

JAPANTOWN BETTER NEIGHBORHOOD PLAN

Appendix A: Opinion Survey Summary

Survey Overview

On July 12th, the Planning Department and the Japantown Better Neighborhood Steering Committee posted an opinion survey on the project's website to encourage all members of the Japantown community to provide their opinions about what is important in Japantown—what improvements should be made and what resources should be maintained and enhanced. The survey was available in English and Japanese. In addition to web access, paper copies were available for pick up at the following community organizations and locations:

- Better Neighborhood Planning Room (2nd Floor Miyako Mall)
- Kimochi Nutrition Site
- Japanese Cultural and Community Center of Northern California
- Japantown Task Force
- Union Bank of California

In total, 610 surveys were submitted. Of those, 398 were in English; 212 were in Japanese. Not all respondents completed all of the questions on the survey; 343 English surveys and 186 Japanese surveys were completed in full. However all 610 responses are reflected in this summary.

The survey was divided into 6 categories following three introductory, general questions. The topic categories included:

1. General Questions
2. Land Use
3. Design
4. Economic Development
5. Public Realm
6. Transportation and Circulation
7. Demographics

The following pages summarize the responses according to each topic. Most questions offered an option to write in an “Other” response. To see all of the write-in answers and the full survey responses in detail, please download the document and Appendix A from the project website: <http://japantown.sfplanning.org>.

Survey Purpose

This survey was offered to gain more insight on the desires and concerns of the Japantown community. It is one of many forms of outreach being used in this process and will be reviewed and incorporated into the plan's understanding of priorities, along with the feedback the Planning Department has received at the Steering Committee, focus groups, and community workshops. This survey is not scientific. This summary does not draw conclusions from the responses. Rather, it helps to gauge what types of improvements have the most support. Those that do will continue to be further defined and considered with the community as the plan progresses.

S u m m a r y o f G e n e r a l Q u e s t i o n s

The survey began with three general, overarching questions about Japantown to gauge respondents' impressions of the neighborhood and where improvements are considered necessary.

Question 1: Overall, do you think the following characteristics of Japantown are better or worse in the last 5 years? *People were asked to rate the following in the range of “much worse”, “same” and “much better”. Responses are noted in percentage of total responses and total number of responses.*

- **Overall appearance (how Japantown looks):** The highest percent of respondents chose “Same” (34%; 199).
- **Overall vitality (how business is doing):** The highest percent of respondents chose “Slightly worse” (38%; 219).
- **Overall image (how is Japantown perceived):** The highest percent of respondents chose “Same” (43%; 247).
- **Overall safety and security:** The highest percent of respondents chose “Same” (45%; 262).
- **As a place to live:** The highest percent of respondents chose “Same” (49%; 277).
- **As a place to work:** The highest percent of respondents chose “Same” (56%; 308).
- **As a place to shop:** The highest percent of respondents chose “Same” (41%; 238).
- **As a place to walk:** The highest percent of respondents chose “Same” (49%; 275).

Response Summary: For the most part, respondents considered Japantown to be in the same condition over the past 5 years, with the exception of the “Overall vitality.”

Question 2: Please identify which areas of Japantown that you would like to see improved over the next 20 years. *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

- **Better sense of safety overall:** The highest percent of respondents chose “5 (Important)” (57%, 338).
- **Mores shopping choices:** The highest percent of respondents chose “5 (Important)” (51%, 298).
- **More housing options:** The highest number of respondents split their responses between “3 (No Opinion)” and “5 (Important)” (31%, 181 and 34%, 198, respectively).
- **More social services:** The highest number of respondents split their responses between “4” and “5 (Important)” (32%, 189 and 35%, 204, respectively).
- **More cultural services and events:** The highest percent of respondents chose “5 (Important)” (49%, 289).
- **Better education programs and schools:** The highest number of respondents split their responses between “4” and “5 (Important)” (33%, 197 and 39%, 229, respectively).
- **Easier parking:** The highest number of respondents split their responses between “4” and “5 (Important)” (33%, 192 and 39%, 229, respectively).
- **Safer, more comfortable places to walk:** The highest percent of respondents chose “5 (Important)” (52%, 298).
- **Easier connections to other neighborhoods:** The highest number of respondents split their responses between “3 (No Opinion), “4” and “5 (Important)” (27%, 158; 29%, 167; and 25%, 144, respectively).
- **Better transit and access:** The highest number of respondents split their responses between “3 (No Opinion), “4” and “5 (Important)” (23%, 136; 26%, 153; and 31%, 182, respectively).

Response Summary: Most improvements were considered at least somewhat important, except “More housing options,” “Easier connections to other neighborhoods,” and “Better transit and access” which were split with “No Opinion.” The improvements that more people considered important were: “Better sense of

safety overall,” “More shopping choices,” “More cultural services and events,” and “Safer, more comfortable places to walk.”

Question 3: In what ways would you like to see Japantown’s history and culture

acknowledged? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

- **Signage that describes important historical events, places and people:** The highest percent of respondents chose “5 (Important)” (48%, 279).
- **Museum or cultural center that showcases important historical events:** The highest percent of respondents chose “5 (Important)” (59%, 279).
- **Architectural design that reflects Japanese design (modern and traditional):** The highest percent of respondents chose “5 (Important)” (61%, 366).
- **Public art that conveys important historical events, places and people:** The highest percent of respondents chose “5 (Important)” (55%, 325).
- **Events that celebrate the history and culture:** The highest percent of respondents chose “5 (Important)” (72%, 427).

Response Summary: All five efforts to increase recognition of Japantown’s history were rated important. “Events that celebrate the history and culture” received the highest percent of all.

L a n d U s e Q u e s t i o n s

This section included four questions to determine what types of land uses are considered appropriate in the neighborhood.

Question 4: What types of land uses do you think are needed in Japantown over the next

20 years? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

- **Office:** The highest number of respondents split their responses between “3 (No Opinion)” and “4” (30%, 164 and 27%, 150, respectively).
- **Institutional (non-profits, facilities):** The highest number of respondents split their responses between “4” and “5 (Important)” (38%, 215 and 33%, 183, respectively).
- **Residential:** The highest number of respondents split their responses between “3 (No Opinion),” “4” and “5 (Important)” (22%, 123; 32%, 175; and 28%, 155, respectively).
- **Retail (small businesses):** The highest percent of respondents chose “5 (Important)” (59%, 330).
- **Retail (large businesses):** The highest number of respondents split their responses between all choices, with the highest percent tied for “4” and “5 (Important)” (25%, 138). The others were: 21%, 117; 14%, 76; and 16%, 88, respectively).
- **Open Space (parks, plazas):** The highest number of respondents split their responses between “4” and “5 (Important)” (39%, 218 and 42%, 233, respectively).
- **Mixed-use (retail, institutional and residential uses):** The highest percent of respondents chose “5 (Important)” (46%, 252).

Response Summary: The responses to this question were split. “Retail (small businesses” and “Mixed-use” land use designations are the only two uses without split responses. 59% and 46% of respondents considered them important, respectively.

Question 5: What types of housing do you think are important to meet the housing needs in Japantown over the next 20 years? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

- **Market Rate For Sale Housing:** The highest percent of respondents chose “3 (No Opinion)” (33%, 180). The next highest response was “4” with 25% (135); in third place was “5 (Important)” with 23% (125).
- **Affordable For Sale Housing:** The highest percent of respondents chose “5 (Important)” (32%, 175). The next highest response was “4” with 25% (136); in third place was “3 (No Opinion)” with 23% (129).
- **Market Rate Rental Housing:** The highest percent of respondents chose “4” (32%, 177). The next highest response was “3 (No Opinion)” with 27% (146); in third place was “5 (Important)” with 24% (134).
- **Affordable Rental Housing:** The highest percent of respondents chose “5 (Important)” (30%, 168). The next highest response was “4” with 25% (142); in third place was “3 (No Opinion)” with 19% (106).
- **Senior Housing (like Kokoro):** The highest percent of respondents chose “5 (Important)” (55%, 306).

Response Summary: The responses to this question were split more than the responses to other questions. The type of desired housing that was considered important by the highest number of respondents is “Senior Housing.” “Affordable Rental Housing” received the highest number of “1 (Not Important)” responses (100) of all five types; “Market Rate For Sale Housing” received the second highest number as “Not Important” (72).

Question 6: What do you like about Japan Center (Miyako Mall, Kintetsu Mall, Kinokuniya Mall and Kabuki/Sundance Theater) today? *People were asked to check all that apply.*

- **Eating:** The highest percent of respondents chose eating (85%, 483).
- **Shopping:** The second highest percent of respondents chose shopping (80%, 455).
- **Meeting friends/family:** The third highest percent of respondents chose meeting friends/family (64%, 364).
- **Watching movies:** The second to lowest number of respondents chose watching movies (39%, 218).
- **What it looks like:** The least number of respondents chose what it looks like (29%, 165).

Question 7: What land uses or business activities do you think do not belong in Japantown?

This question was a free response. 349 people wrote in a response. The responses that were given more than five times are summarized below from most common to least common (To see all responses, see Appendix A):

- **Chain stores, franchises, big box retail, American corporations** (Starbucks, Denny’s, Wal-Mart, Burger King, most commonly specified): 37.8%; 132.
- **Non-Japanese related, non-community based, or culturally-related** (the prevalence of non-Japanese-owned restaurants and Korean businesses were noted specifically): 26.9%; 94.
- **Bars/nightclubs:** 7.7%; 27.
- **Market rate housing or condos:** 6.6%; 23.
- **Adult entertainment:** 4.3%; 15.
- **High-rise buildings** (defined differently by respondents, from 10 floors to 30 floors): 3.7%; 13.
- **Denny’s** (a number of responses stated Denny’s specifically, rather than chain stores in general): 3.7%; 13.
- **Bad restaurants** (specifically bad Japanese restaurants): 2.6%; 9.
- **Affordable, public, or low-income housing:** 2.0%; 7.
- **Corporate offices:** 1.7%; 6.

Design Questions

This section included three questions to determine what types of design is considered appropriate in the neighborhood and what design considerations should be part of the plan.

Question 8: Over the next 20 years, some new development is likely to take place in Japantown. If it does, how should buildings be redesigned or constructed to enhance the neighborhood character? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

- **Traditional Japanese design:** The highest percent of respondents chose “5 (Important)” (51%, 284).
- **Modern Japanese design:** The highest percent of respondents chose “5 (Important)” (47%, 256).
- **Victorian design:** The highest percent of respondents chose “1 (Not Important)” (38%, 204).
- **Building’s ground floor design (how it opens onto the sidewalk; where windows and entrances are placed):** The highest percent of respondents chose “5 (Important)” (50%, 272).
- **Building’s shadow and wind impacts on the street level:** The highest percent of respondents chose “5 (Important)” (38%, 206).
- **Building’s height (how tall it is):** The highest percent of respondents chose “5 (Important)” (44%, 244).
- **Building’s size (how much of a block it takes up):** The highest percent of respondents chose “5 (Important)” (42%, 229).

Response Summary: Of the seven choices, the only to receive a majority of “Not Important” responses (38%) was “Victorian design.” A number of people rated this with “No Opinion” as well (29%). “Traditional Japanese design” and “Building’s ground floor design” were rated the highest, but not by much.

Question 9: What existing building in the neighborhood do you think best represents Japantown? *This question was a free response. 369 people wrote in a response. The responses that were given more than five times are summarized below from most common to least common (noted in percentage of total responses and total number of responses). To see all responses, see Appendix A.*

- **Pagoda in Peace Plaza** (although many added that they didn’t like it or felt it was ugly, they still felt it represents Japantown): 25%; 94.
- **Buchanan Mall recently renamed Osaka Way** (responses included comments about the walkway, the buildings and businesses along it, and Ruth Asawa’s fountains): 10.6%; 39.
- **Japanese Community and Cultural Center of Northern California (JCCCNC)** at 1840 Sutter Street: 9.8%; 36.
- **Peace Plaza:** 8.7%; 32.
- **Japan Center Malls** (comments referenced Kintetsu, Miyako and/or Kinokuniya Malls): 8.4%; 31.
- **Sokoji Temple and Buddhist Church** at 1691 Laguna St. and 1881 Pine Street, respectively (comments were not always clear about which temple/church was being referenced): 4.3%; 16.
- **Benkyodo** at 1747 Buchanan Street: 3.0%; 11.
- **Former YWCA building** (designed by Julia Morgan) currently used to house Nihonmachi Little Friends at 1830 Sutter Street: 3.0%; 11.
- **Hokubei Mainichi building** (has now been demolished) at 1749 Post Street: 2.2%; 8.
- **Soko Hardware** at 1698 Post Street: 2.2%; 8.
- **Kabuki Hotel** (formerly Miyako Hotel) at 1625 Post Street: 1.9%; 7.
- **Kinokuniya Bookstore:** 1.6%; 6.
- **Konko Church of San Francisco** at 1909 Bush Street: 1.6%; 6.

- **Nihonmachi Tower** (in front of Denny's at southwest corner of Buchanan Mall): 1.6%; 6.
- **Kokoro Senior Citizen Assisted Living Center** in the former Bush Street Temple at 1881 Bush Street: 1.6%; 5.
- **Churches** (in general): 1.4%; 5.
- **Victorians** (in general): 1.4%; 5.
- **1600 Webster Street** (mixed-use condominium building with UPS store on ground floor at corner of Post Street that replaced Japantown Bowl): 1.4%; 5.
- **1700 Post Street** (building that houses Denny's): 1.4%; 5.

Question 10: What is your least favorite building in Japantown? *This question was a free response. 326 people wrote in a response. The responses that were given more than five times are summarized below from most common to least common (noted in percentage of total responses and total number of responses). To see all responses, see Appendix A.*

- **1600 Webster Street** (mixed-use condominium building with UPS store on ground floor at corner of Post Street that replaced Japantown Bowl): 25.8%; 84.
- **Japan Center Malls** (comments referred to Kintetsu, Miyako, Kinokuniya Malls, and the Geary side): 19%; 62.
- **Pagoda in Peace Plaza** (although many added that they didn't like it or felt it was ugly, it still represents Japantown): 10.4%; 34.
- **Denny's**: 4.0%; 13.
- **Kabuki Sundance Theater**: 3.1%; 10.
- **Building at 1726 Post Street** (apartments and Toraya Restaurant): 2.8%; 9.
- **Golden Gate Apartments** at 1820 Post Street (across from Kinokuniya Mall): 2.5%; 8.
- **Non-Japanese-owned businesses and signs** (Korean businesses and signs were noted specifically): 2.1%; 7.
- **Kabuki Hotel** (formerly Miyako Hotel) at 1625 Post Street: 1.8%; 6.
- **Buchanan Mall recently renamed Osaka Way** (responses included comments about the walkway and the buildings and businesses along it): 1.8%; 6.

E c o n o m i c D e v e l o p m e n t Q u e s t i o n s

This section included three questions regarding the businesses in Japantown and what improvements could be made to increase their sales activity and meet the needs of respondents.

Question 11: How often do the existing businesses in Japantown meet your needs? *The responses are noted in percentage of total responses and total number of responses.*

- **All of the time:** 23%, 127.
- **Some of the time:** 69%, 378.
- **Rarely:** 8%, 42.
- **Never:** 0.3%, 2.

Question 12: What services and products are needed in Japantown? *People were asked to check all that apply. Responses are listed from most common to least common. Responses are noted in percentage of total responses and total number of responses.*

- **Food services:** 66%, 343.
- **Coffee shops:** 65%, 336.
- **Household items (electronics, furnishings, etc.):** 60%, 312.

- **Health care services (medical professionals):** 58%; 299.
- **Clothing:** 50%; 257.
- **Professional services (financial/legal services, travel services, etc.):** 50%; 257.
- **Entertainment (sports bar, performance/music venues):** 49%; 253.
- **Groceries:** 47%; 244.
- **Convenience services (laundromat, dry cleaner, salon, etc.):** 44%; 226.
- **Fitness Center/Gym services:** 26%; 134.
- **Sporting goods:** 14%; 75.

Question 13: What types of strategies do you think are most important to improve

business in Japantown? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

1. **Providing a better street experience:** The highest percent of respondents chose “5 (Important)” (65%, 353).
2. **Attracting a large retail anchor:** The highest percent of respondents chose “1 (Not Important)” (30%, 160).
3. **Providing better signage within the neighborhood that directs visitors to stores and resources:** The highest number of respondents split their responses between “4” and “5 (Important)” (36%, 191 and 35%, 187, respectively).
4. **Providing better regional signage (along the city’s freeways and major streets) that directs visitors to Japantown:** The highest number of respondents split their responses between “4” and “5 (Important)” (33%, 176 and 36%, 194, respectively).
5. **Providing small businesses with support:** The highest percent of respondents chose “5 (Important)” (56%, 299).
6. **Improving parking access and signage:** The highest percent of respondents chose “5 (Important)” (42%, 227).
7. **Attracting more chain stores:** The highest percent of respondents chose “1 (Not Important)” (44%, 232).
8. **Increasing the number of community events:** The highest percent of respondents chose “5 (Important)” (47%, 254).
9. **Providing grants for storefront improvements:** The highest percent of respondents chose “5 (Important)” (45%, 236).
10. **Improving the sense of safety:** The highest percent of respondents chose “5 (Important)” (62%, 336).
11. **Improving street and sidewalk maintenance:** The highest percent of respondents chose “5 (Important)” (48%, 255).
12. **Putting Japantown on Google/Mapquest/Yahoo maps:** The highest percent of respondents chose “5 (Important)” (55%, 295).
13. **Improving Japantown marketing throughout San Francisco:** The highest percent of respondents chose “5 (Important)” (59%, 316).

Response Summary: Of the 13 choices, only two were considered “Not Important” by the majority of respondents: “Attracting a large retail anchor” and “Attracting more chain stores (franchises).” Most of the other uses were considered “Important”, with “Providing a better street experience,” “Improving the sense of safety,” and “Improving Japantown marketing throughout San Francisco” receiving the most responses. The following question attempts to learn which of these 13 improvements the respondents prioritize as most important.

Question 14 (Follow up to question 13): Of the strategies listed above, pick the TWO most important to you. The numbers reference the numbered choices above.

- **Most Important #1:** “Providing a better street experience” received the highest response with a 25% response rate (131). The second highest response was “Providing small businesses with support” with a 22% response rate (115).
- **Most Important #2:** “Increasing the number of community events” received the highest response with a 16% response rate (80). The second highest response rate was a tie between “Improving the sense of safety” and “Improving Japantown marketing throughout San Francisco” each with a 15% response rate.

P u b l i c R e a l m Q u e s t i o n s

This section included three questions about how respondents used Japantown’s public realm and open space, including parks, plazas, and sidewalks.

Question 15: How often do you spend time in any spaces in Japantown’s public realm? *The responses are noted in percentage of total responses and total number of responses.*

- **Daily:** 17%, 93.
- **Multiple times a week:** 41%, 223.
- **Rarely:** 38%, 205.
- **Never:** 3%, 17.

Questions 16: What improvements to the public realm are needed? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

1. **Regular sidewalk and gutter sweeping:** The highest percent of respondents chose “5 (Important)” (41%, 215).
2. **Regular sidewalk repair and maintenance:** The highest percent of respondents chose “5 (Important)” (42%, 218).
3. **Redesign of Peace Plaza:** The highest percent of respondents chose “5 (Important)” (32%, 165). The next highest percent of responses was “3 (No Opinion)” (26%, 134).
4. **Improved maintenance of Peace Plaza and Buchanan Mall:** The highest percent of respondents chose “5 (Important)” (45%, 238).
5. **New public park with play area:** The highest number of respondents split their responses between “3 (No Opinion),” “4” and “5 (Important)” (27%, 141-142).
6. **New public garden with seating area:** The highest number of respondents split their responses between “4” and “5 (Important)” (36%, 191 and 37%, 200, respectively).
7. **More Japantown banners and decorations:** The highest number of respondents split their responses between “3 (No Opinion)” and “5 (Important)” (33%, 168 and 29%, 149, respectively).
8. **Improved landscaping and tree planting along streets:** The highest number of respondents split their responses between “4” and “5 (Important)” (41%, 214 and 40%, 212, respectively).
9. **More places to sit:** The highest number of respondents split their responses between “4” and “5 (Important)” (38%, 198 and 30%, 156, respectively).
10. **Better pedestrian lighting:** The highest percent of respondents chose “5 (Important)” (44%, 227).
11. **Integrated Japantown theme of signage and lighting:** The highest percent of respondents chose “5 (Important)” (43%, 223).

Response Summary: The responses to this question were split. No option received more than 45% of the responses: “Improved maintenance of Peace Plaza and Buchanan Mall” received 45% as “Important.” None of the options were considered “Not Important” by more than 10% of respondents: “Redesign of Peace Plaza” and “New public park with seating area” each received 10% as “Not Important.” The following question attempts to learn which of these 11 improvements the respondents prioritize as most important.

Question 17 (Follow up to question 16): Of the strategies listed above, pick the TWO most important to you. The numbers reference the numbered choices above.

- **Most Important #1:** “Improved maintenance of Peace Plaza and Buchanan Mall” received the highest response with a 16% response rate (81). The second highest response was “New public garden with seating area” with a 13% response rate (67).
- **Most Important #2:** “Improved landscaping and tree planting along streets” received the highest response with a 16% response rate (78). The second highest response was “New public garden with seating area” with a 14% response rate (70).

T r a n s p o r t a t i o n Q u e s t i o n s

This section included three questions relating to how people move around in Japantown (by foot, car, transit or bike) and what improvements are desired.

Questions 18: How do you get to Japantown? *People were asked to check all that apply. The responses are summarized below from most common to least common. The responses are noted in percentage of total responses and total number of responses..*

- **By car:** 71%, 377.
- **By bus:** 39%, 208.
- **By foot:** 29%, 155.
- **By BART:** 6%, 33.
- **By bike:** 4%, 19.

Question 19: Which transportation and circulation issues are important to you? *People were asked to rate in order of importance from 1 to 5. (1 = Not important, 3 = No Opinion, and 5 = Important). Responses are noted in percentage of total responses and total number of responses.*

1. **Slower vehicular traffic speeds:** The highest number of respondents split their responses “3 (No Opinion)” and “4” (34%, 171 and 28%, 142, respectively).
2. **Better directional signage for visitors:** The highest percent of respondents chose “4” (37%, 192).
3. **Longer crosswalk times to cross busy intersections:** The highest number of respondents split their responses between “3 (No Opinion),” “4” and “5 (Important)” (30%, 157; 28%, 143; and 26%, 132, respectively).
4. **Reduced vehicular traffic congestion on your way to Japantown:** The highest percent of respondents chose “3 (No Opinion)” (34%, 175).
5. **Safer bus stops:** The highest number of respondents split their responses between “4” and “5 (Important)” (35%, 180 and 37%, 189, respectively).
6. **Better bus stop locations:** The highest percent of respondents chose “3 (No Opinion)” (36%, 184).
7. **Reduced vehicular traffic congestion within Japantown:** The highest percent of respondents chose “3 (No Opinion)” (37%, 185).
8. **More frequent police presence:** The highest number of respondents split their responses between “4” and “5 (Important)” (37%, 191 and 39%, 202, respectively).

9. **Better traffic enforcement:** The highest percent of respondents chose “3 (No Opinion)” (41%, 205).
10. **Improved pedestrian safety:** The highest number of respondents split their responses between “4” and “5 (Important)” (36%, 189 and 41%, 210, respectively).
11. **More frequent bus service:** The highest number of respondents split their responses between “3 (No Opinion),” “4” and “5 (Important)” (33%, 168; 28%, 146; and 30%, 154, respectively).
12. **Better parking locations:** The highest percent of respondents chose “5 (Important)” (35%, 181).
13. **More countdown signals at crosswalks:** The highest number of respondents split their responses between “3 (No Opinion),” “4” and “5 (Important)” (29%, 151; 33%, 170; and 28%, 142, respectively).

Response Summary: The responses to this question were split. It generated more “No Opinion” responses than any of the other questions. Unlike other questions, only two options received the highest number of responses as “Important”: “Better parking locations” (35%) and “Improved pedestrian safety” (41%). The following question attempts to learn which of these 31 improvements the respondents prioritize as most important.

Question 20 (Follow up to question 19: Of the strategies listed above, pick the TWO most important to you. The numbers reference the numbered choices above.

- **Most Important #1:** “More frequent police presence” received the highest response with a 17% response rate (85). The second highest response was “Better parking locations” with a 15% response rate (75).
- **Most Important #2:** “More frequent police presence” received the highest response with a 16% response rate (75). The second highest response was “Improved pedestrian safety” with a 15% response rate (72).

D e m o g r a p h i c Q u e s t i o n s

This section included eight questions about the respondents’ demographics, including relationship to Japantown, age, ethnicity, gender, etc.

Question 21: What is your relation to Japantown? *People were asked to check all that apply. The responses are summarized below from most common to least common. Responses are noted in percentage of total responses and total number of responses.*

- **Visitor:** 69%, 349.
- **Service user:** 31%, 159.
- **Resident:** 17%, 86.
- **Service provider:** 9%, 48.
- **Student:** 9%, 44.
- **Business owner/tenant:** 8%, 43.
- **Educator:** 3%, 16.

Question 22: How long have you lived in, worked in and/or visited Japantown? *Responses are noted in percentage of total responses and total number of responses.*

- **Less than 1 year:** 7%, 37.
- **1 to 5 years:** 17%, 86.
- **6 to 10 years:** 13%, 66.
- **More than 10 years:** 64%, 332.

Question 23: What is your gender? *Responses are noted in percentage of total responses and total number of responses.*

- **Female:** 62%, 326.
- **Male:** 38%, 523.

Question 24: How many adults (age 18 and older) live in your household? *Responses are noted in percentage of total responses and total number of responses.*

- **One:** 26%, 135.
- **Two:** 50%, 260.
- **More than two:** 23%, 120.

Question 25: How many children (younger than age 18) live in your household? *Responses are noted in percentage of total responses and total number of responses.*

- **None:** 67%, 346.
- **One:** 19%, 98.
- **Two:** 11%, 59.
- **Three:** 3%, 13.
- **More than three:** 1%, 3.

Question 26: How old are you? *Responses are noted in percentage of total responses and total number of responses.*

- **Under 18:** 3%, 15.
- **18 to 24:** 9%, 47.
- **25 to 34:** 25%, 130.
- **35 to 49:** 34%, 179.
- **50 to 69:** 27%, 141.
- **Over 69:** 7%, 39.

Question 27: What race and/or ethnic group do you identify with? *People were asked to check all that apply. Responses are listed from most common to least common. Responses are noted in percentage of total responses and total number of responses.*

- **Japanese/Japanese American:** 79%, 408.
- **White:** 8%, 41.
- **Asian (other than the ethnicities listed):** 6%, 8.
- **Other:** 4%, 19.
- **Native Hawaiian/Other Pacific Islander:** 2%, 10.
- **Hispanic:** 2%, 10.
- **Black/African American:** 0.2%, 1.
- **American Indian/Alaska Native:** 0.2%, 1.

Question 28: What is your home zip code? *This was a required write-in response and is not totaled.*