

City of Morro Bay

Tourism Business Improvement District

Advisory Board

City Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

Tourism Business Improvement District Purpose and Authority

The Morro Bay Tourism Business Improvement District (MTBID) Advisory Board (“Board”) advises the City Council on the administration and use of the MTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City’s lodging industry.

The primary purpose of the MTBID is to increase occupancy and room nights across all lodging types (motel, hotels, bed and breakfast) that pay the business improvement assessment (BID) along with transient occupancy tax (TOT) within the City while placing particular emphasis on marketing that positively impacts the lodging.

NOTICE OF SPECIAL MEETING

**THURSDAY, MAY 19, 2016 – 9:00 A.M.
INN AT MORRO BAY, CAYUCOS ROOM
60 STATE PARK ROAD, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

PUBLIC COMMENT PERIOD - Members of the audience wishing to address the Board on business matters may do so at this time.

To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chairperson, please come forward to the podium, and state your name and address for the record. Comments are to be limited to three minutes.
- All remarks shall be addressed to the Board, as a whole, and not to any individual member thereof.
- The Board respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commissioner, committee member and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Board to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting.
- Your participation in Board meetings is welcome, and your courtesy will be appreciated.

A. CONSENT CALENDAR

A-1 APPROVAL OF MINUTES FROM THE APRIL 14, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING

B. BUSINESS ITEMS

B-1 PROGRESS UPDATE ON TOURISM MANAGER RECRUITMENT

B-2 MORRO BAY TOURISM BUREAU TRANSITION

B-3 MERRILL RESEARCH RESULTS FOR MORRO BAY

B-4 MORROBAY.ORG RESERVATION SYSTEM

C. DECLARATION OF FUTURE AGENDA ITEMS

D. ADJOURNMENT

The next meeting Regular Meeting will be held on **Thursday, June 9, 2016 at 9:00 a.m.** at the Veterans Memorial Hall located at 209 Surf Street, Morro Bay, California.

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 24 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS, OR CALL CITY HALL AT 772-6568 FOR FURTHER INFORMATION.

MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE BOARD AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET DURING NORMAL BUSINESS HOURS.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – APRIL 14, 2016
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Michele Jacquez	Chairperson
	Aaron Graves	Member
	Taylor Newton	Member
	Charlie Yates	Member
ABSENT:	Jayne Behman	Member
STAFF:	Sam Taylor	Deputy City Manager
	Brooke Austin	Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members, but Member Behman present, and the meeting was called to order at 9:04 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened. Seeing none, the public comment period was closed.

III. APPROVAL OF MINUTES FROM THE MARCH 10, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING

<https://youtu.be/Vw5GKcmjUSQ?t=1m33s>

MOTION: Board Member Graves moved to approve the minutes from the March 10, 2016 Tourism Business Improvement District Advisory Board Meeting. The motion was seconded by Board Member Yates and carried unanimously, 4-0.

IV. CONSIDERATION OF THE ANNUAL ASSESSMENT REPORT ON THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT AND CONTINUATION OF THE TBID ASSESSMENT

<https://youtu.be/Vw5GKcmjUSQ?t=2m>

Deputy City Manager Taylor presented the staff report and responded to board inquiries.

MOTION: Board Member Graves moved to recommend the City Council adopt the annual assessment report pursuant to state law, and set the public hearing date for May 24, 2016 in order to declare the intent to continue the MBTBID activities and assessments. The motion was seconded by Board Member Yates and carried unanimously, 4-0.

V. DECLARATION OF FUTURE ITEMS

There were no future agenda items declared.

VI. ADJOURNMENT

<https://youtu.be/Vw5GKcmjUSQ?t=17m15s>

The meeting adjourned at 9:20 a.m. The next Regular Meeting will be held on Thursday, May 12, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Brooke Austin
Deputy City Clerk



AGENDA NO:	B-1
MEETING DATE:	May 19, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** May 16, 2016

FROM: Sam Taylor, Deputy City Manager

SUBJECT: Progress Update on Tourism Manager Recruitment

DISCUSSION

Deputy City Manager Taylor will give a verbal update on the recruitment process to fill the Tourism Manager position.

Prepared By: <u> BH </u>
Deputy City Manager Review: <u> ST </u>



AGENDA NO:	B-1
MEETING DATE:	May 19, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** May 16, 2016

FROM: Brent Haugen, Morro Bay Tourism Bureau Director

SUBJECT: Morro Bay Tourism Bureau Transition

RECOMMENDATION

Staff recommends scheduling a Morro Bay Tourism Bureau Board Meeting to discuss some of the transitional financial items before the end of the fiscal year.

BACKGROUND

The Morro Bay Tourism Bureau (MBTB) Executive Director will be providing an update on the transition of the Morro Bay Tourism Bureau to the advisory board. He will also be discussing action items for the both MBTB Board and the advisory board.

The office successfully moved from 850 Shasta Avenue to 695 Harbor Street in April 2016. The MBTB Executive Director finalized all of the details with Horizon Realty (landlord) and will be receiving the full deposit back from the lease of 850 Shasta Avenue.

At a previous meeting, the Morro Bay Tourism Bureau Board agreed to help sponsor the Outdoor Writer's Association of California Conference at \$20,000.

Currently the Morro Bay Tourism Bureau has an existing bank account at Founder's Bank in Morro Bay, California.

The Morro Bay Tourism Bureau utilizes George Ross, CPA for accounts payable and payroll.

The end of the fiscal year for the Morro Bay Tourism Bureau is June 30, 2016.

DISCUSSION

The Morro Bay Tourism Bureau Board will need to schedule a separate meeting to discuss the financial transitional items and the current bank account. The current director is inquiring how the existing funds in the bank account will be funneled to the City of Morro Bay in the new fiscal year and the closing of the account prior to his departure. Since the Morro Bay Tourism Bureau and

Prepared By: <u> BH </u>
Deputy City Manager Review: <u> ST </u>

Morro Bay Tourism Business Improvement District boards mirror each other, staff would like to schedule a MBTB Meeting prior to end of the fiscal year.

The end of the fiscal year is June 30, 2016. There has been outreach thus far with some of the vendors to invoice by mid-June for services through the end of the month. There has also been movement on discontinuing services as well. There needs to be some discussion on how the organization will close out the year and finalize any paperwork.



AGENDA NO:	B-3
MEETING DATE:	May 19, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** May 12, 2016
FROM: Brent Haugen, Morro Bay Tourism Bureau Director
SUBJECT: Merrill Research Results for Morro Bay

RECOMMENDATION

There are no staff recommendations at this time. This is a discussion item for the advisory board.

BACKGROUND

The Morro Bay Tourism Bureau and Visit San Luis Obispo County have been in discussion about the interest in research for this fiscal year. After the formation of the countywide tourism marketing district, the opportunity to partner on a larger research project with the organization was discussed and finalized.

Merrill Research was chosen through an RFP process with Visit San Luis Obispo County early 2016 and the opportunity to participate at a reduced rate and receive data related to Morro Bay was executed.

DISCUSSION

This is an initial discussion to go over some of the results from the data received and how this information will be used and shared.

ATTACHMENTS

Awareness and Visitation Type Banner (Morro Bay) Assignment 2
Demographic and Spending Banner (Morro Bay) Assignment 2
Demographic Banner (Morro Bay) Assignment 2
Region and Visitor Type Banner (Morro Bay) Assignment 2

Prepared By: BH

Deputy City Manager Review: ST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 001
MORRO BAY
1. Have you ever visited Morro Bay?
Base: Aware of Morro Bay

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
		SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	774	774	681	646	607	667	416	369	276	212	293	64	241	103	39	158	161	103	399	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	528	528	460	438	408	449	304HI	254	183	146	206	46	183n	69	28	98	98	74	281t	167
	68.2%	68.2%	67.5%	67.8%	67.2%	67.3%	73.1%	68.8%	66.3%	68.9%	70.3%	71.9%	75.9%	67.0%	71.8%	62.0%	60.9%	71.8%	70.4%	63.3%
No	246	246	221	208	199	218	112	115G	93G	66	87	18	58	34m	11	60	63	29	118	97s
	31.8%	31.8%	32.5%	32.2%	32.8%	32.7%	26.9%	31.2%	33.7%	31.1%	29.7%	28.1%	24.1%	33.0%	28.2%	38.0%	39.1%	28.2%	29.6%	36.7%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 002
 MORRO BAY
 2. When have you visited Morro Bay?
 Base: Visited Morro Bay

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr
TOTAL	528	528	460	438	408	449	304	254	183	146	206	46	183	69	28	98	98	74	281	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(NET) High Season	376	376	322	313c	290	320	208	175	128J	92	141	30	135N	38	16	74o	78O	46	209R	116
-----	71.2%	71.2%	70.0%	71.5%	71.1%	71.3%	68.4%	68.9%	69.9%	63.0%	68.4%	65.2%	73.8%	55.1%	57.1%	75.5%	79.6%	62.2%	74.4%	69.5%
May	107	107	92	84	81	92D	67IJ	48J	29	19	39J	14n	41	11	3	25oQ	12	17t	66T	23
	20.3%	20.3%	20.0%	19.2%	19.9%	20.5%	22.0%	18.9%	15.8%	13.0%	18.9%	30.4%	22.4%	15.9%	10.7%	25.5%	12.2%	23.0%	23.5%	13.8%
June	133	133	121	120B	114Bc	122B	82	59	45	33	56	13	56N	11	5	19	27	18	75	38
	25.2%	25.2%	26.3%	27.4%	27.9%	27.2%	27.0%	23.2%	24.6%	22.6%	27.2%	28.3%	30.6%	15.9%	17.9%	19.4%	27.6%	24.3%	26.7%	22.8%
July	118	118	98	102CEF	89	98	65j	47	32	23	43j	12N	44N	7	6	22	25	18	66	32
	22.3%	22.3%	21.3%	23.3%	21.8%	21.8%	21.4%	18.5%	17.5%	15.8%	20.9%	26.1%	24.0%	10.1%	21.4%	22.4%	25.5%	24.3%	23.5%	19.2%
August	131	131C	105	105	99	108c	76J	60	38	27	48	14	47	15	4	25	26	18	72	41
	24.8%	24.8%	22.8%	24.0%	24.3%	24.1%	25.0%	23.6%	20.8%	18.5%	23.3%	30.4%	25.7%	21.7%	14.3%	25.5%	26.5%	24.3%	25.6%	24.6%
September	99	99	90	87	82	90b	56j	49J	30	19	39J	7	40	9	3	19	21	10	59	30
	18.8%	18.8%	19.6%	19.9%	20.1%	20.0%	18.4%	19.3%	16.4%	13.0%	18.9%	15.2%	21.9%	13.0%	10.7%	19.4%	21.4%	13.5%	21.0%	18.0%
(NET) Low Season	258	258	229	215	204	224	166hi	127	88	75	111i	30	95	40	17pQ	42	33	47ST	137	73
-----	48.9%	48.9%	49.8%	49.1%	50.0%	49.9%	54.6%	50.0%	48.1%	51.4%	53.9%	65.2%	51.9%	58.0%	60.7%	42.9%	33.7%	63.5%	48.8%	43.7%
January	51	51	45	41	37	42	34Ij	27i	13	10	23Ij	9N	21	4	6PQ	6	5	15ST	27	9
	9.7%	9.7%	9.8%	9.4%	9.1%	9.4%	11.2%	10.6%	7.1%	6.8%	11.2%	19.6%	11.5%	5.8%	21.4%	6.1%	5.1%	20.3%	9.6%	5.4%
February	60	60	53	52	53BCD	55	44i	32	19	20	32I	10	26	8	4q	7	5	14T	33	13
	11.4%	11.4%	11.5%	11.9%	13.0%	12.2%	14.5%	12.6%	10.4%	13.7%	15.5%	21.7%	14.2%	11.6%	14.3%	7.1%	5.1%	18.9%	11.7%	7.8%
March	85	85	76	76b	70	78b	55	40	30	21	38	10	35	10	4	15	11	14	50	21
	16.1%	16.1%	16.5%	17.4%	17.2%	17.4%	18.1%	15.7%	16.4%	14.4%	18.4%	21.7%	19.1%	14.5%	14.3%	15.3%	11.2%	18.9%	17.8%	12.6%
April	93	93	83	79	74	81	60HJ	40	29	19	37j	13	34	13	6	15	12	19T	49	25
	17.6%	17.6%	18.0%	18.0%	18.1%	18.0%	19.7%	15.7%	15.8%	13.0%	18.0%	28.3%	18.6%	18.8%	21.4%	15.3%	12.2%	25.7%	17.4%	15.0%
October	90	90	82	78	76b	81	63Hi	42	29	26	40	12N	42N	8	-	12o	15O	12	54	23
	17.0%	17.0%	17.8%	17.8%	18.6%	18.0%	20.7%	16.5%	15.8%	17.8%	19.4%	26.1%	23.0%	11.6%	-	12.2%	15.3%	16.2%	19.2%	13.8%
November	54	54	47	44	41	47	40HIJk	23	13	10	20	12MN	23	5	-	9o	5	12T	32t	10
	10.2%	10.2%	10.2%	10.0%	10.0%	10.5%	13.2%	9.1%	7.1%	6.8%	9.7%	26.1%	12.6%	7.2%	-	9.2%	5.1%	16.2%	11.4%	6.0%
December	42	42	37	38	36	38	26Ij	17	9	7	16i	5	17	4	-	11o	5	5	28t	9
	8.0%	8.0%	8.0%	8.7%	8.8%	8.5%	8.6%	6.7%	4.9%	4.8%	7.8%	10.9%	9.3%	5.8%	-	11.2%	5.1%	6.8%	10.0%	5.4%

 (sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 003

MORRO BAY

4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?

Accommodations

Base: High Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	141	141	125	124b	121BCD	127B	75h	54	40	27	47	5	51L	16L	2	27o	370	7	78R	53R
	37.5%	37.5%	38.8%	39.6%	41.7%	39.7%	36.1%	30.9%	31.3%	29.3%	33.3%	16.7%	37.8%	42.1%	12.5%	36.5%	47.4%	15.2%	37.3%	45.7%
(NET) At Least \$1	235	235d	197E	189E	169	193e	133	121g	88	65	94	25MN	84	22	14p	47	41	39ST	131	63
-----	62.5%	62.5%	61.2%	60.4%	58.3%	60.3%	63.9%	69.1%	68.8%	70.7%	66.7%	83.3%	62.2%	57.9%	87.5%	63.5%	52.6%	84.8%	62.7%	54.3%
\$1-\$50	25	25DEF	19E	16	13	18E	14	14	8	5	13	7MN	6	1	4PQ	4	3	11ST	10	4
	6.6%	6.6%	5.9%	5.1%	4.5%	5.6%	6.7%	8.0%	6.3%	5.4%	9.2%	23.3%	4.4%	2.6%	25.0%	5.4%	3.8%	23.9%	4.8%	3.4%
\$51-\$100	31	31E	27E	24E	19	24	14	15	13	11gk	10	3	6	5m	1	10	6	4	16	11
	8.2%	8.2%	8.4%	7.7%	6.6%	7.5%	6.7%	8.6%	10.2%	12.0%	7.1%	10.0%	4.4%	13.2%	6.3%	13.5%	7.7%	8.7%	7.7%	9.5%
\$101-\$250	81	81	70	69	64	68	38	37	24	22	30	6	26	5	3	18	22	9	44	27
	21.5%	21.5%	21.7%	22.0%	22.1%	21.3%	18.3%	21.1%	18.8%	23.9%	21.3%	20.0%	19.3%	13.2%	18.8%	24.3%	28.2%	19.6%	21.1%	23.3%
\$251-\$500	71	71	60	60	55	62	51	43	32	18	32	6	34	10	3	11	6	9	45t	16
	18.9%	18.9%	18.6%	19.2%	19.0%	19.4%	24.5%	24.6%	25.0%	19.6%	22.7%	20.0%	25.2%	26.3%	18.8%	14.9%	7.7%	19.6%	21.5%	13.8%
More than \$500	27	27	21	20	18	21	16	12	11	9	9	3	12	1	3pq	4	4	6T	16	5
	7.2%	7.2%	6.5%	6.4%	6.2%	6.6%	7.7%	6.9%	8.6%	9.8%	6.4%	10.0%	8.9%	2.6%	18.8%	5.4%	5.1%	13.0%	7.7%	4.3%
Mean	202.81	202.81	192.76	206.17	198.40	205.06	226.04	222.83	273.80	275.83	226.24	322.77	228.84	154.97	404.94P	163.12	137.05	351.35S	205.57	142.92
				c											Q			T	t	
Standard Deviation	360.94	360.94	331.77	381.26	375.41	379.96	391.45	366.42	504.61	546.37	421.22	635.61	366.63	191.61	736.75	220.22	234.43	665.47	323.44	220.64
Standard Error	18.61	18.61	18.49	21.55	22.04	21.24	27.14	27.70	44.60	56.96	35.47	116.05	31.55	31.08	184.19	25.60	26.54	98.12	22.37	20.49
Median	100.00	100.00	100.00	100.00	100.00	100.00	105.00	130.00	125.00	120.00	105.00	80.00	150.00	100.00	200.00	100.00	30.00	120.00	105.00	60.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 004
 MORRO BAY
 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Food
 Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	20	20	18	17	15	17	9	5	5	3	4	1	5	3	-	2	9P	1	7	12r
	5.3%	5.3%	5.6%	5.4%	5.2%	5.3%	4.3%	2.9%	3.9%	3.3%	2.8%	3.3%	3.7%	7.9%	2.7%	11.5%	2.2%	3.3%	10.3%	
(NET) At Least \$1	356	356	304	296	275	303	199	170	123	89	137	29	130	35	16	72Q	69	45t	202T	104
-----	94.7%	94.7%	94.4%	94.6%	94.8%	94.7%	95.7%	97.1%	96.1%	96.7%	97.2%	96.7%	96.3%	92.1%	100.0%	97.3%	88.5%	97.8%	96.7%	89.7%
\$1-\$50	93	93	78	75	73	80	49	43i	24	21	31	10m	25	11	7p	16	21	17S	41	32
	24.7%	24.7%	24.2%	24.0%	25.2%	25.0%	23.6%	24.6%	18.8%	22.8%	22.0%	33.3%	18.5%	28.9%	43.8%	21.6%	26.9%	37.0%	19.6%	27.6%
\$51-\$100	102	102	93b	91b	81	90	44	46g	33	26g	38g	5	30	8	2	31O	25	7	61r	33r
	27.1%	27.1%	28.9%	29.1%	27.9%	28.1%	21.2%	26.3%	25.8%	28.3%	27.0%	16.7%	22.2%	21.1%	12.5%	41.9%	32.1%	15.2%	29.2%	28.4%
\$101-\$250	101	101	84	84	77	84	67	52	41	26	45	9	46	11	2	15	17	11	61	28
	26.9%	26.9%	26.1%	26.8%	26.6%	26.3%	32.2%	29.7%	32.0%	28.3%	31.9%	30.0%	34.1%	28.9%	12.5%	20.3%	21.8%	23.9%	29.2%	24.1%
\$251-\$500	53	53D	43	39	37	42	35	24	20	11	18	4	26	5	3	9	6	7	35t	11
	14.1%	14.1%	13.4%	12.5%	12.8%	13.1%	16.8%	13.7%	15.6%	12.0%	12.8%	13.3%	19.3%	13.2%	18.8%	12.2%	7.7%	15.2%	16.7%	9.5%
More than \$500	7	7	6	7	7	7	4	5	5	5G	5	1	3	-	2PQ	1	-	3sT	4	-
	1.9%	1.9%	1.9%	2.2%	2.4%	2.2%	1.9%	2.9%	3.9%	5.4%	3.5%	3.3%	2.2%	-	12.5%	1.4%	-	6.5%	1.9%	-
Mean	148.03	148.03	142.50	147.42	149.79	146.70	161.07	155.19	183.07	181.80	168.83	184.07	170.19	122.74	259.25P	129.74	107.81	210.22s	155.87	112.70
					c				h				n		Q			T	T	
Standard Deviation	169.11	169.11	151.22	175.87	181.39	175.17	177.30	171.72	230.29	255.01	209.49	315.08	149.66	113.38	367.75	115.88	103.50	332.22	139.71	106.57
Standard Error	8.72	8.72	8.43	9.94	10.65	9.79	12.29	12.98	20.36	26.59	17.64	57.53	12.88	18.39	91.94	13.47	11.72	48.98	9.66	9.90
Median	100.00	100.00	100.00	100.00	100.00	100.00	120.00	100.00	125.00	100.00	100.00	100.00	150.00	80.00	80.00	100.00	70.00	100.00	100.00	80.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 005
 MORRO BAY
 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Wine
 Base: High Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	1stPlac	My Fav	Consd	1stPlac	My Fav	Consd	1stPlac	My Fav	Consd
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	187	187	165	164B	155Bc	169B	91IJ	71IJ	38	27	56IJ	5	62L	19L	3	380	550P	8	100R	74R
	49.7%	49.7%	51.2%	52.4%	53.4%	52.8%	43.8%	40.6%	29.7%	29.3%	39.7%	16.7%	45.9%	50.0%	18.8%	51.4%	70.5%	17.4%	47.8%	63.8%
(NET) At Least \$1	189	189DEF	157e	149	135	151	117	104	90GHK	65GHK	85	25MN	73	19	13PQ	36Q	23	38ST	109T	42
-----	50.3%	50.3%	48.8%	47.6%	46.6%	47.2%	56.3%	59.4%	70.3%	70.7%	60.3%	83.3%	54.1%	50.0%	81.3%	48.6%	29.5%	82.6%	52.2%	36.2%
\$1-\$50	100	100	84	80	72	83	57	49	43	35GH	46	13M	33	11	5	26Q	12	18T	59t	23
	26.6%	26.6%	26.1%	25.6%	24.8%	25.9%	27.4%	28.0%	33.6%	38.0%	32.6%	43.3%	24.4%	28.9%	31.3%	35.1%	15.4%	39.1%	28.2%	19.8%
\$51-\$100	57	57e	47	46e	39	45	36	34	32GhJk	16	26	6	24	6	5PQ	7	9	11t	31	15
	15.2%	15.2%	14.6%	14.7%	13.4%	14.1%	17.3%	19.4%	25.0%	17.4%	18.4%	20.0%	17.8%	15.8%	31.3%	9.5%	11.5%	23.9%	14.8%	12.9%
\$101-\$250	22	22DF	18dF	15	15	14	17K	14k	9	8k	6	5	10	2	1	2	2	6sT	12	4
	5.9%	5.9%	5.6%	4.8%	5.2%	4.4%	8.2%	8.0%	7.0%	8.7%	4.3%	16.7%	7.4%	5.3%	6.3%	2.7%	2.6%	13.0%	5.7%	3.4%
\$251-\$500	10	10	8	8	9	9	7	7	6	6	7	1	6	-	2PQ	1	-	3T	7T	-
	2.7%	2.7%	2.5%	2.6%	3.1%	2.8%	3.4%	4.0%	4.7%	6.5%	5.0%	3.3%	4.4%	-	12.5%	1.4%	-	6.5%	3.3%	-
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	44.10	44.10F	42.33	41.14	42.15	40.65	52.68	56.87	65.20	69.73g	56.11	80.37N	54.53	31.16	94.56PQ	32.32	22.05	85.30ST	46.67T	25.03
Standard Deviation	81.88	81.88	80.31	79.67	83.46	79.84	88.26	92.59	92.72	103.90	95.32	110.42	90.94	50.95	138.87	69.01	45.60	119.72	84.33	47.39
Standard Error	4.22	4.22	4.48	4.50	4.90	4.46	6.12	7.00	8.20	10.83	8.03	20.16	7.83	8.26	34.72	8.02	5.16	17.65	5.83	4.40
Median	1.00	1.00	0.00	0.00	0.00	0.00	15.00	20.00	45.00	35.00	25.00	48.00	20.00	0.00	50.00	0.00	0.00	50.00	2.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 006
MORRO BAY

4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Entertainment

Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	186	166B	165B	156Bcf	166B	97HIj	69	48	34	63i	6	62L	25LM	2	380	490	8	100R	74R
	49.5%	49.5%	51.6%	52.7%	53.8%	51.9%	46.6%	39.4%	37.5%	37.0%	44.7%	20.0%	45.9%	65.8%	12.5%	51.4%	62.8%	17.4%	47.8%	63.8%
(NET) At Least \$1	190	190CDE	156e	148	134	154e	111	106G	80Gk	58g	78	24MN	73N	13	14PQ	36	29	38ST	109T	42
-----	50.5%	50.5%F	48.4%	47.3%	46.2%	48.1%	53.4%	60.6%	62.5%	63.0%	55.3%	80.0%	54.1%	34.2%	87.5%	48.6%	37.2%	82.6%	52.2%	36.2%
\$1-\$50	77	77DE	64E	58	52	64dE	39	42GI	22	19	34gI	10Mn	22	6	5	17	16	15St	39	22
	20.5%	20.5%	19.9%	18.5%	17.9%	20.0%	18.8%	24.0%	17.2%	20.7%	24.1%	33.3%	16.3%	15.8%	31.3%	23.0%	20.5%	32.6%	18.7%	19.0%
\$51-\$100	52	52	43	45f	40	42	34	30	32GHK	18	21	5	23	6	3	10	5	8	33	11
	13.8%	13.8%	13.4%	14.4%	13.8%	13.1%	16.3%	17.1%	25.0%	19.6%	14.9%	16.7%	17.0%	15.8%	18.8%	13.5%	6.4%	17.4%	15.8%	9.5%
\$101-\$250	37	37df	30	27	25	28	23	19	17k	12	12	5N	17n	1	3	5	6	8T	22	7
	9.8%	9.8%	9.3%	8.6%	8.6%	8.8%	11.1%	10.9%	13.3%	13.0%	8.5%	16.7%	12.6%	2.6%	18.8%	6.8%	7.7%	17.4%	10.5%	6.0%
\$251-\$500	17	17	14	13	11	14	10	11	6	5	9	3n	7	-	2q	3	2	5T	10	2
	4.5%	4.5%	4.3%	4.2%	3.8%	4.4%	4.8%	6.3%	4.7%	5.4%	6.4%	10.0%	5.2%	-	12.5%	4.1%	2.6%	10.9%	4.8%	1.7%
More than \$500	7	7	5	5	6d	6	5	4	3	4k	2	1	4	-	1Q	1	-	2T	5t	-
	1.9%	1.9%	1.6%	1.6%	2.1%	1.9%	2.4%	2.3%	2.3%	4.3%	1.4%	3.3%	3.0%	-	6.3%	1.4%	-	4.3%	2.4%	-
Mean	72.59	72.59C	62.54	67.51	70.59C	70.28C	83.31	79.90	98.90	120.51h	81.13	165.00mn	84.62N	24.58	162.75PQ	61.08	36.45	164.22ST	76.29T	32.56
Standard Deviation	181.81	181.81	125.42	182.99	195.98	189.36	211.40	135.31	247.68	304.14	230.64	455.40	144.59	43.97	259.80	139.44	76.20	395.16	142.89	67.38
Standard Error	9.38	9.38	6.99	10.34	11.51	10.59	14.66	10.23	21.89	31.71	19.42	83.14	12.44	7.13	64.95	16.21	8.63	58.26	9.88	6.26
Median	1.00	1.00	0.00	0.00	0.00	0.00	3.00	30.00	50.00	30.00	10.00	43.00	25.00	0.00	100.00	0.00	0.00	50.00	2.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 007
 MORRO BAY
 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Arts/Cultural
 Base: High Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others (T)
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	245	245	215	208	197B	215B	131HIJ	96	65	45	90HIJ	9	87L	30Lm	3	500	610	12	137R	91R
	65.2%	65.2%	66.8%	66.5%	67.9%	67.2%	63.0%	54.9%	50.8%	48.9%	63.8%	30.0%	64.4%	78.9%	18.8%	67.6%	78.2%	26.1%	65.6%	78.4%
(NET) At Least \$1	131	131EF	107	105	93	105	77	79GK	63GK	47GK	51	21MN	48n	8	13PQ	24	17	34ST	72T	25
-----	34.8%	34.8%	33.2%	33.5%	32.1%	32.8%	37.0%	45.1%	49.2%	51.1%	36.2%	70.0%	35.6%	21.1%	81.3%	32.4%	21.8%	73.9%	34.4%	21.6%
\$1-\$50	77	77	65	62	57	67	42	49G	35G	28G	34	13MN	23	6	6q	15	14	19ST	38	20
	20.5%	20.5%	20.2%	19.8%	19.7%	20.9%	20.2%	28.0%	27.3%	30.4%	24.1%	43.3%	17.0%	15.8%	37.5%	20.3%	17.9%	41.3%	18.2%	17.2%
\$51-\$100	32	32EF	25E	24E	18	23e	23K	17	14k	8	9	6n	15	2	3Q	5q	1	9sT	20T	3
	8.5%	8.5%	7.8%	7.7%	6.2%	7.2%	11.1%	9.7%	10.9%	8.7%	6.4%	20.0%	11.1%	5.3%	18.8%	6.8%	1.3%	19.6%	9.6%	2.6%
\$101-\$250	13	13f	11	11F	10	9	6	7	6	5	5	1	5	-	2q	3	2	3	8	2
	3.5%	3.5%	3.4%	3.5%	3.4%	2.8%	2.9%	4.0%	4.7%	5.4%	3.5%	3.3%	3.7%	-	12.5%	4.1%	2.6%	6.5%	3.8%	1.7%
\$251-\$500	8	8Cf	5	7CF	7CF	5	5	5	7gK	5gK	2	1	4	-	2PQ	1	-	3T	5t	-
	2.1%	2.1%	1.6%	2.2%	2.4%	1.6%	2.4%	2.9%	5.5%	5.4%	1.4%	3.3%	3.0%	-	12.5%	1.4%	-	6.5%	2.4%	-
More than \$500	1	1	1	1	1	1	1	1	1	1	1	-	1	-	-	-	-	-	1	-
	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%	0.6%	0.8%	1.1%	0.7%	-	0.7%	-	-	-	-	-	0.5%	-
Mean	30.47	30.47F	28.11	30.45F	29.75	26.92	33.74	40.74	53.90G	54.64G	30.96	49.70N	38.13n	9.95	99.19PQ	27.08q	10.86	66.91ST	34.22T	10.56
Standard Deviation	78.69	78.69	75.92	79.71	81.53	75.01	84.59	96.37	113.32	117.87	85.50	95.96	92.80	24.69	144.68	69.63	28.96	116.10	85.31	27.53
Standard Error	4.06	4.06	4.23	4.51	4.79	4.19	5.87	7.28	10.02	12.29	7.20	17.52	7.99	4.01	36.17	8.09	3.28	17.12	5.90	2.56
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	20.00	0.00	0.00	3.00	0.00	0.00	20.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 008

MORRO BAY

4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Activities

Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	152	152	134	131	125b	137B	78hi	55	38	32	55HI	2	52L	21Lm	3	30	41O	5	82R	62R
	40.4%	40.4%	41.6%	41.9%	43.1%	42.8%	37.5%	31.4%	29.7%	34.8%	39.0%	6.7%	38.5%	55.3%	18.8%	40.5%	52.6%	10.9%	39.2%	53.4%
(NET) At Least \$1	224	224eF	188	182	165	183	130	120gK	90gK	60	86	28MN	83n	17	13Q	44	37	41ST	127T	54
	59.6%	59.6%	58.4%	58.1%	56.9%	57.2%	62.5%	68.6%	70.3%	65.2%	61.0%	93.3%	61.5%	44.7%	81.3%	59.5%	47.4%	89.1%	60.8%	46.6%
\$1-\$50	90	90	78e	73	65	76	48	45	36	22	38	12M	24	10	6	21	15	18ST	45	25
	23.9%	23.9%	24.2%	23.3%	22.4%	23.8%	23.1%	25.7%	28.1%	23.9%	27.0%	40.0%	17.8%	26.3%	37.5%	28.4%	19.2%	39.1%	21.5%	21.6%
\$51-\$100	59	59	51	51	47	51	35	33	23	14	20	4	25	6	1	7	16p	5	32	22
	15.7%	15.7%	15.8%	16.3%	16.2%	15.9%	16.8%	18.9%	18.0%	15.2%	14.2%	13.3%	18.5%	15.8%	6.3%	9.5%	20.5%	10.9%	15.3%	19.0%
\$101-\$250	47	47CF	35	36	32	35	31	26	20	14	19	10MN	20N	1	2	11Q	3	12sT	31T	4
	12.5%	12.5%	10.9%	11.5%	11.0%	10.9%	14.9%	14.9%	15.6%	15.2%	13.5%	33.3%	14.8%	2.6%	12.5%	14.9%	3.8%	26.1%	14.8%	3.4%
\$251-\$500	20	20d	17d	14	13	15	11	12	5	5	6	1	10n	-	1	5	3	2	15t	3
	5.3%	5.3%	5.3%	4.5%	4.5%	4.7%	5.3%	6.9%	3.9%	5.4%	4.3%	3.3%	7.4%	-	6.3%	6.8%	3.8%	4.3%	7.2%	2.6%
More than \$500	8	8	7	8F	8F	6	5	4	6k	5ghk	3	1	4	-	3PQ	-	-	4ST	4	-
	2.1%	2.1%	2.2%	2.6%	2.8%	1.9%	2.4%	2.3%	4.7%	5.4%	2.1%	3.3%	3.0%	-	18.8%	-	-	8.7%	1.9%	-
Mean	92.57	92.57	90.22	92.44	92.80	84.81	105.36	103.22	118.53	127.37K	84.25	141.07N	122.64n	28.05	264.50PQ	69.88q	44.74	184.00s	103.96T	39.28
Standard Deviation	227.04	227.04	232.56	240.83	248.06	223.04	263.65	193.81	235.48	267.73	172.29	232.24	304.37	40.25	443.38	106.87	75.28	322.21	253.64	66.16
Standard Error	11.71	11.71	12.96	13.61	14.57	12.47	18.28	14.65	20.81	27.91	14.51	42.40	26.20	6.53	110.84	12.42	8.52	47.51	17.54	6.14
Median	25.00	25.00	25.00	25.00	25.00	25.00	30.00	50.00	50.00	30.00	25.00	54.00	40.00	0.00	50.00	25.00	0.00	50.00	30.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 009
 MORRO BAY
 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Shopping
 Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	98	98	89b	90B	81	90B	46	35	28	22	31	2	25	14LM	2	16	34OP	4	41r	48R
	26.1%	26.1%	27.6%	28.8%	27.9%	28.1%	22.1%	20.0%	21.9%	23.9%	22.0%	6.7%	18.5%	36.8%	12.5%	21.6%	43.6%	8.7%	19.6%	41.4% S
(NET) At Least \$1	278	278c	233	223	209	230	162	140	100	70	110	28N	110N	24	14Q	58Q	44	42sT	168T	68
	73.9%	73.9%	72.4%	71.2%	72.1%	71.9%	77.9%	80.0%	78.1%	76.1%	78.0%	93.3%	81.5%	63.2%	87.5%	78.4%	56.4%	91.3%	80.4%	58.6%
\$1-\$50	109	109	95	89	85	92	55	49	33	28	44	7	36	12	6	23	25	13	59	37
	29.0%	29.0%	29.5%	28.4%	29.3%	28.8%	26.4%	28.0%	25.8%	30.4%	31.2%	23.3%	26.7%	31.6%	37.5%	31.1%	32.1%	28.3%	28.2%	31.9%
\$51-\$100	60	60	48	49	44	51	27j	18	17J	7	19j	6n	19	2	1	22oQ	10	7	41T	12
	16.0%	16.0%	14.9%	15.7%	15.2%	15.9%	13.0%	10.3%	13.3%	7.6%	13.5%	20.0%	14.1%	5.3%	6.3%	29.7%	12.8%	15.2%	19.6%	10.3%
\$101-\$250	58	58	47	47	46f	46	46k	39k	25	18	24	9	31	6	2	5	5	11T	36t	11
	15.4%	15.4%	14.6%	15.0%	15.9%	14.4%	22.1%	22.3%	19.5%	19.6%	17.0%	30.0%	23.0%	15.8%	12.5%	6.8%	6.4%	23.9%	17.2%	9.5%
\$251-\$500	34	34	29	27	23	29e	21	21	16	8	17	4	13	4	3q	6	4	7	19	8
	9.0%	9.0%	9.0%	8.6%	7.9%	9.1%	10.1%	12.0%	12.5%	8.7%	12.1%	13.3%	9.6%	10.5%	18.8%	8.1%	5.1%	15.2%	9.1%	6.9%
More than \$500	17	17Df	14D	11	11	12	13	13k	9	9K	6	2	11n	-	2pQ	2	-	4T	13T	-
	4.5%	4.5%	4.3%	3.5%	3.8%	3.8%	6.3%	7.4%	7.0%	9.8%	4.3%	6.7%	8.1%	-	12.5%	2.7%	-	8.7%	6.2%	-
Mean	144.09	144.09	128.93	132.92	141.51	139.19	179.50	180.68	201.08	235.27	173.19	268.30	192.84n	85.61	194.19Q	131.31Q	51.54	242.52T	171.05T	62.70
		C																		
Standard Deviation	344.41	344.41	266.78	338.40	374.77	359.97	405.27	335.38	470.42	560.41	448.99	716.81	363.39	132.11	277.09	326.10	87.35	598.32	351.09	104.79
Standard Error	17.76	17.76	14.87	19.13	22.01	20.12	28.10	25.35	41.58	58.43	37.81	130.87	31.28	21.43	69.27	37.91	9.89	88.22	24.29	9.73
Median	50.00	50.00	50.00	50.00	50.00	50.00	60.00	60.00	65.00	50.00	50.00	100.00	100.00	25.00	50.00	50.00	20.00	100.00	60.00	20.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 010
 MORRO BAY
 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Local transportation
 Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	273	273	240B	238B	221B	243B	143ij	113	78	55	100hIJ	12	96L	30L	5	54O	71OP	17	150R	101R
	72.6%	72.6%	74.5%	76.0%	76.2%	75.9%	68.8%	64.6%	60.9%	59.8%	70.9%	40.0%	71.1%	78.9%	31.3%	73.0%	91.0%	37.0%	71.8%	87.1%
(NET) At Least \$1	103	103C	82	75	69	77	65	62k	50gK	37gK	41	18MN	39	8	11PQ	20Q	7	29ST	59T	15
-----	27.4%	27.4%	25.5%	24.0%	23.8%	24.1%	31.3%	35.4%	39.1%	40.2%	29.1%	60.0%	28.9%	21.1%	68.8%	27.0%	9.0%	63.0%	28.2%	12.9%
\$1-\$50	60	60DEF	49E	44e	37	45	37	38	30g	18	27	11Mn	20	6	6pQ	13Q	4	17ST	33t	10
	16.0%	16.0%	15.2%	14.1%	12.8%	14.1%	17.8%	21.7%	23.4%	19.6%	19.1%	36.7%	14.8%	15.8%	37.5%	17.6%	5.1%	37.0%	15.8%	8.6%
\$51-\$100	19	19C	13	14	15C	15	13	10	10	10ghK	7	5MN	8	-	1	4	1	6sT	12T	1
	5.1%	5.1%	4.0%	4.5%	5.2%	4.7%	6.3%	5.7%	7.8%	10.9%	5.0%	16.7%	5.9%	-	6.3%	5.4%	1.3%	13.0%	5.7%	0.9%
\$101-\$250	17	17	13	12	12	13	12	10	7	7	6	2	8	2	1	2	2	3	10	4
	4.5%	4.5%	4.0%	3.8%	4.1%	4.1%	5.8%	5.7%	5.5%	7.6%	4.3%	6.7%	5.9%	5.3%	6.3%	2.7%	2.6%	6.5%	4.8%	3.4%
\$251-\$500	5	5f	5F	4	4f	3	2	2	2	2k	-	-	2	-	2PQ	1	-	2T	3	-
	1.3%	1.3%	1.6%	1.3%	1.4%	0.9%	1.0%	1.1%	1.6%	2.2%	-	-	1.5%	-	12.5%	1.4%	-	4.3%	1.4%	-
More than \$500	2	2	2DF	1	1	1	1	2	1	-	1	-	1	-	1PQ	-	-	1	1	-
	0.5%	0.5%	0.6%	0.3%	0.3%	0.3%	0.5%	1.1%	0.8%	-	0.7%	-	0.7%	-	6.3%	-	-	2.2%	0.5%	-
Mean	24.13	24.13D	24.02D	20.82	22.28	20.48	25.93	31.16k	33.98K	36.66K	20.67	27.03	29.52	15.74	105.00PQ	19.08q	7.50	54.15ST	25.82T	10.20
Standard Deviation	71.97	71.97	75.41	64.15	67.17	63.19	70.78	85.95	82.18	77.61	62.34	40.75	82.02	46.03	184.93	51.09	30.76	117.81	72.63	36.47
Standard Error	3.71	3.71	4.20	3.63	3.94	3.53	4.91	6.50	7.26	8.09	5.25	7.44	7.06	7.47	46.23	5.94	3.48	17.37	5.02	3.39
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.00	0.00	0.00	1.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 011
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (At \$1 Summary Table)
 Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	1stPlac	My Fav	Consd	1stPlac	My Fav	Consd	1stPlac	My Fav	Consd
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	356	356	304	296	275	303	199	170	123	89	137	29	130	35	16	72Q	69	45t	202T	104
	94.7%	94.7%	94.4%	94.6%	94.8%	94.7%	95.7%	97.1%	96.1%	96.7%	97.2%	96.7%	96.3%	92.1%	100.0%	97.3%	88.5%	97.8%	96.7%	89.7%
Shopping	278	278cDF	233	223	209	230	162	140	100	70	110	28N	110N	24	14Q	58Q	44	42sT	168T	68
	73.9%	73.9%	72.4%	71.2%	72.1%	71.9%	77.9%	80.0%	78.1%	76.1%	78.0%	93.3%	81.5%	63.2%	87.5%	78.4%	56.4%	91.3%	80.4%	58.6%
Accommodations	235	235dEF	197E	189E	169	193e	133	121g	88	65	94	25MN	84	22	14pQ	47	41	39ST	131	63
	62.5%	62.5%	61.2%	60.4%	58.3%	60.3%	63.9%	69.1%	68.8%	70.7%	66.7%	83.3%	62.2%	57.9%	87.5%	63.5%	52.6%	84.8%	62.7%	54.3%
Activities	224	224eF	188	182	165	183	130	120gK	90gK	60	86	28MN	83n	17	13Q	44	37	41ST	127T	54
	59.6%	59.6%	58.4%	58.1%	56.9%	57.2%	62.5%	68.6%	70.3%	65.2%	61.0%	93.3%	61.5%	44.7%	81.3%	59.5%	47.4%	89.1%	60.8%	46.6%
Entertainment	190	190CDE	156e	148	134	154e	111	106G	80Gk	58g	78	24MN	73N	13	14PQ	36	29	38ST	109T	42
	50.5%	50.5%	48.4%	47.3%	46.2%	48.1%	53.4%	60.6%	62.5%	63.0%	55.3%	80.0%	54.1%	34.2%	87.5%	48.6%	37.2%	82.6%	52.2%	36.2%
Wine	189	189DEF	157e	149	135	151	117	104	90GHK	65GHK	85	25MN	73	19	13PQ	36Q	23	38ST	109T	42
	50.3%	50.3%	48.8%	47.6%	46.6%	47.2%	56.3%	59.4%	70.3%	70.7%	60.3%	83.3%	54.1%	50.0%	81.3%	48.6%	29.5%	82.6%	52.2%	36.2%
Arts/Cultural	131	131EF	107	105	93	105	77	79GK	63GK	47GK	51	21MN	48n	8	13PQ	24	17	34ST	72T	25
	34.8%	34.8%	33.2%	33.5%	32.1%	32.8%	37.0%	45.1%	49.2%	51.1%	36.2%	70.0%	35.6%	21.1%	81.3%	32.4%	21.8%	73.9%	34.4%	21.6%
Local transportation	103	103CDEF	82	75	69	77	65	62k	50gK	37gK	41	18MN	39	8	11PQ	20Q	7	29ST	59T	15
	27.4%	27.4%	25.5%	24.0%	23.8%	24.1%	31.3%	35.4%	39.1%	40.2%	29.1%	60.0%	28.9%	21.1%	68.8%	27.0%	9.0%	63.0%	28.2%	12.9%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 012
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (Mean Summary Table)
 Base: High Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	376	322	313	290	320	208	175	128	92	141	30	135	38	16	74	78	46	209	116
Accommodations	202.81	202.81	192.76	206.17	198.40	205.06	226.04	222.83	273.80	275.83	226.24	322.77	228.84	154.97	404.94P	163.12	137.05	351.35S	205.57	142.92
				c											Q			T	t	
Food	148.03	148.03	142.50	147.42	149.79	146.70	161.07	155.19	183.07	181.80	168.83	184.07	170.19	122.74	259.25P	129.74	107.81	210.22s	155.87	112.70
				c					h				n		Q			T	T	
Shopping	144.09	144.09	128.93	132.92	141.51	139.19	179.50	180.68	201.08	235.27	173.19	268.30	192.84n	85.61	194.19Q	131.31Q	51.54	242.52T	171.05T	62.70
Activities	92.57	92.57	90.22	92.44	92.80	84.81	105.36	103.22	118.53	127.37K	84.25	141.07N	122.64n	28.05	264.50PQ	69.88q	44.74	184.00s	103.96T	39.28
																		T		
Entertainment	72.59	72.59C	62.54	67.51	70.59C	70.28C	83.31	79.90	98.90	120.51h	81.13	165.00mn	84.62N	24.58	162.75PQ	61.08	36.45	164.22ST	76.29T	32.56
Wine	44.10	44.10F	42.33	41.14	42.15	40.65	52.68	56.87	65.20	69.73g	56.11	80.37N	54.53	31.16	94.56PQ	32.32	22.05	85.30ST	46.67T	25.03
Arts/Cultural	30.47	30.47F	28.11	30.45F	29.75	26.92	33.74	40.74	53.90G	54.64G	30.96	49.70N	38.13n	9.95	99.19PQ	27.08q	10.86	66.91ST	34.22T	10.56
									K	K										
Local transportation	24.13	24.13D	24.02D	20.82	22.28	20.48	25.93	31.16k	33.98K	36.66K	20.67	27.03	29.52	15.74	105.00PQ	19.08q	7.50	54.15ST	25.82T	10.20
		F	F																	

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 013

MORRO BAY

5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September?

Base: Spend money on Food (High Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr
TOTAL	356	356	304	296	275	303	199	170	123	89	137	29	130	35	16	72	69	45	202	104
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	216	216	187f	179	166	181	123	117Gjk	79	53	85	22m	77	20	11	48Q	34	33T	125t	54
	60.7%	60.7%	61.5%	60.5%	60.4%	59.7%	61.8%	68.8%	64.2%	59.6%	62.0%	75.9%	59.2%	57.1%	68.8%	66.7%	49.3%	73.3%	61.9%	51.9%
Embarcadero	141	141	118	125BC	116bC	128BC	90H	58	47	35	58H	16	59	15	6	24	21	22	83	36
	39.6%	39.6%	38.8%	42.2%	42.2%	42.2%	45.2%	34.1%	38.2%	39.3%	42.3%	55.2%	45.4%	42.9%	37.5%	33.3%	30.4%	48.9%	41.1%	34.6%
North Morro Bay	120	120c	97	96	88	98	75	72	52	39	54	14n	52	9	10PQ	24Q	11	24sT	76T	20
	33.7%	33.7%	31.9%	32.4%	32.0%	32.3%	37.7%	42.4%	42.3%	43.8%	39.4%	48.3%	40.0%	25.7%	62.5%	33.3%	15.9%	53.3%	37.6%	19.2%
Quintana Road	43	43	38	36	34	38	32	30	27g	21g	24	10MN	21N	1	5PQ	3	3	15ST	24T	4
	12.1%	12.1%	12.5%	12.2%	12.4%	12.5%	16.1%	17.6%	22.0%	23.6%	17.5%	34.5%	16.2%	2.9%	31.3%	4.2%	4.3%	33.3%	11.9%	3.8%
Other	16	16	16	15	14	16b	8	6	7	9GHI	9h	1	4	3	-	3	5	1	7	8
	4.5%	4.5%	5.3%	5.1%	5.1%	5.3%	4.0%	3.5%	5.7%	10.1%	6.6%	3.4%	3.1%	8.6%	4.2%	7.2%	2.2%	3.5%	7.7%	
None of the above	16	16	16	15	15	15	7	5	3	4	6	2m	2	2	-	-	9P	2s	2	11S
	4.5%	4.5%	5.3%	5.1%	5.5%	5.0%	3.5%	2.9%	2.4%	4.5%	4.4%	6.9%	1.5%	5.7%	-	-	13.0%	4.4%	1.0%	10.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 014

MORRO BAY

6a. Did you spend any money doing any of the following activities between May and September?

Base: Spend money on Activities (High Season)

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<----->					<----->					<----->			<----->			<----->		
		SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	224 100%	224 100%	188 100%	182 100%	165 100%	183 100%	130 100%	120 100%	90 100%	60 100%	86 100%	28 100%	83 100%	17 100%	13 100%	44 100%	37 100%	41 100%	127 100%	54 100%
Boat cruises (including whale watching)	81 36.2%	81 36.2%	66 35.1%	66 36.3%	58 35.2%	64 35.0%	53 40.8%	49 40.8%	42K 46.7%	33GH 55.0%	IK 32 37.2%	15N 53.6%	34n 41.0%	3 17.6%	7pq 53.8%	12 27.3%	9 24.3%	22ST 53.7%	46t 36.2%	12 22.2%
Bike rentals	66 29.5%	66 29.5%	56 29.8%	51 28.0%	46 27.9%	53 29.0%	46 35.4%	43k 35.8%	32k 35.6%	26K 43.3%	24 27.9%	13 46.4%	28 33.7%	5 29.4%	4 30.8%	11 25.0%	5 13.5%	17T 41.5%	39t 30.7%	10 18.5%
Kayaking	54 24.1%	54c 24.1%	41 21.8%	42 23.1%	39 23.6%	44c 24.0%	35 26.9%	34 28.3%	25 27.8%	22gi 36.7%	27 31.4%	11N 39.3%	22n 26.5%	1 5.9%	9PQ 69.2%	6 13.6%	4 10.8%	20ST 48.8%	28T 22.0%	5 9.3%
Stand-up paddle boarding	41 18.3%	41 18.3%	33 17.6%	36c 19.8%	31 18.8%	35 19.1%	28 21.5%	29 24.2%	25 27.8%	15 25.0%	23 26.7%	13MN 46.4%	13 15.7%	2 11.8%	6PQ 46.2%	6q 13.6%	1 2.7%	19ST 46.3%	19t 15.0%	3 5.6%
Other	9 4.0%	9 4.0%	7 3.7%	8 4.4%	7 4.2%	8 4.4%	6H 4.6%	2 1.7%	5H 5.6%	4H 6.7%	4h 4.7%	2 7.1%	3 3.6%	1 5.9%	- -	3 6.8%	- -	2 4.9%	6 4.7%	1 1.9%
None of the above	73 32.6%	73 32.6%	64 34.0%	64b 35.2%	59b 35.8%	63 34.4%	33 25.4%	31 25.8%	24 26.7%	12 20.0%	28J 32.6%	3 10.7%	22l 26.5%	8Lm 47.1%	- -	200 45.5%	200 54.1%	3 7.3%	42R 33.1%	28R 51.9%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 015

MORRO BAY

7a. Did you spend any money at any of the following accommodations between May and September?

Base: Spend money on Accomodations (High Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr
TOTAL	235	235	197	189	169	193	133	121	88	65	94	25	84	22	14	47	41	39	131	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	187	187	156	152	135	157c	112J	99J	71J	45	77J	19	73	19	10	36	29	29	109	48
	79.6%	79.6%	79.2%	80.4%	79.9%	81.3%	84.2%	81.8%	80.7%	69.2%	81.9%	76.0%	86.9%	86.4%	71.4%	76.6%	70.7%	74.4%	83.2%	76.2%
Inn/B&B	45	45d	39D	32	30	36	23	30G	19	16	18	7	12	3	6Q	10	6	13ST	22	9
	19.1%	19.1%	19.8%	16.9%	17.8%	18.7%	17.3%	24.8%	21.6%	24.6%	19.1%	28.0%	14.3%	13.6%	42.9%	21.3%	14.6%	33.3%	16.8%	14.3%
Campground/RV Park	36	36	31	31f	26	28	21	21	19	14	19	11MN	7	3	6PQ	5	4	17ST	12	7
	15.3%	15.3%	15.7%	16.4%	15.4%	14.5%	15.8%	17.4%	21.6%	21.5%	20.2%	44.0%	8.3%	13.6%	42.9%	10.6%	9.8%	43.6%	9.2%	11.1%
Vacation Rental	29	29	25	23	21	23	18	22K	17K	16GK	11	5N	13n	-	3q	6	2	8T	19T	2
	12.3%	12.3%	12.7%	12.2%	12.4%	11.9%	13.5%	18.2%	19.3%	24.6%	11.7%	20.0%	15.5%	-	21.4%	12.8%	4.9%	20.5%	14.5%	3.2%
Other	1	1	1	1	1	1	1	1	1	1	1	1m	-	-	-	-	-	1s	-	-
	0.4%	0.4%	0.5%	0.5%	0.6%	0.5%	0.8%	0.8%	1.1%	1.5%	1.1%	4.0%	-	-	-	-	-	2.6%	-	-
None of the above	6	6	5	6	5	5	2	3	2	3g	3	1m	-	1m	-	1	3	1	1	4S
	2.6%	2.6%	2.5%	3.2%	3.0%	2.6%	1.5%	2.5%	2.3%	4.6%	3.2%	4.0%	-	4.5%	-	2.1%	7.3%	2.6%	0.8%	6.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 016

MORRO BAY

8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September?

Base: Spend money on Shopping (High Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
		SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	278	278	233	223	209	230	162	140	100	70	110	28	110	24	14	58	44	42	168	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	168	168	140	137	128	137	103	100Gk	68	45	71	18	70	15	8	32	25	26	102	40
	60.4%	60.4%	60.1%	61.4%	61.2%	59.6%	63.6%	71.4%	68.0%	64.3%	64.5%	64.3%	63.6%	62.5%	57.1%	55.2%	56.8%	61.9%	60.7%	58.8%
Embarcadero	109	109	94	95Bc	93BC	101BC	67	51	42	33h	50H	13	46	8	6	23	13	19	69	21
	39.2%	39.2%	40.3%	42.6%	44.5%	43.9%	41.4%	36.4%	42.0%	47.1%	45.5%	46.4%	41.8%	33.3%	42.9%	39.7%	29.5%	45.2%	41.1%	30.9%
North Morro Bay	80	80	70	64	59	69	57	54	43g	31	41	13	37	7	3	16Q	4	16T	53T	11
	28.8%	28.8%	30.0%	28.7%	28.2%	30.0%	35.2%	38.6%	43.0%	44.3%	37.3%	46.4%	33.6%	29.2%	21.4%	27.6%	9.1%	38.1%	31.5%	16.2%
Quintana Road	34	34	30eF	27	23	25	24	24	23GhK	14	17	10MN	12	2	5PQ	3	2	15ST	15	4
	12.2%	12.2%	12.9%	12.1%	11.0%	10.9%	14.8%	17.1%	23.0%	20.0%	15.5%	35.7%	10.9%	8.3%	35.7%	5.2%	4.5%	35.7%	8.9%	5.9%
Other	11	11	11	9	9	10	5	3	4	5gH	7gH	2M	1	2M	-	3	3	2	4	5s
	4.0%	4.0%	4.7%	4.0%	4.3%	4.3%	3.1%	2.1%	4.0%	7.1%	6.4%	7.1%	0.9%	8.3%	5.2%	6.8%	4.8%	2.4%	7.4%	
None of the above	14	14	11	13cf	12	11	6	3	5hk	3	2	1	4	1	-	-	8oP	1	4	9r
	5.0%	5.0%	4.7%	5.8%	5.7%	4.8%	3.7%	2.1%	5.0%	4.3%	1.8%	3.6%	3.6%	4.2%	18.2%	18.2%	2.4%	2.4%	13.2%	S

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 017

MORRO BAY

9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations

Base: Low Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<=====>					<=====>					<=====>			<=====>					
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	111	111	99	98bc	97BCdF	99	65I	45I	23	26I	39I	5	36L	23LM	3	21O	22O	8	57R	45R
	43.0%	43.0%	43.2%	45.6%	47.5%	44.2%	39.2%	35.4%	26.1%	34.7%	35.1%	16.7%	37.9%	57.5%	17.6%	50.0%	66.7%	17.0%	41.6%	61.6%
(NET) At Least \$1	147	147dE	130DE	117e	107	125E	101	82	65GHJK	49	72	25MN	59N	17	14PQ	21	11	39ST	80T	28
	57.0%	57.0%	56.8%	54.4%	52.5%	55.8%	60.8%	64.6%	73.9%	65.3%	64.9%	83.3%	62.1%	42.5%	82.4%	50.0%	33.3%	83.0%	58.4%	38.4%
\$1-\$50	28	28c	22	21	21	26CD	19	19	16G	15G	18g	7M	8	4	7PQ	2	-	14ST	10	4
	10.9%	10.9%	9.6%	9.8%	10.3%	11.6%	11.4%	15.0%	18.2%	20.0%	16.2%	23.3%	8.4%	10.0%	41.2%	4.8%	-	29.8%	7.3%	5.5%
\$51-\$100	22	22DE	19DE	14	13	18DE	16	12	9	9	13	6mn	8	2	2	2	2	8sT	10	4
	8.5%	8.5%	8.3%	6.5%	6.4%	8.0%	9.6%	9.4%	10.2%	12.0%	11.7%	20.0%	8.4%	5.0%	11.8%	4.8%	6.1%	17.0%	7.3%	5.5%
\$101-\$250	45	45	41	38	38	38	32k	22	13	11	16	4	21	7	2	6	5	6	27	12
	17.4%	17.4%	17.9%	17.7%	18.6%	17.0%	19.3%	17.3%	14.8%	14.7%	14.4%	13.3%	22.1%	17.5%	11.8%	14.3%	15.2%	12.8%	19.7%	16.4%
\$251-\$500	38	38e	36Ef	33E	26	32e	25	22	20GJK	11	17	4	17	4	2	9q	2	6	26T	6
	14.7%	14.7%	15.7%	15.3%	12.7%	14.3%	15.1%	17.3%	22.7%	14.7%	15.3%	13.3%	17.9%	10.0%	11.8%	21.4%	6.1%	12.8%	19.0%	8.2%
More than \$500	14	14	12	11	9	11	9	7	7j	3	8	4N	5	-	1	2	2	5t	7	2
	5.4%	5.4%	5.2%	5.1%	4.4%	4.9%	5.4%	5.5%	8.0%	4.0%	7.2%	13.3%	5.3%	-	5.9%	4.8%	6.1%	10.6%	5.1%	2.7%
Mean	149.95	149.95	152.44	146.97	131.22	140.75	159.15	168.97	213.60	147.43	167.93	234.90N	173.61N	71.98	123.76	146.07	122.12	194.70T	165.17T	94.64
		E	EF	E					GJK											
Standard Deviation	251.02	251.02	251.25	249.81	236.53	245.29	265.13	282.48	321.56	287.56	289.30	326.12	281.60	117.51	194.53	217.55	249.91	288.31	263.13	189.39
Standard Error	15.63	15.63	16.60	17.04	16.56	16.39	20.58	25.07	34.28	33.20	27.46	59.54	28.89	18.58	47.18	33.57	43.50	42.05	22.48	22.17
Median	10.00	10.00	25.00	5.00	1.00	5.00	43.00	50.00	100.00	13.00	43.00	80.00	100.00	0.00	10.00	0.00	0.00	63.00	75.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 018

MORRO BAY

9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food

Base: Low Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others (T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	25	25	23	22	20	23	15i	12I	4	5	7	-	6	9LM	2	4	4	2	10	13R
	9.7%	9.7%	10.0%	10.2%	9.8%	10.3%	9.0%	9.4%	4.5%	6.7%	6.3%		6.3%	22.5%	11.8%	9.5%	12.1%	4.3%	7.3%	17.8% S
(NET) At Least \$1	233	233	206	193	184	201	151	115	84gH	70	104	30N	89N	31	15	38	29	45T	127T	60
-----	90.3%	90.3%	90.0%	89.8%	90.2%	89.7%	91.0%	90.6%	95.5%	93.3%	93.7%	100.0%	93.7%	77.5%	88.2%	90.5%	87.9%	95.7%	92.7%	82.2%
\$1-\$50	87	87c	73	70	70cd	76C	54	40	31	32GHi	39	15M	23	15	6	16	11	21S	39	26
	33.7%	33.7%	31.9%	32.6%	34.3%	33.9%	32.5%	31.5%	35.2%	42.7%	35.1%	50.0%	24.2%	37.5%	35.3%	38.1%	33.3%	44.7%	28.5%	35.6%
\$51-\$100	62	62	57	55	52	58b	37	32J	19	12	25	5	24	8	4	8	13p	9	32	21
	24.0%	24.0%	24.9%	25.6%	25.5%	25.9%	22.3%	25.2%	21.6%	16.0%	22.5%	16.7%	25.3%	20.0%	23.5%	19.0%	39.4%	19.1%	23.4%	28.8%
\$101-\$250	51	51	46	42	38	42	36	27	23	18	29	4	25	7	2	11Q	2	6	36rT	9
	19.8%	19.8%	20.1%	19.5%	18.6%	18.8%	21.7%	21.3%	26.1%	24.0%	26.1%	13.3%	26.3%	17.5%	11.8%	26.2%	6.1%	12.8%	26.3%	12.3%
\$251-\$500	25	25	22	21	20	20	19	11	7	6	9	4n	14N	1	2	3	1	6T	17T	2
	9.7%	9.7%	9.6%	9.8%	9.8%	8.9%	11.4%	8.7%	8.0%	8.0%	8.1%	13.3%	14.7%	2.5%	11.8%	7.1%	3.0%	12.8%	12.4%	2.7%
More than \$500	8	8def	8DEF	5	4	5	5	5	4k	2	2	2	3	-	1	-	2	3	3	2
	3.1%	3.1%	3.5%	2.3%	2.0%	2.2%	3.0%	3.9%	4.5%	2.7%	1.8%	6.7%	3.2%		5.9%		6.1%	6.4%	2.2%	2.7%
Mean	129.48	129.48	133.78	118.33	112.13	113.98	138.40	139.17	136.33	112.97	117.16	198.47N	150.91N	67.00	155.53	100.79	107.73	182.94T	135.54T	85.41
		DEF	DEF	E					j											
Standard Deviation	191.27	191.27	199.23	136.23	122.74	133.95	208.94	230.52	164.67	133.93	117.28	393.12	151.36	75.62	256.17	97.20	146.52	347.40	138.64	114.26
Standard Error	11.91	11.91	13.17	9.29	8.59	8.95	16.22	20.46	17.55	15.47	11.13	71.77	15.53	11.96	62.13	15.00	25.51	50.67	11.84	13.37
Median	75.00	75.00	75.00	75.00	67.00	70.00	80.00	80.00	100.00	54.00	90.00	50.00	100.00	40.00	67.00	55.00	60.00	54.00	100.00	50.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 019

MORRO BAY

9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine

Base: Low Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<----->					<----->					<----->			<----->			<----->		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others Consd (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others Consd (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others Consd (T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	130	114	110	108Cd	116c	88HIjK	54I	27	33I	49I	8	50L	29LM	3	18o	21Op	11	68R	50R
	50.4%	50.4%	49.8%	51.2%	52.9%	51.8%	53.0%	42.5%	30.7%	44.0%	44.1%	26.7%	52.6%	72.5%	17.6%	42.9%	63.6%	23.4%	49.6%	68.5%
(NET) At Least \$1	128	128	115Ef	105e	96	108	78	73G	61GHJK	42g	62G	22MN	45N	11	14pQ	24q	12	36ST	69T	23
	49.6%	49.6%	50.2%	48.8%	47.1%	48.2%	47.0%	57.5%	69.3%	56.0%	55.9%	73.3%	47.4%	27.5%	82.4%	57.1%	36.4%	76.6%	50.4%	31.5%
\$1-\$50	72	72	64	58	55	61	40	41G	30G	23	32	11n	22	7	8	15	9	19sT	37	16
	27.9%	27.9%	27.9%	27.0%	27.0%	27.2%	24.1%	32.3%	34.1%	30.7%	28.8%	36.7%	23.2%	17.5%	47.1%	35.7%	27.3%	40.4%	27.0%	21.9%
\$51-\$100	32	32	30	28	27	28	24	18	18gh	13	19	7N	15n	2	2	4	2	9T	19t	4
	12.4%	12.4%	13.1%	13.0%	13.2%	12.5%	14.5%	14.2%	20.5%	17.3%	17.1%	23.3%	15.8%	5.0%	11.8%	9.5%	6.1%	19.1%	13.9%	5.5%
\$101-\$250	17	17E	14e	14E	10	13	9	9	9gJ	4	10g	3N	6	-	3Q	5Q	-	6T	11T	-
	6.6%	6.6%	6.1%	6.5%	4.9%	5.8%	5.4%	7.1%	10.2%	5.3%	9.0%	10.0%	6.3%	-	17.6%	11.9%	-	12.8%	8.0%	-
\$251-\$500	5	5	5	5	4	5	3	4k	4gK	2	1	-	1	2	1	-	1	1	1	3s
	1.9%	1.9%	2.2%	2.3%	2.0%	2.2%	1.8%	3.1%	4.5%	2.7%	0.9%	-	1.1%	5.0%	5.9%	-	3.0%	2.1%	0.7%	4.1%
More than \$500	2	2f	2F	-	-	1	2	1	-	-	-	1	1	-	-	-	-	1	1	-
	0.8%	0.8%	0.9%	-	-	0.4%	1.2%	0.8%	-	-	-	3.3%	1.1%	-	-	-	-	2.1%	0.7%	-
Mean	46.16	46.16D	47.56D	40.36E	36.04	42.04E	47.68	53.13	62.91J	42.57	42.54	81.40n	47.82	23.25	79.00q	41.95	26.97	80.53sT	46.02t	24.93
Standard Deviation	103.13	103.13	107.42	72.62	67.07	87.81	115.45	105.20	92.47	79.37	63.11	184.40	101.82	67.59	125.65	59.73	57.02	164.10	90.82	62.64
Standard Error	6.42	6.42	7.10	4.95	4.70	5.87	8.96	9.33	9.86	9.16	5.99	33.67	10.45	10.69	30.47	9.22	9.93	23.94	7.76	7.33
Median	0.00	0.00	1.00	0.00	0.00	0.00	0.00	4.00	25.00	1.00	4.00	20.00	0.00	0.00	50.00	20.00	0.00	33.00	1.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 020

MORRO BAY

9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment

Base: Low Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<=====>					<=====>					<=====>			<=====>					
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	139	139	124	122BC	118BC	126BC	86hIK	58	34	33	49	6	48L	31LM	4	24O	25Op	10	72R	56R
	53.9%	53.9%	54.1%	56.7%	57.8%	56.3%	51.8%	45.7%	38.6%	44.0%	44.1%	20.0%	50.5%	77.5%	23.5%	57.1%	75.8%	21.3%	52.6%	76.7%
(NET) At Least \$1	119	119DEF	105DEF	93	86	98	80	69g	54G	42	62G	24MN	47N	9	13PQ	18q	8	37ST	65T	17
-----	46.1%	46.1%	45.9%	43.3%	42.2%	43.8%	48.2%	54.3%	61.4%	56.0%	55.9%	80.0%	49.5%	22.5%	76.5%	42.9%	24.2%	78.7%	47.4%	23.3%
\$1-\$50	52	52	45	43	43	47	37	29	26g	22	29	11mn	19	7	6Pq	5	4	17ST	24	11
	20.2%	20.2%	19.7%	20.0%	21.1%	21.0%	22.3%	22.8%	29.5%	29.3%	26.1%	36.7%	20.0%	17.5%	35.3%	11.9%	12.1%	36.2%	17.5%	15.1%
\$51-\$100	35	35e	30	26	24	28	20	18	10	9	19gi	5	13	2	3	9	3	8t	22t	5
	13.6%	13.6%	13.1%	12.1%	11.8%	12.5%	12.0%	14.2%	11.4%	12.0%	17.1%	16.7%	13.7%	5.0%	17.6%	21.4%	9.1%	17.0%	16.1%	6.8%
\$101-\$250	19	19eF	17EF	15EF	12	13	14	12	13GhK	8	10	5N	9N	-	1	3	1	6T	12T	1
	7.4%	7.4%	7.4%	7.0%	5.9%	5.8%	8.4%	9.4%	14.8%	10.7%	9.0%	16.7%	9.5%	-	5.9%	7.1%	3.0%	12.8%	8.8%	1.4%
\$251-\$500	7	7	7	6	6	6	4	5	3	3	3	1	3	-	2q	1	-	3T	4	-
	2.7%	2.7%	3.1%	2.8%	2.9%	2.7%	2.4%	3.9%	3.4%	4.0%	2.7%	3.3%	3.2%	-	11.8%	2.4%	-	6.4%	2.9%	-
More than \$500	6	6DE	6DEF	3E	1	4E	5k	5jK	2	-	1	2	3	-	1	-	-	3T	3	-
	2.3%	2.3%	2.6%	1.4%	0.5%	1.8%	3.0%	3.9%	2.3%	-	0.9%	6.7%	3.2%	-	5.9%	-	-	6.4%	2.2%	-
Mean	78.81	78.81D	84.73D	60.90E	42.77	62.02E	81.66	118.53	100.33J	55.71	58.52	142.37N	94.83n	6.88	256.06pq	42.76	19.09	183.49sT	78.87T	12.40
		EF	EF					jK	K											
Standard Deviation	289.01	289.01	305.69	224.46	92.20	228.51	271.54	393.49	331.53	102.67	122.51	257.32	324.17	16.12	721.12	71.47	44.54	475.04	273.41	32.55
Standard Error	17.99	17.99	20.20	15.31	6.45	15.27	21.08	34.92	35.34	11.86	11.63	46.98	33.26	2.55	174.90	11.03	7.75	69.29	23.36	3.81
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	10.00	2.00	2.00	42.00	0.00	0.00	10.00	0.00	0.00	40.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 021

MORRO BAY

9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural

Base: Low Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others (T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	181	181	162	159BC	154BCd	163BC	110HI	75	50	45	69	9	62L	38LM	6	34O	31O	15	96R	69R
	70.2%	70.2%	70.7%	74.0%	75.5%F	72.8%	66.3%	59.1%	56.8%	60.0%	62.2%	30.0%	65.3%	95.0%	35.3%	81.0%	93.9%	31.9%	70.1%	94.5% S
(NET) At Least \$1	77	77DEF	67DEF	56e	50	61E	56	52G	38G	30	42	21MN	33N	2	11PQ	8	2	32ST	41T	4
	29.8%	29.8%	29.3%	26.0%	24.5%	27.2%	33.7%	40.9%	43.2%	40.0%	37.8%	70.0%	34.7%	5.0%	64.7%	19.0%	6.1%	68.1%	29.9%	5.5%
\$1-\$50	46	46DE	41DE	33	31	39DE	30	32G	21	18	26g	13MN	16N	1	6Q	8	2	19ST	24T	3
	17.8%	17.8%	17.9%	15.3%	15.2%	17.4%	18.1%	25.2%	23.9%	24.0%	23.4%	43.3%	16.8%	2.5%	35.3%	19.0%	6.1%	40.4%	17.5%	4.1%
\$51-\$100	18	18	14	14	12	14	16	10	10	7	10	6N	10N	-	2Pq	-	-	8sT	10T	-
	7.0%	7.0%	6.1%	6.5%	5.9%	6.3%	9.6%	7.9%	11.4%	9.3%	9.0%	20.0%	10.5%	-	11.8%	-	-	17.0%	7.3%	-
\$101-\$250	8	8dEF	7DEF	5Ef	3	4	7	6	3	2	3	1	6	-	1	-	-	2t	6t	-
	3.1%	3.1%	3.1%	2.3%	1.5%	1.8%	4.2%	4.7%	3.4%	2.7%	2.7%	3.3%	6.3%	-	5.9%	-	-	4.3%	4.4%	-
\$251-\$500	2	2	2	2	2	2	-	2	2g	1	1	-	-	-	2Pq	-	-	2St	-	-
	0.8%	0.8%	0.9%	0.9%	1.0%	0.9%	-	1.6%	2.3%	1.3%	0.9%	-	-	-	11.8%	-	-	4.3%	-	-
More than \$500	3	3	3f	2	2	2	3	2	2	2	2	1	1	1	-	-	-	1	1	1
	1.2%	1.2%	1.3%	0.9%	1.0%	0.9%	1.8%	1.6%	2.3%	2.7%	1.8%	3.3%	1.1%	2.5%	-	-	-	2.1%	0.7%	1.4%
Mean	27.31	27.31D	27.70D	22.21	20.22	20.71	32.88	35.77	43.00	37.08	30.11	64.53	31.31	13.70	79.76PQ	4.93q	0.76	70.04ST	23.22t	7.85
Standard Deviation	94.08	94.08	98.46	75.03	74.39	72.10	105.21	95.16	110.39	110.34	87.19	181.63	75.53	85.84	146.96	12.50	3.56	168.42	64.33	63.55
Standard Error	5.86	5.86	6.51	5.12	5.21	4.82	8.17	8.44	11.77	12.74	8.28	33.16	7.75	13.57	35.64	1.93	0.62	24.57	5.50	7.44
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.00	0.00	0.00	2.00	0.00	0.00	6.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 022

MORRO BAY

9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities

Base: Low Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->					<----->					<----->			<----->			<----->		
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	130	117	116BC	114BCd	119Bc	79HIk	50	32	30	45	5	45L	28LM	5	21	25OP	10	66R	53R
	50.4%	50.4%	51.1%	54.0%	55.9%F	53.1%	47.6%	39.4%	36.4%	40.0%	40.5%	16.7%	47.4%	70.0%	29.4%	50.0%	75.8%	21.3%	48.2%	72.6% S
(NET) At Least \$1	128	128DEF	112DEF	99e	90	105E	87	77G	56G	45	66g	25MN	50N	12	12Q	21Q	8	37ST	71T	20
-----	49.6%	49.6%	48.9%	46.0%	44.1%	46.9%	52.4%	60.6%	63.6%	60.0%	59.5%	83.3%	52.6%	30.0%	70.6%	50.0%	24.2%	78.7%	51.8%	27.4%
\$1-\$50	61	61	57	52	50	58Bd	43	34	27	24	37Gh	14MN	20	9	4	10	4	18ST	30	13
	23.6%	23.6%	24.9%	24.2%	24.5%	25.9%	25.9%	26.8%	30.7%	32.0%	33.3%	46.7%	21.1%	22.5%	23.5%	23.8%	12.1%	38.3%	21.9%	17.8%
\$51-\$100	33	33DEF	28DEF	22	20	23	20	22G	13	12	17	4	14	2	3	7	3	7	21t	5
	12.8%	12.8%	12.2%	10.2%	9.8%	10.3%	12.0%	17.3%	14.8%	16.0%	15.3%	13.3%	14.7%	5.0%	17.6%	16.7%	9.1%	14.9%	15.3%	6.8%
\$101-\$250	18	18CDEF	13	12	11	11	13	9	6	4	6	3	9	1	1	4q	-	4t	13T	1
	7.0%	7.0%	5.7%	5.6%	5.4%	4.9%	7.8%	7.1%	6.8%	5.3%	5.4%	10.0%	9.5%	2.5%	5.9%	9.5%	-	8.5%	9.5%	1.4%
\$251-\$500	14	14E	12E	12E	8	12E	9	11gk	9gJK	4	5	3N	6	-	4PQ	-	1	7ST	6	1
	5.4%	5.4%	5.2%	5.6%	3.9%	5.4%	5.4%	8.7%	10.2%	5.3%	4.5%	10.0%	6.3%	-	23.5%	-	3.0%	14.9%	4.4%	1.4%
More than \$500	2	2f	2DF	1	1	1	2	1	1	1	1	1	1	-	-	-	-	1	1	-
	0.8%	0.8%	0.9%	0.5%	0.5%	0.4%	1.2%	0.8%	1.1%	1.3%	0.9%	3.3%	1.1%	-	-	-	-	2.1%	0.7%	-
Mean	58.97	58.97D	56.56d	51.37E	43.72	50.27E	64.21	75.17k	82.94j	61.73	57.41	128.37MN	65.71N	14.15	124.06PQ	38.38	25.30	126.81ST	57.33T	19.19
		EF	EF						K											
Standard Deviation	122.60	122.60	122.58	107.64	97.09	108.16	133.79	128.15	144.65	124.96	111.19	222.09	115.17	35.08	170.54	58.16	73.70	203.02	101.72	55.78
Standard Error	7.63	7.63	8.10	7.34	6.80	7.23	10.38	11.37	15.42	14.43	10.55	40.55	11.82	5.55	41.36	8.97	12.83	29.61	8.69	6.53
Median	0.00	0.00	0.00	0.00	0.00	0.00	1.00	8.00	10.00	5.00	6.00	43.00	2.00	0.00	10.00	0.00	0.00	43.00	2.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 023

MORRO BAY

9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping

Base: Low Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others (T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	95	95	84	82	78	84	54iJ	36	22	17	31	3	27L	23LM	4	19	180	7	46R	41R
	36.8%	36.8%	36.7%	38.1%	38.2%	37.5%	32.5%	28.3%	25.0%	22.7%	27.9%	10.0%	28.4%	57.5%	23.5%	45.2%	54.5%	14.9%	33.6%	56.2% S
(NET) At Least \$1	163	163	145	133	126	140	112	91	66g	58G	80	27MN	68N	17	13Q	23	15	40ST	91T	32
-----	63.2%	63.2%	63.3%	61.9%	61.8%	62.5%	67.5%	71.7%	75.0%	77.3%	72.1%	90.0%	71.6%	42.5%	76.5%	54.8%	45.5%	85.1%	66.4%	43.8%
\$1-\$50	73	73	66	62	63bD	67	48	44g	29	32GIk	37	10	25	13	6	10	9	16	35	22
	28.3%	28.3%	28.8%	28.8%	30.9%	29.9%	28.9%	34.6%	33.0%	42.7%	33.3%	33.3%	26.3%	32.5%	35.3%	23.8%	27.3%	34.0%	25.5%	30.1%
\$51-\$100	42	42	37	34	32	35	29	18	15	10	23Hj	6	19	4	2	8	3	8	27t	7
	16.3%	16.3%	16.2%	15.8%	15.7%	15.6%	17.5%	14.2%	17.0%	13.3%	20.7%	20.0%	20.0%	10.0%	11.8%	19.0%	9.1%	17.0%	19.7%	9.6%
\$101-\$250	22	22	20e	19E	15	18	17	13	10	7	10	5N	12N	-	-	4	1	5T	16T	1
	8.5%	8.5%	8.7%	8.8%	7.4%	8.0%	10.2%	10.2%	11.4%	9.3%	9.0%	16.7%	12.6%	-	-	9.5%	3.0%	10.6%	11.7%	1.4%
\$251-\$500	15	15Cd	11	10	10	12	11	8	6	6	7	3N	8n	-	3PQ	1	-	6T	9T	-
	5.8%	5.8%	4.8%	4.7%	4.9%	5.4%	6.6%	6.3%	6.8%	8.0%	6.3%	10.0%	8.4%	-	17.6%	2.4%	-	12.8%	6.6%	-
More than \$500	11	11E	11DEF	8E	6	8	7	8K	6K	3	3	3N	4	-	2P	-	2	5St	4	2
	4.3%	4.3%	4.8%	3.7%	2.9%	3.6%	4.2%	6.3%	6.8%	4.0%	2.7%	10.0%	4.2%	-	11.8%	-	6.1%	10.6%	2.9%	2.7%
Mean	129.47	129.47	136.72D	86.81E	78.40	97.69	157.15	155.30	123.52K	98.32	83.38	391.53M	143.22N	18.38	168.59P	48.69	72.88	310.89S	114.24t	43.01
		DEF	EF			DE	K	K				N						T		
Standard Deviation	444.68	444.68	470.08	173.16	159.55	279.62	536.63	439.88	218.53	179.17	131.44	1035.07	385.23	29.92	282.56	74.40	198.97	845.53	325.81	137.21
Standard Error	27.68	27.68	31.06	11.81	11.17	18.68	41.65	39.03	23.30	20.69	12.48	188.98	39.52	4.73	68.53	11.48	34.64	123.33	27.84	16.06
Median	25.00	25.00	25.00	25.00	20.00	25.00	32.00	32.00	32.00	20.00	30.00	80.00	50.00	0.00	5.00	3.00	0.00	53.00	40.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 024

MORRO BAY

9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation

Base: Low Season Visitor

	County Awareness						County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)		
	Total	<=====>					<=====>					<=====>			<=====>			<=====>		
	(A)	SLO (B)	SB (C)	Napa (D)	Sonoma (E)	Montry (F)	SLO (G)	SB (H)	Napa (I)	Sonoma (J)	Montry (K)	Almost/ 1stPlac (L)	1 Of My Fav (M)	Others (N)	Almost/ 1stPlac (O)	1 Of My Fav (P)	Others (Q)	Almost/ 1stPlac (R)	1 Of My Fav (S)	Others (T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	186	167	162BCf	155BCF	165	121HIJK	79	48	41	73IJ	13	71L	36LM	3	330	290	16	104R	65R
	72.1%	72.1%	72.9%	75.3%	76.0%	73.7%	72.9%	62.2%	54.5%	54.7%	65.8%	43.3%	74.7%	90.0%	17.6%	78.6%	87.9%	34.0%	75.9%	89.0%
(NET) At Least \$1	72	72DE	62DE	53	49	59dE	45	48G	40GK	34GK	38G	17MN	24N	4	14PQ	9	4	31ST	33T	8
	27.9%	27.9%	27.1%	24.7%	24.0%	26.3%	27.1%	37.8%	45.5%	45.3%	34.2%	56.7%	25.3%	10.0%	82.4%	21.4%	12.1%	66.0%	24.1%	11.0%
\$1-\$50	45	45	38	36	33	40e	28	28g	28GHK	24GHK	25g	11MN	14	3	8PQ	6	3	19ST	20	6
	17.4%	17.4%	16.6%	16.7%	16.2%	17.9%	16.9%	22.0%	31.8%	32.0%	22.5%	36.7%	14.7%	7.5%	47.1%	14.3%	9.1%	40.4%	14.6%	8.2%
\$51-\$100	15	15dE	12	10	9	12e	9	11g	5	5	8	2	6	1	3q	2	1	5t	8	2
	5.8%	5.8%	5.2%	4.7%	4.4%	5.4%	5.4%	8.7%	5.7%	6.7%	7.2%	6.7%	6.3%	2.5%	17.6%	4.8%	3.0%	10.6%	5.8%	2.7%
\$101-\$250	6	6	6D	4	4	5	5	5	4	3	4	2	3	-	-	1	-	2t	4	-
	2.3%	2.3%	2.6%	1.9%	2.0%	2.2%	3.0%	3.9%	4.5%	4.0%	3.6%	6.7%	3.2%	-	-	2.4%	-	4.3%	2.9%	-
\$251-\$500	6	6DeF	6DEF	3F	3F	2	3	4k	3K	2	1	2m	1	-	3PQ	-	-	5ST	1	-
	2.3%	2.3%	2.6%	1.4%	1.5%	0.9%	1.8%	3.1%	3.4%	2.7%	0.9%	6.7%	1.1%	-	17.6%	-	-	10.6%	0.7%	-
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	22.51	22.51D	23.73D	17.46	16.07	15.99	21.37	33.85G	34.52g	29.11	20.09	51.20MN	19.71N	3.50	95.94PQ	10.93	5.15	67.38ST	17.01T	4.25
Standard Deviation	70.15	70.15	73.61	60.02	54.62	51.12	62.11	88.40	88.44	75.77	48.97	108.81	51.08	14.11	169.15	35.58	18.73	133.74	46.92	16.26
Standard Error	4.37	4.37	4.86	4.09	3.82	3.42	4.82	7.84	9.43	8.75	4.65	19.87	5.24	2.23	41.02	5.49	3.26	19.51	4.01	1.90
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	10.00	0.00	0.00	1.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 025

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table)

Base: Low Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
	(A)	SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd	Almost/ 1stPlac	1 Of My Fav	Others Consd
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	233	233	206	193	184	201	151	115	84gH	70	104	30N	89N	31	15	38	29	45T	127T	60
	90.3%	90.3%	90.0%	89.8%	90.2%	89.7%	91.0%	90.6%	95.5%	93.3%	93.7%	100.0%	93.7%	77.5%	88.2%	90.5%	87.9%	95.7%	92.7%	82.2%
Shopping	163	163	145	133	126	140	112	91	66g	58G	80	27MN	68N	17	13Q	23	15	40ST	91T	32
	63.2%	63.2%	63.3%	61.9%	61.8%	62.5%	67.5%	71.7%	75.0%	77.3%	72.1%	90.0%	71.6%	42.5%	76.5%	54.8%	45.5%	85.1%	66.4%	43.8%
Accommodations	147	147dE	130DE	117e	107	125E	101	82	65GHJK	49	72	25MN	59N	17	14PQ	21	11	39ST	80T	28
	57.0%	57.0%	56.8%	54.4%	52.5%	55.8%	60.8%	64.6%	73.9%	65.3%	64.9%	83.3%	62.1%	42.5%	82.4%	50.0%	33.3%	83.0%	58.4%	38.4%
Wine	128	128	115Ef	105e	96	108	78	73G	61GHJK	42g	62G	22MN	45N	11	14pQ	24q	12	36ST	69T	23
	49.6%	49.6%	50.2%	48.8%	47.1%	48.2%	47.0%	57.5%	69.3%	56.0%	55.9%	73.3%	47.4%	27.5%	82.4%	57.1%	36.4%	76.6%	50.4%	31.5%
Activities	128	128DEF	112Def	99e	90	105E	87	77G	56G	45	66g	25MN	50N	12	12Q	21Q	8	37ST	71T	20
	49.6%	49.6%	48.9%	46.0%	44.1%	46.9%	52.4%	60.6%	63.6%	60.0%	59.5%	83.3%	52.6%	30.0%	70.6%	50.0%	24.2%	78.7%	51.8%	27.4%
Entertainment	119	119DEF	105DEF	93	86	98	80	69g	54G	42	62G	24MN	47N	9	13PQ	18q	8	37ST	65T	17
	46.1%	46.1%	45.9%	43.3%	42.2%	43.8%	48.2%	54.3%	61.4%	56.0%	55.9%	80.0%	49.5%	22.5%	76.5%	42.9%	24.2%	78.7%	47.4%	23.3%
Arts/Cultural	77	77DEF	67DEF	56e	50	61E	56	52G	38G	30	42	21MN	33N	2	11PQ	8	2	32ST	41T	4
	29.8%	29.8%	29.3%	26.0%	24.5%	27.2%	33.7%	40.9%	43.2%	40.0%	37.8%	70.0%	34.7%	5.0%	64.7%	19.0%	6.1%	68.1%	29.9%	5.5%
Local transportation	72	72DE	62DE	53	49	59dE	45	48G	40GK	34GK	38G	17MN	24N	4	14PQ	9	4	31ST	33T	8
	27.9%	27.9%	27.1%	24.7%	24.0%	26.3%	27.1%	37.8%	45.5%	45.3%	34.2%	56.7%	25.3%	10.0%	82.4%	21.4%	12.1%	66.0%	24.1%	11.0%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 026

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table)

Base: Low Season Visitor

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->					<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	258	258	229	215	204	224	166	127	88	75	111	30	95	40	17	42	33	47	137	73
Accommodations	149.95	149.95 E	152.44 EF	146.97 E	131.22	140.75	159.15	168.97	213.60 GJk	147.43	167.93	234.90N	173.61N	71.98	123.76	146.07	122.12	194.70T	165.17T	94.64
Food	129.48	129.48 DEF	133.78 DEF	118.33 E	112.13	113.98	138.40	139.17	136.33 j	112.97	117.16	198.47N	150.91N	67.00	155.53	100.79	107.73	182.94T	135.54T	85.41
Shopping	129.47	129.47 DEF	136.72D EF	86.81E	78.40	97.69	157.15 DE	155.30 K	123.52K	98.32	83.38	391.53M N	143.22N	18.38	168.59P	48.69	72.88	310.89S T	114.24t	43.01
Entertainment	78.81	78.81D EF	84.73D EF	60.90E	42.77	62.02E	81.66	118.53 jK	100.33J K	55.71	58.52	142.37N	94.83n	6.88	256.06pq	42.76	19.09	183.49sT	78.87T	12.40
Activities	58.97	58.97D EF	56.56d EF	51.37E	43.72	50.27E	64.21	75.17k	82.94j K	61.73	57.41	128.37MN	65.71N	14.15	124.06PQ	38.38	25.30	126.81ST	57.33T	19.19
Wine	46.16	46.16D Ef	47.56D EF	40.36E	36.04	42.04E	47.68	53.13	62.91J K	42.57	42.54	81.40n	47.82	23.25	79.00q	41.95	26.97	80.53sT	46.02t	24.93
Arts/Cultural	27.31	27.31D EF	27.70D EF	22.21	20.22	20.71	32.88	35.77	43.00	37.08	30.11	64.53	31.31	13.70	79.76PQ	4.93q	0.76	70.04ST	23.22t	7.85
Local transportation	22.51	22.51D EF	23.73D EF	17.46	16.07	15.99	21.37	33.85G K	34.52g K	29.11	20.09	51.20MN	19.71N	3.50	95.94PQ	10.93	5.15	67.38ST	17.01T	4.25

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 027
 MORRO BAY
 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December?
 Base: Spend money on Food (Low Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
		SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	233	233	206	193	184	201	151	115	84	70	104	30	89	31	15	38	29	45	127	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	140	140	122	115	109	120	91	78GIJ	49	40	64	17	56	17	12	21	16	29	77	33
	60.1%	60.1%	59.2%	59.6%	59.2%	59.7%	60.3%	67.8%	58.3%	57.1%	61.5%	56.7%	62.9%	54.8%	80.0%	55.3%	55.2%	64.4%	60.6%	55.0%
Embarcadero	95	95	88b	86B	81b	89B	68	45	38	28	44	18n	38	11	7	12	8	25sT	50	19
	40.8%	40.8%	42.7%	44.6%	44.0%	44.3%	45.0%	39.1%	45.2%	40.0%	42.3%	60.0%	42.7%	35.5%	46.7%	31.6%	27.6%	55.6%	39.4%	31.7%
North Morro Bay	62	62	54	50	45	51	44	36	30	22	32	17MN	23	4	4q	12Q	2	21ST	35T	6
	26.6%	26.6%	26.2%	25.9%	24.5%	25.4%	29.1%	31.3%	35.7%	31.4%	30.8%	56.7%	25.8%	12.9%	26.7%	31.6%	6.9%	46.7%	27.6%	10.0%
Quintana Road	30	30	25	26	26C	27	20	19	19G	20GHK	20G	11MN	8	1	6PQ	3	1	17ST	11	2
	12.9%	12.9%	12.1%	13.5%	14.1%	13.4%	13.2%	16.5%	22.6%	28.6%	19.2%	36.7%	9.0%	3.2%	40.0%	7.9%	3.4%	37.8%	8.7%	3.3%
Other	9	9	9	9	9	9	6H	1	8GH	4H	7H	1	2	3m	-	1	2	1	3	5s
	3.9%	3.9%	4.4%	4.7%	4.9%	4.5%	4.0%	0.9%	9.5%	5.7%	6.7%	3.3%	2.2%	9.7%	-	2.6%	6.9%	2.2%	2.4%	8.3%
None of the above	16	16	14	14	14	14	9	6	4	6i	5	1	6	2	-	1	6oP	1	7	8R
	6.9%	6.9%	6.8%	7.3%	7.6%	7.0%	6.0%	5.2%	4.8%	8.6%	4.8%	3.3%	6.7%	6.5%	-	2.6%	20.7%	2.2%	5.5%	13.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 028

MORRO BAY

6b. Did you spend any money doing any of the following activities between January through April or October through December?

Base: Spend money on Activities (Low Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr
TOTAL	128	128	112	99	90	105	87	77	56	45	66	25	50	12	12	21	8	37	71	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	41	41	36	36bCe	30	36	32	30	26g	18	26	13N	18n	1	4	4	1	17T	22t	2
	32.0%	32.0%	32.1%	36.4%	33.3%	34.3%	36.8%	39.0%	46.4%	40.0%	39.4%	52.0%	36.0%	8.3%	33.3%	19.0%	12.5%	45.9%	31.0%	10.0%
Bike rentals	38	38cDE	30E	25E	20	30dE	23	24	20g	14	20	13MN	10n	-	9PQ	4	2	22ST	14	2
	29.7%	29.7%	26.8%	25.3%	22.2%	28.6%	26.4%	31.2%	35.7%	31.1%	30.3%	52.0%	20.0%	-	75.0%	19.0%	25.0%	59.5%	19.7%	10.0%
Stand-up paddle boarding	36	36	30	30c	26	29	25	26	23GK	20GhK	20	14MN	10	1	6P	3	2	20ST	13	3
	28.1%	28.1%	26.8%	30.3%	28.9%	27.6%	28.7%	33.8%	41.1%	44.4%	30.3%	56.0%	20.0%	8.3%	50.0%	14.3%	25.0%	54.1%	18.3%	15.0%
Kayaking	35	35	29	26	23	28	25	25	24GHK	16	21	12mN	13n	-	5p	3	2	17ST	16	2
	27.3%	27.3%	25.9%	26.3%	25.6%	26.7%	28.7%	32.5%	42.9%	35.6%	31.8%	48.0%	26.0%	-	41.7%	14.3%	25.0%	45.9%	22.5%	10.0%
Other	5	5	5	4	4	5	5	5	4k	3	2	1	3	1	-	-	-	1	3	1
	3.9%	3.9%	4.5%	4.0%	4.4%	4.8%	5.7%	6.5%	7.1%	6.7%	3.0%	4.0%	6.0%	8.3%	-	-	-	2.7%	4.2%	5.0%
None of the above	44	44	41	37	34	38	25i	18	11	11	21hI	2	14l	9LM	1	13O	5O	3	27R	14R
	34.4%	34.4%	36.6%	37.4%	37.8%	36.2%	28.7%	23.4%	19.6%	24.4%	31.8%	8.0%	28.0%	75.0%	8.3%	61.9%	62.5%	8.1%	38.0%	70.0%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 029

MORRO BAY

7b. Did you spend any money at any of the following accommodations between January through April or October through December?

Base: Spend money on Accomodations (Low Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					Almost/	1 Of	Others	Almost/	1 Of	Others	Almost/	1 Of	Others	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr	1stPlac	My Fav	Constr
TOTAL	147	147	130	117	107	125	101	82	65	49	72	25	59	17	14	21	11	39	80	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	104	104	92	83	77	90	71	57	46	35	53	18	41	12	7	16	100	25	57	22
	70.7%	70.7%	70.8%	70.9%	72.0%	72.0%	70.3%	69.5%	70.8%	71.4%	73.6%	72.0%	69.5%	70.6%	50.0%	76.2%	90.9%	64.1%	71.3%	78.6%
Vacation Rental	34	34	29	27	24	29	24	24	22G	16	19	11MN	13N	-	7PQ	3	-	18ST	16T	-
	23.1%	23.1%	22.3%	23.1%	22.4%	23.2%	23.8%	29.3%	33.8%	32.7%	26.4%	44.0%	22.0%	-	50.0%	14.3%	-	46.2%	20.0%	-
Inn/B&B	32	32	27	25	22	29c	20	22g	21G	16G	21G	8n	11	1	6q	5	1	14sT	16	2
	21.8%	21.8%	20.8%	21.4%	20.6%	23.2%	19.8%	26.8%	32.3%	32.7%	29.2%	32.0%	18.6%	5.9%	42.9%	23.8%	9.1%	35.9%	20.0%	7.1%
Campground/RV Park	24	24	22	21	19	23	20	16	13	12	18	9M	8	3	3	1	-	12St	9	3
	16.3%	16.3%	16.9%	17.9%	17.8%	18.4%	19.8%	19.5%	20.0%	24.5%	25.0%	36.0%	13.6%	17.6%	21.4%	4.8%	-	30.8%	11.3%	10.7%
Other	2	2	2	2	2	2	2	2	2	1	1	1	-	1m	-	-	-	1	-	1s
	1.4%	1.4%	1.5%	1.7%	1.9%	1.6%	2.0%	2.4%	3.1%	2.0%	1.4%	4.0%	-	5.9%	-	-	-	2.6%	-	3.6%
None of the above	5	5Cf	3	3	3	3	5Hik	1	-	-	-	1	3	1	-	-	-	1	3	1
	3.4%	3.4%	2.3%	2.6%	2.8%	2.4%	5.0%	1.2%	-	-	-	4.0%	5.1%	5.9%	-	-	-	2.6%	3.8%	3.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)

TABLE 030
 MORRO BAY
 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December?
 Base: Spend money on Shopping (Low Season)

	County Awareness					County Visited P12M					Feelings SLOC Visitor			Feelings SLOC Prospt			Feeling SLOC (Total)			
	Total	<----->				<----->					<----->			<----->			<----->			
		SLO	SB	Napa	Sonoma	Montry	SLO	SB	Napa	Sonoma	Montry	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr	Almost/ 1stPlac	1 Of My Fav	Others Constr
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	163	163	145	133	126	140	112	91	66	58	80	27	68	17	13	23	15	40	91	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	96	96	87	83bF	77	83	65	54	38	33	46	17	38	10	6	16	9	23	54	19
	58.9%	58.9%	60.0%	62.4%	61.1%	59.3%	58.0%	59.3%	57.6%	56.9%	57.5%	63.0%	55.9%	58.8%	46.2%	69.6%	60.0%	57.5%	59.3%	59.4%
Embarcadero	61	61	57	54b	52b	56b	42	33	27	21	31	10	28	4	6	8	5	16	36	9
	37.4%	37.4%	39.3%	40.6%	41.3%	40.0%	37.5%	36.3%	40.9%	36.2%	38.8%	37.0%	41.2%	23.5%	46.2%	34.8%	33.3%	40.0%	39.6%	28.1%
North Morro Bay	46	46	40	37	33	40	37	33	28gK	22	26	13N	22n	2	2	7Q	-	15T	29T	2
	28.2%	28.2%	27.6%	27.8%	26.2%	28.6%	33.0%	36.3%	42.4%	37.9%	32.5%	48.1%	32.4%	11.8%	15.4%	30.4%	-	37.5%	31.9%	6.3%
Quintana Road	29	29	24	23	21	24	19	18	19GH	17Gh	18	10Mn	7	2	7PQ	3	-	17ST	10	2
	17.8%	17.8%	16.6%	17.3%	16.7%	17.1%	17.0%	19.8%	28.8%	29.3%	22.5%	37.0%	10.3%	11.8%	53.8%	13.0%	-	42.5%	11.0%	6.3%
Other	4	4	4	4	4	4	2	-	3H	2h	3h	-	2	-	-	1	1	-	3	1
	2.5%	2.5%	2.8%	3.0%	3.2%	2.9%	1.8%	-	4.5%	3.4%	3.8%	-	2.9%	-	-	4.3%	6.7%	-	3.3%	3.1%
None of the above	13	13D	10	8	8	10	8i	7i	2	2	5	-	6	21	1	2	2	1	8	4
	8.0%	8.0%	6.9%	6.0%	6.3%	7.1%	7.1%	7.7%	3.0%	3.4%	6.3%	-	8.8%	11.8%	7.7%	8.7%	13.3%	2.5%	8.8%	12.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BCDEF, GHIJK, LMN, OPQ, RST

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)
T A B L E O F C O N T E N T S
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TABLE 001	MORRO BAY 1. Have you ever visited Morro Bay? Base: Aware of Morro Bay
002	MORRO BAY 2. When have you visited Morro Bay? Base: Visited Morro Bay
003	MORRO BAY 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Accommodations Base: High Season Visitor
004	MORRO BAY 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Food Base: High Season Visitor
005	MORRO BAY 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Wine Base: High Season Visitor
006	MORRO BAY 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Entertainment Base: High Season Visitor
007	MORRO BAY 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: High Season Visitor
008	MORRO BAY 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Activities Base: High Season Visitor
009	MORRO BAY 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Shopping Base: High Season Visitor
010	MORRO BAY 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Local transportation Base: High Season Visitor
011	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: High Season Visitor

VSLOC Feeder Market Destination Study - Assignment 2 (Awareness and Visitation)
T A B L E O F C O N T E N T S
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TABLE 012	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: High Season Visitor
013	MORRO BAY 5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September? Base: Spend money on Food (High Season)
014	MORRO BAY 6a. Did you spend any money doing any of the following activities between May and September? Base: Spend money on Activities (High Season)
015	MORRO BAY 7a. Did you spend any money at any of the following accommodations between May and September? Base: Spend money on Accomodations (High Season)
016	MORRO BAY 8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September? Base: Spend money on Shopping (High Season)
017	MORRO BAY 9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations Base: Low Season Visitor
018	MORRO BAY 9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food Base: Low Season Visitor
019	MORRO BAY 9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine Base: Low Season Visitor
020	MORRO BAY 9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment Base: Low Season Visitor
021	MORRO BAY 9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: Low Season Visitor
022	MORRO BAY 9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities Base: Low Season Visitor
023	MORRO BAY 9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping Base: Low Season Visitor
024	MORRO BAY 9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation Base: Low Season Visitor

TABLE 025	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: Low Season Visitor
026	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: Low Season Visitor
027	MORRO BAY 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December? Base: Spend money on Food (Low Season)
028	MORRO BAY 6b. Did you spend any money doing any of the following activities between January through April or October through December? Base: Spend money on Activities (Low Season)
029	MORRO BAY 7b. Did you spend any money at any of the following accommodations between January through April or October through December? Base: Spend money on Accomodations (Low Season)
030	MORRO BAY 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December? Base: Spend money on Shopping (Low Season)

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 001
MORRO BAY
1. Have you ever visited Morro Bay?
Base: Aware of Morro Bay

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL	774	614	99	608	85	81	114	650	699	56	113	155	211	174	121	121	147	85	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	528	408	80B	421	58	49	84	437	477	40	841	98	140	124	82	92r	116RS	55	41
	68.2%	66.4%	80.8%	69.2%	68.2%	60.5%	73.7%	67.2%	68.2%	71.4%	74.3%	63.2%	66.4%	71.3%	67.8%	76.0%	78.9%	64.7%	65.1%
No	246	206C	19	187	27	32	30	213	222	16	29	57k	71	50	39	29	31	30pQ	22Q
	31.8%	33.6%	19.2%	30.8%	31.8%	39.5%	26.3%	32.8%	31.8%	28.6%	25.7%	36.8%	33.6%	28.7%	32.2%	24.0%	21.1%	35.3%	34.9%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 002
 MORRO BAY
 2. When have you visited Morro Bay?
 Base: Visited Morro Bay

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$2499	\$2500- \$4999	\$5000- \$9999	\$10K+	<\$500	\$500- \$999	\$1000- \$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	528	408	80	421	58	49	84	437	477	40	84	98	140	124	82	92	116	55	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(NET) High Season	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	71.2%	71.8%	73.8%	72.0%	63.8%	73.5%	71.4%	71.2%	71.5%	70.0%	70.2%	81.6%	70.7%	69.4%	63.4%	68.5%	69.0%	70.9%	63.4%
May	107	82	19	92e	7	8	11	95g	91	12i	18	250	330	21	10	22	30	9	6
	20.3%	20.1%	23.8%	21.9%	12.1%	16.3%	13.1%	21.7%	19.1%	30.0%	21.4%	25.5%	23.6%	16.9%	12.2%	23.9%	25.9%	16.4%	14.6%
June	133	101	21	115e	9	9	18	114	123	7	22	25	32	34	20	34QR	27	13	8
	25.2%	24.8%	26.3%	27.3%	15.5%	18.4%	21.4%	26.1%	25.8%	17.5%	26.2%	25.5%	22.9%	27.4%	24.4%	37.0%	23.3%	23.6%	19.5%
July	118	88	20	96	10	12	25h	92	102	12	22	28N	30	21	17	20	25	14	6
	22.3%	21.6%	25.0%	22.8%	17.2%	24.5%	29.8%	21.1%	21.4%	30.0%	26.2%	28.6%	21.4%	16.9%	20.7%	21.7%	21.6%	25.5%	14.6%
August	131	102	19	104	13	14	24	106	120	9	270	25	37	28	14	26	28	10	12
	24.8%	25.0%	23.8%	24.7%	22.4%	28.6%	28.6%	24.3%	25.2%	22.5%	32.1%	25.5%	26.4%	22.6%	17.1%	28.3%	24.1%	18.2%	29.3%
September	99	73	19	85E	5	9	10	88g	87	10	17	23	23	23	13	16	26	8	6
	18.8%	17.9%	23.8%	20.2%	8.6%	18.4%	11.9%	20.1%	18.2%	25.0%	20.2%	23.5%	16.4%	18.5%	15.9%	17.4%	22.4%	14.5%	14.6%
(NET) Low Season	258	196	42	211	24	23	35	220	230	22	40	37	691	66L	46L	56	61	27	22
	48.9%	48.0%	52.5%	50.1%	41.4%	46.9%	41.7%	50.3%	48.2%	55.0%	47.6%	37.8%	49.3%	53.2%	56.1%	60.9%	52.6%	49.1%	53.7%
January	51	42	6	44E	1	6E	5	44	44	5	8	13m	9	16m	5	18QR	9	2	5
	9.7%	10.3%	7.5%	10.5%	1.7%	12.2%	6.0%	10.1%	9.2%	12.5%	9.5%	13.3%	6.4%	12.9%	6.1%	19.6%	7.8%	3.6%	12.2%
February	60	45	12	50e	2	8E	11	49	51	5	4	12k	21K	13	10k	15	16	7	6
	11.4%	11.0%	15.0%	11.9%	3.4%	16.3%	13.1%	11.2%	10.7%	12.5%	4.8%	12.2%	15.0%	10.5%	12.2%	16.3%	13.8%	12.7%	14.6%
March	85	68	12	65	11	9	15	70	76	7	12	15	25	15	18n	18	23	8	6
	16.1%	16.7%	15.0%	15.4%	19.0%	18.4%	17.9%	16.0%	15.9%	17.5%	14.3%	15.3%	17.9%	12.1%	22.0%	19.6%	19.8%	14.5%	14.6%
April	93	68	19	82E	5	6	10	81	82	9	11	15	25	29k	13	21	26	7	6
	17.6%	16.7%	23.8%	19.5%	8.6%	12.2%	11.9%	18.5%	17.2%	22.5%	13.1%	15.3%	17.9%	23.4%	15.9%	22.8%	22.4%	12.7%	14.6%
October	90	63	18	80E	4	6	8	82G	76	10	161	9	26L	211	18L	21	23	12	7
	17.0%	15.4%	22.5%	19.0%	6.9%	12.2%	9.5%	18.8%	15.9%	25.0%	19.0%	9.2%	18.6%	16.9%	22.0%	22.8%	19.8%	21.8%	17.1%
November	54	42	10	41	3	10DE	7	45	47	5	12	11	12	9	10	13	15	5	7
	10.2%	10.3%	12.5%	9.7%	5.2%	20.4%	8.3%	10.3%	9.9%	12.5%	14.3%	11.2%	8.6%	7.3%	12.2%	14.1%	12.9%	9.1%	17.1%
December	42	31	6	33	5	4	2	40G	36	4	10n	10	12	6	4	9	11	4	2
	8.0%	7.6%	7.5%	7.8%	8.6%	8.2%	2.4%	9.2%	7.5%	10.0%	11.9%	10.2%	8.6%	4.8%	4.9%	9.8%	9.5%	7.3%	4.9%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 003
 MORRO BAY
 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Accommodations
 Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	141	100	29B	115	15	11	22	117	129	9	25n	38mN	34	24	20	35QRS	29RS	7	4
	37.5%	34.1%	49.2%	38.0%	40.5%	30.6%	36.7%	37.6%	37.8%	32.1%	42.4%	47.5%	34.3%	27.9%	38.5%	55.6%	36.3%	17.9%	15.4%
(NET) At Least \$1	235	193C	30	188	22	25	38	194	212	19	34	42	651	62kL	32	28	51P	32PQ	22PQ
	62.5%	65.9%	50.8%	62.0%	59.5%	69.4%	63.3%	62.4%	62.2%	67.9%	57.6%	52.5%	65.7%	72.1%	61.5%	44.4%	63.8%	82.1%	84.6%
\$1-\$50	25	23c	1	22	2	1	5	20	23	1	3	4	7	8	3	3	3	4	4pQ
	6.6%	7.8%	1.7%	7.3%	5.4%	2.8%	8.3%	6.4%	6.7%	3.6%	5.1%	5.0%	7.1%	9.3%	5.8%	4.8%	3.8%	10.3%	15.4%
\$51-\$100	31	22	6	22	5	4	7	23	25	6I	9L	3	7	8	4	6	5	2	1
	8.2%	7.5%	10.2%	7.3%	13.5%	11.1%	11.7%	7.4%	7.3%	21.4%	15.3%	3.8%	7.1%	9.3%	7.7%	9.5%	6.3%	5.1%	3.8%
\$101-\$250	81	66	12	62	12d	7	10	71	77	4	19mno	18	19	16	9	12s	19S	6	1
	21.5%	22.5%	20.3%	20.5%	32.4%	19.4%	16.7%	22.8%	22.6%	14.3%	32.2%	22.5%	19.2%	18.6%	17.3%	19.0%	23.8%	15.4%	3.8%
\$251-\$500	71	59	8	57	3	11dE	13	56	61	7	2	14K	23K	22K	10K	6	21P	14P	10P
	18.9%	20.1%	13.6%	18.8%	8.1%	30.6%	21.7%	18.0%	17.9%	25.0%	3.4%	17.5%	23.2%	25.6%	19.2%	9.5%	26.3%	35.9%	38.5%
More than \$500	27	23	3	25e	-	2	3	24	26	1	1	3	9k	8k	6K1	1	3	6PQ	6PQ
	7.2%	7.8%	5.1%	8.3%		5.6%	5.0%	7.7%	7.6%	3.6%	1.7%	3.8%	9.1%	9.3%	11.5%	1.6%	3.8%	15.4%	23.1%
Mean	202.81	224.08	124.90	212.63	109.41	216.14	186.35	206.99	205.42	180.50	98.05	185.26	211.86	249.95	253.46K	96.63	188.75	302.49	539.65P
		c				E							K	K		P	PQ	Q	
Standard Deviation	360.94	394.97	172.70	390.56	122.28	232.35	305.42	373.37	373.58	203.06	116.37	412.69	298.87	401.75	467.27	150.16	271.76	294.41	830.48
Standard Error	18.61	23.07	22.48	22.44	20.10	38.73	39.43	21.17	20.23	38.37	15.15	46.14	30.04	43.32	64.80	18.92	30.38	47.14	162.87
Median	100.00	120.00	30.00	100.00	80.00	150.00	70.00	100.00	100.00	100.00	70.00	5.00	120.00	120.00	88.00	0.00	120.00	300.00	300.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 004
 MORRO BAY
 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Food
 Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	20	14	4	18	2	-	4	16	18	1	5N	8mN	3	1	3	2	3	2	2
	5.3%	4.8%	6.8%	5.9%	5.4%		6.7%	5.1%	5.3%	3.6%	8.5%	10.0%	3.0%	1.2%	5.8%	3.2%	3.8%	5.1%	7.7%
(NET) At Least \$1	356	279	55	285	35	36	56	295	323	27	54	72	961	85KL	49	61	77	37	24
	94.7%	95.2%	93.2%	94.1%	94.6%	100.0%	93.3%	94.9%	94.7%	96.4%	91.5%	90.0%	97.0%	98.8%	94.2%	96.8%	96.3%	94.9%	92.3%
\$1-\$50	93	71	15	76	9	8	14	78	81	10	17	23	20	22	11	23QR	15	6	5
	24.7%	24.2%	25.4%	25.1%	24.3%	22.2%	23.3%	25.1%	23.8%	35.7%	28.8%	28.8%	20.2%	25.6%	21.2%	36.5%	18.8%	15.4%	19.2%
\$51-\$100	102	78	16	81	14f	7	17	84	96	5	20	19	29	20	14	15rs	23RS	4	2
	27.1%	26.6%	27.1%	26.7%	37.8%	19.4%	28.3%	27.0%	28.2%	17.9%	33.9%	23.8%	29.3%	23.3%	26.9%	23.8%	28.8%	10.3%	7.7%
\$101-\$250	101	77	19	78	10	13	13	86	91	8	16	17	30	27	11	18	28	14	7
	26.9%	26.3%	32.2%	25.7%	27.0%	36.1%	21.7%	27.7%	26.7%	28.6%	27.1%	21.3%	30.3%	31.4%	21.2%	28.6%	35.0%	35.9%	26.9%
\$251-\$500	53	46	5	44	2	7e	10	42	50	2	1	11K	16K	15K	10K	5	11	12PQ	7P
	14.1%	15.7%	8.5%	14.5%	5.4%	19.4%	16.7%	13.5%	14.7%	7.1%	1.7%	13.8%	16.2%	17.4%	19.2%	7.9%	13.8%	30.8%	26.9%
More than \$500	7	7	-	6	-	1	2	5	5	2I	-	2	1	1	3km	-	-	1	3PQ
	1.9%	2.4%		2.0%		2.8%	3.3%	1.6%	1.5%	7.1%		2.5%	1.0%	1.2%	5.8%			2.6%	11.5%
Mean	148.03	157.37	116.76	148.14	106.35	189.97	150.80	147.43	147.27	165.54	93.90	138.40	151.85	157.55	201.27K	111.76	133.00	216.92	283.12P
		c				E						k	K	K				PQ	Q
Standard Deviation	169.11	184.48	87.71	177.31	73.68	160.99	156.89	172.54	164.97	226.30	67.01	176.17	139.09	150.27	275.12	90.67	94.95	163.18	376.72
Standard Error	8.72	10.78	11.42	10.19	12.11	26.83	20.25	9.78	8.93	42.77	8.72	19.70	13.98	16.20	38.15	11.42	10.62	26.13	73.88
Median	100.00	100.00	100.00	100.00	100.00	150.00	100.00	100.00	100.00	100.00	80.00	100.00	100.00	100.00	100.00	100.00	100.00	200.00	200.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 005
 MORRO BAY
 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Wine
 Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	Total	<=>		<=>			<=>		<=>		<=>					<=>			
	(A)	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	187	134	36B	147	24df	16	32	154	169	14	44lMNO	47NO	47	31	18	32rS	42rS	13	4
	49.7%	45.7%	61.0%	48.5%	64.9%	44.4%	53.3%	49.5%	49.6%	50.0%	74.6%	58.8%	47.5%	36.0%	34.6%	50.8%	52.5%	33.3%	15.4%
(NET) At Least \$1	189	159C	23	156e	13	20e	28	157	172	14	15	33k	52K	55KL	34KL	31	38	26pq	22PQ
	50.3%	54.3%	39.0%	51.5%	35.1%	55.6%	46.7%	50.5%	50.4%	50.0%	25.4%	41.3%	52.5%	64.0%	65.4%	49.2%	47.5%	66.7%	84.6%
\$1-\$50	100	79	17	83	9	8	15	84	92	6	10	16	27	29KL	18Kl	20	19	9	9
	26.6%	27.0%	28.8%	27.4%	24.3%	22.2%	25.0%	27.0%	27.0%	21.4%	16.9%	20.0%	27.3%	33.7%	34.6%	31.7%	23.8%	23.1%	34.6%
\$51-\$100	57	51C	4	45	4	8	11	44	52	4	5	12	14	20Ko	6	11	14	7	4
	15.2%	17.4%	6.8%	14.9%	10.8%	22.2%	18.3%	14.1%	15.2%	14.3%	8.5%	15.0%	14.1%	23.3%	11.5%	17.5%	17.5%	17.9%	15.4%
\$101-\$250	22	20	1	19	-	3e	-	21G	20	2	-	4k	9K	3	6Kn	-	5P	8PQ	4P
	5.9%	6.8%	1.7%	6.3%	-	8.3%	-	6.8%	5.9%	7.1%	-	5.0%	9.1%	3.5%	11.5%	-	6.3%	20.5%	15.4%
\$251-\$500	10	9	1	9	-	1	2	8	8	2	-	1	2	3	4Klm	-	-	2pQ	5PQr
	2.7%	3.1%	1.7%	3.0%	-	2.8%	3.3%	2.6%	2.3%	7.1%	-	1.3%	2.0%	3.5%	7.7%	-	-	5.1%	19.2%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	44.10	49.91C	25.76	46.30E	14.49	56.00E	35.42	45.10	43.37	58.46	13.39	35.30K	46.53K	50.58K	77.15KL	25.41	34.78	76.26	138.46P
Standard Deviation	81.88	87.92	55.47	86.27	25.51	76.36	76.02	83.00	81.97	88.41	26.66	73.72	70.81	86.05	125.22	33.99	53.52	90.45	169.51
Standard Error	4.22	5.14	7.22	4.96	4.19	12.73	9.81	4.71	4.44	16.71	3.47	8.24	7.12	9.28	17.36	4.28	5.98	14.48	33.24
Median	1.00	6.00	0.00	1.00	0.00	25.00	0.00	1.00	1.00	0.00	0.00	0.00	6.00	20.00	30.00	0.00	0.00	50.00	50.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 006
MORRO BAY
4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Entertainment
Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	122	50B	153	19	14	20	163G	171	10	37MN	42	41	38	28	36RS	44RS	12	5
	49.5%	41.6%	84.7%	50.5%	51.4%	38.9%	33.3%	52.4%	50.1%	35.7%	62.7%	52.5%	41.4%	44.2%	53.8%	57.1%	55.0%	30.8%	19.2%
(NET) At Least \$1	190	171C	9	150	18	22	40H	148	170	18	22	38	58K	48K	24	27	36	27PQ	21PQ
	50.5%	58.4%	15.3%	49.5%	48.6%	61.1%	66.7%	47.6%	49.9%	64.3%	37.3%	47.5%	58.6%	55.8%	46.2%	42.9%	45.0%	69.2%	80.8%
\$1-\$50	77	70C	3	60	11	6	15	62	66	10I	14	12	23	19	9	16q	11	6	6
	20.5%	23.9%	5.1%	19.8%	29.7%	16.7%	25.0%	19.9%	19.4%	35.7%	23.7%	15.0%	23.2%	22.1%	17.3%	25.4%	13.8%	15.4%	23.1%
\$51-\$100	52	46C	3	43	2	7e	12	39	47	5	3	9	20K	14K	6	6	19Ps	7	2
	13.8%	15.7%	5.1%	14.2%	5.4%	19.4%	20.0%	12.5%	13.8%	17.9%	5.1%	11.3%	20.2%	16.3%	11.5%	9.5%	23.8%	17.9%	7.7%
\$101-\$250	37	32c	2	28	4	5	8	28	34	2	4	10	10	9	4	3	5	8PQ	7PQ
	9.8%	10.9%	3.4%	9.2%	10.8%	13.9%	13.3%	9.0%	10.0%	7.1%	6.8%	12.5%	10.1%	10.5%	7.7%	4.8%	6.3%	20.5%	26.9%
\$251-\$500	17	16	1	12	1	4d	4	13	16	1	1	4	5	5	2	2	1	5pQ	2q
	4.5%	5.5%	1.7%	4.0%	2.7%	11.1%	6.7%	4.2%	4.7%	3.6%	1.7%	5.0%	5.1%	5.8%	3.8%	3.2%	1.3%	12.8%	7.7%
More than \$500	7	7	-	7	-	-	1	6	7	-	-	3m	-	1	3kM	-	-	1	4PQr
	1.9%	2.4%		2.3%			1.7%	1.9%	2.1%			3.8%		1.2%	5.8%			2.6%	15.4%
Mean	72.59	86.33C	19.46	73.24	47.19	93.25e	81.65	71.13	75.27	52.54	31.86	88.99K	58.11K	69.41	126.42k	36.44	41.10	117.62	275.27P
Standard Deviation	181.81	201.48	61.62	195.86	79.52	124.55	117.62	192.95	189.41	73.82	61.16	183.55	84.87	118.16	379.16	67.00	62.62	142.36	514.09
Standard Error	9.38	11.77	8.02	11.25	13.07	20.76	15.18	10.94	10.26	13.95	7.96	20.52	8.53	12.74	52.58	8.44	7.00	22.80	100.82
Median	1.00	20.00	0.00	0.00	0.00	43.00	50.00	0.00	0.00	25.00	0.00	0.00	20.00	2.00	0.00	0.00	0.00	100.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 007
 MORRO BAY
 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Arts/Cultural
 Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	245	176	50B	197	26	22	32	211G	222	17	48LMNO	53	61	53	30	45RS	56RS	18	12
	65.2%	60.1%	84.7%	65.0%	70.3%	61.1%	53.3%	67.8%	65.1%	60.7%	81.4%	66.3%	61.6%	61.6%	57.7%	71.4%	70.0%	46.2%	46.2%
(NET) At Least \$1	131	117C	9	106	11	14	28H	100	119	11	11	27K	38K	33K	22K	18	24	21PQ	14PQ
	34.8%	39.9%	15.3%	35.0%	29.7%	38.9%	46.7%	32.2%	34.9%	39.3%	18.6%	33.8%	38.4%	38.4%	42.3%	28.6%	30.0%	53.8%	53.8%
\$1-\$50	77	69C	5	65	8	4	15	62	70	6	7	14	23k	23K	10	14	14	8	6
	20.5%	23.5%	8.5%	21.5%	21.6%	11.1%	25.0%	19.9%	20.5%	21.4%	11.9%	17.5%	23.2%	26.7%	19.2%	22.2%	17.5%	20.5%	23.1%
\$51-\$100	32	29	2	21	3	8De	9H	20	29	3	4	6	12n	4	6	2	9p	8P	4P
	8.5%	9.9%	3.4%	6.9%	8.1%	22.2%	15.0%	6.4%	8.5%	10.7%	6.8%	7.5%	12.1%	4.7%	11.5%	3.2%	11.3%	20.5%	15.4%
\$101-\$250	13	10	2	13	-	-	2	11	12	1	-	4k	3	3	3k	1	1	3q	1
	3.5%	3.4%	3.4%	4.3%			3.3%	3.5%	3.5%	3.6%		5.0%	3.0%	3.5%	5.8%	1.6%	1.3%	7.7%	3.8%
\$251-\$500	8	8	-	6	-	2	2	6	7	1	-	3m	-	2	3kM	1	-	2Q	2Q
	2.1%	2.7%		2.0%		5.6%	3.3%	1.9%	2.1%	3.6%		3.8%		2.3%	5.8%	1.6%		5.1%	7.7%
More than \$500	1	1	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1q
	0.3%	0.3%		0.3%				0.3%	0.3%					1.2%					3.8%
Mean	30.47	35.81C	11.24	30.19	12.86	50.89e	44.97	27.19	30.46	38.04	11.95	37.23K	21.84k	31.83k	55.25KM	17.59	17.03	58.51P	87.12PQ
Standard Deviation	78.69	86.78	33.09	77.01	29.25	116.35	98.53	74.43	77.78	97.60	28.04	93.55	37.51	85.33	122.48	48.52	34.06	99.14	171.26
Standard Error	4.06	5.07	4.31	4.42	4.81	19.39	12.72	4.22	4.21	18.45	3.65	10.46	3.77	9.20	16.99	6.11	3.81	15.88	33.59
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	5.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 008
MORRO BAY
4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Activities
Base: High Season Visitor

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		<=====>		<=====>			<=====>		<=====>		<=====>					<=====>			
		Empl	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	152	100	41B	124	18f	10	16	134G	137	11	28N	36N	40	26	22	25S	38RS	11	4
	40.4%	34.1%	69.5%	40.9%	48.6%	27.8%	26.7%	43.1%	40.2%	39.3%	47.5%	45.0%	40.4%	30.2%	42.3%	39.7%	47.5%	28.2%	15.4%
(NET) At Least \$1	224	193C	18	179	19	26e	44H	177	204	17	31	44	59	60KL	30	38	42	28Q	22PQ
	59.6%	65.9%	30.5%	59.1%	51.4%	72.2%	73.3%	56.9%	59.8%	60.7%	52.5%	55.0%	59.6%	69.8%	57.7%	60.3%	52.5%	71.8%	84.6%
\$1-\$50	90	76C	8	74	6	10	21H	69	79	10	14	19	23	24	10	22QR	16	5	5
	23.9%	25.9%	13.6%	24.4%	16.2%	27.8%	35.0%	22.2%	23.2%	35.7%	23.7%	23.8%	23.2%	27.9%	19.2%	34.9%	20.0%	12.8%	19.2%
\$51-\$100	59	47	7	46	8	5	6	51	54	3	9	10	15	16	9	9	16	8	2
	15.7%	16.0%	11.9%	15.2%	21.6%	13.9%	10.0%	16.4%	15.8%	10.7%	15.3%	12.5%	15.2%	18.6%	17.3%	14.3%	20.0%	20.5%	7.7%
\$101-\$250	47	43C	3	37	5	5	10	36	43	4	8	8	14	13	4	7	7	12PQ	5
	12.5%	14.7%	5.1%	12.2%	13.5%	13.9%	16.7%	11.6%	12.6%	14.3%	13.6%	10.0%	14.1%	15.1%	7.7%	11.1%	8.8%	30.8%	19.2%
\$251-\$500	20	19C	-	15	-	5DE	6h	14	20	-	-	5k	7K	4k	4K	-	3	2p	6PQR
	5.3%	6.5%		5.0%		13.9%	10.0%	4.5%	5.9%			6.3%	7.1%	4.7%	7.7%		3.8%	5.1%	23.1%
More than \$500	8	8	-	7	-	1	1	7	8	-	-	2	-	3m	3kM	-	-	1	4PQR
	2.1%	2.7%		2.3%		2.8%	1.7%	2.3%	2.3%			2.5%		3.5%	5.8%			2.6%	15.4%
Mean	92.57	109.68C	23.98	93.58	49.49	128.42	100.62	91.39	97.62	48.32	47.24	110.86	75.85	112.93	114.06K	46.30	52.55	130.95	372.58P
						E							k	K				PQ	QR
Standard Deviation	227.04	252.42	47.79	242.19	65.14	196.34	140.08	241.96	237.08	65.18	63.14	358.41	112.69	241.15	222.67	61.84	76.24	190.54	632.07
Standard Error	11.71	14.75	6.22	13.91	10.71	32.72	18.08	13.72	12.84	12.32	8.22	40.07	11.33	26.00	30.88	7.79	8.52	30.51	123.96
Median	25.00	40.00	0.00	25.00	6.00	50.00	40.00	20.00	25.00	25.00	25.00	10.00	25.00	40.00	20.00	25.00	4.00	80.00	200.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 009

MORRO BAY

4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Shopping

Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	98	67	24B	82	9	7	12	84	92	4	21N	24n	24	16	13	17r	21r	5	3
	26.1%	22.9%	40.7%	27.1%	24.3%	19.4%	20.0%	27.0%	27.0%	14.3%	35.6%	30.0%	24.2%	18.6%	25.0%	27.0%	26.3%	12.8%	11.5%
(NET) At Least \$1	278	226C	35	221	28	29	48	227	249	24	38	56	75	70Kl	39	46	59	34pq	23
	73.9%	77.1%	59.3%	72.9%	75.7%	80.6%	80.0%	73.0%	73.0%	85.7%	64.4%	70.0%	75.8%	81.4%	75.0%	73.0%	73.8%	87.2%	88.5%
\$1-\$50	109	86	16	93F	12F	4	16	93	95	11	18	19	28	26	18	24RS	22r	5	4
	29.0%	29.4%	27.1%	30.7%	32.4%	11.1%	26.7%	29.9%	27.9%	39.3%	30.5%	23.8%	28.3%	30.2%	34.6%	38.1%	27.5%	12.8%	15.4%
\$51-\$100	60	44	10	39	10D	11D	12	47	56	4	12	14	17	11	6	8	11	4	4
	16.0%	15.0%	16.9%	12.9%	27.0%	30.6%	20.0%	15.1%	16.4%	14.3%	20.3%	17.5%	17.2%	12.8%	11.5%	12.7%	13.8%	10.3%	15.4%
\$101-\$250	58	49	7	49	4	5	7	51	53	4	5	11	19kO	20KO	3	12	21	8	5
	15.4%	16.7%	11.9%	16.2%	10.8%	13.9%	11.7%	16.4%	15.5%	14.3%	8.5%	13.8%	19.2%	23.3%	5.8%	19.0%	26.3%	20.5%	19.2%
\$251-\$500	34	30c	2	26	2	6	10H	23	30	3	3	7	10	10	4	1	4	12PQ	4Pq
	9.0%	10.2%	3.4%	8.6%	5.4%	16.7%	16.7%	7.4%	8.8%	10.7%	5.1%	8.8%	10.1%	11.6%	7.7%	1.6%	5.0%	30.8%	15.4%
More than \$500	17	17c	-	14	-	3e	3	13	15	2	-	5km	1	3	8klMN	1	1	5PQ	6PQ
	4.5%	5.8%		4.6%		8.3%	5.0%	4.2%	4.4%	7.1%		6.3%	1.0%	3.5%	15.4%	1.6%	1.3%	12.8%	23.1%
Mean	144.09	165.70C	60.22	148.54	73.54	179.17	153.50	141.41	145.01	148.86	61.69	144.66	103.12	137.64	325.38K	73.56	95.04	266.79	565.12P
Standard Deviation	344.41	384.12	80.02	374.42	79.10	219.30	230.27	364.02	355.69	223.44	78.81	283.32	142.85	185.25	774.39	98.86	112.72	264.32	985.75
Standard Error	17.76	22.44	10.42	21.51	13.00	36.55	29.73	20.64	19.26	42.23	10.26	31.68	14.36	19.98	107.39	12.46	12.60	42.33	193.32
Median	50.00	50.00	30.00	50.00	50.00	100.00	60.00	50.00	50.00	50.00	40.00	50.00	50.00	55.00	40.00	35.00	50.00	200.00	200.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 010
MORRO BAY
4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Local transportation
Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	273	199	56B	225	25	23	38	233g	250	18	54LMNO	60	68	56	35	52RS	63RS	17	11
	72.6%	67.9%	94.9%	74.3%	67.6%	63.9%	63.3%	74.9%	73.3%	64.3%	91.5%	75.0%	68.7%	65.1%	67.3%	82.5%	78.8%	43.6%	42.3%
(NET) At Least \$1	103	94C	3	78	12	13	22h	78	91	10	5	20K	31K	30K	17K	11	17	22PQ	15PQ
	27.4%	32.1%	5.1%	25.7%	32.4%	36.1%	36.7%	25.1%	26.7%	35.7%	8.5%	25.0%	31.3%	34.9%	32.7%	17.5%	21.3%	56.4%	57.7%
\$1-\$50	60	53C	3	44	10D	6	16H	43	51	7	4	11	20K	17K	8	7	14	9	7P
	16.0%	18.1%	5.1%	14.5%	27.0%	16.7%	26.7%	13.8%	15.0%	25.0%	6.8%	13.8%	20.2%	19.8%	15.4%	11.1%	17.5%	23.1%	26.9%
\$51-\$100	19	18c	-	13	2	4d	2	16	18	1	1	3	3	8km	4	3	1	5Q	4PQ
	5.1%	6.1%	-	4.3%	5.4%	11.1%	3.3%	5.1%	5.3%	3.6%	1.7%	3.8%	3.0%	9.3%	7.7%	4.8%	1.3%	12.8%	15.4%
\$101-\$250	17	17c	-	14	-	3e	3	13	15	2	-	4k	6k	4k	3k	1	2	7PQ	2
	4.5%	5.8%	-	4.6%	-	8.3%	5.0%	4.2%	4.4%	7.1%	-	5.0%	6.1%	4.7%	5.8%	1.6%	2.5%	17.9%	7.7%
\$251-\$500	5	4	-	5	-	-	-	5	5	-	-	2	2	1	-	-	-	1	1q
	1.3%	1.4%	-	1.7%	-	-	-	1.6%	1.5%	-	-	2.5%	2.0%	1.2%	-	-	-	2.6%	3.8%
More than \$500	2	2	-	2	-	-	1	1	2	-	-	-	-	-	2lmn	-	-	-	1q
	0.5%	0.7%	-	0.7%	-	-	1.7%	0.3%	0.6%	-	-	-	-	-	3.8%	-	-	-	3.8%
Mean	24.13	28.93C	1.58	25.04	13.30	27.56	25.50	23.38	24.57	24.25	3.81	24.88K	25.12K	24.52K	43.46K	9.40	9.78	55.31P	71.65PQ
Standard Deviation	71.97	78.72	7.82	77.51	24.74	53.65	78.66	70.56	73.93	54.46	14.42	77.89	66.35	57.07	117.04	31.48	30.42	87.49	139.35
Standard Error	3.71	4.60	1.02	4.45	4.07	8.94	10.15	4.00	4.00	10.29	1.88	8.71	6.67	6.15	16.23	3.97	3.40	14.01	27.33
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	4.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 011
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (At \$1 Summary Table)
 Base: High Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	356	279	55	285	35	36	56	295	323	27	54	72	961	85KL	49	61	77	37	24
	94.7%	95.2%	93.2%	94.1%	94.6%	100.0%	93.3%	94.9%	94.7%	96.4%	91.5%	90.0%	97.0%	98.8%	94.2%	96.8%	96.3%	94.9%	92.3%
Shopping	278	226C	35	221	28	29	48	227	249	24	38	56	75	70Kl	39	46	59	34pq	23
	73.9%	77.1%	59.3%	72.9%	75.7%	80.6%	80.0%	73.0%	73.0%	85.7%	64.4%	70.0%	75.8%	81.4%	75.0%	73.0%	73.8%	87.2%	88.5%
Accommodations	235	193C	30	188	22	25	38	194	212	19	34	42	651	62kL	32	28	51P	32PQ	22PQ
	62.5%	65.9%	50.8%	62.0%	59.5%	69.4%	63.3%	62.4%	62.2%	67.9%	57.6%	52.5%	65.7%	72.1%	61.5%	44.4%	63.8%	82.1%	84.6%
Activities	224	193C	18	179	19	26e	44H	177	204	17	31	44	59	60KL	30	38	42	28Q	22PQ
	59.6%	65.9%	30.5%	59.1%	51.4%	72.2%	73.3%	56.9%	59.8%	60.7%	52.5%	55.0%	59.6%	69.8%	57.7%	60.3%	52.5%	71.8%	84.6%
Entertainment	190	171C	9	150	18	22	40H	148	170	18	22	38	58K	48K	24	27	36	27PQ	21PQ
	50.5%	58.4%	15.3%	49.5%	48.6%	61.1%	66.7%	47.6%	49.9%	64.3%	37.3%	47.5%	58.6%	55.8%	46.2%	42.9%	45.0%	69.2%	80.8%
Wine	189	159C	23	156e	13	20e	28	157	172	14	15	33k	52K	55KL	34KL	31	38	26pq	22PQ
	50.3%	54.3%	39.0%	51.5%	35.1%	55.6%	46.7%	50.5%	50.4%	50.0%	25.4%	41.3%	52.5%	64.0%	65.4%	49.2%	47.5%	66.7%	84.6%
Arts/Cultural	131	117C	9	106	11	14	28H	100	119	11	11	27K	38K	33K	22K	18	24	21PQ	14PQ
	34.8%	39.9%	15.3%	35.0%	29.7%	38.9%	46.7%	32.2%	34.9%	39.3%	18.6%	33.8%	38.4%	38.4%	42.3%	28.6%	30.0%	53.8%	53.8%
Local transportation	103	94C	3	78	12	13	22h	78	91	10	5	20K	31K	30K	17K	11	17	22PQ	15PQ
	27.4%	32.1%	5.1%	25.7%	32.4%	36.1%	36.7%	25.1%	26.7%	35.7%	8.5%	25.0%	31.3%	34.9%	32.7%	17.5%	21.3%	56.4%	57.7%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 012

MORRO BAY

4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
(Mean Summary Table)

Base: High Season Visitor

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		<----->		<----->			<----->		<----->		<----->					<----->			
		Empl	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	376	293	59	303	37	36	60	311	341	28	59	80	99	86	52	63	80	39	26
Accommodations	202.81	224.08 c	124.90	212.63	109.41	216.14 E	186.35	206.99	205.42	180.50	98.05	185.26	211.86 K	249.95 K	253.46K	96.63	188.75 P	302.49 PQ	539.65P Q
Food	148.03	157.37 c	116.76	148.14	106.35	189.97 E	150.80	147.43	147.27	165.54	93.90	138.40 k	151.85 K	157.55 K	201.27K	111.76	133.00	216.92 PQ	283.12P Q
Shopping	144.09	165.70C	60.22	148.54	73.54	179.17 E	153.50	141.41	145.01	148.86	61.69	144.66 K	103.12 K	137.64 K	325.38K LMN	73.56	95.04	266.79 PQ	565.12P Qr
Activities	92.57	109.68C	23.98	93.58	49.49	128.42 E	100.62	91.39	97.62	48.32	47.24	110.86	75.85 k	112.93 K	114.06K	46.30	52.55	130.95 PQ	372.58P QR
Entertainment	72.59	86.33C	19.46	73.24	47.19	93.25e	81.65	71.13	75.27	52.54	31.86	88.99K	58.11K	69.41 K	126.42k m	36.44	41.10	117.62 PQ	275.27P Qr
Wine	44.10	49.91C	25.76	46.30E	14.49	56.00E	35.42	45.10	43.37	58.46	13.39	35.30K	46.53K	50.58K	77.15KL m	25.41	34.78	76.26 PQ	138.46P Qr
Arts/Cultural	30.47	35.81C	11.24	30.19	12.86	50.89e	44.97	27.19	30.46	38.04	11.95	37.23K	21.84k	31.83k	55.25KM	17.59	17.03	58.51P Q	87.12PQ Q
Local transportation	24.13	28.93C	1.58	25.04	13.30	27.56	25.50	23.38	24.57	24.25	3.81	24.88K	25.12K	24.52K	43.46K	9.40	9.78	55.31P Q	71.65PQ Q

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 013

MORRO BAY

5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September?

Base: Spend money on Food (High Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	356	279	55	285	35	36	56	295	323	27	54	72	96	85	49	61	77	37	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	216	178	30	166	27D	23	34	179	194	18	28	46	53	57k	32	36	47	22	18
	60.7%	63.8%	54.5%	58.2%	77.1%	63.9%	60.7%	60.7%	60.1%	66.7%	51.9%	63.9%	55.2%	67.1%	65.3%	59.0%	61.0%	59.5%	75.0%
Embarcadero	141	108	24	114	11	16	20	119	127	13	24	22	41	30	24L	26	35	18	11
	39.6%	38.7%	43.6%	40.0%	31.4%	44.4%	35.7%	40.3%	39.3%	48.1%	44.4%	30.6%	42.7%	35.3%	49.0%	42.6%	45.5%	48.6%	45.8%
North Morro Bay	120	104C	8	94	13	13	23	96	114	6	14	27	29	33	17	21	26	14	14PQ
	33.7%	37.3%	14.5%	33.0%	37.1%	36.1%	41.1%	32.5%	35.3%	22.2%	25.9%	37.5%	30.2%	38.8%	34.7%	34.4%	33.8%	37.8%	58.3%
Quintana Road	43	39C	2	31	6	6	11h	32	38	5	4	6	15	7	11KLN	2	11P	9P	10PQ
	12.1%	14.0%	3.6%	10.9%	17.1%	16.7%	19.6%	10.8%	11.8%	18.5%	7.4%	8.3%	15.6%	8.2%	22.4%	3.3%	14.3%	24.3%	41.7%
Other	16	14	1	13	-	3e	1	15	14	2	1	2	6	3	4	3	3	1	1
	4.5%	5.0%	1.8%	4.6%		8.3%	1.8%	5.1%	4.3%	7.4%	1.9%	2.8%	6.3%	3.5%	8.2%	4.9%	3.9%	2.7%	4.2%
None of the above	16	11	5	15	1	-	-	16g	15	-	41	1	4	4	3	5Q	1	1	-
	4.5%	3.9%	9.1%	5.3%	2.9%			5.4%	4.6%		7.4%	1.4%	4.2%	4.7%	6.1%	8.2%	1.3%	2.7%	

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 014

MORRO BAY

6a. Did you spend any money doing any of the following activities between May and September?

Base: Spend money on Activities (High Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	224	193	18	179	19	26	44	177	204	17	31	44	59	60	30	38	42	28	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	81	73	4	63	8	10	18	63	76	5	7	15	24k	20	15K	11	16	14p	12p
	36.2%	37.8%	22.2%	35.2%	42.1%	38.5%	40.9%	35.6%	37.3%	29.4%	22.6%	34.1%	40.7%	33.3%	50.0%	28.9%	38.1%	50.0%	54.5%
Bike rentals	66	61c	2	45	6	15De	17h	46	62	4	6	13	18	17	12k	9	11	13pq	13PQ
	29.5%	31.6%	11.1%	25.1%	31.6%	57.7%	38.6%	26.0%	30.4%	23.5%	19.4%	29.5%	30.5%	28.3%	40.0%	23.7%	26.2%	46.4%	59.1%
Kayaking	54	49	2	46	4	4	13	41	46	7i	5	5	22KLN	11	11kLn	8	8	8	11PQ
	24.1%	25.4%	11.1%	25.7%	21.1%	15.4%	29.5%	23.2%	22.5%	41.2%	16.1%	11.4%	37.3%	18.3%	36.7%	21.1%	19.0%	28.6%	50.0%
Stand-up paddle boarding	41	41C	-	34E	-	7E	12h	29	35	6i	2	9k	11	10	9K	2	9P	7P	10Pq
	18.3%	21.2%		19.0%		26.9%	27.3%	16.4%	17.2%	35.3%	6.5%	20.5%	18.6%	16.7%	30.0%	5.3%	21.4%	25.0%	45.5%
Other	9	7	2	7	1	1	2	7	9	-	1	4m	1	2	1	2	2	-	2
	4.0%	3.6%	11.1%	3.9%	5.3%	3.8%	4.5%	4.0%	4.4%		3.2%	9.1%	1.7%	3.3%	3.3%	5.3%	4.8%		9.1%
None of the above	73	58	11B	62	6	5	8	65G	66	5	140	15	17	22o	5	10	16RS	4	3
	32.6%	30.1%	61.1%	34.6%	31.6%	19.2%	18.2%	36.7%	32.4%	29.4%	45.2%	34.1%	28.8%	36.7%	16.7%	26.3%	38.1%	14.3%	13.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 015

MORRO BAY

7a. Did you spend any money at any of the following accommodations between May and September?

Base: Spend money on Accomodations (High Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Emplyd	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	235	193	30	188	22	25	38	194	212	19	34	42	65	62	32	28	51	32	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	187	154	24	147	21df	19	28	156	171	15	25	33	52	53	24	24	45	25	18
	79.6%	79.8%	80.0%	78.2%	95.5%	76.0%	73.7%	80.4%	80.7%	78.9%	73.5%	78.6%	80.0%	85.5%	75.0%	85.7%	88.2%	78.1%	81.8%
Inn/B&B	45	40	4	34	2	9DE	9	35	40	4	5	7	13	10	10n	2	7	5	9PQR
	19.1%	20.7%	13.3%	18.1%	9.1%	36.0%	23.7%	18.0%	18.9%	21.1%	14.7%	16.7%	20.0%	16.1%	31.3%	7.1%	13.7%	15.6%	40.9%
Campground/RV Park	36	31	3	31	1	4	11H	25	30	6I	7L	2	14Ln	6	7L	4	8	2	7R
	15.3%	16.1%	10.0%	16.5%	4.5%	16.0%	28.9%	12.9%	14.2%	31.6%	20.6%	4.8%	21.5%	9.7%	21.9%	14.3%	15.7%	6.3%	31.8%
Vacation Rental	29	29C	-	25	1	3	4	25	28	1	2	5	7	7	8Kmn	-	5p	7P	6Pq
	12.3%	15.0%		13.3%	4.5%	12.0%	10.5%	12.9%	13.2%	5.3%	5.9%	11.9%	10.8%	11.3%	25.0%		9.8%	21.9%	27.3%
Other	1	1	-	-	-	1D	-	1	1	-	-	-	-	-	1	-	-	-	1
	0.4%	0.5%				4.0%		0.5%	0.5%						3.1%				4.5%
None of the above	6	4	1	4	-	2d	1	5	4	-	-	3	1	1	1	-	-	2q	-
	2.6%	2.1%	3.3%	2.1%		8.0%	2.6%	2.6%	1.9%			7.1%	1.5%	1.6%	3.1%			6.3%	

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 016

MORRO BAY

8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September?

Base: Spend money on Shopping (High Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	278	226	35	221	28	29	48	227	249	24	38	56	75	70	39	46	59	34	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	168	138	23	128	21d	19	29	136	149	18	21	32	41	51klM	23	30	37	19	17
	60.4%	61.1%	65.7%	57.9%	75.0%	65.5%	60.4%	59.9%	59.8%	75.0%	55.3%	57.1%	54.7%	72.9%	59.0%	65.2%	62.7%	55.9%	73.9%
Embarcadero	109	90	14	90	7	12	14	94	93	12	16	15	32l	30l	16	16	26	15	10
	39.2%	39.8%	40.0%	40.7%	25.0%	41.4%	29.2%	41.4%	37.3%	50.0%	42.1%	26.8%	42.7%	42.9%	41.0%	34.8%	44.1%	44.1%	43.5%
North Morro Bay	80	74C	2	63	8	9	14	65	77j	3	6	16	20	26K	12	14	13	16Q	14PQ
	28.8%	32.7%	5.7%	28.5%	28.6%	31.0%	29.2%	28.6%	30.9%	12.5%	15.8%	28.6%	26.7%	37.1%	30.8%	30.4%	22.0%	47.1%	60.9%
Quintana Road	34	33C	-	25	3	6	11H	23	29	4	2	4	13kl	7	8kl	4	6	7	7PQ
	12.2%	14.6%		11.3%	10.7%	20.7%	22.9%	10.1%	11.6%	16.7%	5.3%	7.1%	17.3%	10.0%	20.5%	8.7%	10.2%	20.6%	30.4%
Other	11	9	1	9	-	2	1	10	10	1	1	2	3	1	4N	3	1	-	1
	4.0%	4.0%	2.9%	4.1%		6.9%	2.1%	4.4%	4.0%	4.2%	2.6%	3.6%	4.0%	1.4%	10.3%	6.5%	1.7%		4.3%
None of the above	14	10	3	11	2	1	-	14g	13	1	3	3	2	3	3	2	1	2	1
	5.0%	4.4%	8.6%	5.0%	7.1%	3.4%		6.2%	5.2%	4.2%	7.9%	5.4%	2.7%	4.3%	7.7%	4.3%	1.7%	5.9%	4.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 017

MORRO BAY

9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	111	77	22	97e	6	8	6	103G	99	7	24mnO	17o	30o	28o	12	38QRS	21S	5	1
	43.0%	39.3%	52.4%	46.0%	25.0%	34.8%	17.1%	46.8%	43.0%	31.8%	60.0%	45.9%	43.5%	42.4%	26.1%	67.9%	34.4%	18.5%	4.5%
(NET) At Least \$1	147	119	20	114	18d	15	29H	117	131	15	16	20	39k	38k	34Klmn	18	40P	22P	21PQ
	57.0%	60.7%	47.6%	54.0%	75.0%	65.2%	82.9%	53.2%	57.0%	68.2%	40.0%	54.1%	56.5%	57.6%	73.9%	32.1%	65.6%	81.5%	95.5%
\$1-\$50	28	26C	-	19	4	5d	8H	20	24	3	2	2	7	9	8k	3	5	6Pq	5Pq
	10.9%	13.3%		9.0%	16.7%	21.7%	22.9%	9.1%	10.4%	13.6%	5.0%	5.4%	10.1%	13.6%	17.4%	5.4%	8.2%	22.2%	22.7%
\$51-\$100	22	15	4	17	4	1	3	19	18	4	2	3	10N	2	5n	2	8p	3	3
	8.5%	7.7%	9.5%	8.1%	16.7%	4.3%	8.6%	8.6%	7.8%	18.2%	5.0%	8.1%	14.5%	3.0%	10.9%	3.6%	13.1%	11.1%	13.6%
\$101-\$250	45	34	11	38f	6f	1	6	39	41	4	8	9	12	8	8	7	14	4	7p
	17.4%	17.3%	26.2%	18.0%	25.0%	4.3%	17.1%	17.7%	17.8%	18.2%	20.0%	24.3%	17.4%	12.1%	17.4%	12.5%	23.0%	14.8%	31.8%
\$251-\$500	38	31	4	29	4	5	8	29	34	4	4	5	7	13	9	6	11	5	3
	14.7%	15.8%	9.5%	13.7%	16.7%	21.7%	22.9%	13.2%	14.8%	18.2%	10.0%	13.5%	10.1%	19.7%	19.6%	10.7%	18.0%	18.5%	13.6%
More than \$500	14	13	1	11	-	3e	4h	10	14	-	-	1	3	6k	4k	-	2	4Pq	3Pq
	5.4%	6.6%	2.4%	5.2%		13.0%	11.4%	4.5%	6.1%			2.7%	4.3%	9.1%	8.7%		3.3%	14.8%	13.6%
Mean	149.95	164.91	117.98	145.00	120.04	226.61	244.89	135.53	155.41	133.32	79.75	141.57	128.96	187.79	194.96K	65.18	147.97	252.74	314.50P
Standard Deviation	251.02	271.42	175.21	249.10	139.80	340.63	297.87	241.28	260.06	163.51	126.30	232.70	226.16	324.52	253.06	125.41	197.10	311.31	468.67
Standard Error	15.63	19.39	27.04	17.15	28.54	71.03	50.35	16.27	17.15	34.86	19.97	38.26	27.23	39.95	37.31	16.76	25.24	59.91	99.92
Median	10.00	30.00	0.00	3.00	75.00	33.00	150.00	2.00	10.00	90.00	0.00	33.00	3.00	2.00	90.00	0.00	85.00	100.00	150.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 018

MORRO BAY

9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	25	19	3	21	2	2	2	22	22	-	5	4	8	5	3	6	8s	1	-
	9.7%	9.7%	7.1%	10.0%	8.3%	8.7%	5.7%	10.0%	9.6%		12.5%	10.8%	11.6%	7.6%	6.5%	10.7%	13.1%	3.7%	
(NET) At Least \$1	233	177	39	190	22	21	33	198	208	22	35	33	61	61	43	50	53	26	22q
-----	90.3%	90.3%	92.9%	90.0%	91.7%	91.3%	94.3%	90.0%	90.4%	100.0%	87.5%	89.2%	88.4%	92.4%	93.5%	89.3%	86.9%	96.3%	100.0%
\$1-\$50	87	68	14	70	10	7	9	77	75	10	17	10	20	24	16	25Q	14	9	6
	33.7%	34.7%	33.3%	33.2%	41.7%	30.4%	25.7%	35.0%	32.6%	45.5%	42.5%	27.0%	29.0%	36.4%	34.8%	44.6%	23.0%	33.3%	27.3%
\$51-\$100	62	44	12	52	6	4	9	53	56	6	8	11	21	13	9	15	14	3	5
	24.0%	22.4%	28.6%	24.6%	25.0%	17.4%	25.7%	24.1%	24.3%	27.3%	20.0%	29.7%	30.4%	19.7%	19.6%	26.8%	23.0%	11.1%	22.7%
\$101-\$250	51	37	9	43	4	4	9	41	46	4	8	6	13	16	8	7	15p	8p	6
	19.8%	18.9%	21.4%	20.4%	16.7%	17.4%	25.7%	18.6%	20.0%	18.2%	20.0%	16.2%	18.8%	24.2%	17.4%	12.5%	24.6%	29.6%	27.3%
\$251-\$500	25	21	3	18	2	5D	6	19	23	2	2	5	6	6	6	3	9p	6Ps	1
	9.7%	10.7%	7.1%	8.5%	8.3%	21.7%	17.1%	8.6%	10.0%	9.1%	5.0%	13.5%	8.7%	9.1%	13.0%	5.4%	14.8%	22.2%	4.5%
More than \$500	8	7	1	7	-	1	-	8	8	-	-	1	1	2	4km	-	1	-	4PQR
	3.1%	3.6%	2.4%	3.3%		4.3%		3.6%	3.5%			2.7%	1.4%	3.0%	8.7%		1.6%		18.2%
Mean	129.48	136.66	112.67	130.77	92.92	155.83	143.63	127.86	134.25	102.91	85.75	122.24	108.04	132.36	201.37K	76.88	128.67	158.52	297.32P
Standard Deviation	191.27	211.43	111.23	202.08	91.34	163.25	122.25	201.12	199.79	87.78	79.92	126.70	111.02	167.25	351.84	73.28	121.44	133.59	476.82
Standard Error	11.91	15.10	17.16	13.91	18.65	34.04	20.66	13.56	13.17	18.71	12.64	20.83	13.37	20.59	51.88	9.79	15.55	25.71	101.66
Median	75.00	75.00	100.00	75.00	50.00	100.00	100.00	65.00	75.00	60.00	50.00	100.00	80.00	75.00	67.00	50.00	100.00	200.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 019

MORRO BAY

9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine

Base: Low Season Visitor

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		<=====>		<=====>			<=====>		<=====>		<=====>					<=====>			
		Empl	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	91	25	107	12	11	12	116G	114	11	28NO	220	380	28	14	39RS	35S	12S	2
	50.4%	46.4%	59.5%	50.7%	50.0%	47.8%	34.3%	52.7%	49.6%	50.0%	70.0%	59.5%	55.1%	42.4%	30.4%	69.6%	57.4%	44.4%	9.1%
(NET) At Least \$1	128	105	17	104	12	12	23H	104	116	11	12	15	31	38K	32KLM	17	26	15P	20PQR
	49.6%	53.6%	40.5%	49.3%	50.0%	52.2%	65.7%	47.3%	50.4%	50.0%	30.0%	40.5%	44.9%	57.6%	69.6%	30.4%	42.6%	55.6%	90.9%
\$1-\$50	72	58	10	56	11Df	5	9	62	64	7	9	10	15	19	19kM	14	13	6	7
	27.9%	29.6%	23.8%	26.5%	45.8%	21.7%	25.7%	28.2%	27.8%	31.8%	22.5%	27.0%	21.7%	28.8%	41.3%	25.0%	21.3%	22.2%	31.8%
\$51-\$100	32	26	4	28e	-	4E	9H	23	30	2	2	1	13KL	7	9KL	3	7	7Pq	7PQ
	12.4%	13.3%	9.5%	13.3%		17.4%	25.7%	10.5%	13.0%	9.1%	5.0%	2.7%	18.8%	10.6%	19.6%	5.4%	11.5%	25.9%	31.8%
\$101-\$250	17	14	3	15	1	1	3	14	15	2	1	2	3	10KMO	1	-	4P	1	4P
	6.6%	7.1%	7.1%	7.1%	4.2%	4.3%	8.6%	6.4%	6.5%	9.1%	2.5%	5.4%	4.3%	15.2%	2.2%		6.6%	3.7%	18.2%
\$251-\$500	5	5	-	3	-	2D	2h	3	5	-	-	2m	-	2	1	-	2	1	-
	1.9%	2.6%		1.4%		8.7%	5.7%	1.4%	2.2%			5.4%		3.0%	2.2%		3.3%	3.7%	
More than \$500	2	2	-	2	-	-	-	2	2	-	-	-	-	-	2mn	-	-	-	2PQ
	0.8%	1.0%		0.9%				0.9%	0.9%						4.3%				9.1%
Mean	46.16	52.47	29.64	47.49	22.96	58.22	75.34h	41.97	48.05	36.77	19.50	42.54	32.13	52.83K	83.74KM	14.11	37.85P	52.78	154.14P
Standard Deviation	103.13	115.14	47.70	107.85	42.76	102.80	112.18	101.76	107.47	59.97	39.74	89.62	51.86	78.87	193.52	26.66	70.65	87.68	252.76
Standard Error	6.42	8.22	7.36	7.42	8.73	21.44	18.96	6.86	7.09	12.78	6.28	14.73	6.24	9.71	28.53	3.56	9.05	16.87	53.89
Median	0.00	1.00	0.00	0.00	0.00	2.00	40.00	0.00	1.00	0.00	0.00	0.00	0.00	1.00	30.00	0.00	0.00	1.00	75.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 020

MORRO BAY

9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	139	94	35B	120F	12	7	6	131G	126	9	30mNO	23nO	39o	29	18	40RS	35rS	10S	1
	53.9%	48.0%	83.3%	56.9%	50.0%	30.4%	17.1%	59.5%	54.8%	40.9%	75.0%	62.2%	56.5%	43.9%	39.1%	71.4%	57.4%	37.0%	4.5%
(NET) At Least \$1	119	102C	7	91	12	16D	29H	89	104	13	10	14	30k	37Kl	28KLm	16	26	17Pq	21PQR
	46.1%	52.0%	16.7%	43.1%	50.0%	69.6%	82.9%	40.5%	45.2%	59.1%	25.0%	37.8%	43.5%	56.1%	60.9%	28.6%	42.6%	63.0%	95.5%
\$1-\$50	52	44c	4	40	4	8d	10	41	45	6	3	6	16K	14k	13K	11	12	7	7
	20.2%	22.4%	9.5%	19.0%	16.7%	34.8%	28.6%	18.6%	19.6%	27.3%	7.5%	16.2%	23.2%	21.2%	28.3%	19.6%	19.7%	25.9%	31.8%
\$51-\$100	35	28C	1	26	6d	3	10H	25	29	5	4	4	9	12	6	3	10p	2	5P
	13.6%	14.3%	2.4%	12.3%	25.0%	13.0%	28.6%	11.4%	12.6%	22.7%	10.0%	10.8%	13.0%	18.2%	13.0%	5.4%	16.4%	7.4%	22.7%
\$101-\$250	19	17	2	14	2	3	5h	14	17	2	3	2	4	7	3	2	4	5Pq	3
	7.4%	8.7%	4.8%	6.6%	8.3%	13.0%	14.3%	6.4%	7.4%	9.1%	7.5%	5.4%	5.8%	10.6%	6.5%	3.6%	6.6%	18.5%	13.6%
\$251-\$500	7	7	-	6	-	1	2	5	7	-	-	-	-	3m	4klM	-	-	1	3PQ
	2.7%	3.6%		2.8%		4.3%	5.7%	2.3%	3.0%					4.5%	8.7%			3.7%	13.6%
More than \$500	6	6	-	5	-	1	2	4	6	-	-	2	1	1	2	-	-	2PQ	3PQ
	2.3%	3.1%		2.4%		4.3%	5.7%	1.8%	2.6%			5.4%	1.4%	1.5%	4.3%			7.4%	13.6%
Mean	78.81	97.32c	13.45	80.78	46.04	95.00	118.63	73.42	83.48	48.27	25.88	59.30	44.81	102.14	158.09k	18.75	32.31	114.26	338.59P
Standard Deviation	289.01	328.79	41.03	314.66	61.59	158.81	157.11	306.33	305.08	67.50	57.05	136.10	127.85	374.72	469.12	42.78	55.27	176.51	662.64
Standard Error	17.99	23.49	6.33	21.66	12.57	33.11	26.56	20.65	20.12	14.39	9.02	22.38	15.39	46.13	69.17	5.72	7.08	33.97	141.27
Median	0.00	1.00	0.00	0.00	0.00	25.00	70.00	0.00	0.00	22.00	0.00	0.00	0.00	1.00	10.00	0.00	0.00	50.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 021

MORRO BAY

9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	181	127	37B	151	14	16	14	164G	158	18	37LMNO	28O	46	46o	24	51QRS	41S	15S	3
	70.2%	64.8%	88.1%	71.6%	58.3%	69.6%	40.0%	74.5%	68.7%	81.8%	92.5%	75.7%	66.7%	69.7%	52.2%	91.1%	67.2%	55.6%	13.6%
(NET) At Least \$1	77	69C	5	60	10	7	21H	56	72	4	3	9K	23K	20K	22KLn	5	20P	12P	19PQR
	29.8%	35.2%	11.9%	28.4%	41.7%	30.4%	60.0%	25.5%	31.3%	18.2%	7.5%	24.3%	33.3%	30.3%	47.8%	8.9%	32.8%	44.4%	86.4%
\$1-\$50	46	42C	3	34	8D	4	11H	35	44	2	3	5	15k	14k	9	5	12	6	7P
	17.8%	21.4%	7.1%	16.1%	33.3%	17.4%	31.4%	15.9%	19.1%	9.1%	7.5%	13.5%	21.7%	21.2%	19.6%	8.9%	19.7%	22.2%	31.8%
\$51-\$100	18	15	1	13	2	3	7H	11	16	1	-	3k	4	2	9KMN	-	5P	3P	8PQR
	7.0%	7.7%	2.4%	6.2%	8.3%	13.0%	20.0%	5.0%	7.0%	4.5%	-	8.1%	5.8%	3.0%	19.6%	-	8.2%	11.1%	36.4%
\$101-\$250	8	7	1	8	-	-	1	7	8	-	-	1	4	2	1	-	2	3P	2P
	3.1%	3.6%	2.4%	3.8%	-	-	2.9%	3.2%	3.5%	-	-	2.7%	5.8%	3.0%	2.2%	-	3.3%	11.1%	9.1%
\$251-\$500	2	2	-	2	-	-	2H	-	2	-	-	-	-	-	2mn	-	-	-	-
	0.8%	1.0%	-	0.9%	-	-	5.7%	-	0.9%	-	-	-	-	-	4.3%	-	-	-	-
More than \$500	3	3	-	3	-	-	-	3	2	1	-	-	-	2	1	-	1	-	2P
	1.2%	1.5%	-	1.4%	-	-	-	1.4%	0.9%	4.5%	-	-	-	3.0%	2.2%	-	1.6%	-	9.1%
Mean	27.31	32.71	9.17	29.75	18.79	13.83	54.97h	23.28	27.13	32.09	1.85	15.78K	20.65K	29.08	66.17Kl	2.30	28.31P	30.15	126.73P
															M			P	QR
Standard Deviation	94.08	105.86	33.66	102.94	31.23	30.34	103.43	92.62	93.01	116.33	8.44	40.54	42.88	104.12	168.64	8.68	78.47	55.64	231.42
Standard Error	5.86	7.56	5.19	7.09	6.37	6.33	17.48	6.24	6.13	24.80	1.33	6.67	5.16	12.82	24.86	1.16	10.05	10.71	49.34
Median	0.00	0.00	0.00	0.00	0.00	0.00	8.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 022

MORRO BAY

9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	89	31B	112F	11	7	7	121G	117	8	230	220	34	35o	16	38RS	33RS	7s	1
	50.4%	45.4%	73.8%	53.1%	45.8%	30.4%	20.0%	55.0%	50.9%	36.4%	57.5%	59.5%	49.3%	53.0%	34.8%	67.9%	54.1%	25.9%	4.5%
(NET) At Least \$1	128	107C	11	99	13	16D	28H	99	113	14	17	15	35	31	30KLn	18	28	20PQ	21PQr
	49.6%	54.6%	26.2%	46.9%	54.2%	69.6%	80.0%	45.0%	49.1%	63.6%	42.5%	40.5%	50.7%	47.0%	65.2%	32.1%	45.9%	74.1%	95.5%
\$1-\$50	61	52	7	50	4	7	8	53	54	7	121	5	17	14	13	13	15	8	7
	23.6%	26.5%	16.7%	23.7%	16.7%	30.4%	22.9%	24.1%	23.5%	31.8%	30.0%	13.5%	24.6%	21.2%	28.3%	23.2%	24.6%	29.6%	31.8%
\$51-\$100	33	24	2	24	6d	3	8H	24	29	3	3	3	11	9	7	1	6p	7Pq	6Pq
	12.8%	12.2%	4.8%	11.4%	25.0%	13.0%	22.9%	10.9%	12.6%	13.6%	7.5%	8.1%	15.9%	13.6%	15.2%	1.8%	9.8%	25.9%	27.3%
\$101-\$250	18	16	1	14	2	2	5h	13	16	2	2	3	5	3	5	4	5	-	4R
	7.0%	8.2%	2.4%	6.6%	8.3%	8.7%	14.3%	5.9%	7.0%	9.1%	5.0%	8.1%	7.2%	4.5%	10.9%	7.1%	8.2%	-	18.2%
\$251-\$500	14	13	1	9	1	4D	7H	7	12	2	-	4Km	2	4	4k	-	2	5PQ	2P
	5.4%	6.6%	2.4%	4.3%	4.2%	17.4%	20.0%	3.2%	5.2%	9.1%	-	10.8%	2.9%	6.1%	8.7%	-	3.3%	18.5%	9.1%
More than \$500	2	2	-	2	-	-	-	2	2	-	-	-	-	1	1	-	-	-	2PQ
	0.8%	1.0%	-	0.9%	-	-	-	0.9%	0.9%	-	-	-	-	1.5%	2.2%	-	-	-	9.1%
Mean	58.97	68.77C	19.45	54.75	61.88	94.65	141.31H	46.40	58.42	76.77	27.35	64.57k	47.86	55.41	103.76K	20.73	42.80	102.74	186.95P
Standard Deviation	122.60	135.96	53.86	122.93	109.47	131.56	161.29	111.03	123.88	124.03	48.53	122.66	88.84	116.83	192.23	45.68	86.89	147.82	249.96
Standard Error	7.63	9.71	8.31	8.46	22.35	27.43	27.26	7.49	8.17	26.44	7.67	20.17	10.69	14.38	28.34	6.10	11.13	28.45	53.29
Median	0.00	2.00	0.00	0.00	10.00	43.00	100.00	0.00	0.00	30.00	0.00	0.00	1.00	0.00	11.00	0.00	0.00	50.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 023

MORRO BAY

9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	95	65	24B	79	11f	5	3	90G	85	6	19O	14	25	27O	10	29qRS	21RS	3	1
	36.8%	33.2%	57.1%	37.4%	45.8%	21.7%	8.6%	40.9%	37.0%	27.3%	47.5%	37.8%	36.2%	40.9%	21.7%	51.8%	34.4%	11.1%	4.5%
(NET) At Least \$1	163	131C	18	132	13	18e	32H	130	145	16	21	23	44	39	36KN	27	40P	24PQ	21PQ
	63.2%	66.8%	42.9%	62.6%	54.2%	78.3%	91.4%	59.1%	63.0%	72.7%	52.5%	62.2%	63.8%	59.1%	78.3%	48.2%	65.6%	88.9%	95.5%
\$1-\$50	73	57	8	60	5	8	9	63	63	9	10	7	20	17	19Ln	18	17	7	6
	28.3%	29.1%	19.0%	28.4%	20.8%	34.8%	25.7%	28.6%	27.4%	40.9%	25.0%	18.9%	29.0%	25.8%	41.3%	32.1%	27.9%	25.9%	27.3%
\$51-\$100	42	33	6	36	4	2	7	35	40	2	10o	7	10	10	5	8	11	5	5
	16.3%	16.8%	14.3%	17.1%	16.7%	8.7%	20.0%	15.9%	17.4%	9.1%	25.0%	18.9%	14.5%	15.2%	10.9%	14.3%	18.0%	18.5%	22.7%
\$101-\$250	22	18	2	16	3	3	7H	15	19	3	1	3	12KNO	4	2	1	8P	7Ps	1
	8.5%	9.2%	4.8%	7.6%	12.5%	13.0%	20.0%	6.8%	8.3%	13.6%	2.5%	8.1%	17.4%	6.1%	4.3%	1.8%	13.1%	25.9%	4.5%
\$251-\$500	15	12	2	11	1	3	7H	8	12	2	-	4Km	2	5k	4k	-	4P	4P	3P
	5.8%	6.1%	4.8%	5.2%	4.2%	13.0%	20.0%	3.6%	5.2%	9.1%	-	10.8%	2.9%	7.6%	8.7%	-	6.6%	14.8%	13.6%
More than \$500	11	11	-	9	-	2	2	9	11	-	-	2m	-	3m	6KM	-	-	1	6PQR
	4.3%	5.6%	-	4.3%	-	8.7%	5.7%	4.1%	4.8%	-	-	5.4%	-	4.5%	13.0%	-	-	3.7%	27.3%
Mean	129.47	154.38	43.69	134.07	59.58	160.17	169.49	124.69	136.89	72.64	37.68	124.46K	67.10k	89.71	363.91K	27.89	73.70	144.63	732.91P
						e						m		k	MN		P	PQ	QR
Standard Deviation	444.68	506.12	75.19	483.48	87.91	253.21	176.60	476.18	469.30	93.04	45.62	213.52	100.18	177.50	978.98	41.71	98.87	165.481335.67	
Standard Error	27.68	36.15	11.60	33.28	17.94	52.80	29.85	32.10	30.94	19.84	7.21	35.10	12.06	21.85	144.34	5.57	12.66	31.85	284.77
Median	25.00	25.00	0.00	20.00	10.00	33.00	100.00	10.00	25.00	30.00	2.00	40.00	25.00	2.00	33.00	0.00	40.00	100.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 024

MORRO BAY

9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	130	41B	155	14	17	16	168G	168	13	35MO	31mO	47O	51O	22	53qRS	51RS	13S	4
	72.1%	66.3%	97.6%	73.5%	58.3%	73.9%	45.7%	76.4%	73.0%	59.1%	87.5%	83.8%	68.1%	77.3%	47.8%	94.6%	83.6%	48.1%	18.2%
(NET) At Least \$1	72	66C	1	56	10	6	19H	52	62	9	5	6	22Kl	15	24KLMN	3	10P	14PQ	18PQR
	27.9%	33.7%	2.4%	26.5%	41.7%	26.1%	54.3%	23.6%	27.0%	40.9%	12.5%	16.2%	31.9%	22.7%	52.2%	5.4%	16.4%	51.9%	81.8%
\$1-\$50	45	43C	-	34	6	5	11H	34	38	7i	3	4	15k	9	14KLN	2	8P	9PQ	9PQ
	17.4%	21.9%		16.1%	25.0%	21.7%	31.4%	15.5%	16.5%	31.8%	7.5%	10.8%	21.7%	13.6%	30.4%	3.6%	13.1%	33.3%	40.9%
\$51-\$100	15	11	1	12	3f	-	3	11	13	1	1	1	7n	2	4	1	2	3P	3Pq
	5.8%	5.6%	2.4%	5.7%	12.5%		8.6%	5.0%	5.7%	4.5%	2.5%	2.7%	10.1%	3.0%	8.7%	1.8%	3.3%	11.1%	13.6%
\$101-\$250	6	6	-	4	1	1	2	4	5	1	1	-	-	3m	2m	-	-	1	4PQ
	2.3%	3.1%		1.9%	4.2%	4.3%	5.7%	1.8%	2.2%	4.5%	2.5%			4.5%	4.3%			3.7%	18.2%
\$251-\$500	6	6	-	6	-	-	3H	3	6	-	-	1	-	1	4kMn	-	-	1	2PQ
	2.3%	3.1%		2.8%			8.6%	1.4%	2.6%			2.7%		1.5%	8.7%			3.7%	9.1%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	22.51	27.18C	2.38	23.10	24.21	15.30	55.86H	17.17	23.27	16.59	9.38	13.70	13.49	20.17	57.91KL	2.68	6.75	31.78P	96.73PQ
															MN			Q	R
Standard Deviation	70.15	78.73	15.43	74.64	47.97	43.01	109.66	60.71	73.49	30.88	34.46	50.76	30.45	72.64	119.85	12.32	20.30	65.77	125.45
Standard Error	4.37	5.62	2.38	5.14	9.79	8.97	18.54	4.09	4.85	6.58	5.45	8.35	3.67	8.94	17.67	1.65	2.60	12.66	26.75
Median	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.00	50.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 025

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table)

Base: Low Season Visitor

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<=====>		<=====>			<=====>		<=====>		<=====>					<=====>				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	233	177	39	190	22	21	33	198	208	22	35	33	61	61	43	50	53	26	22q
	90.3%	90.3%	92.9%	90.0%	91.7%	91.3%	94.3%	90.0%	90.4%	100.0%	87.5%	89.2%	88.4%	92.4%	93.5%	89.3%	86.9%	96.3%	100.0%
Shopping	163	131C	18	132	13	18e	32H	130	145	16	21	23	44	39	36KN	27	40P	24PQ	21PQ
	63.2%	66.8%	42.9%	62.6%	54.2%	78.3%	91.4%	59.1%	63.0%	72.7%	52.5%	62.2%	63.8%	59.1%	78.3%	48.2%	65.6%	88.9%	95.5%
Accommodations	147	119	20	114	18d	15	29H	117	131	15	16	20	39k	38k	34Klmn	18	40P	22P	21PQ
	57.0%	60.7%	47.6%	54.0%	75.0%	65.2%	82.9%	53.2%	57.0%	68.2%	40.0%	54.1%	56.5%	57.6%	73.9%	32.1%	65.6%	81.5%	95.5%
Wine	128	105	17	104	12	12	23H	104	116	11	12	15	31	38K	32KLM	17	26	15P	20PQR
	49.6%	53.6%	40.5%	49.3%	50.0%	52.2%	65.7%	47.3%	50.4%	50.0%	30.0%	40.5%	44.9%	57.6%	69.6%	30.4%	42.6%	55.6%	90.9%
Activities	128	107C	11	99	13	16D	28H	99	113	14	17	15	35	31	30KLn	18	28	20PQ	21PQR
	49.6%	54.6%	26.2%	46.9%	54.2%	69.6%	80.0%	45.0%	49.1%	63.6%	42.5%	40.5%	50.7%	47.0%	65.2%	32.1%	45.9%	74.1%	95.5%
Entertainment	119	102C	7	91	12	16D	29H	89	104	13	10	14	30k	37Kl	28KLM	16	26	17Pq	21PQR
	46.1%	52.0%	16.7%	43.1%	50.0%	69.6%	82.9%	40.5%	45.2%	59.1%	25.0%	37.8%	43.5%	56.1%	60.9%	28.6%	42.6%	63.0%	95.5%
Arts/Cultural	77	69C	5	60	10	7	21H	56	72	4	3	9K	23K	20K	22KLn	5	20P	12P	19PQR
	29.8%	35.2%	11.9%	28.4%	41.7%	30.4%	60.0%	25.5%	31.3%	18.2%	7.5%	24.3%	33.3%	30.3%	47.8%	8.9%	32.8%	44.4%	86.4%
Local transportation	72	66C	1	56	10	6	19H	52	62	9	5	6	22Kl	15	24KLMN	3	10P	14PQ	18PQR
	27.9%	33.7%	2.4%	26.5%	41.7%	26.1%	54.3%	23.6%	27.0%	40.9%	12.5%	16.2%	31.9%	22.7%	52.2%	5.4%	16.4%	51.9%	81.8%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 026

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table)

Base: Low Season Visitor

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		<----->		<----->			<----->		<----->		<----->					<----->			
		Empl	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	258	196	42	211	24	23	35	220	230	22	40	37	69	66	46	56	61	27	22
Accommodations	149.95	164.91	117.98	145.00	120.04	226.61	244.89	135.53	155.41	133.32	79.75	141.57	128.96	187.79	194.96K	65.18	147.97	252.74	314.50P
							H						K			P	Pq	Q	
Food	129.48	136.66	112.67	130.77	92.92	155.83	143.63	127.86	134.25	102.91	85.75	122.24	108.04	132.36	201.37K	76.88	128.67	158.52	297.32P
														M		P	P	Q	
Shopping	129.47	154.38	43.69	134.07	59.58	160.17	169.49	124.69	136.89	72.64	37.68	124.46K	67.10k	89.71	363.91K	27.89	73.70	144.63	732.91P
						e					m		k	MN		P	PQ	QR	
Entertainment	78.81	97.32c	13.45	80.78	46.04	95.00	118.63	73.42	83.48	48.27	25.88	59.30	44.81	102.14	158.09k	18.75	32.31	114.26	338.59P
															m			PQ	Qr
Activities	58.97	68.77C	19.45	54.75	61.88	94.65	141.31H	46.40	58.42	76.77	27.35	64.57k	47.86	55.41	103.76K	20.73	42.80	102.74	186.95P
															M		P	PQ	Q
Wine	46.16	52.47	29.64	47.49	22.96	58.22	75.34h	41.97	48.05	36.77	19.50	42.54	32.13	52.83K	83.74KM	14.11	37.85P	52.78	154.14P
														m			P	P	Qr
Arts/Cultural	27.31	32.71	9.17	29.75	18.79	13.83	54.97h	23.28	27.13	32.09	1.85	15.78K	20.65K	29.08	66.17Kl	2.30	28.31P	30.15	126.73P
															M		P	P	QR
Local transportation	22.51	27.18C	2.38	23.10	24.21	15.30	55.86H	17.17	23.27	16.59	9.38	13.70	13.49	20.17	57.91KL	2.68	6.75	31.78P	96.73PQ
															MN			Q	R

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 027
 MORRO BAY
 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December?
 Base: Spend money on Food (Low Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	<----->		<----->			<----->		<----->		<----->					<----->				
	Total	Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	233	177	39	190	22	21	33	198	208	22	35	33	61	61	43	50	53	26	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	140	109	20	109	17d	14	22	118	121	17i	19	22	36	39	24	28	38s	14	11
	60.1%	61.6%	51.3%	57.4%	77.3%	66.7%	66.7%	59.6%	58.2%	77.3%	54.3%	66.7%	59.0%	63.9%	55.8%	56.0%	71.7%	53.8%	50.0%
Embarcadero	95	69	21b	74	7	14DE	16	78	89j	5	19N	13	24	20	19	20	27	11	10
	40.8%	39.0%	53.8%	38.9%	31.8%	66.7%	48.5%	39.4%	42.8%	22.7%	54.3%	39.4%	39.3%	32.8%	44.2%	40.0%	50.9%	42.3%	45.5%
North Morro Bay	62	56C	3	52	6	4	10	51	59	3	5	5	23KL	18k	11	9	12	10p	13PQ
	26.6%	31.6%	7.7%	27.4%	27.3%	19.0%	30.3%	25.8%	28.4%	13.6%	14.3%	15.2%	37.7%	29.5%	25.6%	18.0%	22.6%	38.5%	59.1%
Quintana Road	30	29C	1	23	1	6DE	7	23	27	3	-	-	9KL	11KL	10KL	-	8P	4P	8PQ
	12.9%	16.4%	2.6%	12.1%	4.5%	28.6%	21.2%	11.6%	13.0%	13.6%	-	-	14.8%	18.0%	23.3%	-	15.1%	15.4%	36.4%
Other	9	7	2	8	-	1	-	9	8	1	1	1	2	2	3	4	1	-	1
	3.9%	4.0%	5.1%	4.2%	-	4.8%	-	4.5%	3.8%	4.5%	2.9%	3.0%	3.3%	3.3%	7.0%	8.0%	1.9%	-	4.5%
None of the above	16	12	4	13	1	2	2	14	13	2	1	3	5	4	3	5q	1	2	1
	6.9%	6.8%	10.3%	6.8%	4.5%	9.5%	6.1%	7.1%	6.3%	9.1%	2.9%	9.1%	8.2%	6.6%	7.0%	10.0%	1.9%	7.7%	4.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 028

MORRO BAY

6b. Did you spend any money doing any of the following activities between January through April or October through December?

Base: Spend money on Activities (Low Season)

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		<=====>		<=====>			<=====>		<=====>		<=====>					<=====>			
		Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	128	107	11	99	13	16	28	99	113	14	17	15	35	31	30	18	28	20	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	41	39c	1	29	2	10DE	10	31	37	4	1	4	10k	13K	13K	2	12P	5	13PR
	32.0%	36.4%	9.1%	29.3%	15.4%	62.5%	35.7%	31.3%	32.7%	28.6%	5.9%	26.7%	28.6%	41.9%	43.3%	11.1%	42.9%	25.0%	61.9%
Bike rentals	38	34	1	26	6	6	10	28	35	2	1	5k	8	10K	14KM	1	4	7P	11PQ
	29.7%	31.8%	9.1%	26.3%	46.2%	37.5%	35.7%	28.3%	31.0%	14.3%	5.9%	33.3%	22.9%	32.3%	46.7%	5.6%	14.3%	35.0%	52.4%
Stand-up paddle boarding	36	33	1	26	5	5	9	27	36J	-	1	5k	11K	8	11K	-	9P	7P	9P
	28.1%	30.8%	9.1%	26.3%	38.5%	31.3%	32.1%	27.3%	31.9%	-	5.9%	33.3%	31.4%	25.8%	36.7%	-	32.1%	35.0%	42.9%
Kayaking	35	31	2	26	2	7	13H	22	32	3	1	4	15KN	5	10K	2	7	10Pq	6
	27.3%	29.0%	18.2%	26.3%	15.4%	43.8%	46.4%	22.2%	28.3%	21.4%	5.9%	26.7%	42.9%	16.1%	33.3%	11.1%	25.0%	50.0%	28.6%
Other	5	4	1	3	-	2d	-	4	5	-	3Mn	-	-	1	1	3Q	-	1	1
	3.9%	3.7%	9.1%	3.0%	-	12.5%	-	4.0%	4.4%	-	17.6%	-	-	3.2%	3.3%	16.7%	-	5.0%	4.8%
None of the above	44	32	7B	35	4	5	8	36	35	9I	10mO	7O	11	11	5	10RS	9s	4	2
	34.4%	29.9%	63.6%	35.4%	30.8%	31.3%	28.6%	36.4%	31.0%	64.3%	58.8%	46.7%	31.4%	35.5%	16.7%	55.6%	32.1%	20.0%	9.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 029

MORRO BAY

7b. Did you spend any money at any of the following accommodations between January through April or October through December?

Base: Spend money on Accomodations (Low Season)

	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC				
	Total	Emplyd	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$2499	\$4999	\$9999	\$5000-	\$10K+	<\$500	\$500-\$999	\$1000-\$2499
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL	147	119	20	114	18	15	29	117	131	15	16	20	39	38	34	18	40	22	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	104	84	14	83	10	11	20	83	92	12	12	12	26	28	26	16Q	22	15	18Q
	70.7%	70.6%	70.0%	72.8%	55.6%	73.3%	69.0%	70.9%	70.2%	80.0%	75.0%	60.0%	66.7%	73.7%	76.5%	88.9%	55.0%	68.2%	85.7%
Vacation Rental	34	30	3	23	5	6d	8	26	31	2	1	3	6	10	14KLM	-	8P	7P	9Pq
	23.1%	25.2%	15.0%	20.2%	27.8%	40.0%	27.6%	22.2%	23.7%	13.3%	6.3%	15.0%	15.4%	26.3%	41.2%	-	20.0%	31.8%	42.9%
Inn/B&B	32	32C	-	21	4	7D	11H	21	29	3	1	4	11k	6	10k	-	5	7Pq	8PQ
	21.8%	26.9%	-	18.4%	22.2%	46.7%	37.9%	17.9%	22.1%	20.0%	6.3%	20.0%	28.2%	15.8%	29.4%	-	12.5%	31.8%	38.1%
Campground/RV Park	24	21	2	17	3	4	6	18	23	1	3	2	5	8	6	2	8	2	8pR
	16.3%	17.6%	10.0%	14.9%	16.7%	26.7%	20.7%	15.4%	17.6%	6.7%	18.8%	10.0%	12.8%	21.1%	17.6%	11.1%	20.0%	9.1%	38.1%
Other	2	2	-	1	-	1d	-	1	2	-	1	-	-	-	1	1	-	-	1
	1.4%	1.7%	-	0.9%	-	6.7%	-	0.9%	1.5%	-	6.3%	-	-	-	2.9%	5.6%	-	-	4.8%
None of the above	5	4	1	4	-	1	2	3	5	-	-	3mnO	1	1	-	1	3	1	-
	3.4%	3.4%	5.0%	3.5%	-	6.7%	6.9%	2.6%	3.8%	-	-	15.0%	2.6%	2.6%	-	5.6%	7.5%	4.5%	-

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)

TABLE 030
MORRO BAY
8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December?
Base: Spend money on Shopping (Low Season)

	Total	Employment		Ethnicity			Hispanic		Sexual Orientation		Total Leisure \$ P12M					Total \$ Most Recent To SLOC			
		Empld	Retird	White	Asian	Other	Yes	No	Hetero	Gay/Bi	<\$1000	\$1000-\$2499	\$2500-\$4999	\$5000-\$9999	\$10K+	<\$500	\$500-\$999	\$1000-\$2499	\$2500+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL	163 100%	131 100%	18 100%	132 100%	13 100%	18 100%	32 100%	130 100%	145 100%	16 100%	21 100%	23 100%	44 100%	39 100%	36 100%	27 100%	40 100%	24 100%	21 100%
Downtown	96 58.9%	76 58.0%	11 61.1%	76 57.6%	8 61.5%	12 66.7%	17 53.1%	78 60.0%	87 60.0%	9 56.3%	11 52.4%	12 52.2%	26 59.1%	24 61.5%	23 63.9%	9 33.3%	31Ps 77.5%	14p 58.3%	11 52.4%
Embarcadero	61 37.4%	49 37.4%	10 55.6%	51 38.6%	4 30.8%	6 33.3%	10 31.3%	51 39.2%	59J 40.7%	2 12.5%	9 42.9%	7 30.4%	16 36.4%	15 38.5%	14 38.9%	10 37.0%	14 35.0%	8 33.3%	10 47.6%
North Morro Bay	46 28.2%	41c 31.3%	2 11.1%	35 26.5%	5 38.5%	6 33.3%	9 28.1%	36 27.7%	40 27.6%	5 31.3%	5 23.8%	4 17.4%	16 36.4%	10 25.6%	11 30.6%	7 25.9%	11 27.5%	9 37.5%	10 47.6%
Quintana Road	29 17.8%	28 21.4%	1 5.6%	24 18.2%	1 7.7%	4 22.2%	8 25.0%	21 16.2%	27 18.6%	2 12.5%	1 4.8%	1 4.3%	7 15.9%	10kL 25.6%	10KL 27.8%	1 3.7%	6 15.0%	3 12.5%	9PQR 42.9%
Other	4 2.5%	3 2.3%	1 5.6%	4 3.0%	-	-	-	4 3.1%	3 2.1%	1 6.3%	1 4.8%	1 4.3%	1 2.3%	1 2.6%	-	2q 7.4%	-	-	-
None of the above	13 8.0%	10 7.6%	1 5.6%	7 5.3%	2 15.4%	4D 22.2%	5h 15.6%	8 6.2%	10 6.9%	2 12.5%	1 4.8%	5nO 21.7%	4 9.1%	2 5.1%	1 2.8%	6QrS 22.2%	1 2.5%	1 4.2%	-

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEF, GH, IJ, KLMNO, PQRS

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic and Spending)
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TABLE 001	MORRO BAY 1. Have you ever visited Morro Bay? Base: Aware of Morro Bay
002	MORRO BAY 2. When have you visited Morro Bay? Base: Visited Morro Bay
003	MORRO BAY 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Accommodations Base: High Season Visitor
004	MORRO BAY 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Food Base: High Season Visitor
005	MORRO BAY 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Wine Base: High Season Visitor
006	MORRO BAY 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Entertainment Base: High Season Visitor
007	MORRO BAY 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: High Season Visitor
008	MORRO BAY 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Activities Base: High Season Visitor
009	MORRO BAY 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Shopping Base: High Season Visitor
010	MORRO BAY 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Local transportation Base: High Season Visitor
011	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: High Season Visitor

TABLE 012	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: High Season Visitor
013	MORRO BAY 5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September? Base: Spend money on Food (High Season)
014	MORRO BAY 6a. Did you spend any money doing any of the following activities between May and September? Base: Spend money on Activities (High Season)
015	MORRO BAY 7a. Did you spend any money at any of the following accommodations between May and September? Base: Spend money on Accomodations (High Season)
016	MORRO BAY 8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September? Base: Spend money on Shopping (High Season)
017	MORRO BAY 9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations Base: Low Season Visitor
018	MORRO BAY 9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food Base: Low Season Visitor
019	MORRO BAY 9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine Base: Low Season Visitor
020	MORRO BAY 9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment Base: Low Season Visitor
021	MORRO BAY 9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: Low Season Visitor
022	MORRO BAY 9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities Base: Low Season Visitor
023	MORRO BAY 9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping Base: Low Season Visitor
024	MORRO BAY 9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation Base: Low Season Visitor

TABLE 025	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: Low Season Visitor
026	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: Low Season Visitor
027	MORRO BAY 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December? Base: Spend money on Food (Low Season)
028	MORRO BAY 6b. Did you spend any money doing any of the following activities between January through April or October through December? Base: Spend money on Activities (Low Season)
029	MORRO BAY 7b. Did you spend any money at any of the following accommodations between January through April or October through December? Base: Spend money on Accomodations (Low Season)
030	MORRO BAY 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December? Base: Spend money on Shopping (Low Season)

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 001
 MORRO BAY
 1. Have you ever visited Morro Bay?
 Base: Aware of Morro Bay

	Gender		Age					Income				Marital Status			Education			
	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	774	380	394	95	218	147	162	152	97	274	240	163	539	157	78	207	368	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	528	256	272	59	135	94	122DEF	118DEF	64	187	158	119	380N	87	61N	137	249	142
	68.2%	67.4%	69.0%	62.1%	61.9%	63.9%	75.3%	77.6%	66.0%	68.2%	65.8%	73.0%	70.5%	55.4%	78.2%	66.2%	67.7%	71.4%
No	246	124	122	36GH	83GH	53GH	40	34	33	87	82	44	159	70MO	17	70	119	57
	31.8%	32.6%	31.0%	37.9%	38.1%	36.1%	24.7%	22.4%	34.0%	31.8%	34.2%	27.0%	29.5%	44.6%	21.8%	33.8%	32.3%	28.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 002
 MORRO BAY
 2. When have you visited Morro Bay?
 Base: Visited Morro Bay

	Gender		Age					Income				Marital Status			Education			
	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post	
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	528	256	272	59	135	94	122	118	64	187	158	119	380	87	61	137	249	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(NET) High Season	376	185	191	37	88	64	92de	95DEF	48	137	108	83	267	60	49	99	175	102
-----	71.2%	72.3%	70.2%	62.7%	65.2%	68.1%	75.4%	80.5%	75.0%	73.3%	68.4%	69.7%	70.3%	69.0%	80.3%	72.3%	70.3%	71.8%
May	107	54	53	9	24	18	25	31	21JKL	38	30	18	67	22	18M	38Q	41	28
	20.3%	21.1%	19.5%	15.3%	17.8%	19.1%	20.5%	26.3%	32.8%	20.3%	19.0%	15.1%	17.6%	25.3%	29.5%	27.7%	16.5%	19.7%
June	133	61	72	11	31	20	41DeF	30	11	57I	38	27	100	17	16	38	57	38
	25.2%	23.8%	26.5%	18.6%	23.0%	21.3%	33.6%	25.4%	17.2%	30.5%	24.1%	22.7%	26.3%	19.5%	26.2%	27.7%	22.9%	26.8%
July	118	57	61	9	31	23	26	29	12	49	31	26	88	17	13	36	48	34
	22.3%	22.3%	22.4%	15.3%	23.0%	24.5%	21.3%	24.6%	18.8%	26.2%	19.6%	21.8%	23.2%	19.5%	21.3%	26.3%	19.3%	23.9%
August	131	70	61	12	41f	18	30	30	16	49	37	29	91	20	20	37	54	40
	24.8%	27.3%	22.4%	20.3%	30.4%	19.1%	24.6%	25.4%	25.0%	26.2%	23.4%	24.4%	23.9%	23.0%	32.8%	27.0%	21.7%	28.2%
September	99	49	50	9	24	15	21	30f	12	35	30	22	69	16	14	25	44	30
	18.8%	19.1%	18.4%	15.3%	17.8%	16.0%	17.2%	25.4%	18.8%	18.7%	19.0%	18.5%	18.2%	18.4%	23.0%	18.2%	17.7%	21.1%
(NET) Low Season	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
-----	48.9%	49.6%	48.2%	55.9%	53.3%	46.8%	44.3%	46.6%	46.9%	45.5%	52.5%	50.4%	48.9%	51.7%	44.3%	49.6%	47.4%	50.7%
January	51	30	21	5	19g	7	9	11	8L	22L	17L	4	35	8	8	14	20	17
	9.7%	11.7%	7.7%	8.5%	14.1%	7.4%	7.4%	9.3%	12.5%	11.8%	10.8%	3.4%	9.2%	9.2%	13.1%	10.2%	8.0%	12.0%
February	60	36c	24	7	17	8	14	14	3	22	23I	12	45	9	6	19	22	19
	11.4%	14.1%	8.8%	11.9%	12.6%	8.5%	11.5%	11.9%	4.7%	11.8%	14.6%	10.1%	11.8%	10.3%	9.8%	13.9%	8.8%	13.4%
March	85	44	41	8	26F	9	21	21f	11	31	26	17	61	15	9	23	37	25
	16.1%	17.2%	15.1%	13.6%	19.3%	9.6%	17.2%	17.8%	17.2%	16.6%	16.5%	14.3%	16.1%	17.2%	14.8%	16.8%	14.9%	17.6%
April	93	50	43	9	20	19	21	24	14	26	31	22	66	18	9	27	36	30q
	17.6%	19.5%	15.8%	15.3%	14.8%	20.2%	17.2%	20.3%	21.9%	13.9%	19.6%	18.5%	17.4%	20.7%	14.8%	19.7%	14.5%	21.1%
October	90	48	42	7	22	11	25f	25f	11	24	30	25j	67	11	12	22	37	31q
	17.0%	18.8%	15.4%	11.9%	16.3%	11.7%	20.5%	21.2%	17.2%	12.8%	19.0%	21.0%	17.6%	12.6%	19.7%	16.1%	14.9%	21.8%
November	54	30	24	8f	15	5	13	13	3	22	18	11	35	10	9	17q	18	19Q
	10.2%	11.7%	8.8%	13.6%	11.1%	5.3%	10.7%	11.0%	4.7%	11.8%	11.4%	9.2%	9.2%	11.5%	14.8%	12.4%	7.2%	13.4%
December	42	21	21	4	14	7	9	8	3	25ikL	111	3	30	6	6	13	17	12
	8.0%	8.2%	7.7%	6.8%	10.4%	7.4%	7.4%	6.8%	4.7%	13.4%	7.0%	2.5%	7.9%	6.9%	9.8%	9.5%	6.8%	8.5%

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKLM, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 003
 MORRO BAY
 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Accommodations
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	141	70	71	10	28	22	33	48	17	45	44	35	91	25	25	36	65	40
	37.5%	37.8%	37.2%	27.0%	31.8%	34.4%	35.9%	50.5%	35.4%	32.8%	40.7%	42.2%	34.1%	41.7%	51.0%	36.4%	37.1%	39.2%
(NET) At Least \$1	235	115	120	27	60	42	59	47	31	92	64	48	176	35	24	63	110	62
	62.5%	62.2%	62.8%	73.0%	68.2%	65.6%	64.1%	49.5%	64.6%	67.2%	59.3%	57.8%	65.9%	58.3%	49.0%	63.6%	62.9%	60.8%
\$1-\$50	25	15	10	10	9	-	3	3	7	12	3	3	14	10	1	8	10	7
	6.6%	8.1%	5.2%	27.0%	10.2%		3.3%	3.2%	14.6%	8.8%	2.8%	3.6%	5.2%	16.7%	2.0%	8.1%	5.7%	6.9%
\$51-\$100	31	14	17	6	6	4	11	4	4	10	9	8	20	8	3	8	18	5
	8.2%	7.6%	8.9%	16.2%	6.8%	6.3%	12.0%	4.2%	8.3%	7.3%	8.3%	9.6%	7.5%	13.3%	6.1%	8.1%	10.3%	4.9%
\$101-\$250	81	38	43	5	12	18	24	22	6	33	27	15	67	9	5	22	35	24
	21.5%	20.5%	22.5%	13.5%	13.6%	28.1%	26.1%	23.2%	12.5%	24.1%	25.0%	18.1%	25.1%	15.0%	10.2%	22.2%	20.0%	23.5%
\$251-\$500	71	30	41	2	26	17	14	12	11	25	20	15	54	7	10	20	37	14
	18.9%	16.2%	21.5%	5.4%	29.5%	26.6%	15.2%	12.6%	22.9%	18.2%	18.5%	18.1%	20.2%	11.7%	20.4%	20.2%	21.1%	13.7%
More than \$500	27	18	9	4	7	3	7	6	3	12	5	7	21	1	5	5	10	12
	7.2%	9.7%	4.7%	10.8%	8.0%	4.7%	7.6%	6.3%	6.3%	8.8%	4.6%	8.4%	7.9%	1.7%	10.2%	5.1%	5.7%	11.8%
Mean	202.81	209.67	196.16	151.54	262.08	250.67	191.43	146.64	238.13	215.63	182.30	187.92	216.70	131.03	215.00	170.33	198.76	241.27
Standard Deviation	360.94	367.40	355.41	244.14	478.87	451.38	295.30	233.41	530.23	364.72	334.95	256.58	347.39	395.87	385.66	261.79	333.25	472.57
Standard Error	18.61	27.01	25.72	40.14	51.05	56.42	30.79	23.95	76.53	31.16	32.23	28.16	21.26	51.11	55.09	26.31	25.19	46.79
Median	100.00	99.00	100.00	30.00	120.00	200.00	100.00	0.00	40.00	120.00	100.00	88.00	150.00	2.00	0.00	100.00	100.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 004
MORRO BAY

4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
Food

Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	20	10	10	1	5	5	4	5	2	8	7	3	15	3	2	7	8	5
	5.3%	5.4%	5.2%	2.7%	5.7%	7.8%	4.3%	5.3%	4.2%	5.8%	6.5%	3.6%	5.6%	5.0%	4.1%	7.1%	4.6%	4.9%
(NET) At Least \$1	356	175	181	36	83	59	88	90	46	129	101	80	252	57	47	92	167	97
-----	94.7%	94.6%	94.8%	97.3%	94.3%	92.2%	95.7%	94.7%	95.8%	94.2%	93.5%	96.4%	94.4%	95.0%	95.9%	92.9%	95.4%	95.1%
\$1-\$50	93	55C	38	13G	21	16	17	26	17jk	31	24	21	53	29MO	11	21	42	30
	24.7%	29.7%	19.9%	35.1%	23.9%	25.0%	18.5%	27.4%	35.4%	22.6%	22.2%	25.3%	19.9%	48.3%	22.4%	21.2%	24.0%	29.4%
\$51-\$100	102	44	58	10f	19	8	33EF	32eF	11	34	29	28	72	13	17	30	48	24
	27.1%	23.8%	30.4%	27.0%	21.6%	12.5%	35.9%	33.7%	22.9%	24.8%	26.9%	33.7%	27.0%	21.7%	34.7%	30.3%	27.4%	23.5%
\$101-\$250	101	51	50	7	26	22h	26	20	11	40	31	19	80N	10	11	29	48	24
	26.9%	27.6%	26.2%	18.9%	29.5%	34.4%	28.3%	21.1%	22.9%	29.2%	28.7%	22.9%	30.0%	16.7%	22.4%	29.3%	27.4%	23.5%
\$251-\$500	53	21	32	5	15	10	11	12	5	22	16	10	42n	4	7	10	26	17
	14.1%	11.4%	16.8%	13.5%	17.0%	15.6%	12.0%	12.6%	10.4%	16.1%	14.8%	12.0%	15.7%	6.7%	14.3%	10.1%	14.9%	16.7%
More than \$500	7	4	3	1	2	3H	1	-	2	2	1	2	5	1	1	2	3	2
	1.9%	2.2%	1.6%	2.7%	2.3%	4.7%	1.1%	-	4.2%	1.5%	0.9%	2.4%	1.9%	1.7%	2.0%	2.0%	1.7%	2.0%
Mean	148.03	139.06	156.72	131.49	173.77	178.03	139.92	118.27	152.13	152.48	146.04	140.92	157.39	101.38	154.18n	136.88	145.90	162.52
Standard Deviation	169.11	178.02	160.01	145.90	226.79	202.16	134.50	105.51	196.08	164.82	186.67	134.65	174.24	154.64	150.15	141.04	140.32	229.39
Standard Error	8.72	13.09	11.58	23.99	24.18	25.27	14.02	10.82	28.30	14.08	17.96	14.78	10.66	19.96	21.45	14.18	10.61	22.71
Median	100.00	100.00	100.00	80.00	100.00	140.00	100.00	80.00	100.00	100.00	100.00	100.00	100.00	50.00	100.00	100.00	100.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 005
 MORRO BAY
 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Wine
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	187	88	99	12	39	33d	53De	50D	25	77K	47	38	127	31	29	55	87	45
	49.7%	47.6%	51.8%	32.4%	44.3%	51.6%	57.6%	52.6%	52.1%	56.2%	43.5%	45.8%	47.6%	51.7%	59.2%	55.6%	49.7%	44.1%
(NET) At Least \$1	189	97	92	25fGH	49g	31	39	45	23	60	61J	45	140	29	20	44	88	57
	50.3%	52.4%	48.2%	67.6%	55.7%	48.4%	42.4%	47.4%	47.9%	43.8%	56.5%	54.2%	52.4%	48.3%	40.8%	44.4%	50.3%	55.9%
\$1-\$50	100	56	44	17EFG	18	13	21	31ef	15J	24	38J	23j	72	19	9	20	44	36Pq
	26.6%	30.3%	23.0%	45.9%	20.5%	20.3%	22.8%	32.6%	31.3%	17.5%	35.2%	27.7%	27.0%	31.7%	18.4%	20.2%	25.1%	35.3%
\$51-\$100	57	23	34	4	18h	11	14	10	4	24	17	12	44	7	6	15	33R	9
	15.2%	12.4%	17.8%	10.8%	20.5%	17.2%	15.2%	10.5%	8.3%	17.5%	15.7%	14.5%	16.5%	11.7%	12.2%	15.2%	18.9%	8.8%
\$101-\$250	22	10	12	3	8h	5	3	3	2	10	4	6	16	2	4	7	6	9q
	5.9%	5.4%	6.3%	8.1%	9.1%	7.8%	3.3%	3.2%	4.2%	7.3%	3.7%	7.2%	6.0%	3.3%	8.2%	7.1%	3.4%	8.8%
\$251-\$500	10	8C	2	1	5gh	2	1	1	2	2	2	4	8	1	1	2	5	3
	2.7%	4.3%	1.0%	2.7%	5.7%	3.1%	1.1%	1.1%	4.2%	1.5%	1.9%	4.8%	3.0%	1.7%	2.0%	2.0%	2.9%	2.9%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	44.10	48.45	39.89	49.00	65.28G	51.05g	30.93	30.64	43.50	41.17	40.50	53.98	46.97	30.03	45.71	40.29	43.25	49.26
Standard Deviation	81.88	96.49	64.64	94.17	111.57	89.24	51.96	55.31	98.24	74.72	76.53	89.95	83.68	63.31	91.35	76.75	77.36	93.93
Standard Error	4.22	7.09	4.68	15.48	11.89	11.16	5.42	5.67	14.18	6.38	7.36	9.87	5.12	8.17	13.05	7.71	5.85	9.30
Median	1.00	2.00	0.00	2.00	6.00	0.00	0.00	0.00	0.00	0.00	20.00	20.00	6.00	0.00	0.00	0.00	1.00	15.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 006
 MORRO BAY
 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Entertainment
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	87	99	6	28d	29De	54DE	69DEFG	17	63	59I	47I	136	24	26	50	83	53
	49.5%	47.0%	51.8%	16.2%	31.8%	45.3%	58.7%	72.6%	35.4%	46.0%	54.6%	56.6%	50.9%	40.0%	53.1%	50.5%	47.4%	52.0%
(NET) At Least \$1	190	98	92	31eFGH	60fGH	35H	38H	26	31KL	74	49	36	131	36	23	49	92	49
	50.5%	53.0%	48.2%	83.8%	68.2%	54.7%	41.3%	27.4%	64.6%	54.0%	45.4%	43.4%	49.1%	60.0%	46.9%	49.5%	52.6%	48.0%
\$1-\$50	77	46C	31	16EFGH	21	9	16	15	15KL	32	17	13	46	22MO	9	24	31	22
	20.5%	24.9%	16.2%	43.2%	23.9%	14.1%	17.4%	15.8%	31.3%	23.4%	15.7%	15.7%	17.2%	36.7%	18.4%	24.2%	17.7%	21.6%
\$51-\$100	52	22	30	11eGH	13	11h	10	7	6	19	19	8	38	9	5	13	28	11
	13.8%	11.9%	15.7%	29.7%	14.8%	17.2%	10.9%	7.4%	12.5%	13.9%	17.6%	9.6%	14.2%	15.0%	10.2%	13.1%	16.0%	10.8%
\$101-\$250	37	19	18	3	16GH	8H	7	3	5	14	9	9	29	4	4	7	21	9
	9.8%	10.3%	9.4%	8.1%	18.2%	12.5%	7.6%	3.2%	10.4%	10.2%	8.3%	10.8%	10.9%	6.7%	8.2%	7.1%	12.0%	8.8%
\$251-\$500	17	7	10	1	6H	4h	5h	1	3	8	2	4	13n	-	4N	4	9	4
	4.5%	3.8%	5.2%	2.7%	6.8%	6.3%	5.4%	1.1%	6.3%	5.8%	1.9%	4.8%	4.9%		8.2%	4.0%	5.1%	3.9%
More than \$500	7	4	3	-	4GH	3GH	-	-	2	1	2	2	5	1	1	1	3	3
	1.9%	2.2%	1.6%		4.5%	4.7%			4.2%	0.7%	1.9%	2.4%	1.9%	1.7%	2.0%	1.0%	1.7%	2.9%
Mean	72.59	77.91	67.45	58.78	129.80	114.84G	46.84H	21.46	90.77	65.53	73.96	71.95	77.41	44.27	81.02	56.87	68.71	94.51
Standard Deviation	181.81	224.94	127.21	77.52	294.23	220.73	81.69	51.71	182.68	122.97	253.79	150.42	197.44	89.51	176.51	129.31	110.49	291.06
Standard Error	9.38	16.54	9.20	12.74	31.37	27.59	8.52	5.30	26.37	10.51	24.42	16.51	12.08	11.56	25.22	13.00	8.35	28.82
Median	1.00	2.00	0.00	50.00	50.00	40.00	0.00	0.00	4.00	2.00	0.00	0.00	0.00	2.00	0.00	0.00	4.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 007
 MORRO BAY
 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Arts/Cultural
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	245	122	123	14	49d	43D	61D	78DEFG	25	89	70	61I	177	35	33	66	114	65
	65.2%	65.9%	64.4%	37.8%	55.7%	67.2%	66.3%	82.1%	52.1%	65.0%	64.8%	73.5%	66.3%	58.3%	67.3%	66.7%	65.1%	63.7%
(NET) At Least \$1	131	63	68	23eFGH	39H	21H	31H	17	23L	48	38	22	90	25	16	33	61	37
	34.8%	34.1%	35.6%	62.2%	44.3%	32.8%	33.7%	17.9%	47.9%	35.0%	35.2%	26.5%	33.7%	41.7%	32.7%	33.3%	34.9%	36.3%
\$1-\$50	77	40	37	12fH	21H	10	22H	12	15L	28	22	12	54	14	9	19	38	20
	20.5%	21.6%	19.4%	32.4%	23.9%	15.6%	23.9%	12.6%	31.3%	20.4%	20.4%	14.5%	20.2%	23.3%	18.4%	19.2%	21.7%	19.6%
\$51-\$100	32	14	18	9EFGH	8H	6H	7h	2	6	10	11	5	20	8	4	11	15	6
	8.5%	7.6%	9.4%	24.3%	9.1%	9.4%	7.6%	2.1%	12.5%	7.3%	10.2%	6.0%	7.5%	13.3%	8.2%	11.1%	8.6%	5.9%
\$101-\$250	13	7	6	2	4	2	2	3	1	7k	1	4k	8	2	3	2	3	8pQ
	3.5%	3.8%	3.1%	5.4%	4.5%	3.1%	2.2%	3.2%	2.1%	5.1%	0.9%	4.8%	3.0%	3.3%	6.1%	2.0%	1.7%	7.8%
\$251-\$500	8	2	6	-	5GH	3GH	-	-	-	3	4	1	8	-	-	1	4	3
	2.1%	1.1%	3.1%	-	5.7%	4.7%	-	-	-	2.2%	3.7%	1.2%	3.0%	-	-	1.0%	2.3%	2.9%
More than \$500	1	-	1	-	1	-	-	-	1j	-	-	-	-	1M	-	-	1	-
	0.3%	-	0.5%	-	1.1%	-	-	-	2.1%	-	-	-	-	1.7%	-	-	0.6%	-
Mean	30.47	23.90	36.82	32.14H	53.75G	41.45g	19.48	11.48	34.63	28.28	34.46	26.47	31.55	29.85	25.31	20.61	29.97	40.89p
Standard Deviation	78.69	58.59	93.89	48.91	120.51	101.54	37.53	31.62	92.05	67.07	90.50	72.52	81.64	87.46	44.81	47.05	81.01	96.61
Standard Error	4.06	4.31	6.79	8.04	12.85	12.69	3.91	3.24	13.29	5.73	8.71	7.96	5.00	11.29	6.40	4.73	6.12	9.57
Median	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 008
 MORRO BAY
 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Activities
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	152	78	74	7	26	23d	40De	56DEFG	17	49	48	38	112	21	19	41	69	42
	40.4%	42.2%	38.7%	18.9%	29.5%	35.9%	43.5%	58.9%	35.4%	35.8%	44.4%	45.8%	41.9%	35.0%	38.8%	41.4%	39.4%	41.2%
(NET) At Least \$1	224	107	117	30fGH	62gH	41H	52H	39	31	88	60	45	155	39	30	58	106	60
-----	59.6%	57.8%	61.3%	81.1%	70.5%	64.1%	56.5%	41.1%	64.6%	64.2%	55.6%	54.2%	58.1%	65.0%	61.2%	58.6%	60.6%	58.8%
\$1-\$50	90	43	47	12	23	12	23	20	12	41L	23	14	57	20M	13	24	38	28
	23.9%	23.2%	24.6%	32.4%	26.1%	18.8%	25.0%	21.1%	25.0%	29.9%	21.3%	16.9%	21.3%	33.3%	26.5%	24.2%	21.7%	27.5%
\$51-\$100	59	26	33	13EFGH	10	9	14	13	7	17	19	16	41	9	9	16	31	12
	15.7%	14.1%	17.3%	35.1%	11.4%	14.1%	15.2%	13.7%	14.6%	12.4%	17.6%	19.3%	15.4%	15.0%	18.4%	16.2%	17.7%	11.8%
\$101-\$250	47	28	19	3	14H	14dH	12H	4	8	19	11	9	35	7	5	13	25	9
	12.5%	15.1%	9.9%	8.1%	15.9%	21.9%	13.0%	4.2%	16.7%	13.9%	10.2%	10.8%	13.1%	11.7%	10.2%	13.1%	14.3%	8.8%
\$251-\$500	20	8	12	2	10GH	3	3	2	2	9	5	4	18	1	1	4	9	7
	5.3%	4.3%	6.3%	5.4%	11.4%	4.7%	3.3%	2.1%	4.2%	6.6%	4.6%	4.8%	6.7%	1.7%	2.0%	4.0%	5.1%	6.9%
More than \$500	8	2	6	-	5GH	3GH	-	-	2	2	2	2	4	2	2	1	3	4
	2.1%	1.1%	3.1%		5.7%	4.7%			4.2%	1.5%	1.9%	2.4%	1.5%	3.3%	4.1%	1.0%	1.7%	3.9%
Mean	92.57	87.48	97.51	73.11	159.57	147.61G	59.71H	32.85	150.29	86.63	88.69	74.06	88.58	76.27	134.29	93.02	90.66	95.42
Standard Deviation	227.04	253.31	198.88	99.29	284.04	395.88	87.23	61.05	460.04	156.41	208.90	120.59	171.96	175.55	445.85	311.38	179.65	204.22
Standard Error	11.71	18.62	14.39	16.32	30.28	49.48	9.09	6.26	66.40	13.36	20.10	13.24	10.52	22.66	63.69	31.29	13.58	20.22
Median	25.00	12.00	35.00	47.00	50.00	50.00	25.00	0.00	10.00	30.00	25.00	20.00	25.00	10.00	25.00	25.00	30.00	20.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 009
 MORRO BAY
 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Shopping
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	98	46	52	7	15	14	24	38	6	32	33	27	72	16	10	21	45	32
	26.1%	24.9%	27.2%	18.9%	17.0%	21.9%	26.1%	40.0%	12.5%	23.4%	30.6%	32.5%	27.0%	26.7%	20.4%	21.2%	25.7%	31.4%
(NET) At Least \$1	278	139	139	30	73	50	68	57	42	105	75	56	195	44	39	78	130	70
	73.9%	75.1%	72.8%	81.1%	83.0%	78.1%	73.9%	60.0%	87.5%	76.6%	69.4%	67.5%	73.0%	73.3%	79.6%	78.8%	74.3%	68.6%
\$1-\$50	109	54	55	12	24	17	26	30	16	34	32	27	78	20	11	29	45	35
	29.0%	29.2%	28.8%	32.4%	27.3%	26.6%	28.3%	31.6%	33.3%	24.8%	29.6%	32.5%	29.2%	33.3%	22.4%	29.3%	25.7%	34.3%
\$51-\$100	60	28	32	5	12	15	14	14	14	20	17	9	34	15	11	20	27	13
	16.0%	15.1%	16.8%	13.5%	13.6%	23.4%	15.2%	14.7%	29.2%	14.6%	15.7%	10.8%	12.7%	25.0%	22.4%	20.2%	15.4%	12.7%
\$101-\$250	58	32	26	7	13	8	19	11	6	29	15	8	44	3	11	17	34	7
	15.4%	17.3%	13.6%	18.9%	14.8%	12.5%	20.7%	11.6%	12.5%	21.2%	13.9%	9.6%	16.5%	5.0%	22.4%	17.2%	19.4%	6.9%
\$251-\$500	34	17	17	4	16	7	5	2	4	18	5	7	24	4	6	10	15	9
	9.0%	9.2%	8.9%	10.8%	18.2%	10.9%	5.4%	2.1%	8.3%	13.1%	4.6%	8.4%	9.0%	6.7%	12.2%	10.1%	8.6%	8.8%
More than \$500	17	8	9	2	8	3	4	-	2	4	6	5	15	2	-	2	9	6
	4.5%	4.3%	4.7%	5.4%	9.1%	4.7%	4.3%	-	4.2%	2.9%	5.6%	6.0%	5.6%	3.3%	-	2.0%	5.1%	5.9%
Mean	144.09	169.02	119.95	141.05	262.85	165.05	109.57	54.59	125.65	146.70	135.23	161.99	161.01	89.92	118.27	109.98	146.37	173.29
Standard Deviation	344.41	448.36	195.55	236.27	580.26	354.72	164.76	82.58	206.42	296.68	410.29	389.55	394.26	185.39	130.70	154.14	297.01	513.19
Standard Error	17.76	32.96	14.15	38.84	61.86	44.34	17.18	8.47	29.79	25.35	39.48	42.76	24.13	23.93	18.67	15.49	22.45	50.81
Median	50.00	50.00	50.00	50.00	100.00	60.00	50.00	25.00	70.00	65.00	45.00	45.00	50.00	20.00	75.00	50.00	50.00	35.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKLM, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 010
 MORRO BAY
 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Local transportation
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	273	127	146b	13	53D	45D	73DE	89DEFG	30	96	84I	63	198N	34	41N	70	124	79
	72.6%	68.6%	76.4%	35.1%	60.2%	70.3%	79.3%	93.7%	62.5%	70.1%	77.8%	75.9%	74.2%	56.7%	83.7%	70.7%	70.9%	77.5%
(NET) At Least \$1	103	58c	45	24EFGH	35GH	19H	19H	6	18K	41	24	20	69	26MO	8	29	51	23
	27.4%	31.4%	23.6%	64.9%	39.8%	29.7%	20.7%	6.3%	37.5%	29.9%	22.2%	24.1%	25.8%	43.3%	16.3%	29.3%	29.1%	22.5%
\$1-\$50	60	36c	24	17EFGH	19FH	6	13H	5	12K	23	13	12	38	19MO	3	17	30	13
	16.0%	19.5%	12.6%	45.9%	21.6%	9.4%	14.1%	5.3%	25.0%	16.8%	12.0%	14.5%	14.2%	31.7%	6.1%	17.2%	17.1%	12.7%
\$51-\$100	19	10	9	3H	6H	7gH	3h	-	2	9	6	2	14	4	1	6	9	4
	5.1%	5.4%	4.7%	8.1%	6.8%	10.9%	3.3%	-	4.2%	6.6%	5.6%	2.4%	5.2%	6.7%	2.0%	6.1%	5.1%	3.9%
\$101-\$250	17	10	7	3H	8GH	3	2	1	3	6	3	5	12	2	3	4	9	4
	4.5%	5.4%	3.7%	8.1%	9.1%	4.7%	2.2%	1.1%	6.3%	4.4%	2.8%	6.0%	4.5%	3.3%	6.1%	4.0%	5.1%	3.9%
\$251-\$500	5	2	3	1	1	2h	1	-	1	3	1	-	4	-	1	2	2	1
	1.3%	1.1%	1.6%	2.7%	1.1%	3.1%	1.1%	-	2.1%	2.2%	0.9%	-	1.5%	-	2.0%	2.0%	1.1%	1.0%
More than \$500	2	-	2	-	1	1	-	-	-	-	1	1	1	1	-	-	1	1
	0.5%	-	1.0%	-	1.1%	1.6%	-	-	-	-	0.9%	1.2%	0.4%	1.7%	-	-	0.6%	1.0%
Mean	24.13	22.65	25.55	37.73G	37.00G	43.89G	14.17h	3.22	26.06	25.36	21.58	24.28	24.04	26.43	21.73	23.09	24.65	24.24
Standard Deviation	71.97	58.95	82.78	68.50	86.14	109.43	50.59	21.45	70.19	71.41	72.18	74.77	70.83	78.41	71.33	66.50	68.33	83.03
Standard Error	3.71	4.33	5.99	11.26	9.18	13.68	5.27	2.20	10.13	6.10	6.95	8.21	4.33	10.12	10.19	6.68	5.17	8.22
Median	0.00	0.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 011
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (At \$1 Summary Table)
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	356	175	181	36	83	59	88	90	46	129	101	80	252	57	47	92	167	97
	94.7%	94.6%	94.8%	97.3%	94.3%	92.2%	95.7%	94.7%	95.8%	94.2%	93.5%	96.4%	94.4%	95.0%	95.9%	92.9%	95.4%	95.1%
Shopping	278	139	139	30H	73H	50H	68H	57	42KL	105	75	56	195	44	39	78	130	70
	73.9%	75.1%	72.8%	81.1%	83.0%	78.1%	73.9%	60.0%	87.5%	76.6%	69.4%	67.5%	73.0%	73.3%	79.6%	78.8%	74.3%	68.6%
Accommodations	235	115	120	27H	60H	42H	59H	47	31	92	64	48	176O	35	24	63	110	62
	62.5%	62.2%	62.8%	73.0%	68.2%	65.6%	64.1%	49.5%	64.6%	67.2%	59.3%	57.8%	65.9%	58.3%	49.0%	63.6%	62.9%	60.8%
Activities	224	107	117	30fGH	62gH	41H	52H	39	31	88	60	45	155	39	30	58	106	60
	59.6%	57.8%	61.3%	81.1%	70.5%	64.1%	56.5%	41.1%	64.6%	64.2%	55.6%	54.2%	58.1%	65.0%	61.2%	58.6%	60.6%	58.8%
Entertainment	190	98	92	31eFGH	60fGH	35H	38H	26	31KL	74	49	36	131	36	23	49	92	49
	50.5%	53.0%	48.2%	83.8%	68.2%	54.7%	41.3%	27.4%	64.6%	54.0%	45.4%	43.4%	49.1%	60.0%	46.9%	49.5%	52.6%	48.0%
Wine	189	97	92	25fGH	49g	31	39	45	23	60	61J	45	140	29	20	44	88	57
	50.3%	52.4%	48.2%	67.6%	55.7%	48.4%	42.4%	47.4%	47.9%	43.8%	56.5%	54.2%	52.4%	48.3%	40.8%	44.4%	50.3%	55.9%
Arts/Cultural	131	63	68	23eFGH	39H	21H	31H	17	23L	48	38	22	90	25	16	33	61	37
	34.8%	34.1%	35.6%	62.2%	44.3%	32.8%	33.7%	17.9%	47.9%	35.0%	35.2%	26.5%	33.7%	41.7%	32.7%	33.3%	34.9%	36.3%
Local transportation	103	58c	45	24EFGH	35GH	19H	19H	6	18K	41	24	20	69	26MO	8	29	51	23
	27.4%	31.4%	23.6%	64.9%	39.8%	29.7%	20.7%	6.3%	37.5%	29.9%	22.2%	24.1%	25.8%	43.3%	16.3%	29.3%	29.1%	22.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 012
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (Mean Summary Table)
 Base: High Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post	
Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	376	185	191	37	88	64	92	95	48	137	108	83	267	60	49	99	175	102
Accommodations	202.81	209.67	196.16	151.54	262.08 H	250.67 h	191.43	146.64	238.13	215.63	182.30	187.92	216.70 n	131.03	215.00	170.33	198.76	241.27
Food	148.03	139.06	156.72	131.49	173.77 H	178.03 H	139.92	118.27	152.13	152.48	146.04	140.92	157.39 N	101.38	154.18n	136.88	145.90	162.52
Shopping	144.09	169.02	119.95	141.05 H	262.85 GH	165.05 H	109.57H	54.59	125.65	146.70	135.23	161.99	161.01	89.92	118.27	109.98	146.37	173.29
Activities	92.57	87.48	97.51	73.11 H	159.57 dGH	147.61G H	59.71H	32.85	150.29	86.63	88.69	74.06	88.58	76.27	134.29	93.02	90.66	95.42
Entertainment	72.59	77.91	67.45	58.78 H	129.80 GH	114.84G H	46.84H	21.46	90.77	65.53	73.96	71.95	77.41	44.27	81.02	56.87	68.71	94.51
Wine	44.10	48.45	39.89	49.00	65.28G H	51.05g h	30.93	30.64	43.50	41.17	40.50	53.98	46.97	30.03	45.71	40.29	43.25	49.26
Arts/Cultural	30.47	23.90	36.82	32.14H	53.75G H	41.45g H	19.48	11.48	34.63	28.28	34.46	26.47	31.55	29.85	25.31	20.61	29.97	40.89P
Local transportation	24.13	22.65	25.55	37.73G H	37.00G H	43.89G H	14.17h	3.22	26.06	25.36	21.58	24.28	24.04	26.43	21.73	23.09	24.65	24.24

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 013

MORRO BAY

5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September?

Base: Spend money on Food (High Season)

	Gender		Age					Income				Marital Status			Education		
	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	175	181	36	83	59	88	90	46	129	101	80	252	57	47	92	167	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	107	109	22	58H	34	59H	43	30	75	61	50	154	33	29	44	105P	67P
	61.1%	60.2%	61.1%	69.9%	57.6%	67.0%	47.8%	65.2%	58.1%	60.4%	62.5%	61.1%	57.9%	61.7%	47.8%	62.9%	69.1%
Embarcadero	72	69	17e	24	24	32	44Eg	15	49	39	38	102	23	16	36	69	36
	41.1%	38.1%	47.2%	28.9%	40.7%	36.4%	48.9%	32.6%	38.0%	38.6%	47.5%	40.5%	40.4%	34.0%	39.1%	41.3%	37.1%
North Morro Bay	63	57	20eGH	30H	23H	30H	17	15	49	31	25	87	22	11	30	61	29
	36.0%	31.5%	55.6%	36.1%	39.0%	34.1%	18.9%	32.6%	38.0%	30.7%	31.3%	34.5%	38.6%	23.4%	32.6%	36.5%	29.9%
Quintana Road	23	20	13EFGH	13H	4	10H	3	8	13	11	11	29O	13MO	1	12	22	9
	13.1%	11.0%	36.1%	15.7%	6.8%	11.4%	3.3%	17.4%	10.1%	10.9%	13.8%	11.5%	22.8%	2.1%	13.0%	13.2%	9.3%
Other	6	10	1	1	4e	5	5	3	4	5	4	9	2	5M	5	5	6
	3.4%	5.5%	2.8%	1.2%	6.8%	5.7%	5.6%	6.5%	3.1%	5.0%	5.0%	3.6%	3.5%	10.6%	5.4%	3.0%	6.2%
None of the above	5	11	1	5	1	3	6	3j	2	5	6J	10	5	1	7q	5	4
	2.9%	6.1%	2.8%	6.0%	1.7%	3.4%	6.7%	6.5%	1.6%	5.0%	7.5%	4.0%	8.8%	2.1%	7.6%	3.0%	4.1%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 014

MORRO BAY

6a. Did you spend any money doing any of the following activities between May and September?

Base: Spend money on Activities (High Season)

	Gender			Age					Income				Marital Status			Education		
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	224	107	117	30	62	41	52	39	31	88	60	45	155	39	30	58	106	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	81	42	39	14H	25H	15h	20H	7	11	32	24	14	62o	12	7	19	42	20
	36.2%	39.3%	33.3%	46.7%	40.3%	36.6%	38.5%	17.9%	35.5%	36.4%	40.0%	31.1%	40.0%	30.8%	23.3%	32.8%	39.6%	33.3%
Bike rentals	66	34	32	15GH	21H	14H	11	5	13	23	17	13	44	13	9	20	33	13
	29.5%	31.8%	27.4%	50.0%	33.9%	34.1%	21.2%	12.8%	41.9%	26.1%	28.3%	28.9%	28.4%	33.3%	30.0%	34.5%	31.1%	21.7%
Kayaking	54	31	23	13FGH	23fGH	8	7	3	7	17	15	15j	39o	14o	1	10	29	15
	24.1%	29.0%	19.7%	43.3%	37.1%	19.5%	13.5%	7.7%	22.6%	19.3%	25.0%	33.3%	25.2%	35.9%	3.3%	17.2%	27.4%	25.0%
Stand-up paddle boarding	41	28C	13	11GH	17GH	9GH	3	1	4	12	13	12j	33o	7o	1	10	19	12
	18.3%	26.2%	11.1%	36.7%	27.4%	22.0%	5.8%	2.6%	12.9%	13.6%	21.7%	26.7%	21.3%	17.9%	3.3%	17.2%	17.9%	20.0%
Other	9	5	4	2	1	-	2	4eF	21	4	3	-	6	2	1	3	5	1
	4.0%	4.7%	3.4%	6.7%	1.6%		3.8%	10.3%	6.5%	4.5%	5.0%		3.9%	5.1%	3.3%	5.2%	4.7%	1.7%
None of the above	73	31	42	2	12	16DE	21DE	22DE	7	31	20	15	46	12	15M	19	31	23
	32.6%	29.0%	35.9%	6.7%	19.4%	39.0%	40.4%	56.4%	22.6%	35.2%	33.3%	33.3%	29.7%	30.8%	50.0%	32.8%	29.2%	38.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 015

MORRO BAY

7a. Did you spend any money at any of the following accommodations between May and September?

Base: Spend money on Accomodations (High Season)

	Gender			Age					Income				Marital Status			Education		
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	235	115	120	27	60	42	59	47	31	92	64	48	176	35	24	63	110	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	187	98	89	21	49	30	48	39	26	71	52	38	140	31	16	51	87	49
	79.6%	85.2%	74.2%	77.8%	81.7%	71.4%	81.4%	83.0%	83.9%	77.2%	81.3%	79.2%	79.5%	88.6%	66.7%	81.0%	79.1%	79.0%
Inn/B&B	45	21	24	12	14	8	5	6	5	13	15	12	31	10	4	13	19	13
	19.1%	18.3%	20.0%	44.4%	23.3%	19.0%	8.5%	12.8%	16.1%	14.1%	23.4%	25.0%	17.6%	28.6%	16.7%	20.6%	17.3%	21.0%
Campground/RV Park	36	22	14	9	13	5	6	3	5	13	9	9	23	10	3	13	11	12
	15.3%	19.1%	11.7%	33.3%	21.7%	11.9%	10.2%	6.4%	16.1%	14.1%	14.1%	18.8%	13.1%	28.6%	12.5%	20.6%	10.0%	19.4%
Vacation Rental	29	18	11	10	9	6	4	-	6	11	7	5	19	7	3	7	15	7
	12.3%	15.7%	9.2%	37.0%	15.0%	14.3%	6.8%	-	19.4%	12.0%	10.9%	10.4%	10.8%	20.0%	12.5%	11.1%	13.6%	11.3%
Other	1	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	0.4%	0.9%	-	3.7%	-	-	-	-	-	-	1.6%	-	-	2.9%	-	1.6%	-	-
None of the above	6	2	4	-	1	1	3	1	1	3	1	1	3	1	2	3	2	1
	2.6%	1.7%	3.3%	-	1.7%	2.4%	5.1%	2.1%	3.2%	3.3%	1.6%	2.1%	1.7%	2.9%	8.3%	4.8%	1.8%	1.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 016

MORRO BAY

8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September?

Base: Spend money on Shopping (High Season)

	Gender		Age					Income				Marital Status			Education			
	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	278	139	139	30	73	50	68	57	42	105	75	56	195	44	39	78	130	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	168	86	82	21F	50F	19	45F	33F	24	62	49	33	121	28	19	41	85p	42
	60.4%	61.9%	59.0%	70.0%	68.5%	38.0%	66.2%	57.9%	57.1%	59.0%	65.3%	58.9%	62.1%	63.6%	48.7%	52.6%	65.4%	60.0%
Embarcadero	109	59	50	12	23	22	27	25	16	36	28	29J	74	18	17	31	47	31
	39.2%	42.4%	36.0%	40.0%	31.5%	44.0%	39.7%	43.9%	38.1%	34.3%	37.3%	51.8%	37.9%	40.9%	43.6%	39.7%	36.2%	44.3%
North Morro Bay	80	39	41	12H	24H	16H	21H	7	11	31	20	18	59	12	9	21	44r	15
	28.8%	28.1%	29.5%	40.0%	32.9%	32.0%	30.9%	12.3%	26.2%	29.5%	26.7%	32.1%	30.3%	27.3%	23.1%	26.9%	33.8%	21.4%
Quintana Road	34	18	16	11EFGH	10H	6h	5	2	6	11	10	7	21	11MO	2	10	16	8
	12.2%	12.9%	11.5%	36.7%	13.7%	12.0%	7.4%	3.5%	14.3%	10.5%	13.3%	12.5%	10.8%	25.0%	5.1%	12.8%	12.3%	11.4%
Other	11	3	8	2E	-	3E	3e	3E	2	51	41	-	5	2	4M	6q	3	2
	4.0%	2.2%	5.8%	6.7%		6.0%	4.4%	5.3%	4.8%	4.8%	5.3%		2.6%	4.5%	10.3%	7.7%	2.3%	2.9%
None of the above	14	5	9	1	2	4	4	3	3	4	3	4	8	4	2	4	6	4
	5.0%	3.6%	6.5%	3.3%	2.7%	8.0%	5.9%	5.3%	7.1%	3.8%	4.0%	7.1%	4.1%	9.1%	5.1%	5.1%	4.6%	5.7%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 017

MORRO BAY

9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	111	52	59	7	24	24DE	29DE	27De	12	35	37	27	79	18	14	24	58p	29
	43.0%	40.9%	45.0%	21.2%	33.3%	54.5%	53.7%	49.1%	40.0%	41.2%	44.6%	45.0%	42.5%	40.0%	51.9%	35.3%	49.2%	40.3%
(NET) At Least \$1	147	75	72	26FGH	48FGH	20	25	28	18	50	46	33	107	27	13	44q	60	43
	57.0%	59.1%	55.0%	78.8%	66.7%	45.5%	46.3%	50.9%	60.0%	58.8%	55.4%	55.0%	57.5%	60.0%	48.1%	64.7%	50.8%	59.7%
\$1-\$50	28	20C	8	11EFGH	11gH	3h	3h	-	6	8	8	6	17	9M	2	14QR	8	6
	10.9%	15.7%	6.1%	33.3%	15.3%	6.8%	5.6%		20.0%	9.4%	9.6%	10.0%	9.1%	20.0%	7.4%	20.6%	6.8%	8.3%
\$51-\$100	22	10	12	5Fg	10Fg	-	2	5F	2	7	8	5	15	6	1	7	8	7
	8.5%	7.9%	9.2%	15.2%	13.9%		3.7%	9.1%	6.7%	8.2%	9.6%	8.3%	8.1%	13.3%	3.7%	10.3%	6.8%	9.7%
\$101-\$250	45	26	19	5	12	4	8	16eFg	5	13	17	10	34	7	4	11	19	15
	17.4%	20.5%	14.5%	15.2%	16.7%	9.1%	14.8%	29.1%	16.7%	15.3%	20.5%	16.7%	18.3%	15.6%	14.8%	16.2%	16.1%	20.8%
\$251-\$500	38	12	26B	5	9	10	8	6	3	17	9	9	31n	3	4	11	18	9
	14.7%	9.4%	19.8%	15.2%	12.5%	22.7%	14.8%	10.9%	10.0%	20.0%	10.8%	15.0%	16.7%	6.7%	14.8%	16.2%	15.3%	12.5%
More than \$500	14	7	7	-	6d	3	4	1	2	5	4	3	10	2	2	1	7	6p
	5.4%	5.5%	5.3%		8.3%	6.8%	7.4%	1.8%	6.7%	5.9%	4.8%	5.0%	5.4%	4.4%	7.4%	1.5%	5.9%	8.3%
Mean	149.95	139.86	159.74	106.67	191.97	158.32	146.39	117.73	163.43	159.84	135.88	148.68	159.34	119.89	135.37	120.69	160.88	159.68
Standard Deviation	251.02	240.11	261.72	148.73	341.84	238.44	246.12	154.24	390.26	234.06	228.30	220.62	238.82	311.68	224.11	182.39	288.69	241.35
Standard Error	15.63	21.31	22.87	25.89	40.29	35.95	33.49	20.80	71.25	25.39	25.06	28.48	17.51	46.46	43.13	22.12	26.58	28.44
Median	10.00	10.00	25.00	33.00	85.00	0.00	0.00	60.00	1.00	10.00	25.00	13.00	30.00	3.00	0.00	25.00	1.00	60.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 018

MORRO BAY

9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food

Base: Low Season Visitor

	Gender			Age					Income				Marital Status			Education		
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	25	12	13	2	6	2	8f	7	4	6	8	7	15	5	5m	10	9	6
	9.7%	9.4%	9.9%	6.1%	8.3%	4.5%	14.8%	12.7%	13.3%	7.1%	9.6%	11.7%	8.1%	11.1%	18.5%	14.7%	7.6%	8.3%
(NET) At Least \$1	233	115	118	31	66	42g	46	48	26	79	75	53	171o	40	22	58	109	66
-----	90.3%	90.6%	90.1%	93.9%	91.7%	95.5%	85.2%	87.3%	86.7%	92.9%	90.4%	88.3%	91.9%	88.9%	81.5%	85.3%	92.4%	91.7%
\$1-\$50	87	50c	37	16gh	25	15	15	16	13k	34K	21	19	56	25MO	6	20	41	26
	33.7%	39.4%	28.2%	48.5%	34.7%	34.1%	27.8%	29.1%	43.3%	40.0%	25.3%	31.7%	30.1%	55.6%	22.2%	29.4%	34.7%	36.1%
\$51-\$100	62	27	35	7	14	11	15	15	4	17	24i	17	50n	6	6	13	30	19
	24.0%	21.3%	26.7%	21.2%	19.4%	25.0%	27.8%	27.3%	13.3%	20.0%	28.9%	28.3%	26.9%	13.3%	22.2%	19.1%	25.4%	26.4%
\$101-\$250	51	23	28	4	18	7	11	11	81	14	22L	7	35	7	9mn	17	23	11
	19.8%	18.1%	21.4%	12.1%	25.0%	15.9%	20.4%	20.0%	26.7%	16.5%	26.5%	11.7%	18.8%	15.6%	33.3%	25.0%	19.5%	15.3%
\$251-\$500	25	12	13	4	4	8E	5	4	-	11I	6	8I	23N	1	1	7	13	5
	9.7%	9.4%	9.9%	12.1%	5.6%	18.2%	9.3%	7.3%	-	12.9%	7.2%	13.3%	12.4%	2.2%	3.7%	10.3%	11.0%	6.9%
More than \$500	8	3	5	-	5G	1	-	2	1	3	2	2	7	1	-	1	2	5q
	3.1%	2.4%	3.8%	-	6.9%	2.3%	-	3.6%	3.3%	3.5%	2.4%	3.3%	3.8%	2.2%	-	1.5%	1.7%	6.9%
Mean	129.48	126.58	132.30	88.27	169.47	142.84	106.67	113.58	89.83	130.34	137.69	136.75	145.92N	75.58	106.11	112.88	119.86	160.94
Standard Deviation	191.27	224.07	153.77	101.29	294.95	171.53	102.06	126.14	119.02	162.38	230.75	199.77	213.12	107.52	106.64	115.66	135.26	297.05
Standard Error	11.91	19.88	13.44	17.63	34.76	25.86	13.89	17.01	21.73	17.61	25.33	25.79	15.63	16.03	20.52	14.03	12.45	35.01
Median	75.00	60.00	80.00	50.00	90.00	75.00	100.00	75.00	50.00	75.00	100.00	67.00	100.00	45.00	100.00	75.00	90.00	67.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 019

MORRO BAY

9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	59	71	7	34D	26D	32D	31D	18	44	41	27	93	20	17	35	65r	30
	50.4%	46.5%	54.2%	21.2%	47.2%	59.1%	59.3%	56.4%	60.0%	51.8%	49.4%	45.0%	50.0%	44.4%	63.0%	51.5%	55.1%	41.7%
(NET) At Least \$1	128	68	60	26EFGH	38	18	22	24	12	41	42	33	93	25	10	33	53	42q
	49.6%	53.5%	45.8%	78.8%	52.8%	40.9%	40.7%	43.6%	40.0%	48.2%	50.6%	55.0%	50.0%	55.6%	37.0%	48.5%	44.9%	58.3%
\$1-\$50	72	39	33	18EFGH	17	10	11	16	9	21	22	20	49	17	6	19	29	24
	27.9%	30.7%	25.2%	54.5%	23.6%	22.7%	20.4%	29.1%	30.0%	24.7%	26.5%	33.3%	26.3%	37.8%	22.2%	27.9%	24.6%	33.3%
\$51-\$100	32	19	13	7h	7	7	7	4	1	12	12	7	25	5	2	11	12	9
	12.4%	15.0%	9.9%	21.2%	9.7%	15.9%	13.0%	7.3%	3.3%	14.1%	14.5%	11.7%	13.4%	11.1%	7.4%	16.2%	10.2%	12.5%
\$101-\$250	17	8	9	1	10dFg	-	2	4f	2	7	5	3	14	2	1	3	9	5
	6.6%	6.3%	6.9%	3.0%	13.9%	-	3.7%	7.3%	6.7%	8.2%	6.0%	5.0%	7.5%	4.4%	3.7%	4.4%	7.6%	6.9%
\$251-\$500	5	-	5B	-	3	-	2	-	-	1	3	1	3	1	1	-	2	3p
	1.9%	-	3.8%	-	4.2%	-	3.7%	-	-	1.2%	3.6%	1.7%	1.6%	2.2%	3.7%	-	1.7%	4.2%
More than \$500	2	2	-	-	1	1	-	-	-	-	-	2jk	2	-	-	-	1	1
	0.8%	1.6%	-	-	1.4%	2.3%	-	-	-	-	-	3.3%	1.1%	-	-	-	0.8%	1.4%
Mean	46.16	49.09	43.33	37.76	71.60H	41.57	37.87	29.73	21.83	39.60	45.00	69.23	51.46	31.96	33.33	32.35	44.88	61.31p
Standard Deviation	103.13	121.16	82.36	44.94	148.29	122.63	70.56	48.82	48.50	65.03	74.03	175.03	114.94	59.75	66.16	50.55	111.00	123.97
Standard Error	6.42	10.75	7.20	7.82	17.48	18.49	9.60	6.58	8.85	7.05	8.13	22.60	8.43	8.91	12.73	6.13	10.22	14.61
Median	0.00	1.00	0.00	30.00	1.00	0.00	0.00	0.00	0.00	0.00	1.00	10.00	0.00	1.00	0.00	0.00	0.00	15.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 020

MORRO BAY

9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	139	67	72	10	21	22dE	40DEF	46DEF	20	42	42	35	97	22	20MN	33	69	37
	53.9%	52.8%	55.0%	30.3%	29.2%	50.0%	74.1%	83.6%	66.7%	49.4%	50.6%	58.3%	52.2%	48.9%	74.1%	48.5%	58.5%	51.4%
(NET) At Least \$1	119	60	59	23fGH	51fGH	22GH	14	9	10	43	41	25	89O	23O	7	35	49	35
	46.1%	47.2%	45.0%	69.7%	70.8%	50.0%	25.9%	16.4%	33.3%	50.6%	49.4%	41.7%	47.8%	51.1%	25.9%	51.5%	41.5%	48.6%
\$1-\$50	52	29	23	13fGH	19gH	8	7	5	7	20	16	9	35	14mo	3	16	19	17
	20.2%	22.8%	17.6%	39.4%	26.4%	18.2%	13.0%	9.1%	23.3%	23.5%	19.3%	15.0%	18.8%	31.1%	11.1%	23.5%	16.1%	23.6%
\$51-\$100	35	14	21	8GH	14gH	8H	4	1	2	12	15	6	29	4	2	13R	17	5
	13.6%	11.0%	16.0%	24.2%	19.4%	18.2%	7.4%	1.8%	6.7%	14.1%	18.1%	10.0%	15.6%	8.9%	7.4%	19.1%	14.4%	6.9%
\$101-\$250	19	12	7	2	9g	3	2	3	-	7	8i	4	15	3	1	6	9	4
	7.4%	9.4%	5.3%	6.1%	12.5%	6.8%	3.7%	5.5%	-	8.2%	9.6%	6.7%	8.1%	6.7%	3.7%	8.8%	7.6%	5.6%
\$251-\$500	7	1	6b	-	4h	2	1	-	1	2	1	3	4	2	1	-	1	6PQ
	2.7%	0.8%	4.6%	-	5.6%	4.5%	1.9%	-	3.3%	2.4%	1.2%	5.0%	2.2%	4.4%	3.7%	-	0.8%	8.3%
More than \$500	6	4	2	-	5GH	1	-	-	-	2	1	3	6	-	-	-	3	3p
	2.3%	3.1%	1.5%	-	6.9%	2.3%	-	-	-	2.4%	1.2%	5.0%	3.2%	-	-	-	2.5%	4.2%
Mean	78.81	81.20	76.50	42.73	159.35	121.73h	24.07	14.45	20.87	93.93	53.52i	121.37	93.78	42.11	36.85	39.96	54.78	154.90p
Standard Deviation	289.01	299.83	279.26	H	dGH				58.16	347.82	99.50	414.01	334.90	81.73	102.63	61.19	129.17	512.88
Standard Error	17.99	26.61	24.40	9.79	46.78	68.61	8.05	5.97	10.62	37.73	10.92	53.45	24.56	12.18	19.75	7.42	11.89	60.44
Median	0.00	0.00	0.00	5.00	50.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	1.00	0.00	1.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 021

MORRO BAY

9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	181	81	100B	18	35	33dE	43DE	52DEFG	20	58	58	45	132	29	20	49	82	50
	70.2%	63.8%	76.3%	54.5%	48.6%	75.0%	79.6%	94.5%	66.7%	68.2%	69.9%	75.0%	71.0%	64.4%	74.1%	72.1%	69.5%	69.4%
(NET) At Least \$1	77	46C	31	15fGH	37FGH	11H	11H	3	10	27	25	15	54	16	7	19	36	22
	29.8%	36.2%	23.7%	45.5%	51.4%	25.0%	20.4%	5.5%	33.3%	31.8%	30.1%	25.0%	29.0%	35.6%	25.9%	27.9%	30.5%	30.6%
\$1-\$50	46	25	21	10FgH	23FGH	5h	7H	1	8	15	14	9	29	12m	5	11	22	13
	17.8%	19.7%	16.0%	30.3%	31.9%	11.4%	13.0%	1.8%	26.7%	17.6%	16.9%	15.0%	15.6%	26.7%	18.5%	16.2%	18.6%	18.1%
\$51-\$100	18	13C	5	5GH	6	5gh	1	1	-	7	8i	3	15	2	1	6	9	3
	7.0%	10.2%	3.8%	15.2%	8.3%	11.4%	1.9%	1.8%	-	8.2%	9.6%	5.0%	8.1%	4.4%	3.7%	8.8%	7.6%	4.2%
\$101-\$250	8	6	2	-	4	-	3	1	1	41	3	-	7	-	1	2	2	4
	3.1%	4.7%	1.5%	-	5.6%	-	5.6%	1.8%	3.3%	4.7%	3.6%	-	3.8%	-	3.7%	2.9%	1.7%	5.6%
\$251-\$500	2	-	2	-	1	1	-	-	-	-	-	2jk	1	1	-	-	-	2q
	0.8%	-	1.5%	-	1.4%	2.3%	-	-	-	-	-	3.3%	0.5%	2.2%	-	-	-	2.8%
More than \$500	3	2	1	-	3	-	-	-	1k	1	-	1	2	1	-	-	3	-
	1.2%	1.6%	0.8%	-	4.2%	-	-	-	3.3%	1.2%	-	1.7%	1.1%	2.2%	-	-	2.5%	-
Mean	27.31	33.18	21.62	18.94h	60.89G	22.45h	13.69	5.64	28.73	27.65	17.98	39.03	28.59	30.07	13.89	16.49	32.15	29.60
Standard Deviation	94.08	107.35	79.14	34.30	160.69	60.28	39.38	28.90	110.58	74.90	37.58	149.44	98.10	102.74	30.74	41.32	119.50	82.10
Standard Error	5.86	9.53	6.91	5.97	18.94	9.09	5.36	3.90	20.19	8.12	4.13	19.29	7.19	15.32	5.92	5.01	11.00	9.68
Median	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 022

MORRO BAY

9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	57	73b	9	22	24DE	34DE	41DEF	15	38	41	36j	96n	17	17N	35	60	35
	50.4%	44.9%	55.7%	27.3%	30.6%	54.5%	63.0%	74.5%	50.0%	44.7%	49.4%	60.0%	51.6%	37.8%	63.0%	51.5%	50.8%	48.6%
(NET) At Least \$1	128	70c	58	24FGH	50FGH	20H	20	14	15	471	42	24	90	28mO	10	33	58	37
	49.6%	55.1%	44.3%	72.7%	69.4%	45.5%	37.0%	25.5%	50.0%	55.3%	50.6%	40.0%	48.4%	62.2%	37.0%	48.5%	49.2%	51.4%
\$1-\$50	61	35	26	13FgH	19	8	12	9	10L	221	211	8	37	18M	6	16	24	21
	23.6%	27.6%	19.8%	39.4%	26.4%	18.2%	22.2%	16.4%	33.3%	25.9%	25.3%	13.3%	19.9%	40.0%	22.2%	23.5%	20.3%	29.2%
\$51-\$100	33	14	19	6Gh	15GH	7Gh	2	3	2	161	10	5	27	3	3	10	15	8
	12.8%	11.0%	14.5%	18.2%	20.8%	15.9%	3.7%	5.5%	6.7%	18.8%	12.0%	8.3%	14.5%	6.7%	11.1%	14.7%	12.7%	11.1%
\$101-\$250	18	12	6	3	7h	3	4	1	2	5	6	5	14	3	1	5	9	4
	7.0%	9.4%	4.6%	9.1%	9.7%	6.8%	7.4%	1.8%	6.7%	5.9%	7.2%	8.3%	7.5%	6.7%	3.7%	7.4%	7.6%	5.6%
\$251-\$500	14	8	6	2	7h	2	2	1	-	4	5	5	11	3	-	2	8	4
	5.4%	6.3%	4.6%	6.1%	9.7%	4.5%	3.7%	1.8%	-	4.7%	6.0%	8.3%	5.9%	6.7%	-	2.9%	6.8%	5.6%
More than \$500	2	1	1	-	2	-	-	-	1jk	-	-	1	1	1	-	-	2	-
	0.8%	0.8%	0.8%	-	2.8%	-	-	-	3.3%	-	-	1.7%	0.5%	2.2%	-	-	1.7%	-
Mean	58.97	68.66	49.58	65.36	106.24f	53.14H	40.26	16.31	44.30	53.71	54.23	80.33	62.13	67.62o	22.78	44.88	70.74	53.00
Standard Deviation	122.60	140.56	101.91	106.69	174.67	101.03	96.04	47.54	114.79	94.59	99.99	178.10	127.27	134.05	36.83	81.97	146.87	109.85
Standard Error	7.63	12.47	8.90	18.57	20.59	15.23	13.07	6.41	20.96	10.26	10.97	22.99	9.33	19.98	7.09	9.94	13.52	12.95
Median	0.00	4.00	0.00	20.00	40.00	0.00	0.00	0.00	0.00	4.00	1.00	0.00	0.00	4.00	0.00	0.00	0.00	1.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 023

MORRO BAY

9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	95	41	54	8	19	12	27DEF	29DEF	11	25	37J	22	67	15	13	24	44	27
	36.8%	32.3%	41.2%	24.2%	26.4%	27.3%	50.0%	52.7%	36.7%	29.4%	44.6%	36.7%	36.0%	33.3%	48.1%	35.3%	37.3%	37.5%
(NET) At Least \$1	163	86	77	25GH	53GH	32GH	27	26	19	60K	46	38	119	30	14	44	74	45
	63.2%	67.7%	58.8%	75.8%	73.6%	72.7%	50.0%	47.3%	63.3%	70.6%	55.4%	63.3%	64.0%	66.7%	51.9%	64.7%	62.7%	62.5%
\$1-\$50	73	42c	31	15EgH	15	16e	15	12	11	23	19	20	50	17	6	14	36	23
	28.3%	33.1%	23.7%	45.5%	20.8%	36.4%	27.8%	21.8%	36.7%	27.1%	22.9%	33.3%	26.9%	37.8%	22.2%	20.6%	30.5%	31.9%
\$51-\$100	42	19	23	5	13	8	6	10	3	18	14	7	34	5	3	16q	16	10
	16.3%	15.0%	17.6%	15.2%	18.1%	18.2%	11.1%	18.2%	10.0%	21.2%	16.9%	11.7%	18.3%	11.1%	11.1%	23.5%	13.6%	13.9%
\$101-\$250	22	9	13	3	9	3	4	3	31	14KL	4	1	16	4	2	9R	12R	1
	8.5%	7.1%	9.9%	9.1%	12.5%	6.8%	7.4%	5.5%	10.0%	16.5%	4.8%	1.7%	8.6%	8.9%	7.4%	13.2%	10.2%	1.4%
\$251-\$500	15	10	5	1	9gH	2	2	1	1	4	4	6	12n	-	3N	3	6	6
	5.8%	7.9%	3.8%	3.0%	12.5%	4.5%	3.7%	1.8%	3.3%	4.7%	4.8%	10.0%	6.5%	-	11.1%	4.4%	5.1%	8.3%
More than \$500	11	6	5	1	7GH	3gh	-	-	1	1	5j	4j	7	4	-	2	4	5
	4.3%	4.7%	3.8%	3.0%	9.7%	6.8%			3.3%	1.2%	6.0%	6.7%	3.8%	8.9%		2.9%	3.4%	6.9%
Mean	129.47	174.65	85.67	80.42	262.50	166.41g	43.09	40.00	62.47	86.71	132.29	219.65	145.64	102.53	62.96	92.03	118.26	183.19
Standard Deviation	444.68	608.72	166.90	181.97	699.79	533.16	75.34	62.49	121.41	138.71	383.14	780.71	509.36	231.53	100.56	178.35	471.17	561.65
Standard Error	27.68	54.02	14.58	31.68	82.47	80.38	10.25	8.43	22.17	15.05	42.05	100.79	37.35	34.51	19.35	21.63	43.37	66.19
Median	25.00	25.00	25.00	30.00	80.00	40.00	0.00	0.00	2.00	40.00	10.00	20.00	25.00	20.00	10.00	32.00	25.00	10.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 024

MORRO BAY

9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	82	104B	13	38	33DE	50DEF	52DEF	21	60	64	41	135n	26	25MN	46	89	51
	72.1%	64.6%	79.4%	39.4%	52.8%	75.0%	92.6%	94.5%	70.0%	70.6%	77.1%	68.3%	72.6%	57.8%	92.6%	67.6%	75.4%	70.8%
(NET) At Least \$1	72	45C	27	20FGH	34FGH	11GH	4	3	9	25	19	19	510	19mO	2	22	29	21
	27.9%	35.4%	20.6%	60.6%	47.2%	25.0%	7.4%	5.5%	30.0%	29.4%	22.9%	31.7%	27.4%	42.2%	7.4%	32.4%	24.6%	29.2%
\$1-\$50	45	29C	16	13FGH	22FGH	6H	3	1	8K	15	9	13k	30o	14MO	1	16r	20	9
	17.4%	22.8%	12.2%	39.4%	30.6%	13.6%	5.6%	1.8%	26.7%	17.6%	10.8%	21.7%	16.1%	31.1%	3.7%	23.5%	16.9%	12.5%
\$51-\$100	15	10	5	6EFGH	4	2	1	2	-	71	71	1	11	3	1	5	4	6
	5.8%	7.9%	3.8%	18.2%	5.6%	4.5%	1.9%	3.6%	-	8.2%	8.4%	1.7%	5.9%	6.7%	3.7%	7.4%	3.4%	8.3%
\$101-\$250	6	3	3	1	3	2	-	-	1	2	1	2	5	1	-	1	4	1
	2.3%	2.4%	2.3%	3.0%	4.2%	4.5%	-	-	3.3%	2.4%	1.2%	3.3%	2.7%	2.2%	-	1.5%	3.4%	1.4%
\$251-\$500	6	3	3	-	5GH	1	-	-	-	1	2	3	5	1	-	-	1	5PQ
	2.3%	2.4%	2.3%	-	6.9%	2.3%	-	-	-	1.2%	2.4%	5.0%	2.7%	2.2%	-	-	0.8%	6.9%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	22.51	24.73	20.36	29.88G	48.19G	23.34GH	2.87	3.09	8.93	22.36	22.52	29.50	25.15	22.56	4.26	14.04	16.52	40.33pQ
Standard Deviation	70.15	66.65	73.58	46.81	113.55	61.87	14.20	15.62	36.66	65.87	69.98	87.47	77.34	56.34	17.80	34.50	46.63	112.51
Standard Error	4.37	5.91	6.43	8.15	13.38	9.33	1.93	2.11	6.69	7.15	7.68	11.29	5.67	8.40	3.43	4.18	4.29	13.26
Median	0.00	0.00	0.00	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 025

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table)

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post	
Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	233	115	118	31	66	42g	46	48	26	79	75	53	171o	40	22	58	109	66
	90.3%	90.6%	90.1%	93.9%	91.7%	95.5%	85.2%	87.3%	86.7%	92.9%	90.4%	88.3%	91.9%	88.9%	81.5%	85.3%	92.4%	91.7%
Shopping	163	86	77	25GH	53GH	32GH	27	26	19	60K	46	38	119	30	14	44	74	45
	63.2%	67.7%	58.8%	75.8%	73.6%	72.7%	50.0%	47.3%	63.3%	70.6%	55.4%	63.3%	64.0%	66.7%	51.9%	64.7%	62.7%	62.5%
Accommodations	147	75	72	26FGH	48FGH	20	25	28	18	50	46	33	107	27	13	44q	60	43
	57.0%	59.1%	55.0%	78.8%	66.7%	45.5%	46.3%	50.9%	60.0%	58.8%	55.4%	55.0%	57.5%	60.0%	48.1%	64.7%	50.8%	59.7%
Wine	128	68	60	26EFGH	38	18	22	24	12	41	42	33	93	25	10	33	53	42q
	49.6%	53.5%	45.8%	78.8%	52.8%	40.9%	40.7%	43.6%	40.0%	48.2%	50.6%	55.0%	50.0%	55.6%	37.0%	48.5%	44.9%	58.3%
Activities	128	70c	58	24FGH	50FGH	20H	20	14	15	47l	42	24	90	28mO	10	33	58	37
	49.6%	55.1%	44.3%	72.7%	69.4%	45.5%	37.0%	25.5%	50.0%	55.3%	50.6%	40.0%	48.4%	62.2%	37.0%	48.5%	49.2%	51.4%
Entertainment	119	60	59	23fGH	51FGH	22GH	14	9	10	43	41	25	89O	23O	7	35	49	35
	46.1%	47.2%	45.0%	69.7%	70.8%	50.0%	25.9%	16.4%	33.3%	50.6%	49.4%	41.7%	47.8%	51.1%	25.9%	51.5%	41.5%	48.6%
Arts/Cultural	77	46C	31	15fGH	37FGH	11H	11H	3	10	27	25	15	54	16	7	19	36	22
	29.8%	36.2%	23.7%	45.5%	51.4%	25.0%	20.4%	5.5%	33.3%	31.8%	30.1%	25.0%	29.0%	35.6%	25.9%	27.9%	30.5%	30.6%
Local transportation	72	45C	27	20FGH	34FGH	11GH	4	3	9	25	19	19	51O	19mO	2	22	29	21
	27.9%	35.4%	20.6%	60.6%	47.2%	25.0%	7.4%	5.5%	30.0%	29.4%	22.9%	31.7%	27.4%	42.2%	7.4%	32.4%	24.6%	29.2%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 026

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table)

Base: Low Season Visitor

	Gender		Age					Income				Marital Status			Education			
	<----->		<----->					<----->				<----->			<----->			
	Total	Male	Female	22-29	30-39	40-49	50-50	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	258	127	131	33	72	44	54	55	30	85	83	60	186	45	27	68	118	72
Accommodations	149.95	139.86	159.74	106.67	191.97	158.32	146.39	117.73	163.43	159.84	135.88	148.68	159.34	119.89	135.37	120.69	160.88	159.68
Food	129.48	126.58	132.30	88.27	169.47	142.84	106.67	113.58	89.83	130.34	137.69	136.75	145.92N	75.58	106.11	112.88	119.86	160.94
Shopping	129.47	174.65	85.67	80.42	262.50	166.41g	43.09	40.00	62.47	86.71	132.29	219.65	145.64	102.53	62.96	92.03	118.26	183.19
Entertainment	78.81	81.20	76.50	42.73	159.35	121.73h	24.07	14.45	20.87	93.93	53.52i	121.37	93.78	42.11	36.85	39.96	54.78	154.90p
Activities	58.97	68.66	49.58	65.36	106.24f	53.14H	40.26	16.31	44.30	53.71	54.23	80.33	62.13	67.62o	22.78	44.88	70.74	53.00
Wine	46.16	49.09	43.33	37.76	71.60H	41.57	37.87	29.73	21.83	39.60	45.00	69.23	51.46	31.96	33.33	32.35	44.88	61.31p
Arts/Cultural	27.31	33.18	21.62	18.94h	60.89G	22.45h	13.69	5.64	28.73	27.65	17.98	39.03	28.59	30.07	13.89	16.49	32.15	29.60
Local transportation	22.51	24.73	20.36	29.88G	48.19G	23.34GH	2.87	3.09	8.93	22.36	22.52	29.50	25.15	22.56	4.26	14.04	16.52	40.33pQ

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 027
 MORRO BAY
 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December?
 Base: Spend money on Food (Low Season)

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	233	115	118	31	66	42	46	48	26	79	75	53	171	40	22	58	109	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	140	65	75	26e	44G	24	20	26	20j	44	45	31	101	28	11	31	67	42
	60.1%	56.5%	63.6%	83.9%	66.7%	57.1%	43.5%	54.2%	76.9%	55.7%	60.0%	58.5%	59.1%	70.0%	50.0%	53.4%	61.5%	63.6%
Embarcadero	95	46	49	12	27F	9	21F	26F	13	30	30	22	63	20	12	24	41	30
	40.8%	40.0%	41.5%	38.7%	40.9%	21.4%	45.7%	54.2%	50.0%	38.0%	40.0%	41.5%	36.8%	50.0%	54.5%	41.4%	37.6%	45.5%
North Morro Bay	62	32	30	11H	26fH	9h	12H	4	7	28L	20l	7	43	16mO	3	22qR	27	13
	26.6%	27.8%	25.4%	35.5%	39.4%	21.4%	26.1%	8.3%	26.9%	35.4%	26.7%	13.2%	25.1%	40.0%	13.6%	37.9%	24.8%	19.7%
Quintana Road	30	18	12	10e	11H	5h	3	1	7JK	6	8	9j	18	12MO	-	10	12	8
	12.9%	15.7%	10.2%	32.3%	16.7%	11.9%	6.5%	2.1%	26.9%	7.6%	10.7%	17.0%	10.5%	30.0%	-	17.2%	11.0%	12.1%
Other	9	4	5	1	1	2	3	2	1	1	6J	1	5	2	2	4q	2	3
	3.9%	3.5%	4.2%	3.2%	1.5%	4.8%	6.5%	4.2%	3.8%	1.3%	8.0%	1.9%	2.9%	5.0%	9.1%	6.9%	1.8%	4.5%
None of the above	16	8	8	-	1	5dE	5dE	5dE	2	3	4	7J	11	3	2	3	8	5
	6.9%	7.0%	6.8%	-	1.5%	11.9%	10.9%	10.4%	7.7%	3.8%	5.3%	13.2%	6.4%	7.5%	9.1%	5.2%	7.3%	7.6%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 028

MORRO BAY

6b. Did you spend any money doing any of the following activities between January through April or October through December?

Base: Spend money on Activities (Low Season)

	Gender			Age					Income				Marital Status			Education		
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	128	70	58	24	50	20	20	14	15	47	42	24	90	28	10	33	58	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	41	19	22	11gH	18H	8H	4h	-	6	10	18J	7	27	12	2	10	21	10
	32.0%	27.1%	37.9%	45.8%	36.0%	40.0%	20.0%		40.0%	21.3%	42.9%	29.2%	30.0%	42.9%	20.0%	30.3%	36.2%	27.0%
Bike rentals	38	23	15	12GH	17h	5	3	1	4	15	12	7	27	10	1	12	13	13
	29.7%	32.9%	25.9%	50.0%	34.0%	25.0%	15.0%	7.1%	26.7%	31.9%	28.6%	29.2%	30.0%	35.7%	10.0%	36.4%	22.4%	35.1%
Stand-up paddle boarding	36	19	17	14EFGH	16fh	2	3	1	5	12	13	6	24	11o	1	12	13	11
	28.1%	27.1%	29.3%	58.3%	32.0%	10.0%	15.0%	7.1%	33.3%	25.5%	31.0%	25.0%	26.7%	39.3%	10.0%	36.4%	22.4%	29.7%
Kayaking	35	20	15	10H	12	6	6	1	5	10	9	11JK	26	7	2	11	17	7
	27.3%	28.6%	25.9%	41.7%	24.0%	30.0%	30.0%	7.1%	33.3%	21.3%	21.4%	45.8%	28.9%	25.0%	20.0%	33.3%	29.3%	18.9%
Other	5	4	1	1	-	2E	1	1e	1	1	3	-	1	3M	1m	2	3	-
	3.9%	5.7%	1.7%	4.2%		10.0%	5.0%	7.1%	6.7%	2.1%	7.1%		1.1%	10.7%	10.0%	6.1%	5.2%	
None of the above	44	24	20	2	16D	6d	10D	10DEF	5	19	12	8	31	8	5	9	22	13
	34.4%	34.3%	34.5%	8.3%	32.0%	30.0%	50.0%	71.4%	33.3%	40.4%	28.6%	33.3%	34.4%	28.6%	50.0%	27.3%	37.9%	35.1%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 029

MORRO BAY

7b. Did you spend any money at any of the following accommodations between January through April or October through December?

Base: Spend money on Accomodations (Low Season)

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	147	75	72	26	48	20	25	28	18	50	46	33	107	27	13	44	60	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	104	55	49	18	31	15	19	21	11	34	34	25	79	18	7	27	43	34p
	70.7%	73.3%	68.1%	69.2%	64.6%	75.0%	76.0%	75.0%	61.1%	68.0%	73.9%	75.8%	73.8%	66.7%	53.8%	61.4%	71.7%	79.1%
Vacation Rental	34	20	14	13EFGH	11	4	2	4	6	13	9	6	21	10m	3	12	12	10
	23.1%	26.7%	19.4%	50.0%	22.9%	20.0%	8.0%	14.3%	33.3%	26.0%	19.6%	18.2%	19.6%	37.0%	23.1%	27.3%	20.0%	23.3%
Inn/B&B	32	22C	10	9GH	17GH	5GH	1	-	4	9	11	8	21o	11MO	-	11	11	10
	21.8%	29.3%	13.9%	34.6%	35.4%	25.0%	4.0%	-	22.2%	18.0%	23.9%	24.2%	19.6%	40.7%	-	25.0%	18.3%	23.3%
Campground/RV Park	24	12	12	6	9	4	3	2	5J	4	10j	5	13	9M	2	10	9	5
	16.3%	16.0%	16.7%	23.1%	18.8%	20.0%	12.0%	7.1%	27.8%	8.0%	21.7%	15.2%	12.1%	33.3%	15.4%	22.7%	15.0%	11.6%
Other	2	1	1	1	-	1	-	-	-	1	1	-	-	2M	-	2q	-	-
	1.4%	1.3%	1.4%	3.8%	-	5.0%	-	-	-	2.0%	2.2%	-	-	7.4%	-	4.5%	-	-
None of the above	5	3	2	-	1	1	2	1	1	3k	-	1	3	1	1	1	4r	-
	3.4%	4.0%	2.8%	-	2.1%	5.0%	8.0%	3.6%	5.6%	6.0%	-	3.0%	2.8%	3.7%	7.7%	2.3%	6.7%	-

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

VSLOC Feeder Market Destination Study - Assignment 2 (Demographic)

TABLE 030
 MORRO BAY
 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December?
 Base: Spend money on Shopping (Low Season)

	Gender		Age					Income				Marital Status			Education			
	Total	Male	Female	22-29	30-39	40-49	50-59	60+	\$50-74	\$75-99	\$100-149	\$150+	Married	Single	Div/Sep	<ColGr	ColGrd	Post
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	163	86	77	25	53	32	27	26	19	60	46	38	119	30	14	44	74	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	96	44	52B	16	32	19	13	16	11	38	27	20	71O	21O	4	26	39	31q
	58.9%	51.2%	67.5%	64.0%	60.4%	59.4%	48.1%	61.5%	57.9%	63.3%	58.7%	52.6%	59.7%	70.0%	28.6%	59.1%	52.7%	68.9%
Embarcadero	61	28	33	7	23F	6	11f	14dF	10	22	15	14	39	14	8m	15	24	22q
	37.4%	32.6%	42.9%	28.0%	43.4%	18.8%	40.7%	53.8%	52.6%	36.7%	32.6%	36.8%	32.8%	46.7%	57.1%	34.1%	32.4%	48.9%
North Morro Bay	46	26	20	15EFGH	12	8	8	3	6	17	14	9	30	14MO	2	15R	25R	6
	28.2%	30.2%	26.0%	60.0%	22.6%	25.0%	29.6%	11.5%	31.6%	28.3%	30.4%	23.7%	25.2%	46.7%	14.3%	34.1%	33.8%	13.3%
Quintana Road	29	18	11	9fGH	12gH	5	2	1	6k	9	6	8	20o	9O	-	6	13	10
	17.8%	20.9%	14.3%	36.0%	22.6%	15.6%	7.4%	3.8%	31.6%	15.0%	13.0%	21.1%	16.8%	30.0%	-	13.6%	17.6%	22.2%
Other	4	2	2	-	-	2e	1	1	1j	-	3J	-	2	-	2MN	2	1	1
	2.5%	2.3%	2.6%	-	-	6.3%	3.7%	3.8%	5.3%	-	6.5%	-	1.7%	-	14.3%	4.5%	1.4%	2.2%
None of the above	13	9	4	2	2	2	5E	2	1	5	3	4	10	1	2	4R	9R	-
	8.0%	10.5%	5.2%	8.0%	3.8%	6.3%	18.5%	7.7%	5.3%	8.3%	6.5%	10.5%	8.4%	3.3%	14.3%	9.1%	12.2%	-

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DEFGH, IJKL, MNO, PQR

TABLE 001	MORRO BAY 1. Have you ever visited Morro Bay? Base: Aware of Morro Bay
002	MORRO BAY 2. When have you visited Morro Bay? Base: Visited Morro Bay
003	MORRO BAY 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Accommodations Base: High Season Visitor
004	MORRO BAY 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Food Base: High Season Visitor
005	MORRO BAY 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Wine Base: High Season Visitor
006	MORRO BAY 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Entertainment Base: High Season Visitor
007	MORRO BAY 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: High Season Visitor
008	MORRO BAY 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Activities Base: High Season Visitor
009	MORRO BAY 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Shopping Base: High Season Visitor
010	MORRO BAY 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Local transportation Base: High Season Visitor
011	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: High Season Visitor

TABLE 012 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (Mean Summary Table)
 Base: High Season Visitor

013 MORRO BAY
 5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September?
 Base: Spend money on Food (High Season)

014 MORRO BAY
 6a. Did you spend any money doing any of the following activities between May and September?
 Base: Spend money on Activities (High Season)

015 MORRO BAY
 7a. Did you spend any money at any of the following accommodations between May and September?
 Base: Spend money on Accomodations (High Season)

016 MORRO BAY
 8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September?
 Base: Spend money on Shopping (High Season)

017 MORRO BAY
 9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations
 Base: Low Season Visitor

018 MORRO BAY
 9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food
 Base: Low Season Visitor

019 MORRO BAY
 9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine
 Base: Low Season Visitor

020 MORRO BAY
 9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment
 Base: Low Season Visitor

021 MORRO BAY
 9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural
 Base: Low Season Visitor

022 MORRO BAY
 9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities
 Base: Low Season Visitor

023 MORRO BAY
 9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping
 Base: Low Season Visitor

024 MORRO BAY
 9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation
 Base: Low Season Visitor

TABLE 025	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: Low Season Visitor
026	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: Low Season Visitor
027	MORRO BAY 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December? Base: Spend money on Food (Low Season)
028	MORRO BAY 6b. Did you spend any money doing any of the following activities between January through April or October through December? Base: Spend money on Activities (Low Season)
029	MORRO BAY 7b. Did you spend any money at any of the following accommodations between January through April or October through December? Base: Spend money on Accomodations (Low Season)
030	MORRO BAY 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December? Base: Spend money on Shopping (Low Season)

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 001
MORRO BAY
1. Have you ever visited Morro Bay?
Base: Aware of Morro Bay

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenx	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	774	416	727	416	358	167	184	118	74	105	63	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	528	304C	498	304E	224	110	125i	97FGIJK	42	70	44	40
	68.2%	73.1%	68.5%	73.1%	62.6%	65.9%	67.9%	82.2%L	56.8%	66.7%	69.8%	63.5%
No	246	112	229B	112	134D	57H	59H	21	32gH	35H	19h	23H
	31.8%	26.9%	31.5%	26.9%	37.4%	34.1%	32.1%	17.8%	43.2%	33.3%	30.2%	36.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 002
 MORRO BAY
 2. When have you visited Morro Bay?
 Base: Visited Morro Bay

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<----->		<----->		<----->							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenx	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	528	304	498	304	224	110	125	97	42	70	44	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(NET) High Season	376	208	357b	208	168d	70	95F	73f	32	47	30	29
-----	71.2%	68.4%	71.7%	68.4%	75.0%	63.6%	76.0%	75.3%	76.2%	67.1%	68.2%	72.5%
May	107	67	101	67	40	20	22	31FGJK	8	9	6	11j
	20.3%	22.0%	20.3%	22.0%	17.9%	18.2%	17.6%	32.0%	19.0%	12.9%	13.6%	27.5%
June	133	82	127	82	51	21	30i	39FGIJL	5	17	14fI	7
	25.2%	27.0%	25.5%	27.0%	22.8%	19.1%	24.0%	40.2%	11.9%	24.3%	31.8%	17.5%
July	118	65	115	65	53	16	21	37FGJK	11fk	16	5	12FgK
	22.3%	21.4%	23.1%	21.4%	23.7%	14.5%	16.8%	38.1%	26.2%	22.9%	11.4%	30.0%
August	131	76	128	76	55	22	30	40FGJKL	14fJK	11	7	7
	24.8%	25.0%	25.7%	25.0%	24.6%	20.0%	24.0%	41.2%	33.3%	15.7%	15.9%	17.5%
September	99	56	97	56	43	15	26J	26FJ	8	6	9j	9J
	18.8%	18.4%	19.5%	18.4%	19.2%	13.6%	20.8%	26.8%	19.0%	8.6%	20.5%	22.5%
(NET) Low Season	258	166C	245	166E	92	60gl	53	57GIjL	17	32	24	15
-----	48.9%	54.6%	49.2%	54.6%	41.1%	54.5%	42.4%	58.8%	40.5%	45.7%	54.5%	37.5%
January	51	34	50	34	17	8	7	17FGj	5	6	5	3
	9.7%	11.2%	10.0%	11.2%	7.6%	7.3%	5.6%	17.5%	11.9%	8.6%	11.4%	7.5%
February	60	44c	59	44E	16	12	10	23FGiJL	4	3	6j	2
	11.4%	14.5%	11.8%	14.5%	7.1%	10.9%	8.0%	23.7%	9.5%	4.3%	13.6%	5.0%
March	85	55	83	55	30	20j	14	33FGIJKL	4	6	5	3
	16.1%	18.1%	16.7%	18.1%	13.4%	18.2%	11.2%	34.0%	9.5%	8.6%	11.4%	7.5%
April	93	60	90	60	33	18	16	25fG	8	11	9	6
	17.6%	19.7%	18.1%	19.7%	14.7%	16.4%	12.8%	25.8%	19.0%	15.7%	20.5%	15.0%
October	90	63C	86	63E	27	20	17	23gkl	6	15	5	4
	17.0%	20.7%	17.3%	20.7%	12.1%	18.2%	13.6%	23.7%	14.3%	21.4%	11.4%	10.0%
November	54	40C	52	40E	14	12J	7	23FGJKL	6gJ	2	2	2
	10.2%	13.2%	10.4%	13.2%	6.3%	10.9%	5.6%	23.7%	14.3%	2.9%	4.5%	5.0%
December	42	26	40	26	16	7	6	16FGJl	5j	2	4	2
	8.0%	8.6%	8.0%	8.6%	7.1%	6.4%	4.8%	16.5%	11.9%	2.9%	9.1%	5.0%

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 003
 MORRO BAY
 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Accommodations
 Base: High Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	141	75	132	75	66	36GKL	28k	30K	12K	24GKL	4	7
	37.5%	36.1%	37.0%	36.1%	39.3%	51.4%	29.5%	41.1%	37.5%	51.1%	13.3%	24.1%
(NET) At Least \$1	235	133	225	133	102	34	67FJ	43	20	23	26FgHIJ	22FJ
-----	62.5%	63.9%	63.0%	63.9%	60.7%	48.6%	70.5%	58.9%	62.5%	48.9%	86.7%	75.9%
\$1-\$50	25	14	24	14	11	-	9FJ	4F	2Fj	-	8FGHIJL	2Fj
	6.6%	6.7%	6.7%	6.7%	6.5%		9.5%	5.5%	6.3%		26.7%	6.9%
\$51-\$100	31	14	30	14	17	8	6	5	1	5	4	2
	8.2%	6.7%	8.4%	6.7%	10.1%	11.4%	6.3%	6.8%	3.1%	10.6%	13.3%	6.9%
\$101-\$250	81	38	77	38	43d	16	19	14	9	9	8	6
	21.5%	18.3%	21.6%	18.3%	25.6%	22.9%	20.0%	19.2%	28.1%	19.1%	26.7%	20.7%
\$251-\$500	71	51C	68	51E	20	8	22f	16f	4	6	5	10FIJ
	18.9%	24.5%	19.0%	24.5%	11.9%	11.4%	23.2%	21.9%	12.5%	12.8%	16.7%	34.5%
More than \$500	27	16	26	16	11	2	11F	4	4f	3	1	2
	7.2%	7.7%	7.3%	7.7%	6.5%	2.9%	11.6%	5.5%	12.5%	6.4%	3.3%	6.9%
Mean	202.81	226.04	206.21	226.04	174.05	117.31	265.03F	188.14F	347.59F	146.38	161.80	216.38F
Standard Deviation	360.94	391.45	367.42	391.45	317.95	192.83	428.79	288.88	727.81	228.52	196.31	214.16
Standard Error	18.61	27.14	19.45	27.14	24.53	23.05	43.99	33.81	128.66	33.33	35.84	39.77
Median	100.00	105.00	100.00	105.00	80.00	0.00	150.00	80.00	120.00	0.00	100.00	150.00

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 004
 MORRO BAY
 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Food
 Base: High Season Visitor

	Type of Visitor (Multiple)					Market						
	<----->		<----->			<----->						
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	20	9	17	9	11	4	4	2	3	5h	1	1
	5.3%	4.3%	4.8%	4.3%	6.5%	5.7%	4.2%	2.7%	9.4%	10.6%	3.3%	3.4%
(NET) At Least \$1	356	199	340	199	157	66	91	71j	29	42	29	28
-----	94.7%	95.7%	95.2%	95.7%	93.5%	94.3%	95.8%	97.3%	90.6%	89.4%	96.7%	96.6%
\$1-\$50	93	49	87	49	44	18	26	17	6	9	9	8
	24.7%	23.6%	24.4%	23.6%	26.2%	25.7%	27.4%	23.3%	18.8%	19.1%	30.0%	27.6%
\$51-\$100	102	44	99B	44	58D	221	27	16	7	20gHiKL	6	4
	27.1%	21.2%	27.7%	21.2%	34.5%	31.4%	28.4%	21.9%	21.9%	42.6%	20.0%	13.8%
\$101-\$250	101	67C	95	67E	34	19	22	25J	9	8	8	10j
	26.9%	32.2%	26.6%	32.2%	20.2%	27.1%	23.2%	34.2%	28.1%	17.0%	26.7%	34.5%
\$251-\$500	53	35	52	35e	18	7	12	13	4	5	6	6
	14.1%	16.8%	14.6%	16.8%	10.7%	10.0%	12.6%	17.8%	12.5%	10.6%	20.0%	20.7%
More than \$500	7	4	7	4	3	-	4fh	-	3FHJkl	-	-	-
	1.9%	1.9%	2.0%	1.9%	1.8%		4.2%		9.4%			
Mean	148.03	161.07	150.91	161.07e	131.89	122.29	161.39	153.47f	199.16F	104.83	153.07j	161.14J
Standard Deviation	169.11	177.30	172.01	177.30	157.43	100.61	232.54	113.66	268.02	93.69	154.59	126.36
Standard Error	8.72	12.29	9.10	12.29	12.15	12.02	23.86	13.30	47.38	13.67	28.22	23.46
Median	100.00	120.00	100.00	120.00	100.00	100.00	100.00	150.00	100.00	80.00	100.00	150.00

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 005
 MORRO BAY
 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Wine
 Base: High Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>			<=====>						
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	187	91	172b	91	96D	38K	46K	43K	14	24K	8	14k
	49.7%	43.8%	48.2%	43.8%	57.1%	54.3%	48.4%	58.9%	43.8%	51.1%	26.7%	48.3%
(NET) At Least \$1	189	117c	185	117E	72	32	49	30	18	23	22FGHJL	15
-----	50.3%	56.3%	51.8%	56.3%	42.9%	45.7%	51.6%	41.1%	56.3%	48.9%	73.3%	51.7%
\$1-\$50	100	57	96	57	43	22h	24	14	8	14	12H	6
	26.6%	27.4%	26.9%	27.4%	25.6%	31.4%	25.3%	19.2%	25.0%	29.8%	40.0%	20.7%
\$51-\$100	57	36	57	36	21	8	15	11	5	5	8fj	5
	15.2%	17.3%	16.0%	17.3%	12.5%	11.4%	15.8%	15.1%	15.6%	10.6%	26.7%	17.2%
\$101-\$250	22	17	22	17E	5	1	6	4	3f	3	2	3F
	5.9%	8.2%	6.2%	8.2%	3.0%	1.4%	6.3%	5.5%	9.4%	6.4%	6.7%	10.3%
\$251-\$500	10	7	10	7	3	1	4	1	2	1	-	1
	2.7%	3.4%	2.8%	3.4%	1.8%	1.4%	4.2%	1.4%	6.3%	2.1%	-	3.4%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-
Mean	44.10	52.68	46.11	52.68E	33.48	27.61	49.24f	36.11	70.31Fh	39.62	48.03f	61.45F
Standard Deviation	81.88	88.26	83.50	88.26	72.05	46.43	93.23	75.81	116.11	73.21	56.70	106.61
Standard Error	4.22	6.12	4.42	6.12	5.56	5.55	9.57	8.87	20.53	10.68	10.35	19.80
Median	1.00	15.00	2.00	15.00	0.00	0.00	1.00	0.00	20.00	0.00	25.00	2.00

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 006
 MORRO BAY
 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Entertainment
 Base: High Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	97	173	97	89	43GiK	43k	35K	13	28K	8	16K
	49.5%	46.6%	48.5%	46.6%	53.0%	61.4%	45.3%	47.9%	40.6%	59.6%	26.7%	55.2%
(NET) At Least \$1	190	111	184	111	79	27	52F	38	19f	19	22FgHJL	13
-----	50.5%	53.4%	51.5%	53.4%	47.0%	38.6%	54.7%	52.1%	59.4%	40.4%	73.3%	44.8%
\$1-\$50	77	39	73	39	38	11	21	16	4	8	11FIj	6
	20.5%	18.8%	20.4%	18.8%	22.6%	15.7%	22.1%	21.9%	12.5%	17.0%	36.7%	20.7%
\$51-\$100	52	34	50	34	18	8	13	11	7j	4	7jl	2
	13.8%	16.3%	14.0%	16.3%	10.7%	11.4%	13.7%	15.1%	21.9%	8.5%	23.3%	6.9%
\$101-\$250	37	23	37	23	14	5	12	6	2	7	2	3
	9.8%	11.1%	10.4%	11.1%	8.3%	7.1%	12.6%	8.2%	6.3%	14.9%	6.7%	10.3%
\$251-\$500	17	10	17	10	7	2	2	5j	4fGJ	-	2j	2j
	4.5%	4.8%	4.8%	4.8%	4.2%	2.9%	2.1%	6.8%	12.5%	-	6.7%	6.9%
More than \$500	7	5	7	5	2	1	4h	-	2Hj	-	-	-
	1.9%	2.4%	2.0%	2.4%	1.2%	1.4%	4.2%	-	6.3%	-	-	-
Mean	72.59	83.31	75.66	83.31	59.33	54.63	96.75	64.26	129.38FH	39.62	63.20	58.31
Standard Deviation	181.81	211.40	185.99	211.40	136.05	142.14	286.92	109.44	J 215.60	63.64	86.17	105.50
Standard Error	9.38	14.66	9.84	14.66	10.50	16.99	29.44	12.81	38.11	9.28	15.73	19.59
Median	1.00	3.00	1.00	3.00	0.00	0.00	6.00	1.00	43.00	0.00	20.00	0.00

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 007

MORRO BAY

4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?

Arts/Cultural

Base: High Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	245	131	228	131	114	53GIK	56K	58GIKl	17	33K	10	18K
	65.2%	63.0%	63.9%	63.0%	67.9%	75.7%	58.9%	79.5%	53.1%	70.2%	33.3%	62.1%
(NET) At Least \$1	131	77	129	77	54	17	39FH	15	15FH	14	20FGHJL	11h
-----	34.8%	37.0%	36.1%	37.0%	32.1%	24.3%	41.1%	20.5%	46.9%	29.8%	66.7%	37.9%
\$1-\$50	77	42	75	42	35	10	26FIj	13	3	6	14FGHIJL	5
	20.5%	20.2%	21.0%	20.2%	20.8%	14.3%	27.4%	17.8%	9.4%	12.8%	46.7%	17.2%
\$51-\$100	32	23	32	23E	9	4	6	1	8FGH	6H	4H	3H
	8.5%	11.1%	9.0%	11.1%	5.4%	5.7%	6.3%	1.4%	25.0%	12.8%	13.3%	10.3%
\$101-\$250	13	6	13	6	7	2	1	1	2g	2	2g	3GH
	3.5%	2.9%	3.6%	2.9%	4.2%	2.9%	1.1%	1.4%	6.3%	4.3%	6.7%	10.3%
\$251-\$500	8	5	8	5	3	1	6Hj	-	1	-	-	-
	2.1%	2.4%	2.2%	2.4%	1.8%	1.4%	6.3%	-	3.1%	-	-	-
More than \$500	1	1	1	1	-	-	-	-	1g	-	-	-
	0.3%	0.5%	0.3%	0.5%	-	-	-	-	3.1%	-	-	-
Mean	30.47	33.74	31.83	33.74	26.42	18.90	43.37fH	9.03	70.91FH	21.62h	39.70fH	30.24H
Standard Deviation	78.69	84.59	80.47	84.59	70.76	50.37	109.40	28.57	138.29	41.94	61.43	47.39
Standard Error	4.06	5.87	4.26	5.87	5.46	6.02	11.22	3.34	24.45	6.12	11.22	8.80
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 008
 MORRO BAY
 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Activities
 Base: High Season Visitor

	Type of Visitor (Multiple)					Market						
	Total	<----->		<----->		<----->						
		Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	152	78	139	78	74	40GhiJK	37k	30K	12	16	6	11
	40.4%	37.5%	38.9%	37.5%	44.0%	57.1%1	38.9%	41.1%	37.5%	34.0%	20.0%	37.9%
(NET) At Least \$1	224	130	218	130	94	30	58F	43f	20f	31F	24FgH	18f
-----	59.6%	62.5%	61.1%	62.5%	56.0%	42.9%	61.1%	58.9%	62.5%	66.0%	80.0%	62.1%
\$1-\$50	90	48	85	48	42	13	22	20	5	12	10	8
	23.9%	23.1%	23.8%	23.1%	25.0%	18.6%	23.2%	27.4%	15.6%	25.5%	33.3%	27.6%
\$51-\$100	59	35	58	35	24	8	17	10	7	6	6	5
	15.7%	16.8%	16.2%	16.8%	14.3%	11.4%	17.9%	13.7%	21.9%	12.8%	20.0%	17.2%
\$101-\$250	47	31	47	31	16	5	13	9	3	9f	6f	2
	12.5%	14.9%	13.2%	14.9%	9.5%	7.1%	13.7%	12.3%	9.4%	19.1%	20.0%	6.9%
\$251-\$500	20	11	20	11	9	2	4	4	3	4	1	2
	5.3%	5.3%	5.6%	5.3%	5.4%	2.9%	4.2%	5.5%	9.4%	8.5%	3.3%	6.9%
More than \$500	8	5	8	5	3	2	2	-	2Hj	-	1	1
	2.1%	2.4%	2.2%	2.4%	1.8%	2.9%	2.1%	-	6.3%	-	3.3%	3.4%
Mean	92.57	105.36	96.69	105.36	76.74	75.24	109.25	68.15	149.50H	84.02	96.43	88.31
Standard Deviation	227.04	263.65	232.22	263.65	170.70	224.88	336.77	104.50	279.10	111.78	137.95	152.80
Standard Error	11.71	18.28	12.29	18.28	13.17	26.88	34.55	12.23	49.34	16.31	25.19	28.37
Median	25.00	30.00	25.00	30.00	20.00	0.00	25.00	25.00	30.00	30.00	50.00	50.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHJKLM

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 009
 MORRO BAY
 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Shopping
 Base: High Season Visitor

	Type of Visitor (Multiple)					Market							
	Total	<=====>		<=====>		<=====>							
		Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
\$0	98	46	86	46	52d	24hKl	25	15	9	16K	4	5	
	26.1%	22.1%	24.1%	22.1%	31.0%	34.3%	26.3%	20.5%	28.1%	34.0%	13.3%	17.2%	
(NET) At Least \$1	278	162	271	162e	116	46	70	58f	23	31	26FJ	24f	
-----	73.9%	77.9%	75.9%	77.9%	69.0%	65.7%	73.7%	79.5%	71.9%	66.0%	86.7%	82.8%	
\$1-\$50	109	55	103	55	54	26i	25	19	6	12	13ghI	8	
	29.0%	26.4%	28.9%	26.4%	32.1%	37.1%	26.3%	26.0%	18.8%	25.5%	43.3%	27.6%	
\$51-\$100	60	27	59B	27	33d	10	15	15	3	8	3	6	
	16.0%	13.0%	16.5%	13.0%	19.6%	14.3%	15.8%	20.5%	9.4%	17.0%	10.0%	20.7%	
\$101-\$250	58	46C	58	46E	12	6	11	17FG	6	9f	5	4	
	15.4%	22.1%	16.2%	22.1%	7.1%	8.6%	11.6%	23.3%	18.8%	19.1%	16.7%	13.8%	
\$251-\$500	34	21	34	21	13	2	13Fj	6	4f	2	3	4F	
	9.0%	10.1%	9.5%	10.1%	7.7%	2.9%	13.7%	8.2%	12.5%	4.3%	10.0%	13.8%	
More than \$500	17	13	17	13e	4	2	6j	1	4fHJ	-	2j	2j	
	4.5%	6.3%	4.8%	6.3%	2.4%	2.9%	6.3%	1.4%	12.5%	-	6.7%	6.9%	
Mean	144.09	179.50	150.99	179.50E	100.26	115.90	178.76	108.82j	227.97HJ	70.32	133.87j	224.97hj	
Standard Deviation	344.41	405.27	352.09	405.27	243.47	380.04	446.80	119.46	341.74	82.99	211.30	552.80	
Standard Error	17.76	28.10	18.63	28.10	18.78	45.42	45.84	13.98	60.41	12.11	38.58	102.65	
Median	50.00	60.00	50.00	60.00	44.00	25.00	50.00	100.00	60.00	50.00	50.00	65.00	

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHJKLM

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 010
 MORRO BAY
 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 Local transportation
 Base: High Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	273	143	256	143	130d	58GiKl	66K	60giKl	21	35K	14	19
	72.6%	68.8%	71.7%	68.8%	77.4%	82.9%	69.5%	82.2%	65.6%	74.5%	46.7%	65.5%
(NET) At Least \$1	103	65	101	65e	38	12	29Fh	13	11fh	12	16FGHJ	10fh
-----	27.4%	31.3%	28.3%	31.3%	22.6%	17.1%	30.5%	17.8%	34.4%	25.5%	53.3%	34.5%
\$1-\$50	60	37	58	37	23	8	16	9	4	7	10FgHij	6
	16.0%	17.8%	16.2%	17.8%	13.7%	11.4%	16.8%	12.3%	12.5%	14.9%	33.3%	20.7%
\$51-\$100	19	13	19	13	6	2	6	1	3h	2	3H	2
	5.1%	6.3%	5.3%	6.3%	3.6%	2.9%	6.3%	1.4%	9.4%	4.3%	10.0%	6.9%
\$101-\$250	17	12	17	12	5	1	5	3	3f	3	1	1
	4.5%	5.8%	4.8%	5.8%	3.0%	1.4%	5.3%	4.1%	9.4%	6.4%	3.3%	3.4%
\$251-\$500	5	2	5	2	3	1	1	-	1	-	1	1
	1.3%	1.0%	1.4%	1.0%	1.8%	1.4%	1.1%	-	3.1%	-	3.3%	3.4%
More than \$500	2	1	2	1	1	-	1	-	-	-	1	-
	0.5%	0.5%	0.6%	0.5%	0.6%	-	1.1%	-	-	-	3.3%	-
Mean	24.13	25.93	25.21	25.93	21.89	13.51	28.41	11.52	42.47FH	15.81	52.67FH	31.14h
Standard Deviation	71.97	70.78	73.65	70.78	73.56	45.74	83.72	39.03	99.60	42.10	124.43	68.16
Standard Error	3.71	4.91	3.90	4.91	5.68	5.47	8.59	4.57	17.61	6.14	22.72	12.66
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 011
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (At \$1 Summary Table)
 Base: High Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	356	199	340	199	157	66	91	71j	29	42	29	28
	94.7%	95.7%	95.2%	95.7%	93.5%	94.3%	95.8%	97.3%	90.6%	89.4%	96.7%	96.6%
Shopping	278	162	271	162e	116	46	70	58f	23	31	26FJ	24f
	73.9%	77.9%	75.9%	77.9%	69.0%	65.7%	73.7%	79.5%	71.9%	66.0%	86.7%	82.8%
Accommodations	235	133	225	133	102	34	67FJ	43	20	23	26FGHIJ	22FJ
	62.5%	63.9%	63.0%	63.9%	60.7%	48.6%	70.5%	58.9%	62.5%	48.9%	86.7%	75.9%
Activities	224	130	218	130	94	30	58F	43f	20f	31F	24FGH	18f
	59.6%	62.5%	61.1%	62.5%	56.0%	42.9%	61.1%	58.9%	62.5%	66.0%	80.0%	62.1%
Entertainment	190	111	184	111	79	27	52F	38	19f	19	22FGHJL	13
	50.5%	53.4%	51.5%	53.4%	47.0%	38.6%	54.7%	52.1%	59.4%	40.4%	73.3%	44.8%
Wine	189	117c	185	117E	72	32	49	30	18	23	22FGHJL	15
	50.3%	56.3%	51.8%	56.3%	42.9%	45.7%	51.6%	41.1%	56.3%	48.9%	73.3%	51.7%
Arts/Cultural	131	77	129	77	54	17	39FH	15	15FH	14	20FGHJL	11h
	34.8%	37.0%	36.1%	37.0%	32.1%	24.3%	41.1%	20.5%	46.9%	29.8%	66.7%	37.9%
Local transportation	103	65	101	65e	38	12	29Fh	13	11fh	12	16FGHJ	10fh
	27.4%	31.3%	28.3%	31.3%	22.6%	17.1%	30.5%	17.8%	34.4%	25.5%	53.3%	34.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 012
 MORRO BAY
 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following?
 (Mean Summary Table)
 Base: High Season Visitor

	Type of Visitor (Multiple)				Visitor Bucket		Market					
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	376	208	357	208	168	70	95	73	32	47	30	29
Accommodations	202.81	226.04	206.21	226.04	174.05	117.31	265.03F j	188.14f	347.59F j	146.38	161.80	216.38F
Food	148.03	161.07	150.91	161.07e	131.89	122.29	161.39	153.47F J	199.16F J	104.83	153.07j	161.14J
Shopping	144.09	179.50	150.99	179.50E	100.26	115.90	178.76	108.82j	227.97HJ	70.32	133.87j	224.97hj
Activities	92.57	105.36	96.69	105.36	76.74	75.24	109.25	68.15	149.50H	84.02	96.43	88.31
Entertainment	72.59	83.31	75.66	83.31	59.33	54.63	96.75	64.26	129.38FH J	39.62	63.20	58.31
Wine	44.10	52.68	46.11	52.68E	33.48	27.61	49.24f	36.11	70.31Fh	39.62	48.03f	61.45F
Arts/Cultural	30.47	33.74	31.83	33.74	26.42	18.90	43.37fH	9.03	70.91FH J	21.62h	39.70fH	30.24H
Local transportation	24.13	25.93	25.21	25.93	21.89	13.51	28.41	11.52	42.47FH	15.81	52.67FH j	31.14h

 (sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 013

MORRO BAY

5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September?

Base: Spend money on Food (High Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	356	199	340	199	157	66	91	71	29	42	29	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	216	123	209	123	93	34	62Fh	39	18	28	16	19
	60.7%	61.8%	61.5%	61.8%	59.2%	51.5%	68.1%	54.9%	62.1%	66.7%	55.2%	67.9%
Embarcadero	141	90C	134	90E	51	22	42	30	10	18	10	9
	39.6%	45.2%	39.4%	45.2%	32.5%	33.3%	46.2%	42.3%	34.5%	42.9%	34.5%	32.1%
North Morro Bay	120	75	120	75e	45	15	35F	19	11	14	17FgHJl	9
	33.7%	37.7%	35.3%	37.7%	28.7%	22.7%	38.5%	26.8%	37.9%	33.3%	58.6%	32.1%
Quintana Road	43	32C	43	32E	11	9	12	4	5h	6	5h	2
	12.1%	16.1%	12.6%	16.1%	7.0%	13.6%	13.2%	5.6%	17.2%	14.3%	17.2%	7.1%
Other	16	8	16	8	8	6gk	2	5	2	1	-	-
	4.5%	4.0%	4.7%	4.0%	5.1%	9.1%	2.2%	7.0%	6.9%	2.4%		
None of the above	16	7	14	7	9	7GJl	1	6Gj	1	-	1	-
	4.5%	3.5%	4.1%	3.5%	5.7%	10.6%	1.1%	8.5%	3.4%		3.4%	

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 014

MORRO BAY

6a. Did you spend any money doing any of the following activities between May and September?

Base: Spend money on Activities (High Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<----->		<----->		<----->							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenx	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	224	130	218	130	94	30	58	43	20	31	24	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	81	53	79	53e	28	10	23l	13	13FgHJL	7	12JL	3
	36.2%	40.8%	36.2%	40.8%	29.8%	33.3%	39.7%	30.2%	65.0%	22.6%	50.0%	16.7%
Bike rentals	66	46C	65	46E	20	6	24fkl	11	9fkl	8	5	3
	29.5%	35.4%	29.8%	35.4%	21.3%	20.0%	41.4%	25.6%	45.0%	25.8%	20.8%	16.7%
Kayaking	54	35	52	35	19	6	16	10	5	7	5	5
	24.1%	26.9%	23.9%	26.9%	20.2%	20.0%	27.6%	23.3%	25.0%	22.6%	20.8%	27.8%
Stand-up paddle boarding	41	28	40	28	13	4J	14J	7J	8FHJ	-	5J	3J
	18.3%	21.5%	18.3%	21.5%	13.8%	13.3%	24.1%	16.3%	40.0%		20.8%	16.7%
Other	9	6	9	6	3	1	-	1	2G	2g	1	2G
	4.0%	4.6%	4.1%	4.6%	3.2%	3.3%		2.3%	10.0%	6.5%	4.2%	11.1%
None of the above	73	33	72B	33	40D	13GIk	13	18GIk	3	15GIK	5	6
	32.6%	25.4%	33.0%	25.4%	42.6%	43.3%	22.4%	41.9%	15.0%	48.4%	20.8%	33.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 015

MORRO BAY

7a. Did you spend any money at any of the following accommodations between May and September?

Base: Spend money on Accomodations (High Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenx	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	235	133	225	133	102	34	67	43	20	23	26	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	187	112c	179	112E	75	28i	54i	38Ijk	12	16	18	21IJK
	79.6%	84.2%	79.6%	84.2%	73.5%	82.4%	80.6%	88.4%	60.0%	69.6%	69.2%	95.5%
Inn/B&B	45	23	43	23	22	6	15l	5	7HL	4	7L	1
	19.1%	17.3%	19.1%	17.3%	21.6%	17.6%	22.4%	11.6%	35.0%	17.4%	26.9%	4.5%
Campground/RV Park	36	21	34	21	15	3	8	10	4	3	6	2
	15.3%	15.8%	15.1%	15.8%	14.7%	8.8%	11.9%	23.3%	20.0%	13.0%	23.1%	9.1%
Vacation Rental	29	18	29	18	11	4j	10hj	2	4hJ	-	7HJ	2
	12.3%	13.5%	12.9%	13.5%	10.8%	11.8%	14.9%	4.7%	20.0%	-	26.9%	9.1%
Other	1	1	1	1	-	-	-	-	1g	-	-	-
	0.4%	0.8%	0.4%	0.8%	-	-	-	-	5.0%	-	-	-
None of the above	6	2	6	2	4	2	1	-	2gH	1	-	-
	2.6%	1.5%	2.7%	1.5%	3.9%	5.9%	1.5%	-	10.0%	4.3%	-	-

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHJKLM

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 016

MORRO BAY

8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September?

Base: Spend money on Shopping (High Season)

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	278	162	271	162	116	46	70	58	23	31	26	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	168	103	164	103	65	21	54FHiJk	33	13	17	15	15
	60.4%	63.6%	60.5%	63.6%	56.0%	45.7%	77.1%	56.9%	56.5%	54.8%	57.7%	62.5%
Embarcadero	109	67	105	67	42	17	30	25	6	14	10	7
	39.2%	41.4%	38.7%	41.4%	36.2%	37.0%	42.9%	43.1%	26.1%	45.2%	38.5%	29.2%
North Morro Bay	80	57C	80	57E	23	12	19	12	11fgH	8	12fgH	6
	28.8%	35.2%	29.5%	35.2%	19.8%	26.1%	27.1%	20.7%	47.8%	25.8%	46.2%	25.0%
Quintana Road	34	24	34	24	10	5	11	4	5hl	3	5h	1
	12.2%	14.8%	12.5%	14.8%	8.6%	10.9%	15.7%	6.9%	21.7%	9.7%	19.2%	4.2%
Other	11	5	11	5	6	4Gj	-	5Gj	2G	-	-	-
	4.0%	3.1%	4.1%	3.1%	5.2%	8.7%	-	8.6%	8.7%	-	-	-
None of the above	14	6	13	6	8	6GH	-	-	2GH	2Gh	1	3GH
	5.0%	3.7%	4.8%	3.7%	6.9%	13.0%	-	-	8.7%	6.5%	3.8%	12.5%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 017

MORRO BAY

9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<----->		<----->		<----->							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	111	65	103	65	46d	33HiK	23	20	5	17k	7	6
	43.0%	39.2%	42.0%	39.2%	50.0%	55.0%	43.4%	35.1%	29.4%	53.1%	29.2%	40.0%
(NET) At Least \$1	147	101	142	101e	46	27	30	37F	12f	15	17Fj	9
-----	57.0%	60.8%	58.0%	60.8%	50.0%	45.0%	56.6%	64.9%	70.6%	46.9%	70.8%	60.0%
\$1-\$50	28	19	28	19	9	4	7	8	2	2	4	1
	10.9%	11.4%	11.4%	11.4%	9.8%	6.7%	13.2%	14.0%	11.8%	6.3%	16.7%	6.7%
\$51-\$100	22	16	22	16	6	6	2	7	-	5gi	1	1
	8.5%	9.6%	9.0%	9.6%	6.5%	10.0%	3.8%	12.3%		15.6%	4.2%	6.7%
\$101-\$250	45	32	42	32	13	9	9	11	3	5	5	3
	17.4%	19.3%	17.1%	19.3%	14.1%	15.0%	17.0%	19.3%	17.6%	15.6%	20.8%	20.0%
\$251-\$500	38	25	36	25	13	5	10	10	5FJ	2	3	3
	14.7%	15.1%	14.7%	15.1%	14.1%	8.3%	18.9%	17.5%	29.4%	6.3%	12.5%	20.0%
More than \$500	14	9	14	9	5	3	2	1	2h	1	4fgHj	1
	5.4%	5.4%	5.7%	5.4%	5.4%	5.0%	3.8%	1.8%	11.8%	3.1%	16.7%	6.7%
Mean	149.95	159.15	153.22	159.15	133.36	107.13	125.19	134.05	328.59F	107.94	245.58F	203.33
Standard Deviation	251.02	265.13	255.77	265.13	223.78	200.26	171.75	185.96	GHJ	490.79	230.60	341.78
Standard Error	15.63	20.58	16.34	20.58	23.33	25.85	23.59	24.63	119.03	40.76	69.77	74.02
Median	10.00	43.00	13.00	43.00	0.00	0.00	6.00	63.00	200.00	0.00	60.00	90.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 018

MORRO BAY

9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	25	15	21	15	10	6	6	5	2	4	2	-
	9.7%	9.0%	8.6%	9.0%	10.9%	10.0%	11.3%	8.8%	11.8%	12.5%	8.3%	
(NET) At Least \$1	233	151	224	151	82	54	47	52	15	28	22	15
-----	90.3%	91.0%	91.4%	91.0%	89.1%	90.0%	88.7%	91.2%	88.2%	87.5%	91.7%	100.0%
\$1-\$50	87	54	84	54	33	26gH	14	14	5	12	10	6
	33.7%	32.5%	34.3%	32.5%	35.9%	43.3%	26.4%	24.6%	29.4%	37.5%	41.7%	40.0%
\$51-\$100	62	37	60	37	25	8	17FK	19FK	5k	8	2	3
	24.0%	22.3%	24.5%	22.3%	27.2%	13.3%	32.1%	33.3%	29.4%	25.0%	8.3%	20.0%
\$101-\$250	51	36	47	36	15	14	11	12	2	5	5	2
	19.8%	21.7%	19.2%	21.7%	16.3%	23.3%	20.8%	21.1%	11.8%	15.6%	20.8%	13.3%
\$251-\$500	25	19	25	19	6	5	3	7	2	2	5G	1
	9.7%	11.4%	10.2%	11.4%	6.5%	8.3%	5.7%	12.3%	11.8%	6.3%	20.8%	6.7%
More than \$500	8	5	8	5	3	1	2	-	1h	1	-	3FGHjK
	3.1%	3.0%	3.3%	3.0%	3.3%	1.7%	3.8%		5.9%	3.1%		20.0%
Mean	129.48	138.40	132.97	138.40	113.39	132.35	112.09	118.00	137.12	100.38	126.08	282.00fG
Standard Deviation	191.27	208.94	195.04	208.94	154.15	265.96	132.98	100.06	162.29	124.42	136.49	379.63
Standard Error	11.91	16.22	12.46	16.22	16.07	34.34	18.27	13.25	39.36	21.99	27.86	98.02
Median	75.00	80.00	75.00	80.00	60.00	50.00	75.00	100.00	100.00	50.00	50.00	100.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 019

MORRO BAY

9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	88c	119	88	42	35K	26	32K	7	16	7	7
	50.4%	53.0%	48.6%	53.0%	45.7%	58.3%	49.1%	56.1%	41.2%	50.0%	29.2%	46.7%
(NET) At Least \$1	128	78	126b	78	50	25	27	25	10	16	17FH	8
-----	49.6%	47.0%	51.4%	47.0%	54.3%	41.7%	50.9%	43.9%	58.8%	50.0%	70.8%	53.3%
\$1-\$50	72	40	72B	40	32d	17	18	12	6	10	6	3
	27.9%	24.1%	29.4%	24.1%	34.8%	28.3%	34.0%	21.1%	35.3%	31.3%	25.0%	20.0%
\$51-\$100	32	24	32	24	8	6	5	7	2	3	8FGHJl	1
	12.4%	14.5%	13.1%	14.5%	8.7%	10.0%	9.4%	12.3%	11.8%	9.4%	33.3%	6.7%
\$101-\$250	17	9	17	9	8	2	2	6	1	2	2	2
	6.6%	5.4%	6.9%	5.4%	8.7%	3.3%	3.8%	10.5%	5.9%	6.3%	8.3%	13.3%
\$251-\$500	5	3	3	3	2	-	2	-	1fh	1	1	-
	1.9%	1.8%	1.2%	1.8%	2.2%		3.8%		5.9%	3.1%	4.2%	
More than \$500	2	2	2	2	-	-	-	-	-	-	-	2FGHJk
	0.8%	1.2%	0.8%	1.2%								13.3%
Mean	46.16	47.68	46.16	47.68	43.42	26.13	37.17	38.33	57.53f	38.50	68.21F	156.00FG
Standard Deviation	103.13	115.45	102.86	115.45	76.56	42.16	69.57	62.50	102.06	71.44	105.07	310.64
Standard Error	6.42	8.96	6.57	8.96	7.98	5.44	9.56	8.28	24.75	12.63	21.45	80.21
Median	0.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00	30.00	0.00	30.00	10.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 020

MORRO BAY

9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	139	86	126	86	53	42HIKl	32iK	26	6	18k	8	7
	53.9%	51.8%	51.4%	51.8%	57.6%	70.0%	60.4%	45.6%	35.3%	56.3%	33.3%	46.7%
(NET) At Least \$1	119	80	119	80	39	18	21	31F	11Fg	14	16FGj	8f
	46.1%	48.2%	48.6%	48.2%	42.4%	30.0%	39.6%	54.4%	64.7%	43.8%	66.7%	53.3%
\$1-\$50	52	37	52	37	15	8	8	15f	4	8	7f	2
	20.2%	22.3%	21.2%	22.3%	16.3%	13.3%	15.1%	26.3%	23.5%	25.0%	29.2%	13.3%
\$51-\$100	35	20	35	20	15	6	8	8	4	4	4	1
	13.6%	12.0%	14.3%	12.0%	16.3%	10.0%	15.1%	14.0%	23.5%	12.5%	16.7%	6.7%
\$101-\$250	19	14	19	14	5	2	1	8FG	1	2	3g	2g
	7.4%	8.4%	7.8%	8.4%	5.4%	3.3%	1.9%	14.0%	5.9%	6.3%	12.5%	13.3%
\$251-\$500	7	4	7	4	3	2	2	-	1h	-	2H	-
	2.7%	2.4%	2.9%	2.4%	3.3%	3.3%	3.8%	-	5.9%	-	8.3%	-
More than \$500	6	5	6	5	1	-	2	-	1fh	-	-	3FGHJK
	2.3%	3.0%	2.4%	3.0%	1.1%	-	3.8%	-	5.9%	-	-	20.0%
Mean	78.81	81.66	83.00	81.66	73.68	36.45	62.70	49.00	96.12fh	31.06	78.04j	502.00FG
									J			HJk
Standard Deviation	289.01	271.54	296.02	271.54	319.63	97.94	171.89	71.80	153.90	51.43	126.46	1045.75
Standard Error	17.99	21.08	18.91	21.08	33.32	12.64	23.61	9.51	37.33	9.09	25.81	270.01
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.00	50.00	0.00	2.00	10.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 021

MORRO BAY

9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>			<=====>						
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	181	110	168	110	71d	48iK	37K	44K	10	23K	9	10k
	70.2%	66.3%	68.6%	66.3%	77.2%	80.0%	69.8%	77.2%	58.8%	71.9%	37.5%	66.7%
(NET) At Least \$1	77	56	77	56e	21	12	16	13	7f	9	15FGHJL	5
-----	29.8%	33.7%	31.4%	33.7%	22.8%	20.0%	30.2%	22.8%	41.2%	28.1%	62.5%	33.3%
\$1-\$50	46	30	46	30	16	6	10	10	4	6	9FghL	1
	17.8%	18.1%	18.8%	18.1%	17.4%	10.0%	18.9%	17.5%	23.5%	18.8%	37.5%	6.7%
\$51-\$100	18	16	18	16E	2	3	5	2	2	2	2	2
	7.0%	9.6%	7.3%	9.6%	2.2%	5.0%	9.4%	3.5%	11.8%	6.3%	8.3%	13.3%
\$101-\$250	8	7	8	7	1	3	-	1	-	1	2G	1g
	3.1%	4.2%	3.3%	4.2%	1.1%	5.0%	-	1.8%	-	3.1%	8.3%	6.7%
\$251-\$500	2	-	2	-	2d	-	-	-	-	-	2FGH	-
	0.8%	-	0.8%	-	2.2%	-	-	-	-	-	8.3%	-
More than \$500	3	3	3	3	-	-	1	-	1fh	-	-	1fh
	1.2%	1.8%	1.2%	1.8%	-	-	1.9%	-	5.9%	-	-	6.7%
Mean	27.31	32.88	28.76	32.88	17.26	14.20	22.92	9.30	53.47fH	17.47	62.96Fg	98.00FgH
Standard Deviation	94.08	105.21	96.34	105.21	69.07	35.97	78.52	26.96	144.01	42.79	Hj	j
Standard Error	5.86	8.17	6.16	8.17	7.20	4.64	10.79	3.57	34.93	7.56	25.53	258.96
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 022

MORRO BAY

9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities

Base: Low Season Visitor

	Type of Visitor (Multiple)				Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	130	79	119	79	51	38IK	27k	28	5	19iK	7	6
	50.4%	47.6%	48.6%	47.6%	55.4%	63.3%	50.9%	49.1%	29.4%	59.4%	29.2%	40.0%
(NET) At Least \$1	128	87	126	87	41	22	26	29	12Fj	13	17FgJ	9
-----	49.6%	52.4%	51.4%	52.4%	44.6%	36.7%	49.1%	50.9%	70.6%	40.6%	70.8%	60.0%
\$1-\$50	61	43	60	43	18	12	13	18	2	5	8	3
	23.6%	25.9%	24.5%	25.9%	19.6%	20.0%	24.5%	31.6%	11.8%	15.6%	33.3%	20.0%
\$51-\$100	33	20	33	20	13	6	8h	3	6FgHK	5	2	3h
	12.8%	12.0%	13.5%	12.0%	14.1%	10.0%	15.1%	5.3%	35.3%	15.6%	8.3%	20.0%
\$101-\$250	18	13	17	13	5	2	4	4	2	2	3	1
	7.0%	7.8%	6.9%	7.8%	5.4%	3.3%	7.5%	7.0%	11.8%	6.3%	12.5%	6.7%
\$251-\$500	14	9	14	9	5	2	1	4	1	1	4FGj	1
	5.4%	5.4%	5.7%	5.4%	5.4%	3.3%	1.9%	7.0%	5.9%	3.1%	16.7%	6.7%
More than \$500	2	2	2	2	-	-	-	-	1fgh	-	-	1fgh
	0.8%	1.2%	0.8%	1.2%					5.9%			6.7%
Mean	58.97	64.21	61.14	64.21	49.52	33.37	39.00	55.88	118.82FG	41.50	103.04F	142.67FG
									hJ		Gj	hj
Standard Deviation	122.60	133.79	124.85	133.79	99.28	83.12	70.02	113.70	161.53	83.75	150.01	272.64
Standard Error	7.63	10.38	7.98	10.38	10.35	10.73	9.62	15.06	39.18	14.80	30.62	70.40
Median	0.00	1.00	1.00	1.00	0.00	0.00	0.00	2.00	100.00	0.00	20.00	30.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 023

MORRO BAY

9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market							
	<=====>		<=====>			<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
\$0	95	54	82	54	41d	25i	23i	18	3	14i	8	4	
	36.8%	32.5%	33.5%	32.5%	44.6%	41.7%	43.4%	31.6%	17.6%	43.8%	33.3%	26.7%	
(NET) At Least \$1	163	112	163	112e	51	35	30	39	14fgj	18	16	11	
-----	63.2%	67.5%	66.5%	67.5%	55.4%	58.3%	56.6%	68.4%	82.4%	56.3%	66.7%	73.3%	
\$1-\$50	73	48	73	48	25	18	14	13	6	9	9	4	
	28.3%	28.9%	29.8%	28.9%	27.2%	30.0%	26.4%	22.8%	35.3%	28.1%	37.5%	26.7%	
\$51-\$100	42	29	42	29	13	8	8	16fiKl	1	7k	1	1	
	16.3%	17.5%	17.1%	17.5%	14.1%	13.3%	15.1%	28.1%	5.9%	21.9%	4.2%	6.7%	
\$101-\$250	22	17	22	17	5	5j	2	8gJ	3gJ	-	2	2J	
	8.5%	10.2%	9.0%	10.2%	5.4%	8.3%	3.8%	14.0%	17.6%		8.3%	13.3%	
\$251-\$500	15	11	15	11	4	3	6	2	1	1	1	1	
	5.8%	6.6%	6.1%	6.6%	4.3%	5.0%	11.3%	3.5%	5.9%	3.1%	4.2%	6.7%	
More than \$500	11	7	11	7	4	1	-	-	3FGHj	1	3FGH	3FGHj	
	4.3%	4.2%	4.5%	4.2%	4.3%	1.7%			17.6%	3.1%	12.5%	20.0%	
Mean	129.47	157.15	136.34	157.15	79.52	102.67	72.21	70.11	178.59GH	70.56	152.33h	698.00FG	
Standard Deviation	444.68	536.63	455.34	536.63	179.97	391.93	126.95	78.08	j	180.47	300.76	1492.35	
Standard Error	27.68	41.65	29.09	41.65	18.76	50.60	17.44	10.34	56.79	31.90	61.39	385.32	
Median	25.00	32.00	30.00	32.00	2.00	10.00	7.00	50.00	50.00	2.00	2.00	50.00	

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 024

MORRO BAY

9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	Total	<=====>		<=====>		<=====>						
		Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
\$0	186	121	173	121	65	49ikL	40	40	10	24	15	8
	72.1%	72.9%	70.6%	72.9%	70.7%	81.7%	75.5%	70.2%	58.8%	75.0%	62.5%	53.3%
(NET) At Least \$1	72	45	72	45	27	11	13	17	7f	8	9f	7F
-----	27.9%	27.1%	29.4%	27.1%	29.3%	18.3%	24.5%	29.8%	41.2%	25.0%	37.5%	46.7%
\$1-\$50	45	28	45	28	17	6	10	13f	5F	4	5	2
	17.4%	16.9%	18.4%	16.9%	18.5%	10.0%	18.9%	22.8%	29.4%	12.5%	20.8%	13.3%
\$51-\$100	15	9	15	9	6	3	3	3	1	3	2	-
	5.8%	5.4%	6.1%	5.4%	6.5%	5.0%	5.7%	5.3%	5.9%	9.4%	8.3%	-
\$101-\$250	6	5	6	5	1	1	-	1	1g	1	-	2FGhk
	2.3%	3.0%	2.4%	3.0%	1.1%	1.7%	-	1.8%	5.9%	3.1%	-	13.3%
\$251-\$500	6	3	6	3	3	1	-	-	-	-	2GH	3FGHiJ
	2.3%	1.8%	2.4%	1.8%	3.3%	1.7%	-	-	-	-	8.3%	20.0%
More than \$500	-	-	-	-	-	-	-	-	-	-	-	-
Mean	22.51	21.37	23.71	21.37	24.57	18.83	8.30	11.21	27.94Gh	17.00	44.17G	101.33FG
Standard Deviation	70.15	62.11	71.80	62.11	83.06	71.55	21.89	26.63	52.66	44.56	116.34	159.50
Standard Error	4.37	4.82	4.59	4.82	8.66	9.24	3.01	3.53	12.77	7.88	23.75	41.18
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 025

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table)

Base: Low Season Visitor

	Type of Visitor (Multiple)					Market						
	<=====>		<=====>			<=====>						
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Food	233	151	224	151	82	54	47	52	15	28	22	15
	90.3%	91.0%	91.4%	91.0%	89.1%	90.0%	88.7%	91.2%	88.2%	87.5%	91.7%	100.0%
Shopping	163	112	163	112e	51	35	30	39	14fgj	18	16	11
	63.2%	67.5%	66.5%	67.5%	55.4%	58.3%	56.6%	68.4%	82.4%	56.3%	66.7%	73.3%
Accommodations	147	101	142	101e	46	27	30	37F	12f	15	17Fj	9
	57.0%	60.8%	58.0%	60.8%	50.0%	45.0%	56.6%	64.9%	70.6%	46.9%	70.8%	60.0%
Wine	128	78	126b	78	50	25	27	25	10	16	17FH	8
	49.6%	47.0%	51.4%	47.0%	54.3%	41.7%	50.9%	43.9%	58.8%	50.0%	70.8%	53.3%
Activities	128	87	126	87	41	22	26	29	12Fj	13	17FgJ	9
	49.6%	52.4%	51.4%	52.4%	44.6%	36.7%	49.1%	50.9%	70.6%	40.6%	70.8%	60.0%
Entertainment	119	80	119	80	39	18	21	31F	11Fg	14	16FGj	8f
	46.1%	48.2%	48.6%	48.2%	42.4%	30.0%	39.6%	54.4%	64.7%	43.8%	66.7%	53.3%
Arts/Cultural	77	56	77	56e	21	12	16	13	7f	9	15FGHJl	5
	29.8%	33.7%	31.4%	33.7%	22.8%	20.0%	30.2%	22.8%	41.2%	28.1%	62.5%	33.3%
Local transportation	72	45	72	45	27	11	13	17	7f	8	9f	7F
	27.9%	27.1%	29.4%	27.1%	29.3%	18.3%	24.5%	29.8%	41.2%	25.0%	37.5%	46.7%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHJKLM

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 026

MORRO BAY

9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table)

Base: Low Season Visitor

	Type of Visitor (Multiple)				Visitor Bucket		Market					
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	258	166	245	166	92	60	53	57	17	32	24	15
Accommodations	149.95	159.15	153.22	159.15	133.36	107.13	125.19	134.05	328.59F GHJ	107.94	245.58F Ghj	203.33
Food	129.48	138.40	132.97	138.40	113.39	132.35	112.09	118.00	137.12	100.38	126.08	282.00fG HJk
Shopping	129.47	157.15	136.34	157.15	79.52	102.67	72.21	70.11	178.59GH j	70.56	152.33h	698.00FG HJk
Entertainment	78.81	81.66	83.00	81.66	73.68	36.45	62.70	49.00	96.12fh J	31.06	78.04j	502.00FG HJk
Activities	58.97	64.21	61.14	64.21	49.52	33.37	39.00	55.88	118.82FG hJ	41.50	103.04F Gj	142.67FG hj
Wine	46.16	47.68	46.16	47.68	43.42	26.13	37.17	38.33	57.53f	38.50	68.21F	156.00FG HJ
Arts/Cultural	27.31	32.88	28.76	32.88	17.26	14.20	22.92	9.30	53.47fH	17.47	62.96Fg Hj	98.00FgH j
Local transportation	22.51	21.37	23.71	21.37	24.57	18.83	8.30	11.21	27.94Gh	17.00	44.17G H	101.33FG HiJ

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHijkl

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 027
 MORRO BAY
 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December?
 Base: Spend money on Food (Low Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	233	151	224	151	82	54	47	52	15	28	22	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	140	91	135	91	49	28	29	33	11	16	13	10
	60.1%	60.3%	60.3%	60.3%	59.8%	51.9%	61.7%	63.5%	73.3%	57.1%	59.1%	66.7%
Embarcadero	95	68c	90	68e	27	16	20	27F	6	12	7	7
	40.8%	45.0%	40.2%	45.0%	32.9%	29.6%	42.6%	51.9%	40.0%	42.9%	31.8%	46.7%
North Morro Bay	62	44	61	44	18	9	15fl	13	8FHJL	5	11FHJL	1
	26.6%	29.1%	27.2%	29.1%	22.0%	16.7%	31.9%	25.0%	53.3%	17.9%	50.0%	6.7%
Quintana Road	30	20	29	20	10	5	5	6	3	2	6Fgj	3
	12.9%	13.2%	12.9%	13.2%	12.2%	9.3%	10.6%	11.5%	20.0%	7.1%	27.3%	20.0%
Other	9	6	9	6	3	6ghj	1	1	1	-	-	-
	3.9%	4.0%	4.0%	4.0%	3.7%	11.1%	2.1%	1.9%	6.7%			
None of the above	16	9	15	9	7	7Hk	5h	1	-	2	-	1
	6.9%	6.0%	6.7%	6.0%	8.5%	13.0%	10.6%	1.9%		7.1%		6.7%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 028

MORRO BAY

6b. Did you spend any money doing any of the following activities between January through April or October through December?

Base: Spend money on Activities (Low Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<----->		<----->		<----->							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	128	87	126	87	41	22	26	29	12	13	17	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boat cruises (including whale watching)	41	32	41	32e	9	4	7	10	7Fg	4	7	2
	32.0%	36.8%	32.5%	36.8%	22.0%	18.2%	26.9%	34.5%	58.3%	30.8%	41.2%	22.2%
Bike rentals	38	23	38	23	15	6	7	9	4	2	5	5j
	29.7%	26.4%	30.2%	26.4%	36.6%	27.3%	26.9%	31.0%	33.3%	15.4%	29.4%	55.6%
Stand-up paddle boarding	36	25	36	25	11	7	4	5	7GHk	6Gh	4	3
	28.1%	28.7%	28.6%	28.7%	26.8%	31.8%	15.4%	17.2%	58.3%	46.2%	23.5%	33.3%
Kayaking	35	25	35	25	10	4	6	7	5	5	4	4
	27.3%	28.7%	27.8%	28.7%	24.4%	18.2%	23.1%	24.1%	41.7%	38.5%	23.5%	44.4%
Other	5	5	5	5	-	2	1	1	1	-	-	-
	3.9%	5.7%	4.0%	5.7%		9.1%	3.8%	3.4%	8.3%			
None of the above	44	25	42	25	19d	8	12k	10	3	5	3	3
	34.4%	28.7%	33.3%	28.7%	46.3%	36.4%	46.2%	34.5%	25.0%	38.5%	17.6%	33.3%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 029

MORRO BAY

7b. Did you spend any money at any of the following accommodations between January through April or October through December?

Base: Spend money on Accomodations (Low Season)

	Type of Visitor (Multiple)		Visitor Bucket		Market							
	<=====>		<=====>		<=====>							
	Total	Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenx	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	147	101	142	101	46	27	30	37	12	15	17	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hotel/Motel	104	71	101	71	33	21K	23K	26	10k	10	8	6
	70.7%	70.3%	71.1%	70.3%	71.7%	77.8%	76.7%	70.3%	83.3%	66.7%	47.1%	66.7%
Vacation Rental	34	24	34	24	10	6	7	4	4h	3	6H	4H
	23.1%	23.8%	23.9%	23.8%	21.7%	22.2%	23.3%	10.8%	33.3%	20.0%	35.3%	44.4%
Inn/B&B	32	20	32	20	12	5	6	8	4	2	5	2
	21.8%	19.8%	22.5%	19.8%	26.1%	18.5%	20.0%	21.6%	33.3%	13.3%	29.4%	22.2%
Campground/RV Park	24	20	23	20e	4	4	4	6	3	2	4	1
	16.3%	19.8%	16.2%	19.8%	8.7%	14.8%	13.3%	16.2%	25.0%	13.3%	23.5%	11.1%
Other	2	2	2	2	-	-	1	-	1h	-	-	-
	1.4%	2.0%	1.4%	2.0%	-	-	3.3%	-	8.3%	-	-	-
None of the above	5	5c	4	5	-	-	2	2	-	1	-	-
	3.4%	5.0%	2.8%	5.0%	-	-	6.7%	5.4%	-	6.7%	-	-

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)

TABLE 030
MORRO BAY
8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December?
Base: Spend money on Shopping (Low Season)

	Type of Visitor (Multiple)					Market						
	Total	<=====>		<=====>		<=====>						
		Past	Prosptv	Past	Prosptv	SF	LA	Centrl Valley	Phoenix	SD	LV	Seattle
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
TOTAL	163	112	163	112	51	35	30	39	14	18	16	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downtown	96	65	96	65	31	18	22fk	22	10	10	7	7
	58.9%	58.0%	58.9%	58.0%	60.8%	51.4%	73.3%	56.4%	71.4%	55.6%	43.8%	63.6%
Embarcadero	61	42	61	42	19	11	12	16	6	6	6	4
	37.4%	37.5%	37.4%	37.5%	37.3%	31.4%	40.0%	41.0%	42.9%	33.3%	37.5%	36.4%
North Morro Bay	46	37C	46	37E	9	8	7	10	8FGHL	5	7I	1
	28.2%	33.0%	28.2%	33.0%	17.6%	22.9%	23.3%	25.6%	57.1%	27.8%	43.8%	9.1%
Quintana Road	29	19	29	19	10	3	5	7	3	1	7FghJ	3
	17.8%	17.0%	17.8%	17.0%	19.6%	8.6%	16.7%	17.9%	21.4%	5.6%	43.8%	27.3%
Other	4	2	4	2	2	3	-	1	-	-	-	-
	2.5%	1.8%	2.5%	1.8%	3.9%	8.6%		2.6%				
None of the above	13	8	13	8	5	5	2	2	1	2	-	1
	8.0%	7.1%	8.0%	7.1%	9.8%	14.3%	6.7%	5.1%	7.1%	11.1%		9.1%

(sig=.05 + sig=.10) (all_pairs) columns tested BC, DE, FGHIJKL

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)
T A B L E O F C O N T E N T S
PAGE 1

TABLE 001	MORRO BAY 1. Have you ever visited Morro Bay? Base: Aware of Morro Bay
002	MORRO BAY 2. When have you visited Morro Bay? Base: Visited Morro Bay
003	MORRO BAY 4a. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Accommodations Base: High Season Visitor
004	MORRO BAY 4b. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Food Base: High Season Visitor
005	MORRO BAY 4c. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Wine Base: High Season Visitor
006	MORRO BAY 4d. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Entertainment Base: High Season Visitor
007	MORRO BAY 4e. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: High Season Visitor
008	MORRO BAY 4f. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Activities Base: High Season Visitor
009	MORRO BAY 4g. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Shopping Base: High Season Visitor
010	MORRO BAY 4h. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? Local transportation Base: High Season Visitor
011	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: High Season Visitor

VSLOC Feeder Market Destination Study - Assignment 2 (Region and Visitor Type)
T A B L E O F C O N T E N T S
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TABLE 012	MORRO BAY 4. Thinking of the last time you visited Morro Bay between May and September, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: High Season Visitor
013	MORRO BAY 5a. In which of the following Morro Bay regions did you go to a restaurant and spend money between May and September? Base: Spend money on Food (High Season)
014	MORRO BAY 6a. Did you spend any money doing any of the following activities between May and September? Base: Spend money on Activities (High Season)
015	MORRO BAY 7a. Did you spend any money at any of the following accommodations between May and September? Base: Spend money on Accomodations (High Season)
016	MORRO BAY 8a. Which of the following Morro Bay regions did you go to a retail store and spend money between May and September? Base: Spend money on Shopping (High Season)
017	MORRO BAY 9a. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Accommodations Base: Low Season Visitor
018	MORRO BAY 9b. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Food Base: Low Season Visitor
019	MORRO BAY 9c. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Wine Base: Low Season Visitor
020	MORRO BAY 9d. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Entertainment Base: Low Season Visitor
021	MORRO BAY 9e. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Arts/Cultural Base: Low Season Visitor
022	MORRO BAY 9f. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Activities Base: Low Season Visitor
023	MORRO BAY 9g. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Shopping Base: Low Season Visitor
024	MORRO BAY 9h. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? Local transportation Base: Low Season Visitor

TABLE 025	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (At \$1 Summary Table) Base: Low Season Visitor
026	MORRO BAY 9. Thinking of the last time you visited Morro Bay between January through April or October through December, approximately how much money did you spend in the area for each of the following? (Mean Summary Table) Base: Low Season Visitor
027	MORRO BAY 5b. In which of the following Morro Bay regions did you go to a restaurant and spend money between January through April or October through December? Base: Spend money on Food (Low Season)
028	MORRO BAY 6b. Did you spend any money doing any of the following activities between January through April or October through December? Base: Spend money on Activities (Low Season)
029	MORRO BAY 7b. Did you spend any money at any of the following accommodations between January through April or October through December? Base: Spend money on Accomodations (Low Season)
030	MORRO BAY 8b. Which of the following Morro Bay regions did you go to a retail store and spend money between January through April or October through December? Base: Spend money on Shopping (Low Season)



AGENDA NO:	B-4
MEETING DATE:	May 19, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** May 12, 2016
FROM: Brent Haugen, Morro Bay Tourism Bureau Director
SUBJECT: MorroBay.org Reservation System

RECOMMENDATION

There are no staff recommendations at this time. This is a discussion item for the advisory board.

BACKGROUND

JackRabbit serves as the current reservation system on MorroBay.org at the cost of \$1,200 per month. This expense is assumed by the organization and is not passed along to Morro Bay lodging providers. There has been discussion to move to a different system like Booking.com, based off of the information and research Visit San Luis Obispo County has completed for their website.

DISCUSSION

The JackRabbit system initially was a great solution to maintain rate integrity for lodging, plus serves as a reservation tool for many destination marketing organizations. The limitations of this system doesn't allow for the reservation activity to be tracked all the way through to payment, but only through the search and pre-booking phase. It has a simple reporting system and can provide data on searches of individual properties. It is also nimble on being placed on other sites for a small fee, while maintaining the same lodging inventory and tracking.

The organization has not received the best service from the area representative for JackRabbit as many others have experienced as well in the county and throughout California.

Booking.com is a free service and provides a small revenue engine for the destination. It is also a global system and sees a large amount of traffic, which could increase bookings for Morro Bay lodging. It does, however have higher commissions and requires lodging to contract with their company. There is a small percentage of properties not contracting with Booking.com at this time.

A document is attached with talking points provided by Visit San Luis Obispo County to review and add to the discussion.

Prepared By: <u> BH </u>
Deputy City Manager Review: <u> ST </u>

Booking Engine Talking Points – For Lodging Companies Opting Opt

1. There are some updates to the booking engine we wanted to make you aware of that are different than we originally understood. Properties can opt out of a link to Booking.com on our lodging pages where properties are listed, however all properties with Booking.com contracts will still show up in the Booking.com widget made available on our website.
2. 40% of the commission received by Booking.com comes back to VSLOC. The county does not see a commission if the property is booked directly through Booking.com's site. This commission will be used further our marketing and sales efforts for the county. This commission model is not offered by any other OTA booking engines.
3. The Booking.com system allows us to track bookings on our site for the first time ever. Jackrabbit did not have this tracking feature. The tracking allows us to see the number of searches, bookings, room nights booked, country of origin for the reservation and lodging property booked. This level of reporting allows us to display for our lodging partners bookings confirmed through our site for their property. Based on partial results for our first month of operation (March) most bookings were for mid level motels throughout the county helping VSLOC fulfill one of its goals, to assist all property levels across out county.
4. Lodging property's Booking.com allocation is a shared allotment via Booking.com's extranet. The allocation is the same regardless of the number of channels through which it is shared (Booking.com vs. and/or VSLOC's website). Example: Allocation of 5 rooms a day to Booking.com can be booked though either Booking.com and/or VSLOC's website or any other channels you offer for your Booking.com allocation. In the case of bookings through VSLOC's website, 40% of the commission is returned to VSLOC for further marketing.
5. One of VSLOC's goals is to do things others they cannot do for themselves. The unique lodging mix which includes small/mid-level motel properties are asking for assistance with booking more reservations. Current Booking.com reporting shows our partnership is working. Patrick House B&B, Rockview, Sunbeam, Vagabond & Courtesy Inn are just a few properties to see reservations in the first few weeks the system went live.
6. As you may know we will be designing and developing a completely new website this calendar year. Our new website will be driving tourism to our county like never before. Our marketing and sales efforts always have a call to action to visit our site. Having the booking widget on our site helps with our SEO productivity and drives bookings into our county.
7. VSLOC's goal is to gather data over the next 6 months to determine how the system is working and the number of reservations we are securing. With all of the current initiatives (Marketing Agency, Media/PR obligations, Tourism Exchange, Sales Travel schedule) we currently do not have the bandwidth to make finding alternative booking engine solutions a priority. During the upcoming Strategic Planning process constituents will help determine if a new strategy for a booking engine should be part of VSLOC's major initiatives and if so that strategy will be put in place during our 2016/2017 fiscal year.