

(Survey responses: 916 responses, 107 not completely filled out. 914 completed in English, 2 completed in Spanish.)

**1. How long have you lived in the City of Napa?**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Over 15 years (D)	369	40.28%
4-9 years (B)	189	20.63%
I do not live in the City of Napa (E)	118	12.88%
10-15 years (C)	115	12.55%
3 years or less (A)	105	11.46%
Total Answers	896	97.8%

**2. What is your age?**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
45-54 (E)	238	25.98%
35-44 (D)	197	21.51%
55-64 (F)	194	21.18%
25-34 (C)	161	17.58%
65-74 (G)	55	6.00%
18-24 (B)	26	2.84%
75 and over (H)	16	1.75%
Less than 18 (A)	5	0.55%
Total Answers	892	97.4%

**3. Female or Male?**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Female (A)	542	59.17%
Male (B)	349	38.10%
Total Answers	891	97.3%

**4a. How often do you come Downtown?**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Daily (A)	374	40.83%
Weekly (B)	360	39.30%
Monthly (C)	107	11.68%
Seldom (D)	52	5.68%
Total Answers	893	97.5%

**4b. If you visit Downtown Napa seldom or monthly, please complete the following statement: "I would visit Downtown Napa more if...." Please select your top 3 choices.**

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
There were more places to go (C)	397	43.34%
Other	191	20.85%
Downtown was cleaner and more attractive (D)	178	19.43%
I knew more about upcoming events (H)	144	15.72%
I had more time (A)	102	11.14%
I felt safer (B)	34	3.71%
Downtown was closer or more convenient to my home (E)	32	3.49%
Public transportation was more convenient (G)	26	2.84%
I had a car (F)	1	0.11%
Total Answers	1105	n/a

**5. What do you do when you visit downtown Napa? Please check all that apply.**

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Eat at restaurants for <i>dinner</i> (D)	665	72.60%
Eat at restaurants for <i>lunch</i> (C)	554	60.48%
Go to movie theater, Opera House, Jarvis Conservatory (L)	546	59.61%
Shop (F)	510	55.68%
Go to special events (E)	472	51.53%
Work (A)	321	35.04%
Eat at restaurants for <i>breakfast</i> (B)	274	29.91%
Enjoy the parks or plazas with friends/family (K)	230	25.11%
Go to nail or hair salons, shoe repair or similar services (G)	214	23.36%
Other	137	14.96%
Exercise (indoors) (I)	105	11.46%
Exercise (outdoors) (J)	70	7.64%
Attend church (H)	51	5.57%
Total Answers	4149	n/a

**6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice. For complete responses to this question, please see "rankings" worksheet.**

<i>Answer</i>	<i>Ranked #1</i>	<i>Ranked #2</i>	<i>Ranked #3</i>	<i># of times in top 3</i>
Restaurants (K)	259	162	108	529
Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A)	192	106	70	368
No answer	84	96	113	293
Historic buildings (B)	79	81	44	204
New walkway along the river (D)	67	102	108	277
Convenient to my house (S)	46	30	32	108
Easy to walk or bicycle around (H)	32	48	57	137
Other retail stores (clothing, shoes, toys, gifts, etc.) (O)	21	39	55	115
Design of new buildings (C)	20	30	53	103
Entertainment (M)	15	37	41	93
Variety of places to go at one time (R)	13	34	18	65
Easy to drive to (I)	13	25	23	61
Stores providing daily goods such as grocery and hardware stores (N)	13	24	31	68
Easy to park (J)	12	16	23	51
Convenient city or county offices (G)	11	18	29	58
Veteran's Park (E)	9	19	41	69
Plazas and open spaces (F)	8	18	32	58
Nightlife (L)	8	10	14	32
Local services such as nail salons, cleaners, banks (P)	7	17	18	42
Churches or other places of worship (Q)	7	4	6	17

**7. What places do you like best in Downtown Napa? Please check all that apply.**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Oxbow Public Market (A)	645	70.35%
New walkway along the River (D)	576	62.80%
Napa Mill (C)	491	53.61%
Opera House (B)	440	48.14%
Napa River (L)	316	34.57%
Library (I)	315	34.46%
A particular business (J)	307	33.48%
New bridges (M)	289	31.51%
Veteran's Park (F)	273	29.76%
CineDome Theater (O)	250	27.24%
Napa Town Center (E)	213	23.19%
Post Office (H)	189	20.57%
New parking garage (N)	160	17.51%
Other	91	9.96%
A particular building (K)	58	6.35%
Skate Park (G)	40	4.38%
Total Answers	4653	n/a

**8. Please rank your top 5 places. The first item you click on should be your first choice. For complete responses to this question, please see "rankings" worksheet.**

<i>Answer</i>	<i>Ranked #1</i>	<i>Ranked #2</i>	<i>Ranked #3</i>	<i># of times in top 3</i>
Oxbow Public Market (A)	309	164	77	<b>550</b>
New walkway along the River (D)	101	108	148	<b>357</b>
Napa Mill (C)	64	137	113	<b>314</b>
<i>No answer</i>	89	102	114	<b>305</b>
Opera House (B)	69	90	84	<b>243</b>
A particular business (J)	91	56	74	<b>221</b>
Library (I)	49	55	49	<b>153</b>
CineDome Theater (O)	43	46	52	<b>141</b>
Napa Town Center (E)	45	35	53	<b>133</b>
Napa River (L)	19	33	54	<b>106</b>
Veteran's Park (F)	11	39	49	<b>99</b>
Post Office (H)	12	17	21	<b>50</b>
Napa bridges (M)	3	15	20	<b>38</b>
A particular building (K)	6	9	2	<b>17</b>
New parking garage (N)	2	9	6	<b>17</b>
Skate Park (G)	1	1	2	<b>4</b>

**9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice. For complete responses to this question, please see "rankings" worksheet.**

<i>Answer</i>	<i>Ranked #1</i>	<i>Ranked #2</i>	<i>Ranked #3</i>	<i># of times in top 3</i>
Not enough shopping choices (G)	101	149	118	<b>368</b>
Vacant buildings (K)	148	122	83	<b>353</b>
Not enough night time activities and entertainment (D)	175	91	66	<b>332</b>
<i>No answer</i>	94	110	125	<b>329</b>
Lack of evening shopping (H)	28	70	97	<b>195</b>
Not enough affordable stores (E)	54	61	47	<b>162</b>
Not enough higher-end stores (F)	34	62	48	<b>144</b>
Not enough parking or inconvenient parking (A)	93	26	21	<b>140</b>
Unattractive or messy (L)	22	47	48	<b>117</b>
Not enough affordable restaurants (I)	17	43	55	<b>115</b>
Poor condition of streets and sidewalks (M)	24	20	46	<b>90</b>
Not family-friendly (C)	32	21	17	<b>70</b>
Hard to drive into, out of or around Downtown (Q)	34	10	24	<b>68</b>
Lack of landscaping and street trees, benches (O)	5	14	27	<b>46</b>
Lack of daytime activities and entertainment (N)	7	12	25	<b>44</b>
Not enough dining choices (J)	4	13	24	<b>41</b>
Traffic congestion (P)	5	20	14	<b>39</b>
Not enough bike lanes, paths or facilities (S)	13	13	12	<b>38</b>
Doesn't feel safe (B)	18	7	9	<b>34</b>
Design of new buildings (T)	7	3	7	<b>17</b>
Hard to get to by bus (R)	1	2	3	<b>6</b>



**10. What, if any, changes do you want to see happen Downtown in terms of activities, amenities or uses? Please check all that apply.**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Newer or better movie theater (B)	580	63.32%
More live music, nightclubs, dancing (A)	509	55.57%
Preserve historic buildings (I)	500	54.59%
More small plazas, outdoor seating or eating places (E)	496	54.15%
More evening shopping (N)	480	52.40%
Redo the Napa Town Center (O)	448	48.91%
More one-of-a-kind shops (J)	428	46.72%
More regional or national retail shops (K)	396	43.23%
More public art (F)	323	35.26%
More daily retail shops such as grocery stores, drug stores (L)	302	32.97%
More parks and large public plazas (D)	269	29.37%
More housing in Downtown (H)	211	23.03%
Improve signs to help locate businesses (P)	174	19.00%
More interesting and varied architecture (C)	142	15.50%
More security (G)	143	15.61%
Other	135	14.74%
More local services such as nail salons, cleaners (M)	46	5.03%
<b>Total Answers</b>	<b>5582</b>	<b>n/a</b>

**11. Please rank your top 5 changes. The first item you click on should be your first choice.**

<i>Answer</i>	<i>Ranked #1</i>	<i>Ranked #2</i>	<i>Ranked #3</i>	<i># of times in top 3</i>
<i>No answer</i>	111	115	126	352
Newer or better movie theater (B)	136	119	70	325
More live music, nightclubs, dancing (A)	190	73	48	311
More small plazas, outdoor seating or eating places (E)	62	103	113	278
More regional or national retail shops (K)	85	84	59	228
More one-of-a-kind shops (J)	51	76	78	205
Preserve historic buildings (I)	58	51	83	192
Redo the Napa Town Center (O)	65	50	64	179
More evening shopping (N)	35	60	68	163
More parks and large public plazas (D)	32	39	47	118
More daily retail shops such as grocery stores, drug stores (L)	23	44	39	106
More public art (F)	10	38	51	99
More housing in Downtown (H)	29	26	25	80
More security (G)	16	17	18	51
More interesting and varied architecture (C)	5	10	13	28
Improve signs to help locate businesses (P)	8	8	10	26
More local services such as nail salons, cleaners (M)	0	3	4	7

**12. What, if any, transportation changes do you want to see happen Downtown? Please check all that apply.**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Improve sidewalks, street trees, benches, connections for pleasant walking (A)	574	62.66%
Enhance bicycling opportunities (B)	305	33.30%
Improve street conditions (C)	354	38.65%
Reduce one way streets (D)	303	33.08%
Make it easier to drive to and around Downtown (E)	315	34.39%
Add new street connections (F)	100	10.92%
Increase bus connections to Downtown (G)	75	8.19%
Make it easier to park (H)	295	32.21%
Make it harder to park (to encourage parking once and walking around, or using other ways to get Downtown) (I)	86	9.39%
Total Answers	2407	n/a

**13. Please rank your top 3 changes. For complete responses to this question, please see "rankings" worksheet.**

<i>Answer</i>	<i>Ranked #1</i>	<i>Ranked #2</i>	<i>Ranked #3</i>	<i># of times in top 3</i>
No answer	141	178	246	565
Improve sidewalks, street trees, benches, connections for pleasant walking (A)	275	164	125	564
Improve street conditions (C)	93	153	119	365
Reduce one way streets (D)	143	72	69	284
Make it easier to drive to and around Downtown (E)	57	119	98	274
Enhance bicycling opportunities (B)	88	102	75	265
Make it easier to park (H)	89	69	89	247
Make it harder to park (to encourage parking once and walking around, or using other ways to get Downtown) (I)	15	27	32	74
Add new street connections (F)	7	19	32	58
Increase bus connections to Downtown (G)	8	13	30	51

**14. Briefly, what are your ideas for creative, viable uses on the Copia site?**

<i>Answer</i>	<i>Count</i>	<i>Percentage</i>
Answer	673	73.47%
No answer	243	26.53%
Arts and entertainment/ retail/ mixed uses	155	n/a
Community center and family-oriented uses	117	n/a
Food and wine	104	n/a
Convention center for businesses and visitors	102	n/a
Community arts and education/ not-for-profit	59	n/a
Parks, gardens and open space	45	n/a
Other comments	40	n/a
Office, civic buildings, civic administration	37	n/a
Sports and recreation	12	n/a