MEMORANDUM

TO: DAVID HAWKER
FROM: SANDY PFAFF
RE: VISITOR SURVEYS
DATE: 12 September 2014

BACKGROUND: Over the course of 12 months, ending July 2013, the VCB collected survey responses from visitors in a variety of settings, including via www.oregoncoast.org, at special events, at the Jennifer Sears Glass Art Studio, at the State Fair in Salem and other trade shows, and at local lodging properties. In all of those cases an attempt was made to have the questions be substantially the same. Some exceptions had to be made, since the questions asked of people already in Lincoln City had to vary slightly from questions asked of potential visitors who were intercepted at places like the State Fair. The questions were patterned after a similar study done by a Destination Marketing Organization (DMO) for similar reasons in Canada. In each case the survey respondents were encouraged to act by being entered into a drawing for a weekend getaway. The questions are below, 2012 Survey Terms and Conditions. (Prior formatting of the survey document makes pagination impossible in this streaming PDF.)

This was not intended to be a scientific survey but rather an informational one (and thus open-ended questions) to help the VCB better understand the characteristics and desires of the current market. The results should be considered in conjunction with the more formal survey analyses done by companies like Dean Runyan or Longwoods International, which can be found at industry.traveloregon.com. Those are not Lincoln City specific but rather address the Coast in general or the County as a whole. Many of our responses were from people who were already here or had already decided to come here. As a result, they don't for the most part represent the market we haven't captured.

A final survey done was by postcard targeting specific zip codes in Bend, Vancouver and the west side of the Portland Metro area, obviously with abbreviated questions. The zip codes were just a few of those reported by some local lodging properties to produce comparatively fewer visitors than other areas. In that case the interest was in trying to glean some information about the market we may not have captured. Only 6 short questions were posed. I would encourage more postcard surveys to other areas.

DISCUSSION: After the data was captured, VCB staff and David Twigg entered the data and summarized the results of each survey type. I have included Mr. Twigg's summaries and analyses after the survey questions of the various data groups. Although I don't agree with some conclusions about the importance of activities, I don't disagree with the rest of what he has said. Also at the end is the postcard survey data, with no analysis.

The data is conflicting to some extent. One group places heavier emphasis on participating in a special event, for instance, than does another. Answers will, of course, be influenced differently if the visitor was just here to enjoy the kite festival or instead for a family reunion that happened to coincide with a kite festival.

There are really no big surprises in the survey results. We are a leisure destination. Most of our visitors are older and come from Oregon, Washington, Idaho and California, in that order, and visit in the spring or summer. They come here to relax at the beach. Most stay in hotels. Visitors are heavily influenced by the opinions and information from family and friends.

Our most likely Coastal "competitors" are Newport and Seaside.[1] The party size of 3.2-3.85 people is consistent with the *Longwoods* report of 3.5 for the Coast in general. The amount spent by overnight visitors is roughly 3 times that of day-trippers. *Longwoods* estimates BOUT $49 and $145. Our overnight spending was about $20 less. Most people stay not more than 2 nights.

And we must keep in mind that the data collected in these surveys was collected during the recession, albeit nearer the technical end. The economy and the weather have substantial impact on our visitors.

The postcard survey and the intercept survey results are the most valuable data. They interject a different perspective from people who are here already or are planning to come here. Though on most of the other surveys people responded heavily that they enjoyed most the beautiful natural environment, on the postcard survey, after mentioning the beach, the top three were eating, shopping and gambling. In the intercept survey, nearly half said they wanted to visit attractions when they went to the beach and needed other activities beyond the beach.

SO WHAT IS THE TAKEAWAY FROM ALL THIS DATA? In my opinion it is the following---no surprises:

1) We are not a vacation destination. We are a convenient weekend getaway or daytrip. If we were a vacation destination, in all likelihood planning the trip would be farther out than 3 months.
2) Good restaurants, shopping opportunities, and "nonbeach" activities are critical to visitor satisfaction and destination choice (and that would include customer service).
3) We have not distinguished ourselves from other neighboring similar destinations and continue simply to be another option for a day or weekend at the beach.

WHAT DO WE DO GOING FORWARD?

[1] On the postcard survey, some visitors identified attractions and restaurants in Newport as their most enjoyable experiences.

If we want to stay in this economic stratum, nothing more than we are doing to stay top-of-mind as a beach option for Pacific Northwest.

If we want to improve the economy's stability through tourism, **then becoming a vacation destination, rather than a "pass-through" or optional beach location** would help. When the recession hit, people traveled much closer to home to save money. As a result, the visitors we pitched to were from the Pacific Northwest and primarily the Valley. Now that the recession is virtually over and disposable income is more available for travel, reaching farther outside the Pacific Northwest for visitors, as we did before the recession, may well have positive impact. Good markets include Colorado, Montana, New Mexico, Arizona, and Wyoming.

We can become a vacation destination by developing more activities or attractions (including more dynamite restaurants) that make visitors want to have this as home base on the Coast for a multi-day or week vacation. Making ourselves the most accessible place to visit on the Coast would set us apart to an enormous segment of the traveling population. Many of us have disabilities or travel with others who have disabilities. Ease and comfort are compelling. What a great message we would be sending to the world!

We can also do it by selling everything around us as the spokes for our hub, from Newport to Astoria and McMinnville. That's not new positioning for Lincoln City. In this case it is once again selling that position to a wider market.

We are currently using some of the tools important for the latter.

- ✓ We have developed a series of itineraries, themed and not themed, to sell to group tour operators and independent travelers. We have promoted them individually to group tour operators through NTA (National Tour Association) and other group tour organizations. Before I leave, the itineraries will all be collected in a separate group tour promotions piece.
- ✓ We have increased the number of group tours by using the Culinary Center, glass floats, and the Glass Studio for entertainment. Without the Culinary Center tour development would be extremely difficult. Currently Newport is the primary Central Coast destination. Over time we might change that some.
- ✓ We have begun developing and promoting amenities the make us more accessible than other parts of the Coast, including a wheelchair riders guide and a detailed accessibility section on the website.
- ✓ We are identifying and pitching stories to media that reaches those outlying markets.
- ✓ We are hammering social media---everyday—trying to make our stories viral in any market.

I am confident our current staff, under a new leader, will find other ways. But all this is extremely labor intensive. Its limitations will be availability of staff time.

The prizes will include one night's lodging for two, a culinary class gift certificate (value $50), a blow-your-own-glass-float gift certificate (value $65), a glass sand dollar (value $15), and a minimum of $75 in dining gift certificates, with an aggregate package value of not less than $450.

Lincoln City Visitor & Convention Bureau

2012-13 Visitor Survey Terms & Conditions

The Visitor Survey is promoted by the Lincoln City Visitor & Convention Bureau (LCVCB), 801 SW Hwy 101, Suite 401, Lincoln City, OR 97367. All queries should be directed to 800-452-2151.

Entry is open to all visitors to Lincoln City.

The visitor survey program commences on June 23, 2012 and ends on June 30, 2013.

To enter the drawing, visitors need to complete the survey, providing contact details as requested.

All visitors who complete the questionnaire fully and provide all requested contact details and whose survey is received prior to:

September 30,2012 at 5:00pm
December 31, 2012 at 5:00pm
March 30, 2013 at 5:00pm
June 30, 2013 at 5:00 pm

will automatically be entered into the drawing, immediately following the close date.

The LCVCB accepts no responsibility for incomplete, incorrectly submitted, delayed, misdirected or illegible submissions. A visitor is only permitted to submit ONE survey per travel/group. The LCVCB has the right to remove any entries that appear to be duplicates or multiple entries from the same group for the same questionnaire. The incentive draws are strictly one entry per each 3-month period of the campaign. Subsequent entries will therefore be disregarded.

Draws will be conducted within one week of the close of each 3-month period. Prizes are not redeemable for cash.

All winners will be notified in writing within 7 days of each draw.

By entering, visitors agree that the LCVCB may use the aggregate information collected from the questionnaire for related research and marketing purposes. The LCVCB agrees not to sell or otherwise share contact information with others.

The LCVCB's decisions will be final.

Entrants who do not check the consent box removing authority for the promoter to contact them, may receive information by mail and email on Lincoln City and the Central Oregon Coast.

1. Have you visited Lincoln City within the last 2 years? ____ Yes _____ No
2. Have you visited other Oregon Coast towns within the last 2 years? _____ Yes _____No

   If you have, which towns? _____

   When you chose those other towns, was there any particular reasons why you chose to visit there rather than Lincoln City?

   _____

3. How did you **first** hear about Lincoln City? _____Travel Sites, e.g. TripAdvisor; _____Visitors' Center; _____from family/friends; _____TV commercial; _____brochure/tourism guide; _____Newspaper/magazine; _____Lincoln City website (oregoncoast.org); _____other internet sites; _____been there before; _____ just now; _____other (be specific) _____.
4. How extensively do you use the following information sources when you plan your trips? Put an "x" for very extensively, an "s" for somewhat, and "N" for not. _____Travel Sites, e.g. TripAdvisor; _____Visitors' Center; _____family/friends; _____brochure/tourism guide; _____Newspaper/magazine; _____Destination website (e.g. oregoncoast.org); _____other internet sites; _____other (be specific) _____.
5. How far in advance do you generally start planning your trips? _____Less than a week; _____1-4 Weeks; _____1-3 months; _____more than 3 months
6. Have you ever visited Lincoln City's website, www.oregoncoast.org? _____Yes, _____No
7. In addition to the beach, what types of activities do you enjoy participating in on a beach vacation? (Check all that apply)

   ___ Visiting Family/friends; _____visiting attractions (please name or describe type specifically)_____; _____experiencing arts, history & culture; _____camping; _____hiking; _____interacting with local citizens; _____viewing scenic beauty; _____ extreme water sports like surfing; _____calmer water activities like fishing; _____girlfriend getaway; _____romantic getaway; _____whale watching; _____hands-on experiences like glass blowing or culinary classes;_____; golfing_____; gambling; _____festivals (please identify specifically;_____ shopping; _____dining; _____other (please identify specifically)_____
8. From the list above, excluding the beach, what is or will be the single most important factor in your decision to visit the beach? _____
9. How important is it for you to have other activities available beyond those available on the beach? _____ Not Very; _____Very
10. Have you already decided to visit the beach in the next 12 months? _____ Yes _____No. If no, skip to question 18.
11. If so, what communities are you likely to visit? _____ Why?: _____

12. Will your visit be primarily for _____ Leisure; _____Visiting family or friends; _____ business; _____conference or convention; _____mix of business/conference and leisure?
13. If for leisure, are you motivated to come at that time because of a festival, sporting or other special event? ____Yes _____No If yes, which one? _____
14. How many people will be in your party? How many will be under 24 years of age? _____ How many between 25 and 34? _____; 35-44? _____; 45-54_____; _____55-64; _____65 or older?_____
15. If you will be staying overnight, approximately how much money do you expect to spend for your whole party for lodging, food, entertainment, and shopping? _____
16. If you will be staying overnight, enter the number of nights you are spending in each of the following:

    _____Motel/Hotel _____Bed & Breakfast _____2nd Home

    _____Campground _____ RV Park _____Vacation Rental Home

    _____ Other

17. If you will be day tripping, approximately how much money do you expect to spend for your whole party for food, shopping, and entertainment? _____
18. Would you like to be added to our e-newsletter list? _____Yes; _____No.
19. I would like to be added to your direct mail calendar list: _____Yes _____ No

Name: _____; Address_____

City: _____; State/Province _____; Country_____;

Zip/Postal Code: _____

Email address: _____

Phone: _____

Visitor and Convention Bureau Survey Analysis Summary

I have compiled data from three different VCB surveys. One survey was presented to people who were coming to the end of their stay in Lincoln City (the "exit survey"). One survey was offered via the VCB webpage, www.lincolncity.org. The final survey was offered to people at outside events, such as the Oregon State Fair (the "intercept survey"). Detailed data from each survey is attached to this summary.

COMMON GROUND

In reviewing the results, there are many demographic similarities between the participants of each survey. They are most likely to be from the Portland or Salem metropolitan areas. They travel as a couple, or in small family groups. They are more likely to have older children or be a part of a "multi-generational group" than to be a family with small children. They view Lincoln City and the Oregon Coast as a "getaway" and plan trips here with short notice (less than 3 months out). They are likely to have visited Lincoln City before, and will consult with friends and family for recommendations of things to do and places to visit. They will come annually or more often if possible. They stay for 2 or 3 nights, but also plan daytrips, especially when the kids are out of school. They typically stay in our motels, but might choose a VRD or a campsite instead. The beach and our natural environment lure visitors here, along with the promise of cooler weather in the summer. Hiking and playing on the beach are favorite pastimes. Visitors also enjoy frequenting our shops and restaurants, and appreciate our casino and outlet mall. They may also blow a glass float, or try to find one on the beach. They receive good customer service while they're in town and enjoy interacting with our local population.

Visitors are likely to explore the surrounding areas when they are in Lincoln City (Depoe Bay, Newport, Pacific City). They enjoy visiting these areas for a change of pace and for their individual attractions. Newport's Aquarium is a very popular attraction.

Events and festivals play a fairly minor role in trip planning for typical visitors. The Kite Festivals are a favorite of visitors.

MAKING LINCOLN CITY A BETTER PLACE TO VISIT

From these surveys, it's clear that our natural environment and beauty is a major factor in encouraging visitors here. We must do all we can to preserve and enhance our area while promoting our natural beauty. Given that many visitors enjoy hiking, we should continue working on our trails. The Villages at Cascade Head (including the Knoll) offers many hiking opportunities and I think it would appeal greatly to many of the survey respondents. I also believe our Transportation System Plan, with its focus on offering better amenities for pedestrians, will be well received.

Supporting the Casino and the Outlet Mall will also appeal to our visitors. Many survey respondents also enjoyed our unique "mom and pop" stores in Oceanlake and liked some of our more unusual shopping opportunities, such as our antique stores. Making efforts to support fun and unique shopping locations will encourage our visitor base to come for day trips or longer stays.

Developing a "top notch" tourist attraction such as Newport's Oregon Coast Aquarium would reduce the amount of our visitors who take day trips south. This would mean more $ spent in Lincoln City on dining, souvenirs, etc., and would also encourage jobs and economic growth.

The VCB's recent strategy of moving away from events is supported by the results of these surveys. The exception is the Kite Festival, which our visitors are familiar with and enjoy. Also, our Glass Float program is very popular with visitors.

FUTURE SURVEYS

One problem with analyzing the data from these surveys was that many of the questions were "open ended". These lead to "open ended" responses which are subjective and difficult to quantify. More focused, yes / no questions would help provide data that is easy to review, compare and analyze.

Given that people enjoy our environment, it would be useful to survey what portions of our City they enjoy most. For example, do they prefer the lake, or Siletz Bay? We should also inquire as to what we can do to improve the hiking experiences of our visitors.

Questioning our visitors about our restaurants and shops would also be useful. Asking them what other types of restaurants/shops they might want to see in Lincoln City would provide data we could use in encouraging new businesses to make a home for themselves here.

Lincoln City VCB Exit Survey

I have compiled data based on the responses received to the Exit Survey. That data is outlined below.

1. What is your home zip or postal code?

I located a zip code database and used it to get city and state information from these codes. Below are my findings.

State of Origin	Total	% of all visitors
Oregon	1019	62.59%
Washington	311	19.10%
Idaho	76	4.67%
California	61	3.75%
Nevada	8	0.49%
Montana	10	0.61%
Arizona	19	1.17%
Other	124	7.62%
TOTAL	1628	

Cities of Origin- Oregon	Total	% of state visitors
Portland	167	16.39%
Salem	141	13.84%
Lincoln City	77	7.56%
Beaverton	51	5.00%
Hillsboro	24	2.36%
Albany	23	2.26%
Oregon City	21	2.06%
Eugene	19	1.86%
McMinnville	18	1.77%
Depoe Bay	17	1.67%
Other	458	44.95%

Cities of Origin- Washington	Total	% of state visitors
Vancouver	68	21.86%
Spokane	13	4.18%
Battle Ground	11	3.54%
Seattle	10	3.22%

Olympia	10	3.22%
Camas	9	2.89%
Tacoma	8	2.57%
Richland	8	2.57%
Other	173	55.63%

2. Was this the first time you visited Lincoln City?

First Time Visitors

No	1380	84.77%
Yes	243	14.93%
Didn't say	5	0.31%

		% of 1st time visitors
Oregon first time visitors	73	30.04%
Washington first time visitors	59	24.28%

		% of repeat visitors
Oregon repeat visitors	941	68.19%
Washington repeat visitors	251	18.19%

3. What brought you to town?

What brought you to LC?

Beach / ocean	187	11.49%
Family/Friends	190	11.67%
Glass Blowing / Glass Center	37	2.27%
Events	242	14.86%
Vacation	289	17.75%
Getaway	130	7.99%
Celebration	156	9.58%
Holidays	30	1.84%
Weather	37	2.27%
Passing Through	15	0.92%
Casino	22	1.35%
Mall	8	0.49%

Outdoor Adventures (hiking, kayaking, etc)	8	0.49%
Fishing	4	0.25%
Business	18	1.11%
Other	255	15.66%

4. If you are staying overnight in Lincoln City, enter the number of nights you are spending in each of the following:

How Many Nights		% of survey respondents listing how many nights stayed
1 night	149	18.88%
2 nights	324	41.06%
3 nights	144	18.25%
4-6 nights	120	15.21%
7 + nights	52	6.59%
Other (day trips / not specified / live locally)	839	

Where Visitors Stay		% of survey respondents
Second Home	80	4.91%
Bed & Breakfast	24	1.47%
Campground	47	2.89%
Motel / Hotel	688	42.26%
RV Park	38	2.33%
Vacation Rental Home	215	13.21%
Other (day trips / not specified / live locally)	536	32.92%

5. What is the primary purpose of your visit?

1131 respondents listed "Vacation / Recreation" as their primary purpose. That is 72.5% of all respondents who answered the question. Another 178 (11.4%) said "Special Event" was their primary purpose. Those respondents included family occasions (e.g. birthday / anniversary) as well as events put on by local folks (Fish Taco Cook Off, Chowder Cook Off, Mutt Masters).

6. How many people are in your group? What are the ages of your group?

How Many In Group		%
1	60	3.69%
2	798	49.02%
3	215	13.21%
4	247	15.17%
5	81	4.98%
5+	191	11.73%
Didn't specify	36	2.21%

Demographics		%
Under 24	478	18.11%
25-34	316	11.97%
35-44	363	13.76%
45-54	476	18.04%
55-64	574	21.75%
65 and over	432	16.37%
TOTAL	**2639**	

7. Please indicate the breakdown of your group's total spending while in Lincoln City:

Lodging Spending	
Under $100	92
$100-200	232
$200-300	163
$300-400	136
$400-500	74
$500-800	107
$800-1,000	32
$1,000 +	58
Average amount spent on lodging	**$397.77**

Restaurant Spending

Under $50	175
$50-100	211
$100-200	333
$200-300	210
$300-500	132
$500 +	24

Average amount spent on restaurants **$167.10**

Grocery Spending

Under $30	158
$30-50	96
$50-100	192
$100-200	152
$200-300	88
$300+	27

Average amount spent on groceries **$102.46**

Retail Spending

Under $30	57
$30-50	28
$50-100	134
$100-200	204
$200-300	152
$300-500	98
$500+	41

Average amount spent on retail **$213.15**

Other Spending

Under $50	40
$50-100	37
$100-200	49

$200-300	19
$300-500	9
$500+	28

Average amount spent on "other" items **$425.82**

*Note- one person spent 40K on "other items", which skews the average considerably. If you remove the one person who spent 40K, the average becomes **$214.19.***

Most Popular "Other" items

Gas- Average amount spent	$87.60
Casino- Average amount spent	$285.56
Glass Blowing- Average amount spent	$85.63
Shopping- Average amount spent	$308.75
Cook Off- Average amount spent	$20.67

8. What three things did you LIKE about visiting here?

				% of all responders				% of non-blank responders			
Three things you liked about visiting Lincoln City	**Liked first**	**Liked second best**	**Liked Third best**	**Liked first**	**Liked second best**	**Liked Third best**	**TOTAL**	**Liked first**	**Liked second best**	**Liked Third best**	**TOTAL**
Environment (beach, lake, ocean, views)	732	280	97	44.96%	17.20%	5.96%	68.12%	50.76%	22.08%	12.08%	84.92%
People	97	134	88	5.96%	8.23%	5.41%	19.59%	6.73%	10.57%	10.96%	28.25%
Stores / Shopping	58	180	111	3.56%	11.06%	6.82%	21.44%	4.02%	14.20%	13.82%	32.04%
Food	82	170	157	5.04%	10.44%	9.64%	25.12%	5.69%	13.41%	19.55%	38.65%
Culture (Art, Glass, Farmer's Market)	194	159	67	11.92%	9.77%	4.12%	25.80%	13.45%	12.54%	8.34%	34.34%
Casino	11	40	44	0.68%	2.46%	2.70%	5.84%	0.76%	3.15%	5.48%	9.40%
Events	47	45	25	2.89%	2.76%	1.54%	7.19%	3.26%	3.55%	3.11%	9.92%
Recreation (Hiking, Camping, Surfing, Things to Do)	50	95	80	3.07%	5.84%	4.91%	13.82%	3.47%	7.49%	9.96%	20.92%

Location	10	12	8	0.61%	0.74%	0.49%	1.84%	0.69%	0.95%	1.00%	2.64%
Weather	111	70	50	6.82%	4.30%	3.07%	14.19%	7.70%	5.52%	6.23%	19.44%
Mo's	3	4	9	0.18%	0.25%	0.55%	0.98%	0.21%	0.32%	1.12%	1.64%
Mall	15	36	26	0.92%	2.21%	1.60%	4.73%	1.04%	2.84%	3.24%	7.12%
Lodging	27	35	30	1.66%	2.15%	1.84%	5.65%	1.87%	2.76%	3.74%	8.37%
Other	5	8	11	0.31%	0.49%	0.68%	1.47%	0.35%	0.63%	1.37%	2.35%
Blank	186	360	825	11.43%	22.11%	50.68%	84.21%	N/A	N/A	N/A	

9. What three things did you NOT like about visiting here?

Three things you disliked about visiting here	Disliked first	Disliked second	Disliked third
Weather	227	28	7
Traffic	190	36	6
Not a walkable town	5	3	2
Prices / Expense	26	14	11
Trash on the Beach	12	2	3
Trash on the Streets	3	1	2
Stores Opening / Closing Hours	14	13	0
Parking	15	10	0
Lack of Things to Do	3	3	1
Lodging	12	7	4
No Bike Paths	2	0	0
Crowds	25	13	2
Golf Course	1	0	0

WIFI / cell phone service	2	1	0
Restaurants	12	10	4
Rundown / Poor Condition	4	3	0
No Glass Float	14	3	0
Shops / Restaurants Closing for Good	9	1	0
Feel of the town	7	7	0
Shops	7	5	4
Lack of Information for Visitors	9	1	0
Nothing / Blank	964	1450	1579
Other	65	17	3

10. What caused you to choose Lincoln City as your destination vs other Oregon Coast towns?

Why Lincoln City over another Coastal town?

Location	267
Like the area / environment	225
Things to Do	111
Lodging / Restaurants / Shops	208
Outlet Mall	21
Casino	66
Family / Friends	154
Beach	89
People	27
Enjoyed previous visits	137
Glass Floats / Museum	99
Events	131

11. What primary methods did you use to plan your trip? Check all that apply.

What Primary methods did you use to plan your trip?	
Internet	926
Travel Site (e.g. Trip Advisor)	94
Brochure	135
TV	23
Radio	8
Newspaper	54
Magazine	62
Family/Friends	451
Been here before	739

12. What is the likelihood you will return to Lincoln City?

Likelihood of return to Lincoln City		%
Very Likely	1444	88.70%
Maybe	47	2.89%
Not Likely	2	0.12%
No response	134	8.23%

13. If not likely, why not?

The two that replied "not likely" did not leave constructive answers. One said "Cuz this is…." and the other said "Cause you guys suck (profanity included)."

14. If likely, what season will you visit in?

Season to visit		%
All	625	36.53%
Spring	225	13.15%
Summer	468	27.35%
Fall	293	17.12%
Winter	100	5.84%
TOTAL RESPONDENTS (Some chose multiple)	**1711**	

15. I would like to be added to your e-newsletter mailing list:

Requested e-newsletter		
Yes	515	31.63%
No	734	45.09%
No response	379	23.28%

16. I would like to be added to your direct mail calendar list:

Requested direct mail calendar		
Yes	438	26.90%
No	736	45.21%
No response	454	27.89%

ANALYSIS:

A review of this survey suggests our typical visitors are as follows:

- From the Portland / Salem metropolitan areas
- Have been here before
- Come here to relax or celebrate a family event (anniversary / birthday); may bring friends and family with them or come to visit friends or family here. They may also have interest in local events such as Mutt Masters or Cook Offs.
- Come in groups of 2.
- Stay 2 nights in a hotel.
- Spend $100-200 on lodging a night; eat out 3-4 times; buy some groceries and do quite a bit of shopping
- Enjoys our environment (beaches, lake, views), restaurants, shopping options and friendly locals
- Doesn't like our weather, traffic, our crowded nature and thinks we're expensive

- Chooses Lincoln City for location and convenience, for our lodging / shops / restaurants, and likes our area
- Uses internet for advise on their trip, but has most likely visited previously. Also gets recommendations from family or friends
- Will come again at any time of year (though most likely to visit in summer)
- Would rather not receive our advertising material

Lincoln City VCB Intercept Survey

I have compiled data based on the responses received to the Intercept Survey. The surveyed population was "intercepted" at outside events, with the majority of responses being completed at the Oregon State Fair.

1. Have you visited Lincoln City within the last two years?

Have you visited LC within the last 2 years?	
Yes	1084
No	187
TOTAL	**1271**

2. Have you visited other Oregon Coast towns within the last 2 years?

Have you visited other Oregon Coast towns within the last 2 years?	
Yes	1137
No	127

If you have, which towns?

If you have, which towns?	
Newport	578
Seaside	319
Depoe Bay	214
Tillamook	167
Astoria	156
Florence	120
Pacific City	87
Waldport	74
Coos Bay	63
Bandon	54
Yachats	47
Rockaway Beach	43
Neskowin	27
Gold Beach	16
North Bend	14
Brookings	14
Gleneden Beach	11

When you chose those other towns, was there any particular reasons why you chose to visit there rather than Lincoln City?

Reasons why you chose other towns over Lincoln City?	
Change of Pace / Something Different / Exploring / Been Before	177
Local Attractions / Activities	130
Friends / Family	121
Location	88
Camping	32
Shopping	28
Beach in other town	27
Quieter	20
Aquarium	18
Work / business / conference	16
Crabbing	15
Fishing	12
Cheese Factory	11

3. How did you first hear about Lincoln City?

How did you first hear about Lincoln City?	
from Family/friends	593
Been There Before	531
Travel Sites, e.g. TripAdvisor	61
Other	56
TV commercial	42
Visitors Center	38
Brochure / Tourism Guide	20
Lincoln City website (oregoncoast.org)	20
Just Now	18
Newspaper/magazine	16
Other Internet Sites	5

4. How extensively do you use the following information sources when you plan your trips? Put an "x" for very extensively, an "s" for somewhat", and "N" for not.

How extensively do you use the following information sources when you plan your trips?

	Very Extensively	Somewhat	Not
Travel sites, e.g. Trip Advisor	384	60	24
Visitor's Center	307	72	25
From Family / Friends	708	88	4
Brochure/tourism guide	384	89	19
Newspaper/magazine	315	78	21
Destination website (e.g. oregoncoast.org)	409	68	13
Other Internet sites	273	59	11
Other	66	10	4

5. How far in advance do you generally start planning your trips?

How far in advance do you generally start planning your trips?	
Less than a week	301
1 to 4 weeks	479
1 to 3 months	320
more than 3 months	148

6. Have you ever visited Lincoln City's website, www.oregoncoast.org?

Have you ever visited www.oregoncoast.org?	
Yes	532
No	686

7. In addition to the beach, what types of activities do you enjoy participating in on vacation? Check all that apply.

In addition to the beach, what types of activities do you enjoy participating in on a beach vacation?		
Viewing Scenic Beauty	825	
Camping	574	
Visiting Attractions	556	
Attraction- Aquarium	*63*	*Included in 556 total*
Attraction-	*12*	*Included in 556*

Lighthouses		*total*
Attraction- Putt Putt	*3*	*Included in 556 total*
Attraction- Hatfield Science Center	*2*	*Included in 556 total*
Dining	554	
Hiking	528	
Romantic Getaway	497	
Shopping	478	
Visit Family/Friends	468	
Whale Watching	446	
Experiencing Arts, History and Culture	325	
Calmer Water Sports like Fishing	252	
Hands-on experiences ike glass blowing / culinary classes	245	
Gambling	215	
Girlfriend Getaway	215	
Festivals	187	
Festivals- Kite	*35*	*Included in 187 total*
Festivals- Sandcastle	*6*	*Included in 187 total*
Interacting with Local Citizens	167	
Other	81	
Golfing	77	
Extreme Water Sports like Surfing	61	

8. From the list above, excluding the beach, what is or will be the single most important factor in your decision to visit the beach?

From the list above, excluding the beach, what is or will be the single most important factor in your decision to visit the beach?	
Viewing Scenic Beauty	122

Shopping	68
Visiting Family / Friends	61
Dining	49
Camping	38
Gambling	38
Visiting Attractions	29
Romantic Getaway	24
Hiking	20
Calmer Water Sports like Fishing	15
Festivals	15
Whale Watching	10
Hands-on experiences like glass blowing / culinary classes	6
Golfing	5
Experiencing Arts, History and Culture	4
Girlfriend Getaway	3
Interacting with Local Citizens	2
Other	0
Extreme Water Sports like Surfing	0

9. How important is it for you to have other activities available beyond those available on the beach?

How important is it to have other activities available beyond the beach?	
Not Very	659
Very	528

10. Have you already decided to visit the beach in the next 12 months? If no, skip to question 18.

Have you already decided to visit the beach in the next 12 months?	
Yes	1046
No	182

11. If so, what communities are you likely to visit?

If so, what communities are you likely to visit?	
Lincoln City	479

Newport	210
Seaside	70
Depoe Bay	64
Cannon Beach	43
Pacific City	37
Florence	37
Tillamook	31
Astoria	27
Yachats	20
Waldport	19
Rockaway Beach	17
Coos Bay	13
Gleneden Beach	12
Manzanita	11
Bandon	11
Neskowin	10
North Bend	5
Brookings	4
Gold Beach	3
Port Orford	0

Why will you be visiting those communities?

Why will you visit those communities?	
Been there before, liked it	140
Visiting Friends / Family	82
Other	78
Proximity	77
Visiting Attractions	28
Beach	28
Lodging	26
Shopping	25
Fun	25
Gambling	20
Dining	19
Camping	19
Calmer Water Sports like Fishing	13
Viewing Scenic Beauty	10
Festivals	7

Interacting with Local Citizens	5
Hiking	3
Romantic Getaway	2
Whale Watching	2
Golfing	2
Girlfriend Getaway	2
Hands-on experiences like glass blowing / culinary classes	1
Experiencing Arts, History and Culture	0
Extreme Water Sports like Surfing	0

12. What is your visit primarily for?

What will your visit be primarily for?	
Leisure	1054
Visiting family or friends	60
Mix of business/conference and leisure	12
Business	5
Conference or convention	3

13. If for leisure, are you motivated to come at that time because of a festival, sporting or other special event? If yes, which one?

If for leisure, are you motivated to come at that time because of a festival, sporting or other special event?	
Yes	363
No	693

If yes, which one?

Kite Festival	26
Other	23
Other Festivals	10
Seafood & Wine	10
Anniversary	9
Anything	8
Casino	7
Finders Keepers	7
Fishing	6
Sport	6
Seasonal	4
Car Show	3
Crabbing	3
Sandcastle	3
Celtic	2
Golf	2
4th of July	1
Arts	1
Cooking	1
Crab Festival	1
Whales	1

14. How many people will be in your party? How many will be under 24 years of age? How many between 25 and 34? 35-44? 45-54? 55-64? 65 or older?

How many people will be in your party?

Amount of respondents with Under 24 year olds in their party	372
Amount of respondents with 25-34 year olds in their party	299
Amount of respondents with 35-44 year olds in their party	230
Amount of respondents with 45-54 year olds in their party	291

Amount of respondents with 55-64 year olds in their party	311
Amount of respondents with over 65 year olds in their party	320
Average Party Size	**3.85**
Average amount in group under 24	**0.9**
Average amount in group between 25-34	**0.16**
Average amount in group between 35-44	**0.12**
Average amount in group between 45-54	**0.15**
Average amount in group between 55-64	**0.15**
Average amount in group over 65	**0.16**

15. If you are staying overnight, approximately how much money do you expect to spend for your whole party for lodging, food, entertainment, and shopping?

If you are staying overnight, how much money do you expect to spend for your party for lodging, food, entertainment and shopping?	
Under $100	45
$100-200	156
$200-300	189
$300-500	190
$500-800	102
$800- $1,500	26
$1,500 +	6

16. If you will be staying overnight, enter the number of nights you are spending in each of the following:

How many nights will you be staying?	**1**	**2**	**3**	**4**	**5 to 7**	**7+**
Motel / Hotel	329	280	68	13	14	0

Bed and Breakfast	58	22	5	0	0	0
Second Home	24	5	4	3	1	1
Campground	120	61	29	12	14	3
RV Park	46	8	6	5	7	3
Vacation Rental Home	90	31	23	7	5	2
Other	61	4	5	0	7	1

If you will be staying overnight, will you be staying in the following?	
Motel / Hotel	704
Bed and Breakfast	85
Second Home	38
Campground	239
RV Park	75
Vacation Rental Home	158
Other	78

17. If you are daytripping, approximately how much money do you expect to spend for your whole party for food, shopping and entertainment?

If you will be daytripping, approximately how much money do you expect to spend for your whole party for food, shopping, and entertainment?	
Under $50	49
$50-100	126
$100-200	303
$200-300	118
$300-500	43
$500+	10

18. Would you like to be added to our e-newsletter list?

Would you like to be added to our e-newsletter list?	
Yes	409
No	628

19. Would you like to be added to our direct mail calendar list?

Would you like to be added to our direct mail calendar list?	
Yes	412
No	557

OTHER INFORMATION- State and City

Because the survey asked people to provide their zip code, I was able to compile State / City information from those codes:

What state do you live in?	
OR	1134
WA	51
CA	3
AK	3
ID	1
Other	7

Cities- Oregon	
Other	343
Salem	293
Portland	186
Beaverton	48
Redmond	36
Bend	33
Albany	30
Dallas	25
Gresham	21
Silverton	17
Corvallis	14
Stayton	14
Oregon City	13
McMinnville	13
Monmouth	13
Tualatin	12
Eugene	12
Hillsboro	11

Cities- Washington	
Vancouver	34
Other	17

ANALYSIS

The results suggest that the average participant in this survey will exhibit the following characteristics:

- They are from the Portland / Salem metro areas.
- They will have been to Lincoln City before.
- If they have not been to Lincoln City, they will have been elsewhere on coast, and most likely will have visited towns within the Lincoln City region (Newport, Depoe Bay, Pacific City, Gleneden Beach, Neskowin).
- They will visit different coastal communities to explore and enjoy their specific attractions. Many of these communities are within an easy drive of Lincoln City.
- Their friends and family will have been to Lincoln City and will have shared some experiences of their trip with them; they rely on those recommendations when planning trips.
- Most people will plan their trip with less than a month to spare.
- They enjoy the scenery of the Oregon Coast and enjoy exploring it. They like to eat out, hike, shop, and visit with family and friends.
- They will be coming to the beach in the next 12 months, and are likely to stay in Lincoln City or nearby (Newport, Depoe Bay, Pacific City, Gleneden Beach, Neskowin).
- They choose their coast destination based on their experiences of previous trips, the schedules of friends and family, and the proximity to their homes.
- They will stay in the area 1-2 nights.
- They may also come for a daytrip. If they come for a day, they will shop locally, eat in our restaurants, and leave a significant amount of money ($100-200) at the coast.
- They don't necessarily come to the coast to enjoy festivals or events. The Kite Festival is a favorite of those who have seen it.
- They are likely to travel in a party of 4, and are most likely to be a family with older kids or with multiple generations (the drop in visitors aged between 35-44 suggests that families with young children choose other destinations).

Lincoln City VCB Web Survey

I have compiled data based on the responses received to the Web Survey. These responses were received between January 1 and June 30, 2013.

1. Have you visited Lincoln City within the last 2 years?

Visited LC in last two years?	
Yes	1551
No	566
Didn't say	46
TOTAL	**2163**

2. Have you visited other Oregon Coast towns within the last 2 years?

Visited other Oregon Coast towns within last 2 yrs?	
Yes	1496
No	618
Didn't say	49
TOTAL	**2163**

If you have, which towns?

Which towns?	
Newport	843
Seaside	576
Depoe Bay	397
Cannon Beach	346
Astoria	303
Tillamook	303
Florence	286
Pacific City	197
Yachats	176
North Bend / Coos Bay	157
Waldport	148
Rockaway Beach	139
Bandon	124
Manzanita	96
Neskowin	87
Brookings	84
Gleneden Beach	78
Gold Beach	77

Port Orford	56

When you chose those other towns, was there any particular reasons why you chose to visit there rather than Lincoln City?

Reason for choosing other towns over LC?	
Exploring Coast	389
Different amenities and attractions	367
Family/Friends	193
Closer to home	191
Oregon Coast Aquarium	65
Something Different / Change of Pace	64
Less Crowded	20
Cheese Factory	18

3. How did you first hear about Lincoln City?

How did you first hear about Lincoln City?	
Been here before	904
From family/friends	686
Other (please be specific)	217
Other: Been coming to Lincoln City for years	*108*
Other: Passing Through	*30*
Other: Magazines, Travel Books, Adverts, Events, Recommendations	*50*
Lincoln City website (oregoncoast.org)	136
Travel sites e.g. TripAdvisor	45
Brochure / Tourism Guide	38
Other Internet Sites	35
Newspaper/Magazine	17
Visitors' Center	15
TV Commercial	12

4. How extensively do you use the following information sources when you plan your trips? Please choose how often for each option.

	Often	Sometimes	Never
Destination Website (oregoncoast.org)	979	795	218
Family Friends	950	926	121
Travel Sites, e.g. TripAdvisor	548	944	466

Visitors' Center	543	1048	378
Other Internet Sites	543	1004	359
Brochure / Tourism Guide	535	1058	363
Newspaper/Magazine	268	1099	536
Other (be specific)	95	163	0

5. How far in advance do you generally start planning your trips?

How far in advance do you start planning your trips?	
1-3 Months	767
1-4 Weeks	735
More Than 3 Months	454
Less Than a Week	167

6. When you visited this website, did you already know the URL, did you get the web address from a search engine, or did you get it from another source?

How did you come to this website?	
Got it from a search engine	927
Already knew the URL	669
Got it from another source	479
Didn't specify	88

If you got it from another source, please identify the source below:

Other Sources	
Email	*164*
Facebook	*136*
Newsletter	*77*
Advertisement	*40*
Friend or Family	*38*
Other Source	*10*
Brochure	*7*
Link from other site	*7*
VCB	*7*
City website	*6*
Chamber of Commerce	*5*
Culinary Center	*4*
Magazine	*3*
Phone App	*1*

Phone Book	*1*

7. In addition to the beach, what types of activities do you enjoy participating in on vacation?

In addition to the beach, what types of activities do you enjoy participating in on vacation?	
Viewing Scenic Beauty	1840
Dining	1615
Shopping	1602
Visiting Attractions	1341
Experiencing Arts, History & Culture	1188
Whale Watching	1173
Romantic Getaway	1107
Festivals	1065
Visiting Family/Friends	1011
Hands-on Experiences (like Glass Blowing or Culinary Classes)	972
Hiking	945
Camping	863
Gambling	854
Interacting with Local Citizens	710
Calmer Water Activities (like fishing)	605
Girlfriend Getaway	469
Golfing	194
Other	176
Extreme Water Sports (like surfing)	93

If you selected "Visiting Attractions" above- can you describe the type specifically?

If you selected "Visiting Attractions", can you describe the type specifically?	
Beaches / Environment	*306*
Art / Cultural (museums)	*209*
Aquarium	*157*
Events / Festivals	*98*

Shopping	*59*
Family	*55*
Casino	*46*
Cheese Factory	*5*

If you selected "Festivals" above- can you identify specifically?

If you selected "Festivals", can you describe the type specifically?	
Kite	304
Art / Music	104
Any / all	91
Food	61
Cultural / Local	50
Finders Keepers	27
Seafood	27
Wine	27
Fairs	24
Holiday / Seasonal	24
Sandcastle	19
Family	14
4th of July	13
Farmer's Market	12
Antique	10
Garage Sales	10
Beer	9
Crab	9
Heritage (Celtic, Scandinavian, etc)	9
Car Shows	8
Iris Pride / LGBT	7
Chowder	6
Artober Brewfest / Oktoberfest	5
Dog	4
Quilting	4

8. From the list above, excluding the beach, what is or will be the single most important factor in your decision to visit Lincoln City?

Beach / Ocean / Environment	259
Getaway / Vacation / Relax	240
Family / Friends	182
Things to Do / Recreation	178

Lodging	157
Location / Area	137
Casino	135
Shopping	130
Finders Keepers / Glass	128
Cost	102
Restaurants / Dining	80
Weather	51
Mall	44
Events / Festivals	37
People	35
Kite Festival	27
Antiques	17
Experience	16
Familiarity	16

9. How important is it for you to have other activities beyond those available on the beach?

How important is it for you to have other activities beyond those available on the beach?	
Not Very	1126
Very	982

10a. Have you already decided to visit Lincoln City?

Have you already decided to visit Lincoln City?	
Yes	1630
No	476

10b. Are you just researching for a possible visit?

Are you just researching for a possible visit?	
No	1126
Yes	906

11. If you have already decided to visit, what dates/months will you visit?

If you have already decided to visit, what dates/months will you visit?

Spring	494
Summer	484
Any / All /Multiple	292
Winter	147
Fall	70

12. What is your visit primarily for?

Is your visit primarily for….

Leisure	1899
Visiting Family or Friends	168
Mix of Business/Conference and Leisure	34
Business	5
Conference or Convention	4

13. If for leisure, are you motivated to come at that time because of a festival, sporting or other special event?

If for Leisure, are you motivated to come at that time because of a festival, sporting or other special event?

No	1384
Yes	612

14. How many people will be in your party?

How many people will be in your party?

Under 24 yrs old	1815
25-34 yrs old	1034
35-44 yrs old	1179
45-54 yrs old	1491
55-64 yrs old	1227
65 or older	670

Average party size = 3.2

15. If you are staying overnight, approximately how much money do you expect to spend for your whole party for lodging, food, entertainment, and shopping?

If you are staying overnight, how much money do you expect to spend for your whole part for lodging, food, entertainment and shopping?	
$200-400	300
$500-700	253
$1,000 +	112
$400-500	86
$100-200	69
$700-1,000	55
$0-100	13

16. When you visit Lincoln City, if you stay the night, where will you be staying? Check all that apply.

Hotel/Motel	1570
A Vacation Rental Home	496
Campground	240
Condominium	235
Bed & Breakfast	202
RV Park	92
A Friend or Family Member's Second Home	81
A Friend or Family Member's Home	69
Your Second Home	41

17. If you are daytripping, approximately how much money do you expect to spend for your whole party for food, shopping and entertainment?

If you are daytripping, approximately how much money do you expect to spend for your whole party for food, shopping, and entertainment?

$100-200	202
$200-300	138
$50-100	68
$300-400	65
$500- $1,000	42
$400-500	23
Under $50	18
$1,000 +	2

18. Would you like to be added to our e-newsletter list?

Would you like to be added to enewsletter list?	
Yes	1418
No	610

19. As a follow up to this survey, we would like to contact you by email after your trip to inquire about the quality of your visit and changes we might make to improve future trips. All contact information will be kept confidential. Would you be willing to participate?

Can we follow up with you after this survey by email?	
Yes	1552
No	514

OTHER INFORMATION- State and City

Because the survey asked people to provide their zip code, I was able to compile State / City information from those codes:

What state do you live in?		%
Oregon	1126	52.06%
Washington	619	28.62%
Idaho	103	4.76%
California	58	2.68%
Arizona	21	0.97%
Nevada	18	0.83%
Alaska	16	0.74%
Other / out of country	202	9.34%

What city do you live in?

Oregon

Portland	203
Salem	133
Beaverton	63
Eugene	39
Albany	35
Gresham	34
Hillsboro	26
Oregon City	25
Springfield	24
Bend	24
Lake Oswego	14

Washington

Vancouver	99
Yakima	26
Seattle	24
Spokane	22

ANALYSIS

The results of this survey suggest a typical visitor to the VCB website is as follows:

- Lives in Oregon or Washington, and most likely lives in the Portland or Salem metro area.
- Is likely to have visited Lincoln City in the past two years, and is extremely likely to have visited Lincoln City before.
- Has visited other towns in our area, like Newport and Depoe Bay. Also may take a trip to the North Coast for something different / to explore the coast.
- Uses Destination Websites, such as oregoncoast.org, Family Friends, and Travel Sites to plan trips.
- Plans trips 3 months out or less
- Either found www.oregoncoast.org from a search engine (such as Google) or had visited the site before in planning a previous trip.
- Enjoys Scenery, Dining, Shopping. A lot of visitors also like to experience arts, history and culture and enjoy our regional festivals.
- They prefer the Kite Festival to our other events and festivals.
- Are coming to Lincoln City to relax, enjoy our natural environment, and to enjoy our recreational opportunities. They also appreciate Lincoln City' s lodging opportunities, casino, shopping and "glass culture".
- Beach is primary reason for coming

- Has most likely decided to visit already
- Will visit in Spring / Summer (however, think Spring data is skewed upwards due to short-term planning of visitors)
- Is coming for leisure, and isn't coming for a special event or festival
- Will have a party of about 3. Most likely parents aged between 45-54 with children under 24.
- If staying overnight, will spend between $200-700 (most likely staying for 1-3 nights).
- Will stay in a hotel or, perhaps, a VRD
- If coming for the day, will spend between $1-300 (suggesting shopping, restaurant and casino visits are likely).
- Is happy to receive an enewsletter or a follow up email from the VCB.

Total Surveys	**264**	
Have you visited LC in the last 2 years?		
Yes	189	71.6%
No	75	28.4%
If so, what did you enjoy most?		
beach	66	25.0%
shops/shopping	37	14.0%
casino	29	11.0%
restaurants/good food	21	8.0%
Outlet Mall	18	6.8%
walks on beach/good walking beach	16	6.1%
ocean	13	4.9%
kites/Kite Festival	6	2.3%
view	6	2.3%
variety of activities	5	1.9%
art	4	1.5%
camping	4	1.5%
Devils Lake	4	1.5%
friendly	4	1.5%
Mo's	4	1.5%
Aquarium/Hatfield Marine Science Center	3	1.1%
everything	3	1.1%
Inn ay Spanish Head	3	1.1%
surfing	3	1.1%
whale watching	3	1.1%
ambience/feel	2	0.8%
antiques	2	0.8%
Blackfish Café	2	0.8%
bookstores	2	0.8%
crabbing	2	0.8%
fishing	2	0.8%
fresh seafood	2	0.8%
glass floats	2	0.8%
hiking	2	0.8%
just passing through	2	0.8%
rental house	2	0.8%
tide pools	2	0.8%
wine	2	0.8%
agate hunting	1	0.4%
awesome even in bad weather	1	0.4%
bars	1	0.4%
beach campfires	1	0.4%
blackberry picking	1	0.4%
Celtic Festival	1	0.4%
change	1	0.4%

Chowder Festival	1	0.4%
cleanliness	1	0.4%
close to other towns	1	0.4%
community	1	0.4%
contests	1	0.4%
Elizabeth Inn	1	0.4%
exploring	1	0.4%
for work	1	0.4%
fresh air	1	0.4%
Georgie's Beachside Grill	1	0.4%
getting away	1	0.4%
glass shops	1	0.4%
golf	1	0.4%
good beach access	1	0.4%
Goodwill	1	0.4%
goreous coastline	1	0.4%
local candy store	1	0.4%
Looking Glass Motel	1	0.4%
low tide	1	0.4%
nature	1	0.4%
Newport	1	0.4%
Nye Beach	1	0.4%
Olivia Beach	1	0.4%
outdoor BBQ	1	0.4%
parks	1	0.4%
pier	1	0.4%
Red Cock	1	0.4%
Rogue Brewery	1	0.4%
Sailor Jack Motel	1	0.4%
Sand Castle Contest	1	0.4%
Sand Castle Motel	1	0.4%
Saturday Market	1	0.4%
sea lions	1	0.4%
small town	1	0.4%
specialty shops	1	0.4%
surrounding area	1	0.4%
taffy	1	0.4%
taking pictures	1	0.4%
we'll go sometime	1	0.4%
Wildflower Grill	1	0.4%

If not, why not?

no time/been too busy	16	6.1%
cost	13	4.9%
distance	8	3.0%
chose another place for vacation	4	1.5%
new to Oregon/just moved	4	1.5%

gas prices	3	1.1%
have never been	3	1.1%
prefer North Coast	3	1.1%
vacation home elsewhere	3	1.1%
chose other beach town	2	0.8%
health	2	0.8%
never thought of it	2	0.8%
not much to do there	2	0.8%
not sure	2	0.8%
too commercial	2	0.8%
weather	2	0.8%
get a brewery	1	0.4%
go to Florence	1	0.4%
go to Seaside	1	0.4%
haven't found fave location	1	0.4%
haven't won contest for free stay	1	0.4%
no good house to rent for large family	1	0.4%
unemployed	1	0.4%
visited North or South Coast instead	1	0.4%

What city on the Oregon Coast have you visited the most?

Lincoln City	103	39.0%
Newport	40	15.2%
Seaside	34	12.9%
Seaside	31	11.7%
Cannon Beach	29	11.0%
Tillamook	15	5.7%
Astoria	12	4.5%
Manzanita	11	4.2%
Yachats	10	3.8%
Depoe Bay	8	3.0%
Rockaway	5	1.9%
Florence	4	1.5%
Pacific City	3	1.1%
none	3	1.1%
Oceanside	3	1.1%
Waldport	2	0.8%
Bandon	2	0.8%
Coos Bay	2	0.8%
Neskowin	2	0.8%
Netarts	2	0.8%
Winchester Bay	2	0.8%
Dune City	1	0.4%
Tierra del Mar	1	0.4%
Cape Lookout	1	0.4%
Garibaldi	1	0.4%
Gearhart	1	0.4%

Gleneden Beach	1	0.4%
have not been for 10 years	1	0.4%
I haven't in years and years	1	0.4%
Neskowin	1	0.4%
Oregon Dunes	1	0.4%
Otter Rock	1	0.4%
Port Orford	1	0.4%
several, no favorites	1	0.4%

Are you 18 yrs or older?

yes	264	100.0%
no	0	0.0%

What city are you from?

Vancouver	99	37.5%
Bend	62	23.5%
Portland	49	18.6%
Beaverton	27	10.2%
Aloha	12	4.5%
Hillsboro	2	0.8%
Jefferson	1	0.4%
Missoula	1	0.4%
Olympia	1	0.4%
Oregon City	1	0.4%
Ridgefield	1	0.4%
Sweet Home	1	0.4%

Cities Most Often Visited By Residents of:

Aloha	**12**	
Lincoln City	3	25.0%
Newport	3	25.0%
Seaside	3	25.0%
Tillamook	3	25.0%
Seaside	1	8.3%
Cannon Beach	1	8.3%
Garibaldi	1	8.3%
Pacific City	1	8.3%
Yachats	1	8.3%

Beaverton	**29**	
Cannon Beach	10	34.5%
Lincoln City	5	17.2%
Manzanita	3	10.3%

Seaside	3	10.3%
Tillamook	2	6.9%
Depoe Bay	1	3.4%
Gearhart	1	3.4%
Netarts - work	1	3.4%
Newport	1	3.4%
Pacific City	1	3.4%
Rockaway	1	3.4%
Tierra del Mar	1	3.4%
Winchester Bay	1	3.4%
Bend	**64**	
Lincoln City	24	37.5%
Newport	22	34.4%
Cannon Beach	5	7.8%
Bandon	4	6.3%
Florence	4	6.3%
Seaside	4	6.3%
Astoria	2	3.1%
Depoe Bay	2	3.1%
Neskowin	2	3.1%
none	2	3.1%
Pacific City	2	3.1%
Waldport	2	3.1%
Coos Bay	1	1.6%
Dune City	1	1.6%
Gleneden Beach	1	1.6%
Oceanside	1	1.6%
Port Orford	1	1.6%
several	1	1.6%
Tillamook	1	1.6%
Winchester Bay	1	1.6%
Oregon City	**Lincoln City**	
Portland	**49**	
Lincoln City	17	34.7%
Seaside	11	22.4%
Manzanita	6	12.2%
Tillamook	5	10.2%
Cannon Beach	4	8.2%
Newport	4	8.2%
Astoria	2	4.1%
Oceanside	2	4.1%
Pacific City	2	4.1%

Rockaway	2	4.1%
Gearhart	1	2.0%
Neskowin	1	2.0%
Netarts	1	2.0%
Otter Rock	1	2.0%

Ridgefield **Lincoln City**

Sweet Home **Lincoln City**

Vancouver **101**

Lincoln City	56	55.4%
Newport	16	15.8%
Seaside	13	12.9%
Cannon Beach	11	10.9%
Astoria	5	5.0%
Depoe Bay	5	5.0%
Tillamook	4	4.0%
none	3	3.0%
Rockaway	2	2.0%
Cape Lookout	1	1.0%
Coos Bay	1	1.0%
Florence	1	1.0%
Manzanita	1	1.0%
Oregon Dunes	1	1.0%
Pacific City	1	1.0%
Waldport	1	1.0%
Yachats	1	1.0%

Jefferson **Cannon Beach**

Missoula **Lincoln City, Pacific City**

Olympia **Seaside, Astoria**