

City of Vacaville Brand Image/Perception Survey of Community, Business and Visitor Industry Stakeholders

RESULTS

Note: There was no screening question for the Stakeholders survey. For open-ended questions respondents could provide more than one response.

For how many years have you lived in Vacaville?

N=90

Number of Years	Number of Respondents	Percentage of Respondents
<1	14	15.6
1 to 5	6	6.7
6 to 10	11	12.2
11 to 15	11	12.2
16 to 20	10	11.1
21 to 25	9	10.0
26 to 30	10	11.1
31 to 35	6	6.7
36 to 40	6	6.7
41 to 45	3	3.3
46 to 50	2	2.2
51 to 55	1	1.1
>55	1	1.1
Mean: 18.6 years		
Median: 16.0 years		

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

N=94

Response	Number of Respondents	Percentage of Respondents
Yes	67	71.3
No	19	20.2
Don't Know	8	8.5

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.

N=66

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

Attraction/Facility/Service	Number of Respondents	Percentage of Respondents
Restaurants/Dining (more variety, better quality, preferably non-chains unless new to area)	26	39.4
Convention/Conference center	14	21.2
Hotels (more and better)	8	12.1
Kids attractions/activities	8	12.1
Parks (more and improve existing ones)	7	10.6
Downtown development, improvements and enhancements (not specified)	6	9.1
Recreation Facilities (type not specified)	5	7.6
Sports facilities	5	7.6
Trader Joe's	5	7.6
4-5 star hotel	4	6.1
Farmers market (expanded and more often)	4	6.1
Microbreweries	4	6.1
Teen facilities/activities	4	6.1
Upscale shopping	4	6.1
Water park	4	6.1
Whole Foods Market	4	6.1
Wine tasting rooms	4	6.1
Bigger concert venue	3	4.5
Biking trails	3	4.5
Festivals (especially if they are unique to Vacaville)	3	4.5
Visitor Information open during peak travel (weekends & holidays)	3	4.5
Adult activities	2	3.0
Amphitheater	2	3.0
Baseball stadium/team	2	3.0
Bookstore	2	3.0
Events Center	2	3.0
Improve school system	2	3.0
Improvements to Lagoon Valley Park	2	3.0
Information Guides (printed guides, websites, etc.)	2	3.0
More downtown shopping	2	3.0
More events (types not specified)	2	3.0
More housing options, especially affordable ones	2	3.0
More nightlife	2	3.0
Museums	2	3.0
Nut Tree area (make improvements and bring back old elements of it that made the attraction unique)	2	3.0
Seniors' facilities/activities	2	3.0
Wine bars	2	3.0
Wineries	2	3.0
Young adult entertainment	2	3.0

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=84

Image	Number of Respondents	Percentage of Respondents
Factory outlet stores	41	48.8
Nut Tree (generic mention)	27	32.1
Restaurants/Dining/Food	21	25.0
Shopping	18	21.4
Downtown	15	17.9
Creekwalk concerts	11	13.1
Lagoon Valley Park	9	10.7
Rolling hills	8	9.5
Vacaville Fiesta Days	7	8.3
Nut Tree Airport	5	6.0
Close to San Francisco, Sacramento, Napa Valley and Tahoe	4	4.8
Nut Tree shopping	4	4.8
Andrews Park	3	3.6
Clean	3	3.6
Downtown events	3	3.6
Family friendly	3	3.6
Family oriented	3	3.6
Historic Downtown Vacaville	3	3.6
Kid Friendly	3	3.6
Music (generic mention)	3	3.6
Safe	3	3.6
Town Square	3	3.6
Travis Air Force Base	3	3.6
Agriculture	2	2.4
Good schools	2	2.4
Lots to see and do	2	2.4
Merriment on Main	2	2.4
Pena Adobe	2	2.4
Senior Center	2	2.4
Vacaville Ice Sports	2	2.4

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=86

Image	Number of Respondents	Percentage of Respondents
Friendly	29	33.7
Safe	23	26.7
Small town feel	15	17.4
Family oriented	8	9.3
Relaxing	8	9.3
Comfortable	7	8.1
Strong sense of community	7	8.1
Hometown feel	6	7.0
Pleasant	5	5.8
Centrally located	4	4.7
Happy	4	4.7
Warm and welcoming	4	4.7
Casual	3	3.5
Clean	3	3.5
Family friendly	3	3.5
Fun	3	3.5
Good	3	3.5
Hometown	3	3.5
Laid back	3	3.5
Agricultural	2	2.3
Helpful	2	2.3
Historical	2	2.3
Home	2	2.3
Joyful	2	2.3
Quaint	2	2.3
Slower paced	2	2.3
Small town feel, big city amenities	2	2.3
Sunny	2	2.3
Weather is nice	2	2.3

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=82

Attraction/Event	Number of Respondents	Percentage of Respondents
Nut Tree	29	35.4
Vacaville Fiesta Days	26	31.7
Factory outlets (which ones not specified)	24	29.3
Creekwalk/Creekwalk Concert Series	22	26.8
Tree Lighting Ceremony/Merriment on Main	21	25.6
Lagoon Valley Park	8	9.8
Vacaville Premium Outlets	8	9.8
Andrews Park	7	8.5
Downtown	6	7.3
Downtown Vacaville Farmers Market	5	6.1
Shopping	5	6.1
Town Square facilities/events	5	6.1
4th of July activities	3	3.7
Agricultural area	3	3.7
Historic Downtown Vacaville	3	3.7
Kid Fest	3	3.7
Theatre DeVille events	3	3.7
Vacaville Museum	3	3.7
Airport	2	2.4
Downtown music events	2	2.4
Pena Adobe	2	2.4
Restaurants/Dining/Food	2	2.4

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	77	1.3%	2.6%	3.9%	39.0%	53.2%	4.40	
People residing in Vacaville are warm and friendly	78	1.3%	1.3%	11.5%	51.3%	34.6%	4.17	
The overall mood of the area is peaceful and relaxed	78	2.6%	3.8%	7.7%	53.8%	32.1%	4.09	
Vacaville is easily accessible	78	2.6%	3.8%	9.0%	52.6%	32.1%	4.08	
The area contains beautiful nature and scenery	77	1.3%	5.2%	15.6%	46.8%	31.2%	4.01	
Vacaville has good weather	76	3.9%	3.9%	13.2%	46.1%	32.9%	4.00	
Vacaville is a safe area	78	3.8%	3.8%	9.0%	55.1%	28.2%	4.00	
Vacaville is clean	78	3.8%	3.8%	11.5%	56.4%	24.4%	3.94	
Vacaville provides good service quality to its visitors	78	2.6%	5.1%	19.2%	51.3%	21.8%	3.85	
The area has wide open spaces	77	3.9%	7.8%	16.9%	48.1%	23.4%	3.79	
The area offers a variety of things to do for families	77	3.9%	5.2%	14.3%	61.0%	15.6%	3.79	
The destination offers good value	78	5.1%	5.1%	19.2%	47.4%	23.1%	3.78	
The destination is affordable	78	5.1%	1.3%	20.5%	60.3%	12.8%	3.74	
Vacaville is in an agricultural area	78	2.6%	10.3%	19.2%	47.4%	20.5%	3.73	
The area offers a variety of dining experiences	78	6.4%	11.5%	16.7%	39.7%	25.6%	3.67	
The area offers affordable accommodation choices	77	3.9%	6.5%	22.1%	57.1%	10.4%	3.64	
The area offers year-round activities	78	3.8%	7.7%	30.8%	38.5%	19.2%	3.62	
The area is rich in history and culture	78	5.1%	12.8%	23.1%	37.2%	21.8%	3.58	
The area offers plenty of opportunities for outdoor recreation	77	5.2%	7.8%	24.7%	49.4%	13.0%	3.57	
Vacaville has a good reputation as a visitor destination	77	5.2%	6.5%	33.8%	37.7%	16.9%	3.55	
Vacaville is protective of its natural landscape and wildlife	76	6.6%	11.8%	26.3%	32.9%	22.4%	3.53	
Well-developed general infrastructure is in place	77	9.1%	6.5%	28.6%	41.6%	14.3%	3.45	
The area offers a good variety of accommodation choices	77	6.5%	14.3%	27.3%	41.6%	10.4%	3.35	
Vacaville is a unique destination	77	6.5%	15.6%	39.0%	29.9%	9.1%	3.19	
Interesting cultural activities are available	78	9.0%	19.2%	29.5%	37.2%	5.1%	3.10	
The area offers a variety of nightlife and entertainment	78	19.2%	32.1%	21.8%	24.4%	2.6%	2.59	

How important to you are the following items when you decide whether or not to visit a particular community/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	76	0.0%	1.3%	3.9%	32.9%	61.8%	4.55
Cleanliness of destination	76	0.0%	0.0%	3.9%	44.7%	51.3%	4.47
Varied or unique cuisines	76	0.0%	0.0%	3.9%	52.6%	43.4%	4.39
Hospitable, friendly people	76	0.0%	0.0%	6.6%	48.7%	44.7%	4.38
Excellent service quality	75	1.3%	1.3%	8.0%	38.7%	50.7%	4.36
Wealth and beauty of landscape	75	0.0%	1.3%	8.0%	50.7%	40.0%	4.29
Excellent reputation	76	1.3%	1.3%	9.2%	44.7%	43.4%	4.28
Value for money	76	1.3%	1.3%	5.3%	55.3%	36.8%	4.25
Good weather	76	1.3%	3.9%	5.3%	50.0%	39.5%	4.22
Existence of parks and byways	76	1.3%	1.3%	10.5%	50.0%	36.8%	4.20
Relaxation	75	1.3%	0.0%	12.0%	53.3%	33.3%	4.17
Unique setting	76	0.0%	3.9%	11.8%	50.0%	34.2%	4.14
Family-oriented setting	76	2.6%	2.6%	13.2%	44.7%	36.8%	4.11
Places of historical or cultural interest	75	0.0%	2.7%	9.3%	62.7%	25.3%	4.11
Affordability	76	1.3%	2.6%	11.8%	53.9%	30.3%	4.09
Opportunities for sports/leisure activities	76	1.3%	6.6%	9.2%	50.0%	32.9%	4.07
Interesting cultural activities	75	1.3%	4.0%	17.3%	46.7%	30.7%	4.01
Easily accessible	76	0.0%	9.2%	14.5%	46.1%	30.3%	3.97
Wide-open spaces	74	2.7%	2.7%	17.6%	48.6%	28.4%	3.97
Shopping options	76	1.3%	9.2%	15.8%	40.8%	32.9%	3.95
Good inventory of lodging properties	76	2.6%	7.9%	11.8%	48.7%	28.9%	3.93
Good nightlife and entertainment	75	2.7%	8.0%	18.7%	38.7%	32.0%	3.89
Availability of golf	76	3.9%	3.9%	23.7%	47.4%	21.1%	3.78
Opportunities for spectator sports events	75	4.0%	9.3%	26.7%	41.3%	18.7%	3.61
Availability of theme parks	75	9.3%	21.3%	36.0%	24.0%	9.3%	3.03
Well-developed general infrastructure	75	20.0%	16.0%	25.3%	30.7%	8.0%	2.91

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

Demographic profile questions to be answered by all respondents.

In which ZIP Code do you live?

N=71

ZIP Code	Number of Respondents	Percentage of Respondents
95688	35	49.3
95687	29	40.8
94519	1	1.4
94533	1	1.4
94534	1	1.4
94559	1	1.4
94708	1	1.4
95620	1	1.4
95670	1	1.4

What is the highest level of education you have achieved?

N=69

Education Level	Number of Respondents	Percentage of Respondents
High school graduate	4	5.8
Some college/university	6	8.7
Trade school graduate	3	4.3
Associate degree	7	10.1
Bachelor's degree	22	31.9
Graduate or professional degree	27	39.1

Which of the following best describes your race or ethnicity?

N=72

Race/Ethnicity	Number of Respondents	Percentage of Respondents
White	46	63.9
Hispanic or Latino (of any race)	7	9.7
Multiracial	6	8.3
Black or African American	4	5.6
American Indian or Alaska Native	3	4.2
Asian	3	4.2
Native Hawaiian or Other Pacific Islander	1	1.4
Refuse to Answer	2	2.8

What is your gender?

N=72

Gender	Number of Respondents	Percentage of Respondents
Male	18	25.0
Female	54	75.0

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

N=40

Category	Number of Respondents	Percentage of Respondents
\$25,000-\$34,999	2	5
\$35,000-\$49,999	3	7.5
\$50,000-\$74,999	5	12.5
\$75,000-\$99,999	5	12.5
\$100,000-\$124,999	13	32.5
\$125,000-\$149,999	9	22.5
Refuse to Answer	3	7.5

In which category below does your firm/organization best fit?

N=70

Category	Number of Respondents	Percentage of Respondents
Government	23	32.9
Hotel/Lodging	9	12.9
Nonprofit Association	8	11.4
Education	5	7.1
Advertising/Communications/Marketing	4	5.7
Healthcare	4	5.7
Professional Services	3	4.3
Attraction/Event	2	2.9
Media	2	2.9
N/A (Retired)	2	2.9
Public Service	2	2.9
Retail Services	2	2.9
Construction	1	1.4
Economic Development	1	1.4
IT	1	1.4
Manufacturing	1	1.4

Which category below best describes your position/role within your firm/organization?

N=67

Category	Number of Respondents	Percentage of Respondents
Program Manager/Coordinator	15	22.4
Owner/Operator	7	10.4
President/CEO/Executive Director	7	10.4
Administrative/Executive Assistant	5	7.5
Director	5	7.5
Marketing/Sales Manager	4	6.0
Retired	4	6.0
Educator	3	4.5
Employee	3	4.5
General Manager	3	4.5
Board Member	2	3.0
Communications Manager	2	3.0
Administrative Clerk	1	1.5
Elected Official	1	1.5
Inspector	1	1.5
Management Company	1	1.5
Middle Management	1	1.5
School administrator	1	1.5
Supervisor	1	1.5