

LEWC Visitor Survey

Q32 When was your recent trip to Lake Erie Wine Country ?

- Within the last 3 months (1)
- Within the last 6 months (2)
- Within the last 12 months (3)
- Over a year ago (4)

Q25 Was your recent trip to Lake Erie Wine Country en route to another destination?

- Yes (1)
- No (2)

Answer If Was your recent trip to LEWC en route to another destinat... Yes Is Selected

Q26 If your trip was en route to another destination, where was the next stop on your trip?

- My next destination after LEWC was... (1) _____

Q28 What was the primary purpose of your trip?

- Leisure (1)
- Business (2)

Answer If What was the primary purpose of your trip? Leisure Is Selected

Q29 What type of leisure travel?

- Visit winery or wineries (1)
- Special occasion (e.g., wedding, birthday) (2)
- Vacation (3)
- Club or association outing (4)
- Wine Country special event (5)
- Entertain visiting friends and family (6)
- Other (7) _____

Answer If What was the primary purpose of your trip? Business Is Selected

Q30 What type of business travel?

- Industry conference (1)
- Field work (2)
- Client meeting (3)
- Company event (4)
- Research (5)
- Temporary work (6)
- Other (7) _____

Q9.2 How many times, previous to this trip, have you visited Lake Erie Wine Country in the last 24 months?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 or more (7)

Q9.3 How many nights did you stay in or around Lake Erie Wine Country?

- None (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 or more (5)

Q28 If you stayed overnight, where did you stay?

- Bed & Breakfast or Inn (1)
- Hotel or Motel (2)
- With Family or Friends (3)
- Seasonal or Second Home (4)
- Within Chautauqua Institution (5)
- Vacation Rental (6)
- Campground or Cabin (7)
- Other (8) _____

Q9.4 During your most recent visit, how many in your travel party (include yourself)?

- More than 10 (1)
- 6 -10 (2)
- 5 (3)
- 4 (4)
- 3 (5)
- 2 (6)
- 1 (7)

Q33 What items did you purchase while visiting LEWC? Check all that apply

- Wine for yourself (1)
- Wine for gifts for others (2)
- LEWC souvenirs (e.g. tee-shirts, magnets) (3)
- Crafts, art (e.g., pottery, painting) (4)
- Other (5) _____
- Other (6) _____

Q2.1 Please indicate the likelihood of the following.

	Extremely Unlikely (1)	Very Unlikely (2)	Unlikely (3)	Neither Unlikely nor Likely (4)	Likely (5)	Very Likely (6)	Extremely Likely (7)
I am willing to visit Lake Erie Wine Country again. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will choose a different wine tourism destination. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely come back to this destination. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7.1 The overall experience of visiting Lake Erie Wine Country makes me feel ...

- Extremely Dissatisfied (1)
- Very Dissatisfied (2)
- Dissatisfied (3)
- Neither Dissatisfied nor Satisfied (4)
- Satisfied (5)
- Very Satisfied (6)
- Extremely Satisfied (7)

Q7.2 The overall experience of visiting Lake Erie Wine Country makes me feel ...

- Extremely Displeased (1)
- Very Displeased (2)
- Displeased (3)
- Neither Displeased nor Pleased (4)
- Pleased (5)
- Very Pleased (6)
- Extremely Pleased (7)

Q7.3 The overall experience of visiting Lake Erie Wine Country makes me feel ...

- Extremely Terrible (1)
- Very Terrible (2)
- Terrible (3)
- Neither Terrible nor Delighted (4)
- Somewhat Delighted (5)
- Very Delighted (6)
- Extremely Delighted (7)

Q29 My visit to Lake Erie Wine Country was a good value for the money spent.

Q8.1 What is your gender?

- Male (1)
- Female (2)

Q8.2 What year were you born?

- 1921 (1)
- 1922 (2)
- 1923 (3)
- 1924 (4)
- 1925 (5)
- 1926 (6)
- 1927 (7)
- 1928 (8)
- 1929 (9)
- 1930 (10)
- 1931 (11)
- 1932 (12)
- 1933 (13)
- 1934 (14)
- 1935 (15)
- 1936 (16)
- 1937 (17)
- 1938 (18)
- 1939 (19)
- 1940 (20)
- 1941 (21)
- 1942 (22)
- 1943 (23)
- 1944 (24)
- 1945 (25)
- 1946 (26)
- 1947 (27)
- 1948 (28)
- 1949 (29)
- 1950 (30)
- 1951 (31)
- 1952 (32)
- 1953 (33)
- 1954 (34)
- 1955 (35)
- 1956 (36)
- 1957 (37)
- 1958 (38)
- 1959 (39)
- 1960 (40)

- 1961 (41)
- 1962 (42)
- 1963 (43)
- 1964 (44)
- 1965 (45)
- 1966 (46)
- 1967 (47)
- 1968 (48)
- 1969 (49)
- 1970 (50)
- 1971 (51)
- 1972 (52)
- 1973 (53)
- 1974 (54)
- 1975 (55)
- 1976 (56)
- 1977 (57)
- 1978 (58)
- 1979 (59)
- 1980 (60)
- 1981 (61)
- 1982 (62)
- 1983 (63)
- 1984 (64)
- 1985 (65)
- 1986 (66)
- 1987 (67)
- 1988 (68)
- 1989 (69)
- 1990 (70)
- 1991 (71)
- 1992 (72)
- 1993 (73)
- 1994 (74)
- 1995 (75)
- 1996 (76)
- 1997 (77)
- 1998 (78)
- 1999 (79)
- 2000 (80)
- 2001 (81)
- 2002 (82)

- 2003 (83)
- 2004 (84)
- 2005 (85)
- 2006 (86)

Q31 What is the postal/zip code for your residence?

Q8.3 What is your current status?

- Single, no children (1)
- Single, with children under 18 (2)
- Single, with children over 18 (3)
- Married, no children (4)
- Married, with children under 18 (5)
- Married, with children over 18 (6)
- Living with Partner, no children (7)
- Living with Partner, with children under 18 (8)
- Living with Partner, with children over 18 (9)

Q8.4 What is your combined annual household income?

- Less than 30,000 (1)
- 30,000 – 45,999 (2)
- 45,000 - 59,999 (3)
- 60,000 – 74,499 (4)
- 75, 000 - 89,999 (5)
- 90,000 – 114,999 (6)
- 115,000 - 129,999 (7)
- 130,000 - 149,999 (8)
- 150,000 - 164,999 (9)
- More than \$165,000 (10)

Q8.6 What is the highest level of education you have completed?

- Less than High School (1)
- High School / GED (2)
- Some College (3)
- 2-year College Degree (4)
- 4-year College Degree (5)
- Masters Degree (6)
- Doctoral Degree (7)
- Professional Degree (JD, MD) (8)

Q31 Please share any additional comments about your Lake Erie Wine Country experience.

Q33 Thank you for completing the survey. If you would like to enter the drawing for Lake Erie Wine Country business gift certificates and a \$100 American Express gift card, please answer below.

- No, not today (1)
- Yes, I want to enter (2)