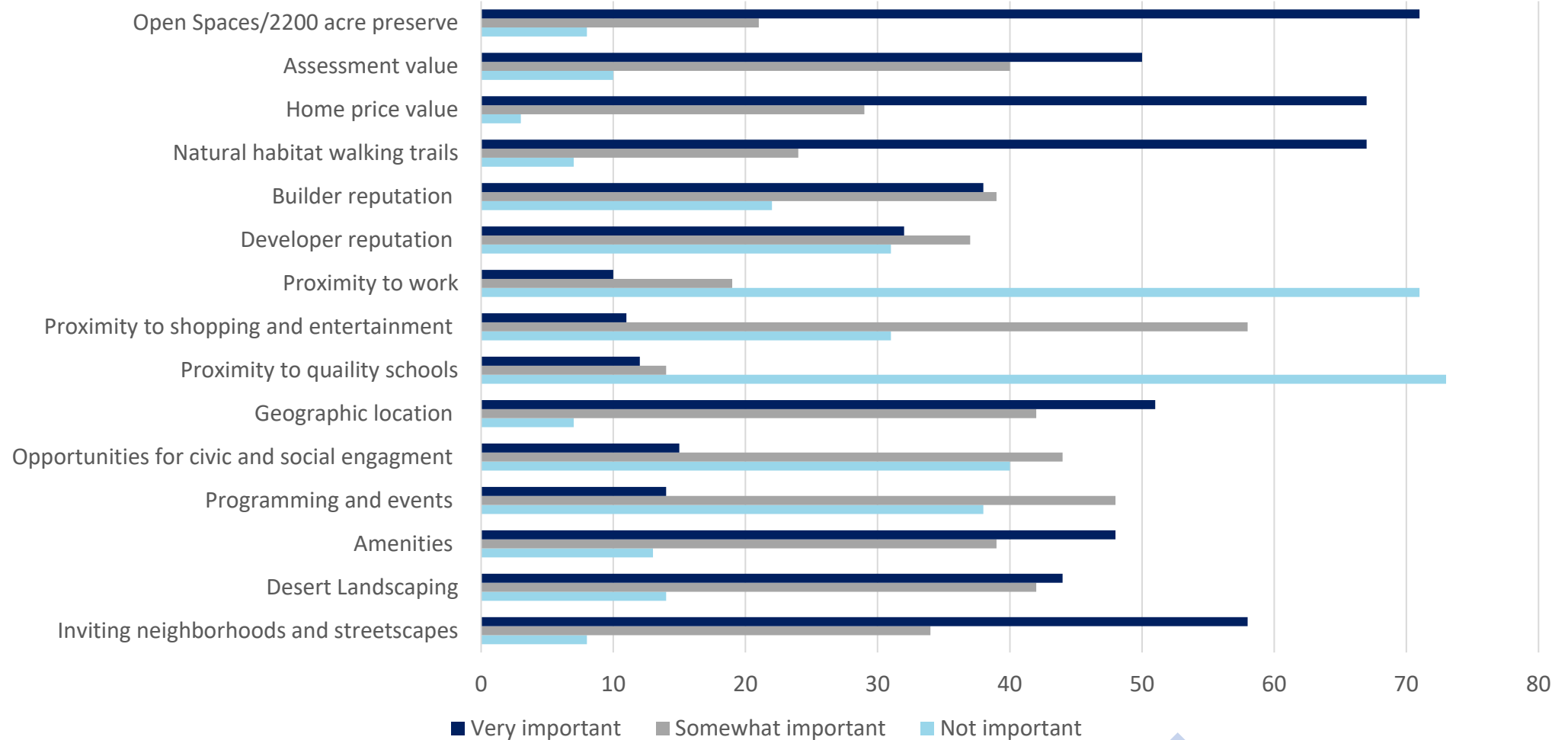


**Climate/Weather
Retirement/Forever Home

What is the age composition of your household?



How important were the following features in choosing the Mariposa Community:



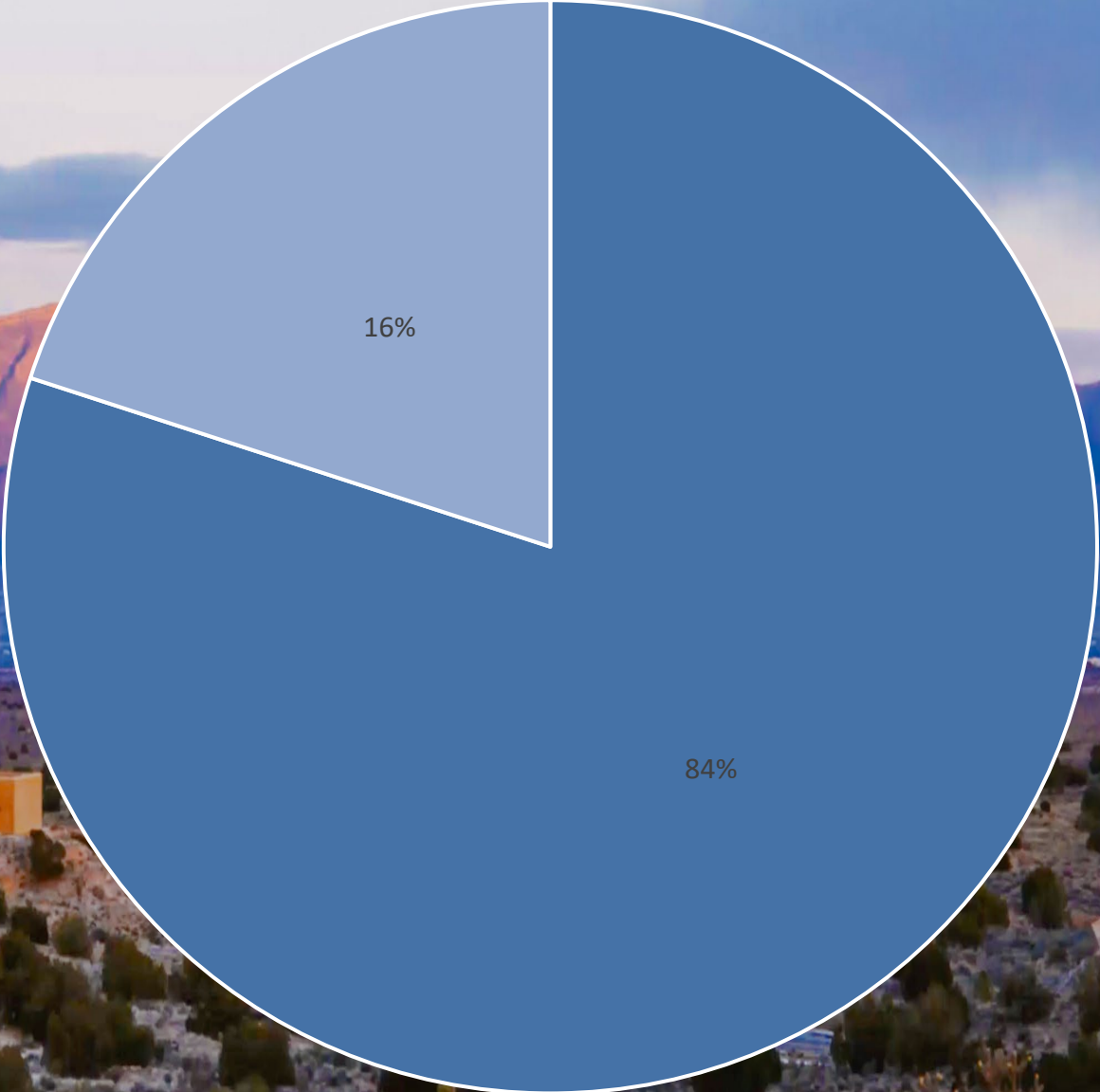
Ultimately, why did you choose Mariposa as the community to call home?

- “Quiet Neighborhood, well managed landscape and properties.”
- “We're here for the access to the outdoors.”
- “Dark sky neighborhood & peaceful/quiet setting.”
- “Sense of community, peaceful/quiet location & community amenities.”
- “Nice neighborhood, pool, gym, clubs.”
- “Strong sense of community, peaceful/quiet location, hiking trails and good community amenities.”
- “Beautiful area, well-maintained, preserved natural areas, lots of amenities.”
- “The peaceful location, the community engagement and the safe neighborhoods.”
- “It's a community of really wonderful people and I love the preserve trails and the paved trails.”
- “Though growing, the community has a small town feel as we are somewhat isolated from the greater Rio Rancho community...which is a nice thing.”
- “Location, even though it's far from a grocery store or restaurants its nice to be in a safe neighborhood away from ABQ. I use the gym daily so it's nice that's part of the community. Whenever the restaurant/bar opens that will be a nice addition as well.”

How would you describe Mariposa to a friend:

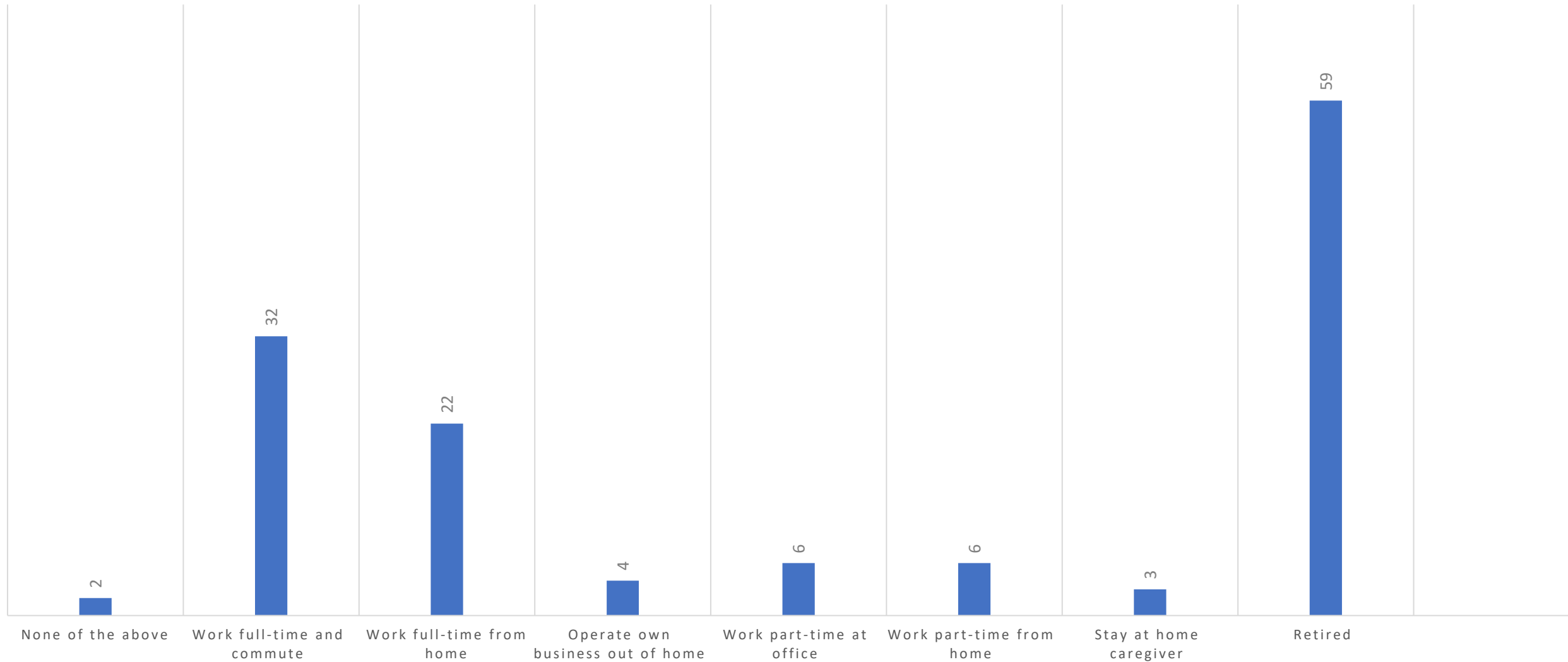
- “Quiet and peaceful.”
- “Beautiful, desert openness, community gym, swimming pools, etc.”
- “Very nice community with walking paths, outdoor space, mountain biking, with nice homes; needs cafe, pub or bistro.”
- “Peaceful, quiet, great neighbors, amenities, great neighborhoods.”
- “Beautiful and serene.”
- “Beautiful area, well-maintained, preserved natural areas, lots of amenities.”
- “It is a beautiful area with open spaces, unlike most traditional neighborhoods.”
- “A peaceful & quiet community in a desert setting with varied landscape & terrain that backs up to a beautiful 2,000 acre preserve.”
- “Tranquil , funny place to live, lifestyle and great neighbors.”
- “As a quiet neighborhood away from the city, but close enough to still enjoy the benefits of a big city.”
- “A diamond in the rough.”
- “I usually say it is a nice LEED certified community. It’s pretty, lots of walking trails that we like to enjoy, and we love the pool in the summer. I sometimes mention that we like that it backs up to the preserve and it is safe.”

Would you recommend Mariposa to a friend?



■ YES ■ NO

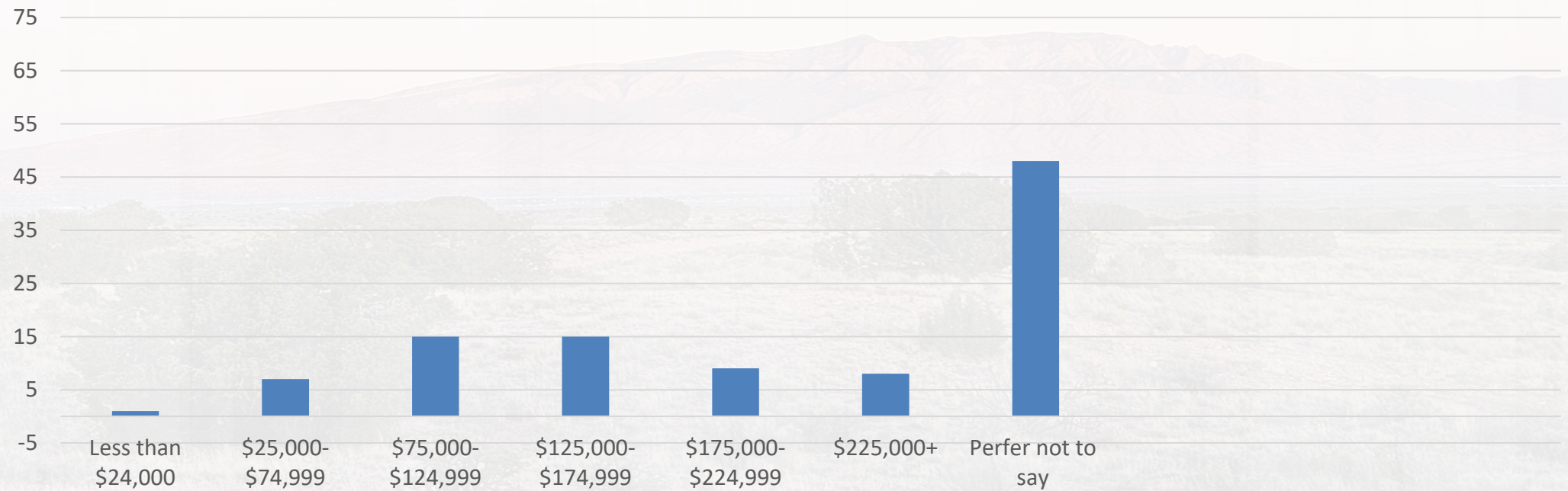
What type of work style do the primary members of your household maintain?





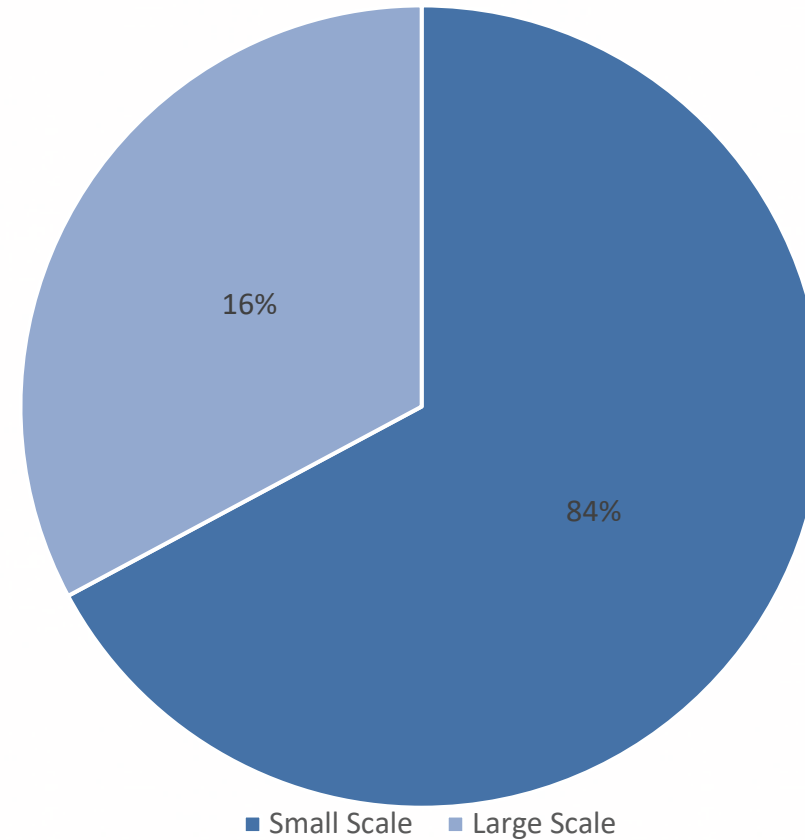
M A R I P O S A

What is your annual household income?

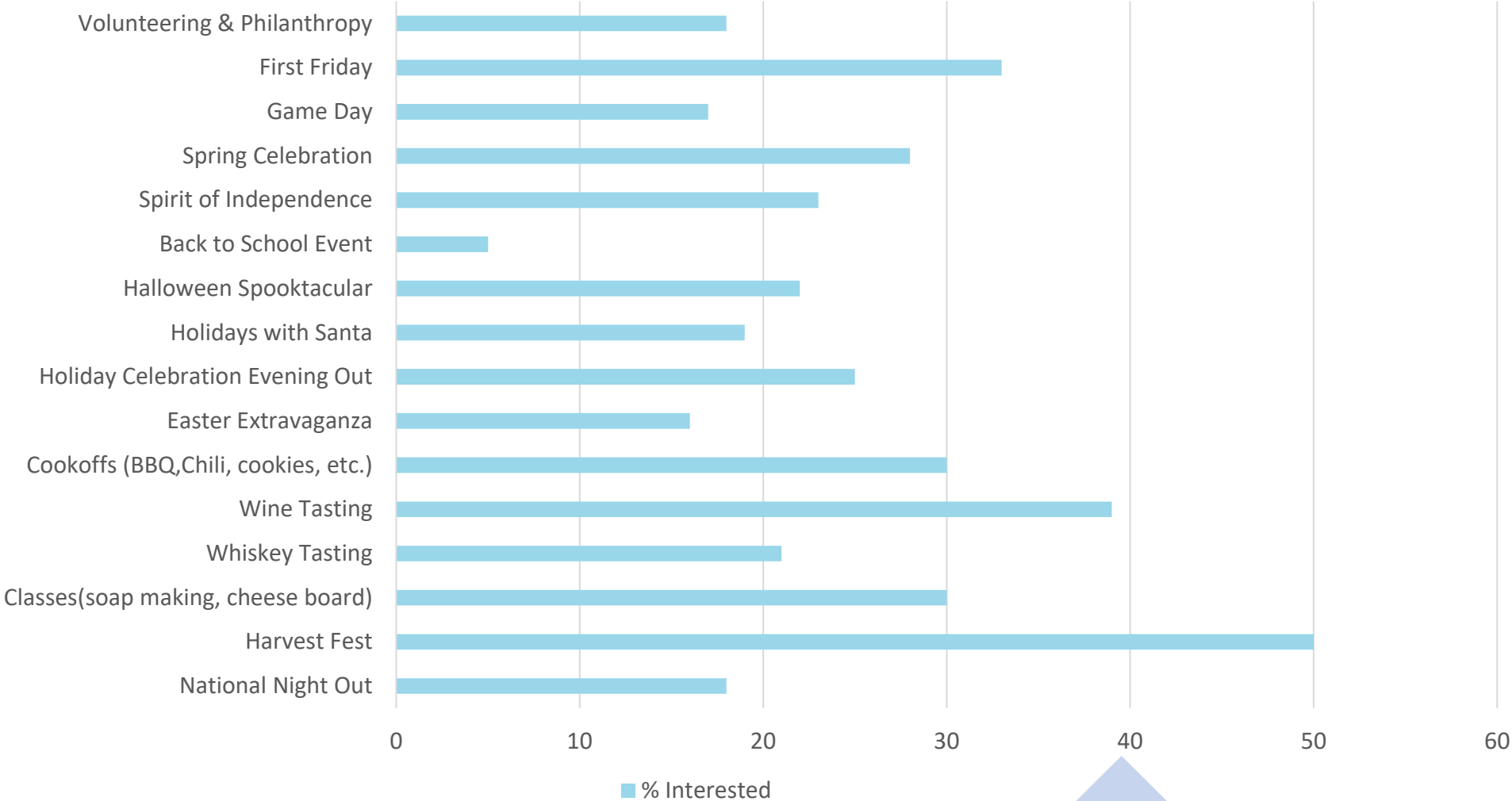




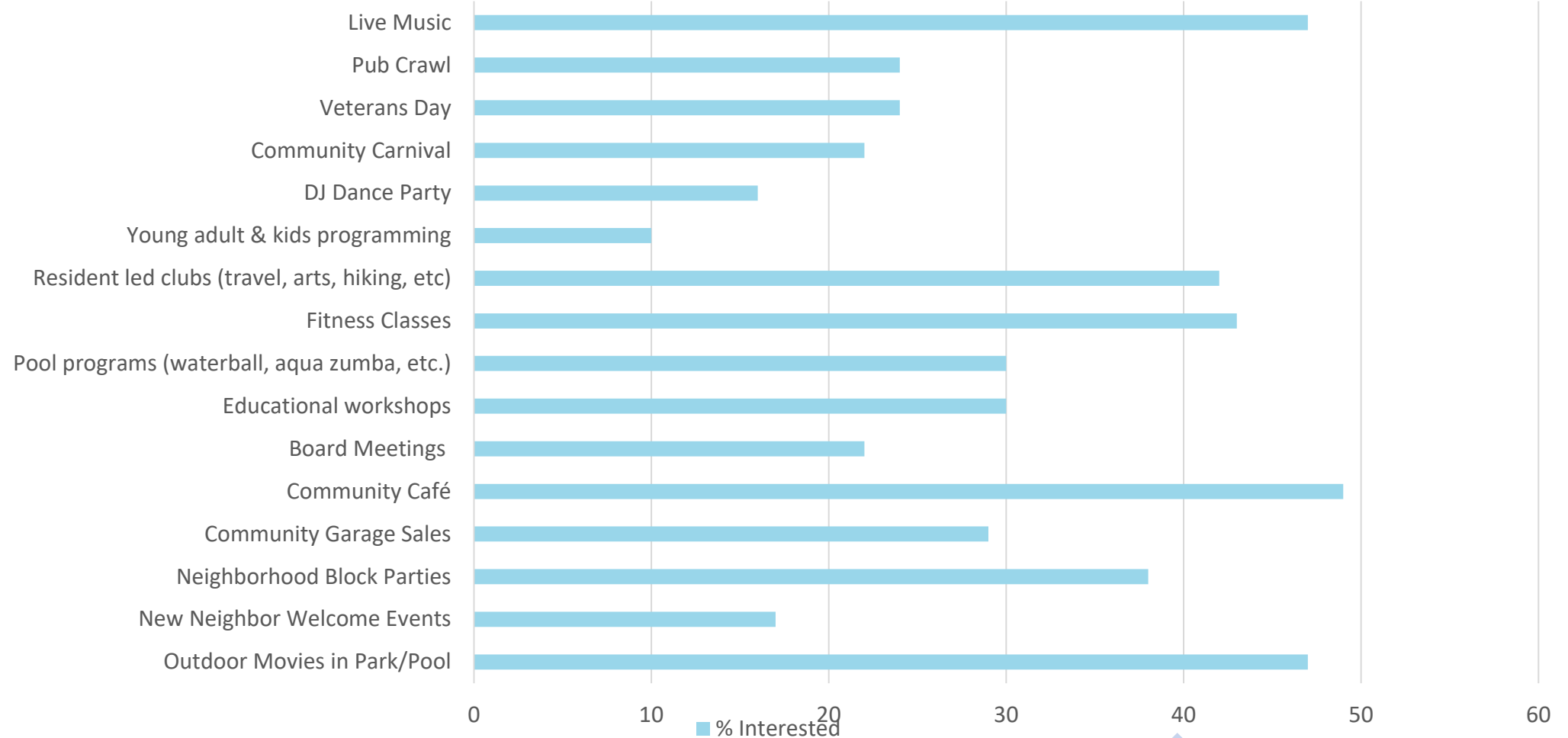
What size events and programs would you enjoy attending?



What types of community events and programs would you and your family enjoy most? Check all that apply.



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Costs:

- Bus/Transportation \$600-800
- United Tickets \$29 - \$39
- Isotopes Tickets \$19 - \$29
- Wine Tasting \$1,500
- Stage and Tent \$4,500
- Holiday Party \$7,000

