

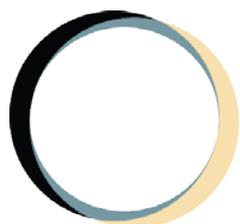


THE NCSTM
The National Citizen SurveyTM

Yountville, CA

Technical Appendices

2016



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Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	21
Appendix C: Detailed Survey Methods	34
Appendix D: Survey Materials	39

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Yountville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Yountville as a place to live	70%	N=256	24%	N=87	6%	N=21	1%	N=2	100%	N=367
Your neighborhood as a place to live	60%	N=217	31%	N=113	7%	N=27	2%	N=8	100%	N=365
Yountville as a place to raise children	38%	N=91	40%	N=94	16%	N=37	6%	N=15	100%	N=237
Yountville as a place to work	35%	N=88	33%	N=82	21%	N=54	11%	N=28	100%	N=253
Yountville as a place to visit	77%	N=261	20%	N=69	3%	N=10	0%	N=0	100%	N=340
Yountville as a place to retire	60%	N=192	26%	N=85	9%	N=28	5%	N=16	100%	N=321
The overall quality of life in Yountville	61%	N=223	32%	N=115	7%	N=25	0%	N=1	100%	N=364

Table 2: Question 2

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Yountville	62%	N=226	34%	N=123	3%	N=9	1%	N=3	100%	N=362
Overall ease of getting to the places you usually have to visit	54%	N=199	34%	N=123	11%	N=42	1%	N=2	100%	N=365
Quality of overall natural environment in Yountville	63%	N=230	28%	N=104	8%	N=28	1%	N=3	100%	N=365
Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	44%	N=160	43%	N=156	11%	N=41	2%	N=8	100%	N=366
Health and wellness opportunities in Yountville	15%	N=51	27%	N=88	36%	N=118	22%	N=73	100%	N=331
Overall opportunities for education and enrichment	14%	N=43	33%	N=100	34%	N=104	19%	N=57	100%	N=305
Overall economic health of Yountville	52%	N=180	40%	N=137	6%	N=22	1%	N=4	100%	N=342
Sense of community	35%	N=122	41%	N=146	19%	N=66	5%	N=19	100%	N=353
Overall image or reputation of Yountville	71%	N=257	25%	N=89	4%	N=15	1%	N=2	100%	N=364

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Yountville to someone who asks	63%	N=230	24%	N=87	7%	N=27	5%	N=19	100%	N=363
Remain in Yountville for the next five years	61%	N=217	27%	N=96	9%	N=33	3%	N=12	100%	N=358

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	90%	N=329	7%	N=25	3%	N=12	0%	N=0	0%	N=0	100%	N=367
In Yountville's downtown/commercial area during the day	90%	N=321	8%	N=30	2%	N=7	0%	N=0	0%	N=0	100%	N=358

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	23%	N=85	48%	N=175	22%	N=81	6%	N=22	100%	N=363
Ease of public parking	20%	N=70	37%	N=130	30%	N=105	13%	N=48	100%	N=352
Ease of travel by car in Yountville	30%	N=111	46%	N=168	17%	N=60	7%	N=24	100%	N=364
Ease of travel by public transportation in Yountville	35%	N=95	39%	N=105	19%	N=53	7%	N=19	100%	N=271
Ease of travel by bicycle in Yountville	49%	N=151	37%	N=113	11%	N=34	3%	N=11	100%	N=309
Ease of walking in Yountville	81%	N=297	15%	N=55	3%	N=10	1%	N=5	100%	N=366
Availability of paths and walking trails	60%	N=216	30%	N=107	10%	N=34	1%	N=4	100%	N=361
Air quality	54%	N=195	36%	N=130	8%	N=28	3%	N=11	100%	N=365
Cleanliness of Yountville	73%	N=267	24%	N=88	4%	N=13	0%	N=0	100%	N=369
Overall appearance of Yountville	74%	N=273	21%	N=78	4%	N=15	0%	N=0	100%	N=367
Public places where people want to spend time	56%	N=199	34%	N=123	9%	N=32	1%	N=4	100%	N=358
Variety of housing options	10%	N=34	20%	N=68	41%	N=137	29%	N=97	100%	N=336
Availability of affordable quality housing	5%	N=16	12%	N=38	33%	N=104	49%	N=153	100%	N=311
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=63	29%	N=96	33%	N=111	19%	N=64	100%	N=333
Recreational opportunities	17%	N=57	40%	N=137	37%	N=127	6%	N=20	100%	N=341
Availability of affordable quality food	10%	N=34	19%	N=67	35%	N=123	37%	N=132	100%	N=355
Availability of affordable quality health care	3%	N=7	8%	N=21	27%	N=73	62%	N=166	100%	N=266
Availability of preventive health services	2%	N=5	5%	N=13	29%	N=71	64%	N=159	100%	N=249
Availability of affordable quality mental health care	2%	N=4	4%	N=9	18%	N=36	76%	N=149	100%	N=197

Table 6: Question 6

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=17	24%	N=25	31%	N=33	29%	N=30	100%	N=104
K-12 education	15%	N=22	34%	N=50	31%	N=45	19%	N=28	100%	N=145
Adult educational opportunities	10%	N=23	28%	N=65	39%	N=90	24%	N=57	100%	N=235
Opportunities to attend cultural/arts/music activities	30%	N=104	44%	N=149	20%	N=69	6%	N=19	100%	N=341
Opportunities to participate in religious or spiritual events and activities	20%	N=50	45%	N=110	28%	N=69	6%	N=16	100%	N=246
Employment opportunities	5%	N=11	19%	N=43	44%	N=101	32%	N=73	100%	N=228
Shopping opportunities	5%	N=19	15%	N=53	43%	N=149	37%	N=130	100%	N=351
Cost of living in Yountville	2%	N=7	15%	N=53	46%	N=163	37%	N=131	100%	N=354
Overall quality of business and service establishments in Yountville	20%	N=69	37%	N=130	34%	N=117	9%	N=31	100%	N=346
Vibrant downtown/commercial area	29%	N=101	41%	N=145	25%	N=87	5%	N=19	100%	N=352
Overall quality of new development in Yountville	19%	N=60	42%	N=136	25%	N=83	14%	N=47	100%	N=326
Opportunities to participate in social events and activities	28%	N=91	49%	N=157	20%	N=63	3%	N=11	100%	N=322
Opportunities to volunteer	32%	N=99	53%	N=162	13%	N=40	2%	N=6	100%	N=307
Opportunities to participate in community matters	33%	N=100	50%	N=153	15%	N=46	3%	N=8	100%	N=307
Openness and acceptance of the community toward people of diverse backgrounds	22%	N=66	42%	N=128	29%	N=86	7%	N=21	100%	N=302
Neighborliness of residents in Yountville	30%	N=108	47%	N=166	19%	N=66	4%	N=16	100%	N=356

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	2%	N=6	98%	N=357	100%	N=363
Made efforts to make your home more energy efficient	22%	N=79	78%	N=284	100%	N=362
Observed a code violation or other hazard in Yountville	56%	N=198	44%	N=157	100%	N=355
Household member was a victim of a crime in Yountville	92%	N=332	8%	N=28	100%	N=360
Reported a crime to the police in Yountville	81%	N=293	19%	N=69	100%	N=362
Stocked supplies in preparation for an emergency	52%	N=188	48%	N=174	100%	N=363
Campaigned or advocated for an issue, cause or candidate	74%	N=265	26%	N=93	100%	N=358
Contacted the Town of Yountville (in-person, phone, email or web) for help or information	45%	N=164	55%	N=198	100%	N=362
Contacted Yountville elected officials (in-person, phone, email or web) to express your opinion	75%	N=271	25%	N=91	100%	N=361

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yountville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Yountville recreation centers or their services	9%	N=34	11%	N=39	41%	N=149	39%	N=140	100%	N=362
Visited a neighborhood park or Town park	29%	N=106	22%	N=79	38%	N=137	11%	N=42	100%	N=364
Used Yountville public libraries or their services	11%	N=39	19%	N=70	27%	N=98	43%	N=157	100%	N=363
Participated in religious or spiritual activities in Yountville	4%	N=14	7%	N=24	14%	N=50	76%	N=274	100%	N=362
Attended a Town-sponsored event	4%	N=14	9%	N=32	60%	N=216	28%	N=101	100%	N=363
Used bus, rail, subway or other public transportation instead of driving	2%	N=8	8%	N=29	32%	N=114	58%	N=207	100%	N=358
Carpooled with other adults or children instead of driving alone	10%	N=35	9%	N=33	19%	N=65	62%	N=219	100%	N=352
Walked or biked instead of driving	54%	N=193	23%	N=82	12%	N=43	12%	N=42	100%	N=360
Volunteered your time to some group/activity in Yountville	7%	N=26	9%	N=31	16%	N=58	68%	N=246	100%	N=361
Participated in a club	6%	N=23	5%	N=18	11%	N=39	78%	N=278	100%	N=358
Talked to or visited with your immediate neighbors	57%	N=206	29%	N=104	12%	N=43	3%	N=10	100%	N=363
Done a favor for a neighbor	26%	N=95	29%	N=105	35%	N=128	9%	N=33	100%	N=362

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=2	5%	N=19	28%	N=101	66%	N=241	100%	N=364
Watched (online or on television) a local public meeting	1%	N=4	3%	N=9	15%	N=53	82%	N=294	100%	N=361

Table 10: Question 10

Please rate the quality of each of the following services in Yountville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	47%	N=152	41%	N=132	7%	N=23	5%	N=15	100%	N=322
Fire services	65%	N=181	33%	N=93	2%	N=5	0%	N=0	100%	N=279
Ambulance or emergency medical services	55%	N=132	37%	N=89	8%	N=18	1%	N=1	100%	N=241
Crime prevention	33%	N=89	52%	N=143	12%	N=33	3%	N=8	100%	N=274
Fire prevention and education	35%	N=74	52%	N=107	11%	N=22	2%	N=4	100%	N=207
Traffic enforcement	20%	N=61	46%	N=140	21%	N=65	13%	N=41	100%	N=307

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Please rate the quality of each of the following services in Yountville:	Excellent		Good		Fair		Poor		Total	
Street repair	26%	N=91	48%	N=167	20%	N=70	5%	N=18	100%	N=346
Street cleaning	40%	N=138	46%	N=159	12%	N=40	2%	N=7	100%	N=344
Street lighting	31%	N=110	47%	N=165	18%	N=65	4%	N=13	100%	N=353
Sidewalk maintenance	28%	N=99	48%	N=169	20%	N=69	3%	N=12	100%	N=349
Traffic signal timing	35%	N=71	53%	N=106	10%	N=21	2%	N=3	100%	N=201
Bus or transit services	34%	N=75	42%	N=93	20%	N=45	4%	N=10	100%	N=223
Garbage collection	48%	N=169	41%	N=144	11%	N=38	0%	N=0	100%	N=350
Recycling	45%	N=155	46%	N=159	9%	N=32	0%	N=0	100%	N=347
Yard waste pick-up	43%	N=137	48%	N=153	9%	N=29	0%	N=1	100%	N=321
Storm drainage	25%	N=79	52%	N=162	18%	N=57	4%	N=12	100%	N=309
Drinking water	39%	N=133	48%	N=167	9%	N=30	4%	N=14	100%	N=344
Sewer services	34%	N=105	55%	N=170	10%	N=30	1%	N=4	100%	N=309
Power (electric and/or gas) utility	29%	N=100	49%	N=170	18%	N=61	5%	N=16	100%	N=348
Utility billing	21%	N=72	54%	N=183	18%	N=60	8%	N=26	100%	N=342
Town parks	57%	N=200	40%	N=141	3%	N=12	0%	N=1	100%	N=354
Recreation programs or classes	32%	N=87	45%	N=122	18%	N=50	4%	N=11	100%	N=270
Recreation centers or facilities	38%	N=108	46%	N=132	10%	N=30	6%	N=16	100%	N=287
Land use, planning and zoning	14%	N=37	41%	N=110	32%	N=85	13%	N=35	100%	N=266
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=49	48%	N=124	27%	N=69	7%	N=18	100%	N=261
Animal control	24%	N=56	52%	N=126	19%	N=45	5%	N=13	100%	N=240
Economic development	26%	N=67	46%	N=118	22%	N=58	6%	N=16	100%	N=258
Health services	7%	N=14	20%	N=41	34%	N=70	39%	N=81	100%	N=206
Public library services	35%	N=96	52%	N=144	12%	N=33	1%	N=3	100%	N=276
Public information services	26%	N=71	55%	N=149	17%	N=46	1%	N=3	100%	N=268
Cable television	23%	N=63	44%	N=123	25%	N=69	8%	N=23	100%	N=278
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=45	48%	N=111	26%	N=61	6%	N=14	100%	N=231
Preservation of natural areas such as open space, farmlands and greenbelts	29%	N=85	45%	N=133	18%	N=54	8%	N=22	100%	N=295
Yountville open space	30%	N=91	44%	N=135	20%	N=62	7%	N=21	100%	N=309
Town-sponsored special events	35%	N=116	44%	N=147	19%	N=62	2%	N=8	100%	N=333
Overall customer service by Yountville employees (police, receptionists, planners, etc.)	43%	N=145	49%	N=166	5%	N=18	2%	N=7	100%	N=336

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The Town of Yountville	41%	N=147	49%	N=174	8%	N=29	1%	N=3	100%	N=354
The Federal Government	10%	N=29	34%	N=95	36%	N=100	19%	N=52	100%	N=275

Table 12: Question 12

Please rate the following categories of Yountville government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Yountville	24%	N=74	54%	N=169	17%	N=52	5%	N=16	100%	N=311
The overall direction that Yountville is taking	23%	N=76	47%	N=152	19%	N=63	11%	N=35	100%	N=326
The job Yountville government does at welcoming citizen involvement	26%	N=79	43%	N=128	25%	N=76	5%	N=15	100%	N=297

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Please rate the following categories of Yountville government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Yountville government	24%	N=79	47%	N=155	24%	N=77	5%	N=16	100%	N=327
Generally acting in the best interest of the community	27%	N=88	43%	N=142	22%	N=73	9%	N=30	100%	N=333
Being honest	28%	N=83	49%	N=144	20%	N=60	3%	N=9	100%	N=296
Treating all residents fairly	25%	N=72	47%	N=136	19%	N=55	9%	N=27	100%	N=290

Table 13: Question 13

Please rate how important, if at all, you think it is for the Yountville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Yountville	58%	N=211	28%	N=103	11%	N=41	3%	N=10	100%	N=365
Overall ease of getting to the places you usually have to visit	27%	N=96	46%	N=167	22%	N=80	5%	N=17	100%	N=361
Quality of overall natural environment in Yountville	49%	N=178	39%	N=142	9%	N=34	2%	N=8	100%	N=362
Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	41%	N=150	45%	N=162	13%	N=47	1%	N=4	100%	N=363
Health and wellness opportunities in Yountville	26%	N=95	38%	N=139	31%	N=112	5%	N=16	100%	N=363
Overall opportunities for education and enrichment	22%	N=80	37%	N=132	35%	N=124	6%	N=22	100%	N=358
Overall economic health of Yountville	50%	N=181	37%	N=132	10%	N=38	2%	N=9	100%	N=359
Sense of community	44%	N=161	40%	N=147	13%	N=49	2%	N=7	100%	N=364

Table 14: Question 14

To what extent do you think the Town supports residents and visitors with its services and amenities?	Residents much more than visitors		Residents somewhat more than visitors		Residents and visitors about the same		Visitors somewhat more than residents		Visitors much more than residents		Total	
Public safety services (i.e. Police/Fire)	20%	N=59	16%	N=49	60%	N=179	3%	N=9	1%	N=4	100%	N=300
Businesses in town	3%	N=10	7%	N=24	25%	N=80	26%	N=84	39%	N=128	100%	N=326
Parking	2%	N=7	9%	N=29	51%	N=171	22%	N=73	16%	N=53	100%	N=333
Recreation programming	34%	N=100	38%	N=113	24%	N=71	4%	N=11	1%	N=3	100%	N=298
After school/camp and children's programming	63%	N=122	25%	N=49	10%	N=20	1%	N=1	1%	N=3	100%	N=195
Parks and facilities	19%	N=64	31%	N=101	43%	N=142	6%	N=21	1%	N=2	100%	N=329
Planning and community development	18%	N=55	19%	N=58	29%	N=87	18%	N=53	17%	N=50	100%	N=303
Affordable housing programs	39%	N=96	22%	N=52	18%	N=44	7%	N=17	14%	N=34	100%	N=244
Water/wastewater utilities	30%	N=81	21%	N=56	42%	N=115	4%	N=11	3%	N=9	100%	N=273
Streets	14%	N=45	13%	N=44	62%	N=202	7%	N=23	3%	N=11	100%	N=325
Sidewalks and trails	12%	N=40	18%	N=58	55%	N=182	11%	N=38	4%	N=13	100%	N=332
Chamber of Commerce services and activities	8%	N=24	16%	N=47	29%	N=86	22%	N=65	25%	N=74	100%	N=296
Services and amenities overall	7%	N=22	13%	N=44	45%	N=148	18%	N=59	16%	N=54	100%	N=327

Table 15: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Yountville:	Major source		Minor source		Not a source		Total	
The Yountville Sun	80%	N=295	17%	N=61	3%	N=11	100%	N=366
The Napa Valley Register	22%	N=80	50%	N=179	28%	N=102	100%	N=361
The Town of Yountville Newsletter	41%	N=147	37%	N=131	22%	N=78	100%	N=357
The Town of Yountville website (www.townofyountville.com)	31%	N=112	36%	N=129	32%	N=115	100%	N=356

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Yountville:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
Nextdoor.com	22%	N=78	26%	N=90	52%	N=184	100%	N=351
Facebook	4%	N=14	21%	N=73	75%	N=268	100%	N=356
Twitter	1%	N=5	11%	N=40	88%	N=311	100%	N=356
Instagram	3%	N=9	12%	N=43	85%	N=303	100%	N=354
Television news	9%	N=32	28%	N=99	63%	N=226	100%	N=357

Table 16: Question 16

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Yountville:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Town leadership	52%	N=182	43%	N=149	4%	N=15	1%	N=2	100%	N=347
Community character	50%	N=171	41%	N=141	8%	N=28	1%	N=3	100%	N=342
Community communications	38%	N=132	49%	N=169	13%	N=44	1%	N=3	100%	N=348
Civic engagement	25%	N=86	54%	N=184	19%	N=65	1%	N=4	100%	N=340
Community spirit	33%	N=114	48%	N=165	18%	N=63	1%	N=3	100%	N=346
Fiscal health	54%	N=187	42%	N=147	4%	N=14	0%	N=1	100%	N=348
Water/sewer services	52%	N=181	38%	N=134	10%	N=34	0%	N=1	100%	N=350
Streets and sidewalks	48%	N=171	45%	N=160	7%	N=23	0%	N=1	100%	N=354
Parks	48%	N=171	45%	N=159	7%	N=24	0%	N=2	100%	N=356
Public facilities	38%	N=133	53%	N=183	9%	N=31	1%	N=2	100%	N=349
Housing	46%	N=160	41%	N=144	11%	N=40	2%	N=7	100%	N=350
Tourism	41%	N=144	40%	N=140	16%	N=56	4%	N=13	100%	N=353
Public safety	67%	N=238	27%	N=97	5%	N=18	0%	N=1	100%	N=355
Climate action	26%	N=83	40%	N=129	24%	N=79	11%	N=34	100%	N=325
Historic resources	24%	N=77	37%	N=121	34%	N=113	5%	N=18	100%	N=329

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	0%	N=1	2%	N=6	3%	N=10	17%	N=59	79%	N=279	100%	N=355
Purchase goods or services from a business located in Yountville	2%	N=6	18%	N=62	54%	N=188	19%	N=65	8%	N=26	100%	N=348
Eat at least 5 portions of fruits and vegetables a day	3%	N=10	12%	N=41	28%	N=99	36%	N=125	22%	N=77	100%	N=351
Participate in moderate or vigorous physical activity	3%	N=11	9%	N=32	25%	N=88	39%	N=136	24%	N=83	100%	N=351
Read or watch local news (via television, paper, computer, etc.)	3%	N=12	4%	N=15	18%	N=65	31%	N=110	43%	N=151	100%	N=353
Vote in local elections	13%	N=44	4%	N=14	4%	N=14	14%	N=49	66%	N=232	100%	N=352

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Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=123
Very good	43%	N=157
Good	18%	N=67
Fair	3%	N=11
Poor	1%	N=5
Total	100%	N=363

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=35
Somewhat positive	22%	N=81
Neutral	51%	N=185
Somewhat negative	16%	N=57
Very negative	2%	N=7
Total	100%	N=365

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=167
Working part time for pay	14%	N=49
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=10
Fully retired	37%	N=133
Total	100%	N=362

Table 21: Question D5

Do you work inside the boundaries of Yountville?	Percent	Number
Yes, outside the home	21%	N=74
Yes, from home	8%	N=27
No	71%	N=245
Total	100%	N=347

Table 22: Question D6

How many years have you lived in Yountville?	Percent	Number
Less than 2 years	14%	N=51
2 to 5 years	26%	N=95
6 to 10 years	15%	N=53
11 to 20 years	25%	N=92
More than 20 years	20%	N=74
Total	100%	N=365

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Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	54%	N=195
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=95
Mobile home	19%	N=70
Other	1%	N=4
Total	100%	N=364

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=117
Owned	68%	N=247
Total	100%	N=364

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=5
\$300 to \$599 per month	3%	N=12
\$600 to \$999 per month	22%	N=78
\$1,000 to \$1,499 per month	13%	N=46
\$1,500 to \$2,499 per month	29%	N=104
\$2,500 or more per month	31%	N=111
Total	100%	N=356

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	86%	N=315
Yes	14%	N=50
Total	100%	N=364

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=199
Yes	45%	N=164
Total	100%	N=363

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Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	7%	N=24
\$25,000 to \$49,999	16%	N=57
\$50,000 to \$99,999	27%	N=94
\$100,000 to \$149,999	18%	N=62
\$150,000 or more	32%	N=112
Total	100%	N=348

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	91%	N=329
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	N=32
Total	100%	N=361

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	5%	N=17
Black or African American	2%	N=7
White	91%	N=328
Other	6%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=1
25 to 34 years	13%	N=48
35 to 44 years	9%	N=32
45 to 54 years	18%	N=66
55 to 64 years	21%	N=75
65 to 74 years	21%	N=77
75 years or older	18%	N=64
Total	100%	N=363

Table 32: Question D16

What is your sex?	Percent	Number
Female	57%	N=203
Male	43%	N=155
Total	100%	N=358

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Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=235
Land line	20%	N=72
Both	16%	N=59
Total	100%	N=365

Table 34: Question D18

Do you live within the town limits of Yountville full time or part time?	Percent	Number
Full-time resident	92%	N=337
Part-time/seasonal resident	8%	N=30
Total	100%	N=367

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Yountville:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Yountville as a place to live	70%	N=256	24%	N=87	6%	N=21	1%	N=2	0%	N=1	100%	N=367
Your neighborhood as a place to live	59%	N=217	31%	N=113	7%	N=27	2%	N=8	0%	N=1	100%	N=366
Yountville as a place to raise children	25%	N=91	26%	N=94	10%	N=37	4%	N=15	34%	N=121	100%	N=358
Yountville as a place to work	25%	N=88	23%	N=82	15%	N=54	8%	N=28	29%	N=103	100%	N=356
Yountville as a place to visit	73%	N=261	19%	N=69	3%	N=10	0%	N=0	6%	N=20	100%	N=360
Yountville as a place to retire	53%	N=192	23%	N=85	8%	N=28	4%	N=16	11%	N=41	100%	N=363
The overall quality of life in Yountville	61%	N=223	32%	N=115	7%	N=25	0%	N=1	0%	N=2	100%	N=366

Table 36: Question 2

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Yountville	62%	N=226	34%	N=123	3%	N=9	1%	N=3	0%	N=1	100%	N=363
Overall ease of getting to the places you usually have to visit	54%	N=199	33%	N=123	11%	N=42	1%	N=2	0%	N=1	100%	N=366
Quality of overall natural environment in Yountville	63%	N=230	28%	N=104	8%	N=28	1%	N=3	0%	N=0	100%	N=365
Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	44%	N=160	43%	N=156	11%	N=41	2%	N=8	0%	N=0	100%	N=366
Health and wellness opportunities in Yountville	14%	N=51	24%	N=88	32%	N=118	20%	N=73	9%	N=34	100%	N=365
Overall opportunities for education and enrichment	12%	N=43	28%	N=100	29%	N=104	16%	N=57	15%	N=54	100%	N=359
Overall economic health of Yountville	49%	N=180	38%	N=137	6%	N=22	1%	N=4	6%	N=21	100%	N=363
Sense of community	34%	N=122	40%	N=146	18%	N=66	5%	N=19	3%	N=9	100%	N=362
Overall image or reputation of Yountville	70%	N=257	24%	N=89	4%	N=15	1%	N=2	1%	N=3	100%	N=366

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Yountville to someone who asks	63%	N=230	24%	N=87	7%	N=27	5%	N=19	0%	N=0	100%	N=363
Remain in Yountville for the next five years	60%	N=217	26%	N=96	9%	N=33	3%	N=12	2%	N=6	100%	N=364

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	90%	N=329	7%	N=25	3%	N=12	0%	N=0	0%	N=0	0%	N=0	100%	N=367
In Yountville's downtown/commercial area during the day	89%	N=321	8%	N=30	2%	N=7	0%	N=0	0%	N=0	1%	N=5	100%	N=362

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Table 39: Question 5

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	23%	N=85	48%	N=175	22%	N=81	6%	N=22	1%	N=5	100%	N=368
Ease of public parking	19%	N=70	35%	N=130	29%	N=105	13%	N=48	4%	N=15	100%	N=367
Ease of travel by car in Yountville	30%	N=111	46%	N=168	17%	N=60	7%	N=24	1%	N=2	100%	N=365
Ease of travel by public transportation in Yountville	26%	N=95	29%	N=105	15%	N=53	5%	N=19	24%	N=87	100%	N=358
Ease of travel by bicycle in Yountville	42%	N=151	31%	N=113	9%	N=34	3%	N=11	15%	N=54	100%	N=363
Ease of walking in Yountville	81%	N=297	15%	N=55	3%	N=10	1%	N=5	0%	N=2	100%	N=367
Availability of paths and walking trails	59%	N=216	29%	N=107	9%	N=34	1%	N=4	2%	N=6	100%	N=367
Air quality	53%	N=195	35%	N=130	8%	N=28	3%	N=11	1%	N=3	100%	N=368
Cleanliness of Yountville	73%	N=267	24%	N=88	4%	N=13	0%	N=0	0%	N=0	100%	N=369
Overall appearance of Yountville	74%	N=273	21%	N=78	4%	N=15	0%	N=0	0%	N=1	100%	N=368
Public places where people want to spend time	55%	N=199	34%	N=123	9%	N=32	1%	N=4	1%	N=5	100%	N=363
Variety of housing options	9%	N=34	19%	N=68	38%	N=137	27%	N=97	8%	N=29	100%	N=365
Availability of affordable quality housing	5%	N=16	10%	N=38	29%	N=104	42%	N=153	14%	N=50	100%	N=361
Fitness opportunities (including exercise classes and paths or trails, etc.)	17%	N=63	26%	N=96	30%	N=111	17%	N=64	9%	N=32	100%	N=366
Recreational opportunities	16%	N=57	38%	N=137	35%	N=127	6%	N=20	6%	N=21	100%	N=362
Availability of affordable quality food	9%	N=34	18%	N=67	34%	N=123	36%	N=132	3%	N=11	100%	N=366
Availability of affordable quality health care	2%	N=7	6%	N=21	20%	N=73	45%	N=166	27%	N=101	100%	N=367
Availability of preventive health services	1%	N=5	4%	N=13	19%	N=71	43%	N=159	32%	N=118	100%	N=367
Availability of affordable quality mental health care	1%	N=4	2%	N=9	10%	N=36	41%	N=149	46%	N=166	100%	N=363

Table 40: Question 6

Please rate each of the following characteristics as they relate to Yountville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=17	7%	N=25	9%	N=33	9%	N=30	71%	N=252	100%	N=356
K-12 education	6%	N=22	14%	N=50	13%	N=45	8%	N=28	59%	N=207	100%	N=353
Adult educational opportunities	6%	N=23	18%	N=65	25%	N=90	16%	N=57	34%	N=121	100%	N=356
Opportunities to attend cultural/arts/music activities	29%	N=104	41%	N=149	19%	N=69	5%	N=19	6%	N=22	100%	N=362
Opportunities to participate in religious or spiritual events and activities	14%	N=50	31%	N=110	19%	N=69	4%	N=16	32%	N=113	100%	N=359
Employment opportunities	3%	N=11	12%	N=43	29%	N=101	21%	N=73	36%	N=126	100%	N=354
Shopping opportunities	5%	N=19	15%	N=53	42%	N=149	36%	N=130	2%	N=7	100%	N=358
Cost of living in Yountville	2%	N=7	15%	N=53	46%	N=163	37%	N=131	1%	N=2	100%	N=356
Overall quality of business and service establishments in Yountville	19%	N=69	36%	N=130	33%	N=117	9%	N=31	3%	N=11	100%	N=358
Vibrant downtown/commercial area	28%	N=101	40%	N=145	24%	N=87	5%	N=19	2%	N=7	100%	N=359
Overall quality of new development in Yountville	17%	N=60	38%	N=136	23%	N=83	13%	N=47	9%	N=32	100%	N=357
Opportunities to participate in social events and activities	25%	N=91	43%	N=157	18%	N=63	3%	N=11	11%	N=39	100%	N=361
Opportunities to volunteer	27%	N=99	45%	N=162	11%	N=40	2%	N=6	15%	N=55	100%	N=362
Opportunities to participate in community matters	28%	N=100	43%	N=153	13%	N=46	2%	N=8	14%	N=49	100%	N=357
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=66	36%	N=128	24%	N=86	6%	N=21	16%	N=58	100%	N=360
Neighborliness of residents in Yountville	30%	N=108	46%	N=166	18%	N=66	4%	N=16	2%	N=6	100%	N=362

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Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	2%	N=6	98%	N=357	100%	N=363
Made efforts to make your home more energy efficient	22%	N=79	78%	N=284	100%	N=362
Observed a code violation or other hazard in Yountville	56%	N=198	44%	N=157	100%	N=355
Household member was a victim of a crime in Yountville	92%	N=332	8%	N=28	100%	N=360
Reported a crime to the police in Yountville	81%	N=293	19%	N=69	100%	N=362
Stocked supplies in preparation for an emergency	52%	N=188	48%	N=174	100%	N=363
Campaigned or advocated for an issue, cause or candidate	74%	N=265	26%	N=93	100%	N=358
Contacted the Town of Yountville (in-person, phone, email or web) for help or information	45%	N=164	55%	N=198	100%	N=362
Contacted Yountville elected officials (in-person, phone, email or web) to express your opinion	75%	N=271	25%	N=91	100%	N=361

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yountville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Yountville recreation centers or their services	9%	N=34	11%	N=39	41%	N=149	39%	N=140	100%	N=362
Visited a neighborhood park or Town park	29%	N=106	22%	N=79	38%	N=137	11%	N=42	100%	N=364
Used Yountville public libraries or their services	11%	N=39	19%	N=70	27%	N=98	43%	N=157	100%	N=363
Participated in religious or spiritual activities in Yountville	4%	N=14	7%	N=24	14%	N=50	76%	N=274	100%	N=362
Attended a Town-sponsored event	4%	N=14	9%	N=32	60%	N=216	28%	N=101	100%	N=363
Used bus, rail, subway or other public transportation instead of driving	2%	N=8	8%	N=29	32%	N=114	58%	N=207	100%	N=358
Carpooled with other adults or children instead of driving alone	10%	N=35	9%	N=33	19%	N=65	62%	N=219	100%	N=352
Walked or biked instead of driving	54%	N=193	23%	N=82	12%	N=43	12%	N=42	100%	N=360
Volunteered your time to some group/activity in Yountville	7%	N=26	9%	N=31	16%	N=58	68%	N=246	100%	N=361
Participated in a club	6%	N=23	5%	N=18	11%	N=39	78%	N=278	100%	N=358
Talked to or visited with your immediate neighbors	57%	N=206	29%	N=104	12%	N=43	3%	N=10	100%	N=363
Done a favor for a neighbor	26%	N=95	29%	N=105	35%	N=128	9%	N=33	100%	N=362

Table 43: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=2	5%	N=19	28%	N=101	66%	N=241	100%	N=364
Watched (online or on television) a local public meeting	1%	N=4	3%	N=9	15%	N=53	82%	N=294	100%	N=361

Table 44: Question 10

Please rate the quality of each of the following services in Yountville:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	42%	N=152	36%	N=132	6%	N=23	4%	N=15	11%	N=40	100%	N=362
Fire services	50%	N=181	26%	N=93	1%	N=5	0%	N=0	23%	N=82	100%	N=361
Ambulance or emergency medical services	37%	N=132	25%	N=89	5%	N=18	0%	N=1	32%	N=116	100%	N=357
Crime prevention	25%	N=89	40%	N=143	9%	N=33	2%	N=8	24%	N=85	100%	N=359
Fire prevention and education	21%	N=74	30%	N=107	6%	N=22	1%	N=4	41%	N=147	100%	N=354
Traffic enforcement	17%	N=61	39%	N=140	18%	N=65	12%	N=41	14%	N=50	100%	N=357

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Please rate the quality of each of the following services in Yountville:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street repair	25%	N=91	46%	N=167	20%	N=70	5%	N=18	4%	N=13	100%	N=359
Street cleaning	38%	N=138	44%	N=159	11%	N=40	2%	N=7	4%	N=16	100%	N=359
Street lighting	31%	N=110	46%	N=165	18%	N=65	3%	N=13	2%	N=8	100%	N=360
Sidewalk maintenance	28%	N=99	47%	N=169	19%	N=69	3%	N=12	3%	N=9	100%	N=358
Traffic signal timing	21%	N=71	31%	N=106	6%	N=21	1%	N=3	41%	N=141	100%	N=342
Bus or transit services	22%	N=75	27%	N=93	13%	N=45	3%	N=10	35%	N=122	100%	N=345
Garbage collection	47%	N=169	40%	N=144	10%	N=38	0%	N=0	3%	N=10	100%	N=360
Recycling	43%	N=155	44%	N=159	9%	N=32	0%	N=0	4%	N=13	100%	N=359
Yard waste pick-up	38%	N=137	43%	N=153	8%	N=29	0%	N=1	11%	N=39	100%	N=359
Storm drainage	22%	N=79	46%	N=162	16%	N=57	3%	N=12	13%	N=46	100%	N=355
Drinking water	37%	N=133	46%	N=167	8%	N=30	4%	N=14	4%	N=15	100%	N=358
Sewer services	29%	N=105	48%	N=170	8%	N=30	1%	N=4	14%	N=49	100%	N=358
Power (electric and/or gas) utility	28%	N=100	48%	N=170	17%	N=61	4%	N=16	3%	N=10	100%	N=358
Utility billing	20%	N=72	52%	N=183	17%	N=60	7%	N=26	4%	N=14	100%	N=356
Town parks	56%	N=200	40%	N=141	3%	N=12	0%	N=1	1%	N=3	100%	N=357
Recreation programs or classes	25%	N=87	35%	N=122	14%	N=50	3%	N=11	24%	N=83	100%	N=353
Recreation centers or facilities	31%	N=108	38%	N=132	9%	N=30	5%	N=16	19%	N=66	100%	N=352
Land use, planning and zoning	11%	N=37	31%	N=110	24%	N=85	10%	N=35	24%	N=83	100%	N=349
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=49	35%	N=124	20%	N=69	5%	N=18	26%	N=92	100%	N=353
Animal control	16%	N=56	35%	N=126	13%	N=45	4%	N=13	32%	N=115	100%	N=354
Economic development	19%	N=67	33%	N=118	16%	N=58	4%	N=16	27%	N=95	100%	N=353
Health services	4%	N=14	12%	N=41	20%	N=70	23%	N=81	42%	N=149	100%	N=355
Public library services	27%	N=96	41%	N=144	9%	N=33	1%	N=3	22%	N=78	100%	N=355
Public information services	20%	N=71	42%	N=149	13%	N=46	1%	N=3	24%	N=83	100%	N=351
Cable television	18%	N=63	35%	N=123	20%	N=69	7%	N=23	21%	N=76	100%	N=354
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=45	31%	N=111	17%	N=61	4%	N=14	35%	N=122	100%	N=353
Preservation of natural areas such as open space, farmlands and greenbelts	24%	N=85	38%	N=133	15%	N=54	6%	N=22	17%	N=60	100%	N=355
Yountville open space	26%	N=91	38%	N=135	17%	N=62	6%	N=21	13%	N=46	100%	N=356
Town-sponsored special events	32%	N=116	41%	N=147	17%	N=62	2%	N=8	7%	N=26	100%	N=359
Overall customer service by Yountville employees (police, receptionists, planners, etc.)	40%	N=145	46%	N=166	5%	N=18	2%	N=7	7%	N=24	100%	N=360

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The Town of Yountville	40%	N=147	48%	N=174	8%	N=29	1%	N=3	2%	N=9	100%	N=362
The Federal Government	8%	N=29	27%	N=95	28%	N=100	15%	N=52	23%	N=81	100%	N=356

Table 46: Question 12

Please rate the following categories of Yountville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Yountville	20%	N=74	47%	N=169	14%	N=52	4%	N=16	14%	N=50	100%	N=361
The overall direction that Yountville is taking	21%	N=76	42%	N=152	18%	N=63	10%	N=35	10%	N=34	100%	N=361

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Please rate the following categories of Yountville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The job Yountville government does at welcoming citizen involvement	22%	N=79	36%	N=128	21%	N=76	4%	N=15	18%	N=63	100%	N=360
Overall confidence in Yountville government	22%	N=79	44%	N=155	22%	N=77	4%	N=16	8%	N=28	100%	N=355
Generally acting in the best interest of the community	25%	N=88	40%	N=142	20%	N=73	8%	N=30	7%	N=24	100%	N=357
Being honest	23%	N=83	40%	N=144	17%	N=60	2%	N=9	17%	N=62	100%	N=357
Treating all residents fairly	20%	N=72	38%	N=136	15%	N=55	7%	N=27	19%	N=69	100%	N=359

Table 47: Question 13

Please rate how important, if at all, you think it is for the Yountville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Yountville	58%	N=211	28%	N=103	11%	N=41	3%	N=10	100%	N=365
Overall ease of getting to the places you usually have to visit	27%	N=96	46%	N=167	22%	N=80	5%	N=17	100%	N=361
Quality of overall natural environment in Yountville	49%	N=178	39%	N=142	9%	N=34	2%	N=8	100%	N=362
Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	41%	N=150	45%	N=162	13%	N=47	1%	N=4	100%	N=363
Health and wellness opportunities in Yountville	26%	N=95	38%	N=139	31%	N=112	5%	N=16	100%	N=363
Overall opportunities for education and enrichment	22%	N=80	37%	N=132	35%	N=124	6%	N=22	100%	N=358
Overall economic health of Yountville	50%	N=181	37%	N=132	10%	N=38	2%	N=9	100%	N=359
Sense of community	44%	N=161	40%	N=147	13%	N=49	2%	N=7	100%	N=364

Table 48: Question 14

To what extent do you think the Town supports residents and visitors with its services and amenities?	Residents much more than visitors		Residents somewhat more than visitors		Residents and visitors about the same		Visitors somewhat more than residents		Visitors much more than residents		Don't know		Total	
Public safety services (i.e. Police/Fire)	17%	N=59	14%	N=49	51%	N=179	3%	N=9	1%	N=4	15%	N=54	100%	N=354
Businesses in town	3%	N=10	7%	N=24	22%	N=80	23%	N=84	36%	N=128	9%	N=32	100%	N=358
Parking	2%	N=7	8%	N=29	48%	N=171	20%	N=73	15%	N=53	7%	N=25	100%	N=358
Recreation programming	29%	N=100	32%	N=113	20%	N=71	3%	N=11	1%	N=3	15%	N=52	100%	N=350
After school/camp and children's programming	35%	N=122	14%	N=49	6%	N=20	0%	N=1	1%	N=3	45%	N=157	100%	N=353
Parks and facilities	18%	N=64	28%	N=101	40%	N=142	6%	N=21	1%	N=2	7%	N=26	100%	N=355
Planning and community development	16%	N=55	16%	N=58	24%	N=87	15%	N=53	14%	N=50	14%	N=51	100%	N=354
Affordable housing programs	27%	N=96	15%	N=52	12%	N=44	5%	N=17	10%	N=34	30%	N=106	100%	N=350
Water/wastewater utilities	23%	N=81	16%	N=56	33%	N=115	3%	N=11	3%	N=9	22%	N=78	100%	N=351
Streets	13%	N=45	12%	N=44	57%	N=202	7%	N=23	3%	N=11	8%	N=29	100%	N=354
Sidewalks and trails	11%	N=40	16%	N=58	51%	N=182	11%	N=38	4%	N=13	6%	N=23	100%	N=354
Chamber of Commerce services and activities	7%	N=24	13%	N=47	24%	N=86	18%	N=65	21%	N=74	17%	N=59	100%	N=355
Services and amenities overall	6%	N=22	12%	N=44	42%	N=148	17%	N=59	15%	N=54	8%	N=30	100%	N=357

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Table 49: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Yountville:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
The Yountville Sun	80%	N=295	17%	N=61	3%	N=11	100%	N=366
The Napa Valley Register	22%	N=80	50%	N=179	28%	N=102	100%	N=361
The Town of Yountville Newsletter	41%	N=147	37%	N=131	22%	N=78	100%	N=357
The Town of Yountville website (www.townofyountville.com)	31%	N=112	36%	N=129	32%	N=115	100%	N=356
Nextdoor.com	22%	N=78	26%	N=90	52%	N=184	100%	N=351
Facebook	4%	N=14	21%	N=73	75%	N=268	100%	N=356
Twitter	1%	N=5	11%	N=40	88%	N=311	100%	N=356
Instagram	3%	N=9	12%	N=43	85%	N=303	100%	N=354
Television news	9%	N=32	28%	N=99	63%	N=226	100%	N=357

Table 50: Question 16

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Yountville:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Town leadership	51%	N=182	41%	N=149	4%	N=15	1%	N=2	3%	N=13	100%	N=360
Community character	47%	N=171	39%	N=141	8%	N=28	1%	N=3	5%	N=18	100%	N=360
Community communications	37%	N=132	47%	N=169	12%	N=44	1%	N=3	3%	N=12	100%	N=360
Civic engagement	24%	N=86	52%	N=184	18%	N=65	1%	N=4	5%	N=17	100%	N=357
Community spirit	32%	N=114	46%	N=165	18%	N=63	1%	N=3	3%	N=12	100%	N=357
Fiscal health	52%	N=187	41%	N=147	4%	N=14	0%	N=1	3%	N=11	100%	N=360
Water/sewer services	50%	N=181	37%	N=134	9%	N=34	0%	N=1	3%	N=11	100%	N=361
Streets and sidewalks	47%	N=171	44%	N=160	6%	N=23	0%	N=1	1%	N=5	100%	N=360
Parks	47%	N=171	44%	N=159	7%	N=24	0%	N=2	1%	N=5	100%	N=361
Public facilities	37%	N=133	52%	N=183	9%	N=31	1%	N=2	2%	N=6	100%	N=355
Housing	45%	N=160	40%	N=144	11%	N=40	2%	N=7	2%	N=8	100%	N=358
Tourism	40%	N=144	39%	N=140	15%	N=56	4%	N=13	2%	N=6	100%	N=359
Public safety	66%	N=238	27%	N=97	5%	N=18	0%	N=1	1%	N=5	100%	N=360
Climate action	23%	N=83	36%	N=129	22%	N=79	10%	N=34	8%	N=29	100%	N=354
Historic resources	22%	N=77	34%	N=121	32%	N=113	5%	N=18	8%	N=28	100%	N=357

Table 51: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	0%	N=1	2%	N=6	3%	N=10	17%	N=59	79%	N=279	100%	N=355
Purchase goods or services from a business located in Yountville	2%	N=6	18%	N=62	54%	N=188	19%	N=65	8%	N=26	100%	N=348
Eat at least 5 portions of fruits and vegetables a day	3%	N=10	12%	N=41	28%	N=99	36%	N=125	22%	N=77	100%	N=351
Participate in moderate or vigorous physical activity	3%	N=11	9%	N=32	25%	N=88	39%	N=136	24%	N=83	100%	N=351
Read or watch local news (via television, paper, computer, etc.)	3%	N=12	4%	N=15	18%	N=65	31%	N=110	43%	N=151	100%	N=353
Vote in local elections	13%	N=44	4%	N=14	4%	N=14	14%	N=49	66%	N=232	100%	N=352

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Table 52: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	34%	N=123
Very good	43%	N=157
Good	18%	N=67
Fair	3%	N=11
Poor	1%	N=5
Total	100%	N=363

Table 53: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=35
Somewhat positive	22%	N=81
Neutral	51%	N=185
Somewhat negative	16%	N=57
Very negative	2%	N=7
Total	100%	N=365

Table 54: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=167
Working part time for pay	14%	N=49
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	3%	N=10
Fully retired	37%	N=133
Total	100%	N=362

Table 55: Question D5

Do you work inside the boundaries of Yountville?	Percent	Number
Yes, outside the home	21%	N=74
Yes, from home	8%	N=27
No	71%	N=245
Total	100%	N=347

Table 56: Question D6

How many years have you lived in Yountville?	Percent	Number
Less than 2 years	14%	N=51
2 to 5 years	26%	N=95
6 to 10 years	15%	N=53
11 to 20 years	25%	N=92
More than 20 years	20%	N=74
Total	100%	N=365

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Table 57: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	54%	N=195
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=95
Mobile home	19%	N=70
Other	1%	N=4
Total	100%	N=364

Table 58: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=117
Owned	68%	N=247
Total	100%	N=364

Table 59: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=5
\$300 to \$599 per month	3%	N=12
\$600 to \$999 per month	22%	N=78
\$1,000 to \$1,499 per month	13%	N=46
\$1,500 to \$2,499 per month	29%	N=104
\$2,500 or more per month	31%	N=111
Total	100%	N=356

Table 60: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	86%	N=315
Yes	14%	N=50
Total	100%	N=364

Table 61: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=199
Yes	45%	N=164
Total	100%	N=363

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Table 62: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	7%	N=24
\$25,000 to \$49,999	16%	N=57
\$50,000 to \$99,999	27%	N=94
\$100,000 to \$149,999	18%	N=62
\$150,000 or more	32%	N=112
Total	100%	N=348

Table 63: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	91%	N=329
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	N=32
Total	100%	N=361

Table 64: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	5%	N=17
Black or African American	2%	N=7
White	91%	N=328
Other	6%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 65: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=1
25 to 34 years	13%	N=48
35 to 44 years	9%	N=32
45 to 54 years	18%	N=66
55 to 64 years	21%	N=75
65 to 74 years	21%	N=77
75 years or older	18%	N=64
Total	100%	N=363

Table 66: Question D16

What is your sex?	Percent	Number
Female	57%	N=203
Male	43%	N=155
Total	100%	N=358

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Table 67: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=235
Land line	20%	N=72
Both	16%	N=59
Total	100%	N=365

Table 68: Question D18

Do you live within the town limits of Yountville full time or part time?	Percent	Number
Full-time resident	92%	N=337
Part-time/seasonal resident	8%	N=30
Total	100%	N=367

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The Town of Yountville chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (resort communities in the West Coast, West and South Central regions).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Yountville’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Yountville’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Yountville’s rating to the benchmark.

In that final column, Yountville’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Yountville residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Yountville	93%	16	410	Higher
Overall image or reputation of Yountville	95%	2	309	Much higher
Yountville as a place to live	94%	29	353	Higher
Your neighborhood as a place to live	91%	22	275	Higher
Yountville as a place to raise children	78%	185	344	Similar
Yountville as a place to retire	86%	9	327	Much higher
Overall appearance of Yountville	96%	1	322	Much higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Yountville	96%	15	242	Higher
	In your neighborhood during the day	97%	8	315	Similar
	In Yountville's downtown/commercial area during the day	98%	6	269	Higher
Mobility	Overall ease of getting to the places you usually have to visit	88%	5	158	Higher
	Availability of paths and walking trails	89%	2	277	Much higher
	Ease of walking in Yountville	96%	1	259	Much higher
	Ease of travel by bicycle in Yountville	86%	2	263	Much higher
	Ease of travel by public transportation in Yountville	74%	11	140	Much higher
	Ease of travel by car in Yountville	77%	50	266	Similar
	Ease of public parking	57%	56	131	Similar
Natural Environment	Traffic flow on major streets	71%	23	311	Higher
	Quality of overall natural environment in Yountville	92%	6	246	Higher
	Cleanliness of Yountville	96%	1	240	Much higher
Built Environment	Air quality	89%	16	223	Higher
	Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	87%	2	151	Much higher
	Overall quality of new development in Yountville	60%	113	254	Similar
	Availability of affordable quality housing	17%	250	267	Much lower
	Variety of housing options	30%	226	246	Lower
	Public places where people want to spend time	90%	2	145	Much higher
	Overall economic health of Yountville	93%	2	156	Much higher
	Vibrant downtown/commercial area	70%	24	141	Higher
	Overall quality of business and service establishments in Yountville	57%	133	239	Similar
	Cost of living in Yountville	17%	141	151	Lower
Economy	Shopping opportunities	21%	245	264	Much lower
	Employment opportunities	24%	204	278	Similar
	Yountville as a place to visit	97%	2	164	Much higher
	Yountville as a place to work	67%	107	318	Similar
	Health and wellness opportunities in Yountville	42%	144	153	Lower
	Availability of affordable quality mental health care	6%	131	131	Much lower
	Availability of preventive health services	8%	203	203	Much lower
	Availability of affordable quality health care	10%	228	228	Much lower
Recreation and Wellness	Availability of affordable quality food	28%	201	203	Much lower
	Recreational opportunities	57%	169	270	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	136	147	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	47%	132	151	Lower
	Opportunities to participate in religious or spiritual events and activities	65%	155	179	Similar
	Opportunities to attend cultural/arts/music activities	74%	50	263	Higher
	Adult educational opportunities	37%	125	137	Lower
	K-12 education	49%	192	234	Lower
	Availability of affordable quality child care/preschool	40%	180	225	Similar
Community Engagement	Opportunities to participate in social events and activities	77%	33	227	Higher
	Neighborhoodness of Yountville	77%	7	146	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	64%	87	257	Similar
	Opportunities to participate in community matters	82%	10	239	Higher
	Opportunities to volunteer	85%	24	233	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Yountville	91%	11	397	Higher
Overall customer service by Yountville employees (police, receptionists, planners, etc.)	93%	18	332	Higher
Value of services for the taxes paid to Yountville	78%	8	359	Higher
Overall direction that Yountville is taking	70%	56	290	Similar
Job Yountville government does at welcoming citizen involvement	70%	11	277	Higher
Overall confidence in Yountville government	72%	8	152	Higher
Generally acting in the best interest of the community	69%	19	151	Higher
Being honest	77%	7	147	Higher
Treating all residents fairly	72%	17	151	Higher
Services provided by the Federal Government	45%	40	217	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	88%	68	395	Similar
	Fire services	98%	9	322	Similar
	Ambulance or emergency medical services	92%	71	309	Similar
	Crime prevention	85%	55	319	Higher
	Fire prevention and education	87%	59	255	Similar
	Animal control	76%	42	306	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	68%	85	251	Similar
Mobility	Traffic enforcement	66%	180	339	Similar
	Street repair	74%	23	383	Higher
	Street cleaning	87%	5	287	Higher
	Street lighting	78%	10	282	Higher
	Sidewalk maintenance	77%	8	286	Higher
	Traffic signal timing	88%	1	226	Much higher
Natural Environment	Bus or transit services	75%	6	195	Higher
	Garbage collection	89%	39	320	Similar
	Recycling	91%	34	326	Higher
	Yard waste pick-up	90%	19	239	Higher
	Drinking water	87%	38	304	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	43	230	Similar
	Yountville open space	73%	25	141	Similar
Built Environment	Storm drainage	78%	37	326	Similar
	Sewer services	89%	23	288	Similar
	Power (electric and/or gas) utility	78%	70	147	Similar
	Utility billing	75%	57	135	Similar
	Land use, planning and zoning	55%	92	267	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	66%	54	327	Higher
	Cable television	67%	15	172	Higher
Economy	Economic development	71%	24	254	Higher
Recreation and Wellness	Town parks	96%	11	297	Higher
	Recreation programs or classes	77%	103	310	Similar
	Recreation centers or facilities	84%	50	254	Similar
	Health services	27%	178	178	Much lower
Education and Enrichment	Town-sponsored special events	79%	19	160	Higher
	Public library services	87%	147	312	Similar
Community Engagement	Public information services	82%	32	259	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	39	274	Higher
Recommend living in Yountville to someone who asks	87%	138	248	Similar
Remain in Yountville for the next five years	87%	80	243	Similar
Contacted Yountville (in-person, phone, email or web) for help or information	55%	47	279	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	48%	19	136	Higher
	Did NOT report a crime to the police	81%	62	148	Similar
	Household member was NOT a victim of a crime	92%	56	240	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	42%	28	124	Higher
	Carpooled with other adults or children instead of driving alone	38%	110	141	Similar
	Walked or biked instead of driving	88%	6	146	Much higher
Natural Environment	Made efforts to conserve water	98%	3	137	Higher
	Made efforts to make your home more energy efficient	78%	59	137	Similar
	Recycle at home	98%	7	226	Higher
Built Environment	Did NOT observe a code violation or other hazard in Yountville	56%	67	140	Similar
	NOT experiencing housing costs stress	65%	148	222	Similar
Economy	Purchase goods or services from a business located in Yountville	80%	141	143	Lower
	Economy will have positive impact on income	32%	57	224	Similar
	Work inside boundaries of Yountville	29%	110	143	Lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Yountville recreation centers or their services	61%	64	212	Similar
	Visited a neighborhood park or Town park	89%	65	243	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	53	140	Similar
	Participate in moderate or vigorous physical activity	88%	40	142	Similar
	In very good to excellent health	77%	12	142	Similar
Education and Enrichment	Used Yountville public libraries or their services	57%	169	212	Similar
	Participated in religious or spiritual activities in Yountville	24%	166	176	Much lower
	Attended Town-sponsored event	72%	12	144	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	30	133	Similar
	Contacted Yountville elected officials (in-person, phone, email or web) to express your opinion	25%	9	142	Similar
	Volunteered your time to some group/activity in Yountville	32%	176	232	Similar
	Participated in a club	22%	153	209	Similar
	Talked to or visited with your immediate neighbors	97%	5	143	Similar
	Done a favor for a neighbor	91%	9	138	Similar
	Attended a local public meeting	34%	17	231	Higher
	Watched (online or on television) a local public meeting	18%	158	195	Similar
	Read or watch local news (via television, paper, computer, etc.)	92%	8	143	Similar
	Vote in local elections	83%	68	224	Similar

Communities included in national comparisons

The communities included in Yountville’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603
Airway Heights city, WA	6,114
Albany city, OR	50,158
Albemarle County, VA	98,970
Albert Lea city, MN	18,016
Alexandria city, VA	139,966
Algonquin village, IL	30,046
Aliso Viejo city, CA	47,823
Altoona city, IA	14,541
American Canyon city, CA	19,454
Ames city, IA	58,965
Andover CDP, MA	8,762
Ankeny city, IA	45,582
Ann Arbor city, MI	113,934
Annapolis city, MD	38,394
Apache Junction city, AZ	35,840
Apple Valley town, CA	69,135
Arapahoe County, CO	572,003
Arkansas City city, AR	366
Arlington city, TX	365,438
Arlington County, VA	207,627
Arvada city, CO	106,433
Asheville city, NC	83,393
Ashland city, OR	20,078

Ashland town, VA	7,225
Aspen city, CO	6,658
Athens-Clarke County unified government (balance),	115,452
Auburn city, AL	53,380
Auburn city, WA	70,180
Augusta CCD, GA	134,777
Aurora city, CO	325,078
Austin city, TX	790,390
Bainbridge Island city, WA	23,025
Baltimore city, MD	620,961
Bartonville town, TX	1,469
Battle Creek city, MI	52,347
Bay City city, MI	34,932
Baytown city, TX	71,802
Bedford city, TX	46,979
Bedford town, MA	13,320
Bellevue city, WA	122,363
Bellingham city, WA	80,885
Beltrami County, MN	44,442
Benbrook city, TX	21,234
Bend city, OR	76,639
Benicia city, CA	26,997
Bettendorf city, IA	33,217
Billings city, MT	104,170

The National Citizen Survey™

Blaine city, MN.....	57,186	Coon Rapids city, MN.....	61,476
Bloomfield Hills city, MI.....	3,869	Copperas Cove city, TX.....	32,032
Bloomington city, MN.....	82,893	Coronado city, CA.....	18,912
Blue Springs city, MO.....	52,575	Corvallis city, OR.....	54,462
Boise City city, ID.....	205,671	Creve Coeur city, MO.....	17,833
Boone County, KY.....	118,811	Cross Roads town, TX.....	1,563
Boulder city, CO.....	97,385	Crystal Lake city, IL.....	40,743
Bowling Green city, KY.....	58,067	Dacono city, CO.....	4,152
Bozeman city, MT.....	37,280	Dade City city, FL.....	6,437
Brentwood city, MO.....	8,055	Dakota County, MN.....	398,552
Brentwood city, TN.....	37,060	Dallas city, OR.....	14,583
Brighton city, CO.....	33,352	Dallas city, TX.....	1,197,816
Bristol city, TN.....	26,702	Danville city, KY.....	16,218
Broken Arrow city, OK.....	98,850	Dardenne Prairie city, MO.....	11,494
Brookfield city, WI.....	37,920	Davenport city, IA.....	99,685
Brookline CDP, MA.....	58,732	Davidson town, NC.....	10,944
Broomfield city, CO.....	55,889	Dayton city, OH.....	141,527
Brownsburg town, IN.....	21,285	Decatur city, GA.....	19,335
Bryan city, TX.....	76,201	Del Mar city, CA.....	4,161
Burien city, WA.....	33,313	Delray Beach city, FL.....	60,522
Burleson city, TX.....	36,690	Denison city, TX.....	22,682
Cabarrus County, NC.....	178,011	Denton city, TX.....	113,383
Cambridge city, MA.....	105,162	Denver city, CO.....	600,158
Canton city, SD.....	3,057	Derby city, KS.....	22,158
Cape Coral city, FL.....	154,305	Des Peres city, MO.....	8,373
Cape Girardeau city, MO.....	37,941	Destin city, FL.....	12,305
Carlisle borough, PA.....	18,682	Dorchester County, MD.....	32,618
Carlsbad city, CA.....	105,328	Dothan city, AL.....	65,496
Carroll city, IA.....	10,103	Douglas County, CO.....	285,465
Cartersville city, GA.....	19,731	Dover city, NH.....	29,987
Cary town, NC.....	135,234	Dublin city, CA.....	46,036
Casa Grande city, AZ.....	48,571	Duluth city, MN.....	86,265
Casper city, WY.....	55,316	Duncanville city, TX.....	38,524
Castine town, ME.....	1,366	Durham city, NC.....	228,330
Castle Pines North city, CO.....	10,360	Eagle town, CO.....	6,508
Castle Rock town, CO.....	48,231	East Baton Rouge Parish, LA.....	440,171
Cedar Rapids city, IA.....	126,326	East Grand Forks city, MN.....	8,601
Centennial city, CO.....	100,377	East Lansing city, MI.....	48,579
Centralia city, IL.....	13,032	Eau Claire city, WI.....	65,883
Chambersburg borough, PA.....	20,268	Eden Prairie city, MN.....	60,797
Chandler city, AZ.....	236,123	Edgerton city, KS.....	1,671
Chanhassen city, MN.....	22,952	Edgewater city, CO.....	5,170
Chapel Hill town, NC.....	57,233	Edina city, MN.....	47,941
Charlotte city, NC.....	731,424	Edmond city, OK.....	81,405
Charlotte County, FL.....	159,978	Edmonds city, WA.....	39,709
Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Chippewa Falls city, WI.....	13,661	Elk Grove city, CA.....	153,015
Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Clackamas County, OR.....	375,992	Elko New Market city, MN.....	4,110
Clarendon Hills village, IL.....	8,427	Elmhurst city, IL.....	44,121
Clayton city, MO.....	15,939	Encinitas city, CA.....	59,518
Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Clinton city, SC.....	8,490	Escambia County, FL.....	297,619
Clive city, IA.....	15,447	Estes Park town, CO.....	5,858
Clovis city, CA.....	95,631	Fairview town, TX.....	7,248
College Park city, MD.....	30,413	Farmington Hills city, MI.....	79,740
College Station city, TX.....	93,857	Fayetteville city, NC.....	200,564
Colleyville city, TX.....	22,807	Fishers town, IN.....	76,794
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Forest Grove city, OR.....	21,083
Columbia city, SC.....	129,272	Fort Collins city, CO.....	143,986
Columbia Falls city, MT.....	4,688	Fort Smith city, AR.....	86,209
Columbus city, WI.....	4,991	Fort Worth city, TX.....	741,206
Commerce City city, CO.....	45,913	Fountain Hills town, AZ.....	22,489
Concord city, CA.....	122,067	Franklin city, TN.....	62,487
Concord town, MA.....	17,668	Fredericksburg city, VA.....	24,286
Cookeville city, TN.....	30,435	Fremont city, CA.....	214,089

The National Citizen Survey™

Friendswood city, TX.....	35,805	Johnston city, IA.....	17,278
Fruita city, CO.....	12,646	Jupiter town, FL.....	55,156
Gahanna city, OH.....	33,248	Kalamazoo city, MI.....	74,262
Gaithersburg city, MD.....	59,933	Kansas City city, KS.....	145,786
Galveston city, TX.....	47,743	Kansas City city, MO.....	459,787
Gardner city, KS.....	19,123	Keizer city, OR.....	36,478
Geneva city, NY.....	13,261	Kenmore city, WA.....	20,460
Georgetown city, TX.....	47,400	Kennedale city, TX.....	6,763
Gilbert town, AZ.....	208,453	Kennett Square borough, PA.....	6,072
Gillette city, WY.....	29,087	Kettering city, OH.....	56,163
Glendora city, CA.....	50,073	Key West city, FL.....	24,649
Glenview village, IL.....	44,692	King County, WA.....	1,931,249
Globe city, AZ.....	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO.....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA.....	7,313
Goodyear city, AZ.....	65,275	La Mesa city, CA.....	57,065
Grafton village, WI.....	11,459	La Plata town, MD.....	8,753
Grand Blanc city, MI.....	8,276	La Porte city, TX.....	33,800
Grand Island city, NE.....	48,520	La Vista city, NE.....	15,758
Grass Valley city, CA.....	12,860	Lafayette city, CO.....	24,453
Greeley city, CO.....	92,889	Laguna Beach city, CA.....	22,723
Green Valley CDP, AZ.....	21,391	Laguna Hills city, CA.....	30,344
Greenville city, NC.....	84,554	Laguna Niguel city, CA.....	62,979
Greenwich town, CT.....	61,171	Lake Oswego city, OR.....	36,619
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA.....	28,069
Greer city, SC.....	25,515	Lake Worth city, FL.....	34,910
Guilford County, NC.....	488,406	Lake Zurich village, IL.....	19,631
Gunnison County, CO.....	15,324	Lakeville city, MN.....	55,954
Gurnee village, IL.....	31,295	Lakewood city, CO.....	142,980
Hailey city, ID.....	7,960	Lakewood city, WA.....	58,163
Haines Borough, AK.....	2,508	Lane County, OR.....	351,715
Hallandale Beach city, FL.....	37,113	Larimer County, CO.....	299,630
Hamilton city, OH.....	62,477	Las Cruces city, NM.....	97,618
Hanover County, VA.....	99,863	Las Vegas city, NV.....	583,756
Harrisonburg city, VA.....	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO.....	10,019	League City city, TX.....	83,560
Hayward city, CA.....	144,186	Lee's Summit city, MO.....	91,364
Henderson city, NV.....	257,729	Lehi city, UT.....	47,407
Herndon town, VA.....	23,292	Lenexa city, KS.....	48,190
High Point city, NC.....	104,371	Lewis County, NY.....	27,087
Highland Park city, IL.....	29,763	Lewisville city, TX.....	95,290
Highlands Ranch CDP, CO.....	96,713	Libertyville village, IL.....	20,315
Hillsborough town, NC.....	6,087	Lincoln city, NE.....	258,379
Holland city, MI.....	33,051	Lindsborg city, KS.....	3,458
Honolulu County, HI.....	953,207	Littleton city, CO.....	41,737
Hooksett town, NH.....	13,451	Livermore city, CA.....	80,968
Hopkins city, MN.....	17,591	Lombard village, IL.....	43,165
Hopkinton town, MA.....	14,925	Lone Tree city, CO.....	10,218
Hoquiam city, WA.....	8,726	Long Grove village, IL.....	8,043
Horry County, SC.....	269,291	Longmont city, CO.....	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Los Alamos County, NM.....	17,950
Hudsonville city, MI.....	7,116	Louisville city, CO.....	18,376
Huntersville town, NC.....	46,773	Lynchburg city, VA.....	75,568
Hurst city, TX.....	37,337	Lynnwood city, WA.....	35,836
Hutchinson city, MN.....	14,178	Macomb County, MI.....	840,978
Hutto city, TX.....	14,698	Madison city, WI.....	233,209
Hyattsville city, MD.....	17,557	Manhattan Beach city, CA.....	35,135
Independence city, MO.....	116,830	Mankato city, MN.....	39,309
Indian Trail town, NC.....	33,518	Maple Grove city, MN.....	61,567
Indianola city, IA.....	14,782	Maple Valley city, WA.....	22,684
Iowa City city, IA.....	67,862	Maricopa County, AZ.....	3,817,117
Issaquah city, WA.....	30,434	Martinez city, CA.....	35,824
Jackson County, MI.....	160,248	Maryland Heights city, MO.....	27,472
James City County, VA.....	67,009	Matthews town, NC.....	27,198
Jefferson City city, MO.....	43,079	McAllen city, TX.....	129,877
Jefferson County, CO.....	534,543	McDonough city, GA.....	22,084
Jefferson County, NY.....	116,229	McKinney city, TX.....	131,117
Jerome city, ID.....	10,890	McMinnville city, OR.....	32,187
Johnson City city, TN.....	63,152	Medford city, OR.....	74,907

The National Citizen Survey™

Menlo Park city, CA	32,026	Pasco city, WA	59,781
Mercer Island city, WA	22,699	Pasco County, FL	464,697
Meridian charter township, MI	39,688	Pearland city, TX	91,252
Meridian city, ID	75,092	Peoria city, AZ	154,065
Merriam city, KS	11,003	Peoria city, IL	115,007
Mesa County, CO	146,723	Peoria County, IL	186,494
Miami Beach city, FL	87,779	Petoskey city, MI	5,670
Miami city, FL	399,457	Pflugerville city, TX	46,936
Middleton city, WI	17,442	Phoenix city, AZ	1,445,632
Midland city, MI	41,863	Pinal County, AZ	375,770
Milford city, DE	9,559	Pinehurst village, NC	13,124
Milton city, GA	32,661	Piqua city, OH	20,522
Minneapolis city, MN	382,578	Pitkin County, CO	17,148
Mission Viejo city, CA	93,305	Plano city, TX	259,841
Modesto city, CA	201,165	Platte City city, MO	4,691
Monterey city, CA	27,810	Plymouth city, MN	70,576
Montgomery County, VA	94,392	Pocatello city, ID	54,255
Monticello city, UT	1,972	Polk County, IA	430,640
Monument town, CO	5,530	Pompano Beach city, FL	99,845
Mooreville town, NC	32,711	Port Huron city, MI	30,184
Morristown city, TN	29,137	Port Orange city, FL	56,048
Morrisville town, NC	18,576	Portland city, OR	583,776
Moscow city, ID	23,800	Post Falls city, ID	27,574
Mountain Village town, CO	1,320	Prince William County, VA	402,002
Mountlake Terrace city, WA	19,909	Prior Lake city, MN	22,796
Muscatine city, IA	22,886	Provo city, UT	112,488
Naperville city, IL	141,853	Pueblo city, CO	106,595
Needham CDP, MA	28,886	Purcellville town, VA	7,727
New Braunfels city, TX	57,740	Queen Creek town, AZ	26,361
New Brighton city, MN	21,456	Radnor township, PA	31,531
New Hanover County, NC	202,667	Ramsey city, MN	23,668
New Orleans city, LA	343,829	Rapid City city, SD	67,956
New Smyrna Beach city, FL	22,464	Raymore city, MO	19,206
Newberg city, OR	22,068	Redmond city, WA	54,144
Newport Beach city, CA	85,186	Rehoboth Beach city, DE	1,327
Newport News city, VA	180,719	Reno city, NV	225,221
Newton city, IA	15,254	Reston CDP, VA	58,404
Noblesville city, IN	51,969	Richmond city, CA	103,701
Nogales city, AZ	20,837	Richmond Heights city, MO	8,603
Norfolk city, VA	242,803	Rifle city, CO	9,172
North Richland Hills city, TX	63,343	Rio Rancho city, NM	87,521
Northglenn city, CO	35,789	River Falls city, WI	15,000
Novato city, CA	51,904	Riverdale city, UT	8,426
Novi city, MI	55,224	Riverside city, CA	303,871
O'Fallon city, IL	28,281	Riverside city, MO	2,937
O'Fallon city, MO	79,329	Rochester Hills city, MI	70,995
Oak Park village, IL	51,878	Rock Hill city, SC	66,154
Oakland city, CA	390,724	Rockford city, IL	152,871
Oakland Park city, FL	41,363	Rockville city, MD	61,209
Oakley city, CA	35,432	Rogers city, MN	8,597
Ogdensburg city, NY	11,128	Rolla city, MO	19,559
Oklahoma City city, OK	579,999	Roselle village, IL	22,763
Olathe city, KS	125,872	Rosemount city, MN	21,874
Old Town city, ME	7,840	Rosenberg city, TX	30,618
Olmsted County, MN	144,248	Roseville city, MN	33,660
Olympia city, WA	46,478	Roswell city, GA	88,346
Orland Park village, IL	56,767	Round Rock city, TX	99,887
Oshkosh city, WI	66,083	Royal Oak city, MI	57,236
Oshtemo charter township, MI	21,705	Saco city, ME	18,482
Otsego County, MI	24,164	Sahuarita town, AZ	25,259
Overland Park city, KS	173,372	Sammamish city, WA	45,780
Oviedo city, FL	33,342	San Anselmo town, CA	12,336
Paducah city, KY	25,024	San Antonio city, TX	1,327,407
Palm Coast city, FL	75,180	San Carlos city, CA	28,406
Palo Alto city, CA	64,403	San Diego city, CA	1,307,402
Papillion city, NE	18,894	San Francisco city, CA	805,235
Park City city, UT	7,558	San Jose city, CA	945,942
Parker town, CO	45,297	San Juan County, NM	130,044
Parkland city, FL	23,962	San Marcos city, CA	83,781
Pasadena city, CA	137,122	San Marcos city, TX	44,894

The National Citizen Survey™

San Rafael city, CA.....	57,713	Tamarac city, FL.....	60,427
Sandy Springs city, GA.....	93,853	Temecula city, CA.....	100,097
Sanford city, FL.....	53,570	Tempe city, AZ.....	161,719
Sangamon County, IL.....	197,465	Temple city, TX.....	66,102
Santa Clarita city, CA.....	176,320	The Woodlands CDP, TX.....	93,847
Santa Fe County, NM.....	144,170	Thornton city, CO.....	118,772
Santa Monica city, CA.....	89,736	Thousand Oaks city, CA.....	126,683
Sarasota County, FL.....	379,448	Tigard city, OR.....	48,035
Savage city, MN.....	26,911	Tracy city, CA.....	82,922
Scarborough CDP, ME.....	4,403	Tualatin city, OR.....	26,054
Schaumburg village, IL.....	74,227	Tulsa city, OK.....	391,906
Scott County, MN.....	129,928	Twin Falls city, ID.....	44,125
Scottsdale city, AZ.....	217,385	Tyler city, TX.....	96,900
Seaside city, CA.....	33,025	Umatilla city, OR.....	6,906
SeaTac city, WA.....	26,909	Upper Arlington city, OH.....	33,771
Sevierville city, TN.....	14,807	Urbandale city, IA.....	39,463
Shawnee city, KS.....	62,209	Vail town, CO.....	5,305
Sheboygan city, WI.....	49,288	Vancouver city, WA.....	161,791
Shoreview city, MN.....	25,043	Vestavia Hills city, AL.....	34,033
Shorewood city, MN.....	7,307	Victoria city, MN.....	7,345
Shorewood village, IL.....	15,615	Virginia Beach city, VA.....	437,994
Shorewood village, WI.....	13,162	Wake Forest town, NC.....	30,117
Sierra Vista city, AZ.....	43,888	Walnut Creek city, CA.....	64,173
Sioux Center city, IA.....	7,048	Washington County, MN.....	238,136
Sioux Falls city, SD.....	153,888	Washington town, NH.....	1,123
Skokie village, IL.....	64,784	Washoe County, NV.....	421,407
Snellville city, GA.....	18,242	Watauga city, TX.....	23,497
Snowmass Village town, CO.....	2,826	Wauwatosa city, WI.....	46,396
South Kingstown town, RI.....	30,639	Waverly city, IA.....	9,874
South Lake Tahoe city, CA.....	21,403	Weddington town, NC.....	9,459
South Portland city, ME.....	25,002	Wentzville city, MO.....	29,070
Southborough town, MA.....	9,767	West Carrollton city, OH.....	13,143
Southlake city, TX.....	26,575	West Chester borough, PA.....	18,461
Sparks city, NV.....	90,264	West Des Moines city, IA.....	56,609
Spokane Valley city, WA.....	89,755	West Richland city, WA.....	11,811
Spring Hill city, KS.....	5,437	Western Springs village, IL.....	12,975
Springboro city, OH.....	17,409	Westerville city, OH.....	36,120
Springfield city, MO.....	159,498	Westlake town, TX.....	992
Springfield city, OR.....	59,403	Westminster city, CO.....	106,114
Springville city, UT.....	29,466	Weston town, MA.....	11,261
St. Augustine city, FL.....	12,975	Wheat Ridge city, CO.....	30,166
St. Charles city, IL.....	32,974	White House city, TN.....	10,255
St. Cloud city, FL.....	35,183	Wichita city, KS.....	382,368
St. Cloud city, MN.....	65,842	Williamsburg city, VA.....	14,068
St. Joseph city, MO.....	76,780	Wilmington city, NC.....	106,476
St. Louis County, MN.....	200,226	Wilsonville city, OR.....	19,509
St. Louis Park city, MN.....	45,250	Winchester city, VA.....	26,203
Stallings town, NC.....	13,831	Windsor town, CO.....	18,644
State College borough, PA.....	42,034	Windsor town, CT.....	29,044
Steamboat Springs city, CO.....	12,088	Winnetka village, IL.....	12,187
Sterling Heights city, MI.....	129,699	Winston-Salem city, NC.....	229,617
Sugar Grove village, IL.....	8,997	Winter Garden city, FL.....	34,568
Sugar Land city, TX.....	78,817	Woodbury city, MN.....	61,961
Summit city, NJ.....	21,457	Woodland city, CA.....	55,468
Summit County, UT.....	36,324	Woodland city, WA.....	5,509
Sunnyvale city, CA.....	140,081	Wrentham town, MA.....	10,955
Surprise city, AZ.....	117,517	Yakima city, WA.....	91,067
Suwanee city, GA.....	15,355	York County, VA.....	65,464
Tacoma city, WA.....	198,397	Yorktown town, IN.....	9,405
Takoma Park city, MD.....	16,715	Yountville city, CA.....	2,933

Resort Community Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Yountville	93%	4	17	Higher
Overall image or reputation of Yountville	95%	1	15	Much higher
Yountville as a place to live	94%	5	19	Similar
Your neighborhood as a place to live	91%	5	15	Similar
Yountville as a place to raise children	78%	9	16	Similar
Yountville as a place to retire	86%	5	17	Higher
Overall appearance of Yountville	96%	1	14	Much higher

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Yountville	96%	3	10	Similar	
	In your neighborhood during the day	97%	3	15	Similar	
	In Yountville's downtown/commercial area during the day	98%	1	14	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	88%	1	9	Higher	
	Availability of paths and walking trails	89%	2	13	Much higher	
	Ease of walking in Yountville	96%	1	15	Much higher	
	Ease of travel by bicycle in Yountville	86%	1	14	Much higher	
	Ease of travel by public transportation in Yountville	74%	2	9	Higher	
	Ease of travel by car in Yountville	77%	2	14	Higher	
	Ease of public parking	57%	1	7	Higher	
	Traffic flow on major streets	71%	1	15	Higher	
Natural Environment	Quality of overall natural environment in Yountville	92%	4	15	Similar	
	Cleanliness of Yountville	96%	1	15	Much higher	
	Air quality	89%	5	13	Similar	
Built Environment	Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems)	87%	1	9	Higher	
	Overall quality of new development in Yountville	60%	4	15	Similar	
	Availability of affordable quality housing	17%	10	15	Similar	
	Variety of housing options	30%	9	13	Similar	
	Public places where people want to spend time	90%	1	8	Higher	
Economy	Overall economic health of Yountville	93%	1	9	Much higher	
	Vibrant downtown/commercial area	70%	3	9	Similar	
	Overall quality of business and service establishments in Yountville	57%	7	15	Similar	
	Cost of living in Yountville	17%	8	9	Similar	
	Shopping opportunities	21%	15	16	Lower	
	Employment opportunities	24%	6	13	Similar	
	Yountville as a place to visit	97%	2	8	Higher	
	Yountville as a place to work	67%	4	17	Higher	
	Recreation and Wellness	Health and wellness opportunities in Yountville	42%	9	9	Much lower
		Availability of affordable quality mental health care	6%	8	8	Much lower
Availability of preventive health services		8%	13	13	Much lower	
Availability of affordable quality health care		10%	15	15	Much lower	
Availability of affordable quality food		28%	11	11	Much lower	
Recreational opportunities		57%	11	16	Lower	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	7	8	Much lower	

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	47%	8	9	Lower
	Opportunities to participate in religious or spiritual events and activities	65%	11	13	Lower
	Opportunities to attend cultural/arts/music activities	74%	8	16	Similar
	Adult educational opportunities	37%	7	8	Lower
	K-12 education	49%	11	15	Lower
	Availability of affordable quality child care/preschool	40%	8	14	Similar
Community Engagement	Opportunities to participate in social events and activities	77%	8	16	Similar
	Neighborhoodness of Yountville	77%	1	9	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	64%	4	15	Similar
	Opportunities to participate in community matters	82%	4	15	Higher
	Opportunities to volunteer	85%	8	15	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Yountville	91%	1	18	Higher
Overall customer service by Yountville employees (police, receptionists, planners, etc.)	93%	1	16	Higher
Value of services for the taxes paid to Yountville	78%	1	17	Higher
Overall direction that Yountville is taking	70%	2	16	Higher
Job Yountville government does at welcoming citizen involvement	70%	1	15	Higher
Overall confidence in Yountville government	72%	1	8	Higher
Generally acting in the best interest of the community	69%	1	8	Higher
Being honest	77%	1	8	Higher
Treating all residents fairly	72%	1	9	Higher
Services provided by the Federal Government	45%	5	14	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	88%	1	17	Higher
	Fire services	98%	2	14	Similar
	Ambulance or emergency medical services	92%	6	15	Similar
	Crime prevention	85%	3	18	Similar
	Fire prevention and education	87%	5	16	Similar
	Animal control	76%	3	16	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	68%	4	14	Similar
Mobility	Traffic enforcement	66%	6	16	Similar
	Street repair	74%	2	17	Much higher
	Street cleaning	87%	2	17	Higher
	Street lighting	78%	1	16	Higher
	Sidewalk maintenance	77%	1	15	Higher
	Traffic signal timing	88%	1	13	Much higher
Natural Environment	Bus or transit services	75%	2	14	Higher
	Garbage collection	89%	4	14	Similar
	Recycling	91%	3	13	Similar
	Yard waste pick-up	90%	2	10	Higher
	Drinking water	87%	5	17	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	5	14	Similar
	Yountville open space	73%	5	8	Similar
Built Environment	Storm drainage	78%	1	15	Higher
	Sewer services	89%	2	15	Similar
	Power (electric and/or gas) utility	78%	7	11	Similar
	Utility billing	75%	4	7	Similar
	Land use, planning and zoning	55%	4	15	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	66%	2	16	Higher
	Cable television	67%	1	12	Higher
Economy	Economic development	71%	1	14	Much higher
Recreation and Wellness	Town parks	96%	4	16	Higher
	Recreation programs or classes	77%	9	16	Similar
	Recreation centers or facilities	84%	8	17	Similar
	Health services	27%	11	11	Much lower
Education and Enrichment	Town-sponsored special events	79%	3	9	Similar
	Public library services	87%	8	14	Similar
Community Engagement	Public information services	82%	2	15	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	6	15	Similar
Recommend living in Yountville to someone who asks	87%	7	14	Similar
Remain in Yountville for the next five years	87%	4	14	Similar
Contacted Yountville (in-person, phone, email or web) for help or information	55%	4	14	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	48%	4	8	Similar
	Did NOT report a crime to the police	81%	2	8	Similar
	Household member was NOT a victim of a crime	92%	3	14	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	42%	4	9	Similar
	Carpooled with other adults or children instead of driving alone	38%	8	8	Lower
	Walked or biked instead of driving	88%	5	9	Higher
Natural Environment	Made efforts to conserve water	98%	1	8	Similar
	Made efforts to make your home more energy efficient	78%	2	8	Similar
	Recycle at home	98%	2	14	Higher
Built Environment	Did NOT observe a code violation or other hazard in Yountville	56%	3	8	Similar
	NOT experiencing housing costs stress	65%	8	14	Similar
Economy	Purchase goods or services from a business located in Yountville	80%	8	8	Lower
	Economy will have positive impact on income	32%	2	14	Similar
	Work inside boundaries of Yountville	29%	8	8	Much lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Yountville recreation centers or their services	61%	7	14	Similar
	Visited a neighborhood park or Town park	89%	10	15	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	5	8	Similar
	Participate in moderate or vigorous physical activity	88%	6	8	Similar
	In very good to excellent health	77%	3	8	Similar
Education and Enrichment	Used Yountville public libraries or their services	57%	11	13	Lower
	Participated in religious or spiritual activities in Yountville	24%	13	13	Much lower
	Attended Town-sponsored event	72%	4	8	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	7	8	Similar
	Contacted Yountville elected officials (in-person, phone, email or web) to express your opinion	25%	2	8	Similar
	Volunteered your time to some group/activity in Yountville	32%	14	15	Much lower
	Participated in a club	22%	14	15	Lower
	Talked to or visited with your immediate neighbors	97%	2	8	Similar
	Done a favor for a neighbor	91%	3	8	Similar
	Attended a local public meeting	34%	6	14	Similar
	Watched (online or on television) a local public meeting	18%	12	14	Lower
	Read or watch local news (via television, paper, computer, etc.)	92%	1	8	Similar
	Vote in local elections	83%	5	14	Similar

Communities included in resort community comparisons

The communities included in Yountville’s resort community comparisons are listed below along with their population according to the 2010 Census.

Ashland city, OR.....	20,078
Aspen city, CO.....	6,658
Bainbridge Island city, WA	23,025
Bend city, OR.....	76,639
Casa Grande city, AZ	48,571
Coronado city, CA.....	18,912
Del Mar city, CA.....	4,161
Estes Park town, CO	5,858
Galveston city, TX.....	47,743
Green Valley CDP, AZ	21,391
Laguna Beach city, CA	22,723
Lake Oswego city, OR.....	36,619
Monterey city, CA	27,810
Newport Beach city, CA.....	85,186
Park City city, UT.....	7,558
Post Falls city, ID.....	27,574
Seaside city, CA.....	33,025
Sierra Vista city, AZ	43,888
South Lake Tahoe city, CA	21,403
Steamboat Springs city, CO.....	12,088
Vail town, CO.....	5,305
Yountville city, CA.....	2,933

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The Town of Yountville funded this research. Please contact Steven Rogers of the Town of Yountville at srogers@yville.com if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been completed by all residents? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported

behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

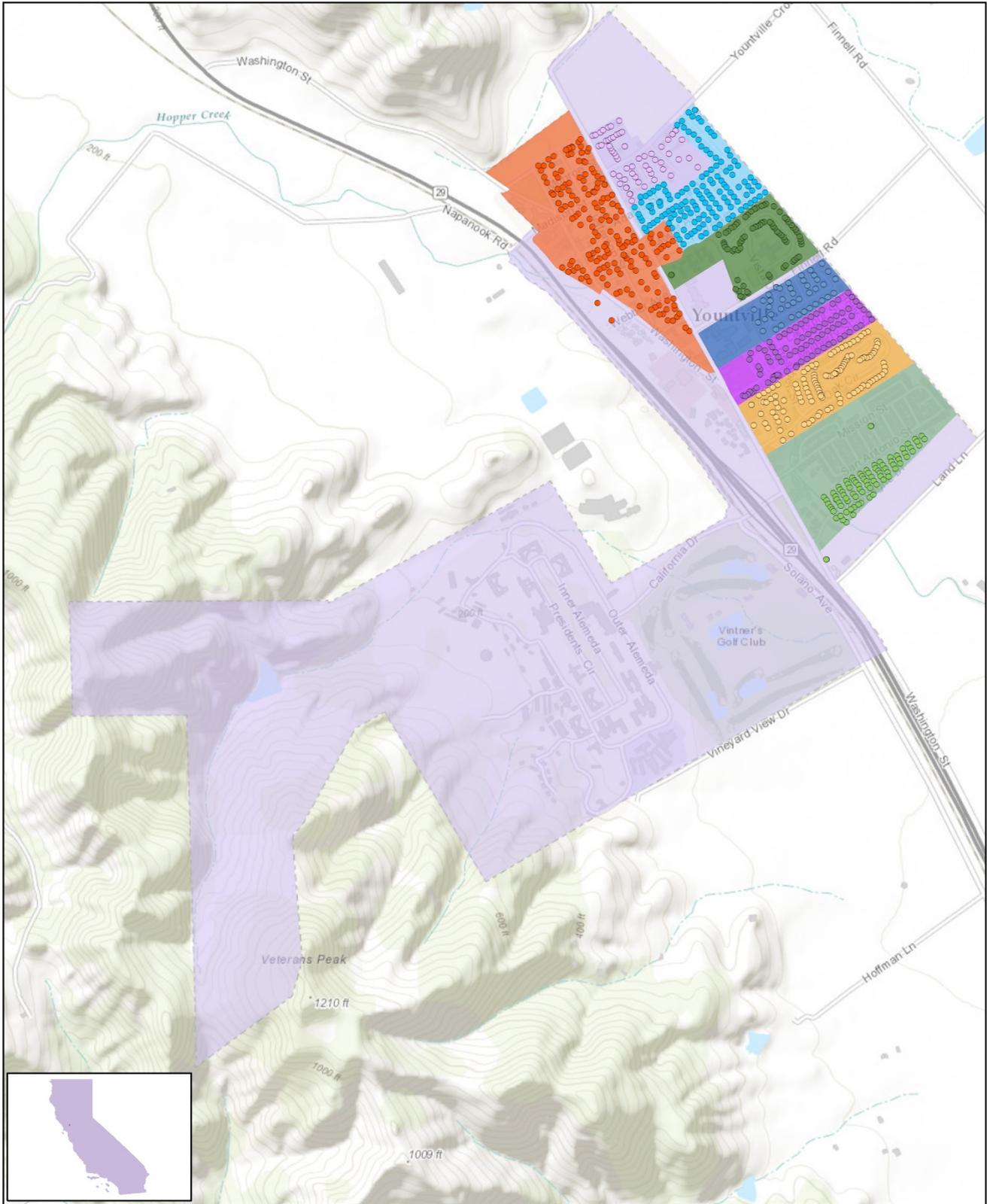
All households located in the Town boundaries at the time that the mailing list was created were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location at a given time. NRC used the USPS data to identify the households receiving a survey.

A larger list than needed was pulled so that a process referred to as "geocoding" could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the study boundaries were eliminated from the mailing list.

To generate the final mailing list, the geocoded list of 1,104 eligible Yountville households was divided into eight geographic areas (Washington Park, Vista, Heritage, Toyon Terrace, Oak Circle, Old Town, Mobile Home Parks and Other Areas.)

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Recipients in Yountville, CA

- | | | | | | |
|------------------------|--------------------|----------------------|---------------------|-----------------|-------------------|
| ● In Heritage | ● In Old Town | ● In Vista | ■ Other Areas | ■ Oak Circle | ■ Vista |
| ● In Mobile Home Parks | ● In Other Areas | ● In Washington Park | ■ Heritage | ■ Old Town | ■ Washington Park |
| ● In Oak Circle | ● In Toyon Terrace | | ■ Mobile Home Parks | ■ Toyon Terrace | |

0 0.5 1 Miles



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 27, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish instructing participants to take the survey online in their language of preference. Completed surveys were collected over the following six weeks.

About 2% of the 1,104 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,082 households that received the survey, 370 completed the survey, providing an overall response rate of 34%. Of the 370 completed surveys, 18 were completed online. No surveys were completed in Spanish. Additionally, responses were tracked by geographic area; response rates by these areas ranged from 27% to 47%.

Table 81: Survey Response Rates by Geographic Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Other Areas	73	0	73	21	29%
Washington Park	141	5	136	47	35%
Vista	113	5	108	35	32%
Heritage	64	0	64	30	47%
Toyon Terrace	86	0	86	31	36%
Oak Circle	115	1	114	41	36%
Mobile Home Parks	316	9	307	112	36%
Old Town	195	2	193	53	27%
Overall	1,103	22	1,081	370	34%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the Town of Yountville survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (370 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the Town of Yountville. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing type (attached or detached), race, sex and age. The results of the weighting scheme are presented in the following table.

Table 82: Yountville, CA 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	34%	13%	32%
Own home	66%	87%	68%
Detached unit	72%	80%	73%
Attached unit	28%	20%	27%
Race and Ethnicity			
White	90%	91%	88%
Not white	10%	9%	12%
Not Hispanic	90%	96%	91%
Hispanic	10%	4%	9%
Sex and Age			
Female	56%	62%	57%
Male	44%	38%	43%
18-34 years of age	15%	3%	14%
35-54 years of age	27%	13%	27%
55+ years of age	58%	84%	60%
Females 18-34	7%	2%	8%
Females 35-54	14%	7%	14%
Females 55+	35%	53%	34%
Males 18-34	8%	1%	5%
Males 35-54	13%	6%	13%
Males 55+	23%	31%	25%
Council District			
Other Areas	7%	6%	6%
Washington Park	13%	13%	11%
Vista	10%	9%	12%
Heritage	6%	8%	8%
Toyon Terrace	8%	8%	9%
Oak Circle	10%	11%	12%
Mobile Home Parks	28%	30%	21%
Old Town	18%	14%	21%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Yountville Resident,

Estimado Residente de Yountville,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping us better serve and meet the needs of Yountville residents!

¡Gracias por ayudarnos a servir mejor y a cumplir con las necesidades de los residentes de Yountville!

Sincerely,

Atentamente,



Steven R. Rogers
Town Manager/Gerente del Pueblo

Dear Yountville Resident,

Estimado Residente de Yountville,

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¡Gracias por ayudarnos a servir mejor y a cumplir con las necesidades de los residentes de Yountville!

Sincerely,

Atentamente,



Steven R. Rogers
Town Manager/Gerente del Pueblo



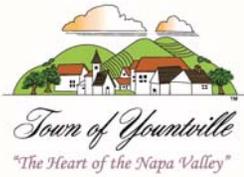
Town of Yountville
6550 Yount Street
Yountville, CA 94599

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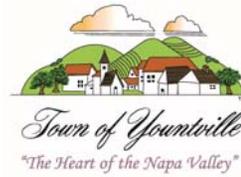
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February 2016

Dear Town of Yountville Resident:

Please help us shape the future of Yountville! You have been selected at random to participate in the 2016 Yountville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Yountville make decisions that affect our Town.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/yountville.htm

If you have any questions about the survey please call (707) 944-8851.

Thank you for your time and participation!

Sincerely,

Steven R. Rogers
Town Manager/ Gerente del Pueblo

Estimado Residente del Pueblo de Yountville:

¡Por favor ayúdenos a moldear el futuro de Yountville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Yountville del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Yountville tomar decisiones que afectarán a nuestro pueblo.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/yountville.htm

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (707) 944-8851.

¡Gracias por su tiempo y participación!

Atentamente,



Town of Yountville

"The Heart of the Napa Valley"

February 2016

Dear Town of Yountville Resident:

Here's a second chance if you haven't already responded to the 2016 Yountville Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Yountville! You have been selected at random to participate in the 2016 Yountville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Yountville make decisions that affect our Town.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/yountville.htm

If you have any questions about the survey please call (707) 944-8851

Thank you for your time and participation!

Sincerely,

Steven R. Rogers

Town Manager / Gerente del Pueblo

Estimado Residente del Pueblo de Yountville:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Yountville del 2016! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Yountville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Yountville del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Yountville tomar decisiones que afectarán a nuestro pueblo.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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Si tiene alguna pregunta sobre la encuesta por favor llame al (707) 944-8851.

¡Gracias por su tiempo y participación!

Atentamente,

The Town of Yountville 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Yountville:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Yountville as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Yountville as a place to raise children.....	1	2	3	4	5
Yountville as a place to work.....	1	2	3	4	5
Yountville as a place to visit.....	1	2	3	4	5
Yountville as a place to retire.....	1	2	3	4	5
The overall quality of life in Yountville.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Yountville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Yountville.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Yountville.....	1	2	3	4	5
Overall "built environment" of Yountville (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Yountville.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Yountville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Yountville.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Yountville to someone who asks.....	1	2	3	4	5
Remain in Yountville for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Yountville's downtown/commercial area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Yountville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Yountville.....	1	2	3	4	5
Ease of travel by public transportation in Yountville.....	1	2	3	4	5
Ease of travel by bicycle in Yountville.....	1	2	3	4	5
Ease of walking in Yountville.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Yountville.....	1	2	3	4	5
Overall appearance of Yountville.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Yountville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Yountville	1	2	3	4	5
Overall quality of business and service establishments in Yountville.....	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Yountville	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Yountville.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Yountville (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Yountville	1	2
Reported a crime to the police in Yountville.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the Town of Yountville (in-person, phone, email or web) for help or information	1	2
Contacted Yountville elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yountville?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Yountville recreation centers or their services	1	2	3	4
Visited a neighborhood park or Town park	1	2	3	4
Used Yountville public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Yountville.....	1	2	3	4
Attended a Town-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Yountville	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The Town of Yountville 2016 Citizen Survey

10. Please rate the quality of each of the following services in Yountville:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Town parks	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Yountville open space	1	2	3	4	5
Town-sponsored special events.....	1	2	3	4	5
Overall customer service by Yountville employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Town of Yountville	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Yountville government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Yountville.....	1	2	3	4	5
The overall direction that Yountville is taking.....	1	2	3	4	5
The job Yountville government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Yountville government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Yountville community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Yountville	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Yountville.....	1	2	3	4
Overall “built environment” of Yountville (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Yountville.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Yountville	1	2	3	4
Sense of community.....	1	2	3	4

14. To what extent do you think the Town supports residents and visitors with its services and amenities?

	<i>Residents much more than visitors</i>	<i>Residents somewhat more than visitors</i>	<i>Residents and visitors about the same</i>	<i>Visitors somewhat more than residents</i>	<i>Visitors much more than residents</i>	<i>Don't Know</i>
Public safety services (i.e. Police/Fire)	1	2	3	4	5	6
Businesses in town.....	1	2	3	4	5	6
Parking.....	1	2	3	4	5	6
Recreation programming	1	2	3	4	5	6
After school/camp and children’s programming.....	1	2	3	4	5	6
Parks and facilities.....	1	2	3	4	5	6
Planning and community development	1	2	3	4	5	6
Affordable housing programs.....	1	2	3	4	5	6
Water/wastewater utilities	1	2	3	4	5	6
Streets	1	2	3	4	5	6
Sidewalks and trails.....	1	2	3	4	5	6
Chamber of Commerce services and activities	1	2	3	4	5	6
Services and amenities overall	1	2	3	4	5	6

15. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Yountville:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
The Yountville Sun.....	1	2	3
The Napa Valley Register	1	2	3
The Town of Yountville Newsletter.....	1	2	3
The Town of Yountville website (www.townofyountville.com)	1	2	3
Nextdoor.com	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
Instagram	1	2	3
Television news.....	1	2	3

16. Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Yountville:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Town leadership	1	2	3	4	5
Community character.....	1	2	3	4	5
Community communications	1	2	3	4	5
Civic engagement	1	2	3	4	5
Community spirit.....	1	2	3	4	5
Fiscal health	1	2	3	4	5
Water/sewer services	1	2	3	4	5
Streets and sidewalks.....	1	2	3	4	5
Parks	1	2	3	4	5
Public facilities	1	2	3	4	5
Housing.....	1	2	3	4	5
Tourism	1	2	3	4	5
Public safety	1	2	3	4	5
Climate action.....	1	2	3	4	5
Historic resources.....	1	2	3	4	5

The Town of Yountville 2016 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Yountville	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Yountville?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Yountville?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

D18. Do you live within the town limits of Yountville full time or part time?

- Full-time resident Part-time/seasonal resident

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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"The Heart of the Napa Valley"

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