

NEW MEXICO *True*

**Resident Sentiment
Initial Baseline Barometer
September 2020**

Background

- To help guide marketing decisions, the New Mexico Tourism Department (NMTD) partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct a baseline measure of resident sentiment regarding tourism. In the sixth month of the coronavirus pandemic, uncertainty is heavily influencing consumer behavior. While tourism marketing to out-of-state markets is on hold, NMTD has an opportunity to explore what residents think about the role of travel and tourism in their community.
- Understanding resident views – extreme negative views, extreme positive views, and how reflective these views are of the resident population as a whole – is an important precursor to developing messaging to rally support for the state’s tourism product. This study was designed to:
 - Gauge general views toward tourism – views toward tourism funding, job creation, tax revenue, impact on business climate, impact on quality of life for residents.
 - Measure views toward tourism promotion and the level of understanding of what happens with tourism-generated tax revenue.
 - Measure residents’ understanding of the role of NMTD and local CVBs.
 - Take a baseline measure of the type of community pride that tends to generate support for tourism promotion – looking at views toward investing in infrastructure to help maintain and fortify the state’s tourism product and individual communities.
 - Evaluate residents’ views toward people who visit from outside the state and people who visit their communities from within the state.
 - Look at responses by residents’ roles in the travel industry and the role of tourism in their community.

Methodology

- To gather information that is representative of New Mexico residents, SMARInsights worked with national sample vendors to survey a mix of residents of the State of New Mexico. A total of 202 surveys were completed September 9-20, 2020.
- In addition to the representative sample, NMDT distributed the same survey to New Mexico residents on its email list of newsletter subscribers, people who requested the True Adventure Guide or signed in at a Visitor Center. This house list was used to create a Client Sample of respondents. The survey was distributed to the house list on September 18 with a response deadline of September 20. The Client Sample totals 622 respondents.
- The house list of subscribers can be a beneficial asset for marketing to residents for in-state vacations. Our analysis profiles the list and provides insights about how the list differs from New Mexico residents as a whole.
- The following is a summary of the findings. Throughout the findings, the results relating to the Representative Sample and the Client Sample are considered separately.

Insights

- New Mexico residents have high levels of appreciation for the value of tourism to the state. Most recognize that tourism is good for the economy, provides jobs, and generates tax revenue. There is a strong association that tourism is beneficial to small businesses.
- People who live in areas with tourism tend to be prouder of the state and city where they live. Having access to a lot of things they enjoy is the strongest predictor of pride, and areas that attract visitor spending provide more activities and facilities that are enjoyed by tourists and locals.
- About half of New Mexico residents say they want to travel within the state to help the economy. Travel-ready residents are similar demographically to their more reluctant counterparts, but they are more likely to live in tourism-dependent areas and could be targeted based on this characteristic.
- Support for small businesses, the economy, and community pride could be elements of effective messaging for audiences that are more likely to take an in-state vacation.
- NMTD's house list is a productive resource for motivating resident in-state vacations. The respondents from this list express more readiness than the representative sample.
- While there is a high level of recognition of the benefits of tourism, there is less appreciation for the role of tourism promotion, and that sentiment is also present in tourism-dependent areas. Detractors are not necessarily anti-tourism, but they tend to also have less community pride overall and give lower ratings to quality of life attributes.

Sentiment About Tourism

- New Mexico residents are positive about tourism, with almost everyone saying spending by visitors is important to the economy (96%).
- That sentiment is driven by feelings that tourism helps small businesses (95%), provides jobs (89%), and generates taxes (86%).
- Three-fourths agree that tourism helps them share their culture and makes their community a nicer place to live.
- It is less clear to residents that visitor spending *reduces* taxes (52%). Still, few believe that there are too many tourists (12%) or that tourism is bad for the area where they live (6%).

Tourism in the Community

The money visitors spend in my community is important to the economy	96%
Tourism helps the small businesses in my community	95%
Tourism provides jobs in my community	89%
The tax revenue generated by tourism helps provide services my community needs	86%
Tourism shows people that my community is a good place to relocate	80%
Tourism give me the opportunity to share my culture with others	74%
Tourism makes my community a nicer place to live	74%
The tax revenue my community receives from visitors reduces the amount of taxes I pay	52%
Tourism only helps the large businesses in my community	22%
There are too many tourists coming to my area	12%
Locals can't enjoy my community because of all the tourists	11%
Tourism dilutes my cultural traditions	9%
Tourism is bad for my area	6%

Tourism Promotion

- Support for spending tax money to promote tourism is high for New Mexico. More than three-quarters said tourism is a good use of tax money (76%), and most believe the state’s tourism office spends money responsibly (70%).
- Residents believe tourism promotion attracts customers for local businesses (93%) and that taxes generated by visitor spending should be partially reinvested for marketing (82%).
- A minority thinks tourism advertising is a waste of money (18%).

Tourism Promotion	
Promoting my community as a place to visit attracts customers for local businesses	93%
The taxes generated when visitors spend money should be partially reinvested to pay for marketing the area for tourism	82%
I think it is a good use of tax money to promote tourism	76%
My state’s tourism office spends money responsibly	70%
Tourists will continue to come to my community even if we stopped all tourism advertising	59%
There shouldn’t be state or local funding for tourism promotion; attractions should pay for their own advertising	32%
Advertising to bring visitors to my community is a waste of money	18%

Role of State Tourism Office

- With a high level of support for tourism funding and positive feelings that the state's tourism office spends money responsibly, residents are most aware of the tourism office's responsibility to promote travel to the area (74%), attracting vacation travelers (70%), and marketing the state as a tourism destination (63%).
- Only 9% said they don't know what the tourism office does, and on average, respondents selected 8 responsibilities from a list of 18.

Role of State Tourism Office	
Promoting travel to the area	74%
Attracting vacation travelers	70%
Marketing the state as a tourism destination	63%
Operating welcome/visitor centers	56%
Generating taxes from visitors from out of state	48%
Bringing the tourism business community together	45%
Bringing conventions to the state	43%
Attracting more customers for businesses in the state	42%
Attracting film companies to make films in the state	42%
Attracting international travelers	41%
Providing funds for development of new tourism facilities and services	38%
Supporting jobs for people who live here	36%
Educating tourism business people in the state	34%
Providing research and intelligence to the state's travel industry	32%
Providing co-operative advertising/marketing opportunities to tourism businesses to stretch their budgets	31%
Attracting businesses to start in/relocate to the state	30%
Financially supporting non-profit events/attractions in the state	25%
Regulating the hospitality industry	19%
Don't know	9%

COMMUNITY PRIDE

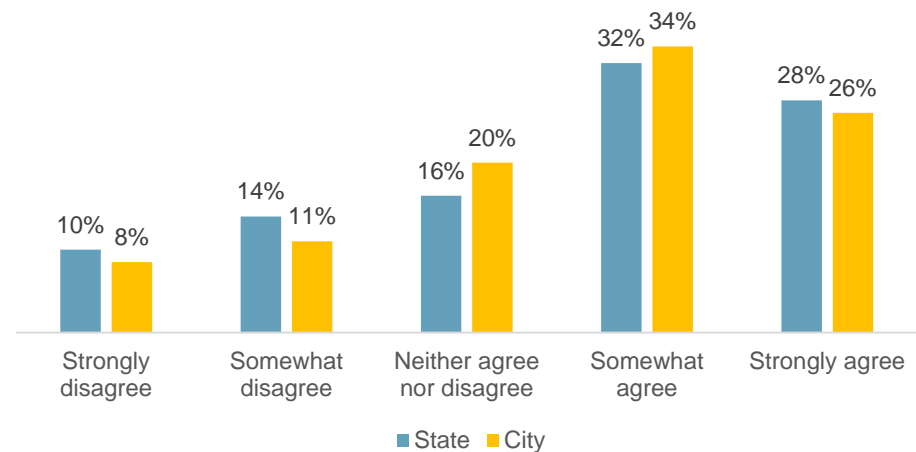
State and City Pride

- More than half of New Mexico residents say they are proud of the state and city where they live (60%). Natural scenery (4.3) and availability of parks (3.8) garner the highest ratings.

Quality of Life Ratings	
	Mean
Natural scenery	4.3
Availability of parks and recreation areas	3.8
Affordable cost of living	3.5
Affordable access to things I like to do (hobbies and leisure activities)	3.4
Quality of health care	3.1
Well-maintained roads and sidewalks	2.8
Availability of public transportation	2.7
Quality of education at all levels	2.5

- Residents are also generally positive about the affordable cost of living (3.5) and affordable access to hobbies and leisure activities (3.4). The state received lower ratings for the quality of health care (3.1), road and sidewalk maintenance (2.7) and the quality of education (2.5).

Community Pride



Thinking about New Mexico as a place to live, please rate it on each attribute using a scale of 1 to 5 with the higher the number the more favorable your opinion.
 Mean rating on a 5-point scale where 1=Poor and 5=Excellent.

State and City Pride

- Affordable access to the things people like to do (hobbies and leisure activities) has the strongest correlation with community pride, both at the state and local levels.
- Quality of education was the second strongest driver of community pride. People who feel positive about these factors also tend to be proud, and vice versa.
- All these factors are correlated with pride and affect the overall feeling that residents have for their community.
- Tourism helps to create and sustain the things residents like to do, such as restaurants, recreation, sports facilities, and cultural attractions.

Correlation of Community Pride and Quality of Life Factors		
	I am proud of the state where I live	I am proud of the city or town where I live
Affordable access to things I like to do (hobbies and leisure activities)	0.50	0.50
Quality of education at all levels	0.48	0.45
Quality of health care	0.39	0.36
Well-maintained roads and sidewalks	0.37	0.31
Natural scenery	0.34	0.40
Availability of public transportation	0.31	0.25
Availability of parks and recreation areas	0.30	0.32
Affordable cost of living	0.30	0.29

Impact of Community Pride

	Not Proud	Proud	Difference
Tourism provides jobs in my community	83%	93%	-10%
The tax revenue my community receives from visitors reduces the amount of taxes I pay	37%	62%	-25%
The tax revenue generated by tourism helps provide services my community needs	80%	89%	-9%
Tourism helps the small businesses in my community	94%	95%	-1%
The money visitors spend in my community is important to the economy	93%	98%	-5%
Tourism makes my community a nicer place to live	65%	80%	-15%
Tourism shows people that my community is a good place to relocate	65%	89%	-24%
Tourism give me the opportunity to share my culture with others	65%	80%	-15%
Tourism is bad for my area	7%	6%	2%
Tourism only helps the large businesses in my community	20%	24%	-4%
There are too many tourists coming to my area	11%	13%	-2%
Locals can't enjoy my community because of all the tourists	10%	12%	-2%
Tourism dilutes my cultural traditions	11%	8%	3%
I think it is a good use of tax money to promote tourism	69%	81%	-12%
Promoting my community as a place to visit attracts customers for local businesses	88%	97%	-9%
The taxes generated when visitors spend money should be partially reinvested to pay for marketing the area for tourism	73%	88%	-15%
My state's tourism office spends money responsibly	59%	78%	-18%
There shouldn't be state or local funding for tourism promotion; attractions should pay for their own advertising	33%	31%	2%
Advertising to bring visitors to my community is a waste of money	25%	14%	11%
Tourists will continue to come to my community even if we stopped all tourism advertising	58%	60%	-2%

TRAVEL READINESS

Readiness to Travel and In-State Vacations

- NMDT would like to understand the level of interest of residents in taking a vacation within the state to support the New Mexico economy, while also understanding levels of acceptance for tourism advertising during the COVID pandemic. This study establishes a baseline that can be monitored over time and provides insights about who is most likely to take an in-state vacation.
- Overall, 45% of residents surveyed said they want to take a vacation in New Mexico to support the economy of the state. These travel-ready residents are similar to more reluctant counterparts demographically. But they are much more likely to live in a community that attracts tourists and has an economy that depends on tourism.
- New Mexico residents agree that tourism is important to the economy and that tourism helps small businesses and they may be motivated by messaging that focuses on that aspect of the value of tourism.

Readiness for Travel

- This study is consistent with the preponderance of COVID-related consumer research that has found that people are divided in their opinions about travel.
- Most residents say they are not ready to travel themselves (45% agree, 27% neutral, 26% disagree), but they are neutral or positive about welcoming tourists into their city (45% agree, 31% neutral, 23% disagree).
- However, there is a strong appreciation that tourism is important to local businesses and local economies (76% agree, 16% neutral, 7% disagree).

	Disagree %	Neutral %	Agree %
I am less likely to travel for leisure this fall than I was last fall	37	33	30
I am now more likely to take a road trip than I was before the coronavirus	23	31	45
I can't even think about leisure travel right now	26	27	47
Ads for vacation destinations should not be shown during times of emergency like the coronavirus	37	33	30
I'm ready to have tourists in my city	23	31	45
Tourism is important to local businesses and to my local economy	7	16	76
I want to take a vacation in my home state to support our economy	20	33	45

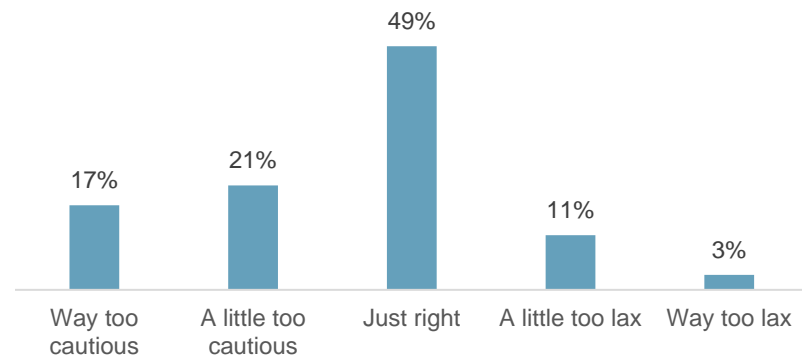
Masks and COVID Policy

- Almost all residents reported that they wear a mask (98%), most often when they go to a store (91%). A lower incidence of mask wearing related to illness may reflect a more complicated view of not being around others when ill.
- Residents were asked how they feel about the response of state and local leadership to the coronavirus pandemic. Almost half think the response is just right (49%). More believe the response is too cautious (38%) than think it is too lax (14%).
- People who live in tourism-dependent communities have more favorable views of COVID policy; 57% think the response is just right and 24% think it has been a little too cautious.

When Do You Wear a Mask?

When I go into a store	91%
When I am around other people outside of those in my immediate household	67%
When I go out of my house/car	56%
When I am around people who are sick	54%
When I am not feeling well	45%
Other	6%
I do not wear a mask	2%

Response of State and Local Leadership to the Coronavirus Pandemic



TOURISM ADVOCATES & DETRACTORS

Advocates and Detractors

- An objective of this study is to compare tourism advocates and detractors. We have found fairly strong levels of support for tourism and tourism promotion, especially among residents who live in areas that benefit from tourism. In order to try to understand the underpinnings of negative sentiment toward tourism promotion, we have identified advocates and detractors based on their response to the statement “there shouldn’t be state or local funding for tourism promotion; attractions should pay for their own advertising.” This question received the highest level of negative response overall, with 33% agreeing. Those in agreement are defined as “Detractors” while those who disagree are “Advocates.”
- Advocates strongly agree that tourism is good for the community (55% vs. 30%). Detractors largely do not disagree (8%), but they don’t connect the benefits of tourism with tourism promotion and the role of the state tourism office.
- Detractors are less likely than Advocates to strongly agree that they are proud of New Mexico (8% vs. 32%) and they report lower ratings for most quality of life attributes.

There shouldn't be state or local funding for tourism promotion; attractions should pay for their own advertising			
	Advocates	Detractors	Difference
Affordable cost of living	3.6	3.2	-0.4
Quality of education at all levels	2.5	2.3	-0.2
Quality of health care	3.1	3.0	-0.1
Availability of parks and recreation areas	4.1	3.8	-0.3
Availability of public transportation	2.6	2.7	0.0
Natural scenery	4.6	4.4	-0.3
Affordable access to things I like to do (hobbies and leisure activities)	3.8	3.3	-0.5
Well-maintained roads and sidewalks	2.8	2.7	-0.1

Advocates and Detractors

- Detractors and Advocates are not significantly different demographically.
- Most are college graduates (46%) and married (54% and 53%).
- Income distribution varies between the groups, but are equally likely to have low, or high, incomes.
- The majority of both Detractors and Advocates live in communities that benefit from tourism, but Detractors are more often found in places that have little tourism.

Household Income

	Advocates	Detractors
Less than \$50,000	52%	53%
\$50,000 - \$74,999	13%	19%
\$75,000 - \$99,999	17%	22%
\$100,000 - \$124,999	7%	0%
\$125,000 - \$149,999	6%	0%
\$150,000 or more	6%	6%

What is the role of tourism in your local community?

	Advocates	Detractors
I live in a community that attracts tourists and much of our economy depends on visitor dollars	40%	33%
My community gets some tourists, but the local economy does not rely on their spending	45%	38%
Tourists seldom if ever come to my community	15%	27%

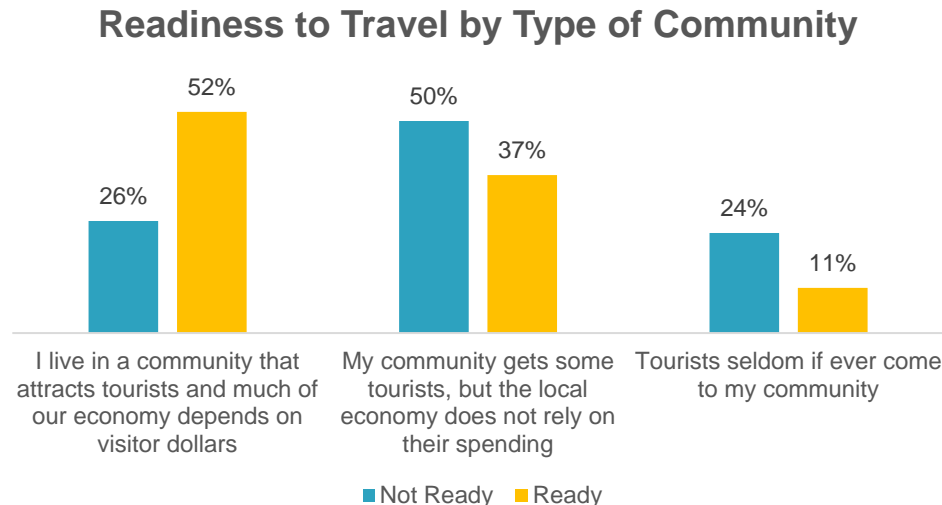
Advocates and Detractors

- Detractors are not anti-tourism. They generally agree that tourism provides jobs, helps provide services, and helps small businesses – and that the money visitors spend is important to the economy. They differ most significantly from Advocates in thinking that tourism advertising is a waste of money.
- Detractors are more likely to think that tourism only helps large businesses.
- Advocates have very low levels of agreement that tourism has negative impacts on their community. They enjoy the benefits of tourism.
- Because detractors are more likely to live in places that do not attract tourism, they are much less likely than Advocates to think the tourism is important to local businesses and the economy (3.9 vs. 4.6).

	Advocates	Detractors
The money visitors spend in my community is important to the economy	97%	92%
Promoting my community as a place to visit attracts customers for local businesses	97%	86%
Tourism helps the small businesses in my community	97%	85%
Tourism provides jobs in my community	93%	82%
The tax revenue generated by tourism helps provide services my community needs	89%	69%
The taxes generated when visitors spend money should be partially reinvested to pay for marketing the area for tourism	91%	68%
Tourists will continue to come to my community even if we stopped all tourism advertising	40%	67%
Tourism give me the opportunity to share my culture with others	86%	64%
Tourism makes my community a nicer place to live	84%	60%
I think it is a good use of tax money to promote tourism	92%	40%
My state's tourism office spends money responsibly	80%	40%
The tax revenue my community receives from visitors reduces the amount of taxes I pay	55%	38%
Advertising to bring visitors to my community is a waste of money	6%	31%
Tourism only helps the large businesses in my community	13%	30%
Tourism dilutes my cultural traditions	5%	21%
There are too many tourists coming to my area	7%	20%
Locals can't enjoy my community because of all the tourists	6%	20%
Tourism is bad for my area	2%	13%

In-State Vacations

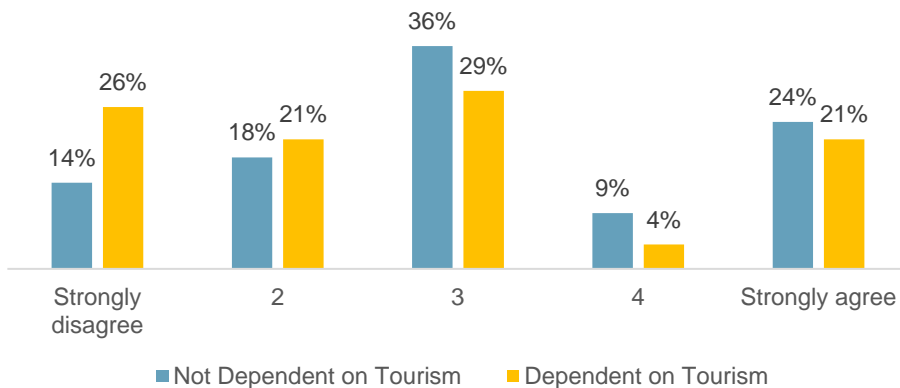
- Almost half of New Mexico residents say they can't even think about travel right now (47%), but 26% disagree with that statement, and 45% say they want to take a vacation in New Mexico to support the economy. Of course, the marketing challenge is to identify and target those who are interested in taking an in-state vacation and are ready to travel.
- SMARInsights analyzed the differences between groups who are ready and not ready for travel and found that they have similar demographic characteristics. However, those who are ready to travel are much more likely to live in a community with tourism.



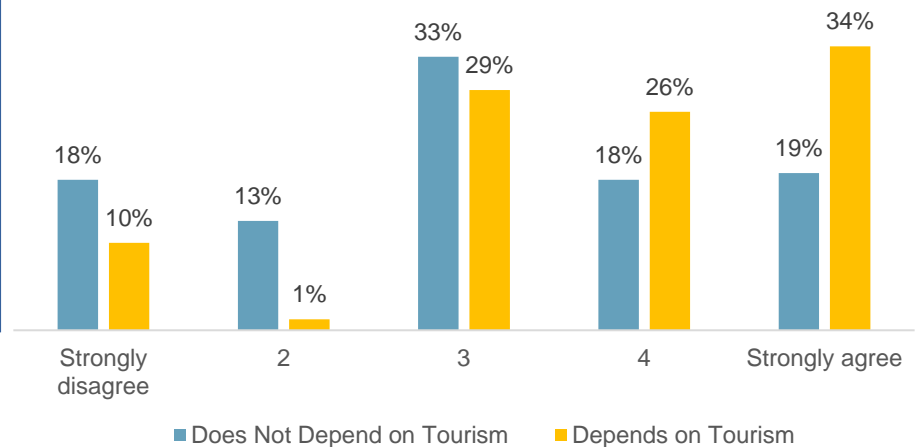
Tourism Advertising

- Residents are evenly divided about whether vacation destinations should advertise during a pandemic: 30% agree that DMOs should not advertise, but 37% think it is OK, and 33% are neutral.
- However, people who live in areas dependent upon tourism, are much more receptive to the resumption of tourism advertising than people who live in places with little tourism. They are also more likely to agree that they are ready to have tourists return to their state.

Ads for Vacation Destinations Should Not be Shown During Times of Emergency Like the Coronavirus



I'm Ready to Have Tourists in My State



CLIENT SAMPLE

Client Sample

The Client Sample is more educated and affluent than New Mexico residents in general.

- The Client Sample primarily resides in mid-sized cities (39% vs. 26%).
- They are much more likely to have a household income greater than \$75,000 (55% vs. 34%)
- More than two-thirds have a college or post graduate degree (69% vs. 46%)
- They are unlikely to have children under 18 living at home (24% vs. 40%) and they are more likely to be married (70% vs. 53%)

The Client Sample reports much higher levels of pride of the state. Fifty-one percent say they strongly agree compared to 28% of the representative sample. Similarly, 43% strongly agree that they are proud of the city where they live, compared to 26%.

Client Sample: Tourism Views

The Client Sample has similar views about tourism.

However, they are more positive about tourism, providing the opportunity to share culture, making the community a nicer place to live, and being a good use of tax money.

	Representative Sample	Client Sample	Difference
Tourism give me the opportunity to share my culture with others	74%	83%	9%
Tourism makes my community a nicer place to live	74%	81%	7%
I think it is a good use of tax money to promote tourism	76%	83%	6%
The taxes generated when visitors spend money should be partially reinvested to pay for marketing the area for tourism	82%	88%	6%
Tourism shows people that my community is a good place to relocate	80%	85%	5%
Tourism provides jobs in my community	89%	91%	3%
Promoting my community as a place to visit attracts customers for local businesses	93%	95%	2%
My state's tourism office spends money responsibly	70%	71%	1%
The money visitors spend in my community is important to the economy	96%	96%	1%
The tax revenue my community receives from visitors reduces the amount of taxes I pay	52%	51%	-1%
Tourism helps the small businesses in my community	95%	94%	-1%
Tourism dilutes my cultural traditions	9%	9%	-1%
The tax revenue generated by tourism helps provide services my community needs	86%	84%	-2%
Tourism is bad for my area	6%	4%	-2%
Locals can't enjoy my community because of all the tourists	11%	8%	-3%
There are too many tourists coming to my area	12%	9%	-3%
Tourism only helps the large businesses in my community	22%	15%	-7%
Advertising to bring visitors to my community is a waste of money	18%	9%	-9%
There shouldn't be state or local funding for tourism promotion; attractions should pay for their own advertising	32%	18%	-14%
Tourists will continue to come to my community even if we stopped all tourism advertising	59%	41%	-18%

Client Sample: Role of State Tourism Office

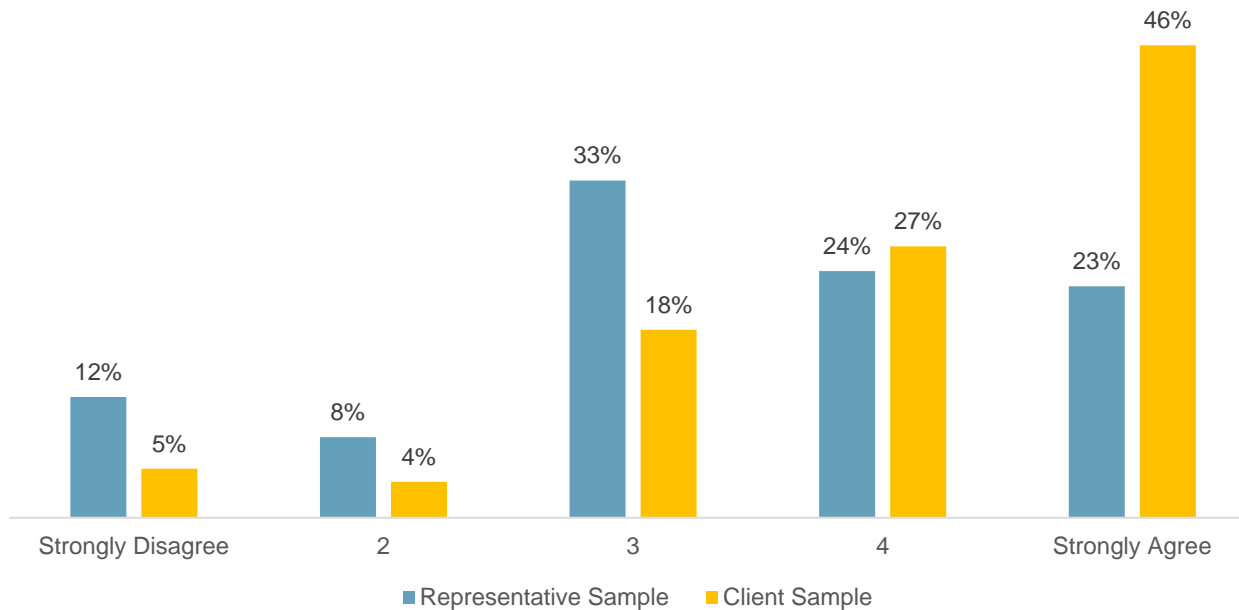
The client sample has a better understanding of the responsibilities of the state tourism office.

	Representative Sample	Client Sample	Difference
Promoting travel to the area	74%	85%	12%
Bringing conventions to the state	43%	57%	14%
Attracting vacation travelers	70%	83%	13%
Attracting international travelers	41%	60%	19%
Attracting businesses to start in/relocate to the state	30%	45%	15%
Bringing the tourism business community together	45%	61%	16%
Generating taxes from visitors from out of state	48%	56%	8%
Attracting more customers for businesses in the state	42%	56%	14%
Supporting jobs for people who live here	36%	47%	12%
Regulating the hospitality industry	19%	26%	7%
Educating tourism business people in the state	34%	51%	17%
Marketing the state as a tourism destination	63%	85%	22%
Financially supporting non-profit events and attractions in the state	25%	39%	14%
Providing co-operative advertising/marketing opportunities to tourism businesses to stretch their budgets	31%	59%	28%
Providing funds for development of new tourism facilities and services	38%	50%	11%
Providing research and intelligence to the state's travel industry	32%	58%	26%
Operating welcome/visitor centers	56%	74%	17%
Attracting film companies to make films in the state	42%	51%	9%
Don't know	9%	5%	-5%

Client Sample: Role of State Tourism Office

- The Client Sample expresses a strong desire to take a vacation within the state to support the economy, making the house list a valuable asset for marketing to residents and motivating in-state travel.

I Want to Take a Vacation in New Mexico



APPENDIX

Questionnaire

New Mexico Tourism Department
Resident Sentiment – Initial Baseline Barometer Questionnaire – September 2020

Job #	Due to Launch	Quotas	TT	Vendor	Team Members	Program Checklist
NMEX104		200 New Mexico Residents	Yes		AH SG DS	<input type="checkbox"/> Job # <input type="checkbox"/> TT
Prior Job #			CQs	Demos	Client Review	<input type="checkbox"/> CQ <input type="checkbox"/> Aware Var
NEW	Sep 8		Yes	Standard		<input type="checkbox"/> Quotas <input type="checkbox"/> Quota stops <input type="checkbox"/> Quota emails

What is your ZIP code? _____

What is your age? _____ [IF UNDER 18 → TERMINATE]

screenengrjd. Please indicate if each of the following applies to you...

[ROTATE]	YES	NO
I use video streaming services like Hulu or Netflix		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to stay healthy		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		
I regularly use social media like Facebook, Twitter, or Instagram		

Q1. How much do you agree with this statement? I am proud of the state where I live.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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Q2. How much do you agree with this statement? I am proud of the city or town where I live.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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Q3. Thinking about New Mexico as a place to live, please rate it on each attribute using a scale of 1 to 5 with the higher the number the more favorable your opinion.

[ROTATE]	Poor 1	Fair 2	Neutral 3	Good 4	Excellent 5
Affordable cost of living					
Quality of education at all levels					
Quality of health care					
Availability of parks and recreation areas					
Availability of public transportation					
Natural scenery					
Affordable access to things I like to do (hobbies and leisure activities)					
Well-maintained roads and sidewalks					

1

Q4. Next, we'd like to know when you think about tourism, what comes to mind? _____

Q5. Overall, how much do you agree that tourism is good for your community? Would you say you...?

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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Q6. Nearly every state and many cities and other communities promote themselves to attract tourists and their spending to the area. Overall, how much do you agree that tax-funded tourism promotion is good for your community? Would you say you...?

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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Q7. For each of the following statements concerning tourism and your community, please indicate whether you agree or disagree with the statement.

TOURISM [ROTATE] Agree Disagree

- Tourism provides jobs in my community
- The tax revenue my community receives from visitors reduces the amount of taxes I pay
- The tax revenue generated by tourism helps provide services my community needs
- Tourism helps the small businesses in my community
- The money visitors spend in my community is important to the economy
- Tourism makes my community a nicer place to live
- Tourism shows people that my community is a good place to relocate
- Tourism give me the opportunity to share my culture with others
- Tourism is bad for my area
- Tourism only helps the large businesses in my community
- There are too many tourists coming to my area
- Locals can't enjoy my community because of all the tourists
- Tourism dilutes my cultural traditions

TOURISM PROMOTION [ROTATE] Agree Disagree

- I think it is a good use of tax money to promote tourism
- Promoting my community as a place to visit attracts customers for local businesses
- The taxes generated when visitors spend money should be partially reinvested to pay for marketing the area for tourism
- My state's tourism office spends money responsibly
- There shouldn't be state or local funding for tourism promotion; attractions should pay for their own advertising
- Advertising to bring visitors to my community is a waste of money
- Tourists will continue to come to my community even if we stopped all tourism advertising

2

Q8. How much do you agree with the following statements?

[ROTATE]	1 Strongly disagree	2	3	4	5 Strongly agree
I want to take a vacation in my home state to support our economy					
I am less likely to travel for leisure this fall than I was last fall					
I am now more likely to take a road trip than I was before the coronavirus					
I can't even think about leisure travel right now					
Ads for vacation destinations should not be shown during times of emergency like the coronavirus					
I'm ready to have tourists in my city					
I'm ready to have tourists in my state					
Tourism is important to local businesses and to my local economy					

Q9. As you understand it, what are the primary responsibilities of your state tourism office? *Select all that apply.* [ROTATE]

<input type="checkbox"/> Promoting travel to the area
<input type="checkbox"/> Bringing conventions to the state
<input type="checkbox"/> Attracting vacation travelers
<input type="checkbox"/> Attracting international travelers
<input type="checkbox"/> Attracting businesses to start in/relocate to the state
<input type="checkbox"/> Bringing the tourism business community together
<input type="checkbox"/> Generating taxes from visitors from out of state
<input type="checkbox"/> Attracting more customers for businesses in the state
<input type="checkbox"/> Supporting jobs for people who live here
<input type="checkbox"/> Regulating the hospitality industry
<input type="checkbox"/> Educating tourism business people in the state
<input type="checkbox"/> Marketing the state as a tourism destination
<input type="checkbox"/> Financially supporting non-profit events and attractions in the state
<input type="checkbox"/> Providing co-operative advertising/marketing opportunities to tourism businesses to stretch their budgets
<input type="checkbox"/> Providing funds for development of new tourism facilities and services
<input type="checkbox"/> Providing research and intelligence to the state's travel industry
<input type="checkbox"/> Operating welcome/visitor centers
<input type="checkbox"/> Attracting film companies to make films in the state
<input type="checkbox"/> Don't know

DEMOGRAPHICS

The following questions are for classification purposes only so that your responses may be grouped with those of others. [DO NOT FORCE]

marital. What is your marital status? Are you...?
 Married/Domestic Partnership/Civil Union
 Divorced/Separated
 Widowed

3

Single/Never married

ppinhh. Including you, how many people are currently living in your household? _____

kids. [ASK IF ppinhh>1] How many living in your household are children under the age of 18? _____

education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

Income. What is your total annual household income before taxes? In USD

- Less than \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 or more

ethnicity. What of the following best describes your ethnic heritage? Are you...? Select all that apply.

[ALLOW MULTI]

- Caucasian/White
- African-American/Black
- Latino/Hispanic
- Asian
- American Indian
- Other, specify _____

gender. Do you identify as...?

- Male
- Female

orientation. Do you identify as LGBTQ?

- Yes
- No
- Prefer not to answer

community. Would you describe the community where you live as ...?

- Large city
- Mid-sized city
- Suburban
- Rural

employment. During the pandemic, has your household income...?

- Decreased
- Increased
- Remained the same as before the pandemic

4

mask. When do you wear a mask? *Select all that apply.*

When I go out of my house/car

When I go into a store

When I am around other people outside of those in my immediate household

When I am not feeling well

When I am around people who are sick

Other, specify: _____

I do not wear a mask

tourism. What is your level of interaction with your local tourism industry?

My job depends directly on tourism; I work at a hotel, attraction, etc.

My job is indirectly supported by tourism; I work for a supplier that supports tourism-focused companies

My job is not related to tourism

Tourism2. What is the role of tourism in your local community?

I live in a community that attracts tourists and much of our economy depends on visitor dollars

My community gets some tourists, but the local economy does not rely on their spending

Tourists seldom if ever come to my community

politics. In your opinion, has the response of your state and local leadership to the coronavirus pandemic been...?

Way too cautious	A little too cautious	Just right	A little too lax	Way too lax
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