

# City of Vacaville Brand Image/Perception Survey of Residents

## RESULTS

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

### *Do you live in Vacaville?*

This was a screening question. In order to qualify for the survey the person had to be a resident of Vacaville. After extensive cleaning of the data we were left with a sample size of 401.

If the person was not a resident they were redirected to the Visitors survey.

### *For how many years have you lived in Vacaville?*

**N=394**

Number of Years	Number of Respondents	Percentage of Respondents
<1	4	1.0
1 to 5	91	23.1
6 to 10	51	12.9
11 to 15	49	12.4
16 to 20	31	7.9
21 to 25	54	13.7
26 to 30	33	8.4
31 to 35	27	6.9
36 to 40	28	7.1
41 to 45	14	3.6
46 to 50	6	1.5
51 to 55	1	0.3
>55	5	1.3
<b>Mean: 18.7</b>		
<b>Median: 16</b>		

*How many friends or relatives that do not live in Vacaville visit you each year?*

N=395

Number of Visitors	Number of Respondents	Percentage of Respondents
0	15	3.8
1	14	3.5
2	27	6.8
3	27	6.8
4	33	8.4
5	51	12.9
6	29	7.3
7	7	1.8
8	14	3.5
9	4	1.0
10	70	17.7
11 to 20	57	14.4
21 to 30	19	4.8
31 to 50	17	4.3
>50	11	2.8
<b>Mean: 12.5</b>		
<b>Median: 7</b>		

*Are there any attractions, facilities or services you feel need to be added to enhance Vacaville community/destination experience?*

N=401

Response	Number of Respondents	Percentage of Respondents
Yes	273	68.1
No	62	15.5
Don't Know	66	16.5

**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.

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

N=273

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Restaurants/Dining (more variety, better quality, preferably non-chains unless new to area)	115	42.1
Trader Joe's	37	13.6
Kids attractions/activities	28	10.3
Water park	25	9.2
Whole Foods Market	24	8.8
Parking (more and better)	21	7.7
Dog parks	17	6.2
Parks (more and improve existing ones)	17	6.2
Family-friendly attractions/activities	16	5.9
Hotels (more and better)	16	5.9
Nut Tree area (make improvements and bring back old elements of it that made the attraction unique)	16	5.9
Convention/Conference center	15	5.5
Shopping (more variety of stores)	14	5.1
Downtown development, improvements and enhancements (not specified)	12	4.4
Teen facilities/activities	12	4.4
Baseball stadium/team	11	4.0
Recreation Facilities (type not specified)	11	4.0
Amusement Park	10	3.7
Less retail, especially chain stores	10	3.7
Microbreweries	9	3.3
More locally owned businesses	9	3.3
Upscale shopping	9	3.3
More housing options, especially affordable ones	8	2.9
Sports facilities	8	2.9
Wine tasting rooms	8	2.9
Biking trails	7	2.6
Farmers market (expanded and more often)	7	2.6
Golf Courses (more and better)	7	2.6
Improvements to Lagoon Valley Park	7	2.6
More boutique shopping	7	2.6
Bookstore	6	2.2
Drive in movie theater	6	2.2
More downtown shopping	6	2.2
Museums	6	2.2
Nordstrom Rack	6	2.2
Roller Rink	6	2.2
Better public transportation	5	1.8
Comedy club	5	1.8
Community-based facilities and activities	5	1.8

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Dave & Busters	5	1.8
Dutch Brothers Coffee	5	1.8
Hiking trails	5	1.8
Improved traffic flow, especially in shopping areas	5	1.8
Information Guides (printed guides, websites, etc.)	5	1.8
Miniature golf course	5	1.8
More nightlife	5	1.8
More police officers/public safety initiatives	5	1.8
Solve the homeless problem	5	1.8
Sports teams	5	1.8
Beautify/clean up the city	4	1.5
Bike lanes	4	1.5
Churches	4	1.5
Festivals (especially if they are unique to Vacaville)	4	1.5
Good bars/pubs	4	1.5
More help for business	4	1.5
Old Spaghetti Factory	4	1.5
Public Market	4	1.5
Science Center	4	1.5
Shopping Mall	4	1.5
Theme Park	4	1.5
Zoo	4	1.5
Amphitheater	3	1.1
Antique stores	3	1.1
Art Galleries	3	1.1
Bass Pro Shops	3	1.1
Bigger concert venue	3	1.1
Events Center	3	1.1
Live theatre events and facilities	3	1.1
Macy's	3	1.1
More events downtown	3	1.1
Movie theaters	3	1.1
New indoor soccer complex	3	1.1
Renaissance Fair	3	1.1
Walking trails	3	1.1
Wineries	3	1.1
Additional campgrounds/RV parks	2	0.7
Adult activities	2	0.7
Apple Store	2	0.7
Attractions	2	0.7
Botanical gardens	2	0.7
Entertainment	2	0.7
Go kart track	2	0.7

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Grocery stores	2	0.7
IMAX	2	0.7
Live music	2	0.7
Local Art (Murals, Sculptures, etc.)	2	0.7
Major department store	2	0.7
More events (types not specified)	2	0.7
Organic markets	2	0.7
Outdoor concerts	2	0.7
Preservation of city's history	2	0.7
Public/community gardens	2	0.7
Pumpkin Patch	2	0.7
Redevelop/revitalize older shopping centers	2	0.7
Renovate & Restore Pena Adobe park	2	0.7
Upscale auto dealerships	2	0.7

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

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

**N=365**

Image	Number of Respondents	Percentage of Respondents
Factory outlet stores	190	52.1
Nut Tree (generic mention)	145	39.7
Restaurants/Dining/Food	66	18.1
Shopping	63	17.3
Creekwalk concerts	57	15.6
Downtown	43	11.8
Lagoon Valley Park	25	6.8
Pena Adobe	24	6.6
Rolling hills	23	6.3
Close to San Francisco, Sacramento, Napa Valley and Tahoe	22	6.0
Vacaville Fiesta Days	21	5.8
Travis Air Force Base	16	4.4
Nut Tree shopping	14	3.8
Safe	14	3.8
Vacaville Ice Sports	14	3.8
Nut Tree Airport	13	3.6
Small town	13	3.6
Hiking	12	3.3
Downtown events	11	3.0

Image	Number of Respondents	Percentage of Respondents
Concerts (generic mention)	8	2.2
Nut Tree sign	8	2.2
Prison	8	2.2
Community spirit	7	1.9
Family	7	1.9
Family friendly	7	1.9
Friendly	7	1.9
Nut Tree Carousel/Train	7	1.9
Theatre Deville	7	1.9
Clean	6	1.6
Farmers market	6	1.6
Andrews Park	5	1.4
Family oriented	5	1.4
Agriculture	4	1.1
Boring	4	1.1
Festivals	4	1.1
Kaiser medical facility	4	1.1
Kid Friendly	4	1.1
Murillo's Mexican Food	4	1.1
Quaint Downtown	4	1.1
Town Square	4	1.1
Tree lighting	4	1.1
Big box stores	3	0.8
Churches	3	0.8
Fenton's Creamery	3	0.8
Good schools	3	0.8
Great weather	3	0.8
Historic Downtown Vacaville	3	0.8
Hometown	3	0.8
Merriment on Main	3	0.8
Nightlife/Bars	3	0.8
Nut Tree park	3	0.8
Onions	3	0.8
Sports complexes	3	0.8
Traffic congestion	3	0.8
Vacaville Performing Arts Theatre (VPAT)	3	0.8
Biking trails	2	0.5
Browns Valley	2	0.5
Christmas tree lighting	2	0.5
CMF	2	0.5
Downtown farmers market	2	0.5

Image	Number of Respondents	Percentage of Respondents
Easily accessible	2	0.5
Genentech	2	0.5
Graham Aquatic Center	2	0.5
Hot	2	0.5
Jelly Belly Candy Company	2	0.5
Lake Berryessa	2	0.5
Main Street	2	0.5
None	2	0.5
Nut Tree plaza	2	0.5
Open space	2	0.5
Outdoor activities	2	0.5
Peaceful	2	0.5
Police department is good	2	0.5
Quiet	2	0.5
Scenic	2	0.5
The Father's House	2	0.5
The old Nut Tree	2	0.5
Ulatis Cultural Center	2	0.5
Vacaville Commons	2	0.5
Vacaville Museum	2	0.5
Wine/Wineries	2	0.5

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

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

**N=349**

Image	Number of Respondents	Percentage of Respondents
Friendly	96	27.5
Safe	70	20.1
Small town feel	57	16.3
Clean	30	8.6
Family oriented	30	8.6
Relaxing	30	8.6
Fun	25	7.2
Strong sense of community	25	7.2
Warm and welcoming	25	7.2
Shopping friendly (great variety, everything available)	24	6.9
Family friendly	22	6.3

Image	Number of Respondents	Percentage of Respondents
Boring	20	5.7
Happy	17	4.9
Beautiful	16	4.6
Peaceful	15	4.3
Crowded	13	3.7
Traffic congestion	13	3.7
Small town feel, big city amenities	12	3.4
Comfortable	10	2.9
Family	9	2.6
Nice	9	2.6
Too many homeless people/panhandlers	9	2.6
Hometown feel	8	2.3
Quaint	8	2.3
Laid back	7	2.0
Pleasant	7	2.0
Quiet	7	2.0
Weather is nice	7	2.0
Busy	6	1.7
Crime	5	1.4
Good	5	1.4
Home	5	1.4
Affordable	4	1.1
Calm	4	1.1
Diverse	4	1.1
Easily accessible	4	1.1
Easy to get around	4	1.1
Joyful	4	1.1
Lack of parking	4	1.1
Lots to see and do	4	1.1
Nice town	4	1.1
Not a lot to do	4	1.1
Suburban	4	1.1
Commercialized	3	0.9
Cute	3	0.9
Easy going	3	0.9
Exciting	3	0.9
Good restaurants	3	0.9
Hometown	3	0.9
Hot	3	0.9
Not much to do but shop	3	0.9
Not unique	3	0.9

Image	Number of Respondents	Percentage of Respondents
Slower paced	3	0.9
Upbeat	3	0.9
Active	2	0.6
Attractive	2	0.6
Caring	2	0.6
Casual	2	0.6
Centrally located	2	0.6
Close knit	2	0.6
Convenient	2	0.6
Cozy	2	0.6
Dirty	2	0.6
Entertaining	2	0.6
Great	2	0.6
Healthy	2	0.6
Love it	2	0.6
Military presence	2	0.6
Nice people	2	0.6
Nostalgic	2	0.6
Quaint	2	0.6
Republican/Rightwing	2	0.6
Rude	2	0.6
Serene	2	0.6
Sports minded	2	0.6
Suburban sprawl	2	0.6
Surprised	2	0.6
Touristy	2	0.6
Tranquil	2	0.6
Variety	2	0.6
Working class	2	0.6

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

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

N=340

Attraction/Event	Number of Respondents	Percentage of Respondents
Nut Tree	159	46.8
Vacaville Fiesta Days	113	33.2
Creekwalk/Creekwalk Concert Series	110	32.4
Factory outlets (which ones not specified)	100	29.4
Tree Lighting Ceremony/Merriment on Main	56	16.5
Downtown	43	12.6
Lagoon Valley Park	27	7.9
Downtown Vacaville Farmers Market	24	7.1
Pena Adobe	20	5.9
Theatre DeVille events	15	4.4
Andrews Park	14	4.1
Shopping	13	3.8
Vacaville Premium Outlets	13	3.8
Restaurants/Dining/Food	10	2.9
Downtown events	7	2.1
Town Square facilities/events	6	1.8
4th of July activities	5	1.5
Downtown music events	5	1.5
Downtown Wine Stroll and Ladies Nights	5	1.5
Historic Downtown Vacaville	5	1.5
Parks	5	1.5
Vacaville Performing Arts Theatre (VPAT)	5	1.5
Blues Festival	4	1.2
Christmas downtown	4	1.2
Community spirit	4	1.2
Festival of Trees	4	1.2
Italian festival	4	1.2
Kid Fest	4	1.2
Vacaville Museum	4	1.2
Buck Avenue/Buck Mansion	3	0.9
Main Street	3	0.9
Military	3	0.9
Police Department	3	0.9
Prison	3	0.9
Rolling hills	3	0.9
Vacaville Ice Sports	3	0.9

Attraction/Event	Number of Respondents	Percentage of Respondents
Wine and Food Jubilee	3	0.9
Airport	2	0.6
Candy Cane Lane	2	0.6
Concerts (generic mention)	2	0.6
Cultural Center	2	0.6
Parades	2	0.6
Safe	2	0.6
Saturday Farmer's Market	2	0.6
Stars Recreation Center	2	0.6
Wine/Wineries	2	0.6

*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	Very Undescriptive		Neither Descriptive nor Undescriptive		Very Descriptive		Mean
Vacaville offers a variety of shopping options	329	1.8%	1.5%	7.6%	35.3%	53.8%	<b>4.38</b>	
Vacaville is easily accessible	330	1.8%	3.3%	7.6%	39.4%	47.9%	<b>4.28</b>	
Vacaville has good weather	331	1.8%	2.7%	9.1%	54.7%	31.7%	<b>4.12</b>	
People residing in Vacaville are warm and friendly	331	2.7%	3.6%	15.1%	49.5%	29.0%	<b>3.98</b>	
The overall mood of the area is peaceful and relaxed	332	3.3%	4.2%	9.9%	56.6%	25.9%	<b>3.98</b>	
Vacaville is clean	332	1.8%	4.8%	14.5%	53.9%	25.0%	<b>3.95</b>	
Vacaville is a safe area	331	2.1%	5.4%	13.9%	54.4%	24.2%	<b>3.93</b>	
The area contains beautiful nature and scenery	333	2.1%	9.0%	12.9%	47.1%	28.8%	<b>3.92</b>	
The area offers a variety of dining experiences	333	4.8%	13.2%	15.6%	39.3%	27.0%	<b>3.71</b>	
The area has wide open spaces	331	3.6%	10.3%	19.0%	48.3%	18.7%	<b>3.68</b>	
The destination is affordable	332	2.4%	8.1%	24.7%	49.7%	15.1%	<b>3.67</b>	
The destination offers good value	331	3.3%	7.3%	25.4%	47.4%	16.6%	<b>3.67</b>	
Vacaville provides good service quality to its visitors	330	2.7%	8.8%	25.2%	46.4%	17.0%	<b>3.66</b>	
Vacaville is in an agricultural area	331	2.1%	12.1%	24.8%	46.2%	14.8%	<b>3.60</b>	
The area offers affordable accommodation choices	330	2.7%	7.9%	30.9%	45.5%	13.0%	<b>3.58</b>	
The area is rich in history and culture	330	6.1%	10.3%	23.0%	41.5%	19.1%	<b>3.57</b>	
Vacaville has a good reputation as a visitor destination	331	4.8%	11.2%	28.7%	39.3%	16.0%	<b>3.50</b>	
The area offers year-round activities	328	3.7%	14.3%	27.1%	39.3%	15.5%	<b>3.49</b>	
The area offers a variety of things to do for families	333	3.9%	15.9%	22.8%	43.5%	13.8%	<b>3.47</b>	
The area offers plenty of opportunities for outdoor recreation	332	6.3%	17.5%	20.5%	39.2%	16.6%	<b>3.42</b>	
Well-developed general infrastructure is in place	332	5.7%	12.0%	28.6%	42.2%	11.4%	<b>3.42</b>	
The area offers a good variety of accommodation choices	333	3.3%	15.9%	32.1%	36.6%	12.0%	<b>3.38</b>	
Vacaville is protective of its natural landscape and wildlife	332	7.8%	13.6%	30.4%	34.3%	13.9%	<b>3.33</b>	
Vacaville is a unique destination	331	8.5%	19.6%	27.5%	34.4%	10.0%	<b>3.18</b>	
Interesting cultural activities are available	331	7.9%	21.1%	32.0%	30.8%	8.2%	<b>3.10</b>	
The area offers a variety of nightlife and entertainment	330	16.1%	25.8%	29.1%	23.9%	5.2%	<b>2.76</b>	

***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	N	Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	Mean
Offers personal safety	319	0.6%	0.3%	1.3%	27.9%	69.9%	<b>4.66</b>
Cleanliness of destination	320	0.3%	0.9%	1.6%	33.4%	63.8%	<b>4.59</b>
Hospitable, friendly people	321	0.6%	0.3%	2.8%	36.4%	59.8%	<b>4.55</b>
Excellent reputation	320	0.3%	0.3%	9.4%	37.5%	52.5%	<b>4.42</b>
Excellent service quality	320	0.9%	0.3%	4.7%	44.1%	50.0%	<b>4.42</b>
Existence of parks and byways	320	0.3%	0.9%	8.1%	40.9%	49.7%	<b>4.39</b>
Relaxation	321	0.3%	0.3%	6.5%	46.4%	46.4%	<b>4.38</b>
Good weather	318	0.3%	1.3%	6.9%	43.7%	47.8%	<b>4.37</b>
Value for money	320	0.3%	1.9%	5.9%	45.6%	46.3%	<b>4.36</b>
Wealth and beauty of landscape	320	0.6%	1.3%	8.1%	44.7%	45.3%	<b>4.33</b>
Varied or unique cuisines	321	0.6%	0.6%	9.7%	44.5%	44.5%	<b>4.32</b>
Affordability	319	1.6%	2.5%	8.8%	41.4%	45.8%	<b>4.27</b>
Family-oriented setting	321	1.2%	2.5%	12.1%	36.4%	47.7%	<b>4.27</b>
Unique setting	315	0.3%	1.6%	14.9%	47.9%	35.2%	<b>4.16</b>
Wide-open spaces	318	0.9%	3.1%	16.0%	45.9%	34.0%	<b>4.09</b>
Easily accessible	319	1.3%	1.9%	18.8%	44.8%	33.2%	<b>4.07</b>
Opportunities for sports/leisure activities	321	3.1%	2.8%	13.1%	48.9%	32.1%	<b>4.04</b>
Interesting cultural activities	318	1.6%	3.8%	19.2%	46.9%	28.6%	<b>3.97</b>
Good inventory of lodging properties	320	1.3%	5.0%	20.3%	44.7%	28.8%	<b>3.95</b>
Well-developed general infrastructure	320	1.3%	4.4%	24.4%	38.1%	31.9%	<b>3.95</b>
Shopping options	322	2.8%	5.3%	16.5%	46.9%	28.6%	<b>3.93</b>
Places of historical or cultural interest	321	2.5%	3.4%	21.2%	46.4%	26.5%	<b>3.91</b>
Good nightlife and entertainment	321	2.8%	9.3%	19.6%	44.2%	24.0%	<b>3.77</b>
Opportunities for spectator sports events	321	8.1%	10.6%	29.3%	29.9%	22.1%	<b>3.47</b>
Availability of theme parks	318	9.4%	19.2%	34.0%	23.3%	14.2%	<b>3.14</b>
Availability of golf	321	32.1%	18.1%	20.2%	18.1%	11.5%	<b>2.59</b>

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

Demographic profile questions to be answered by all respondents.

*In which zip code within Vacaville do you live?*

N=310

ZIP Code	Number of Respondents	Percentage of Respondents
95687	173	55.8
95688	137	44.2

*What is your age?*

N=315

Category	Number of Respondents	Percentage of Respondents
18 to 24	8	2.5
25 to 34	62	19.7
35 to 44	89	28.3
45 to 54	67	21.3
55 to 64	60	19.0
65+	18	5.7
Refuse to Answer	11	3.5
<b>Mean: 44.7</b>		
<b>Median: 44</b>		

*What is your marital status?*

N=315

Marital Status	Number of Respondents	Percentage of Respondents
Married	238	75.6
Single	33	10.5
Divorced	32	10.2
Domestic Partnership	5	1.6
Separated	4	1.3
Widowed	3	1.0

**What is the highest level of education you have achieved?**

**N=311**

Education Level	Number of Respondents	Percentage of Respondents
9th to 12th grade	1	0.3
High school graduate	21	6.8
Some college/university	78	25.1
Trade school graduate	21	6.8
Associate degree	42	13.5
Bachelor's degree	100	32.2
Graduate or professional degree	48	15.4

**Which of the following best describes your race or ethnicity?**

**N=308**

Race/Ethnicity	Number of Respondents	Percentage of Respondents
White	248	80.5
Multiracial	20	6.5
Hispanic or Latino (of any race)	18	5.8
Asian	7	2.3
American Indian or Alaska Native	5	1.6
Black or African American	5	1.6
Native Hawaiian or Other Pacific Islander	2	0.6
Refuse to Answer	3	1.0

**What is your gender?**

**N=301**

Gender	Number of Respondents	Percentage of Respondents
Male	108	35.9
Female	193	64.1

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

**N=271**

Category	Number of Respondents	Percentage of Respondents
<\$25k	2	0.7
\$25,000-\$34,999	6	2.2
\$35,000-\$49,999	12	4.4
\$50,000-\$74,999	44	16.2
\$75,000-\$99,999	51	18.8
\$100,000-\$124,999	53	19.6
\$125,000-\$149,999	27	10.0
\$150,000+	56	20.7
Refuse to Answer	20	7.4