

City of Vacaville

Brand Image/Perception Survey of Visitors and Potential Visitors

RESULTS

Note: For open-ended questions respondents could provide more than one response.

Do you live in Vacaville, California?

This was a screening question. The person had to be a nonresident of Vacaville to qualify for the survey. If they were a resident they were redirected to the Resident Survey. After extensive cleaning of the data we were left with 797 usable responses.

Have you ever visited Vacaville?

The purpose of this question was to determine who had visited before and who had not so we could compare visitors to potential visitors. Unfortunately, for reasons that cannot be determined, only 17 non-visitors replied which was an insufficient number to work with.

Why did you not visit?

Given the extremely small number of non-visitors who responded this question was not analyzed.

The rest of the analysis from this point forward is based on the 797 visitor responses received that were deemed to be usable. The sample sizes will vary by question.

When did you last visit Vacaville?

N=797

Last Visit	Number of Respondents	Percentage of Respondents
May 2015	2	0.2
April 2015	150	18.8
March 2015	289	36.2
February 2015	66	8.2
January 2015	45	5.6
December 2014	41	5.2
November 2014	17	2.1
October 2014	15	1.9
September 2014	13	1.6
August 2014	11	1.4
July 2014	15	1.9

Last Visit	Number of Respondents	Percentage of Respondents
June 2014	15	1.9
May 2014	11	1.4
April 2014	8	0.9
March 2014	13	1.6
February 2014	2	0.2
January 2014	6	0.7
2013	26	3.3
2012	10	1.3
2011	2	0.2
2010	9	1.1
Before 2010	32	4.0

What was the primary purpose of your last trip to Vacaville?

N=795

Purpose	Number of Respondents	Percentage of Respondents
Visiting Friends and Relatives	364	45.8
Shopping	210	26.4
Personal Reasons (e.g., medical, legal, wedding, reunion, etc.)	84	10.6
Business/Corporate	43	5.4
Leisure/Vacation	28	3.5
Passing-Thru	15	1.9
Dining	13	1.7
Work in Vacaville	13	1.7
Used to live in Vacaville	8	0.9
Meeting/Convention	4	0.5
Sporting Event	2	0.2
University/College Education	2	0.2
Visiting Wineries	2	0.2
Other	8	0.9

Concerning your last visit, was Vacaville your primary destination?

N=797

Response	Number of Respondents	Percentage of Respondents
Yes	714	89.6
No	83	10.4

What was your primary destination?

N=83

Destination	Number of Respondents	Percentage of Respondents
Fairfield	11	13.6
Sacramento	9	11.4
Suisun City	6	6.8
Davis, CA	4	4.5
Grass Valley	4	4.5
Lake Tahoe	4	4.5
Los Angeles	4	4.5
Travis Air Force Base	4	4.5
Alameda, CA	2	2.3
Calistoga	2	2.3

Destination	Number of Respondents	Percentage of Respondents
Colfax, CA	2	2.3
Concord	2	2.3
Culver City	2	2.3
Dixon, CA	2	2.3
Oakland	2	2.3
Oregon	2	2.3
Petaluma	2	2.3
Pinole	2	2.3
Portland	2	2.3
Rio Vista	2	2.3
Rodeo, CA	2	2.3
Rohnert Park, CA	2	2.3
Salinas	2	2.3
San Francisco	2	2.3
Santa Rosa	2	2.3
Stockton, CA	2	2.3
Winters, CA	2	2.3
Woodland	2	2.3

What type of transportation did you use to get to Vacaville the last time you visited?

N=789

Type	Number of Respondents	Percentage of Respondents
Personal Vehicle	662	83.8
Airline (fly/drive)	75	9.5
Rented Vehicle	39	5.0
Company Vehicle	4	0.5
RV	4	0.5
Coach/Bus	2	0.2
Train	2	0.2
Vallejo ferry to personal transportation	2	0.2

Which other cities and towns in Solano County did you visit?

N=591

City/Town	Number of Respondents	Percentage of Respondents
Fairfield	428	72.3
Suisun City	182	30.8
Dixon	178	30.1
Vallejo	144	24.4
Benicia	107	18.1
Rio Vista	69	11.7

Was your last visit to Vacaville a day visit or an overnight visit?

N=797

Visit Type	Number of Respondents	Percentage of Respondents
Day visit	523	65.6
Overnight visit	274	34.4

Depending on their response, the respondent will be asked to either indicate the number of hours stayed or number of nights.

How long was your last visit to Vacaville?

Day Visitors

N=523

Number of Hours	Number of Respondents	Percentage of Respondents
1	30	10.8
2	75	26.9
3	92	32.9
4	83	29.6
5	60	21.5
6	71	25.5
7	11	4.0
8	60	21.5
9	6	2.0
10	17	6.0
>10	19	6.7
Mean: 5.02		
Median: 4		

Overnight Visitors

N=274

Number of Nights	Number of Respondents	Percentage of Respondents
1	32	21.8
2	62	42.4
3	45	30.8
4	26	18.0
5	17	11.6
6	17	11.6
7	21	14.1
8	6	3.9
9	2	1.3
10	15	10.3
11	4	2.6
12	2	1.3
13	4	2.6
14	6	3.9
>14	17	11.6
Mean: 4.74		
Median: 3		

In what type of accommodations did you stay in the majority of the time during your last visit?

Note: Day visitors were not asked this question.

N=272

Type	Number of Respondents	Percentage of Respondents
Friends/Relatives	197	72.4
Full Service Hotel	36	13.1
Motel	13	4.8
Limited Service Hotel	11	4.1
Lodge	4	1.4
All of above	2	0.7
Apartment complex	2	0.7
Bed & Breakfast	2	0.7
Campground/RV Park	2	0.7
Hotel	2	0.7
Purchased home	2	0.7

How many times have you visited Vacaville in the last three years?

N=647

Number of Visits	Number of Respondents	Percentage of Respondents
0	21	3.2
1	39	6.1
2	32	4.9
3	32	4.9
4	30	4.6
5	38	5.8
6	32	4.9
7	11	1.7
8	6	0.9
9	2	0.3
10	28	4.3
11 to 15	43	6.7
16 to 20	39	6.1
21 to 30	45	7.0
31 to 50	36	5.5
51 to 75	11	1.7
76 to 100	56	8.7
101 to 150	19	2.9
151 to 200	19	2.9
201 to 300	28	4.3
301 to 400	13	2.0
>400	68	10.4
Mean (<=75 visits): 13.85		
Median (<=75 visits): 6		

During your last visit to Vacaville in which activities/events/services did you participate/attend/use?

N=797

Activity/Event/Service	Number of Respondents	Percentage of Respondents
Shopping	544	68.2
Dining	534	67.1
Visiting Friends and Relatives	418	52.5
Entertainment/Nightlife	133	16.7
Festivals/Fairs	133	16.7
Visiting Parks and Trails	131	16.5
Nature Hiking/Walking	124	15.5
Hospital/Medical Services	114	14.4
Sightseeing	99	12.5
Outdoor Recreation	98	12.2
Vacation	94	11.8
Special Event	83	10.4
Visiting Wineries	71	8.9
Reunion	64	8.0
Historical/Heritage Sites	47	5.9
Photography	43	5.4
Arts	39	4.9
Agriculture	32	4.0
Corporate Business	30	3.8
Meetings/Convention	30	3.8
Wedding	30	3.8
Biking	28	3.5
Sporting Events	26	3.3
Golf	23	2.8
Wildlife Viewing	23	2.8
Camping	15	1.9
Government Business	15	1.9
Boating/Sailing	9	1.2
University/College Learning	8	0.9
Fishing	4	0.5
Hunting	2	0.2
Industrial Business	2	0.2
Rodeo	2	0.2
Water Sports	2	0.2
Group/Motorcoach Tour	0	0.0

From which of the sources listed below did you obtain information about Vacaville?

N=797

Source	Number of Respondents	Percentage of Respondents
Friends/Relatives	518	64.9
Facebook	238	29.9
Other Word-Of-Mouth	152	19.1
Visit Vacaville Website	137	17.2
Internet	120	15.1
Radio	103	12.9
Newspaper	75	9.4
Solano County Website	60	7.5
Magazine	39	4.9
Other Websites	38	4.7
Billboard	36	4.5
Email	32	4.0
Television	26	3.3
Visit California Website	26	3.3
California Tourist Guide	21	2.6
Chamber of Commerce	21	2.6
Brochure	15	1.9
Trip Advisor	13	1.6
State Travel Visitor Center	9	1.2
Twitter	8	0.9
Accommodations	4	0.5
E-Newsletter	4	0.5
YouTube	4	0.5
Consumer Travel Shows	2	0.2

From which sources would you prefer to obtain information on Vacaville? Please indicate your top three choices.

N=788

Source	#1 Choice	#2 Choice	#3 Choice	Not Top 3 Choice	Top 3 Choice
Facebook	19.8%	17.4%	14.3%	48.6%	51.4%
Friends/Relatives	25.2%	10.7%	11.4%	52.6%	47.4%
Internet	9.3%	11.4%	9.3%	70.0%	30.0%
Visit Vacaville Website	11.7%	8.3%	6.9%	73.1%	26.9%
Radio	6.7%	7.4%	6.4%	79.5%	20.5%
Television	3.8%	5.5%	4.5%	86.2%	13.8%
Other Word-Of-Mouth	3.1%	4.5%	4.8%	87.6%	12.4%
Newspaper	3.3%	3.1%	4.3%	89.3%	10.7%
Email	1.7%	2.6%	4.0%	91.7%	8.3%
Solano County Website	1.9%	2.9%	2.1%	93.1%	6.9%
Visit California Website	1.2%	2.4%	3.3%	93.1%	6.9%
Billboard	1.4%	2.6%	2.6%	93.3%	6.7%
Other Websites	1.2%	2.6%	1.7%	94.5%	5.5%
California Tourist Guide	2.1%	1.7%	1.4%	94.8%	5.2%
Brochure	1.7%	1.0%	2.1%	95.2%	4.8%
E-Newsletter	1.0%	0.2%	2.9%	96.0%	4.0%
Magazine	0.2%	1.9%	1.7%	96.2%	3.8%
Trip Advisor	0.7%	1.2%	1.4%	96.7%	3.3%
Consumer Travel Shows	0.7%	0.5%	0.7%	98.1%	1.9%
Twitter	0.7%	0.0%	1.2%	98.1%	1.9%
State Travel Visitor Center	0.5%	0.5%	0.7%	98.3%	1.7%
Chamber of Commerce	0.0%	0.7%	0.7%	98.6%	1.4%
Accommodations	0.0%	0.5%	0.2%	99.3%	0.7%
YouTube	0.0%	0.2%	0.5%	99.3%	0.7%

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?

N=797

Response	Number of Respondents	Percentage of Respondents
Yes	184	23.1
No	383	48.0
Don't Know	231	28.9
Total	797	100.0

If “Yes”

Please describe the types of attractions, facilities, and/or services that you would like to see added in Vacaville to improve it as a community/visitor destination.

N=174

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Restaurants/Dining (more variety, better quality, preferably non-chains unless new to area)	53	30.2
Kids attractions/activities	24	14.0
Water park	23	12.9
Trader Joe's	17	9.7
More events (types not specified)	13	7.5
Shopping (more variety of stores)	13	7.5
Festivals (especially if they are unique to Vacaville)	11	6.5
Nut Tree area (make improvements and bring back old elements of it that made the attraction unique)	11	6.5
Information Guides (printed guides, websites, etc.)	9	5.4
More police officers/public safety initiatives	9	5.4
Whole Foods Market	9	5.4
Casino	8	4.3
Dog parks	8	4.3
More locally owned businesses	8	4.3
Outlets	8	4.3
Convention/Conference center	6	3.2
Dave & Busters	6	3.2
Family-friendly attractions/activities	6	3.2
Microbreweries	6	3.2
More nightlife	6	3.2
Parking (more and better)	6	3.2
Parks (more and improve existing ones)	6	3.2
Preservation of city's history	6	3.2
Theme Park	6	3.2
Agricultural businesses/activities	4	2.2

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Amusement Park	4	2.2
Attractions	4	2.2
Cheesecake Factory	4	2.2
Community-based facilities and activities	4	2.2
Creekwalk improvements	4	2.2
Downtown development, improvements and enhancements (not specified)	4	2.2
Drive-in movie theater	4	2.2
Dutch Brothers Coffee	4	2.2
Entertainment	4	2.2
Fishing/hunting locations	4	2.2
Health care facilities	4	2.2
Hiking trails	4	2.2
Improved traffic flow, especially in shopping areas	4	2.2
John's Incredible Pizza	4	2.2
Live theatre events and facilities	4	2.2
More downtown shopping	4	2.2
More housing options, especially affordable ones	4	2.2
Movie theaters	4	2.2
Museums	4	2.2
Renovate & Restore Pena Adobe Park	4	2.2
Rental services for activities	4	2.2
Shopping mall	4	2.2
Swimming pools	4	2.2
Wine tasting rooms	4	2.2
Wineries	4	2.2
Zoo	4	2.2
4-5 star hotel	2	1.1
Adult activities	2	1.1
Amphitheater	2	1.1
Antique stores	2	1.1
Apple Store	2	1.1
Baseball stadium/team	2	1.1
Bigger concert venue	2	1.1
Bookstore	2	1.1
Farmers market (expanded and more often)	2	1.1
Golf Courses (more and better)	2	1.1
Grocery stores	2	1.1
Hotels (more and better)	2	1.1
Ikea	2	1.1
Improved signage	2	1.1
Less giant corporations	2	1.1
Less light	2	1.1
Live music	2	1.1

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Longer business hours	2	1.1
Macy's	2	1.1
Miniature golf course	2	1.1
More boutique shopping	2	1.1
Nature Attractions	2	1.1
No talk n win	2	1.1
Nordstrom Rack	2	1.1
Old City Hall	2	1.1
Old Spaghetti Factory	2	1.1
Organic markets	2	1.1
Public/community gardens	2	1.1
Recreation facilities (type not specified)	2	1.1
Redevelop/revitalize older shopping centers	2	1.1
Roller Rink	2	1.1
Sightseeing	2	1.1
Skydiving	2	1.1
Sports teams	2	1.1
Star bucks	2	1.1
Teen facilities/activities	2	1.1
Tourist destination attractions/events/activities	2	1.1
Upscale shopping	2	1.1
Vacaville Commons	2	1.1
Victoria's Secret	2	1.1
Visit Vacaville gifts- keychains, coffee mugs, t-shirts - for sale through local businesses?	2	1.1
Walking trails	2	1.1
Young adult entertainment	2	1.1

When considering other comparable leisure locations to Vacaville, which cities or regions do you go to? Please identify up to three destinations.

N=705

Destination	# of Resp.	% of Resp.
Sacramento	248	35.1%
Napa	188	26.6%
San Francisco	171	24.2%
Fairfield	150	21.3%
Davis	103	14.6%
Suisun City	53	7.4%
Benicia	49	6.9%
Vallejo	49	6.9%
Dixon	47	6.6%

Destination	# of Resp.	% of Resp.
Walnut Creek	41	5.9%
Winters	41	5.9%
Roseville	30	4.3%
Lake Tahoe	24	3.5%
Concord	23	3.2%
Rio Vista	23	3.2%
Monterey	21	2.9%
Bodega Bay	19	2.7%
Sonoma	19	2.7%

Destination	# of Resp.	% of Resp.
Folsom	17	2.4%
Reno	17	2.4%
San Diego	17	2.4%
Santa Rosa	17	2.4%
Woodland	17	2.4%
Oakland	15	2.1%
Petaluma	15	2.1%
Tahoe, NV	15	2.1%
Calistoga	13	1.9%
Auburn	11	1.6%
Los Angeles	11	1.6%
Redding, CA	11	1.6%
Santa Cruz	11	1.6%
Bay Area	9	1.3%
Livermore	9	1.3%
Seattle, WA	9	1.3%
Carmel-by-the-Sea	8	1.1%
Chico	8	1.1%
Placerville	8	1.1%
Pleasanton	8	1.1%
San Jose	8	1.1%
Berkeley	6	0.8%
Gilroy, CA	6	0.8%
Lake Berryessa	6	0.8%
Las Vegas, NV	6	0.8%
Lodi	6	0.8%
Pleasant Hill	6	0.8%
Anaheim	4	0.5%
Antioch	4	0.5%
Arizona	4	0.5%
Austin, TX	4	0.5%
Brentwood	4	0.5%
Dublin	4	0.5%
El Dorado Hills	4	0.5%
Myrtle Beach, SC	4	0.5%
North Carolina	4	0.5%
Oregon	4	0.5%
Pacific Grove	4	0.5%
Palm Springs	4	0.5%
Portland, OR	4	0.5%
Redwoods	4	0.5%
Rocklin	4	0.5%

Destination	# of Resp.	% of Resp.
Savanna, GA	4	0.5%
Spokane, WA	4	0.5%
St. Helena	4	0.5%
Tracy	4	0.5%
Ventura	4	0.5%
West Sacramento	4	0.5%
Alameda	2	0.3%
Amador County	2	0.3%
American Canyon	2	0.3%
Anthem, AZ	2	0.3%
Apple Hill	2	0.3%
Atlanta, GA	2	0.3%
Bend, OR	2	0.3%
Berkley	2	0.3%
Big Sur	2	0.3%
Boise, ID	2	0.3%
Bolinas	2	0.3%
Boulder, CO	2	0.3%
Brownsville, TX	2	0.3%
Cabo San Lucas	2	0.3%
Cache Creek	2	0.3%
California Coast	2	0.3%
Cambria	2	0.3%
Central Valley	2	0.3%
Chicago, IL	2	0.3%
Cincinnati, OH	2	0.3%
Clarksburg	2	0.3%
Clearlake, CA	2	0.3%
Coast	2	0.3%
Columbia, CA	2	0.3%
Columbia, SC	2	0.3%
Columbus, OH	2	0.3%
Cottonwood, AZ	2	0.3%
Danville	2	0.3%
Estes Park, CO	2	0.3%
Florida	2	0.3%
Fontana	2	0.3%
Fort Bragg	2	0.3%
Georgia	2	0.3%
Gig Harbor/Tacoma, WA	2	0.3%
Glendale	2	0.3%
Golden, CO	2	0.3%

Destination	# of Resp.	% of Resp.
Grants Pass	2	0.3%
Gulalala, CA	2	0.3%
HAYWARD	2	0.3%
Healdsburg	2	0.3%
Houston	2	0.3%
Huntington Beach	2	0.3%
Indio	2	0.3%
Jackson, CA	2	0.3%
Kelseyville	2	0.3%
La Mesa	2	0.3%
Lafayette	2	0.3%
Lake Havasu	2	0.3%
Lewiston, ID	2	0.3%
Lincoln	2	0.3%
Marin	2	0.3%
Martinez	2	0.3%
Medford, OR	2	0.3%
Mendocino	2	0.3%
Milwaukee, WI	2	0.3%
Modesto	2	0.3%
Natomas	2	0.3%
Nevada City	2	0.3%
New Braunfels	2	0.3%
Newbury Park	2	0.3%
Norman, OK	2	0.3%
North coast	2	0.3%
Novato, CA	2	0.3%
Nyack, NY	2	0.3%
Oakdale	2	0.3%
Oceanside	2	0.3%
Old historical site	2	0.3%
Old Sacramento	2	0.3%
Ontario, CA	2	0.3%
Orange County	2	0.3%
Orville	2	0.3%
Orlando, FL	2	0.3%
Pacifica	2	0.3%
Palm Dessert	2	0.3%
Palo Alto	2	0.3%
Pensacola Beach	2	0.3%

Destination	# of Resp.	% of Resp.
Pigeon Forge, TN	2	0.3%
Pinole	2	0.3%
Pismo	2	0.3%
Placer County	2	0.3%
Prescott	2	0.3%
Provo, UT	2	0.3%
Rancho Cordova	2	0.3%
Red Woods	2	0.3%
Ridgecrest, CA	2	0.3%
Riverside	2	0.3%
Russian River, CA	2	0.3%
Salinas	2	0.3%
San Antonio, TX	2	0.3%
San George, UT	2	0.3%
San Leandro	2	0.3%
San Luis Obispo	2	0.3%
San Mateo	2	0.3%
Santa Barbara	2	0.3%
Santa Fe, NM	2	0.3%
Santa Monica	2	0.3%
Sequim, WA	2	0.3%
Shasta Lake	2	0.3%
South Lake Tahoe, CA	2	0.3%
Springfield, MO	2	0.3%
Stinson Beach	2	0.3%
Suisun Valley	2	0.3%
Sun River, OR	2	0.3%
Tahoe National Forest	2	0.3%
Temecula	2	0.3%
Travis Air Force Base	2	0.3%
Truckee	2	0.3%
Tulsa, OK	2	0.3%
Turlock, CA	2	0.3%
Van Nuys	2	0.3%
Victorville	2	0.3%
Windsor	2	0.3%
Wine country	2	0.3%
Yosemite	2	0.3%

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

N=720

Image	Number of Respondents	Percentage of Respondents
Factory outlet stores	261	36.2
Nut Tree (generic mention)	242	33.6
Shopping	204	28.4
Restaurants/Dining/Food	176	24.5
Pena Adobe	56	7.8
Downtown	51	7.0
Family	49	6.8
Travis Air Force Base	49	6.8
Creekwalk concerts	45	6.3
Clean	39	5.5
Friends	36	4.9
Friendly	28	3.9
Rolling hills	28	3.9
Hiking	24	3.4
Vacaville Fiesta Days	24	3.4
Andrews Park	23	3.1
Murillo's Mexican Food	21	2.9
Wine/Wineries	19	2.6
Great weather	17	2.3
Pietro's Pizza	17	2.3
Scenic	17	2.3
Lagoon Valley Park	15	2.1
Lake Berryessa	15	2.1
Nut Tree plaza	15	2.1
Vacaville Ice Sports	15	2.1
Family friendly	13	1.8
Golf	13	1.8
Movies	13	1.8
Nightlife/Bars	13	1.8
Safe	13	1.8
Bowling	11	1.6
Fun	11	1.6
Small town	11	1.6
Close to San Francisco, Sacramento, Napa Valley and Tahoe	9	1.3
Farmers market	9	1.3
Festivals	9	1.3
Historic Downtown Vacaville	9	1.3
History	9	1.3

Image	Number of Respondents	Percentage of Respondents
Location	9	1.3
Music (generic mention)	9	1.3
Nugget grocery	9	1.3
Stars Recreation Center	9	1.3
Biking trails	8	1.0
Churches	8	1.0
Easily accessible	8	1.0
Easy to get around	8	1.0
Family activities	8	1.0
Family oriented	8	1.0
Fenton's Creamery	8	1.0
Jelly Belly Candy Company	8	1.0
Kaiser medical facility	8	1.0
Nut Tree sign	8	1.0
Outdoor activities	8	1.0
Theatre Deville	8	1.0
Baseball	6	0.8
Concerts (generic mention)	6	0.8
Costco	6	0.8
Entertainment	6	0.8
Farming	6	0.8
Lots to see and do	6	0.8
Mall	6	0.8
Medical services	6	0.8
Nature	6	0.8
Nut Tree Airport	6	0.8
Nut Tree Carousel/Train	6	0.8
Nut Tree shopping	6	0.8
Park	6	0.8
Parking is plentiful	6	0.8
Prison	6	0.8
Sunny	6	0.8
Theater	6	0.8
Vacaville High School	6	0.8
Vasquez Deli	6	0.8
Walking trails	6	0.8
Affordable	4	0.5
Agriculture	4	0.5
Black Oak	4	0.5
Boudoin	4	0.5
Brenden theaters	4	0.5
Busy	4	0.5
Car dealers	4	0.5

Image	Number of Respondents	Percentage of Respondents
Cows	4	0.5
Downtown events	4	0.5
Fairs	4	0.5
Fishing	4	0.5
Foster's Freeze	4	0.5
Good schools	4	0.5
Greenery	4	0.5
Growing	4	0.5
Home	4	0.5
Hometown	4	0.5
In-N-Out	4	0.5
Kid Friendly	4	0.5
Leisure	4	0.5
Main Street	4	0.5
Merchant and Main	4	0.5
Morningsun Herb Farm	4	0.5
Movie theater	4	0.5
Open space	4	0.5
Outdoor activities	4	0.5
Peaceful	4	0.5
Pleasant Valley	4	0.5
Recreation	4	0.5
Sonic	4	0.5
Traffic congestion	4	0.5
Tree lined streets	4	0.5
Variety	4	0.5
Winco	4	0.5
\$	2	0.3

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

The table below contains the top responses (two or more mentions).

N=718

Image	Number of Respondents	Percentage of Respondents
Friendly	171	23.8
Happy	139	19.3
Relaxing	116	16.2
Fun	113	15.7
Safe	71	9.9
Clean	58	8.1
Busy	39	5.5
Warm and welcoming	39	5.5
Calm	38	5.2
Family	38	5.2
Comfortable	34	4.7
Good	34	4.7
Shopping friendly (great variety, everything available)	34	4.7
Small town feel	34	4.7
Nice	32	4.4
Peaceful	30	4.2
Exciting	26	3.7
Pleasant	26	3.7
Strong sense of community	26	3.7
Family oriented	24	3.4
Laid back	24	3.4
Beautiful	23	3.1
Lots to see and do	23	3.1
Quiet	23	3.1
Traffic congestion	21	2.9
Inviting	19	2.6
Loving	17	2.4
Home	15	2.1
Hometown feel	15	2.1
Joyful	15	2.1
Easily accessible	13	1.8
Great	13	1.8
Memories	13	1.8
Crowded	11	1.6
Satisfied	11	1.6

Image	Number of Respondents	Percentage of Respondents
Boring	9	1.3
Casual	9	1.3
Family friendly	9	1.3
Nostalgic	9	1.3
Weather is nice	9	1.3
Wonderful	9	1.3
Bustling	8	1.0
Energetic	8	1.0
Growing	8	1.0
Hot	8	1.0
Nice people	8	1.0
Quaint	8	1.0
Rude	8	1.0
Affordable	6	0.8
Content	6	0.8
Convenient	6	0.8
Enjoyable	6	0.8
Entertainment	6	0.8
Full	6	0.8
Helpful	6	0.8
Hometown	6	0.8
Lack of parking	6	0.8
Not a lot to do	6	0.8
Positive	6	0.8
Reminiscent	6	0.8
Rural	6	0.8
Slower paced	6	0.8
Small town feel, big city amenities	6	0.8
Sunny	6	0.8
Upbeat	6	0.8
Variety	6	0.8
Active	4	0.5
Agricultural	4	0.5
Changing	4	0.5
Diverse	4	0.5
Expensive	4	0.5
Familiar	4	0.5
Festive	4	0.5
Good food	4	0.5
Historical	4	0.5
Interesting	4	0.5

Image	Number of Respondents	Percentage of Respondents
Kid friendly	4	0.5
Leisure	4	0.5
Lively	4	0.5
Love it	4	0.5
Normal	4	0.5
Organized	4	0.5
Outdoorsy	4	0.5
Religious	4	0.5
Restful	4	0.5
Sad	4	0.5
Simple	4	0.5
Stressful	4	0.5
Too many homeless people/panhandlers	4	0.5
Wholesome	4	0.5

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

The table below contains responses mentioned by at least 0.5% of respondents.

N=722

Attraction/Event	Number of Respondents	Percentage of Respondents
Nut Tree	345	47.8
Factory outlets (which ones not specified)	298	41.3
Creekwalk/Creekwalk Concert Series	137	19.0
Vacaville Fiesta Days	122	16.9
Restaurants/Dining/Food	64	8.8
Downtown	56	7.8
Shopping	54	7.5
Pena Adobe	49	6.8
Tree Lighting Ceremony/Merriment on Main	32	4.4
Vacaville Premium Outlets	28	3.9
Andrews Park	26	3.6
Murillo's Mexican Food	21	2.9
Lagoon Valley Park	19	2.6
Parks	19	2.6
Family oriented	17	2.3
Wine/Wineries	17	2.3
Downtown Vacaville Farmers Market	11	1.6
Rolling hills	11	1.6
4th of July activities	9	1.3

Attraction/Event	Number of Respondents	Percentage of Respondents
Downtown Wine Stroll and Ladies Nights	9	1.3
Hiking	9	1.3
Historic culture/events	9	1.3
Jelly Belly Candy Company	9	1.3
Stars Recreation Center	9	1.3
Vacaville Museum	9	1.3
Vasquez Deli	9	1.3
Cleanliness	8	1.0
Close by to Bay Area, Napa, Sacramento and Tahoe	8	1.0
Mall	8	1.0
Movie theaters	8	1.0
The Father's House	8	1.0
Travis Air Force Base	8	1.0
Downtown music events	6	0.8
Great schools	6	0.8
Kaiser hospital	6	0.8
Kid Fest	6	0.8
Main Street	6	0.8
Onion Festival	6	0.8
Parades	6	0.8
Skating rink	6	0.8
Theatre DeVille events	6	0.8
Vacaville High football games	6	0.8
Vacaville Ice Sports	6	0.8
Wine and Food Jubilee	6	0.8
Biking	4	0.5
Boudin Restaurant	4	0.5
Brendan theaters	4	0.5
Buck Avenue/Buck Mansion	4	0.5
Candy cane lane	4	0.5
Christmas in downtown	4	0.5
Downtown events	4	0.5
Downtown festivals	4	0.5
Fenton's Creamery	4	0.5
Historic Downtown Vacaville	4	0.5
Lake Berryessa	4	0.5
Morningsun Herb Farm	4	0.5
Music festivals	4	0.5
People	4	0.5
Pietro's Pizza	4	0.5
Pumpkin Patch	4	0.5

Attraction/Event	Number of Respondents	Percentage of Respondents
Safe	4	0.5
Town Square facilities/events	4	0.5
Vacaville Opera House	4	0.5
Vacaville Vintage Market	4	0.5
Weather	4	0.5

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	N	Neither Descriptive nor Descriptive					Mean
		Very Undescriptive	Undescriptive	Neither Descriptive nor Descriptive	Descriptive	Very Descriptive	
Vacaville offers a variety of shopping options	789	3.8%	2.1%	7.1%	29.2%	57.7%	4.35
Vacaville is easily accessible	797	3.8%	3.1%	6.4%	38.6%	48.2%	4.24
The area offers a variety of dining experiences	789	3.6%	4.3%	10.2%	38.7%	43.2%	4.14
Vacaville has good weather	774	2.2%	4.8%	12.8%	46.2%	33.9%	4.05
Vacaville is clean	769	3.4%	2.9%	17.1%	44.6%	32.0%	3.99
The area contains beautiful nature and scenery	782	2.4%	6.2%	13.7%	46.0%	31.7%	3.98
The overall mood of the area is peaceful and relaxed	780	4.1%	6.3%	11.3%	44.0%	34.4%	3.98
The area offers a variety of things to do for families	784	2.6%	6.9%	17.9%	42.1%	30.4%	3.91
Vacaville provides good service quality to its visitors	769	2.4%	5.1%	18.5%	46.8%	27.1%	3.91
People residing in Vacaville are warm and friendly	776	4.6%	4.1%	18.6%	44.2%	28.5%	3.88
The destination offers good value	782	4.1%	3.8%	23.7%	41.0%	27.3%	3.84
The destination is affordable	776	3.4%	6.3%	19.3%	46.9%	24.2%	3.82
The area has wide open spaces	778	3.6%	5.8%	23.6%	41.7%	25.3%	3.79
Vacaville is a safe area	780	3.6%	6.0%	23.3%	42.3%	24.8%	3.79
The area offers year-round activities	784	3.3%	7.4%	23.2%	39.7%	26.3%	3.78
The area offers affordable accommodation choices	774	3.1%	5.3%	27.1%	42.4%	22.0%	3.75
The area offers plenty of opportunities for outdoor recreation	780	3.8%	9.4%	21.2%	38.9%	26.7%	3.75
Vacaville is in an agricultural area	782	3.4%	8.2%	23.3%	40.3%	24.9%	3.75
Vacaville has a good reputation as a visitor destination	776	3.9%	7.2%	24.2%	41.5%	23.2%	3.73
The area offers a good variety of accommodation choices	780	2.9%	7.0%	27.6%	41.1%	21.4%	3.71
Well-developed general infrastructure is in place	778	2.9%	8.4%	26.5%	40.5%	21.7%	3.70
Vacaville is protective of its natural landscape and wildlife	776	4.1%	9.7%	26.3%	38.2%	21.7%	3.64
The area is rich in history and culture	778	3.9%	10.8%	26.5%	36.9%	21.9%	3.62
Vacaville is a unique destination	776	4.6%	10.6%	31.9%	31.9%	21.0%	3.54
Interesting cultural activities are available	780	3.6%	12.3%	33.2%	32.5%	18.5%	3.50
The area offers a variety of nightlife and entertainment	778	5.5%	19.8%	30.6%	28.9%	15.2%	3.28

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 “Very Unimportant” to “Very Important.”

Item	N	Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	Mean
Offers personal safety	735	1.3%	1.5%	5.9%	29.3%	62.0%	4.49
Cleanliness of destination	728	1.3%	1.0%	4.1%	35.8%	57.7%	4.48
Hospitable, friendly people	731	1.0%	1.5%	5.6%	40.3%	51.5%	4.40
Value for money	729	1.3%	1.5%	5.9%	40.9%	50.4%	4.38
Excellent service quality	724	1.0%	1.6%	7.0%	40.2%	50.3%	4.37
Affordability	729	2.0%	2.0%	6.0%	40.0%	50.0%	4.34
Relaxation	729	1.8%	0.5%	8.0%	41.9%	47.8%	4.33
Good weather	729	1.5%	1.0%	9.0%	44.7%	43.7%	4.28
Excellent reputation	720	1.3%	1.8%	11.7%	42.7%	42.4%	4.23
Shopping options	735	2.3%	2.6%	10.5%	41.3%	43.4%	4.21
Family-oriented setting	737	2.0%	4.8%	11.5%	35.6%	46.1%	4.19
Easily accessible	733	1.5%	3.3%	11.8%	43.5%	39.9%	4.17
Varied or unique cuisines	735	1.8%	3.3%	13.0%	43.1%	38.8%	4.14
Existence of parks and byways	731	2.3%	1.0%	14.9%	45.4%	36.4%	4.13
Wealth and beauty of landscape	741	1.3%	4.6%	12.7%	47.6%	33.9%	4.08
Unique setting	728	2.3%	2.8%	19.6%	45.9%	29.4%	3.97
Wide-open spaces	718	1.8%	3.1%	23.0%	41.0%	31.1%	3.96
Good inventory of lodging properties	728	2.6%	6.7%	21.9%	39.2%	29.6%	3.87
Opportunities for sports/leisure activities	729	3.3%	6.9%	20.3%	40.4%	29.0%	3.85
Well-developed general infrastructure	728	2.8%	5.4%	25.8%	43.3%	22.7%	3.78
Interesting cultural activities	735	3.8%	6.6%	23.7%	41.1%	24.7%	3.76
Places of historical or cultural interest	737	3.8%	7.4%	23.7%	43.8%	21.4%	3.72
Good nightlife and entertainment	739	6.6%	10.2%	22.1%	35.5%	25.6%	3.63
Opportunities for spectator sports events	735	6.6%	14.0%	27.6%	32.1%	19.6%	3.44
Availability of theme parks	728	7.7%	11.9%	35.3%	27.8%	17.3%	3.35
Availability of golf	733	32.2%	18.9%	22.5%	13.6%	12.8%	2.56

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.

Attraction/Event	N	Not Aware of But			Poor	Fair	Average	Good	Excellent	Mean
		Aware Of	Never Visited	Visited						
Jelly Belly Candy Company	709	2.9%	8.5%	88.6%	1.2%	3.0%	10.4%	33.4%	51.9%	4.32
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
Suisun Valley Wine Country	711	22.2%	22.4%	55.4%	2.4%	3.8%	10.5%	35.7%	47.6%	4.22
Tree Lighting Ceremony	729	17.5%	19.8%	62.7%	2.0%	2.9%	13.9%	34.4%	46.7%	4.21
Lagoon Valley Park	709	16.9%	10.8%	72.3%	2.2%	3.3%	13.6%	34.8%	46.2%	4.19
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
Buck Mansion	713	37.4%	26.3%	36.3%	2.2%	4.3%	9.4%	42.8%	41.3%	4.17
Festival of Trees	731	35.1%	18.2%	46.7%	2.2%	4.9%	11.0%	37.4%	44.5%	4.17
Town Square Library	711	25.3%	19.0%	55.7%	1.4%	3.8%	12.8%	43.6%	38.4%	4.14
Andrews Park	713	21.6%	9.2%	69.2%	2.3%	7.2%	12.5%	37.6%	40.3%	4.06
Theatre DeVille events	728	33.5%	29.9%	36.6%	2.1%	8.5%	11.3%	40.1%	38.0%	4.04
Western Railway Museum	720	34.6%	22.9%	42.5%	0.6%	6.7%	15.3%	42.3%	35.0%	4.04
Six Flags Discovery Kingdom	709	6.3%	10.6%	83.1%	4.8%	7.0%	14.6%	29.9%	43.6%	4.01
Vacaville Ice Sports	699	23.3%	22.0%	54.7%	1.5%	5.4%	19.1%	40.7%	33.3%	3.99
North Bay Opera	726	50.6%	25.8%	23.6%	2.2%	8.8%	16.5%	34.1%	38.5%	3.98
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
Stars Recreation Center	699	21.2%	10.7%	68.1%	5.1%	5.5%	20.1%	36.2%	33.1%	3.87
Vacaville Museum	726	28.9%	28.4%	42.7%	4.2%	7.9%	18.8%	35.8%	33.3%	3.86

Demographics

Where do you live?

City/Town

N=711

City/Town	# of Resp.	% of Resp.
Fairfield, California, USA	103	14.5
Dixon, California, USA	41	5.8
Sacramento, California, USA	41	5.8
Suisun City, California, USA	30	4.2
Vallejo, California, USA	30	4.2
Winters, California, USA	21	2.9
Napa, California, USA	17	2.4
Davis, California, USA	9	1.3
Travis AFB, California, USA	9	1.3
Modesto, California, USA	8	1.1
Roseville, California, USA	8	1.1
West Sacramento, California, USA	8	1.1
American Canyon, California, USA	6	0.8
Chico, California, USA	6	0.8
Elverta, California, USA	6	0.8
Hayward, California, USA	6	0.8
Los Angeles, California, USA	6	0.8
Martinez, California, USA	6	0.8
Reno, Nevada, USA	6	0.8
Richmond, California, USA	6	0.8
San Francisco, California, USA	6	0.8
Woodland, California, USA	6	0.8
Yuba City, California, USA	6	0.8
Benicia, California, USA	4	0.5
Concord, California, USA	4	0.5
De Pere, Wisconsin, USA	4	0.5
Grants Pass, Oregon, USA	4	0.5
Green Valley, California, USA	4	0.5
Lancaster, California, USA	4	0.5
Morro Bay, California, USA	4	0.5
Navarre, Florida, USA	4	0.5
Oakland, California, USA	4	0.5
Pittsburg, California, USA	4	0.5
Red Bluff, California, USA	4	0.5
Redding, California, USA	4	0.5
Rio Vista, California, USA	4	0.5
Salinas, California, USA	4	0.5

City/Town	# of Resp.	% of Resp.
Santa Barbara, California, USA	4	0.5
Santa Maria, California, USA	4	0.5
Santa Rosa, California, USA	4	0.5
Virginia Beach, Virginia, USA	4	0.5
Walnut Creek, California, USA	4	0.5
Aguadilla, Puerto Rico, USA	2	0.3
Apple Valley, California, USA	2	0.3
Arbuckle, California, USA	2	0.3
Atlanta, Georgia, USA	2	0.3
Auburn, California, USA	2	0.3
Baker, Minnesota, USA	2	0.3
Battle Ground, Washington, USA	2	0.3
Bay Point, California, USA	2	0.3
Bayfield, Colorado, USA	2	0.3
Beaumont, California, USA	2	0.3
Brawley, California, USA	2	0.3
Bremerton, Washington, USA	2	0.3
Brown City, Michigan, USA	2	0.3
Burton, Michigan, USA	2	0.3
Caldwell, Idaho, USA	2	0.3
Cameron Park, California, USA	2	0.3
Capac, Michigan, USA	2	0.3
Capay, California, USA	2	0.3
Carmichael, California, USA	2	0.3
Carson, California, USA	2	0.3
Charlotte, North Carolina, USA	2	0.3
Chester, California, USA	2	0.3
Chevy Chase, Maryland, USA	2	0.3
Cincinnati, Ohio, USA	2	0.3
Cirencester, United Kingdom	2	0.3
Clearlake, California, USA	2	0.3
Columbus, Ohio, USA	2	0.3
Corcoran, California, USA	2	0.3
Cordelia, California, USA	2	0.3
Corona, California, USA	2	0.3
Daly City, California, USA	2	0.3
Elk Grove, California, USA	2	0.3

City/Town	# of Resp.	% of Resp.
Esparto, California, USA	2	0.3
Eureka, Montana, USA	2	0.3
Fairfield, California,	2	0.3
Fort Belvoir, Virginia, USA	2	0.3
Fort Mohave, Arizona, USA	2	0.3
Foster City, California, USA	2	0.3
Fresno, California, USA	2	0.3
Galt, California, USA	2	0.3
Garden Valley, California, USA	2	0.3
Great Falls, Montana, USA	2	0.3
Green Bay, Wisconsin, USA	2	0.3
Grove, Oklahoma, USA	2	0.3
Guerneville, California, USA	2	0.3
Helena, Alabama, USA	2	0.3
Herald, California, USA	2	0.3
Huntington Beach, California, USA	2	0.3
Idaho Falls, Idaho, USA	2	0.3
Jackson, Wyoming, USA	2	0.3
Jacksonville, Arkansas, USA	2	0.3
Jamestown, New York, USA	2	0.3
JBER, Alaska, USA	2	0.3
Katy, Texas, USA	2	0.3
La Crosse, Colorado, USA	2	0.3
Lapeer, Michigan, USA	2	0.3
Las Vegas, Nevada, USA	2	0.3
Lewisville, Texas, USA	2	0.3
Llano, Texas, USA	2	0.3
Los Osos, California, USA	2	0.3
Madera, California, USA	2	0.3
Magalia, California, USA	2	0.3
Manteca, California, USA	2	0.3
Marysville, California, USA	2	0.3
McAlester, Oklahoma, USA	2	0.3
McKinleyville, California, USA	2	0.3
Menifee, California, USA	2	0.3
Merced, California, USA	2	0.3
Miami, Florida, USA	2	0.3
Milford, Kansas, USA	2	0.3
Minot, North Dakota, USA	2	0.3
Mojave, California, USA	2	0.3
Monterey, California, USA	2	0.3
Moraga, California, USA	2	0.3
Morehead City, North Carolina, USA	2	0.3
Murrieta, California, USA	2	0.3

City/Town	# of Resp.	% of Resp.
Niskayuna, New York, USA	2	0.3
Northglenn, Colorado, USA	2	0.3
Norwalk, California, USA	2	0.3
Oakley, California, USA	2	0.3
Oceanside, California, USA	2	0.3
Olivehurst, California, USA	2	0.3
Ontario, California, USA	2	0.3
Oroville, California, USA	2	0.3
Ottumwa, Iowa, USA	2	0.3
Palo Cedro, California, USA	2	0.3
Paradise, California, USA	2	0.3
Paragould, Arkansas, USA	2	0.3
Paso Robles, California, USA	2	0.3
Patterson, California, USA	2	0.3
Petaluma, California, USA	2	0.3
Pismo Beach, California, USA	2	0.3
Pittsgrove, New Jersey, USA	2	0.3
Placerville, California, USA	2	0.3
Plainfield, Wisconsin, USA	2	0.3
Princeton, New Jersey, USA	2	0.3
Rancho Cucamonga, California, USA	2	0.3
Redditch, United Kingdom	2	0.3
Redmond, Oregon, USA	2	0.3
Renton, Washington, USA	2	0.3
Rexburg, Idaho, USA	2	0.3
Ridgecrest, California, USA	2	0.3
Riverside, California, USA	2	0.3
Rodeo, California, USA	2	0.3
Rohnert Park, California, USA	2	0.3
Saint Paul, Minnesota, USA	2	0.3
Salem, Oregon, USA	2	0.3
Salt Lake City, Utah, USA	2	0.3
San Clemente, California, USA	2	0.3
San Diego, California, USA	2	0.3
San Leandro, California, USA	2	0.3
San Ramon, California, USA	2	0.3
Saratoga Springs, Utah, USA	2	0.3
Savannah, Georgia, USA	2	0.3
Scottsdale, Arizona, USA	2	0.3
Silver Lake, Indiana, USA	2	0.3
Sonoma, California, USA	2	0.3
South San Francisco, California, USA	2	0.3
Spokane, Washington, USA	2	0.3
Stockton, California, USA	2	0.3

City/Town	# of Resp.	% of Resp.
Suisun Valley, California, USA	2	0.3
Sutter Creek, California, USA	2	0.3
Temecula, California, USA	2	0.3
Texarkana, Texas, USA	2	0.3
Tracy, California, USA	2	0.3
Tucson, Arizona, USA	2	0.3
Turlock, California, USA	2	0.3
Urbanna, Virginia, USA	2	0.3

City/Town	# of Resp.	% of Resp.
Victorville, California, USA	2	0.3
Wasilla, Alaska, USA	2	0.3
West Richland, Washington, USA	2	0.3
Willington, Connecticut, USA	2	0.3
Willows, California, USA	2	0.3
Winchester, California, USA	2	0.3
Yountville, California, USA	2	0.3

State

N=709

State/Province/Territory	# of Resp.	% of Resp.
California	574	81.0
Washington	9	1.3
Nevada	8	1.1
Oregon	8	1.1
Michigan	8	1.1
Texas	8	1.1
Virginia	8	1.1
Wisconsin	8	1.1
Arizona	6	0.8
Colorado	6	0.8
Florida	6	0.8
Idaho	6	0.8
Alaska	4	0.5
Montana	4	0.5
Georgia	4	0.5
Arkansas	4	0.5

State/Province/Territory	# of Resp.	% of Resp.
New York	4	0.5
Utah	4	0.5
Oklahoma	4	0.5
Ohio	4	0.5
Minnesota	4	0.5
North Carolina	4	0.5
New Jersey	4	0.5
Wyoming	2	0.3
Indiana	2	0.3
Iowa	2	0.3
North Dakota	2	0.3
Kansas	2	0.3
Maryland	2	0.3
Puerto Rico	2	0.3
Alabama	2	0.3
Connecticut	2	0.3

ZIP Code

N=694

ZIP Code	# of Resp.	of Resp.
94533	79	11.4
95620	38	5.4
94585	30	4.3
94534	28	4.1
95694	19	2.7
94591	15	2.2
94558	13	1.9
94590	13	1.9
94535	9	1.4
95691	8	1.1
54115	6	0.8
95695	6	0.8
95616	6	0.8
94503	6	0.8
95833	6	0.8
95626	6	0.8
94553	6	0.8
94565	6	0.8
95817	4	0.5
95825	4	0.5
95678	4	0.5
95618	4	0.5
95605	4	0.5
89502	4	0.5
95355	4	0.5
94801	4	0.5
94571	4	0.5
93442	4	0.5
94544	4	0.5
94518	4	0.5
94510	4	0.5
93534	4	0.5
95350	4	0.5
95973	4	0.5
95834	4	0.5
95835	4	0.5
95993	4	0.5
96080	4	0.5
32566	4	0.5
96002	4	0.5

ZIP Code	# of Resp.	of Resp.
92883	2	0.3
92870	2	0.3
92673	2	0.3
33143	2	0.3
92647	2	0.3
92596	2	0.3
92584	2	0.3
93105	2	0.3
92562	2	0.3
92506	2	0.3
35080	2	0.3
92395	2	0.3
92307	2	0.3
92227	2	0.3
92223	2	0.3
92126	2	0.3
92592	2	0.3
20815	2	0.3
93637	2	0.3
93555	2	0.3
6279	2	0.3
93501	2	0.3
93458	2	0.3
93455	2	0.3
93449	2	0.3
8318	2	0.3
30310	2	0.3
12309	2	0.3
28557	2	0.3
22060	2	0.3
23175	2	0.3
23451	2	0.3
93446	2	0.3
23464	2	0.3
93402	2	0.3
28269	2	0.3
93110	2	0.3
8540	2	0.3
74344	2	0.3
80234	2	0.3

ZIP Code	# of Resp.	of Resp.
77494	2	0.3
48446	2	0.3
75503	2	0.3
75093	2	0.3
75067	2	0.3
74501	2	0.3
48509	2	0.3
92057	2	0.3
54603	2	0.3
83402	2	0.3
72450	2	0.3
72076	2	0.3
54966	2	0.3
66514	2	0.3
59405	2	0.3
58701	2	0.3
56580	2	0.3
55116	2	0.3
52501	2	0.3
85258	2	0.3
91762	2	0.3
91737	2	0.3
91423	2	0.3
90746	2	0.3
90068	2	0.3
43228	2	0.3
89431	2	0.3
89123	2	0.3
81122	2	0.3
85748	2	0.3
83001	2	0.3
84124	2	0.3
84045	2	0.3
45236	2	0.3
93725	2	0.3
46982	2	0.3
48014	2	0.3
48416	2	0.3
83440	2	0.3
83607	2	0.3

ZIP Code	# of Resp.	of Resp.
86426	2	0.3
95757	2	0.3
95901	2	0.3
95864	2	0.3
95843	2	0.3
95841	2	0.3
95831	2	0.3
95826	2	0.3
95823	2	0.3
95820	2	0.3
94548	2	0.3
95814	2	0.3
95954	2	0.3
95747	2	0.3
95688	2	0.3
95687	2	0.3
95685	2	0.3
95682	2	0.3
95667	2	0.3
95661	2	0.3
95638	2	0.3
95819	2	0.3
97302	2	0.3
99687	2	0.3
99505	2	0.3
99353	2	0.3
99016	2	0.3
98604	2	0.3
98311	2	0.3
98055	2	0.3

ZIP Code	# of Resp.	of Resp.
97756	2	0.3
95912	2	0.3
97526	2	0.3
95928	2	0.3
96694	2	0.3
96073	2	0.3
96021	2	0.3
96020	2	0.3
95988	2	0.3
95969	2	0.3
95965	2	0.3
95961	2	0.3
95627	2	0.3
97527	2	0.3
945433	2	0.3
95633	2	0.3
94606	2	0.3
94599	2	0.3
94597	2	0.3
94596	2	0.3
94589	2	0.3
94578	2	0.3
94572	2	0.3
94633	2	0.3
94559	2	0.3
94805	2	0.3
94556	2	0.3
603	2	0.3
94404	2	0.3
94122	2	0.3

ZIP Code	# of Resp.	of Resp.
94121	2	0.3
94101	2	0.3
94014	2	0.3
93940	2	0.3
93905	2	0.3
94561	2	0.3
95409	2	0.3
93901	2	0.3
95623	2	0.3
95608	2	0.3
95607	2	0.3
95603	2	0.3
95519	2	0.3
95517	2	0.3
95476	2	0.3
94608	2	0.3
95422	2	0.3
95632	2	0.3
95406	2	0.3
95403	2	0.3
95382	2	0.3
95376	2	0.3
95363	2	0.3
95341	2	0.3
95337	2	0.3
94952	2	0.3
94928	2	0.3
95446	2	0.3

Country

N=718

Country	Number of Respondents	Percentage of Respondents
United States	714	99.5
United Kingdom	4	0.5

What is your age?

N=686

Category	Number of Respondents	Percentage of Respondents
18 to 24	45	6.6
25 to 34	199	29.0
35 to 44	139	20.2
45 to 54	113	16.4
55 to 64	111	16.1
65+	41	6.0
Refuse to Answer	39	5.7
Mean: 41.9		
Median: 39		

What is your marital status?

N=694

Marital Status	Number of Respondents	Percentage of Respondents
Married	407	58.6
Single	188	27.0
Divorced	49	7.0
Domestic Partnership	19	2.7
Widowed	19	2.7
Separated	13	1.9

What is the highest level of education you have achieved?

N=688

Education Level	Number of Respondents	Percentage of Respondents
9th to 12th grade	17	2.5
High school graduate	86	12.5
Some college/university	244	35.4
Trade school graduate	51	7.4
Associate degree	77	11.2
Bachelor's degree	128	18.5
Graduate or professional degree	86	12.5

Which of the following best describes your race or ethnicity?

N=675

Race/Ethnicity	Number of Respondents	Percentage of Respondents
White	446	66.1
Hispanic or Latino (of any race)	99	14.7
Multiracial	39	5.8
Black or African American	24	3.6
American Indian or Alaska Native	21	3.1
Asian	21	3.1
Native Hawaiian or Other Pacific Islander	17	2.5
Refuse to Answer	8	1.1

What is your gender?

N=671

Gender	Number of Respondents	Percentage of Respondents
Male	290	43.2
Female	381	56.8

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

N=561

Category	Number of Respondents	Percentage of Respondents
<\$25k	77	13.7
\$25,000-\$34,999	56	10.0
\$35,000-\$49,999	81	14.4
\$50,000-\$74,999	98	17.4
\$75,000-\$99,999	83	14.7
\$100,000-\$124,999	60	10.7
\$125,000-\$149,999	17	3.0
\$150,000+	45	8.0
Refuse to Answer	45	8.0