

Visit Mendocino County **FINAL DRAFT (REV 6-29)**  
Visitor Perspective Survey

Greetings. Visit Mendocino County is vitally interested in gathering your perspectives, and experiences related to visiting the Mendocino area. We invite you to complete this important 6-8 minute survey that will be used to help guide and improve the destination experience. Your responses are anonymous and confidential. No one will call you or contact you beyond this survey.

At the end of the survey, you can opt-in with your email address to be eligible to win one of five \$200 gift **certificates**. Thank you very much for your time!

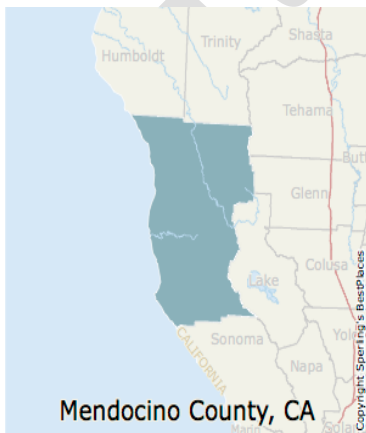
1. Are you a United States resident?

- Yes
- No

SKIP TO 3

2. What is your primary state of residence? [PROG: insert state list]

3. Did you visit Mendocino County in 2019, 2020, 2021 or 2022? “Visit” means doing an activity in the area, not just passing through.



- No
- Yes

SKIP TO TERMINATE

4. In any of those years, which season(s) did you visit in the Mendocino County area?

- Winter     Spring     Summer     Fall

Answer the next questions for your most recent visit to the Mendocino County area.

**5. Overall, how enjoyable was your experience in Mendocino County on your most recent trip?**

- 5 Extremely enjoyable Ask 6
- 4 Very enjoyable Ask 6
- 3 Somewhat enjoyable Ask 6
- 2 Somewhat unenjoyable Ask 7
- 1 Very unenjoyable Ask 7

**6. Why was Mendocino County enjoyable (Q5) (check all that apply) [Rotate list]**

- Clean/well maintained
- Uncongested
- Friendly
- Good value
- Good service
- Like my lodging
- Like it – great area
- Many things to see and do
- Natural beauty
- Natural wonders
- State parks
- Beautiful beaches
- Great outdoor activities
- Good weather
- Pet friendly
- Kid/family friendly
- Other (Specify) \_\_\_\_\_

**7. Why did you find Mendocino County unenjoyable (Q5) (check all that apply) [Rotate list]**

- Not clean/trashy
- Congested
- Not friendly
- Poor value
- Bad service
- Didn't like my lodging
- Don't like it - bad area
- Few things to see and do
- Parking hard to find
- Not pedestrian friendly/unpleasant walking areas
- Bad weather
- Not all businesses were open
- Not pet friendly
- Not kid/family friendly
- Other (Specify) \_\_\_\_\_

**8. What were your key factors in deciding to visit the Mendocino County area on that trip? (check all that apply) [PROG rotate order]**

- Fitting with my travel budget
- Open space

- Uncrowded
- Proximity to home
- Easy to access/get there
- Visited there before/familiarity
- Range of outdoor activities
- Needed a get-away
- Safe area
- Clean area
- Family/friends wanted to go there
- To visit family friends who live in there
- Saw or received a special promotion
- Saw or heard advertising on TV or radio
- Saw or heard advertising on social media
- Pet friendly
- Kid/family friendly
- Other \_\_\_\_\_ (specify)

**9. How did the COVID -19 pandemic influence your visiting Mendocino County when you did? (select all that apply)**

- Not at all; was coming here anyway
- Came here specifically as it's an outdoor recreation area
- Came here as it's less crowded than other places
- Came after postponing an earlier planned trip here due to COVID-19
- Other reasons (specify) \_\_\_\_\_

**10. What were your main SOURCES for Mendocino County information when PLANNING that trip? (check all that apply) [rotate order]**

- Visit Mendocino County website: [www.visitmendocino.com](http://www.visitmendocino.com)
- Visit California website
- Family member/friend
- General travel website like travelocity.com
- Hotel in Mendocino County
- Chamber of Commerce
- Newspaper or magazine advertisement
- Own experience/been there before
- Retail or Auto Club Guide Books
- Tour Operator
- Travel Agent
- Social media/hashtag
- Rating website like Yelp or TripAdvisor
- Google search engine
- Any social media
- Other sources
- None of these

**11. What was your MAIN destination on that OVERALL trip? (check one)**

- Mendocino County coastal areas
- Mendocino County inland areas
- San Francisco Bay area
- Other Northern California area(s)
  
- Central California
- Southern California
- Other California areas
- California and/or other Western States
- Oregon or Washington state USA
- All other areas (not listed above)

**12. What was your MAIN purpose for visiting Mendocino County? (check one) [rotate order]**

- Vacation/pleasure/to visit
- Sightseeing/entertainment
- Outdoor recreation
- Get away during COVID
- To attend a special event/festival
- Do business and/or for a meeting/conference
- See natural wonders/attractions
- Combining business or meeting and pleasure
- Visit relatives/friends/personal visit
- Visit historic sites or museum
- Passing through to another place
- Other

**13. Which of these activities did you participate in while in Mendocino County? (check all that apply) [prog:rotate list]**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="radio"/> Hiking</li> <li><input type="radio"/> Backpacking</li> <li><input type="radio"/> Fishing/crabbing</li> <li><input type="radio"/> Horseback Riding</li> <li><input type="radio"/> Dining in a restaurant</li> <li><input type="radio"/> Road Biking</li> <li><input type="radio"/> Mountain Biking</li> <li><input type="radio"/> Rock Climbing/Bouldering</li> <li><input type="radio"/> Kayaking/Canoeing/Boating</li> <li><input type="radio"/> Stand Up Paddle Boarding</li> <li><input type="radio"/> Jet Skiing/Water skiing</li> <li><input type="radio"/> Off-roading, ATV/UTV, dirt biking</li> <li><input type="radio"/> Camping/RVing</li> <li><input type="radio"/> Motorcycle Touring</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> Photography</li> <li><input type="radio"/> Viewing Wildlife</li> <li><input type="radio"/> Viewing Wildflowers</li> <li><input type="radio"/> Stargazing</li> <li><input type="radio"/> Dining out in restaurants</li> <li><input type="radio"/> General Sightseeing /Road Trip</li> <li><input type="radio"/> Shopping</li> <li><input type="radio"/> Entertainment (attending a concert/festival)</li> <li><input type="radio"/> Casino gaming</li> <li><input type="radio"/> Attending special events</li> <li><input type="radio"/> Wine/beer, spirits tasting</li> <li><input type="radio"/> Visit cannabis sites/farms</li> <li><input type="radio"/> Golfing</li> <li><input type="radio"/> Bird Watching</li> <li><input type="radio"/> Visiting Historic Sites/Museums</li> <li><input checked="" type="radio"/> Wine tasting</li> </ul> |
|---|--|



- Ocean sports
- Attend local theatre
- None of these activities

**14. What type of lodging did you stay in overnight in Mendocino County? (check one)**

- Not overnight in Mendocino County – day visit only
- Hotel, motel or inn
- Cabin
- RV Park or campground
- Tent campground
- Dispersed/wilderness camping
- Short term rental like Airbnb, etc.
- Private residence of friends, family (unpaid)
- Other paid or unpaid lodging

**15. Thinking about all the things you did in Mendocino County on a typical day on that trip, for items such as overnight lodging, food & beverages out, admissions, gifts/shopping, transportation/gas, or other items, about how much did you and your immediate party spend? \$ \_\_\_\_\_**

**16. For this total daily spending, how many people was that for? \_\_\_\_\_**

**17. On a scale where 5 = strongly agree to 1=strongly disagree, please rate each of these statements related to tourism in general for you (and your family if you have one) (select “0” if you don’t know or have no opinion) [rotate order] 5 4 3 2 1 0**

- When I travel I mainly consider destinations that align with my personal values
- When I travel I try to leave as little impact on the environment as possible
- When I travel I seek to patronize minority or women owned businesses
- When I travel I seek to find experiences and sites that are most authentic to the area
- When planning trips, I want information on the area’s environmental efforts

**18. On a scale where 5 = strongly agree to 1=strongly disagree, please rate each of these statements related to tourism in Mendocino County for you (and your family if you have one) (select “0” if you don’t know or have no opinion) [rotate order] 5 4 3 2 1 0**

- Mendocino County offers great shopping, dining, and cultural opportunities for visitors
- I think that tourism to Mendocino County has reached its capacity
- Tourism in Mendocino County contributes to the region’s economic health
- Overall, tourism’s positive benefits outweigh any negative impacts in Mendocino County
- In general, I support the legal sale of cannabis in Mendocino County
- I/we experienced crowding or congestion in Mendocino County
- Mendocino County visitor information was easy to find



On a scale where 5 =Strongly Agree and 1=Strongly disagree, how would you rate each of these statements about Mendocino County and its residents? (select “0” if you don’t know or have no opinion) [prog; rotate options]                    5       4       3       2       1       0

- Mendocino County seems like an area where it is important to protect the environment
- People in Mendocino County are friendly
- Mendocino County is an area characterized by a great outdoor environment
- Mendocino County offers visitors much music/entertainment.
- Mendocino County offers visitors great arts & culture
- I/we like that Mendocino County offers **visitors** more local restaurants than chain restaurants
- Mendocino County seems welcoming to people of all types and cultures from around the world
- Mendocino County seems like an area that welcomes LGBTQ+ travelers

**JUST A FEW MORE QUESTIONS**

**19. Which best describes your immediate travel group on this trip? (check one)**

- Alone (SKIP TO Q 27)
- A couple
- A family group
- A group of friends or co-workers
- A mixed group of family and friends
- Other

**20. Check the age group and number of those who were travelling with you...**

- Age 0 - 5 # \_\_
- Age 6 - 12 # \_\_
- Age 13 -17 # \_\_
- Age 18+ # \_\_

**21. Which represents your age group? (check one)**

- a. 18-29
- b. 30-39
- c. 40-49
- d. 50-59
- e. 60 -69
- f. 70+

**22. Which of these describes your household?**

- Single adult without children at home
- Single adult with children any age at home
- Married/partnered without children at home
- Married/partnered with children any age at home
- Group of unrelated adult individuals
- Family/Extended family with children any age
- Other

**23. Which represents your expected CURRENT YEAR total household income? (in U.S. dollars)  
(check one)**

- a. Under \$30,000
- b. \$30,000 - \$49,999
- c. \$50,000 - \$74,999
- d. \$75,000 - \$99,999
- e. \$100,000 - \$199,999
- f. \$200,000 - \$349,999
- g. \$350,000 - 499,999
- h. \$500,000 or more
- Decline to state

**24. How do you identify: (check one)**

- Male
- Female
- Other identified

Thank you for completing this survey! If you would like to be eligible for the gift **certificate** drawing please include your name and email address below. It will not be used for any other purpose.

First and Last Name \_\_\_\_\_

Email address: \_\_\_\_\_