

Vacaville Brand Image/Perception Surveys

Comparison of Results to Common Survey Questions

Data for the *Vacaville, California Brand Image/Perception Survey* was gathered thru the use of three similar, but not identical, questionnaires. One questionnaire was used to gain input from visitors to Vacaville, another was used to collect responses from residents and the final one to ask questions of stakeholders. The questionnaires for residents and stakeholders were a subset of the questionnaire used for visitors but included some unique questions in each case.

This report presents the results to the common questions asked in the *Vacaville, California Brand Image/Perception Survey*. If a question was not asked of a particular group that will be indicated. The order of the results presented is based on the questionnaire used for visitors. Note that tables that have been sorted will have the sorted column's figures in bold.

Please refer to the individual survey reports for details on all survey questions.

For how many years have you lived in Vacaville?

Number of Years	Residents (N=394)	Stakeholders (N=90)	All (N=484)
<1	1.0%	15.6%	3.7%
1 to 5	23.1%	6.7%	20.0%
6 to 10	12.9%	12.2%	12.8%
11 to 15	12.4%	12.2%	12.4%
16 to 20	7.9%	11.1%	8.5%
21 to 25	13.7%	10.0%	13.0%
26 to 30	8.4%	11.1%	8.9%
31 to 35	6.9%	6.7%	6.8%
36 to 40	7.1%	6.7%	7.0%
41 to 45	3.6%	3.3%	3.5%
46 to 50	1.5%	2.2%	1.7%
51 to 55	0.3%	1.1%	0.4%
>55	1.3%	1.1%	1.2%
Total	394	90	484
Mean	18.7	18.6	18.7
Median	16.0	16.0	16.0

Are there any attractions, facilities or services you feel need to be added to enhance your Vacaville visitor experience or that would entice you to visit the various districts or neighborhoods within Vacaville?

Note: This question was worded slightly differently for residents and stakeholders.

Response	Visitors (N=797)	Residents (N=401)	Stakeholders (N=94)	All (N=1,292)
Yes	23.1%	68.1%	71.3%	40.6%
No	48.0%	15.5%	20.2%	35.9%
Don't Know	28.9%	16.5%	8.5%	23.5%

If “Yes,” please describe?¹

Attraction/Facility/Service	Visitors (N=174)	Residents (N=273)	Stakeholders (N=66)	All (N=513)
Restaurants/Dining (more variety, better quality, preferably non-chains unless new to area)	30.2%	42.1%	39.4%	37.7%
Kids attractions/activities	14.0%	10.3%	12.1%	11.8%
Trader Joe’s	9.7%	13.6%	7.6%	11.5%
Water park	12.9%	9.2%	6.1%	10.0%
Whole Foods Market	5.4%	8.8%	6.1%	7.3%
Convention/Conference center	3.2%	5.5%	21.2%	6.7%
Parks (more and improve existing ones)	3.2%	6.2%	10.6%	5.8%
Nut Tree area (make improvements and bring back old elements of it that made the attraction unique)	6.5%	5.9%	3.0%	5.7%
Shopping (more variety of stores)	7.5%	5.1%	1.5%	5.5%
Parking (more and better)	3.2%	7.7%	0.0%	5.2%
Hotels (more and better)	1.1%	5.9%	12.1%	5.0%
Dog parks	4.3%	6.2%	1.5%	5.0%
Family-friendly attractions/activities	3.2%	5.9%	1.5%	4.4%
Downtown development, improvements and enhancements (not specified)	2.2%	4.4%	9.1%	4.2%
Microbreweries	3.2%	3.3%	6.1%	3.6%
Festivals (especially if they are unique to Vacaville)	6.5%	1.5%	4.5%	3.6%
Recreation Facilities (type not specified)	1.1%	4.0%	7.6%	3.5%
Teen facilities/activities	1.1%	4.4%	6.1%	3.5%
More events (types not specified)	7.5%	0.7%	3.0%	3.3%
More locally owned businesses	4.3%	3.3%	0.0%	3.2%
Information Guides (printed guides, websites, etc.)	5.4%	1.8%	3.0%	3.2%
Wine tasting rooms	2.2%	2.9%	6.1%	3.1%
More police officers/public safety initiatives	5.4%	1.8%	1.5%	3.0%
Baseball stadium/team	1.1%	4.0%	3.0%	2.9%
Upscale shopping	1.1%	3.3%	6.1%	2.9%
Amusement Park	2.2%	3.7%	0.0%	2.7%
More housing options, especially affordable ones	2.2%	2.9%	3.0%	2.7%

¹ Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Attraction/Facility/Service	Visitors (N=174)	Residents (N=273)	Stakeholders (N=66)	All (N=513)
Sports facilities	0.0%	2.9%	7.6%	2.5%
Farmers market (expanded and more often)	1.1%	2.6%	6.1%	2.5%
More nightlife	3.2%	1.8%	3.0%	2.5%
More downtown shopping	2.2%	2.2%	3.0%	2.3%
Museums	2.2%	2.2%	3.0%	2.3%
Drive in movie theater	2.2%	2.2%	1.5%	2.1%
Dave & Busters	3.2%	1.8%	0.0%	2.1%
Biking trails	0.0%	2.6%	4.5%	1.9%
Less retail, especially chain stores	0.0%	3.7%	0.0%	1.9%
Bookstore	1.1%	2.2%	3.0%	1.9%
More boutique shopping	1.1%	2.6%	1.5%	1.9%
Hiking trails	2.2%	1.8%	1.5%	1.9%
Improved traffic flow, especially in shopping areas	2.2%	1.8%	1.5%	1.9%
Theme Park	3.2%	1.5%	0.0%	1.9%
Improvements to Lagoon Valley Park	0.0%	2.6%	3.0%	1.8%
Golf Courses (more and better)	1.1%	2.6%	0.0%	1.7%
Nordstrom Rack	1.1%	2.2%	1.5%	1.7%
Roller Rink	1.1%	2.2%	1.5%	1.7%
Community-based facilities and activities	2.2%	1.8%	0.0%	1.7%
Dutch Brothers Coffee	2.2%	1.8%	0.0%	1.7%
Shopping Mall	2.2%	1.5%	1.5%	1.7%
Wineries	2.2%	1.1%	3.0%	1.7%
Preservation of city's history	3.2%	0.7%	1.5%	1.7%
Bigger concert venue	1.1%	1.1%	4.5%	1.5%
Miniature golf course	1.1%	1.8%	1.5%	1.5%
Live theatre events and facilities	2.2%	1.1%	1.5%	1.5%
Zoo	2.2%	1.5%	0.0%	1.5%
Casino	4.3%	0.0%	0.0%	1.5%
outlets	4.3%	0.0%	0.0%	1.5%
4-5 star hotel	1.1%	0.4%	6.1%	1.3%
Amphitheater	1.1%	1.1%	3.0%	1.3%
Sports teams	1.1%	1.8%	0.0%	1.3%
Entertainment	2.2%	0.7%	1.5%	1.3%
Movie theaters	2.2%	1.1%	0.0%	1.3%
Comedy club	0.0%	1.8%	1.5%	1.2%
Solve the homeless problem	0.0%	1.8%	1.5%	1.2%
Adult activities	1.1%	0.7%	3.0%	1.1%
Old Spaghetti Factory	1.1%	1.5%	0.0%	1.1%
Walking trails	1.1%	1.1%	1.5%	1.1%
Attractions	2.2%	0.7%	0.0%	1.1%
Renovate & Restore Pena Adobe park	2.2%	0.7%	0.0%	1.1%
Swimming pools	2.2%	0.4%	1.5%	1.1%
Beautify/clean up the city	0.0%	1.5%	1.5%	1.0%
Better public transportation	0.0%	1.8%	0.0%	1.0%
Bike lanes	0.0%	1.5%	1.5%	1.0%

Attraction/Facility/Service	Visitors (N=174)	Residents (N=273)	Stakeholders (N=66)	All (N=513)
Events Center	0.0%	1.1%	3.0%	1.0%
Public Market	0.0%	1.5%	1.5%	1.0%
Antique stores	1.1%	1.1%	0.0%	1.0%
Macy's	1.1%	1.1%	0.0%	1.0%
Public/community gardens	1.1%	0.7%	1.5%	1.0%
Cheesecake Factory	2.2%	0.4%	0.0%	0.9%
CreekWalk improvements	2.2%	0.4%	0.0%	0.9%
Fishing/hunting locations	2.2%	0.4%	0.0%	0.9%
Health care facilities	2.2%	0.4%	0.0%	0.9%
Rental services for activities	2.2%	0.4%	0.0%	0.9%
Art Galleries	0.0%	1.1%	1.5%	0.8%
Churches	0.0%	1.5%	0.0%	0.8%
Good bars/pubs	0.0%	1.5%	0.0%	0.8%
More events downtown	0.0%	1.1%	1.5%	0.8%
More help for business	0.0%	1.5%	0.0%	0.8%
New indoor soccer complex	0.0%	1.1%	1.5%	0.8%
Science Center	0.0%	1.5%	0.0%	0.8%
Apple Store	1.1%	0.7%	0.0%	0.8%
Grocery stores	1.1%	0.7%	0.0%	0.8%
Live music	1.1%	0.7%	0.0%	0.8%
Organic markets	1.1%	0.7%	0.0%	0.8%
Redevelop/revitalize older shopping centers	1.1%	0.7%	0.0%	0.8%
Tourist destination attractions/events/activities	1.1%	0.4%	1.5%	0.8%
Young adult entertainment	1.1%	0.0%	3.0%	0.8%
Agricultural businesses/activities	2.2%	0.0%	0.0%	0.7%
John's Incredible Pizza	2.2%	0.0%	0.0%	0.7%
Additional campgrounds/RV parks	0.0%	0.7%	1.5%	0.6%
Bass Pro Shops	0.0%	1.1%	0.0%	0.6%
Improve school system	0.0%	0.4%	3.0%	0.6%
Pumpkin Patch	0.0%	0.7%	1.5%	0.6%
Renaissance Fair	0.0%	1.1%	0.0%	0.6%
Visitor Information open during peak travel (weekends & holidays)	0.0%	0.0%	4.5%	0.6%
Improved signage	1.1%	0.4%	0.0%	0.6%
Longer business hours	1.1%	0.4%	0.0%	0.6%
Nature Attractions	1.1%	0.4%	0.0%	0.6%
Victoria's Secret	1.1%	0.4%	0.0%	0.6%
Botanical gardens	0.0%	0.7%	0.0%	0.4%
Go kart track	0.0%	0.7%	0.0%	0.4%
Hyundai Dealership	0.0%	0.4%	1.5%	0.4%
IMAX	0.0%	0.7%	0.0%	0.4%
Local Art (Murals, Sculptures, etc)	0.0%	0.7%	0.0%	0.4%
Major department store	0.0%	0.7%	0.0%	0.4%
Outdoor concerts	0.0%	0.7%	0.0%	0.4%
Seniors' facilities/activities	0.0%	0.0%	3.0%	0.4%
Upscale auto dealerships	0.0%	0.7%	0.0%	0.4%

Attraction/Facility/Service	Visitors (N=174)	Residents (N=273)	Stakeholders (N=66)	All (N=513)
Wine bars	0.0%	0.0%	3.0%	0.4%
Ikea	1.1%	0.0%	0.0%	0.4%
Less giant corporations	1.1%	0.0%	0.0%	0.4%
less light	1.1%	0.0%	0.0%	0.4%
No talk n win	1.1%	0.0%	0.0%	0.4%
Old City Hall	1.1%	0.0%	0.0%	0.4%
Sightseeing	1.1%	0.0%	0.0%	0.4%
Skydiving	1.1%	0.0%	0.0%	0.4%
Star bucks	1.1%	0.0%	0.0%	0.4%
Vacaville Commons	1.1%	0.0%	0.0%	0.4%
Visit Vacaville gifts—keychains, coffe mugs, t-shirts - for sale through local businesses?	1.1%	0.0%	0.0%	0.4%
A Lake	0.0%	0.4%	0.0%	0.2%
Activities for all ages	0.0%	0.0%	1.5%	0.2%
Affordable rentals for wedding receptions	0.0%	0.4%	0.0%	0.2%
Air shows	0.0%	0.4%	0.0%	0.2%
Animal attraction	0.0%	0.4%	0.0%	0.2%
Another Internet provider such as verizon	0.0%	0.4%	0.0%	0.2%
Aquarium	0.0%	0.4%	0.0%	0.2%
Art class art & wine art classes	0.0%	0.4%	0.0%	0.2%
Banquet facilities	0.0%	0.0%	1.5%	0.2%
Cabelas	0.0%	0.4%	0.0%	0.2%
Cafe Rio	0.0%	0.4%	0.0%	0.2%
Claim Jumpers	0.0%	0.4%	0.0%	0.2%
Classic car show	0.0%	0.4%	0.0%	0.2%
Complete Allison Parkway	0.0%	0.4%	0.0%	0.2%
Cooking classes	0.0%	0.4%	0.0%	0.2%
Create a moratorium on salons and real estate offices to create a more quaint downtown	0.0%	0.4%	0.0%	0.2%
Cultural experiences	0.0%	0.4%	0.0%	0.2%
Develop Opportunity Hill	0.0%	0.0%	1.5%	0.2%
Dog Training Club	0.0%	0.4%	0.0%	0.2%
Equipment adults/ adolescents can use to workout at local parks	0.0%	0.4%	0.0%	0.2%
Focus more on getting residents of VV out to attractions than attracting out of towners	0.0%	0.0%	1.5%	0.2%
Food trucks	0.0%	0.4%	0.0%	0.2%
Free, quiet, public meeting space that isn't the library (it's full and hard to find tables to collaborate together)	0.0%	0.4%	0.0%	0.2%
Gay and lesbian establishments for social activities and services without being harassed	0.0%	0.0%	1.5%	0.2%
Home shows	0.0%	0.4%	0.0%	0.2%
Hooters	0.0%	0.4%	0.0%	0.2%
Horse trails	0.0%	0.4%	0.0%	0.2%
More arts & culture (visual and performing arts)	0.0%	0.4%	0.0%	0.2%
More pet friendly activities	0.0%	0.0%	1.5%	0.2%
More town traditions	0.0%	0.4%	0.0%	0.2%
Music lessons	0.0%	0.4%	0.0%	0.2%
Open Space	0.0%	0.0%	1.5%	0.2%
Pizza Arcade/Activity Center	0.0%	0.4%	0.0%	0.2%

Attraction/Facility/Service	Visitors (N=174)	Residents (N=273)	Stakeholders (N=66)	All (N=513)
Sensory Garden	0.0%	0.0%	1.5%	0.2%
Shaded outdoor areas to gather	0.0%	0.4%	0.0%	0.2%
Something besides shopping	0.0%	0.4%	0.0%	0.2%
Spa retreat	0.0%	0.4%	0.0%	0.2%
Texas Jacks reopened	0.0%	0.4%	0.0%	0.2%
Things at a low or free cost	0.0%	0.4%	0.0%	0.2%
Tours that start in Vacaville and go to Napa	0.0%	0.0%	1.5%	0.2%
Town Fair	0.0%	0.0%	1.5%	0.2%
Train station	0.0%	0.4%	0.0%	0.2%
Unique attractions like the old WOOZ	0.0%	0.4%	0.0%	0.2%
United markets	0.0%	0.4%	0.0%	0.2%
Vacaville Construction projects prefer Vacaville suppliers/contractors	0.0%	0.4%	0.0%	0.2%
Walking clubs	0.0%	0.0%	1.5%	0.2%
Water features	0.0%	0.4%	0.0%	0.2%

What key images or characteristics (location and/or activity-based) come to mind when you think of Vacaville as a place/visitor destination?²

Image	Visitors (N=720)	Residents (N=365)	Stakeholders (N=84)	All (N=1169)
Factory outlet stores	36.2%	52.1%	48.8%	42.1%
Nut Tree	33.6%	39.7%	32.1%	35.4%
Shopping	28.4%	17.3%	21.4%	24.4%
Restaurants/Dining/Food	24.5%	18.1%	25.0%	22.5%
CreekWalk concerts	6.3%	15.6%	13.1%	9.7%
Downtown	7.0%	11.8%	17.9%	9.3%
Pena Adobe	7.8%	6.6%	2.4%	7.0%
Travis Air Force Base	6.8%	4.4%	3.6%	5.8%
Rolling hills	3.9%	6.3%	9.5%	5.1%
Family	6.8%	1.9%	1.2%	4.9%
Vacaville Fiesta Days	3.4%	5.8%	8.3%	4.5%
Lagoon Valley Park	2.1%	6.8%	10.7%	4.2%
clean	5.5%	1.6%	3.6%	4.1%
Hiking	3.4%	3.3%	1.2%	3.2%
Friendly	3.9%	1.9%	1.2%	3.1%
Friends	4.9%	0.0%	0.0%	3.0%
Close to San Francisco, Sacramento, Napa Valley and Tahoe	1.3%	6.0%	4.8%	3.0%
Vacaville Ice Sports	2.1%	3.8%	2.4%	2.7%
Andrews Park	3.1%	1.4%	3.6%	2.6%
Safe	1.8%	3.8%	3.6%	2.6%
Small town	1.6%	3.6%	1.2%	2.2%
Murillo's Mexican Food	2.9%	1.1%	0.0%	2.1%
Nut Tree Airport	0.8%	3.6%	6.0%	2.0%
nut tree shopping	0.8%	3.8%	4.8%	2.0%
Family friendly	1.8%	1.9%	3.6%	2.0%
Great weather	2.3%	0.8%	1.2%	1.8%
Wine/wineries	2.6%	0.5%	0.0%	1.8%
Scenic	2.3%	0.5%	0.0%	1.6%
nut tree plaza	2.1%	0.5%	1.2%	1.5%
downtown events	0.5%	3.0%	3.6%	1.5%
Lake Berryessa	2.1%	0.5%	0.0%	1.5%
Pietro's Pizza	2.3%	0.0%	0.0%	1.4%
Nut Tree Sign	1.0%	2.2%	1.2%	1.4%
Farmers market	1.3%	1.6%	1.2%	1.4%
Nightlife/Bars	1.8%	0.8%	0.0%	1.4%
Family oriented	1.0%	1.4%	3.6%	1.3%
Historic Downtown Vacaville	1.3%	0.8%	3.6%	1.3%
Theatre Deville	1.0%	1.9%	0.0%	1.2%
Movies	1.8%	0.3%	0.0%	1.2%
Concerts (generic mention)	0.8%	2.2%	0.0%	1.2%

² Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Image	Visitors (N=720)	Residents (N=365)	Stakeholders (N=84)	All (N=1169)
Nut Tree Carousel/Train	0.8%	1.9%	1.2%	1.2%
Prison	0.8%	2.2%	0.0%	1.2%
Festivals	1.3%	1.1%	0.0%	1.1%
Music (generic mention)	1.3%	0.3%	3.6%	1.1%
Golf	1.8%	0.0%	0.0%	1.1%
Bowling	1.6%	0.3%	0.0%	1.0%
Fun	1.6%	0.3%	0.0%	1.0%
Kaiser medical facility	1.0%	1.1%	0.0%	1.0%
History	1.3%	0.3%	1.2%	1.0%
Stars Recreation Center	1.3%	0.3%	1.2%	1.0%
Kid Friendly	0.5%	1.1%	3.6%	0.9%
Biking trails	1.0%	0.5%	1.2%	0.9%
Churches	1.0%	0.8%	0.0%	0.9%
Easily accessible	1.0%	0.5%	1.2%	0.9%
Fenton's Creamery	1.0%	0.8%	0.0%	0.9%
Location	1.3%	0.3%	0.0%	0.9%
Community spirit	0.3%	1.9%	1.2%	0.8%
Agriculture	0.5%	1.1%	2.4%	0.8%
Jelly Belly Candy Company	1.0%	0.5%	0.0%	0.8%
Nugget grocery	1.3%	0.0%	0.0%	0.8%
Town Square	0.3%	1.1%	3.6%	0.8%
Good schools	0.5%	0.8%	2.4%	0.7%
Lots to see and do	0.8%	0.3%	2.4%	0.7%
Easy to get around	1.0%	0.3%	0.0%	0.7%
Family activities	1.0%	0.0%	1.2%	0.7%
Traffic congestion	0.5%	0.8%	1.2%	0.7%
Sunny	0.8%	0.3%	1.2%	0.7%
Outdoor activities	1.0%	0.0%	0.0%	0.6%
Merriment on Main	0.3%	0.8%	2.4%	0.6%
Quaint Downtown	0.3%	1.1%	1.2%	0.6%
Tree lighting	0.3%	1.1%	1.2%	0.6%
Hometown	0.5%	0.8%	0.0%	0.6%
Baseball	0.8%	0.3%	0.0%	0.6%
Entertainment	0.8%	0.3%	0.0%	0.6%
Farming	0.8%	0.3%	0.0%	0.6%
Parking is plentiful	0.8%	0.3%	0.0%	0.6%
Vasquez Deli	0.8%	0.3%	0.0%	0.6%
Walking trails	0.8%	0.3%	0.0%	0.6%
Main Street	0.5%	0.5%	0.0%	0.5%
Open space	0.5%	0.5%	0.0%	0.5%
Outdoor activities	0.5%	0.5%	0.0%	0.5%
Peaceful	0.5%	0.5%	0.0%	0.5%
Costco	0.8%	0.0%	0.0%	0.5%
Mall	0.8%	0.0%	0.0%	0.5%
Medical services	0.8%	0.0%	0.0%	0.5%
Nature	0.8%	0.0%	0.0%	0.5%

Image	Visitors (N=720)	Residents (N=365)	Stakeholders (N=84)	All (N=1169)
PARK	0.8%	0.0%	0.0%	0.5%
Theater	0.8%	0.0%	0.0%	0.5%
Vacaville High School	0.8%	0.0%	0.0%	0.5%
Boring	0.0%	1.1%	1.2%	0.4%
Big box stores	0.3%	0.8%	0.0%	0.4%
Nut Tree park	0.3%	0.8%	0.0%	0.4%
Quiet	0.3%	0.5%	1.2%	0.4%
Black Oak	0.5%	0.0%	1.2%	0.4%
Brenden theaters	0.5%	0.3%	0.0%	0.4%
Growing	0.5%	0.3%	0.0%	0.4%
In-N-Out	0.5%	0.3%	0.0%	0.4%
Variety	0.5%	0.3%	0.0%	0.4%
Browns Valley	0.3%	0.5%	0.0%	0.3%
Christmas tree lighting	0.3%	0.5%	0.0%	0.3%
Genentech	0.3%	0.5%	0.0%	0.3%
Hot	0.3%	0.5%	0.0%	0.3%
Library system	0.3%	0.3%	1.2%	0.3%
Police deparment is good	0.3%	0.5%	0.0%	0.3%
The Father’s House	0.3%	0.5%	0.0%	0.3%
Affordable	0.5%	0.0%	0.0%	0.3%
Boudoin	0.5%	0.0%	0.0%	0.3%
Busy	0.5%	0.0%	0.0%	0.3%
Car dealers	0.5%	0.0%	0.0%	0.3%
Cows	0.5%	0.0%	0.0%	0.3%
Fairs	0.5%	0.0%	0.0%	0.3%
Fishing	0.5%	0.0%	0.0%	0.3%
Foster’s Freeze	0.5%	0.0%	0.0%	0.3%
Greenery	0.5%	0.0%	0.0%	0.3%
Home	0.5%	0.0%	0.0%	0.3%
Leisure	0.5%	0.0%	0.0%	0.3%
Merchant and Main	0.5%	0.0%	0.0%	0.3%
Morningsun Herb Farm	0.5%	0.0%	0.0%	0.3%
Movie theater	0.5%	0.0%	0.0%	0.3%
Pleasant Valley	0.5%	0.0%	0.0%	0.3%
Recreation	0.5%	0.0%	0.0%	0.3%
Sonic	0.5%	0.0%	0.0%	0.3%
Tree lined streets	0.5%	0.0%	0.0%	0.3%
Winco	0.5%	0.0%	0.0%	0.3%
Onions	0.0%	0.8%	0.0%	0.3%
Senior Center	0.0%	0.3%	2.4%	0.3%
Sports complexes	0.0%	0.8%	0.0%	0.3%
Ulatis Cultural Center	0.0%	0.5%	1.2%	0.3%
Vacaville Performing Arts Theatre (VPAT)	0.0%	0.8%	0.0%	0.3%

How would you describe the atmosphere or mood (personal feelings) that you experience or others would expect to experience while visiting Vacaville?³

Image	Visitors (N=718)	Residents (N=349)	Stakeholders (N=86)	All (N=1153)
Friendly	23.8%	27.5%	33.7%	25.6%
Safe	9.9%	20.1%	26.7%	14.2%
Happy	19.3%	4.9%	4.7%	13.9%
Relaxing	16.2%	8.6%	9.3%	13.4%
Fun	15.7%	7.2%	3.5%	12.2%
Small town feel	4.7%	16.3%	17.4%	9.2%
Clean	8.1%	8.6%	3.5%	7.9%
Warm and welcoming	5.5%	7.2%	4.7%	5.9%
Family oriented	3.4%	8.6%	9.3%	5.4%
Strong sense of community	3.7%	7.2%	8.1%	5.1%
Shopping friendly (great variety, everything available)	4.7%	6.9%	0.0%	5.0%
Comfortable	4.7%	2.9%	8.1%	4.4%
Family	5.2%	2.6%	1.2%	4.1%
Busy	5.5%	1.7%	1.2%	4.0%
Peaceful	4.2%	4.3%	1.2%	4.0%
Good	4.7%	1.4%	3.5%	3.6%
Calm	5.2%	1.1%	0.0%	3.6%
Nice	4.4%	2.6%	0.0%	3.5%
Beautiful	3.1%	4.6%	0.0%	3.3%
Pleasant	3.7%	2.0%	5.8%	3.3%
Laid back	3.4%	2.0%	3.5%	3.0%
Family friendly	1.3%	6.3%	3.5%	3.0%
Traffic congestion	2.9%	3.7%	0.0%	2.9%
Quiet	3.1%	2.0%	1.2%	2.6%
Exciting	3.7%	0.9%	1.2%	2.6%
Boring	1.3%	5.7%	0.0%	2.5%
Hometown feel	2.1%	2.3%	7.0%	2.5%
Lots to see and do	3.1%	1.1%	0.0%	2.3%
Crowded	1.6%	3.7%	1.2%	2.2%
Home	2.1%	1.4%	2.3%	1.9%
Joyful	2.1%	1.1%	2.3%	1.8%
Inviting	2.6%	0.3%	0.0%	1.7%
Small town feel, big city amenities	0.8%	3.4%	2.3%	1.7%
Weather is nice	1.3%	2.0%	2.3%	1.6%
Quaint	1.0%	2.3%	2.3%	1.5%
Easily accessible	1.8%	1.1%	0.0%	1.5%
Loving	2.4%	0.0%	0.0%	1.5%
Great	1.8%	0.6%	0.0%	1.3%
Casual	1.3%	0.6%	3.5%	1.2%
Memories	1.8%	0.0%	0.0%	1.1%

³ Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Image	Visitors (N=718)	Residents (N=349)	Stakeholders (N=86)	All (N=1153)
Too many homeless people/panhandlers	0.5%	2.6%	0.0%	1.1%
Satisfied	1.6%	0.3%	0.0%	1.1%
Hometown	0.8%	0.9%	3.5%	1.0%
Nostalgic	1.3%	0.6%	0.0%	1.0%
Affordable	0.8%	1.1%	1.2%	0.9%
Slower paced	0.8%	0.9%	2.3%	0.9%
Hot	1.0%	0.9%	0.0%	0.9%
Nice people	1.0%	0.6%	1.2%	0.9%
Wonderful	1.3%	0.3%	0.0%	0.9%
Lack of parking	0.8%	1.1%	0.0%	0.8%
Not a lot to do	0.8%	1.1%	0.0%	0.8%
Energetic	1.0%	0.3%	1.2%	0.8%
Rude	1.0%	0.6%	0.0%	0.8%
Diverse	0.5%	1.1%	1.2%	0.8%
Convenient	0.8%	0.6%	1.2%	0.7%
Upbeat	0.8%	0.9%	0.0%	0.7%
Variety	0.8%	0.6%	1.2%	0.7%
Helpful	0.8%	0.0%	2.3%	0.7%
Positive	0.8%	0.3%	1.2%	0.7%
Sunny	0.8%	0.0%	2.3%	0.7%
Bustling	1.0%	0.0%	0.0%	0.7%
Growing	1.0%	0.0%	0.0%	0.7%
Crime	0.3%	1.4%	0.0%	0.6%
Suburban	0.3%	1.1%	1.2%	0.6%
Active	0.5%	0.6%	1.2%	0.6%
Agricultural	0.5%	0.3%	2.3%	0.6%
Historical	0.5%	0.3%	2.3%	0.6%
Enjoyable	0.8%	0.3%	0.0%	0.6%
Full	0.8%	0.3%	0.0%	0.6%
Centrally located	0.0%	0.6%	4.7%	0.5%
Easy to get around	0.3%	1.1%	0.0%	0.5%
Love it	0.5%	0.6%	0.0%	0.5%
Content	0.8%	0.0%	0.0%	0.5%
Entertainment	0.8%	0.0%	0.0%	0.5%
Reminiscent	0.8%	0.0%	0.0%	0.5%
Rural	0.8%	0.0%	0.0%	0.5%
Caring	0.3%	0.6%	1.2%	0.4%
Commercialized	0.3%	0.9%	0.0%	0.4%
Good restaurants	0.3%	0.9%	0.0%	0.4%
Familiar	0.5%	0.3%	0.0%	0.4%
Festive	0.5%	0.3%	0.0%	0.4%
Good food	0.5%	0.3%	0.0%	0.4%
Interesting	0.5%	0.0%	1.2%	0.4%
Kid friendly	0.5%	0.3%	0.0%	0.4%
Leisure	0.5%	0.3%	0.0%	0.4%
Lively	0.5%	0.0%	1.2%	0.4%

Image	Visitors (N=718)	Residents (N=349)	Stakeholders (N=86)	All (N=1153)
Religious	0.5%	0.3%	0.0%	0.4%
Sad	0.5%	0.3%	0.0%	0.4%
Stressful	0.5%	0.3%	0.0%	0.4%
Wholesome	0.5%	0.3%	0.0%	0.4%
Easy going	0.0%	0.9%	1.2%	0.3%
Nice town	0.0%	1.1%	0.0%	0.3%
Not much to do but shop	0.0%	0.9%	1.2%	0.3%
Not unique	0.0%	0.9%	1.2%	0.3%
Choices	0.3%	0.3%	1.2%	0.3%
Close knit	0.3%	0.6%	0.0%	0.3%
Cozy	0.3%	0.6%	0.0%	0.3%
Entertaining	0.3%	0.6%	0.0%	0.3%
Serene	0.3%	0.6%	0.0%	0.3%
Touristy	0.3%	0.6%	0.0%	0.3%
Unique	0.3%	0.3%	1.2%	0.3%
Changing	0.5%	0.0%	0.0%	0.3%
Expensive	0.5%	0.0%	0.0%	0.3%
Normal	0.5%	0.0%	0.0%	0.3%
Organized	0.5%	0.0%	0.0%	0.3%
Outdoorsy	0.5%	0.0%	0.0%	0.3%
Restful	0.5%	0.0%	0.0%	0.3%
Simple	0.5%	0.0%	0.0%	0.3%
Cute	0.0%	0.9%	0.0%	0.3%
Dirty	0.0%	0.6%	1.2%	0.3%
Republican/Rightwing	0.0%	0.6%	1.2%	0.3%
Working class	0.0%	0.6%	1.2%	0.3%

Please list up to three distinctive or unique attractions and/or events that you think represent Vacaville well.⁴

Attraction/Event	Visitors (N=722)	Residents (N=340)	Stakeholders (N=82)	All (N=1144)
Nut Tree	47.8%	46.8%	35.4%	46.6%
Factory outlets (which ones not specified)	41.3%	29.4%	29.3%	36.9%
CreekWalk/CreekWalk Concert Series	19.0%	32.4%	26.8%	23.5%
Vacaville Fiesta Days	16.9%	33.2%	31.7%	22.8%
Tree Lighting Ceremony/Merriment on Main	4.4%	16.5%	25.6%	9.5%
Downtown	7.8%	12.6%	7.3%	9.2%
Restaurants/Dining/Food	8.8%	2.9%	2.4%	6.6%
Shopping	7.5%	3.8%	6.1%	6.3%
Pena Adobe	6.8%	5.9%	2.4%	6.2%
Lagoon Valley Park	2.6%	7.9%	9.8%	4.7%
Vacaville Premium Outlets	3.9%	3.8%	9.8%	4.3%
Andrews Park	3.6%	4.1%	8.5%	4.1%
Downtown Vacaville Farmers Market	1.6%	7.1%	6.1%	3.5%
Parks	2.6%	1.5%	1.2%	2.2%
Theatre DeVille events	0.8%	4.4%	3.7%	2.1%
Murillo's Mexican Food	2.9%	0.3%	0.0%	1.9%
Wine/Wineries	2.3%	0.6%	1.2%	1.7%
Family oriented	2.3%	0.3%	0.0%	1.6%
4th of July activities	1.3%	1.5%	3.7%	1.5%
Vacaville Museum	1.3%	1.2%	3.7%	1.4%
Town Square facilities/events	0.5%	1.8%	6.1%	1.3%
Downtown Wine Stroll and Ladies Nights	1.3%	1.5%	0.0%	1.3%
Rolling hills	1.6%	0.9%	0.0%	1.2%
Downtown music events	0.8%	1.5%	2.4%	1.1%
Kid Fest	0.8%	1.2%	3.7%	1.1%
Downtown events	0.5%	2.1%	1.2%	1.0%
Historic Downtown Vacaville	0.5%	1.5%	3.7%	1.0%
Historic culture/events	1.3%	0.3%	1.2%	1.0%
Stars Recreation Center	1.3%	0.6%	0.0%	1.0%
Hiking	1.3%	0.3%	0.0%	0.9%
Main Street	0.8%	0.9%	1.2%	0.8%
Jelly Belly Candy Company	1.3%	0.0%	0.0%	0.8%
Vasquez Deli	1.3%	0.0%	0.0%	0.8%
Vacaville Ice Sports	0.8%	0.9%	0.0%	0.8%
Wine and Food Jubilee	0.8%	0.9%	0.0%	0.8%
Close by to Bay Area, Napa, Sacramento and Tahoe	1.0%	0.3%	0.0%	0.7%
Travis Air Force Base	1.0%	0.3%	0.0%	0.7%
Parades	0.8%	0.6%	0.0%	0.7%
Cleanliness	1.0%	0.0%	0.0%	0.7%
Mall	1.0%	0.0%	0.0%	0.7%

⁴ Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Attraction/Event	Visitors (N=722)	Residents (N=340)	Stakeholders (N=82)	All (N=1144)
Movie theaters	1.0%	0.0%	0.0%	0.7%
The Father’s House	1.0%	0.0%	0.0%	0.7%
Buck Avenue/Buck Mansion	0.5%	0.9%	0.0%	0.6%
Great schools	0.8%	0.3%	0.0%	0.6%
Skating rink	0.8%	0.3%	0.0%	0.6%
Vacaville High football games	0.8%	0.3%	0.0%	0.6%
Vacaville Performing Arts Theatre (VPAT)	0.0%	1.5%	1.2%	0.5%
Airport	0.3%	0.6%	2.4%	0.5%
Christmas downtown	0.3%	1.2%	0.0%	0.5%
Community spirit	0.3%	1.2%	0.0%	0.5%
Italian festival	0.3%	1.2%	0.0%	0.5%
Candy cane lane	0.5%	0.6%	0.0%	0.5%
Music festivals	0.5%	0.3%	1.2%	0.5%
Safe	0.5%	0.6%	0.0%	0.5%
Kaiser hospital	0.8%	0.0%	0.0%	0.5%
Onion Festival	0.8%	0.0%	0.0%	0.5%
Agricultural area	0.3%	0.0%	3.7%	0.4%
Concerts (generic mention)	0.3%	0.6%	1.2%	0.4%
Military	0.3%	0.9%	0.0%	0.4%
Police Department	0.3%	0.9%	0.0%	0.4%
Prison	0.3%	0.9%	0.0%	0.4%
Fentons Creamery	0.5%	0.3%	0.0%	0.4%
Lake Berryessa	0.5%	0.3%	0.0%	0.4%
Weather	0.5%	0.0%	1.2%	0.4%
blues festival	0.0%	1.2%	0.0%	0.3%
Festival of Trees	0.0%	1.2%	0.0%	0.3%
location	0.3%	0.3%	1.2%	0.3%
Biking	0.5%	0.0%	0.0%	0.3%
Boudin Restaurant	0.5%	0.0%	0.0%	0.3%
Brendan theaters	0.5%	0.0%	0.0%	0.3%
Christmas in downtown	0.5%	0.0%	0.0%	0.3%
Downtown festivals	0.5%	0.0%	0.0%	0.3%
Morningsun Herb Farm	0.5%	0.0%	0.0%	0.3%
People	0.5%	0.0%	0.0%	0.3%
Pietro’s Pizza	0.5%	0.0%	0.0%	0.3%
Pumpkin Patch	0.5%	0.0%	0.0%	0.3%
Vacaville Opera House	0.5%	0.0%	0.0%	0.3%
Vacaville Vintage Market	0.5%	0.0%	0.0%	0.3%
Cultural Center	0.0%	0.6%	1.2%	0.3%
Carousel area	0.3%	0.3%	0.0%	0.3%
Cows	0.3%	0.3%	0.0%	0.3%
Farmers Markets (in general)	0.3%	0.3%	0.0%	0.3%
Festivals	0.3%	0.0%	1.2%	0.3%
Friendliness	0.3%	0.3%	0.0%	0.3%
Green belt	0.3%	0.3%	0.0%	0.3%
Small town	0.3%	0.0%	1.2%	0.3%

Attraction/Event	Visitors (N=722)	Residents (N=340)	Stakeholders (N=82)	All (N=1144)
Train ride	0.3%	0.3%	0.0%	0.3%
Vacaville High School	0.3%	0.3%	0.0%	0.3%

To what extent do you think each of the following statements is descriptive of Vacaville as a community/visitor destination? Rate each statement on a scale which ranges from 1=“Very Undescriptive” to 5=“Very Descriptive.”

Descriptive Statement	Visitors	Residents	Stakeholders	All
	Mean Rating ⁵			
Vacaville offers a variety of shopping options	4.35	4.38	4.40	4.37
Vacaville is easily accessible	4.24	4.28	4.08	4.24
Vacaville has good weather	4.05	4.12	4.00	4.07
The overall mood of the area is peaceful and relaxed	3.98	3.98	4.09	3.99
Vacaville is clean	3.99	3.95	3.94	3.97
The area contains beautiful nature and scenery	3.98	3.92	4.01	3.96
People residing in Vacaville are warm and friendly	3.88	3.98	4.17	3.95
The area offers a variety of dining experiences	4.14	3.71	3.67	3.92
Vacaville is a safe area	3.79	3.93	4.00	3.86
Vacaville provides good service quality to its visitors	3.91	3.66	3.85	3.80
The destination offers good value	3.84	3.67	3.78	3.76
The area has wide open spaces	3.79	3.68	3.79	3.75
The destination is affordable	3.82	3.67	3.74	3.75
The area offers a variety of things to do for families	3.91	3.47	3.79	3.72
Vacaville is in an agricultural area	3.75	3.60	3.73	3.69
The area offers affordable accommodation choices	3.75	3.58	3.64	3.67
The area offers year-round activities	3.78	3.49	3.62	3.65
Vacaville has a good reputation as a visitor destination	3.73	3.50	3.55	3.62
The area is rich in history and culture	3.62	3.57	3.58	3.60
The area offers plenty of opportunities for outdoor recreation	3.75	3.42	3.57	3.60
Well-developed general infrastructure is in place	3.70	3.42	3.45	3.56
The area offers a good variety of accommodation choices	3.71	3.38	3.35	3.54
Vacaville is protective of its natural landscape and wildlife	3.64	3.33	3.53	3.50
Vacaville is a unique destination	3.54	3.18	3.19	3.36
Interesting cultural activities are available	3.50	3.10	3.10	3.30
The area offers a variety of nightlife and entertainment	3.28	2.76	2.59	3.01

⁵ Based on a five-point scale where the larger the number the better the rating.

How important to you are the following items when you decide whether or not to visit a particular community/visitor destination? Rate each item on a scale which ranges from 1="Very Unimportant" to 5="Very Important."

Item	Visitors	Residents	Stakeholders	All
	Mean Rating ⁶			
Offers personal safety	4.49	4.66	4.55	4.57
Cleanliness of destination	4.48	4.59	4.47	4.52
Hospitable, friendly people	4.40	4.55	4.38	4.46
Excellent service quality	4.37	4.42	4.36	4.39
Value for money	4.38	4.36	4.25	4.36
Relaxation	4.33	4.38	4.17	4.34
Excellent reputation	4.23	4.42	4.28	4.31
Good weather	4.28	4.37	4.22	4.31
Affordability	4.34	4.27	4.09	4.26
Existence of parks and byways	4.13	4.39	4.20	4.24
Varied or unique cuisines	4.14	4.32	4.39	4.24
Family-oriented setting	4.19	4.27	4.11	4.21
Wealth and beauty of landscape	4.08	4.33	4.29	4.20
Easily accessible	4.17	4.07	3.97	4.11
Shopping options	4.21	3.93	3.95	4.07
Unique setting	3.97	4.16	4.14	4.07
Wide-open spaces	3.96	4.09	3.97	4.02
Opportunities for sports/leisure activities	3.85	4.04	4.07	3.95
Good inventory of lodging properties	3.87	3.95	3.93	3.91
Interesting cultural activities	3.76	3.97	4.01	3.87
Places of historical or cultural interest	3.72	3.91	4.11	3.83
Well-developed general infrastructure	3.78	3.95	2.91	3.76
Good nightlife and entertainment	3.63	3.77	3.89	3.72
Opportunities for spectator sports events	3.44	3.47	3.61	3.47
Availability of theme parks	3.35	3.14	3.03	3.23
Availability of golf	2.56	2.59	3.78	2.69

⁶ Based on a five-point scale where the larger the number the better the rating.

Please rate the following Vacaville area attractions/events on a scale ranging from 1=“Poor” to 5=“Excellent” if you have visited them. If you are not aware of the attraction select the “Not Aware Of” option. If you are aware of the attraction but have not visited it, please check the “Aware of but Never Visited” option.

Visitation Levels and Ratings

	Attraction/Event	N	Not Aware of But		Visited	Poor	Fair	Average	Good	Excellent	Mean
			Aware Of	Never Visited							
Visitors	Vacaville Premium Outlets	729	2.1%	1.3%	96.6%	1.1%	2.1%	13.3%	32.7%	50.8%	4.30
	Nut Tree	729	2.8%	2.1%	95.1%	1.9%	3.5%	12.2%	34.6%	47.8%	4.23
	Jelly Belly Candy Company	709	2.9%	8.5%	88.6%	1.2%	3.0%	10.4%	33.4%	51.9%	4.32
	Six Flags Discovery Kingdom	709	6.3%	10.6%	83.1%	4.8%	7.0%	14.6%	29.9%	43.6%	4.01
	Travis Air Force Base	703	3.2%	17.9%	78.9%	1.7%	4.4%	14.2%	33.4%	46.3%	4.18
	Vacaville Fiesta Days	733	15.3%	10.5%	74.2%	1.7%	5.2%	14.5%	31.0%	47.6%	4.18
	Lagoon Valley Park	709	16.9%	10.8%	72.3%	2.2%	3.3%	13.6%	34.8%	46.2%	4.19
	Andrews Park	713	21.6%	9.2%	69.2%	2.3%	7.2%	12.5%	37.6%	40.3%	4.06
	Stars Recreation Center	699	21.2%	10.7%	68.1%	5.1%	5.5%	20.1%	36.2%	33.1%	3.87
	Tree Lighting Ceremony	729	17.5%	19.8%	62.7%	2.0%	2.9%	13.9%	34.4%	46.7%	4.21
	Town Square Library	711	25.3%	19.0%	55.7%	1.4%	3.8%	12.8%	43.6%	38.4%	4.14
	Suisun Valley Wine Country	711	22.2%	22.4%	55.4%	2.4%	3.8%	10.5%	35.7%	47.6%	4.22
	Vacaville Ice Sports	699	23.3%	22.0%	54.7%	1.5%	5.4%	19.1%	40.7%	33.3%	3.99
	Festival of Trees	731	35.1%	18.2%	46.7%	2.2%	4.9%	11.0%	37.4%	44.5%	4.17
	Vacaville Museum	726	28.9%	28.4%	42.7%	4.2%	7.9%	18.8%	35.8%	33.3%	3.86
	Western Railway Museum	720	34.6%	22.9%	42.5%	0.6%	6.7%	15.3%	42.3%	35.0%	4.04
	Theatre DeVile events	728	33.5%	29.9%	36.6%	2.1%	8.5%	11.3%	40.1%	38.0%	4.04
	Buck Mansion	713	37.4%	26.3%	36.3%	2.2%	4.3%	9.4%	42.8%	41.3%	4.17
	Vacaville Art League & Gallery	722	41.6%	25.5%	32.9%	3.1%	9.4%	14.2%	40.9%	32.3%	3.90
Vacaville Ballet Company	722	45.5%	28.6%	25.9%	2.0%	14.0%	14.0%	32.0%	38.0%	3.90	
North Bay Opera	726	50.6%	25.8%	23.6%	2.2%	8.8%	16.5%	34.1%	38.5%	3.98	

	Attraction/Event	N	Not Aware of But		Visited	Poor	Fair	Average	Good	Excellent	Mean
			Aware Of	Never Visited							
Residents	Nut Tree	317	0.3%	0.3%	99.4%	4.1%	10.2%	15.6%	39.7%	30.5%	3.82
	Vacaville Premium Outlets	318	0.0%	0.6%	99.4%	2.2%	9.2%	18.4%	45.6%	24.7%	3.81
	Andrews Park	315	0.3%	1.9%	97.8%	5.5%	9.1%	21.4%	37.0%	26.9%	3.71
	Lagoon Valley Park	316	0.3%	2.8%	96.9%	2.6%	4.9%	13.4%	40.5%	38.6%	4.08
	Stars Recreation Center	315	1.6%	4.8%	93.6%	7.8%	12.2%	25.8%	36.3%	18.0%	3.44
	Jelly Belly Candy Company	315	0.6%	7.6%	91.8%	1.0%	5.9%	16.3%	44.6%	32.2%	4.01
	Six Flags Discovery Kingdom	314	1.0%	7.3%	91.7%	5.2%	12.8%	22.6%	37.5%	21.9%	3.58
	Town Square Library	316	1.9%	7.9%	90.2%	1.8%	4.6%	18.2%	43.2%	32.3%	4.00
	Vacaville Fiesta Days	318	0.6%	10.4%	89.0%	5.3%	7.4%	16.6%	36.7%	33.9%	3.87
	Tree Lighting Ceremony	315	1.6%	11.1%	87.3%	1.5%	6.2%	12.4%	34.5%	45.5%	4.16
	Travis Air Force Base	313	1.0%	19.5%	79.5%	1.6%	6.4%	19.3%	38.6%	34.1%	3.97
	Vacaville Ice Sports	313	1.9%	20.1%	78.0%	5.3%	11.1%	30.3%	36.1%	17.2%	3.49
	Festival of Trees	314	8.0%	19.1%	72.9%	2.6%	5.7%	19.2%	38.4%	34.1%	3.96
	Suisun Valley Wine Country	315	9.2%	27.6%	63.2%	1.5%	2.5%	17.1%	44.7%	34.2%	4.08
	Vacaville Museum	312	6.7%	37.2%	56.1%	5.1%	12.6%	27.4%	33.1%	21.7%	3.54
	Theatre DeVille events	315	3.2%	45.1%	51.7%	9.8%	12.9%	20.9%	31.3%	25.2%	3.49
	Western Railway Museum	313	18.2%	35.8%	46.0%	5.6%	12.5%	27.8%	31.9%	22.2%	3.53
	Buck Mansion	314	10.5%	46.2%	43.3%	2.9%	15.4%	17.6%	37.5%	26.5%	3.69
	Vacaville Art League & Gallery	312	23.4%	37.5%	39.1%	9.0%	13.9%	26.2%	31.1%	19.7%	3.39
	Vacaville Ballet Company	314	17.5%	46.5%	36.0%	2.7%	14.2%	34.5%	22.1%	26.5%	3.56
North Bay Opera	312	38.5%	39.1%	22.4%	2.9%	17.1%	30.0%	31.4%	18.6%	3.46	

	Attraction/Event	N	Not Aware of But		Visited	Poor	Fair	Average	Good	Excellent	Mean
			Aware Of	Never Visited							
Stakeholders	Nut Tree	76	0.0%	0.0%	100.0%	1.3%	2.6%	15.8%	46.1%	34.2%	4.09
	Vacaville Premium Outlets	76	0.0%	2.6%	97.4%	1.4%	5.4%	13.5%	40.5%	39.2%	4.11
	Andrews Park	72	1.4%	2.8%	95.8%	1.4%	15.9%	17.4%	39.1%	26.1%	3.72
	Town Square Library	72	0.0%	4.2%	95.8%	0.0%	2.9%	10.1%	50.7%	36.2%	4.20
	Stars Recreation Center	73	5.5%	2.7%	91.8%	4.5%	11.9%	31.3%	41.8%	10.4%	3.42
	Lagoon Valley Park	73	2.7%	6.8%	90.5%	1.5%	7.6%	7.6%	51.5%	31.8%	4.05
	Vacaville Fiesta Days	76	2.6%	9.2%	88.2%	4.5%	7.5%	22.4%	37.3%	28.4%	3.78
	Six Flags Discovery Kingdom	72	2.8%	9.7%	87.5%	4.8%	3.2%	27.0%	47.6%	17.5%	3.70
	Travis Air Force Base	73	0.0%	13.7%	86.3%	1.6%	7.9%	12.7%	46.0%	31.7%	3.98
	Tree Lighting Ceremony	75	5.3%	10.7%	84.0%	3.2%	7.9%	1.6%	36.5%	50.8%	4.24
	Jelly Belly Candy Company	73	0.0%	16.4%	83.6%	3.3%	3.3%	4.9%	49.2%	39.3%	4.18
	Festival of Trees	76	6.6%	18.4%	75.0%	0.0%	10.5%	10.5%	43.9%	35.1%	4.04
	Vacaville Ice Sports	72	4.2%	20.8%	75.0%	3.7%	16.7%	29.6%	40.7%	9.3%	3.35
	Suisun Valley Wine Country	73	4.1%	24.7%	71.2%	0.0%	0.0%	13.5%	69.2%	17.3%	4.04
	Vacaville Museum	75	5.3%	24.0%	70.7%	7.5%	9.4%	26.4%	41.5%	15.1%	3.47
	Theatre DeVille events	75	5.3%	38.7%	56.0%	7.1%	9.5%	21.4%	40.5%	21.4%	3.60
	Vacaville Art League & Gallery	75	20.0%	26.7%	53.3%	5.0%	20.0%	27.5%	47.5%	0.0%	3.18
	Western Railway Museum	74	17.6%	29.7%	52.7%	2.6%	12.8%	25.6%	43.6%	15.4%	3.56
	Buck Mansion	72	8.3%	41.7%	50.0%	5.6%	2.8%	5.6%	61.1%	25.0%	3.97
	Vacaville Ballet Company	75	16.0%	41.3%	42.7%	3.1%	9.4%	6.3%	56.3%	25.0%	3.91
North Bay Opera	75	30.7%	42.7%	26.6%	0.0%	5.0%	25.0%	60.0%	10.0%	3.75	

Mean Visitor Ratings by Sample Subgroup

Attraction/Event	Visitors	Residents	Stakeholders	All
Tree Lighting Ceremony	4.21	4.16	4.24	4.19
Jelly Belly Candy Company	4.32	4.01	4.18	4.18
Suisun Valley Wine Country	4.22	4.08	4.04	4.14
Lagoon Valley Park	4.19	4.08	4.05	4.12
Travis Air Force Base	4.18	3.97	3.98	4.08
Vacaville Premium Outlets	4.30	3.81	4.11	4.08
Town Square Library	4.14	4.00	4.20	4.07
Festival of Trees	4.17	3.96	4.04	4.05
Nut Tree	4.23	3.82	4.09	4.05
Vacaville Fiesta Days	4.18	3.87	3.78	4.00
Buck Mansion	4.17	3.69	3.97	3.94
Andrews Park	4.06	3.71	3.72	3.86
Six Flags Discovery Kingdom	4.01	3.58	3.70	3.79
Western Railway Museum	4.04	3.53	3.56	3.77
North Bay Opera	3.98	3.46	3.75	3.75
Vacaville Ballet Company	3.90	3.56	3.91	3.74
Theatre DeVille events	4.04	3.49	3.60	3.73
Vacaville Ice Sports	3.99	3.49	3.35	3.68
Vacaville Museum	3.86	3.54	3.47	3.66
Stars Recreation Center	3.87	3.44	3.42	3.62
Vacaville Art League & Gallery	3.90	3.39	3.18	3.58

Demographics

What is your age?

Category	Visitors (N=686)	Residents (N=315)	All (N=681)
Refuse to Answer	5.7%	3.5%	5.0
18 to 24	6.6%	2.5%	5.3
25 to 34	29.0%	19.7%	26.0
35 to 44	20.2%	28.3%	22.7
45 to 54	16.4%	21.3%	17.9
55 to 64	16.1%	19.0%	17.0
65+	6.0%	5.7%	5.9
Mean	41.9	44.7	43.2
Median	39	44	42

What is your marital status?

Marital Status	Visitors (N=694)	Residents (N=315)	All (N=1,009)
Married	58.6%	75.6%	63.9
Single	27.0%	10.5%	21.9
Divorced	7.0%	10.2%	8.0
Domestic Partnership	2.7%	1.6%	2.4
Widowed	2.7%	1.0%	2.2
Separated	1.9%	1.3%	1.7

What is the highest level of education you have achieved?

Level	Visitors (N=688)	Residents (N=311)	Stakeholders (N=69)	All (N=1,068)
9th to 12th grade	2.5%	0.3%	0.0%	1.7%
High school graduate	12.5%	6.8%	5.8%	10.4%
Some college/university	35.4%	25.1%	8.7%	30.7%
Trade school graduate	7.4%	6.8%	4.3%	7.0%
Associate degree	11.2%	13.5%	10.1%	11.8%
Bachelor's degree	18.5%	32.2%	31.9%	23.4%
Graduate or professional degree	12.5%	15.4%	39.1%	15.1%

Which of the following best describes your race or ethnicity?

Race/Ethnicity	Visitors (N=675)	Residents (N=308)	Stakeholders (N=72)	All (N=1,055)
White	66.1%	80.5%	63.9%	70.2%
Hispanic or Latino (of any race)	14.7%	5.8%	9.7%	11.8%
Multiracial	5.8%	6.5%	8.3%	6.2%
Black or African American	3.6%	1.6%	5.6%	3.2%
Asian	3.1%	2.3%	4.2%	2.9%
American Indian or Alaska Native	3.1%	1.6%	4.2%	2.7%
Native Hawaiian or Other Pacific Islander	2.5%	0.6%	1.4%	1.9%
Refuse to Answer	1.1%	1.0%	2.8%	1.2%

What is your gender?

Gender	Visitors (N=671)	Residents (N=301)	Stakeholders (N=72)	All (N=1,044)
Male	43.2%	35.9%	25.0%	39.8%
Female	56.8%	64.1%	75.0%	60.2%

Into which of the following categories does your household income fall? (Optional)

Category	Visitors (N=561)	Residents (N=271)	Stakeholders (N=40)	All (N=872)
<\$25k	13.7%	0.7%	0.0%	9.0%
\$25,000-\$34,999	10.0%	2.2%	5.0%	7.4%
\$35,000-\$49,999	14.4%	4.4%	7.5%	11.0%
\$50,000-\$74,999	17.4%	16.2%	12.5%	16.8%
\$75,000-\$99,999	14.7%	18.8%	12.5%	15.9%
\$100,000-\$124,999	10.7%	19.6%	32.5%	14.5%
\$125,000-\$149,999	3.0%	10.0%	22.5%	6.1%
\$150,000+	8.0%	20.7%	0.0%	11.6%
Refuse to Answer	8.0%	7.4%	7.5%	7.8%