



# SONOMA VALLEY VISITOR SURVEY

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## September 2010

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## Introduction

### Research Objectives

This report presents the results of a survey of visitors to the Sonoma Valley area conducted on behalf of the Sonoma Valley Visitors Bureau (SVVB) by Destination Analysts, Inc. The goals of this project were to understand the motivations, behaviors and demographic profile of the area's visitors.

### Methodology

To conduct this research, Destination Analysts worked closely with the SVVB to develop a 22-question survey questionnaire (Section 5, page 53), which was then collected from a group of randomly selected Sonoma Valley visitors from outside Sonoma County. During four weekends in August and September, Destination Analysts staff randomly intercepted and surveyed visitors at four Sonoma Valley locations. In total, 402 fully-completed surveys were collected, lending the topline results presented here a solid level of reliability. Figure 1.1 (below) shows the number of surveys collected and the percent of all surveys collected at each location.

**Figure 1.1: Survey Sample**

	Surveys collected	% of Surveys collected
Cornerstone Sonoma	72	17.9%
Sonoma Plaza	198	49.3%
Sebastiani Vineyards	100	24.9%
Train Town	32	8.0%

## Snapshot of Key Findings

Several important findings from this research are highlighted below.

### Place of origin

California (outside Sonoma County):	53.7%
Other USA:	28.1%
Any foreign country:	18.2%

### Top domestic feeder markets (% of domestic visitors)

San Francisco - Oakland - San Jose:	53.7%
Sacramento - Stockton - Modesto:	5.4%
Los Angeles - Long Beach:	5.4%

### Top foreign feeder markets (% of foreign visitors)

Canada:	18.3%
United Kingdom:	16.9%
Germany:	9.9%

### Most common trip types

Leisure day trip:	41.5%
Vacation:	35.6%
Getaway weekend:	13.7%

First time visitors to Sonoma valley:	44.1%
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**Average travel party size:** 2.9 persons

**Arrive by car:** 93.3%

### **Top activities in Sonoma Valley**

Dine in restaurants: 77.6%

Visit wineries: 76.4%

Scenery/people watching: 43.0%

Visit parks: 39.1%

### **Attractions visited in Sonoma Valley**

Sonoma Plaza: 77.6%

Sonoma Mission: 24.9%

Cornerstone Sonoma: 23.6%

**Spending in Sonoma Valley (per day):** \$249.02

### **Top reasons for visiting Sonoma Valley**

Wineries/wine tasting: 62.4%

Scenic beauty: 49.3%

Restaurants & cuisine: 31.6%

Sonoma Valley is relaxing: 27.1%

Small town feeling: 22.9%

### **Respondent demographics**

Female: 52.0%

Male: 45.8%

Average age: 44.3 years

Average annual household income: \$96,200

Married/domestic partnership: 62.2%

## Graphical Presentation of Survey Questions

In this section, we present the findings of the survey's base questions in the order they were asked. This section includes the non-demographic questions—those related to respondent opinions and behaviors. A brief written analysis is included for each chart. Questions related to the survey sample's demographics are presented in Section 5.

## Place of Residence

Sonoma Valley's visitors are primarily domestically based. The survey suggests that over half (53.7%) of visitors live inside the state of California. About one in four (28.1%) are from other states, and one in five are from foreign countries. In looking deeper at the origins of California residents, we see that nearly half (46.3%) are Northern California residents taking day trips to Sonoma Valley.

Figure 3.1: Where do you currently live?

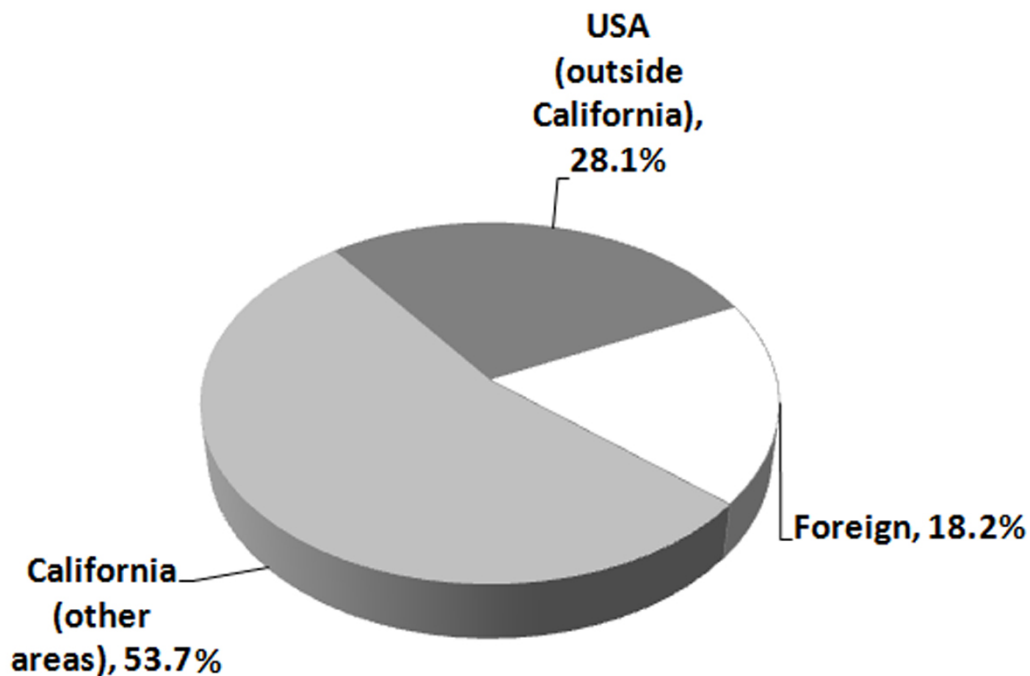


FIGURE 3.1 - Question 1: Where do you currently live? Base: All respondents. 402 completed surveys.

## Top Domestic Feeder Markets

Sonoma Valley's visitors are mostly from close to home. In fact, looking specifically at domestic respondents to the survey, the vast majority are from the San Francisco Bay area (excluding Sonoma County). Fully 53.0 percent reported home zip codes in the San Francisco -Oakland -San Jose metropolitan statistical area (MSA). Visitors from this local market dwarf in volume any of the other metropolitan area in the county. The second largest domestic market is the nearby Sacramento-Stockton-Modesto MSA, which accounts for 5.4 percent of domestic visitors. Equivalent in size is the Los Angeles-Long Beach MSA, contributing an equal volume of visitors.

Figure 3.2: Top Domestic Feeder Markets

(Chart shows percent of all domestic respondents)

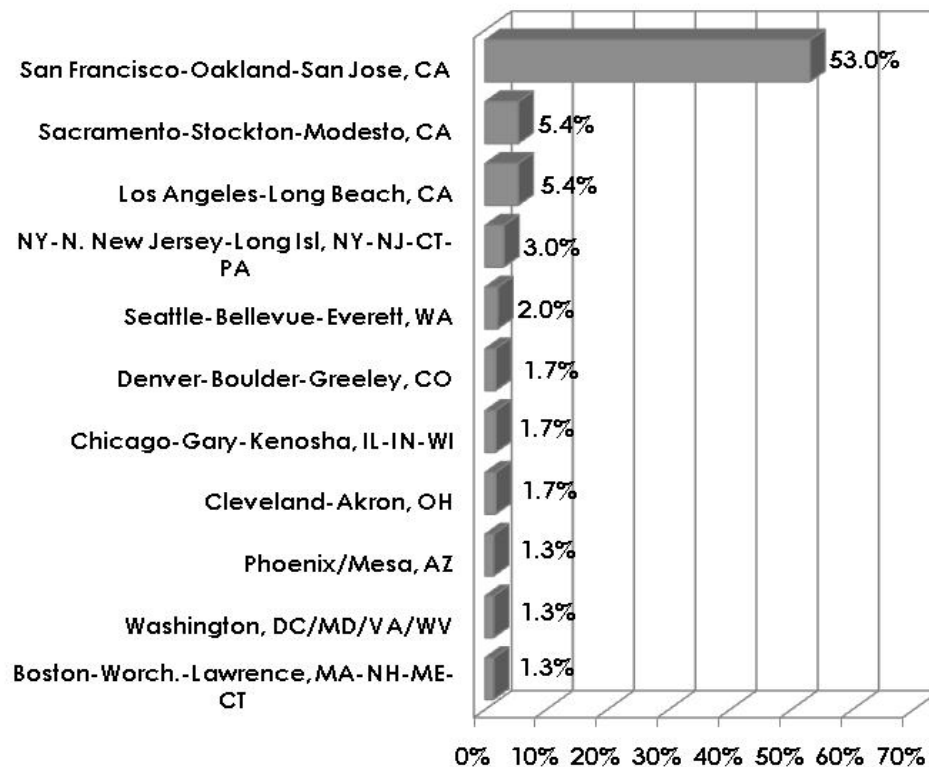


FIGURE 3.2 - Question 1: Top domestic feeder markets. Base: All domestic respondents. 298 completed surveys.

## Top Foreign Feeder Markets

In the composition of its foreign visitor traffic, Sonoma Valley appears to be heavily affected by its proximity to the region's largest visitor destination, San Francisco. The proportion of foreign visitors from each country (shown in Figure 3.3 below) closely mirrors the pattern seen in San Francisco's overall foreign visitor volume. The two markets accounting for the largest share of foreign visitors are Canada (18.3%) and the United Kingdom (16.9%). In addition, Germany contributes nearly one in ten (9.9%) of the valley's foreign visitors.

Figure 3.3: Top Foreign Feeder Markets

*(Chart shows percent of all foreign respondents)*

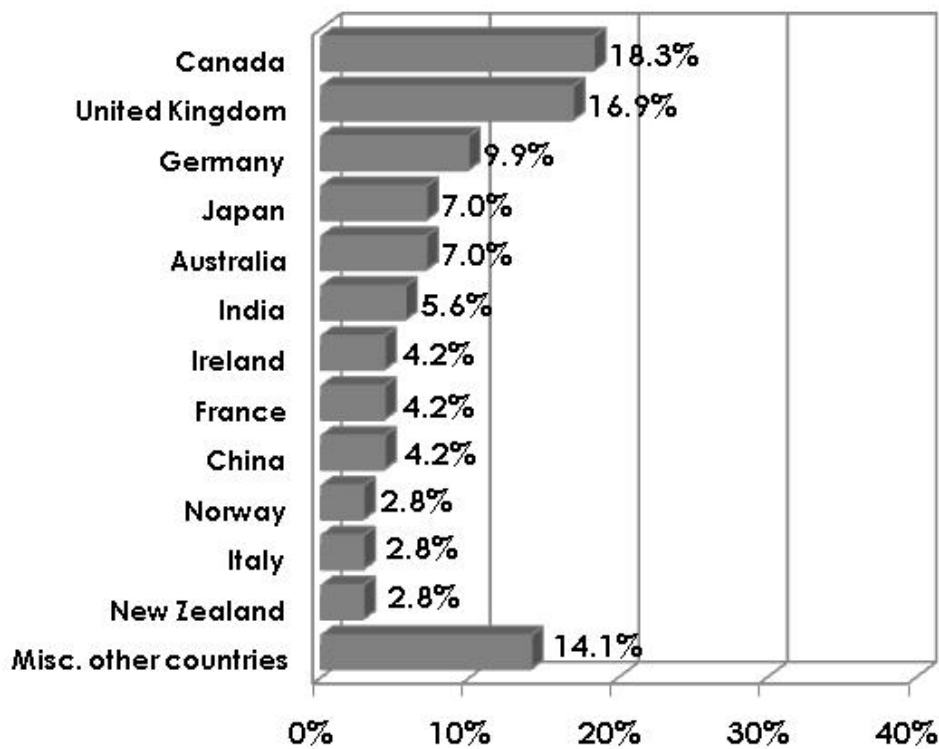
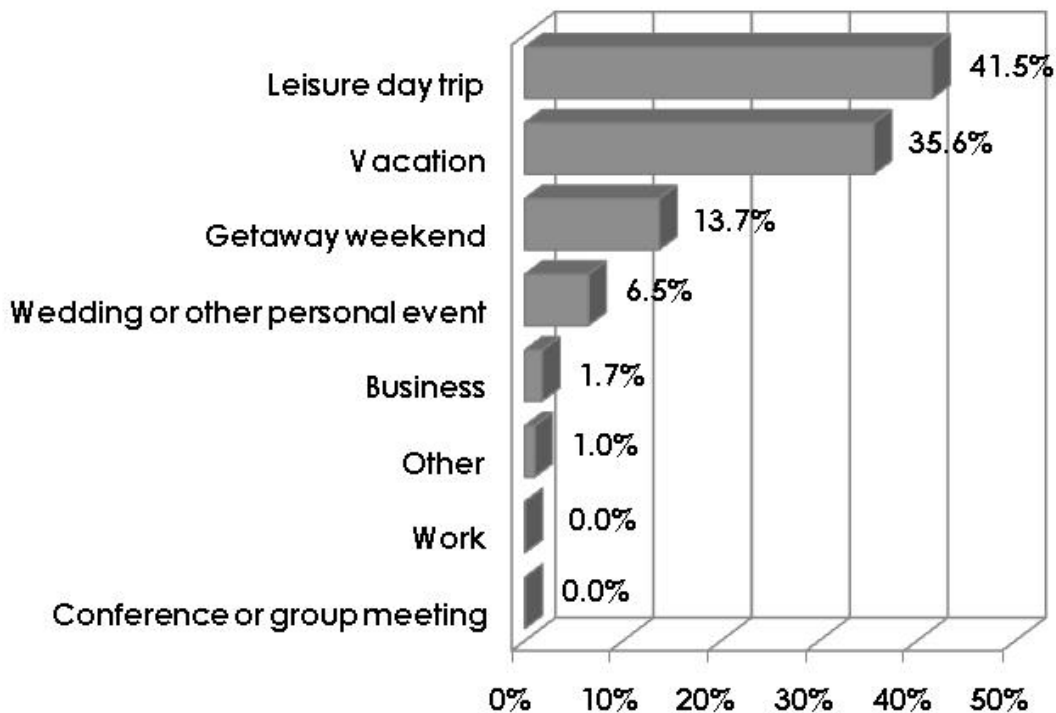


FIGURE 3.3 - Question 1: Top foreign feeder markets. Base: All foreign respondents. 79 completed surveys.

## Purpose of Visit to Sonoma Valley

Approximately four in ten survey respondents (41.5%) were in Sonoma Valley on a day trip. These day-trippers account for the largest single segment of visitors to Sonoma Valley. Nevertheless, more than one third (35.6%) of survey respondents reported that they are on a longer vacation trip. An additional 13.7 percent of those surveyed report being on a weekend getaway trip.

**Figure 3.4: Which best describes the purpose of this visit to Sonoma Valley? (Select one)**



**FIGURE 3.4 - Question 2: Which best describes the purpose of this visit to Sonoma Valley? (Select one)?** Base: All respondents. 402 completed surveys.

## Previous Visits to Sonoma Valley

As Sonoma Valley's visitor base consists heavily of regional residents, it is not surprising that a significant share of visitors (44.1%) has been to the Sonoma Valley area before. In total, 82.2 percent of foreign visitors and 52.2 percent of domestic non-California visitors were on their first trip to Sonoma Valley. Only 27.7 percent of Californians report that they were on their first visit to Sonoma Valley.

Figure 3.5: Is this your first trip to Sonoma Valley?

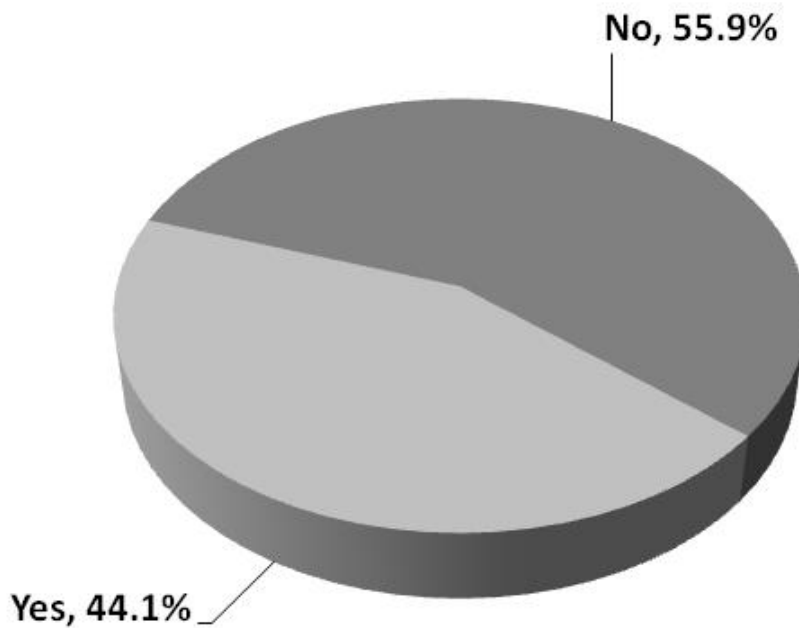


FIGURE 3.5 - Question 3: Is this your first trip to Sonoma Valley? All respondents: 402 completed surveys.

## Length of Stay in Sonoma Valley

The typical visitor to Sonoma Valley stays 1.6 days. However, this figure includes the large number of day trip visitors found in the survey. If we consider only visitors staying at least one night in the valley, this number rises to an average of 2.9 days. The typical person who stays at least one night in Sonoma Valley stays 2.2 nights.

Figure 3.6: How long will you stay in Sonoma Valley? (Select all that apply)

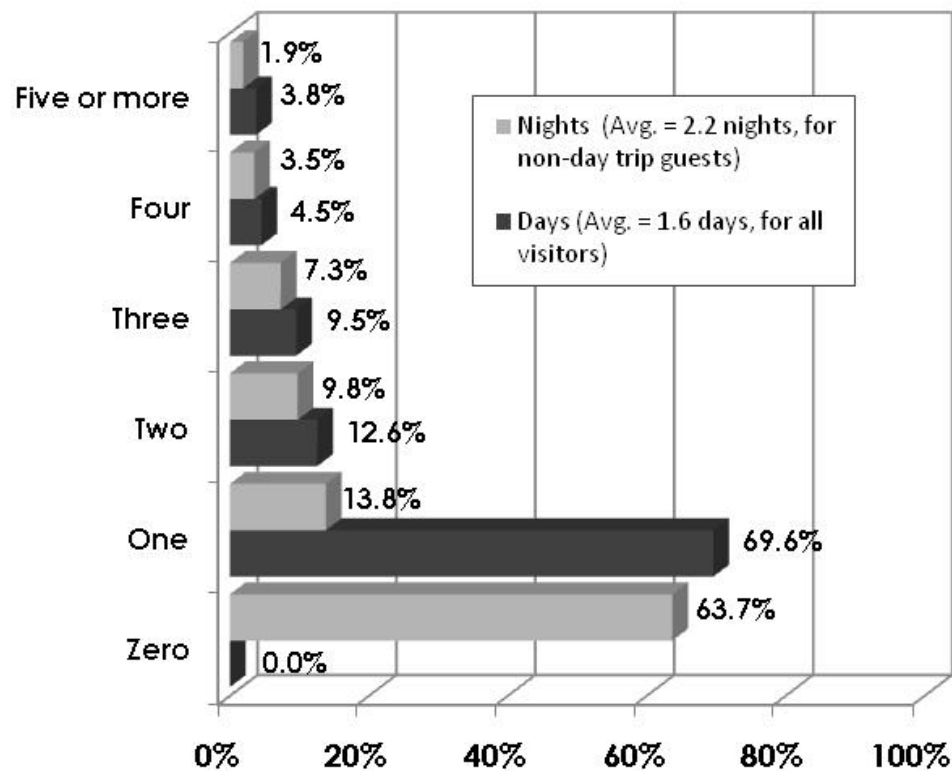
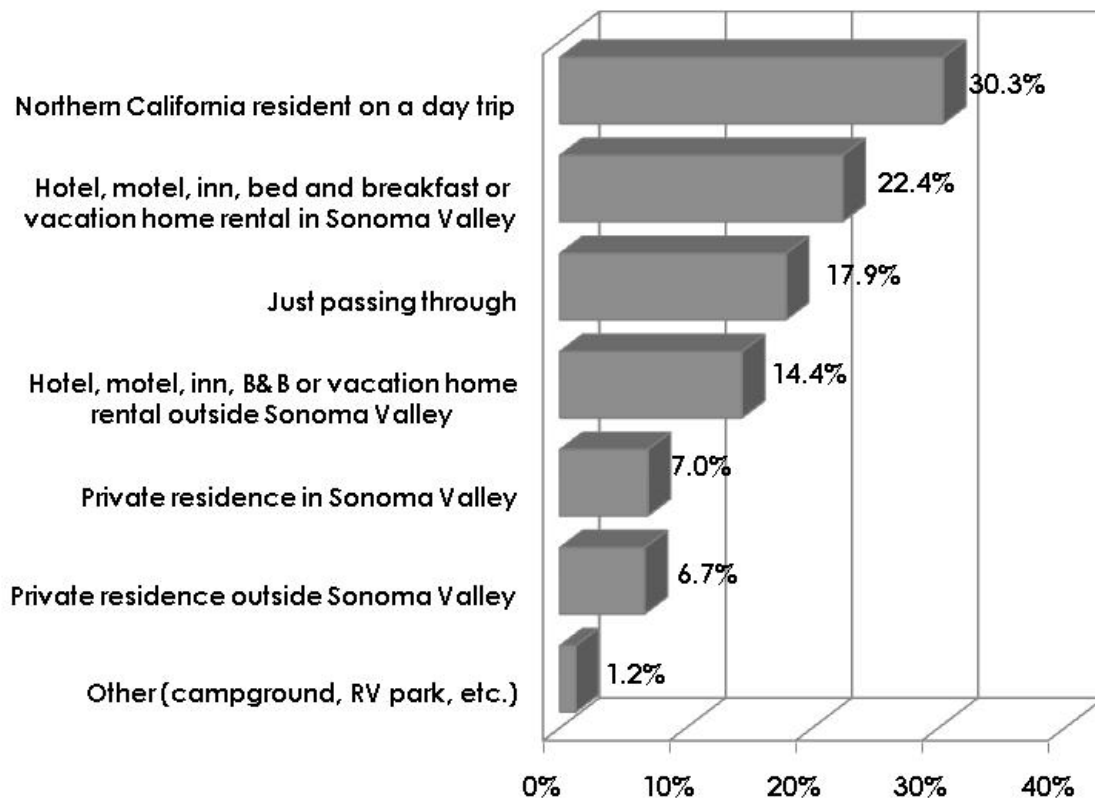


FIGURE 3.6 - Question 4: How long will you stay in Sonoma Valley? (Select all that apply) Base: All respondents. 402 completed surveys.

## Place of Stay in Sonoma Valley

One in three visitors surveyed for this project stayed overnight somewhere in Sonoma Valley. Figure 3.7 (below) shows that 22.4 percent of survey respondents stayed in paid lodging in Sonoma Valley. An additional 7.0 percent stay overnight in a private home in the valley. The largest single group was Northern California residents on day trips to Sonoma Valley, comprising 30.3 percent of respondents.

**Figure 3.7: Where are you staying on this visit to Sonoma Valley? (Select all that apply)**

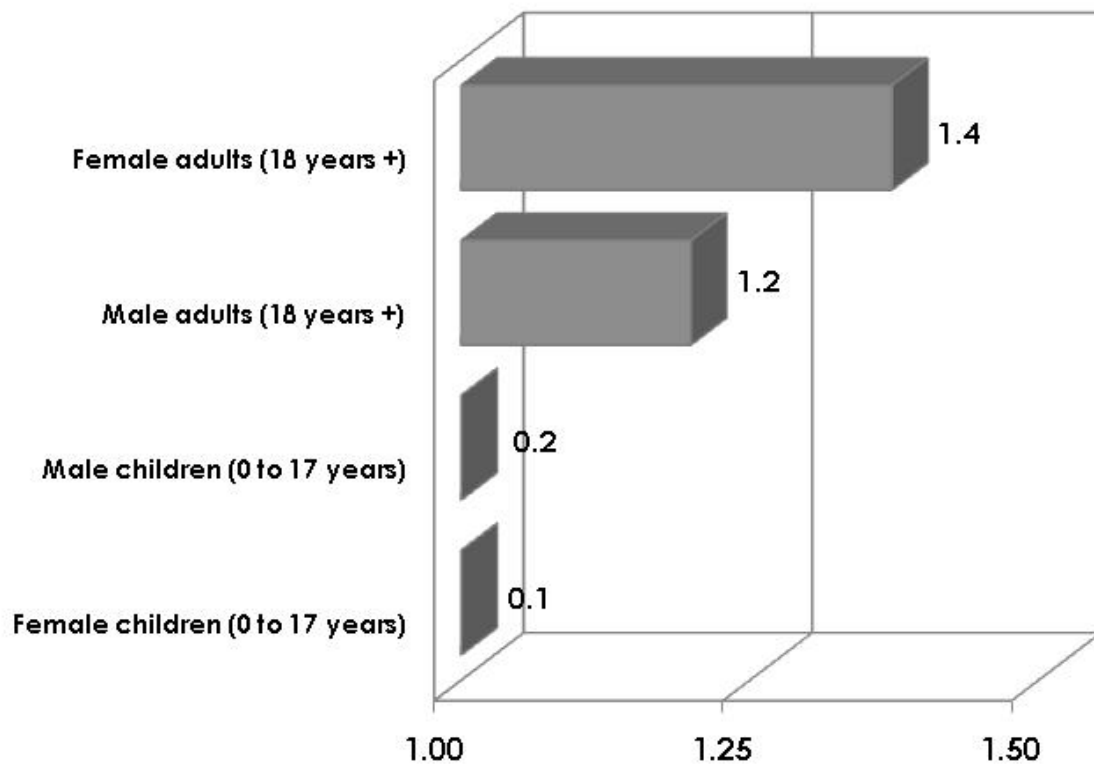


**FIGURE 3.7 - Question 5: Where are you staying on this visit to Sonoma Valley? (Select all that apply)**  
Base: All respondents. 402 completed surveys.

## Travel Party Composition

The average Sonoma Valley travel party consists of approximately 3 persons. Figure 3.8 (below) shows that the typical party had 1.4 adult females, 1.2 adult males and 0.3 kids. In total, 20.1 percent of visitors arrive in Sonoma Valley with children under 18 years of age in their parties.

**Figure 3.8: How many people of each type are in your immediate traveling party, including yourself?**



**FIGURE 3.8** - Question 6: How many people of each type are in your immediate traveling party, including yourself? Base: All respondents. 402 completed surveys.

## Method of Arrival

The vast majority of visitors to Sonoma Valley (93.3%) report arriving in a private automobile. Tour buses, vans and limos contribute a smaller share (5.2%) of the valley's visitors.

Figure 3.9: How did you arrive in Sonoma Valley?

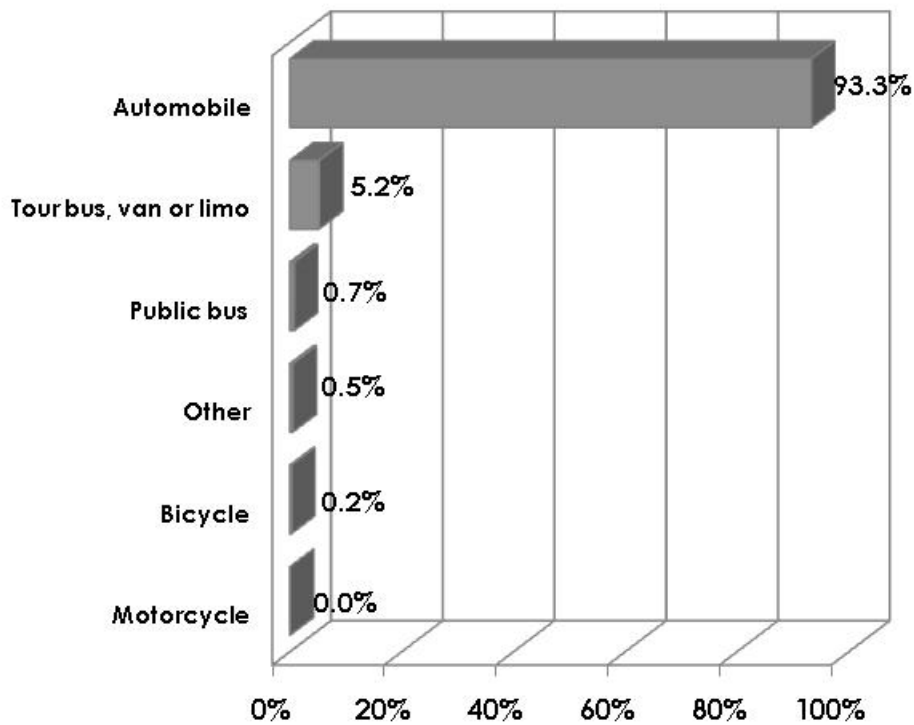
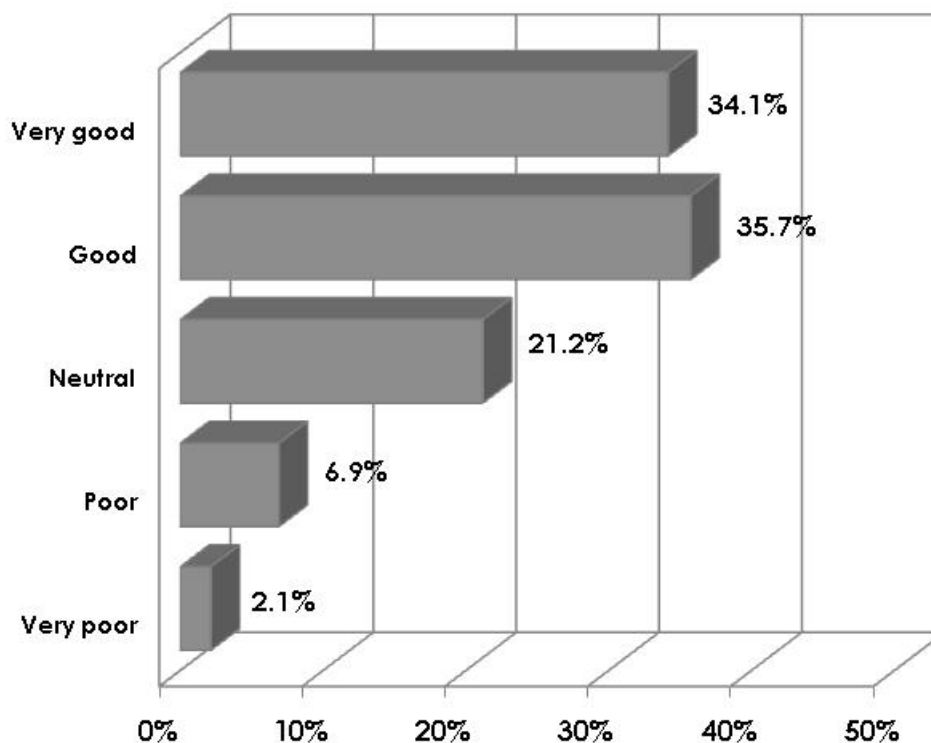


FIGURE 3.9 - Question 7: How did you arrive in Sonoma Valley? Base: All respondents. 402 completed surveys.

## Signage: Getting to Sonoma Valley

Those that arrived by automobile were asked to rate the signage directing them to get to Sonoma Valley using a scale from “Very poor” to “Very good.” The majority of visitors seem to feel that the signage directing them to Sonoma Valley was adequate. Fully 34.1 percent of survey respondents reported that they felt this signage was “Very good.” Another 35.7 percent said the signage was “Good.” About one in ten (9.0%) said that this signage was either “Poor” or “Very poor.”

**Figure 3.8: Using a scale from 1 to 5—with 1 representing “Very poor” and 5 representing “Very good”—please rate the following: Signage directing you to Sonoma Valley**

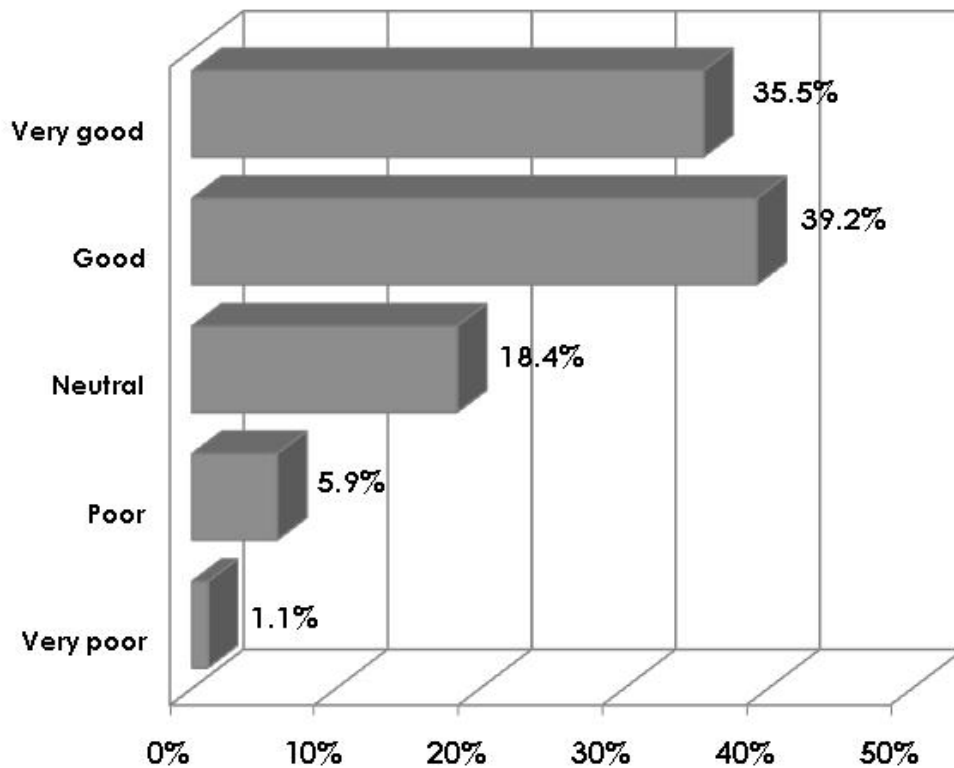


**FIGURE 3.8** - Question 8: Using a scale from 1 to 5—with 1 representing “Very Poor” and 5 representing “Very Good”—please rate the following: Signage directing you to Sonoma Valley  
Base: Respondents arriving by automobile. 378 completed surveys.

## Signage: Getting around Sonoma Valley

Respondents who arrived by automobile felt similarly positive about signage directing them around Sonoma Valley. Nearly 75 percent said this signage was either “Good” or “Very good.” Only 7.0 percent described signage directing visitors around the valley as either “Poor” or “Very poor.”

**Figure 3.9: Using a scale from 1 to 5—with 1 representing “Very poor” and 5 representing “Very good”—please rate the following: Signage directing you around Sonoma Valley**

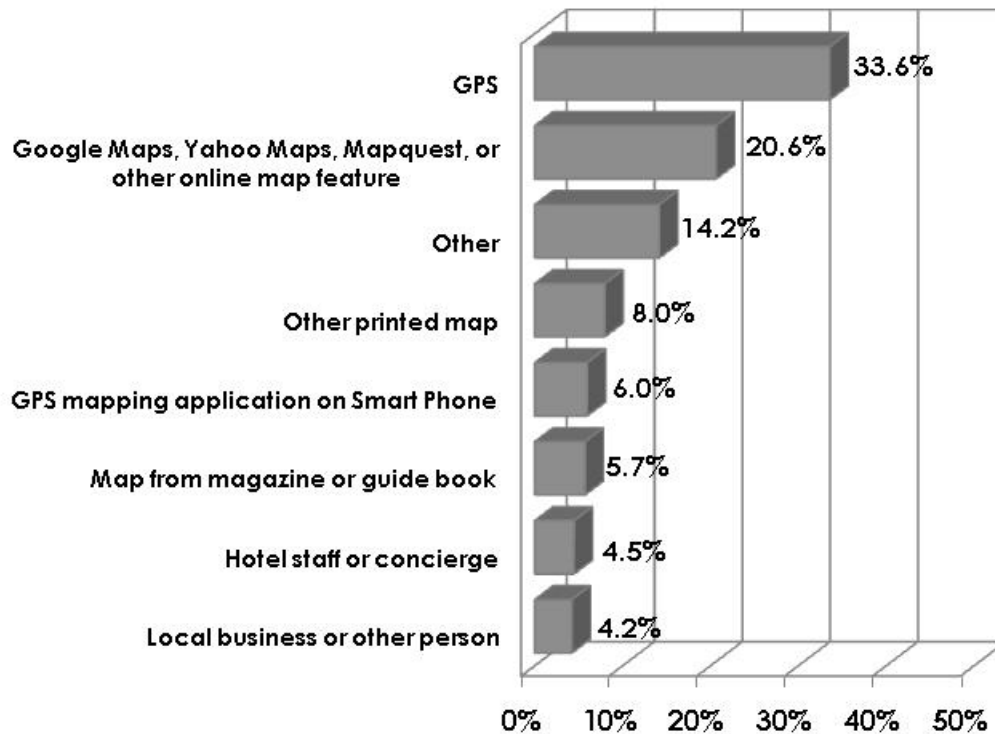


**FIGURE 3.9** - Question 8: Using a scale from 1 to 5—with 1 representing “Very Poor” and 5 representing “Very Good”—please rate the following: Signage directing you around Sonoma Valley. Base: Respondents arriving by automobile. 375 completed surveys.

## Tools Used to Navigate in/to Sonoma Valley

The most common navigation tool used by visitors to Sonoma Valley arriving by automobile is GPS. Over one third (33.6%) of all survey respondents said they used GPS to navigate their arrival, with another 6.0 percent using a GPS mapping application on their smart phone. Approximately one in five (20.6%) used an online mapping function—such as Google Maps or Yahoo Maps—to help with directions.

**Figure 3.10: Which of the following, if any, did you use to get to Sonoma Valley and/or find your way around Sonoma Valley? (Select all that apply)**

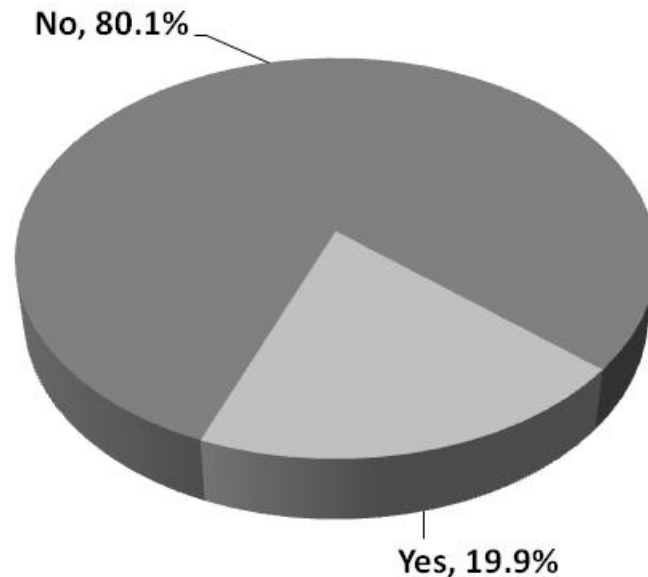


**FIGURE 3.10 - Question 9: Which of the following, if any, did you use to get to Sonoma Valley and/or find your way around Sonoma Valley? (Select all that apply)** Base: All respondents. 402 completed surveys.

## Lost or Confused on Way to or Around Sonoma Valley

While confusion is far from the norm, a significant share of visitors arriving by automobile report that they felt lost or became confused while trying to navigate to and/or around Sonoma Valley. In total, 19.9 percent of survey respondents (one in five visitors) said that they felt lost or confused on their way to and/or around Sonoma Valley.

**Figure 3.11: At any point, did you feel lost or confused on your way to and around Sonoma Valley?**

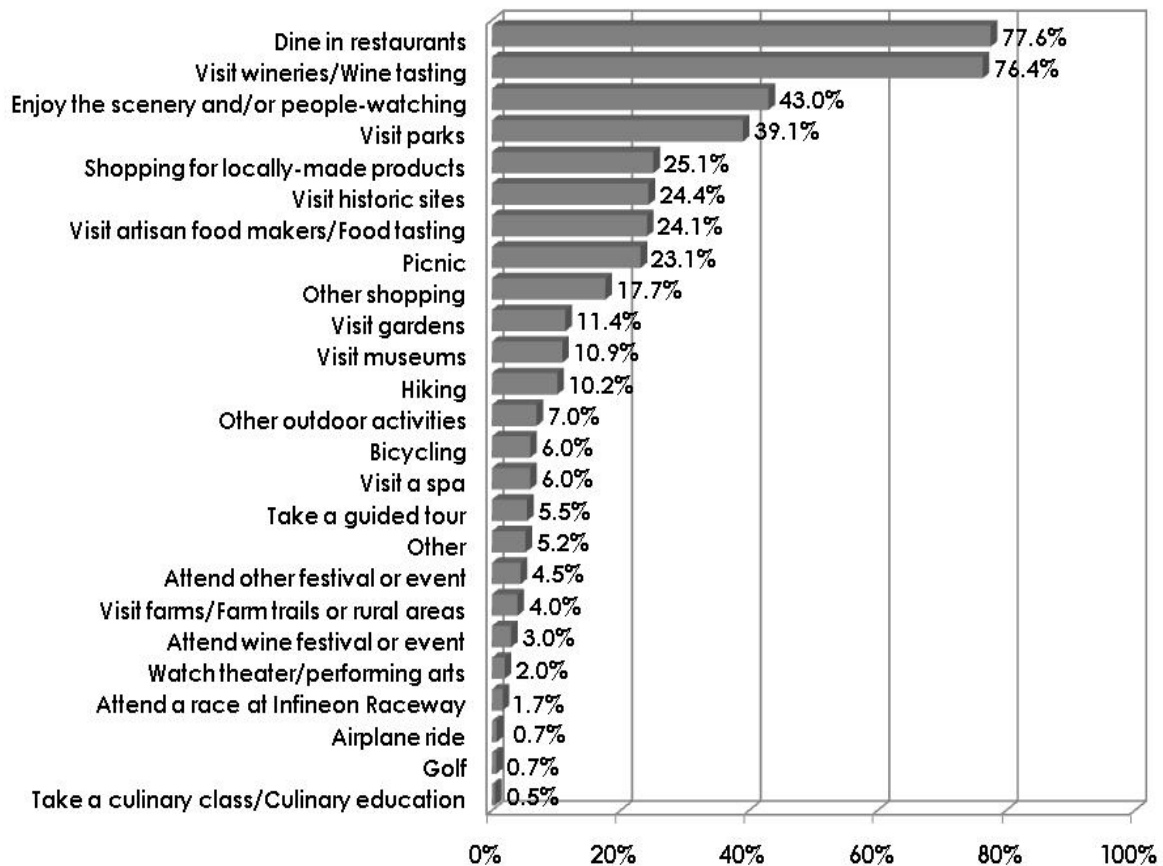


**FIGURE 3.11** - Question 10: At any point, did you feel lost or confused on your way to and around Sonoma Valley? Base: All respondents. 391 completed surveys.

## Activities in Sonoma Valley

The most common activities pursued by Sonoma Valley visitors are dining in restaurants (77.6%) and visiting wineries (76.4%). Additionally, significant proportions of Sonoma Valley visitors enjoy scenery/people watching (43.0%) and visiting parks (39.1%).

**Figure 3.12: Which of these activities did you (or will you) participate in while in Sonoma Valley? (Select all that apply)**



**FIGURE 3.12** - Question 11: Which of these activities did you (or will you) participate in while in Sonoma Valley? (Select all that apply) Base: All respondents. 402 completed surveys.

## Attractions Visited in Sonoma Valley

The survey asked respondents to identify from a list of Sonoma Valley attraction those they expected to visit while on their current trip. The most commonly cited attractions were Sonoma Plaza (77.6%), Sonoma Mission (24.9%) and Cornerstone Sonoma (23.6%).

Figure 3.13: Please look at this list of attractions in Sonoma Valley and tell me which you have visited (or you plan to visit) while on this trip to Sonoma Valley? (Select all that apply)

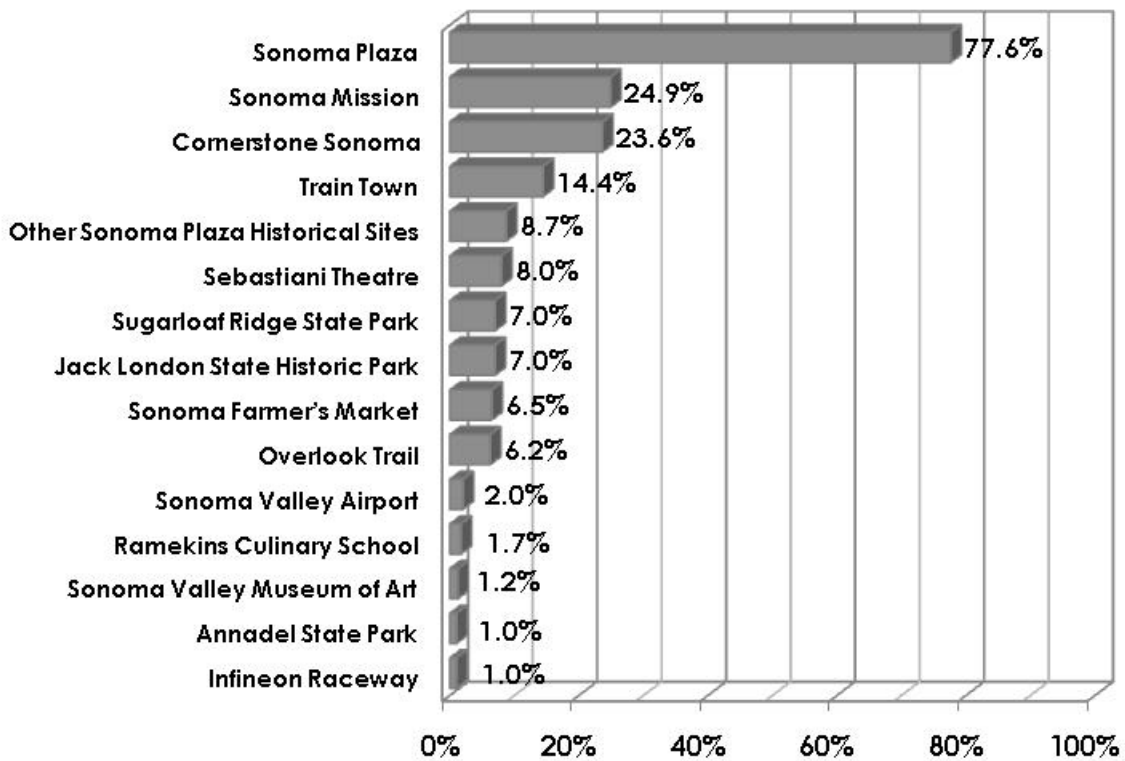


FIGURE 3.13 - Question 12: Please look at this list of attractions in Sonoma Valley and tell me which you have visited (or you plan to visit) while on this trip to Sonoma Valley? (Select all that apply)  
Base: All respondents. 402 completed surveys.

## Expected Spending in Sonoma Valley

The average visitor to Sonoma Valley reports spending a total of nearly \$250 per day while in the area. The largest proportions of this total spending are on restaurants (\$81.61), wine bottle purchases (\$60.41) and accommodations (\$52.90).

Figure 3.14: PER DAY, approximately how much did you (or will you) spend on each of the following while in Sonoma Valley?

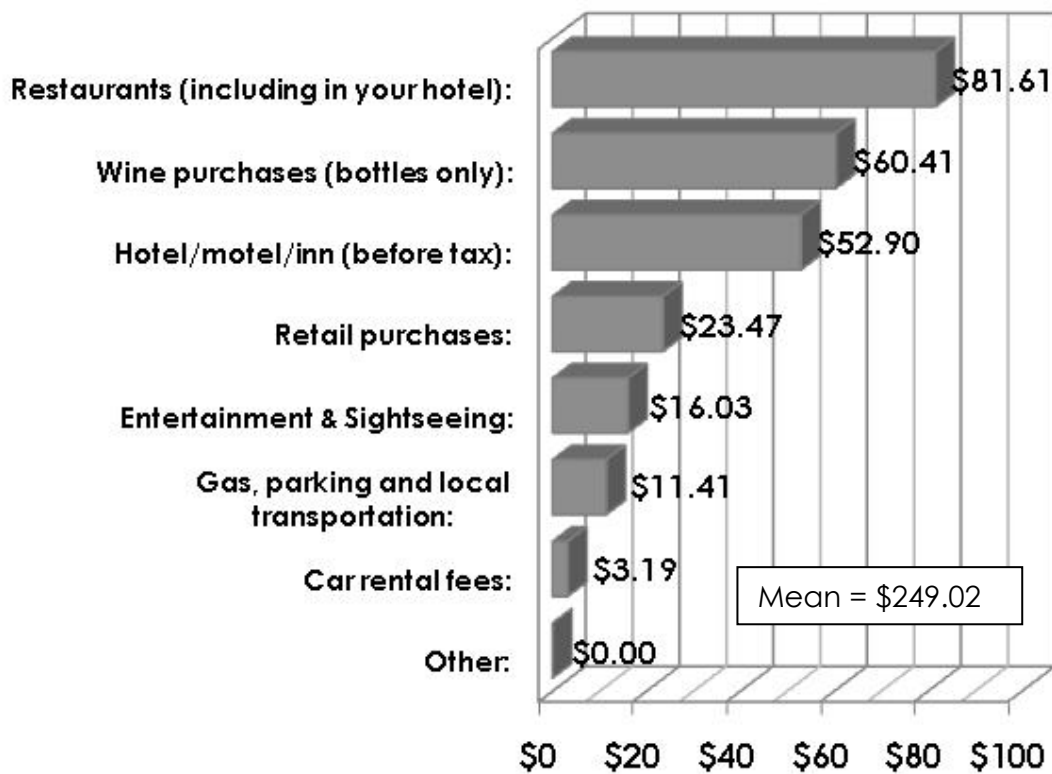


FIGURE 3.14 - Question 13: PER DAY, approximately how much did you (or will you) spend on each of the following while in Sonoma Valley? Base: All respondents. 402 completed surveys.

## Number of Persons Covered by Spending

The survey asked respondents how many people were fully covered by their reported spending in Sonoma Valley. The typical survey respondent stated that their personal spending covered 2.6 visitors. Given the average spending of \$249.02 (Figure 3.14), this implies that the typical visitor to Sonoma Valley results in \$94.98 in direct visitor spending per day.

Figure 3.15: These expenses fully cover how many people (including yourself)?

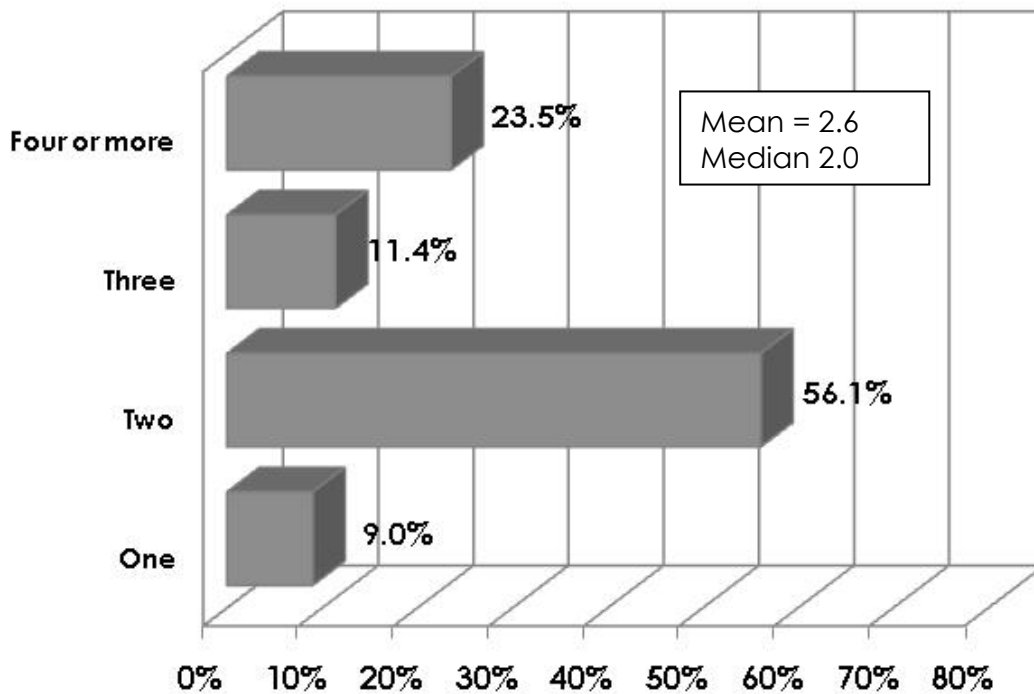
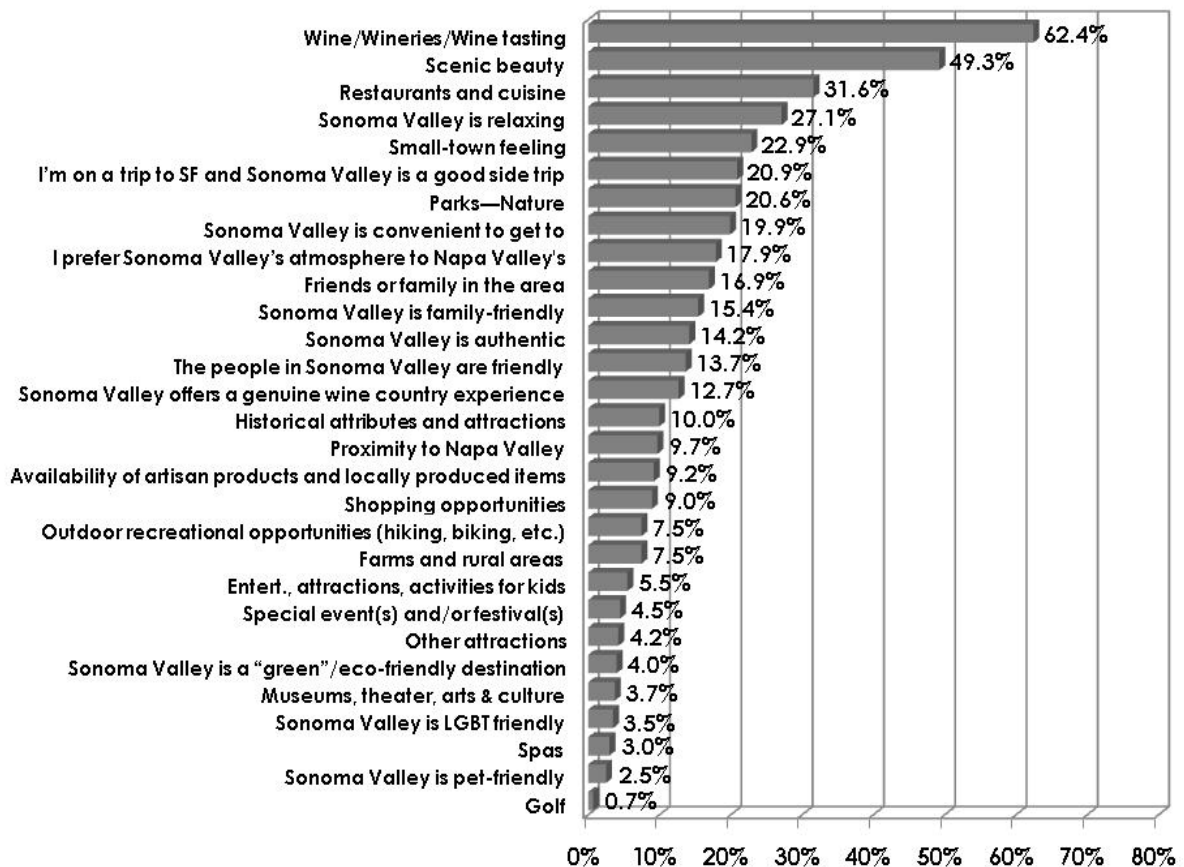


FIGURE 3.15 - Question 14: These expenses fully cover how many people (including yourself)? Base: All respondents. 378 completed surveys.

## Reasons for Visiting Sonoma Valley

Figure 3.16 (below) shows the proportion of respondents identifying various factors as “important” to their decision to visit Sonoma Valley. Perhaps unsurprisingly, the primary reasons visitors come to Sonoma Valley are wine (62.4%) and scenic beauty (49.3%). Beyond these obvious influences, Sonoma Valley’s cuisine (31.6%), small town feel (20.9%) and relaxing atmosphere (27.1%) are also important drivers of visitation.

**Figure 3.16: Please look at this list of reasons you may have chosen to visit Sonoma Valley. Which of the following were IMPORTANT to your decision to visit Sonoma Valley versus other destinations? (Select all that apply)**

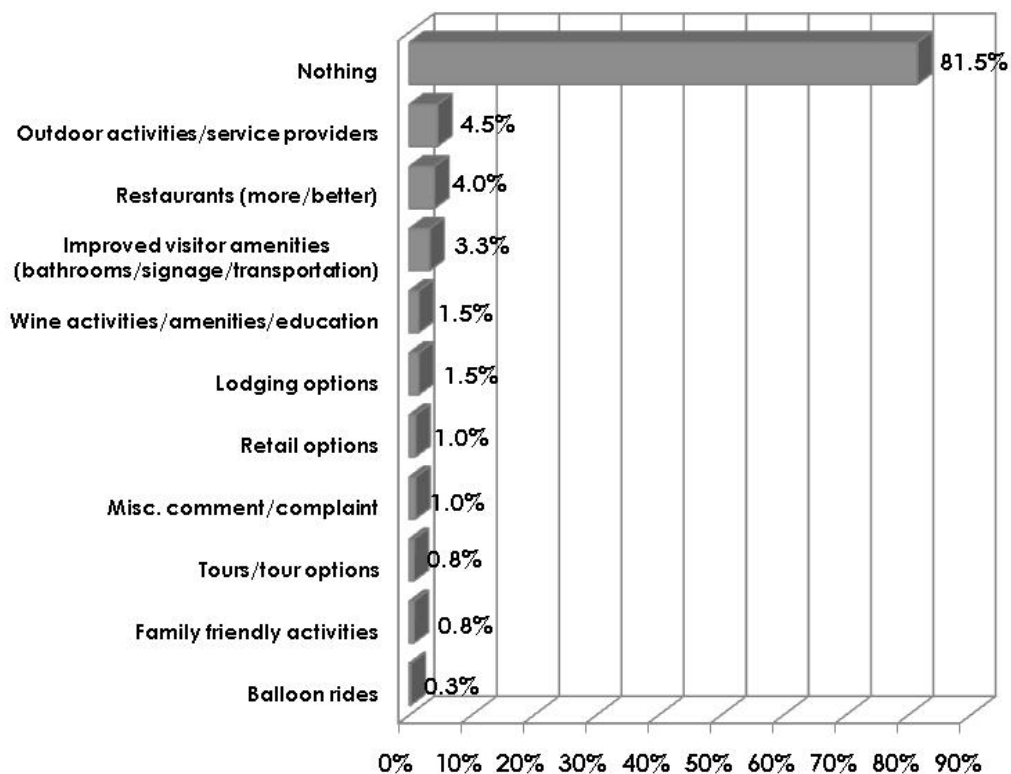


**FIGURE 3.16** - Question 15: Please look at this list of reasons you may have chosen to visit Sonoma Valley. Which of the following were IMPORTANT to your decision to visit Sonoma Valley versus other destinations? (Select all that apply) Base: All respondents. 402 completed surveys.

## What's Missing from Sonoma Valley (Open-ended)

A key objective of this research was to look into what visitors felt Sonoma Valley was lacking. Survey respondents were thus asked what types of attractions or businesses were missing from Sonoma Valley which would make it a more attractive leisure destination. The response from the vast majority of respondents (81.5%) was that Sonoma Valley isn't missing anything. Amongst those that felt Sonoma Valley could be improved through the addition of certain attractions or businesses, no ideas offered were prominent stand outs. Ideas ranged from outdoor activity offerings to wine education, with no single suggestion garnering more than 5 percent of visitor agreement overall.

**Figure 3.17: Thinking about Sonoma Valley as a place to visit, in your opinion, what types of attractions, businesses, etc. are missing from Sonoma Valley (if any), which would make the area a more attractive destination for leisure?**



**FIGURE 3.17** - Question 16: Thinking about Sonoma Valley as a place to visit, in your opinion, what types of attractions, businesses, etc. are missing from Sonoma Valley (if any), which would make the area a more attractive destination for leisure? Base: All respondents. 402 completed surveys.

## Demographic Questions

In this section, we present the findings of the survey's demographic questions in the order they were asked. A brief written analysis is included for each chart.

## Gender

The survey sample skewed slightly female (52.0%).

Figure 4.40: What is your gender?

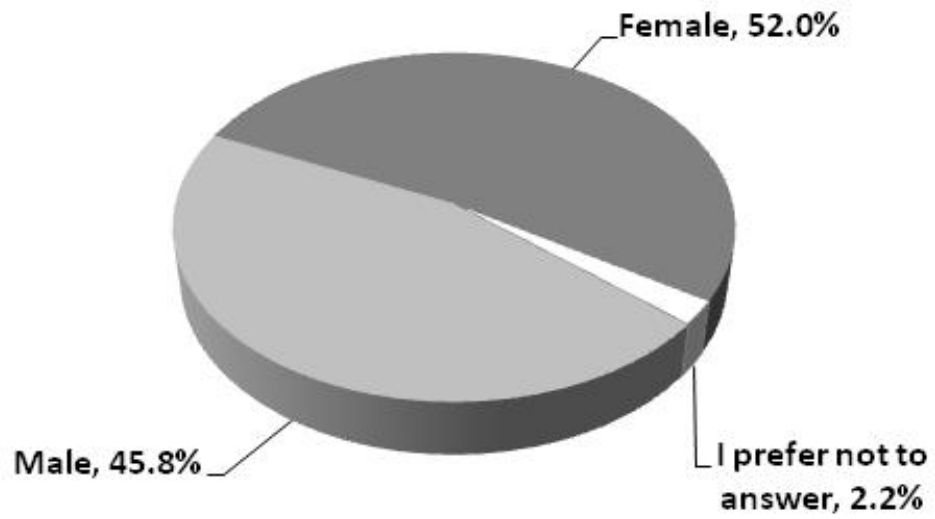


FIGURE 4.40 - Question 38: What is your gender? Base: All respondents. 402 completed surveys.

# Age

Sonoma Valley draws a mix of age groups. The largest age range represented is 35 to 44 (30.1%) and, in fact, over half of survey respondents are between 25 and 44 years old. The mean age is 44.3 years.

Figure 4.41: What is your age? (Select one)

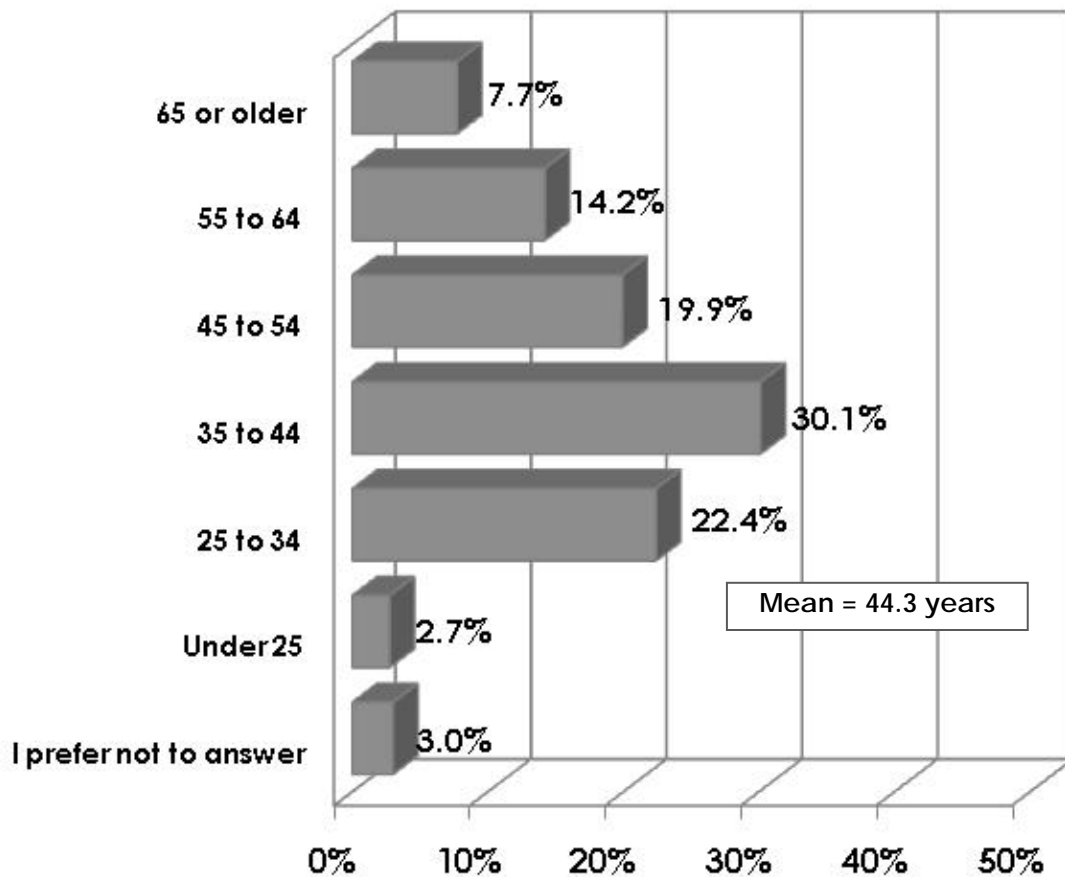


FIGURE 4.41 - Question 39: What is your age? (Select one) Base: All respondents. 402 completed surveys.

## Annual Household Income

Sonoma Valley draws an affluent group of travelers. The average household income of survey respondents is \$96,200, with 61.2 percent having an annual household income of \$80,000 or more.

Figure 4.42: Which of the following best describes the combined annual income of all members of your household? (Select one)

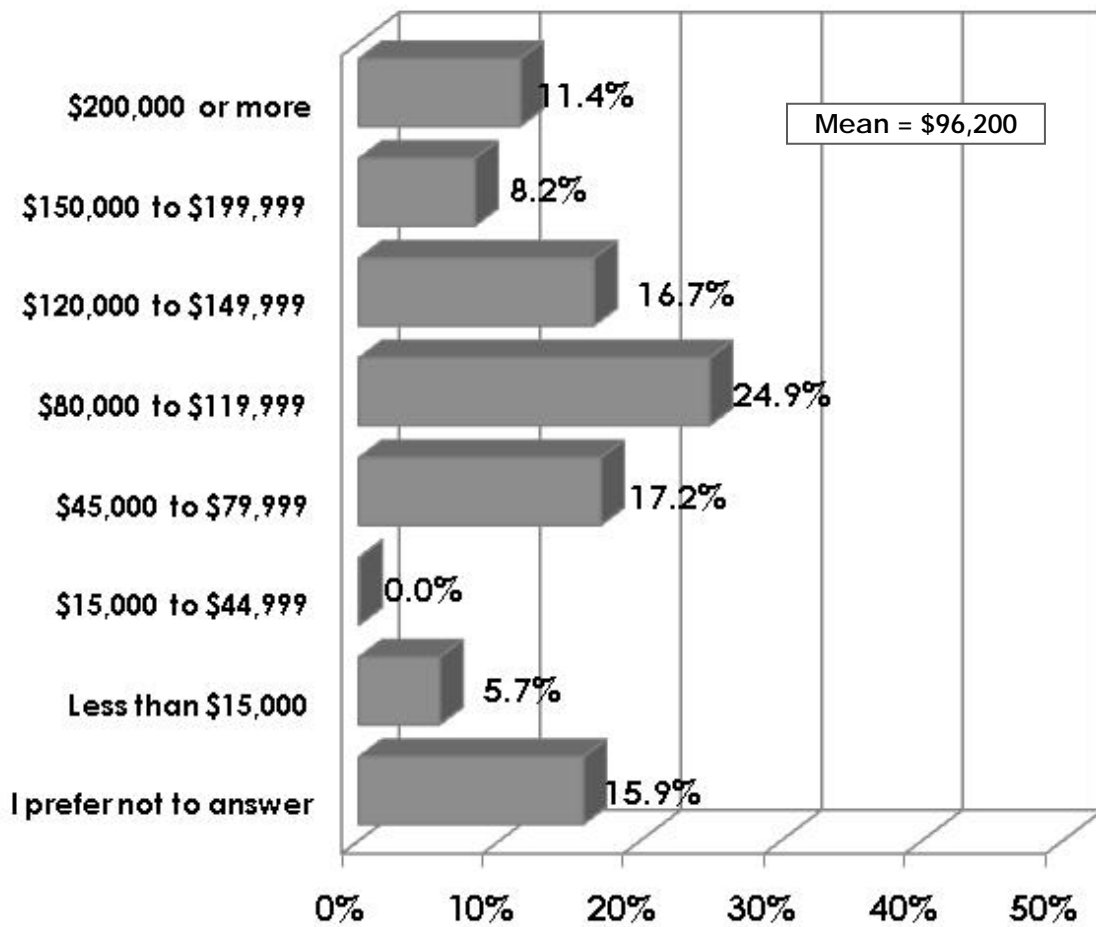


FIGURE 4.42 - Question 40: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All respondents. 402 completed surveys.

## Marital Status

Most Sonoma Valley visitors surveyed are married or in domestic partnerships (62.2%). About one third are single. 18.6 percent have children under age 18.

Figure 4.43: Which of the following best describes your current marital status? (Select one)

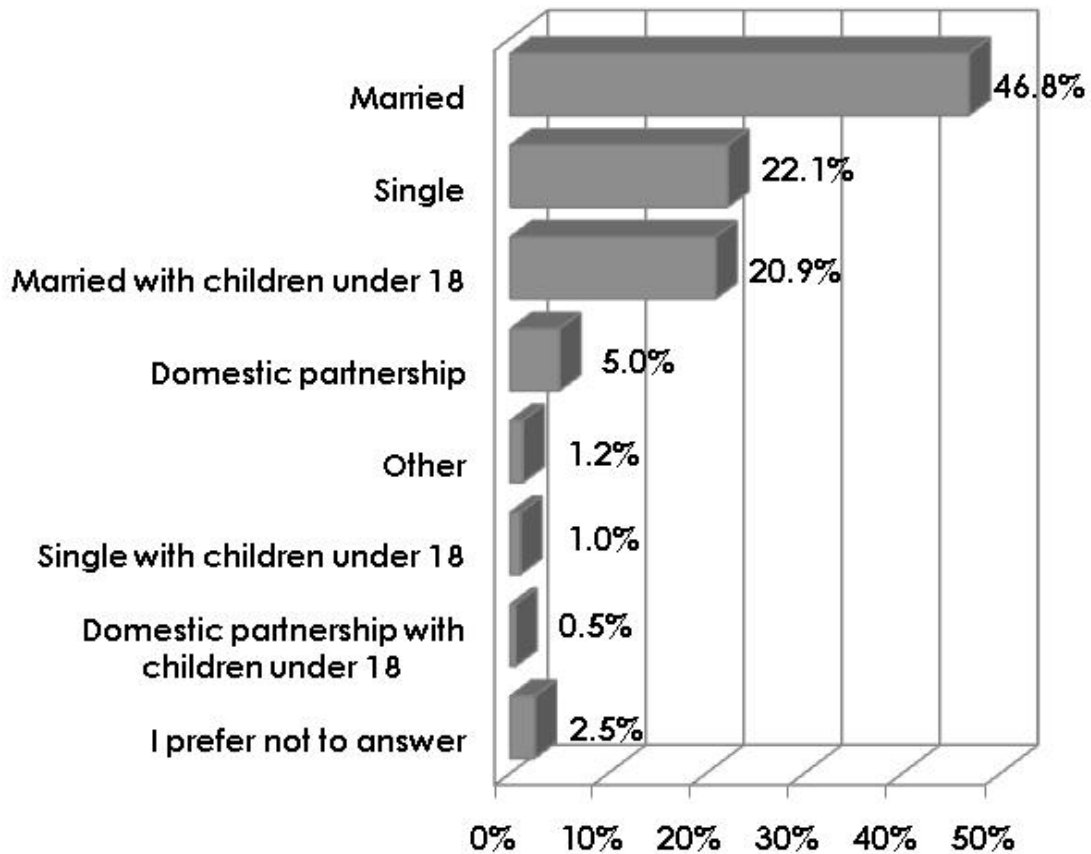


FIGURE 4.43 – Question 41: Which of the following best describes your current marital status? (Select one) Base: All respondents. 402 completed surveys.

## Ethnicity

The majority (78.6%) of respondents are Caucasian. About one-in-ten are Asian-Pacific Islander. Latinos represented 3.7 percent of respondents.

Figure 4.44: Which best describes your ethnicity? (Select one)

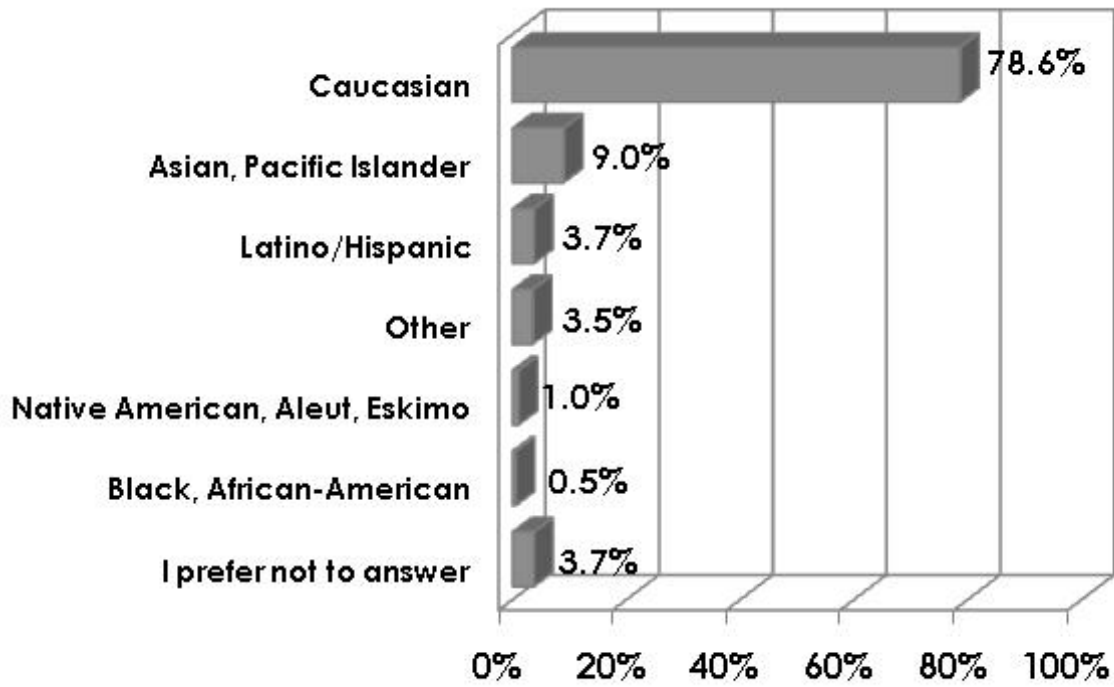


FIGURE 4.44 - Question 42: Which best describes your ethnicity? (Select one) Base: All respondents. 402 completed surveys.

## Index I: Survey Questionnaire

The complete survey questionnaire is presented below.

# 2010 Sonoma Valley Visitor Survey

**SURVEY DATE:** \_\_\_\_\_  
**TIME:** \_\_\_\_\_  
**LOCATION:** \_\_\_\_\_

## 1) Where do you currently live?

- Sonoma County [THANK AND TERMINATE SURVEY]
- California (outside Sonoma County)
- Other USA
- Foreign Residence

1a) IF USA: What is your zip code? \_\_\_\_\_

1b) IF FOREIGN RESIDENCE: Which country do you live in? \_\_\_\_\_

## 2) Which best describes the purpose of this visit to Sonoma Valley? (Select one)

- Vacation
- Getaway weekend
- Leisure day-trip
- Wedding or other personal event
- Conference or group meeting
- Business
- Other
- Work [THANK AND TERMINATE SURVEY]

## 3) Is this your first trip to Sonoma Valley?

- Yes
- No

## 4) How long will you stay in Sonoma Valley?

\_\_\_\_\_ Days  
\_\_\_\_\_ Nights

## 5) Where are you staying on this visit to Sonoma Valley? (Select all that apply)

Hotel, motel, inn, bed and breakfast or vacation home rental in Sonoma Valley

- Private residence in Sonoma Valley
- Hotel, motel, inn bed and breakfast or vacation home rental outside

Sonoma Valley

- Private residence outside Sonoma Valley
- Other (campground, RV park, etc.)
- Just passing through
- Northern California resident on a day trip

**6) How many people of each type are in your immediate traveling party, including yourself?**

Male adults (18 yrs. +) \_\_\_\_\_

Female adults (18 yrs. +) \_\_\_\_\_

Male children (0 to 17 yrs.) \_\_\_\_\_

Female children (0 to 17 yrs.) \_\_\_\_\_

**7) How did you arrive in Sonoma Valley?**

- Automobile
- Public bus
- Tour bus, van or limo
- Motorcycle
- Bicycle
- Other

<<DIRECT RESPONDENT TO PAGE 1 OF THE VISUAL AID>>

**8) Using a scale from 1 to 5—with 1 representing “Very Poor” and 5 representing “Very Good”—please rate the following:**

Signage directing you to Sonoma Valley: \_\_\_\_\_

Signage directing you around Sonoma Valley: \_\_\_\_\_

**9) Which of the following, if any, did you use to get to Sonoma Valley and/or find your way around Sonoma Valley? (Select all that apply)**

- GPS
- Google Maps, Yahoo Maps, Mapquest, or other online map feature
- GPS mapping application on Smart Phone
- Map from magazine or guide book
- Other printed map
- Hotel staff or concierge
- Local business or other person

- Other

**10) At any point, did you feel lost or confused on your way to and around Sonoma Valley?**

- Yes
- No

**<<DIRECT RESPONDENT TO PAGE 2 OF THE VISUAL AID>>**

**11) Which of these activities did you (or will you) participate in while in Sonoma Valley? (Select all that apply)**

- Dine in restaurants
- Visit wineries/Wine tasting
- Visit artisan food makers (i.e. cheese, olive oil, honey, etc.)/Food tasting
- Visit museums
- Watch theater/performing arts
- Visit historic sites
- Take a culinary class/Culinary education
- Attend wine festival or event
- Attend other festival or event
- Visit a spa
- Golf
- Bicycling
- Hiking
- Other outdoor activities
- Take a guided tour
- Picnic
- Airplane ride
- Visit farms/Farm trails or rural areas
- Shopping for locally-made products, such as cheese, olive oil, honey, etc.
- Other shopping
- Visit gardens
- Visit parks
- Attend a race at Infineon Raceway
- Enjoy the scenery and/or people-watching
- Other

**<<DIRECT RESPONDENT TO PAGE 3 OF THE VISUAL AID>>**

**12) Please look at this list of attractions in Sonoma Valley and tell me which you have visited (or you plan to visit) while on this trip to Sonoma Valley? (Select all that apply)**

- Jack London State Historic Park
- Sonoma Plaza
- Sonoma Mission
- Other Sonoma Plaza Historical Sites

- Ramekins Culinary School
- Sebastiani Theatre
- Annadel State Park
- Train Town
- Sugarloaf Ridge State Park
- Sonoma Farmer's Market
- Cornerstone Sonoma
- Sonoma Valley Museum of Art
- Overlook Trail
- Sonoma Valley Airport
- Infineon Raceway

**13) PER DAY, approximately how much did you (or will you) spend on each of the following while in Sonoma Valley?**

Hotel/motel/inn ( <u>before tax</u> ):	\$ _____
Restaurants ( <u>including in your hotel</u> ):	\$ _____
Wine purchases ( <u>bottles only</u> ):	\$ _____
Retail purchases:	\$ _____
Entertainment & Sightseeing:	\$ _____
Car rental fees:	\$ _____
Gas, parking and local transportation:	\$ _____
Other:	\$ _____

**14) These expenses fully cover how many people (including yourself)?**

\_\_\_\_\_ People

**<<ONLY ASK NEXT QUESTION IF VISITING FOR LEISURE (NON WEDDING/ PERSONAL EVENT RELATED). DIRECT RESPONDENT TO PAGE 4 OF VISUAL AID>>**

**15) Please look at this list of reasons you may have chosen to visit Sonoma Valley. Which of the following were IMPORTANT to your decision to visit Sonoma Valley versus other destinations? (Select all that apply)**

- I'm on a trip to San Francisco and Sonoma Valley is a good side trip
- Wine/Wineries/Wine tasting
- Restaurants and cuisine
- Museums, theater, arts & culture
- Shopping opportunities
- Availability of artisan products and locally produced items
- Farms and rural areas
- Scenic beauty
- Friends or family in the area
- Historical attributes and attractions

- Other attractions
- Special event(s) and/or festival(s)
- Parks—Nature
- Outdoor recreational opportunities, such as hiking, biking, etc.
- Golf
- Spas
- Entertainment, attractions, activities, etc. for kids
- Proximity to Napa Valley
- Small-town feeling
- Sonoma Valley is a "green"/eco-friendly destination
- Sonoma Valley is pet-friendly
- Sonoma Valley is authentic
- Sonoma Valley is family-friendly
- Sonoma Valley is convenient to get to
- Sonoma Valley is relaxing
- Sonoma Valley offers a genuine wine country experience
- Sonoma Valley is LGBT friendly
- The people in Sonoma Valley are friendly
- I prefer Sonoma Valley's atmosphere to Napa Valley's

**16) Thinking about Sonoma Valley as a place to visit, in your opinion, what types of attractions, businesses, etc. are missing from Sonoma Valley (if any), which would make the area a more attractive destination for leisure?**

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[NOTE: QUESTIONS 17 THROUGH 37 PROPRIETARY TO KENWOOD INVESTMENTS]

<<HAND IPAD OR CLIPBOARD TO RESPONDENT AND ASK HIM/HER TO COMPLETE THE DEMOGRAPHIC QUESTIONS ON NEXT PAGE ON THEIR OWN>>

*The following questions will only be used to develop a profile of people that visit the area. Your responses are confidential and will not be shared.*

**38) What is your gender? (Select one)**

- Female
- Male
- I prefer not to answer

**39) What is your age? (Select one)**

- Under 25
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64

- 65 or older
- I prefer not to answer

**40) Which of the following best describes the combined annual income of all members of your household? (Select one)**

- Less than \$15,000
- \$15,000 to \$44,999
- \$45,000 to \$79,999
- \$80,000 to \$119,999
- \$120,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- I prefer not to answer

**41) Which of the following best describes your current marital status? (Select one)**

- Single
- Single with children under 18
- Married
- Married with children under 18
- Domestic partnership
- Domestic partnership with children under 18
- Other
- I prefer not to answer

**42) Which best describes your ethnicity? (Select one)**

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American, Aleut, Eskimo
- Other
- I prefer not to answer

***Sonoma Valley thanks you for your help! We hope you enjoy the rest of your visit.***