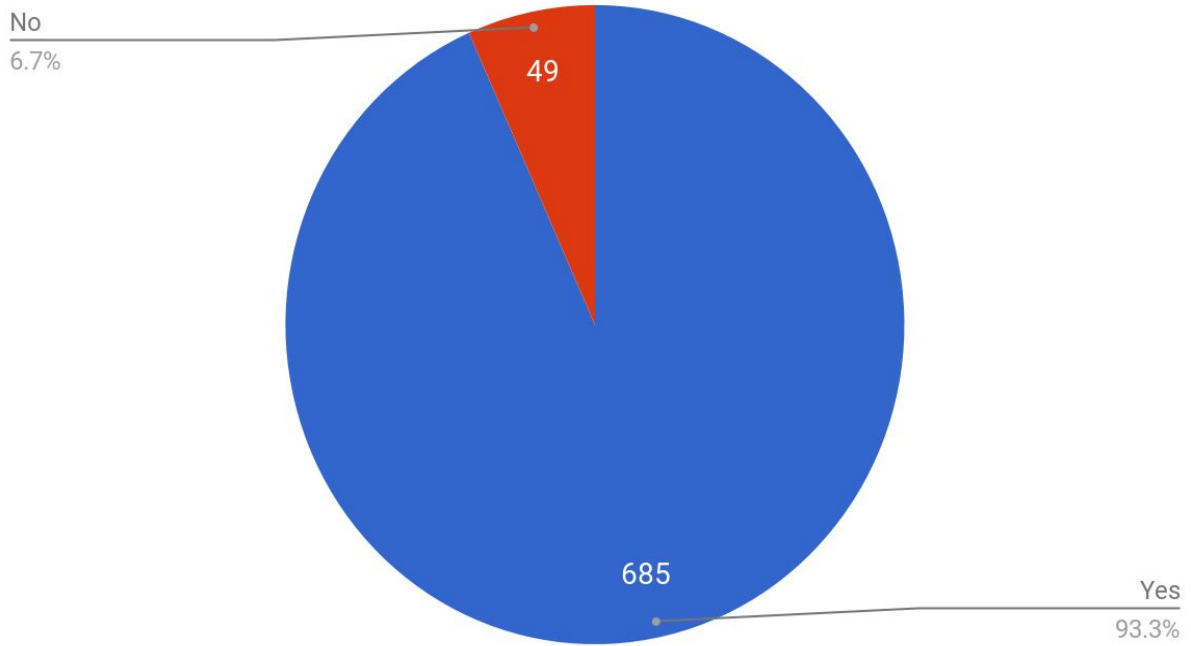


Questionnaire Analysis

Table of Contents

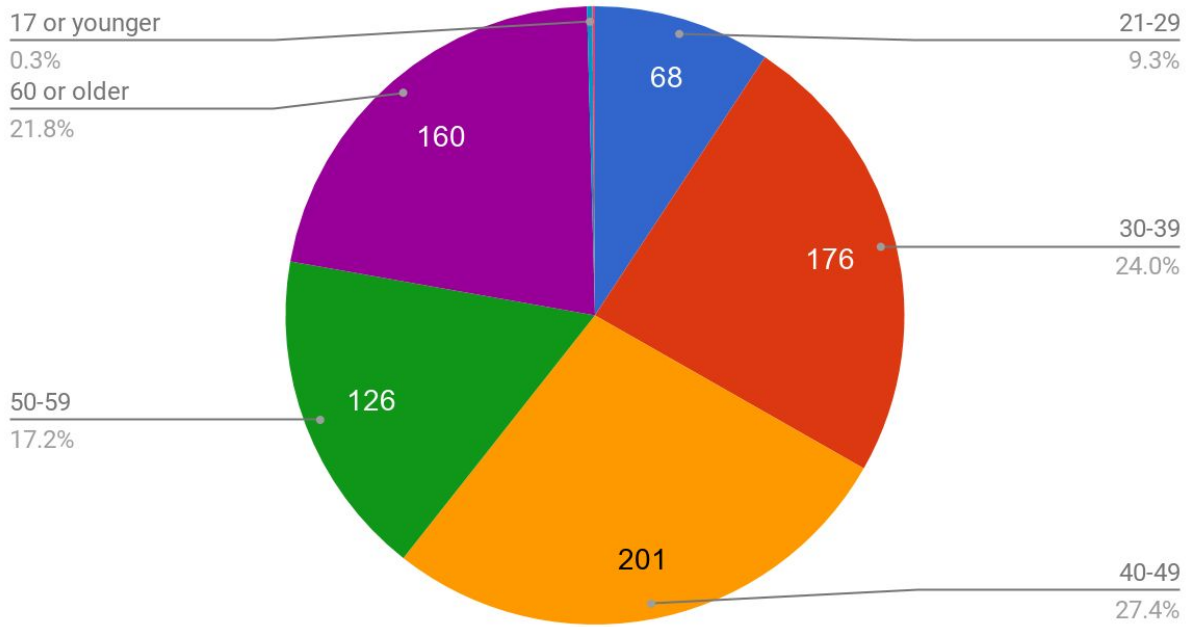
Do you live in the Richmond District?	3
Which category below includes your age?	4
What is your cultural affinity?	5
Identify your favorite outdoor space in the neighborhood.	6
What is a significant landmark or building that you identify with the district?	7
What brings Richmond District residents together?	9
What is your favorite business and why?	11
What distinguishes the Richmond?	17
If you were asked to create a slogan for the district, what would it be?	19
What could be improved in the neighborhood?	20
Adjectives	21
Mood	23
Colors	24
Shapes	25
Appendix A	26
Last Update	26

Do you live in the Richmond District?



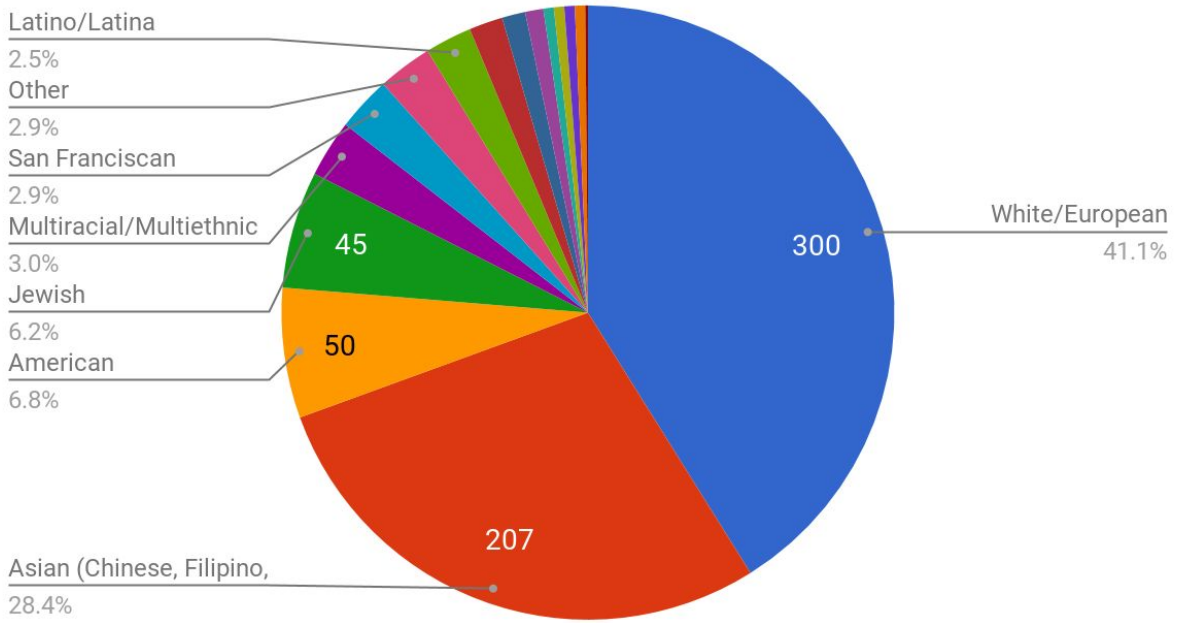
Do you live in the Richmond District	Number
Yes	685
No	49

Which category below includes your age?



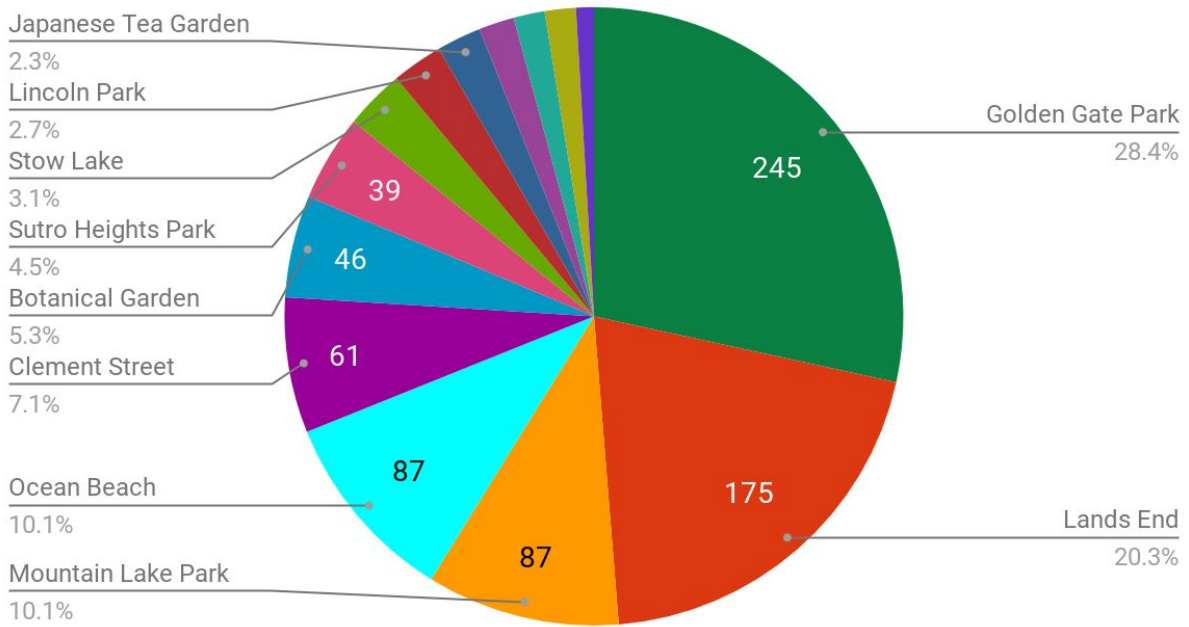
Age Categories	Number
40-49	201
30-39	176
60 or older	160
50-59	126
21-29	68
17 or younger	2
18-20	1

What is your cultural identity?



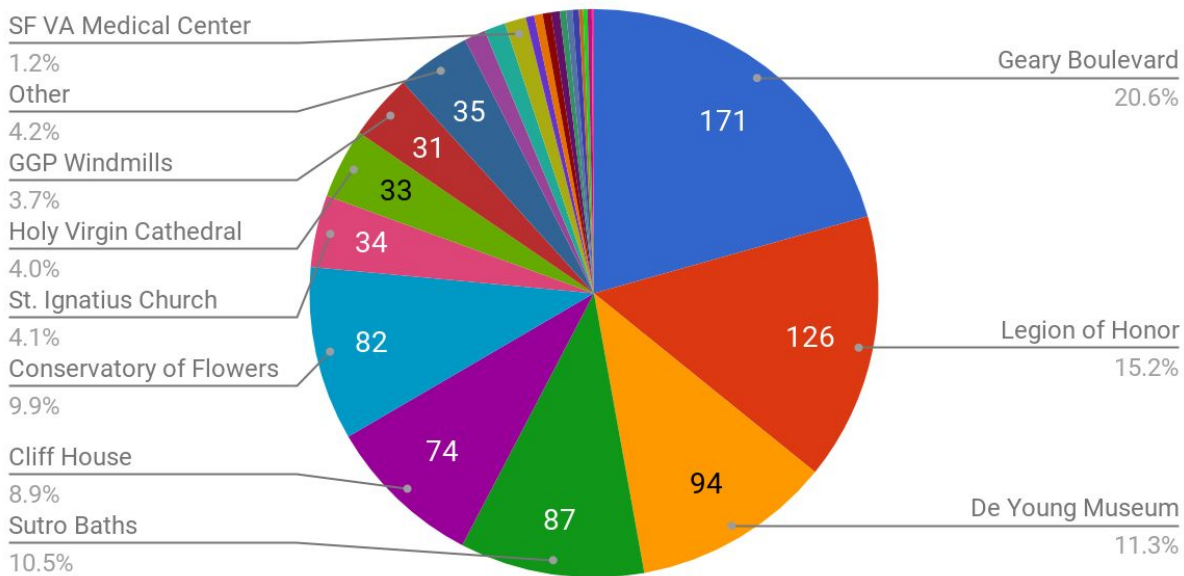
Cultural Affinity	Number
White/European American	300
Asian (Chinese, Filipino, Japanese, Korean, Asian Pacific Islander, Burmese, Vietnamese)	207
American	50
Jewish	45
Multiracial/Multiethnic	22
San Franciscan	21
Other	21
Latino/Latina	18
Russian	13
African-American and Black	9
Mexican/Mexican-American	7
Californian	4
Native-American	4
South American	4
Middle Eastern Other	4
Iranian	1

Identify your favorite outdoor space in the neighborhood



Favorite Outdoor Space	Number
Golden Gate Park	245
Lands End	175
Mountain Lake Park	87
Ocean Beach	87
Clement Street Farmers Market	61
Botanical Garden	46
Sutro Heights Park	39
Stow Lake	27
Lincoln Park	23
Japanese Tea Garden	20
GGP Amphitheatre	16
Baker Beach	14
Presidio	14
China Beach	8

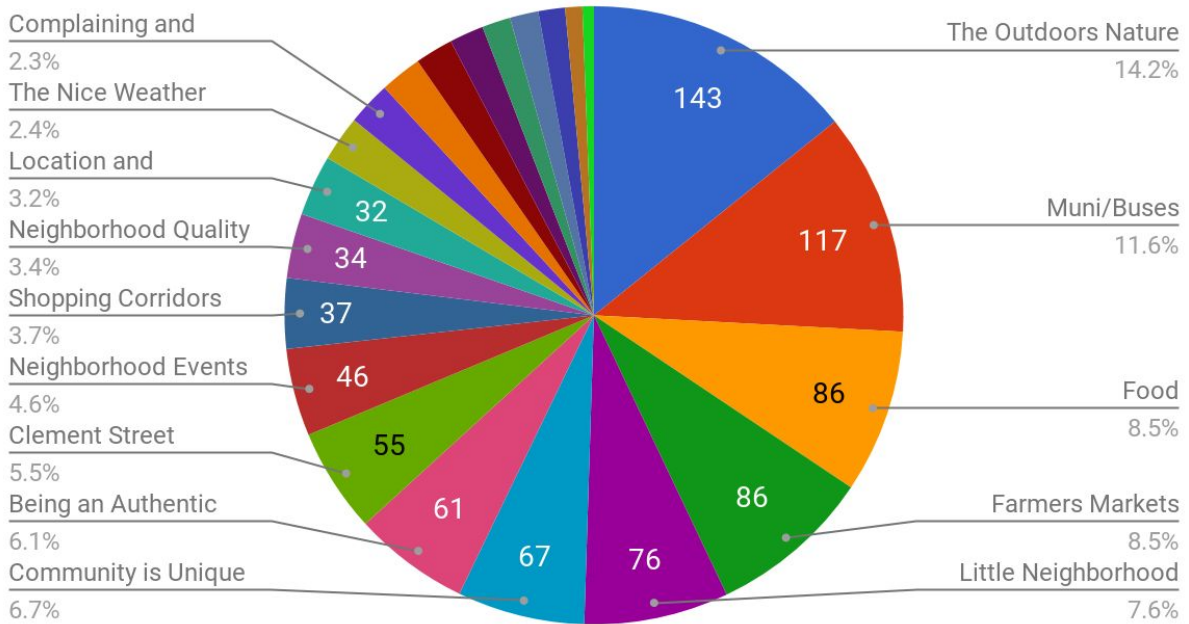
What is a significant landmark or building that you identify with the district?



Landmarks	Number
Geary Boulevard	171
Legion of Honor	126
De Young Museum	94
Sutro Baths	87
Cliff House	74
Conservatory of Flowers	82
St. Ignatius Church	34
Holy Virgin Cathedral	33
GGP Windmills	31
Other	35
California Academy	10
Clement Street	10
SF VA Medical Center	10
Golden Gate Park	4
Park Presidio	4
Balboa Theatre	4
Alexandria Theatre	4

Beach Chalet	3
Green Apple Books	3
Mountain Lake Park	3
Golden Gate Bridge	2
Tiled Steps	2
Temple Emanuel	2
USS San Francisco Memorial	1

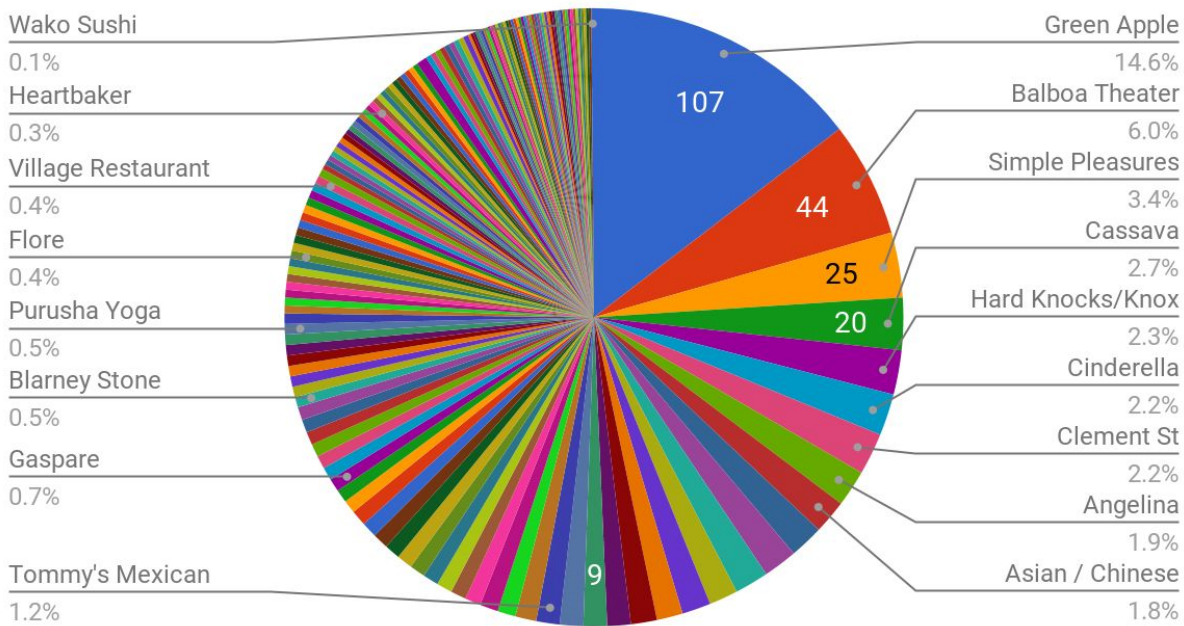
What brings Richmond District residents together?



What Brings Residents Together	Numbers
The Outdoors Nature	143
Muni/Buses	117
Food	86
Farmers Markets	86
Little Neighborhood Businesses	76
Community is Unique	67
Being an Authentic Family	61
Clement Street	55
Neighborhood Events	46
Shopping Corridors	37
Neighborhood Quality is Important	34
Location and Walkability	32
The Nice Weather	24
Complaining and Seeking Improvements	23
The Respondent Did Not Know	22
Diversity in People and Class	20
Fog	18

Crime	15
The Schools	15
It is our Home	14
Street Festivals	9
Caring for Others	6

What is your favorite business and why?



Businesses	Number
Green Apple	107
Balboa Theater	44
Simple Pleasures	25
Cassava	20
Hard Knocks/Knox	17
Cinderella	16
Clement St	16
Angelina	14
Asian / Chinese Businesses	13
Joe's ice cream	13
Lou	13
Toy Boat	13
Marla Bakery	11
Safeway	11
Japonica	10
Tia Margarita	10
Arsicault	9

Eats	9
May Wah	9
Tommy's Mexican Restaurant	9
Blue Danube	8
Butter Love	7
Gordo	7
Ace Hardware	6
Arguello Market	6
Gables	6
La Promenade	6
Park Life	6
Pizzetta 211	6
Richmond Republic	6
The Gables	6
YMCA	6
Velo Rouge	6
25th Avenue Market	5
Fiorella	5
Gaspare	5
Giorgio	5
Kamei	5
Pacific Cafe	5
Richmond Produce	5
Schubert's	5
Trader Joe	5
Blarney Stone	4
Cliff House	4
Foggy Notion	4
Mandalay	4
Nourish Cafe	4
Oyaji/Oyagi	4
Pagan	4
Purusha Yoga	4
Seedstore	4

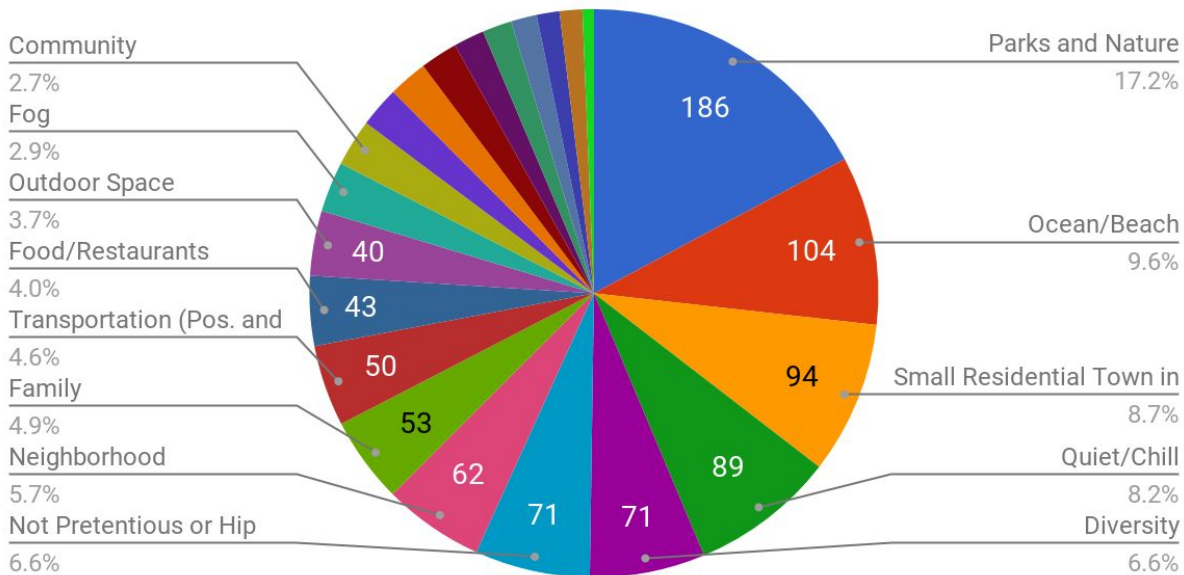
AK Meats	3
Amphawa	3
Bazaar Cafe	3
Bill's	3
Boudins	3
Burma Superstar	3
Enchante	3
Flore	3
Clement Nursery	3
House of Bagels	3
hunan cafe	3
Keeva	3
Kim Son	3
RACS	3
Richfield	3
Steins	3
Tanuki	3
Village Restaurant	3
Volcano Curry	3
540 Club	2
Abbey Tavern	2
Art Bistro	2
Beauty Network	2
Blackwell's	2
Burmese Kitchen	2
Bunn mi	2
Campbell Baker	2
Chapeau	2
Clement Farmers	2
Eat Americana	2
Good Luck Dim Sum	2
Halu	2
Jane Consignment	2
Healthy Spirit	2

Heartbaker	2
High Treason	2
Hockey Haven	2
Jade Chocolate	2
Kinship Salon	2
Little Sweet	2
Little Vietnam	2
New Oyaji	2
Noise Records	2
Peet's Coffee	2
Royal Market	2
Sakana	2
Seal Rock Inn	2
Spanish Table	2
Spoke Easy	2
Sushi Bistro	2
Target	2
Thai Time	2
The Bitter End	2
Seal Rock Inn	2
Gus' Fishing Tackle	2
Thom's Natural Foods	2
Turtle Tower	2
Aqua Spa	1
Barrelhead	1
Bryans	1
Cal-mart	1
Cal's Pet	1
California Academy of Sciences	1
Chinese Supermarket	1
Chino's	1
Chomp n' Swig	1
Clement Seafood	1

Coffee Break	1
Corks Wine	1
Cumaica	1
Fedex	1
Geary Street Produce	1
Genki Crepes	1
Golden Phoenix Hair Salon	1
Goodwill	1
Grinders	1
Ms Marian	1
Heritage	1
Home Cafe	1
Ilana	1
Jack in the Box	1
Kabuto	1
Kaiju	1
Kawika	1
Laurel Village	1
Mayflower	1
Melissa's	1
Nizario's Pizza	1
Paul's Hat Works	1
Playland	1
Pretty Please	1
Promenade Cafe	1
Q's	1
Richmond Standard	1
Rick's Barbershop	1
Rise and Grind	1
Rumblefish	1
Salt Root Cafe	1
Snow White Cleaners	1
Spicy Queen	1
Tee Off Bar & Grill	1

Tenglong Chinese	1
The Panting Pooch	1
Village House	1
Uncle Boys	1
Wako Sushi	1

Name one thing that distinguishes the Richmond from the rest of San Francisco?

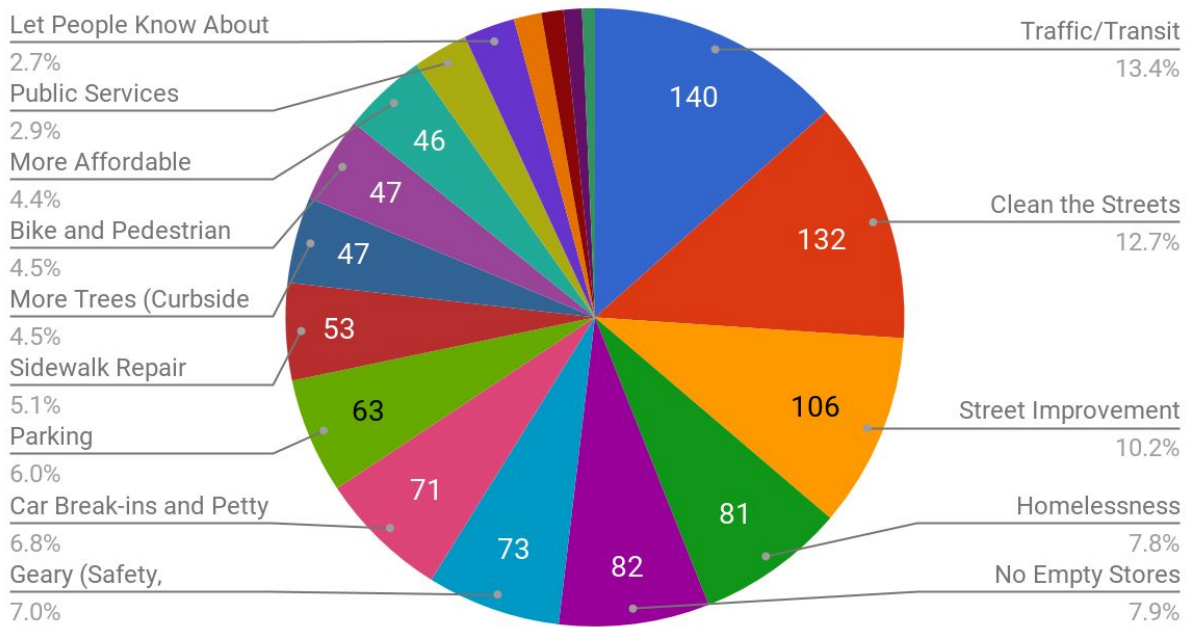


Distinguish Richmond	Numbers
Parks and Nature	186
Ocean/Beach	104
Small Residential Town in a City	94
Quiet/Chill	89
Diversity	71
Not Pretentious or Hip	71
Neighborhood	62
Family	53
Transportation (Pos. and Neg.)	50
Food/Restaurants	43
Outdoor Space	40
Fog	31
Community	29
Cultural	25
Safe/Unsafe	24
Friendly	23
Businesses	19

Clement	18
Beautiful	16
Asian Community	14
Russians Community	14
The 2nd Chinatown	7

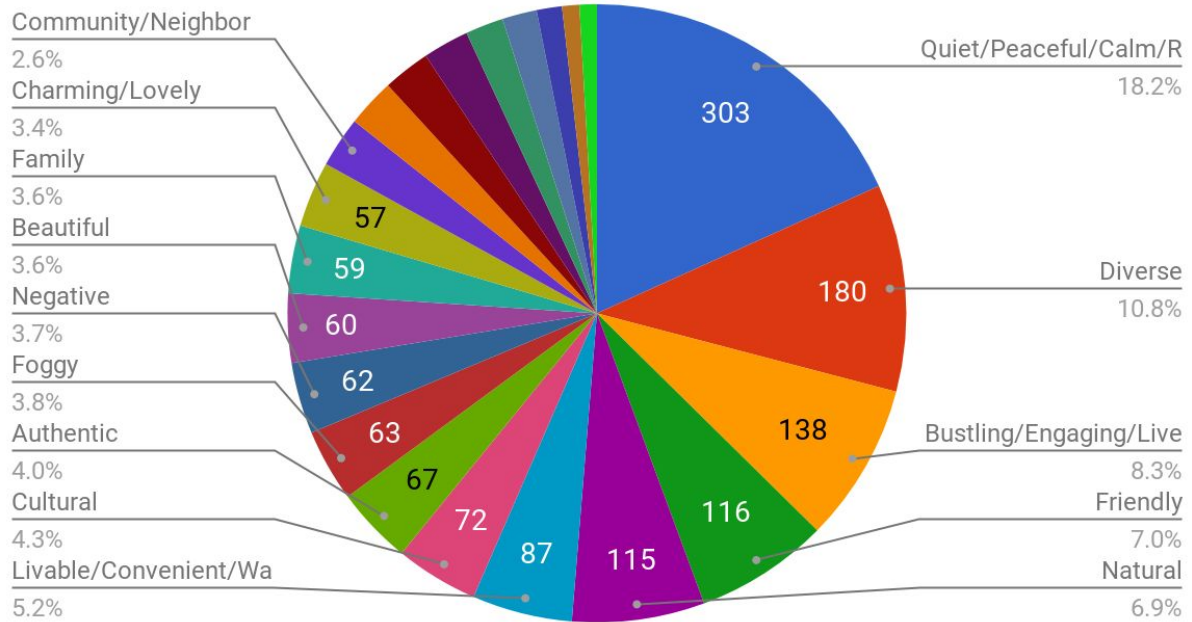
[Link to Slogans](#)

What could be improved in the neighborhood?



Improve	Numbers
Traffic/Transit	140
Clean the Streets	132
Street Improvement (Lighting, Repairs, Stop Signs, Electrical Wires)	106
Homelessness	81
No Empty Stores	82
Geary (Safety, Shopping, Traffic)	73
Car Break-ins and Petty Crime	71
Parking	63
Sidewalk Repair	53
More Trees (Curbside Beautification)	47
Bike and Pedestrian Safety	47
More Affordable Housing	46
Public Services Awareness	30
Let People Know About Events to Build Community	28
Grocery Stores	15
Late Night Businesses	12
Relentlessly Encourage Diversity	10
Repair and New Playgrounds	7

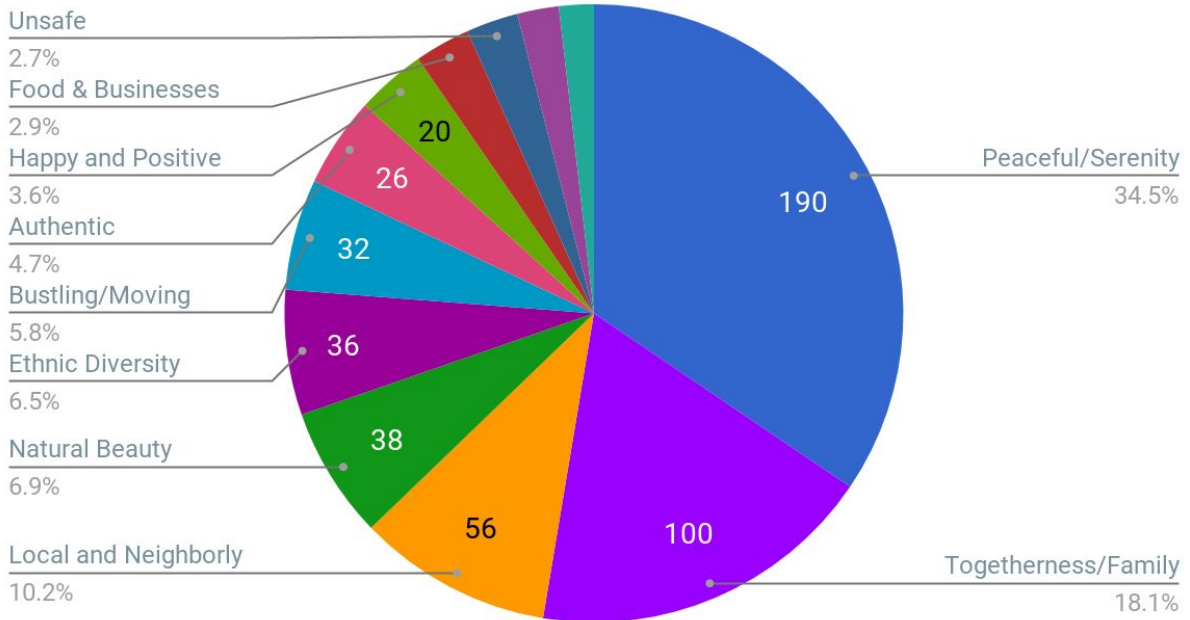
Adjectives



Adjectives	Number
Quiet/Peaceful/Calm/Relaxed	303
Diverse	180
Bustling/Engaging/Lively	138
Friendly	116
Natural	115
Livable/Convenient/Walkable	87
Cultural	72
Authentic	67
Foggy	63
Negative	62
Beautiful	60
Family	59
Charming/Lovely	57
Community/Neighbor	44
Welcoming and Inviting	42
The Place for Delicious Food	41
Safe	40

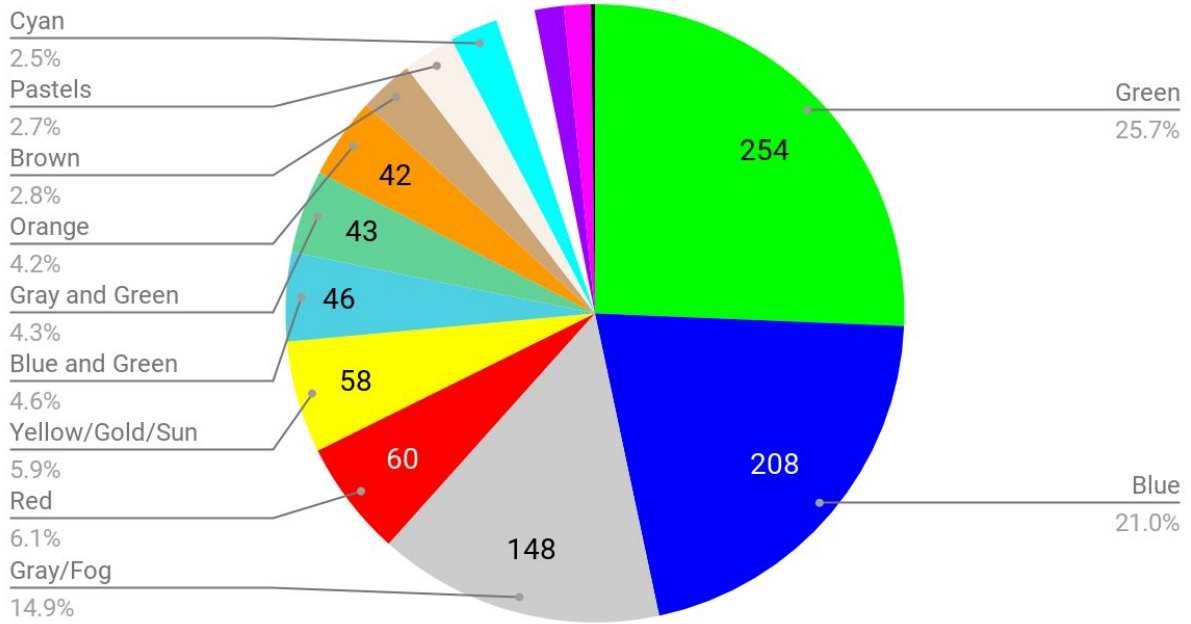
Eclectic/Unique	33
Open Space	30
Home	22
Change/Growing	15
Clean	15

Mood



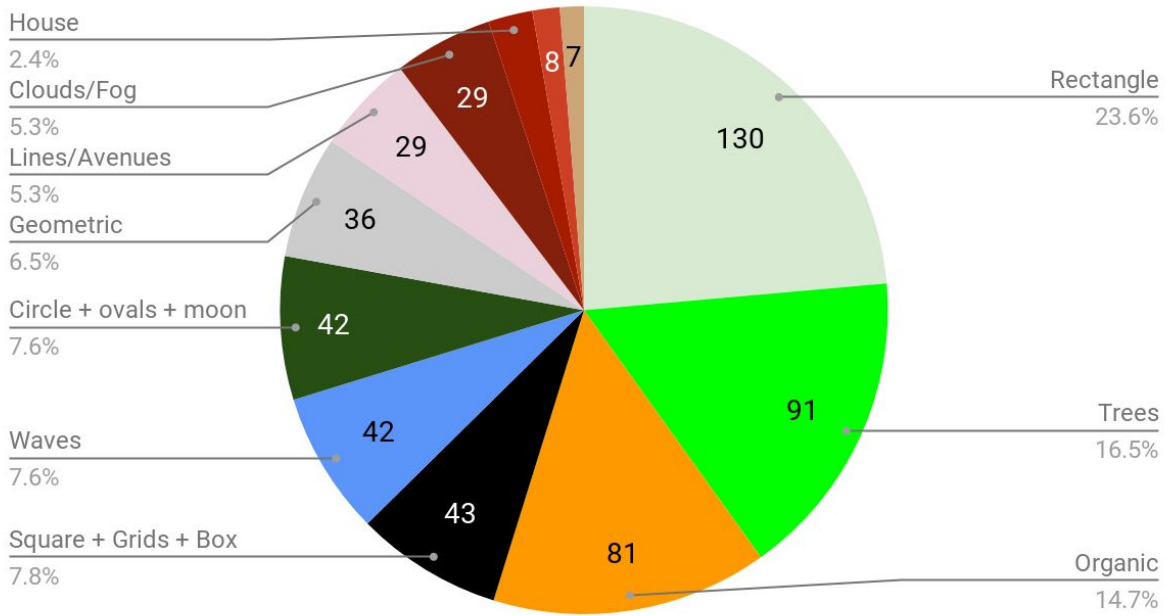
Mood	Number
Peaceful/Serenity	190
Togetherness/Family Friendly	100
Local and Neighborly	56
Natural Beauty	38
Ethnic Diversity	36
Bustling/Moving	32
Authentic	26
Happy and Positive	20
Food & Businesses	16
Unsafe	15
Safe	12

Color



Color	Numbers
Green	254
Blue	208
Gray/Fog	148
Red	60
Yellow/Gold/Sun	58
Blue and Green	46
Gray and Green	43
Orange	42
Brown	28
Pastels	27
Cyan	25
White	20
Purple	15
Pink	14
Black	2

Shapes



Shapes	Numbers
Rectangle	130
Trees	91
Organic	81
Square + Grids + Box	43
Waves	42
Circle + ovals + moon	42
Geometric	36
Lines/Avenues	29
Clouds/Fog	29
House	13
Cliffs	8
Ridges	7

Last Update

3/16/2018: 740 responses