

Yuma Area Tourism Study



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Finally, special thanks to all the visitors to the Yuma area who agreed to complete visitor surveys as part of their trips to the area. Without their help this report would not have been possible.

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Executive Summary

This survey of visitors to the Yuma area of Arizona was undertaken in an effort to gather more reliable regional data than is available from statewide or national panel surveys which contain too few cases to reliably represent area visitation. This survey process collected a total of 1,316 surveys from the Yuma area over a 12-month period from January 2010 through December 2010 – a more than sufficient sample size to produce high confidence in these results. This information will assist the Yuma area tourism community with targeted marketing efforts, product development, and advocacy for an industry that is critical to the health of the regional economy. The general profile of Yuma visitors is one of adult visitor parties, largely Baby Boomers who are from California or the Greater Phoenix area, and who overwhelmingly stay overnight in the area. Located between the Phoenix metro area and the California beach cities, these visitors visit museums, cultural and historic sites, explore Yuma's Historic Downtown District, the Quartermaster Depot, Yuma Territorial Prison and Pivot Point. Many visitors are attracted by Yuma's warm winter weather and appreciate the friendly attitude of local residents.

A summary of the specific findings of the Yuma visitor survey follows:

- Data for this tourism survey were collected at a number of locations in the community of Yuma.
- Male (50.5%) and female (49.5%) visitors were evenly represented in the survey sample.
- The average age of visitors was 51 years (median 53 years), with no difference in age by gender.
- The average party size was 2.6 people (1.6 men, 1.3 women). Only 9.2 percent of parties traveled with children under the age of 18 years; for parties that did contain children, the average was one child.
- The majority of visitors (42.9%) traveled in family groups, while 12.3 percent traveled in groups of family and friends, or friends-only parties (8.4%). A large percentage of visitors traveled alone (24.4%), perhaps representing those on business trips.
- Travelers to the Yuma area had average annual household incomes of \$73,355, only slightly below that for Arizona visitors overall (\$76,000 in 2009).
- For two-thirds of visitors (66.7%) the Yuma area was the primary destination of their trip, while for one-third of visitors (33.3%) it was not the primary destination.
- The most notable primary destinations other than Yuma were locations in California (46.4%) or other Arizona communities (29.5%). Overall, San Diego, CA ranked highest among other primary destinations.
- The largest percentage of visitors in the sample were on Business trips (29.5%), followed by Just passing through (21.9%), Vacation/leisure trips (14.4%), Visiting friends and relatives (14.0%) or on Extended stays in second homes or RVs (9.9%).
- Three-fourths of visitors to the Yuma area (75.5%) traveled in an automobile – 57.6% in a private car and 17.9% in a rental car; in addition, 13.2% traveled in a RV/Camper, 7.4% by airplane, and 2.3% by motorcycle.
- Day visitors spent an average of 3.6 hours in the Yuma area while overnight visitors spent an average of 2.7 nights.

- Those visitors who did stay overnight in the area used a variety of accommodations: 73.7% stayed in a hotel or motel, 12.8% in a campground or RV Park, 7.7% in the homes of friends and family, and 3.4% in a second home. Those on extended stays in second homes (59 days) or in RV parks or campground (35 days) had the longest average lengths of stay.
- In terms of visitor origins, one-fourth of visitors to the Yuma area came from Arizona (26.9%), while an almost equal number (25.2%) came from California. After California, the other top 10 states for domestic visitors included: Washington, Texas, Oregon, Michigan, Illinois, Florida, Nevada, Maryland and Virginia. In all, visitors from 47 U.S. states and Puerto Rico were captured in the survey.
- Within Arizona, visitors from communities in the Greater Phoenix area accounted for about half (48.1%) of Yuma area visitors, while another 25% were from Pima County, another important market. In all, 64 Arizona cities and towns appeared in the sample.
- Among foreign visitors, Canadians accounted for the overwhelming majority at 70.3%, while visitors from the United Kingdom provided 11.9% of visitors. No other foreign source contributed more than five percent of visitors. In all, 11 countries were represented in the survey sample.
- Visitors had considerable expenditures in the Yuma area. Average per-party per-day expenditures by category included: lodging (\$117), restaurant and grocery (\$65), transportation including gas (\$48), shopping or arts and crafts purchases (\$61), recreation-tour-entrance fees or permits (\$45), and “other” (\$206).
- When expenditures were correlated with trip purpose, Event/conference/meeting visitors had the highest average expenditures per-party per-day (\$279), followed by combination business/leisure (\$273), business trips (\$269), and outdoor recreation (\$263).
- In general, visitors are most interested in cultural and historic sites, visiting parks and recreational areas, and visiting museums and galleries, followed by hiking or walking trails; these were the same activities they did participate in on the trip to Yuma.
- The most-visited area attraction was the Historic Downtown Yuma Riverfront, visited by 67.2% of all visitors, followed closely by Yuma Territorial Prison (61.0%). Next most-visited sites were: Yuma Quartermaster Depot (42.3%), Cocopah, Paradise or Quechan casinos (33.3%), Martinez Lake or Fisher’s Landing (27.0%), and Imperial Sand Dunes NRA (23.2%).
- The two main sources of visitor information were Family/friends and co-workers or word-of-mouth (51.1%), along with a sizeable one-fourth of visitors who obtained area information from some other source (28.4%). Next, were Web /Online sources (13.7%), followed by Visitor Center/brochure rack (12.9%) and Guide books (10.4%).
- Visitors to the Yuma area evidenced a high degree of satisfaction with their trips. Overall satisfaction levels with visitor experiences in the Yuma area averaged 8.25 out of a possible 10, with the median at 8.0. Visitors also rated value for money in Yuma at 8.0 out of 10.
- Fully 93.2% said they would plan a return visit to Yuma and 9 of 10 visitors (87.8%) said they would recommend a visit to Yuma to their friends and family.

- When asked to comment on what they like best and least about Yuma, visitors most liked the winter weather and sunshine and the friendly people. They liked least the hot and dusty weather (most likely in summer) and delays caused by traffic and road construction.
- Visitors to the Yuma area had an estimated \$139.2 million in direct expenditures, which resulted in an indirect economic impact of \$26.5 million, and induced impact of \$61.3 million for a total economic impact of \$226.9 million. Indirect business taxes based on direct expenditures produced an additional \$20.5 million and the total economic impact supported 1,818 direct jobs or 2,688 direct, indirect and induced jobs.

Table of Contents

Acknowledgements.....	2
Executive Summary.....	3
Yuma Area Tourism Study	9
Introduction	9
Research Methods	10
Sample Description	13
Gender	13
Age	13
Gender by Age.....	15
Travel Party	16
Party Type	17
Annual Income	18
How Did You Hear About Yuma?	19
Yuma Area Survey Results	21
Primary Destination	21
Primary Purpose of your visit to the Yuma Area.....	22
What is your primary mode of transportation?.....	23
How much time in total did you spend in the Yuma area?.....	23
What type of lodging did you use during your stay?	28
In what city did you spend last night?	29
In what city will you stay tonight?	30
Geographic Origins of Yuma Area Visitors	31
Visitor Spending	36
What attractions do you plan to visit in the Yuma Area?.....	43
Overall satisfaction with your experience in the Yuma area	45
Overall satisfaction with the value for money for the Yuma area.....	46
Would you plan a return trip to Yuma?	48
Would you recommend a visit to Yuma to friends or family?	49
What did you like Best and Least about Yuma?.....	50
Appendix A:	51
Survey Questionnaire	51
Appendix B:.....	54
Regional Economic Impacts of the Yuma area Tourism Survey	54
Introduction	55
Economic Impact Analysis Methods	55
Regional Expenditure Results	56
Regional Economic Impact Analysis Results	59
Discussion.....	59
Appendix C:.....	60
Quarterly Tables	60
Appendix D	102

List of Tables

TABLE 1. LOCATIONS IN WHICH THE SURVEY WAS ADMINISTERED	11
TABLE 2. PLEASE INDICATE THE CURRENT MONTH	11
TABLE 3. SURVEY PERCENTAGES BY CALENDAR QUARTER.....	12
TABLE 4. WHAT IS YOUR GENDER?	13
TABLE 5. AGE RANGES OF VISITORS	13
TABLE 5A. AGE RANGES OF VISITORS	14
TABLE 6. AGE RANGE OF VISITORS BY GENDER	15
TABLE 7. HOW MANY PERSONS, INCLUDING YOURSELF, ARE IN THE PARTY?	16
TABLE 8. WHO IS TRAVELING WITH YOU ON THIS TRIP?	17
TABLE 9. WHO IS TRAVELING WITH YOU BY PARTY SIZE?	17
TABLE 10. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR ANNUAL HOUSEHOLD INCOME?	18
TABLE 11. HOW DID YOU OBTAIN INFORMATION FOR THE YUMA AREA?	20
TABLE 12. IS THE YUMA AREA THE PRIMARY DESTINATION OF YOUR TRIP?	21
TABLE 13. IF YUMA IS NOT THE PRIMARY DESTINATION OF YOUR TRIP, WHAT IS THE PRIMARY DESTINATION?	21
TABLE 14. WHAT BEST DESCRIBES THE PRIMARY PURPOSE OF YOUR TRIP TO THE YUMA AREA?	22
TABLE 15. WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION?	23
TABLE 16. HOW MANY HOURS WILL YOU SPEND IN THE YUMA AREA ON THIS TRIP?	23
TABLE 17. HOW MANY NIGHTS, IN TOTAL, WILL YOU SPEND IN THE YUMA AREA ON THIS TRIP?	25
TABLE 18. HOW MANY NIGHTS, IN TOTAL, WILL YOU SPEND IN THE YUMA AREA ON THIS TRIP?	26
TABLE 18A. HOW MANY NIGHTS, IN TOTAL, WILL YOU SPEND IN THE YUMA AREA ON THIS TRIP-BUSINESS VS LEISURE?	26
TABLE 19. WHAT TYPE OF LODGING DID YOU STAY IN?	28
TABLE 20. IN WHAT CITY DID YOU SPEND LAST NIGHT?	30
TABLE 21. IN WHAT CITY WILL YOU STAY TONIGHT?	30
TABLE 22. STATE OF ORIGIN OF YUMA VISITORS.....	31
TABLE 22. STATE OF ORIGIN OF YUMA VISITORS...CONTINUED	32
TABLE 23. GEOGRAPHIC ORIGIN OF ARIZONA VISITORS TO THE YUMA AREA	33
TABLE 23. GEOGRAPHIC ORIGIN OF ARIZONA VISITORS TO THE YUMA AREA...CONTINUED	34
TABLE 23A. GEOGRAPHIC ORIGIN OF CALIFORNIA VISITORS TO THE YUMA AREA.....	35
TABLE 24. ORIGINS OF FOREIGN VISITORS TO THE YUMA AREA.....	36
TABLE 24A. CANADIAN TRAVELERS-LENGTH OF STAY.....	36
TABLE 25. PLEASE ESTIMATE AS CLOSELY AS POSSIBLE THE AMOUNT OF MONEY THAT YOUR TRAVEL PARTY IS SPENDING PER DAY IN THE YUMA AREA?	37
TABLE 26. PRIMARY PURPOSE OF TRIP BY AVERAGE PER PARTY EXPENDITURES PER DAY.	38
TABLE 27. PRIMARY PURPOSE OF TRIP BY AVERAGE PER-PARTY EXPENDITURES PER DAY.	39
TABLE 27A. PRIMARY PURPOSE OF TRIP BY AVERAGE PER-PARTY EXPENDITURES PER DAY-BUSINESS VS. LEISURE.....	39
TABLE 28. TELL US HOW INTERESTED YOU ARE IN PARTICIPATING IN THE FOLLOWING ACTIVITIES.....	41
TABLE 29. WHAT ACTIVITIES DID/WILL YOU PARTICIPATE IN?.....	42
TABLE 30. ATTRACTIONS YOU HAVE OR PLAN TO VISIT IN THE YUMA AREA?	43
TABLE 31. INFORMATION SOURCES FOR YUMA AREA.....	44
TABLE 32. RATE YOUR OVERALL SATISFACTION WITH YOUR EXPERIENCE IN THE YUMA AREA.....	45
TABLE 33. RATE YOUR OVERALL SATISFACTION WITH THE VALUE FOR MONEY OF YOUR EXPERIENCE IN THE YUMA AREA	47
TABLE 34. WOULD YOU PLAN A RETURN VISIT TO YUMA?	48
TABLE 35. WOULD YOU RECOMMEND A VISIT TO YUMA TO YOUR FRIENDS OR FAMILY?	49
TABLE B1. ESTIMATE OF PER PERSON PER DAY EXPENDITURES FOR DAY AND OVERNIGHT YUMA AREA VISITORS.....	57

TABLE B2. ESTIMATE OF TOTAL EXPENDITURES FOR DAY AND OVERNIGHT YUMA AREA VISITORS.	58
TABLE B3. EFFECTS AND MULTIPLIERS OF \$139.2 MILLION OF REGIONAL EXPENDITURES BY YUMA AREA VISITORS.....	59

List of Figures

FIGURE 1. AGE RANGES OF YUMA AREA VISITORS.....	14
FIGURE 2. AGE RANGES BY GENDER	16
FIGURE 3. ANNUAL HOUSEHOLD INCOME?.....	19
FIGURE 4. AVERAGE HOURS SPENT IN THE YUMA AREA	24
FIGURE 5. HOW MANY NIGHTS DID YOU SPEND IN THE YUMA AREA?	25
FIGURE 6. AVERAGE LENGTH OF STAY BY PRIMARY REASON OF VISIT	27
FIGURE 7. AVERAGE LENGTH OF STAY BY ACCOMMODATION TYPE	29
FIGURE 8. OVERALL LEVEL OF SATISFACTION WITH YOUR EXPERIENCE IN THE YUMA AREA.....	46
FIGURE 9. OVERALL LEVEL OF SATISFACTION WITH THE VALUE FOR MONEY OF YOUR EXPERIENCE IN THE YUMA AREA	47
FIGURE 10. WOULD YOU PLAN A RETURN TRIP TO YUMA?	48
FIGURE 11. WOULD YOU RECOMMEND A VISIT TO YUMA TO YOUR FRIENDS OR FAMILY?	49

Yuma Area Tourism Study

Introduction

The tourism and hospitality industries are vitally important to the economic growth and stability of the U.S. economy. Tourism is the nation's top services export, one of the top three industries, and one of the nation's largest employers. In Arizona, the 2008-09 recession demonstrated once again how central tourism is as an economic driver and generator of tax revenue for the state and local economies. Going forward, Arizona's rural communities will be looking for ways to revive and reinvigorate their tourism offerings and this research can be an important part of that effort. Research of this type is a crucial tool to inform and help guide local communities in their product development and tourism promotion efforts.

Advertising is expensive and promotional dollars are increasingly scarce, requiring targeted marketing to the most receptive and productive market segments. The more information a region or community has about its current visitors, their experiences and travel patterns, the more accuracy can be applied in continuing to attract similar visitors or reaching out to new markets. What are the demographics of Yuma visitors, where do they come from, what products attract them to the area, what is the level of satisfaction with the visitor experience, how can it be improved, how can stays be extended, and what do industry insiders see as emerging trends?

The Yuma area could be characterized as a developed tourism region with the potential to appeal to the historic-cultural visitor and outdoor recreation enthusiasts. It is home to some unique tourist attractions, such as Yuma Prison State Park, Historic Downtown Yuma, and numerous special events, such as the Historic Home Tours, Midnight at the Oasis, and other events that highlight the area's historic importance as a trade center. The Yuma area is also home to a variety of unique natural resources such as Martinez Lake, The Imperial National Wildlife Center and the Colorado River. Yuma offers a wide variety of developed campgrounds that provide climate relief and recreation opportunities to populations of winter visitors or "snowbirds."

The data gathered in this survey forms a picture of tourism in the Yuma area of Arizona that can help shape the tourism planning efforts of neighboring communities as well and attractions that form "Arizona's West Coast." With the data from this report, the Yuma area can pursue regional marketing strategies and develop products that will entice new visitors, lengthen their stays in the area and increase the economic impact of tourism. Finally, the data in this study will allow Yuma area tourism leaders to aggressively pursue sources of outside funding for tourism promotion and use these marketing dollars to further a regional tourism vision.

Research Methods

In 2010 the Arizona Office of Tourism (AOT) contracted with the Arizona Hospitality Research & Resource Center (AHRRC) at Northern Arizona University to conduct research on tourism in the Yuma area as part of an ongoing plan to gather regional and community-based tourism data statewide. An information meeting to discuss the tourism survey was convened by AOT in Yuma to introduce tourism leaders and representatives of the City of Yuma to the idea of the survey. AOT indicated that it was willing to fund the community surveys if the communities were willing to “champion” a local effort and muster volunteers to help distribute and collect surveys according to a prescribed survey schedule, and to promote the project among their respective constituents. All representatives present agreed to participate and were eager for the opportunity to receive area-specific tourism data.

The Yuma area tourism survey was designed by the professional staff at the AHRRC in conjunction with the AOT research staff and representatives of Yuma tourism businesses. The instrument was developed in Teleform™, a computerized scanning program that affords rapid data capture of the completed questionnaires. The two-page survey was developed to obtain information on visitors’ origins, demographics, activities in the area, attractions visited, reasons for visiting, travel patterns, information sources and expenditures made in the various communities. The surveys were collected according to a seasonally-adjusted stratified sample based on historic visitation patterns. The collection schedule was randomized to ensure that surveys were distributed on both weekdays and weekends. Each participating survey site was provided a fixed number of surveys to be distributed and collected according to a predetermined survey schedule. Over the course of the year-long study, surveys were collected during one week of each month.

The survey was designed to be self-administered, i.e., Visitors Bureau, lodging or attraction staff handed the survey to visitors who completed and returned it to staff. Completed surveys were forwarded to NAU on a monthly basis. The identified community tourism leader was responsible for distributing the surveys to the various participating entities, according to the survey schedule. The tourism leaders were invaluable in this process as they also encouraged participation in the survey and returned data to NAU once collected. The hard work of those in the area resulted in a substantial sample; and, the larger the sample, the greater confidence in its findings. A total of 1,316 surveys were collected for the year, for a response rate of 53.6 percent with a 95% confidence level and +/-5% margin of error. Tourism champions are to be commended for their hard work and terrific results. The remainder of this report presents combined results for the Yuma area.

Data for the Yuma area survey were collected in Yuma and the surrounding area. Various sites such as the Quartermaster Depot, Hampton Inn, and the Imperial Wildlife Center collected the majority of surveys. See Table 1 for survey locations.

Table 1. Locations in which the survey was administered

	Count	Percent
The Visitor Bureau	60	4.6%
Quartermaster Depot	291	22.1%
Basket Creations	38	2.9%
Sanguinetti House Museum	26	2.0%
Clarion Suites	25	1.9%
Hampton Inn	625	47.5%
Hilton Gardens	62	4.7%
The Peanut Patch	17	1.3%
Imperial National Wildlife Center	76	5.8%
Yuma Potpourri Artists Jan 19-30, 2010	9	.7%
Midnight at the Oasis March 5-6, 2010	22	1.7%
Desert Hills Golf Tournament, March 11, 2010	48	3.6%
Unidentified	17	1.3%
Total	1316	100.0%

Table 2 shows the number of surveys collected by month during the year-long survey, and Table 3 shows the percentage of surveys collected monthly by calendar quarter in the Yuma area.

Table 2. Please indicate the current month

	Count	Percent
January 2010	111	8.4%
February 2010	64	4.9%
March 2010	205	15.6%
April 2010	122	9.3%
May 2010	90	6.8%
June 2010	104	7.9%
July 2010	108	8.2%
August 2010	133	10.1%
September 2010	92	7.0%
October 2010	113	8.6%
November 2010	123	9.3%
December 2010	51	3.9%
Total	1316	100.0%

See findings in Table 3 for quarterly results.

Table 3. Survey percentages by calendar quarter

	Calendar quarter of Survey			
	January to March 2010	April to June 2010	July to September 2010	October to December 2010
January 2010	29.2%			
February 2010	16.8%			
March 2010	53.9%			
April 2010		38.6%		
May 2010		28.5%		
June 2010		32.9%		
July 2010			32.4%	
August 2010			39.9%	
September 2010			27.6%	
October 2010				39.4%
November 2010				42.9%
December 2010				17.8%
Total	100.0%	100.0%	100.0%	100.0%

Sample Description

Demographics are an important part of visitor research, as they describe visitor age, gender, party composition and household income. Together these demographic variables paint a portrait of the typical visitors. This section provides information on overall visitors to the Yuma area.

Gender

Even numbers of males (50.5%) and females (49.5%) were captured in the sample, each representing half the sample. See Table 4.

Table 4. What is your gender?

	Count	Percent
Female	603	49.5%
Male	616	50.5%
Total	1219	100.0%

Age

How old is the average visitor to the Yuma area? We know that age is a central determinant of tourism product offerings; older visitors are generally more likely to engage in certain activities, such as visiting cultural and historic sites, whereas younger visitors are likely to engage in more active pursuits, such as mountain biking or rock climbing; however, as with any generalization exceptions may be present.

The average (mean) age of visitors is 51.1 years, making Yuma area visitors older than the overall average of 46.8 years for Arizona visitors generally. [Note: State data used for comparisons in this report were obtained from the Arizona Office of Tourism annual report, "Arizona 2009 Tourism Facts: Year End Summary."] The median age (or mid-point of the distribution) is 53.0 years, or slightly higher than the average age indicating the prevalence of older age cohorts. In fact, when the 51 to 65 year age groups, essentially Baby Boomers, are combined they account for well over one third (38.4%) of all visitors. Another third of visitors (35.7%) were between 31 and 50 years, while 16.4 percent were over age 65. The youngest visitors, those 30 years of age and under, accounted for a relatively minor portion (9.6%) of the sample. See Table 5 and Figure 1.

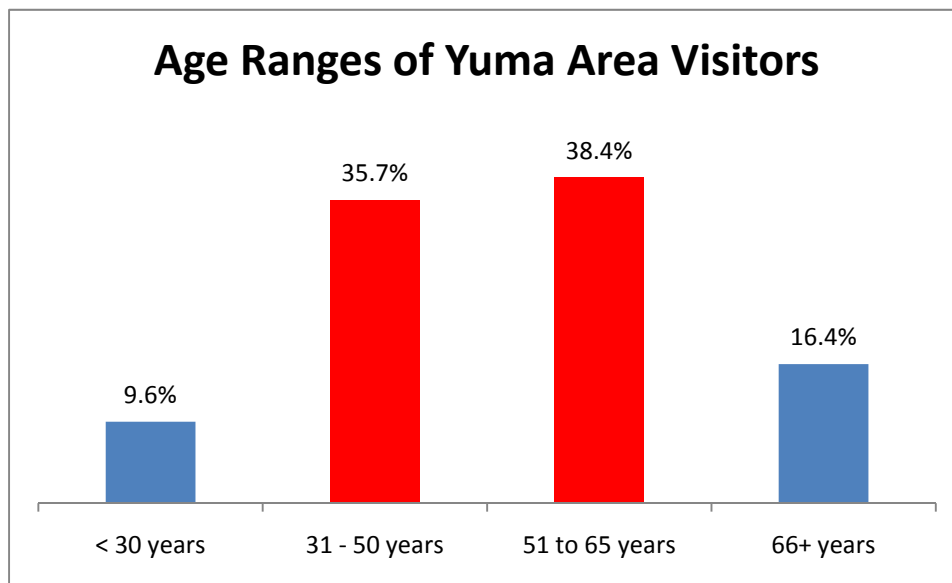
Table 5. Age ranges of visitors

	Mean	Median	Valid Number
Yuma visitors age in years	51.1	53.0	1074

Table 5a. Age ranges of visitors

	Count	Percent
20 and under	22	2.0%
21 - 25 years	31	2.9%
26 - 30 years	50	4.7%
31 - 35 years	85	7.9%
36 - 40 years	84	7.8%
41 - 45 years	94	8.8%
46 - 50 years	120	11.2%
51 - 55 years	129	12.0%
56 - 60 years	149	13.9%
61 - 65 years	134	12.5%
66 - 70 years	96	8.9%
71 - 75 years	45	4.2%
76 years and older	35	3.3%
Total	1074	100.0%

Figure 1. Age ranges of Yuma area visitors



Gender by Age

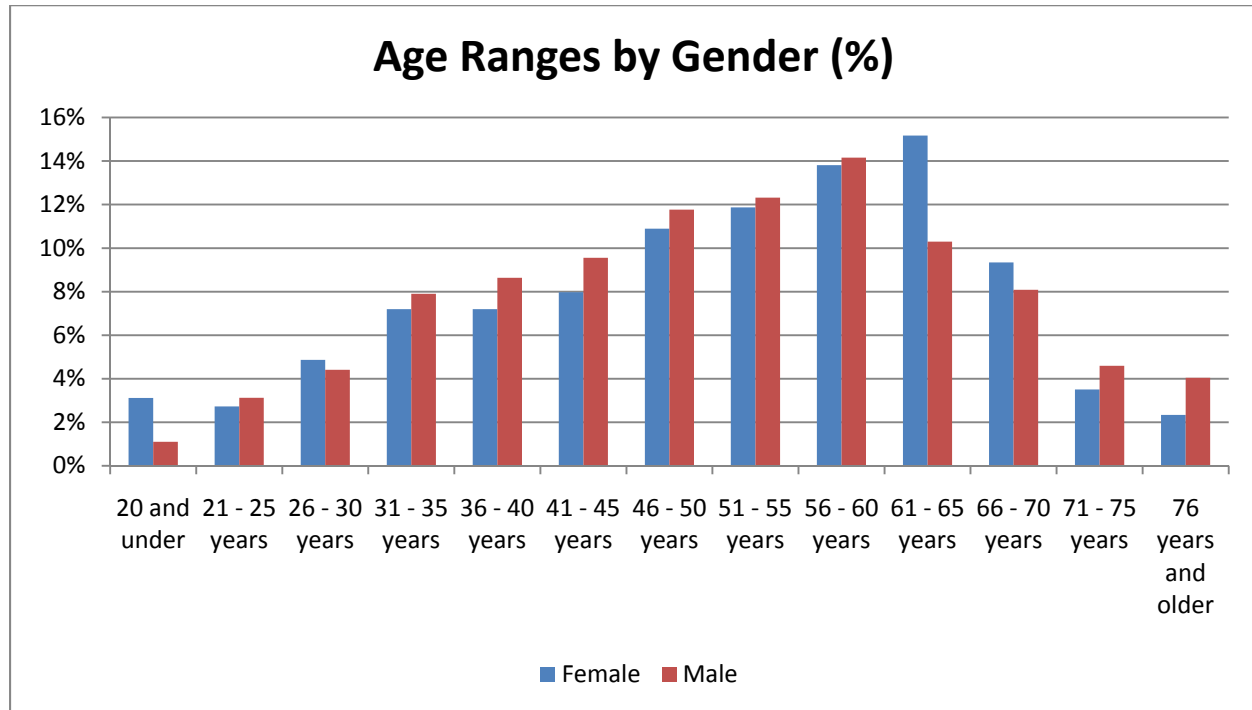
Are there any age differences between male and female visitors? No - male and female visitors are essentially the same age, with males at 50.9 years and female visitors at 51.1 years. See Table 6, and Figure 2.

Table 6. Age range of visitors by gender

	Age by Gender	
	Female	Male
	Percent	Percent
20 and under	3.1%	1.1%
21 - 25 years	2.7%	3.1%
26 - 30 years	4.9%	4.4%
31 - 35 years	7.2%	7.9%
36 - 40 years	7.2%	8.6%
41 - 45 years	8.0%	9.6%
46 - 50 years	10.9%	11.8%
51 - 55 years	11.9%	12.3%
56 - 60 years	13.8%	14.2%
61 - 65 years	15.2%	10.3%
66 - 70 years	9.3%	8.1%
71 - 75 years	3.5%	4.6%
76 years and older	2.3%	4.0%
Total	100.0%	100.0%

Mean Age by Gender: Male (50.9 years); Female (51.1 years)

Figure 2. Age ranges by gender



Travel Party

What is the average visitor party size? On average, 1.3 women and 1.6 men appeared in the average party which consisted of 2.6 people. This matches the state overall average party size of 2.7 persons. Only 9.2 percent of parties indicated that they traveled to the Yuma area with children under the age of 18. Those parties that did include children averaged one (1.0) child per party. All this data suggests that the Yuma area currently is more a destination for adults than it is for families with children, presenting a possible opportunity for future growth and product development. See Table 7.

Table 7. How many persons, including yourself, are in the party?

	Mean	Median
Number of women?	1.3	1.0
Number of men?	1.6	1.0
Number of children under 18 years?	.7	.0
Total number of people in your travel party?	2.6	2.0

Party Type

What is the composition of visitor travel parties to the Yuma area? The majority of survey respondents traveled as family only groups (42.9%), followed by those traveling alone (24.4%), and groups of family and friends (12.3%). Those traveling with business associates (11.3%), friends only (8.4%), or organized tours (0.8%) accounted for the remaining percentages. See Table 8.

Table 8. Who is traveling with you on this trip?

	Count	Percent
Family Only	511	42.9%
Nobody, traveling alone	290	24.4%
Family and Friends	146	12.3%
Business Associates	134	11.3%
Friends Only	100	8.4%
Organized Tour Group	9	.8%
Total	1190	100.0%

Which types of travel parties contain the largest number of persons? Not surprisingly, organized tour groups led with an average of 18.1 persons per party – however, very few of these party types were captured in the sample. On the other hand, 43 percent of all parties consisted of Family only, and these averaged 2.4 persons per party. Those traveling with Friends only had larger party sizes, at 4.0 persons, while those traveling with Business Associates had similarly large parties of 3.5 persons. Those traveling with Family and Friends also had relatively large parties – 3.5 persons on average – but they accounted for fewer visitors than Family only. See Table 9.

Table 9. Who is traveling with you by party size?

	Total number of people in your travel party?	
	Mean	Number
Business Associates	3.5	127
Organized Tour Group	18.1	9
Nobody, traveling alone	1.0	282
Friends Only	4.0	99
Family Only	2.4	495
Family and Friends	3.5	142

Annual Income

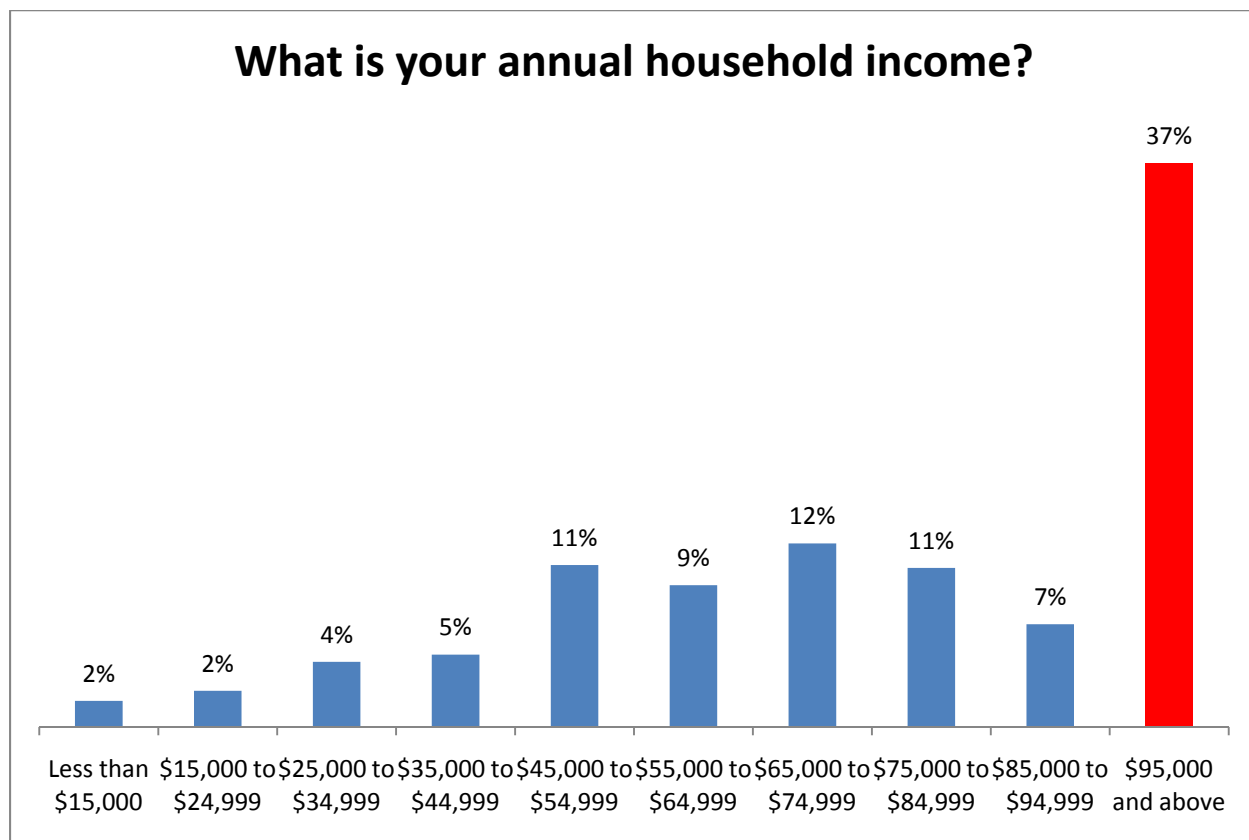
The average household income of visitors to the Yuma area was \$73,355, which is just slightly under the average for overnight visitors to Arizona, which was \$76,000 in 2009 (latest available). The most striking result is that more than one-third – 37.3% – earned more than \$95,000 annually, suggesting a potential market for resort and luxury properties in the area. Note that the highest annual HH income provided in the scale below topped out at \$95,000 and was used in calculating the overall mean. Scales used in developing the Arizona statewide average Income of \$76,000 were different and included a high-end scale up to \$150,000. Therefore, these numbers are not directly comparable and the resulting Yuma visitor income is likely somewhat conservative. See Table 10 and Figure 3.

Table 10. Which of the following categories best describes your annual household income?

	Count	Percent
Less than \$15,000	18	1.7%
\$15,000 to \$24,999	25	2.4%
\$25,000 to \$34,999	45	4.3%
\$35,000 to \$44,999	50	4.8%
\$45,000 to \$54,999	112	10.7%
\$55,000 to \$64,999	98	9.4%
\$65,000 to \$74,999	127	12.1%
\$75,000 to \$84,999	110	10.5%
\$85,000 to \$94,999	71	6.8%
\$95,000 and above	390	37.3%
Total	1046	100.0%

Mean household income = \$73,355

Figure 3. Annual Household Income?



How Did You Hear About Yuma?

The next question on the survey form asked respondents how they heard about the Yuma area. The findings show that a majority of visitors (51.1%) heard about the area from Friends, Family or Co-workers – in other words, by word-of-mouth, which is the most common way that travelers everywhere say they hear about destinations. This was followed by “Other” at 28.4%. Next in importance as a source of information was Web sites or Online, used by 13.7% of visitors. This was followed by visitor center or brochure rack at 12.9%, and by guide books at 10.4%. An additional 3.4% heard about the Yuma area from a newspaper or magazine article. A complete list of “Other” sources is included in Appendix D. A large percentage (31%) of these listed the Quartermaster Depot, which is also the current site of the Yuma Visitors Bureau, as an important source. See Table 11.

Table 11. How did you obtain information for the Yuma area?

	Count	Percent
Friends Family or Co-workers	553	51.1%
Other	307	28.4%
Web site or online	148	13.7%
Visitor center or brochure rack	140	12.9%
Guide Book	113	10.4%
Newspaper or Magazine	37	3.4%
Total	1082	100.0%

Yuma Area Survey Results

Primary Destination

Was the Yuma area a primary destination for most visitors, or was it one stop on a longer trip? For two-thirds of all visitors (66.7%) Yuma was their primary destination. Yuma was, however, not the main trip destination for a third (33%) of visitors, but one stop on a longer trip. See Table 12.

Table 12. Is the Yuma area the primary destination of your trip?

	Count	Percent
Yes	849	66.7%
No	423	33.3%
Total	1272	100.0%

Those respondents who said that the Yuma area was *not* their primary destination were asked to indicate where they were headed on the trip. The largest group of visitors – almost half (46.4%) – indicated that they were on their way to California, mainly the San Diego or San Francisco areas. About one-third (29.5%) were on their way to other Arizona communities, among which Phoenix was the most popular. A significant number of visitors (17%) were headed for other US states, while 7.1% were on their way to Mexico. See Table 13. The complete list of other destinations is in Appendix D.

Table 13. If Yuma is not the primary destination of your trip, what is the primary destination?

If Yuma was not, what is the primary destination of your trip?	Count	Percent
California	189	46.4%
Arizona	120	29.5%
Other state	69	17.0%
Mexico	29	7.1%
Total	407	100.0%

Primary Purpose of your visit to the Yuma Area

People visit communities for a variety of reasons, including leisure, business, or a combination of both, while others are simply passing through en route to other destinations. What are the primary reasons visitors come to the Yuma area? Not surprisingly given its proximity to the Yuma Proving Grounds and the Marine Corps Air Station, Business Trips (29.5%) were the most popular trip purpose for visitors to the Yuma area. This is in contrast to data from the Arizona Office of Tourism which reports leisure travel and visiting friends & relatives as the most common trip purposes for visitors to Arizona. Second, were people Just Passing Through (21.9%), followed by visitors who were on Vacation/Leisure/Sightseeing (14.4%) trips. Next, were those Visiting friends & relatives (VFR) (14.0%), followed by those on Extended Stays in a second home or RV (9.9%). Much smaller percentages of visitors were visiting Yuma for other reasons, including Event, Conference, Meeting (6.0%), Outdoor Recreation (5.2%), combination Business/Leisure (3.3%), or were previewing the area for Relocation or Retirement reasons (2.9%).

If we combine the categories below into either Business (Business trip, Event-Conference-Meeting, and Combination of Business and Leisure Travel) or Leisure (Just Passing Through, Vacation-Leisure-Sightseeing, Visiting Friends and/or Relatives, Extended Stay, Outdoor Recreation, Possible Relocation or Retirement) the results do suggest an overall greater number of Leisure travelers in the sample (68.3%) compared to Business travelers (38.8%). Note that a limited number of visitors did mark multiple responses so that the sum is greater than 100%. See Table 14.

Table 14. What best describes the primary purpose of your trip to the Yuma area?

	Count	Percent
Business trip	382	29.5%
Just Passing Through	284	21.9%
Vacation/Leisure/Sightseeing	187	14.4%
Visiting Friends and/or Relatives	182	14.0%
Extended Stay (second home or RV)	128	9.9%
Event, Conference, Meeting	78	6.0%
Outdoor Recreation	67	5.2%
Combination of Business and Leisure Travel	43	3.3%
Possible Relocation or Retirement	38	2.9%
Total	1297	107.1%

What is your primary mode of transportation?

How do visitors get to the Yuma area? Three-fourths of all visitors (75.5%) arrived by automobile – either Private Autos (57.6%) or Rental Cars (17.9%). A substantial percentage (13.2%) arrived by RV/Camper or by Plane/air service (7.4%). The remainder arrived by Motorcycle (2.3%), Other (1.4%) and Tour Bus (0.2%). See Table 15.

Table 15. What is your primary mode of transportation?

	Count	Percent
Private Auto	740	57.6%
Rental Vehicle	230	17.9%
RV/Camper	169	13.2%
Plane/air service	95	7.4%
Motorcycle	29	2.3%
Other	18	1.4%
Tour Bus	3	.2%
Total	1284	100.0%

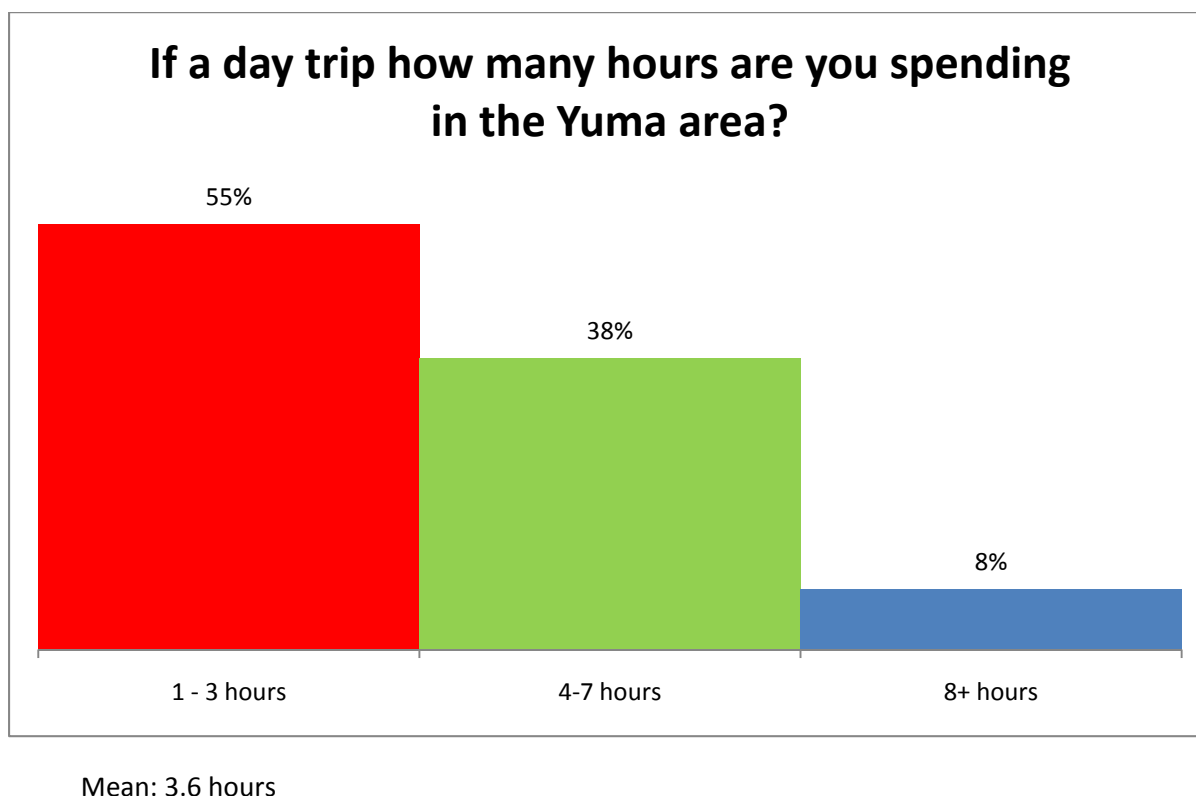
How much time in total did you spend in the Yuma area?

Length of stay is always an important factor in any tourism study because it greatly affects economic impact. How long did visitors spend in this area? Respondents were asked to indicate whether they spent either hours or nights in the Yuma area. Only a small minority of respondents (5.5%) described themselves as day visitors, those staying 12 or fewer hours, while about 9 out of 10 visitors (86.1%) were overnight visitors. (Day and overnight visitors combine to 91.6% of the sample; note that 8.4% of visitors did not respond to this question on length of stay.) For those who were day visitors, the single largest group (54.7%) spent between one and three hours in the region, while about one third of visitors (37.5%) spent four to seven hours. The average length of stay for day visitors was 3.6 hours. See Table 16 and Figure 4.

Table 16. How many hours will you spend in the Yuma area on this trip?

	Count	Percent
1 - 3 hours	35	54.7%
4-7 hours	24	37.5%
8+ hours	5	7.8%
Total	64	100.0%

Figure 4. Average hours spent in the Yuma area

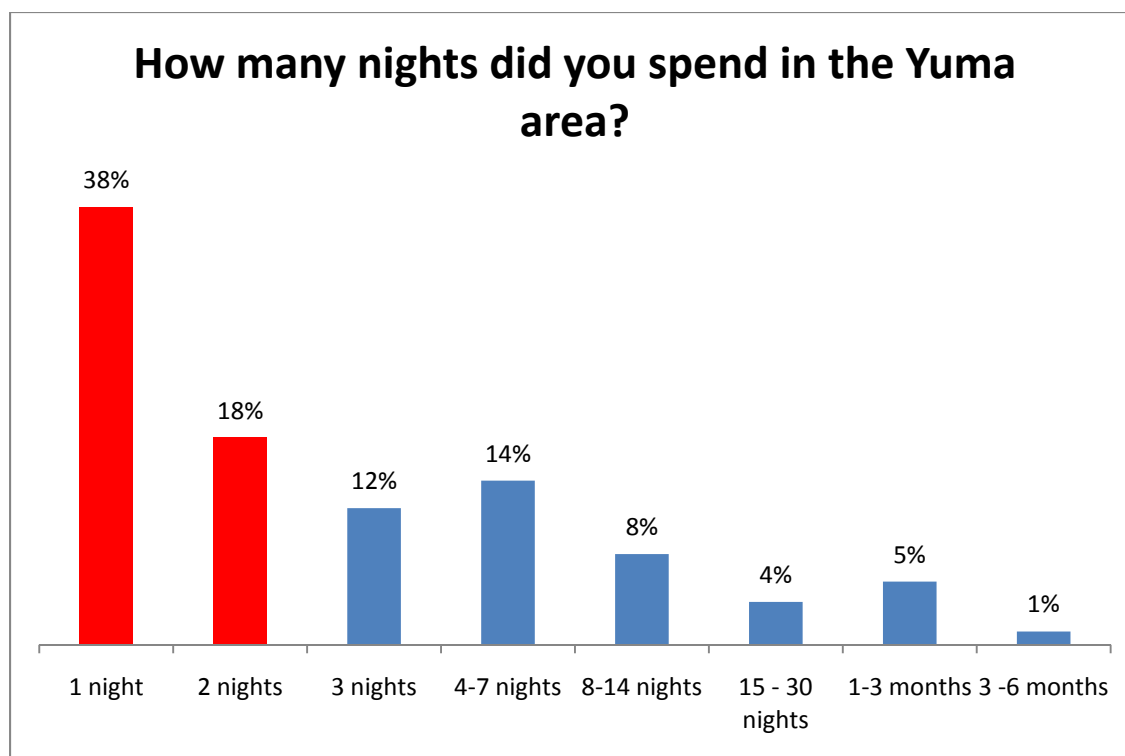


As noted previously, only a small percentage (5.5%) of visitors identified themselves as day visitors. The largest single cohort of visitors (37.9%) stayed in the area one night, while the next largest group of visitors (17.9%) stayed two nights; smaller percentages stayed three or more nights. The average for overnight stays, correcting for extremes (i.e., those staying 3 months or more) was 2.7 nights. Visitors to the Yuma area had shorter overnight stay patterns than the state average (3.5 nights in 2009). See Table 17 and Figure 5.

Table 17. How many nights, in total, will you spend in the Yuma area on this trip?

	Count	Percent
1 night	429	37.9%
2 nights	203	17.9%
3 nights	134	11.8%
4-7 nights	161	14.2%
8-14 nights	89	7.9%
15 -30 nights	42	3.7%
1-3 months	62	5.5%
Greater than 3 months less than 6 months	13	1.1%
Total	1133	100.0%

Figure 5. How many nights did you spend in the Yuma area?



Mean: 2.7 nights

Which types of visitors stayed the longest in the Yuma area? Understanding the characteristics of different visitor populations may assist local marketing agencies to increase overnight stays. Figure 6 shows the average length of stay of each visitor type or the relative strength of each market segment in driving overall visits to the region. Those individuals (128 or 9.9%) who were in the area for “extended stays” had the longest stays (61 nights average); the 38 respondents (2.9%) who were there for “relocation or retirement” reasons also had long stays (23 nights) but represented relatively few visitors. On the other hand, those on Vacation/leisure visits (187 respondents) stayed an average of 15 nights, while those Just passing through (284 respondents) stayed 1.5 nights; finally, those visiting friends & relatives (VFR - 182 respondents) stayed 8.7 nights, and those on business trips (382 respondents) stayed 3.7 nights. Thus, while all visitors are important, concentrating on increasing the number of Vacation/leisure , VFR or Weekend visitors would be the most productive strategies to increase the overall economic impact of tourism in the area. See Table 18 and Figure 6 for all results.

Table 18. How many nights, in total, will you spend in the Yuma area on this trip?

Primary trip purpose	How many nights are you staying		
	Mean*	Count	Percent
Just Passing Through	1.5	284	21.9%
Business trip	3.7	382	29.5%
Combination of Business and Leisure travel	3.9	43	3.3%
Event, Conference, Meeting	3.8	78	6.0%
Vacation/Leisure/Sightseeing	14.5	187	14.4%
Outdoor Recreation	12.1	67	5.2%
Extended Stay (second home or RV)	61.3	128	9.9%
Possible Relocation or Retirement	22.5	38	2.9%
Visiting Friends and/or Relatives	8.7	182	14.0%

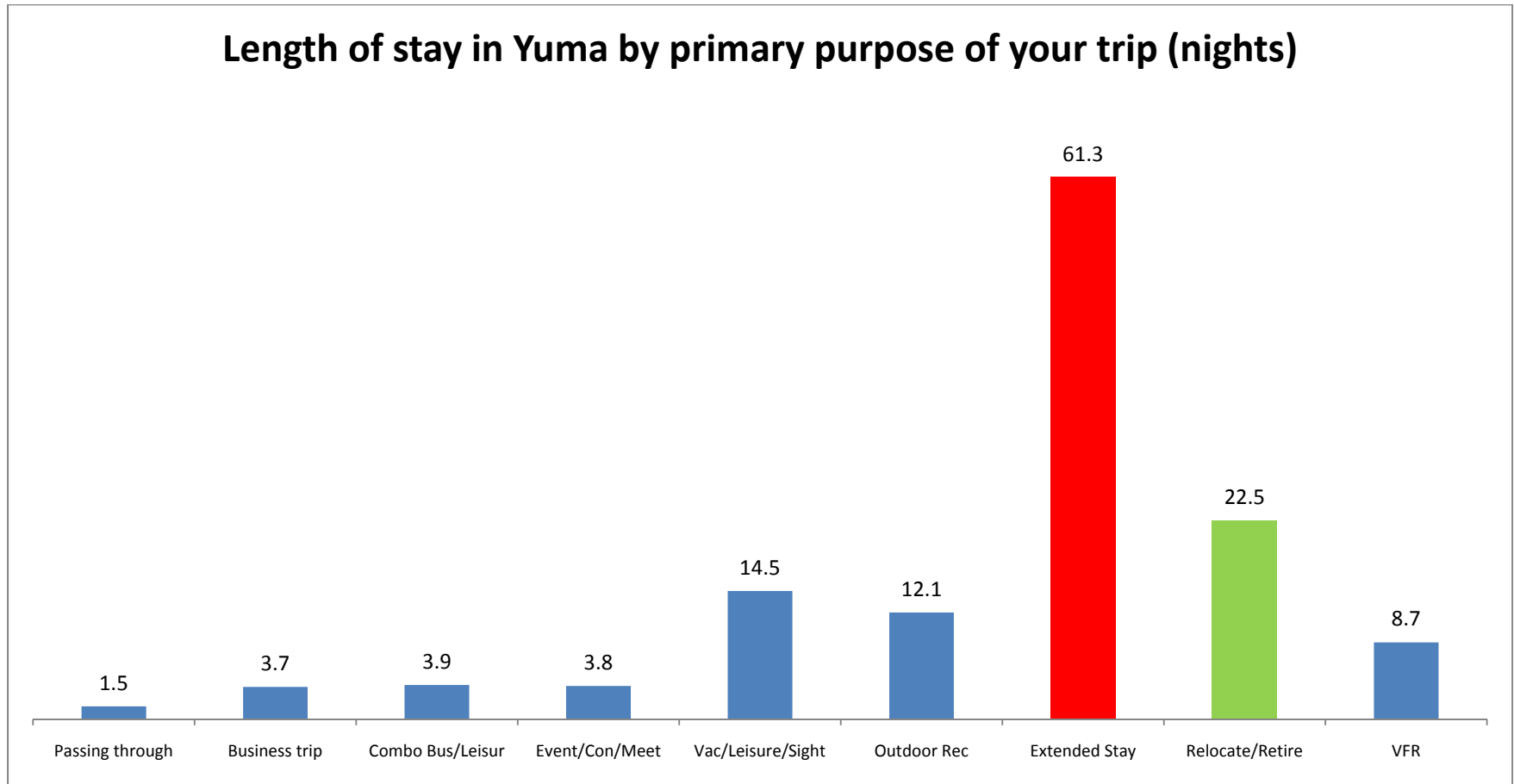
*represents the average number of nights

When the above categories are again combined and grouped into either Business or Leisure the following means result- 3.7 nights for Business travelers and 11.9 for Leisure.

Table 18a. How many nights, in total, will you spend in the Yuma area on this trip-Business vs Leisure?

	Business or Leisure trip	
	Business	Leisure
	Mean	Mean
How much time, in total, will you spend in the Yuma area on this trip - overnight, how many nights	3.7	11.9

Figure 6. Average length of stay by primary reason of visit



What type of lodging did you use during your stay?

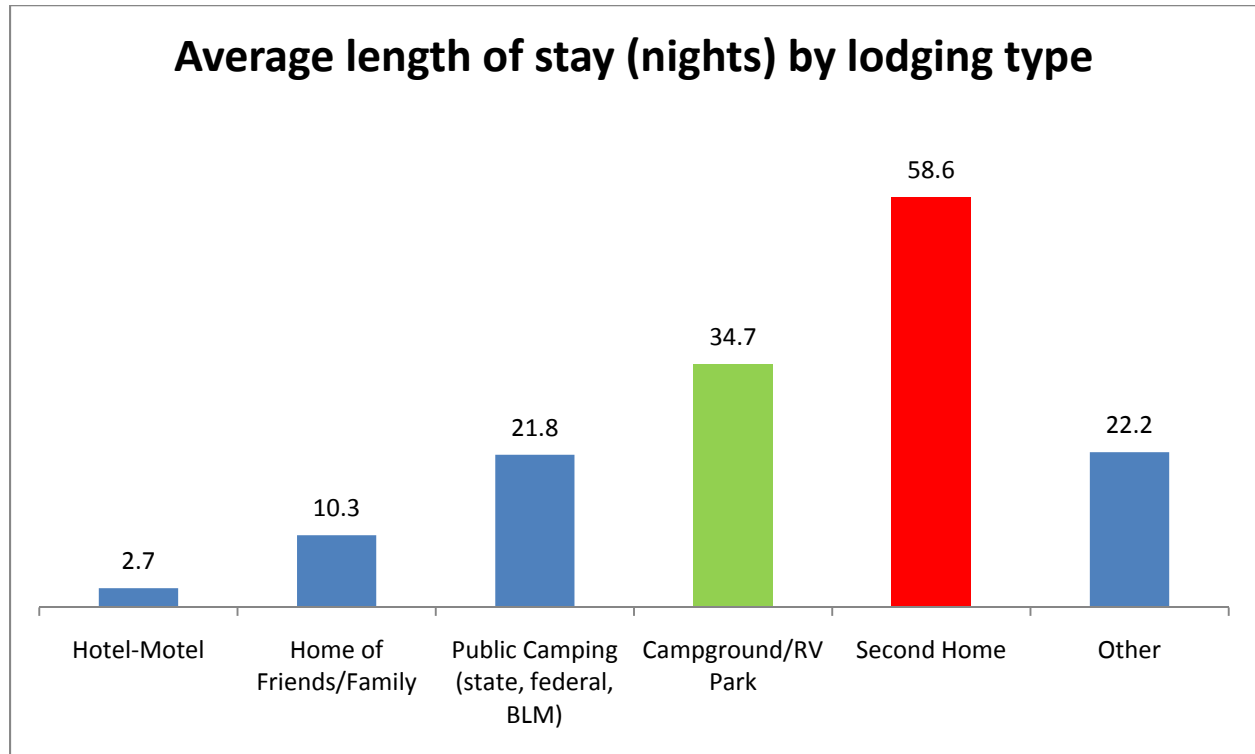
Now that we know that 86 percent of respondents stayed overnight in the Yuma area and that the average visitor stay was 2.7 nights (correcting for extremes); the next important question is where did these visitors stay? Almost three-fourths of visitors (73.7%) stayed in a Hotel-motel, while 12.8% stayed overnight in a campground or RV park. Smaller percentages (7.7%) stayed overnight at the homes of family or friends in the area, and 3.4 percent stayed in a second home. A small percentage camped or stayed in RVs on state or federal lands in RVs (2.5%), while “other” types of lodging were also used by 1.8% of respondents. When asked to specify, “other” categories, responses included a large number of people who said they were staying at the County Fairground, the Marine Corps Air Station or at the Yuma Proving Ground. The full list of “other” accommodations is included in Appendix D. See Table 19.

Table 19. What type of lodging did you stay in?

	Count	Percent
Hotel-Motel	889	73.7%
Home of Friends/Family	93	7.7%
Public Camping (state, federal, BLM)	30	2.5%
Campground/RV Park	154	12.8%
Second Home	41	3.4%
Other	22	1.8%
Total	1207	100.0%

Which accommodation type produced the longest average lengths of stay? Figure 7 shows the differences that appeared in length of stay by lodging type. The longest lengths of stay were in second homes (58.6 nights), followed by RV parks/Campgrounds (34.7 nights), with public camping (21.8 nights), and with family and friends (10.3 nights) accounting for most of the remainder. Hotel/Motel, the category accounting for the vast majority of visitors (73.7%) stayed an average of 2.7 nights. The average lengths of stay for other lodging types were 22.2 nights. See Figure 7.

Figure 7. Average length of stay by accommodation type



In what city did you spend last night?

To determine the travel patterns of visitors to the region, respondents were asked to specify where they spent the night before their visit to the Yuma area. Respondents described a large number of cities, with San Diego, San Francisco and Phoenix heading the list. In order to make sense out of the data all cities or locations were aggregated into either the Yuma area, California, or other states. The full list of communities can be found in Appendix D. The analysis of this data reflects that a majority of visitors (47.2%) were already staying in Yuma when they completed the survey, a further one-fifth (21.9%) stayed in other Arizona communities the night before, while the remainder stayed in a California city (19.6%) or stayed in another state (11.3%). See Table 20.

Table 20. In what city did you spend last night?

In what City did you spend last night?	Count	Percent
Yuma	474	47.2%
Other Arizona communities	220	21.9%
California	197	19.6%
Other states	113	11.3%
Total	1,004	100.0%

In what city will you stay tonight?

A much larger percentage of visitors indicated that they planned to stay in the Yuma area the night *after* completing the survey – 71 percent stayed in the Yuma area “tonight” compared to 47.2 percent for the night before. Once again, the vast majority of visitors stayed in the Yuma area (71%), while the next largest number was intending to stay in California (13.1%). A further one-tenth (11.4%) indicated that they planned to stay somewhere in Arizona and 4.4 percent indicated that they would be staying in another state. Thus, it is clear that a majority of visitors planned to stay in the Yuma area after they took the survey. See the full list of communities in Appendix D.

Table 21. In what city will you stay tonight?

In what City will you stay tonight?	Count	Percent
Yuma area	677	71.0%
Other Arizona communities	109	11.4%
California	125	13.1%
Other states	42	4.4%
Total	953	100%

Geographic Origins of Yuma Area Visitors

Where do visitors from the Yuma area originate? Respondents were asked to include the ZIP Code of their permanent residence, which provides evidence of geographic origin. Almost one-fourth of visitors to this area (26.9%) were Arizona residents. The remaining 73 percent were either out-of-state or foreign visitors. California, like Arizona, contributed one quarter of all visitors (25.2%), by far more than any other state – no surprise given Yuma’s location on the border with California. Thus, following Arizona, the top 10 states for visitors to the Yuma area were: California (25.2%), Washington (5.1%), Texas (3.8%), Oregon (3.0%), Michigan (3.0%), Illinois (2.5%), Florida (2.0%), Nevada (1.8%), Maryland (1.8%) and Virginia (1.8%). These origins match those for Arizona visitors generally, in which California, Illinois, Nevada and Colorado are among the top 10 originating states for overnight visits. In all, an impressive total of 47 U.S. states and Puerto Rico were represented in the sample. See Table 22.

Table 22. State of origin of Yuma visitors

State of origin of Yuma visitors	Count	Percent
Arizona	308	26.9%
California	288	25.2%
Washington	58	5.1%
Texas	43	3.8%
Oregon	34	3.0%
Michigan	34	3.0%
Illinois	29	2.5%
Florida	23	2.0%
Nevada	21	1.8%
Maryland	21	1.8%
Virginia	21	1.8%
New Mexico	20	1.7%
Colorado	20	1.7%
Wisconsin	20	1.7%
Utah	14	1.2%
New York	14	1.2%
Iowa	13	1.1%
North Carolina	13	1.1%
Pennsylvania	13	1.1%
Ohio	12	1.0%
Idaho	11	1.0%
Alabama	10	0.9%

Table 22. State of origin of Yuma visitors...continued

State of origin of Yuma visitors	Count	Percent
Oklahoma	8	0.7%
Montana	8	0.7%
Tennessee	8	0.7%
Indiana	7	0.6%
Alaska	6	0.5%
South Dakota	6	0.5%
Hawaii	5	0.4%
Louisiana	5	0.4%
Georgia	5	0.4%
New Jersey	5	0.4%
Connecticut	5	0.4%
Nebraska	4	0.3%
Kansas	4	0.3%
Mississippi	4	0.3%
Massachusetts	4	0.3%
Kentucky	3	0.3%
New Hampshire	3	0.3%
Rhode Island	3	0.3%
Wyoming	2	0.2%
North Dakota	2	0.2%
South Carolina	2	0.2%
Arkansas	1	0.1%
West Virginia	1	0.1%
Vermont	1	0.1%
Puerto Rico	1	0.1%
Total	1143	100.0%

Arizona Visitors to the Yuma Area

One-fourth (26.9%) of visitors to the Yuma area were Arizona residents, and the vast majority of these were from the Greater Phoenix metro area. When all the communities in the Phoenix MSA (Maricopa County) are combined, the area accounted for almost half (48.1%) of all in-state visitors to the Yuma region. Pima County (25%) was the next largest generator of Arizona visitors, sending another quarter of all Arizona visitors. In all, 64 Arizona communities were represented in the survey sample. See Table 23.

Table 23. Geographic origin of Arizona visitors to the Yuma area

County	Arizona city of origin	Count	Percent
Cochise	Fry	3	1.0%
Cochise	Hereford	2	0.7%
Cochise	Sierra Vista	1	0.3%
Cochise	Huachuca City	1	0.3%
Cochise	Fort Huachuca	1	0.3%
			2.6%
Coconino	Flagstaff	10	3.4%
Coconino	Bellemont	1	0.3%
			3.7%
Graham	Solomon	1	0.3%
Graham	Safford	1	0.3%
			0.6%
La Paz	Salome	1	0.3%
La Paz	Parker	1	0.3%
			0.6%
Maricopa	Phoenix	35	12.0%
Maricopa	Scottsdale	17	5.8%
Maricopa	Mesa	13	4.5%
Maricopa	Glendale	10	3.4%
Maricopa	Gilbert	9	3.1%
Maricopa	Peoria	8	2.7%
Maricopa	Chandler	7	2.4%
Maricopa	Cave Creek	7	2.4%
Maricopa	Sun City	6	2.1%
Maricopa	Tempe	5	1.7%
Maricopa	Guadalupe	5	1.7%
Maricopa	Surprise	4	1.4%
Maricopa	Anthem - Desert Hills	4	1.4%
Maricopa	Sun Lakes	3	1.0%
Maricopa	Avondale	2	0.7%
Maricopa	Wittmann	1	0.3%
Maricopa	Tolleson	1	0.3%
Maricopa	New River	1	0.3%
Maricopa	Litchfield Park	1	0.3%
Maricopa	Goodyear	1	0.3%
Maricopa	Buckeye	1	0.3%
			48.1%

Table 23. Geographic origin of Arizona visitors to the Yuma area...continued

County	Arizona city of origin	Count	Percent
Mohave	Lake Havasu City	5	1.7%
Mohave	Kingman	2	0.7%
Mohave	Mohave Valley	1	0.3%
Mohave	Golden Shores - Topock	1	0.3%
Mohave	Bullhead City	1	0.3%
			3.3%
Navajo	Overgaard	1	0.3%
Navajo	Holbrook	1	0.3%
			0.6%
Pima	Tucson	35	12.0%
Pima	Oro Valley	16	5.5%
Pima	Fort Lowell	6	2.1%
Pima	Rincon	5	1.7%
Pima	Saddlebrooke	3	1.0%
Pima	South Tucson	2	0.7%
Pima	Sahuarita	2	0.7%
Pima	Tubac	1	0.3%
Pima	Marana	1	0.3%
Pima	Kino	1	0.3%
Pima	Corona de Tucson - Vail	1	0.3%
			24.9%
Pinal	Gold Canyon - Queen Valley	1	0.3%
Pinal	Eleven Mile Corner	1	0.3%
			0.6%
Santa Cruz	Nogales	3	1.0%
Santa Cruz	Green Valley	3	1.0%
			2.0%
Yavapai	Prescott	4	1.4%
Yavapai	Sedona	3	1.0%
Yavapai	Prescott Valley	2	0.7%
Yavapai	Skull Valley	1	0.3%
Yavapai	Humboldt	1	0.3%
Yavapai	Cottonwood	1	0.3%
Yavapai	Ash fork	1	0.3%
			4.3%
Yuma	Yuma	17	5.8%
			5.8%
?	Turkey Creek	2	0.7%
?	Sun	2	0.7%
			1.4%
	Total	291	100.0%

Another quarter of visitors were from California. After summarizing and converting the zip codes provided to coordinating cities and counties 32 counties were represented. However, half of California visitors to Yuma were from just two counties (San Diego and Los Angeles) while the top ten counties encompassed 86.5% of all Californians to Yuma in the sample. Results are summarized below with a complete list in Appendix D.

Table 23a. Geographic origin of California visitors to the Yuma area

California County	Count #	Percent
San Diego	108	37.5%
Los Angeles	38	13.2%
Riverside	31	10.8%
Orange	25	8.7%
Ventura	14	4.9%
Imperial	11	3.8%
San Bernardino	8	2.8%
Fresno	5	1.7%
Monterey	5	1.7%
Tulare	4	1.4%
Additional 22 counties	39	13.5%
Total All	288	100.0%

International Visitors to the Yuma Area

What percentage of total visitors were foreigners? For the Yuma area, a significant nine (9.0) percent of visitors were of international origins – making foreigners an important market segment for the Yuma area. The state of Arizona draws large numbers of international visitors from around the world, attracted by natural wonders - the Grand Canyon and Sedona’s red rocks, as well as cowboy culture and Native American history; perhaps the possibility exists to attract more of them to the Yuma area.

Canadians, who frequently migrate during the cold winter months as Snowbirds, dominated foreign visitors to the Yuma area, accounting for almost three-fourths (70.3%) of all foreign visitors. Looking at this cohort further Canadian leisure travelers had an average length of stay of 36 nights in the Yuma area. See Table 24a. The next largest group of visitors, though considerably behind Canada, was from the United Kingdom (11.9%) followed by the Germany (4.2%). These were followed by Australia, the Netherlands, Russia, Mexico, Denmark, Switzerland, Spain, Europe and Belgium. Origin countries of these international visitors to the Yuma area are similar to Arizona international visitors generally. See Table 24.

Although the survey collection sites in this study captured only a few Mexican visitors, it is clear that Yuma receives millions of visitors annually from Mexico. This study was not designed to capture Mexican visitors, who are different from other visitors in that they are largely day visitors who cross the border to engage in a specific activity – shopping. A 2007-08 study of Mexican visitors entering through the San Luis Port of Entry counted 6.5 million annual non-U.S.-citizen border crossers – 4.0 million by auto and 2.5 million pedestrians. The same study found: 84% were day visitors and 16% spent the night; shopping was the main reason for the visits and Wal-Mart was by far the most popular shopping destination for Mexican visitors to Yuma. Direct expenditures of Mexican visitors to Yuma increased dramatically – from \$194million in 2001 to \$735million in 2007-08. During this time, the number of visitor parties travelling from San Luis to Yuma increased 19%, from 3.0 million to 3.55 million; likewise, daily expenditures increased from \$65 per-party in 2001 to \$207 per-party in 2007-08. These 2007-08 numbers have undoubtedly experienced a decline as a result of the deep 2008-09 recession. [See the full study, *Mexican Visitors to Arizona: Visitor Characteristics and Economic Impacts, 2007-08*, at: http://azot.gov/documents/Final_Mexican_Visitors_to_AZ_2007_08_report.pdf]

Table 24. Origins of foreign visitors to the Yuma area

	Count	Percent
CANADA	83	70.3%
UNITED KINGDOM	14	11.9%
GERMANY	5	4.2%
AUSTRALIA	4	3.4%
THE NETHERLANDS	2	1.7%
RUSSIA	2	1.7%
MEXICO	2	1.7%
DENMARK	2	1.7%
SWITZERLAND	1	.8%
SPAIN	1	.8%
EUROPE	1	.8%
BELGIUM	1	.8%
Total	118	100.0%

Table 24a. Canadian Travelers-Length of stay

Canadian visitors	Business or Leisure trip		
	Business	Leisure	Overall Mean
	Mean	Mean	Mean
How much time, in total, will you spend in the Yuma area on this trip - overnight, how many nights	2.8	36.0	33.8

Visitor Spending

Visitor spending is always a crucial component of any visitor study. Visitors to the Yuma area reported a wide variety of expenditures in categories of Lodging-camping, Restaurant and grocery, Transportation (including gas), Shopping, Recreation/tour/entrance fees, and “Other” expenditures. Lodging and camping (\$117) had the highest average expenditures, followed by restaurant and grocery (\$65), shopping for arts and crafts purchases (\$61), and transportation (\$48). Transportation was followed by tour, entrance fees or permits (\$45). The “Other” category had high expenditures (\$206), however this category had the least overall impact as only 6.8% of all respondents registered any expenditures in this category. The final column (Valid N) in Table 25 indicates the number of respondents who listed expenditures in the various categories, with lodging and camping (84.7%) being the highest, followed by restaurant and grocery (79.3%); “other” expenditures had the lowest participation rate (6.8%). See Table 25.

Table 25. Please estimate as closely as possible the amount of money that your travel party is spending per day in the Yuma area?

	Mean	Median	Count
Please tell us the number of people these expenses cover	2	2	
Lodging-camping	\$116.75	\$100.00	1114
Restaurant and grocery	\$64.77	\$50.00	1044
Transportation including gas	\$47.79	\$40.00	944
Shopping souvenirs	\$61.27	\$35.00	531
Recreation-Tours-Rentals-Fees or Permits	\$44.77	\$20.00	276
Other	\$205.54	\$55.00	90

The question is often asked, which visitors produce the most economic impact for the Yuma area, i.e., what specific segments should the community target in its marketing? The visitor survey data show that those in Yuma for events, conferences and meetings (\$279), followed by combination of business and leisure (\$273), and Business trips (\$269) produced the highest per-party per-day expenditures. Of course, these represented relatively few visitors with the exception of business trip visitors who account for almost one third of all visitors. On the other hand, Vacation/leisure visitors (\$250) or Outdoor Recreationists (\$263) had lower per-party per-day expenditures but represented larger segments of the visitor market or lengthier overall stays. The fact that Yuma is situated along a major transportation route to/from California makes those “Just Passing Through” an important segment. The predominance of business trip travelers may be a function of where the sample was collected, i.e., a majority of the surveys came from the Hampton Inn a chain of hotels that are favored by business visitors. Overall, business visitors may not comprise as large a portion of the tourist activity as appears in this survey, although they are an important segment with high spending impact. See Table 26.

Table 26. Primary purpose of trip by average per party expenditures per day.

	Total Expenditure	Average Stay	Per Day	Percent of all visitors
Just Passing Through	\$190	1.5	\$128	21.6%
Business trip	\$269	3.7	\$73	29.0%
Combination of Business and Leisure travel	\$273	3.9	\$70	3.3%
Event, Conference, Meeting	\$279	3.8	\$74	5.9%
Vacation/Leisure/Sightseeing	\$250	14.5	\$17	14.2%
Outdoor Recreation	\$263	12.1	\$22	5.1%
Extended Stay (second home or RV)	\$86	61.3	\$1	9.7%
Possible Relocation or Retirement	\$248	22.5	\$11	2.9%
Visiting Friends and/or Relatives	\$240	8.7	\$28	13.8%

Visitor expenditures are further broken down in Table 27 to show the correlation between trip purpose and average daily expenditures. It shows that those on Business Trips and those Passing through (with one overnight) had the highest lodging expenditures (\$84), while Pass-through visitors had the highest food and beverage expenditures (\$36). See all results in Table 27. Business and Leisure categories are again grouped with resulting means in Table 27a.

Table 27. Primary purpose of trip by average per-party expenditures per day.

	Pass Thru	Business	Combo Business Leisure	Event/ Conf./ Meet	Vacation Leisure Sightsee	Outdoor Rec	Extended Stay (2nd home or RV)	Relocate/ Retire	VFR
Lodging-camping	\$84	\$84	\$58	\$53	\$40	\$38	\$2	\$20	\$39
Restaurant and grocery	\$36	\$35	\$32	\$28	\$20	\$21	\$3	\$20	\$27
Transportation including gas	\$31	\$25	\$18	\$21	\$14	\$14	\$1	\$7	\$21
Shopping souvenirs	\$4	\$7	\$7	\$2	\$18	\$3	\$0	\$11	\$11
Recreation-Tours-Rentals-Fees or Permits	\$14	\$8	\$16	\$24	\$22	\$8	\$0	\$9	\$18
Other	\$5	\$1	\$3	\$9	\$5	\$14	\$1	\$1	\$3
Total	\$173	\$160	\$135	\$138	\$119	\$99	\$8	\$69	\$119

Table 27a. Primary purpose of trip by average per-party expenditures per day-Business vs. Leisure.

	Business or Leisure trip	
	Business	Leisure
Lodging-camping	\$100.0	\$55.4
Restaurant and grocery	\$62.5	\$44.5
Transportation including gas	\$96.7	\$26.4
Shopping souvenirs	\$60.0	\$57.9
Recreation-Tours-Rentals-Fees or Permits	.	\$21.3
Other	.	\$20.0

Interest in participating in activities

The Yuma area offers a great variety of activities for visitors to pursue, from the Imperial Wildlife area to attending events in Historic Downtown Yuma. Knowledge of visitors' activities and levels of interest can lead to the creation of additional opportunities for tourism services and to product development that extends itineraries and produces longer overnight stays.

In order to judge visitors' interest in Yuma area activities, respondents were asked to indicate their *general* level of interest in a series of activities and then to indicate whether they participated in that activity on this trip. All questions were measured on a scale of 1 to 5 where 1 is "not at all interested," and 5 is "extremely interested." Therefore, higher mean (average) scores indicate a *greater* level of interest in participating in the specific activity. The levels of interest in the specific activities are displayed in Table 28.

Visiting cultural and historic sites had the highest mean score (3.1) for area visitors, with almost half (44.6%) of all respondents indicating they were either "very" or "extremely interested" in visiting these sites. Visiting parks and recreational areas was the second most popular interest with a mean score of 3.0, and 42.3 percent indicating they were either "very" or "extremely interested" in visiting parks and recreational sites. These two activities – visiting parks and recreational sites and visiting cultural and historic sites – are often the top choices in Arizona tourism activities. The next highest interest was in visiting museums or galleries (2.8) followed by hiking or walking trails (2.7 mean), an activity for which the Yuma area presents many opportunities, followed by another prominent area recreational activity – bird watching and observing wildlife (2.2), camping or recreational vehicle stays (2.2), visiting Mexico to shop or dine (2.1), biking in any form (2.1) and casino gaming (2.1).

Other niche or less popular activities in which visitors were either a "little interested" or "not at all interested" were: playing golf (2.0), boating/waterskiing/ or personal watercraft (2.0), special events (1.9), Canoeing or kayaking (1.8), ATV's or off-road riding (1.8), hunting or fishing (1.8) and visiting Mexico for medical-dental-vision needs (1.7). A number of respondents (10.4%) indicated that they had attended a special event in the Yuma area, and the most popular of these were: the Yuma Rodeo, Motor Bike Runs, golf tournaments, weddings and reunions. See the complete list in Appendix D. See Table 28.

Table 28. Tell us how interested you are in participating in the following activities

	Not at all Interested	A little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean
Visiting cultural and historic sites	19.3%	10.9%	25.3%	30.1%	14.5%	3.1
Visiting parks and recreational areas	22.2%	10.6%	24.9%	28.6%	13.7%	3.0
Visiting museums or galleries	27.2%	13.0%	25.2%	22.9%	11.7%	2.8
Hiking or walking trails	31.4%	13.9%	23.9%	19.0%	11.8%	2.7
Birdwatching and observing wildlife	44.5%	17.3%	18.1%	11.6%	8.5%	2.2
Camping or Recreational Vehicle stay	53.8%	9.6%	11.6%	13.0%	11.9%	2.2
Visiting Mexico to dine or shop	52.3%	11.3%	15.9%	11.5%	9.0%	2.1
Biking any form	51.5%	13.1%	15.0%	11.8%	8.7%	2.1
Casino Gaming	50.3%	15.1%	16.4%	12.6%	5.6%	2.1
Playing Golf	60.1%	7.3%	10.7%	12.9%	9.0%	2.0
Boating/Waterskiing/Personal watercraft	56.2%	13.7%	14.2%	10.2%	5.7%	2.0
Special Event (list)	69.8%	2.0%	6.4%	7.9%	13.9%	1.9
Canoeing or kayaking	60.1%	12.9%	14.3%	9.1%	3.6%	1.8
ATVs or off-roading	66.4%	8.9%	10.4%	8.3%	6.1%	1.8
Hunting or fishing	65.9%	10.8%	10.6%	7.5%	5.2%	1.8
Visiting Mexico for medical-dental-vision needs	73.0%	5.9%	6.3%	7.1%	7.6%	1.7

Finally, respondents were asked to indicate whether they actually participated in these activities while in the Yuma area. In this case, the most interest was found to be in visiting cultural and historic sites, which was indicated by 60.0 percent of visitors. This was followed by visiting parks and recreational sites (52.3%), by visiting museums and galleries (46.4%), and by hiking or walking on trails (42.5%). The middle group or those activities with more than a 20 percent level of interest were: Casino gaming (37.3%), Visiting Mexico to dine or shop (36.0%), Playing golf (29.9%), Bird-watching and observing wildlife (29.9%), Visiting Mexico for medical-dental-vision needs (27.4%) and Camping or Recreational Vehicle stay (26.9%). See the full list of activities in which visitors participated in Table 29.

Table 29. What activities did/will you participate in?

	Count	Percent
Visiting cultural and historic sites	265	60.0%
Visiting parks and recreational areas	231	52.3%
Visiting museums or galleries	205	46.4%
Hiking or walking trails	188	42.5%
Casino Gaming	165	37.3%
Visiting Mexico to dine or shop	159	36.0%
Playing Golf	132	29.9%
Bird watching and observing wildlife	132	29.9%
Visiting Mexico for medical-dental-vision needs	121	27.4%
Camping or Recreational Vehicle stay	119	26.9%
Biking any form	77	17.4%
ATVs or off-roading	50	11.3%
Hunting or fishing	49	11.1%
Boating/Waterskiing/Personal watercraft	47	10.6%
Special Event (list)	46	10.4%
Canoeing or kayaking	38	8.6%
Total	442	100.0%

What attractions do you plan to visit in the Yuma Area?

Respondents were next presented with a list of area attractions and asked to check all those that they had visited or planned to visit on this trip. Of all the sites listed, the Historic Downtown Yuma Riverfront was the most visited attraction (67.2%), followed by Yuma Territorial Prison State Park (61.0%), Yuma Quartermaster Depot (42.3%), Cocopah, Paradise or Quechan Casinos (33.3%), and Martinez Lake or Fisher's Landing (27.0%). See the full list of attractions visited in Table 30. To see the list of other attractions visited refer to Appendix D; leading the list are the Peanut Patch and the Yuma Proving Ground.

Table 30. Attractions you have or plan to visit in the Yuma area?

	Count	Percent
Historic downtown Yuma riverfront	577	67.2%
Yuma Territorial Prison	523	61.0%
Yuma Quartermaster Depot	363	42.3%
Cocopah, Paradise or Quechan Casinos	286	33.3%
Martinez Lake or Fisher's Landing	232	27.0%
Imperial Sand Dunes NRA	199	23.2%
Yuma Art Center, Historic Theatre	198	23.1%
Sanguinetti House Museum	175	20.4%
Kofa, Imperial or Cibola NWR	144	16.8%
The Camel Farm	143	16.7%
Castle Domes Mine Museum	137	16.0%
Other	101	11.8%
Total	858	100.0%

Sources of Visitor Information

Next, respondents were asked where they obtained information for their trip to the Yuma area. The largest percentage –slightly more than half of all visitors (51.1%) – responded that they relied on their Friends, family or co-workers for information about the area. The next most common source of information was “Other”, used by about a quarter of visitors (28.4%). Following this were: Web site-online (13.7%), Visitor Centers or brochure rack (12.9%), Guide books (10.4%), and Newspaper or Magazine (3.4%). Those who said “Other” were asked to specify the source, and the most common of these were maps, previous trips to the area, or information gleaned from just passing through. In many of these categories respondents were invited to write-in the specific source; for the complete lists of these information sources see Appendix D. The summary of findings is presented in Table 31.

Table 31. Information Sources for Yuma Area

	Count	Percent
Friends Family or Co-workers	553	51.1%
Other	307	28.4%
Web site or online	148	13.7%
Visitor center or brochure rack	140	12.9%
Guide Book	113	10.4%
Newspaper or Magazine	37	3.4%
Total	1082	100.0%

Overall satisfaction with your experience in the Yuma area

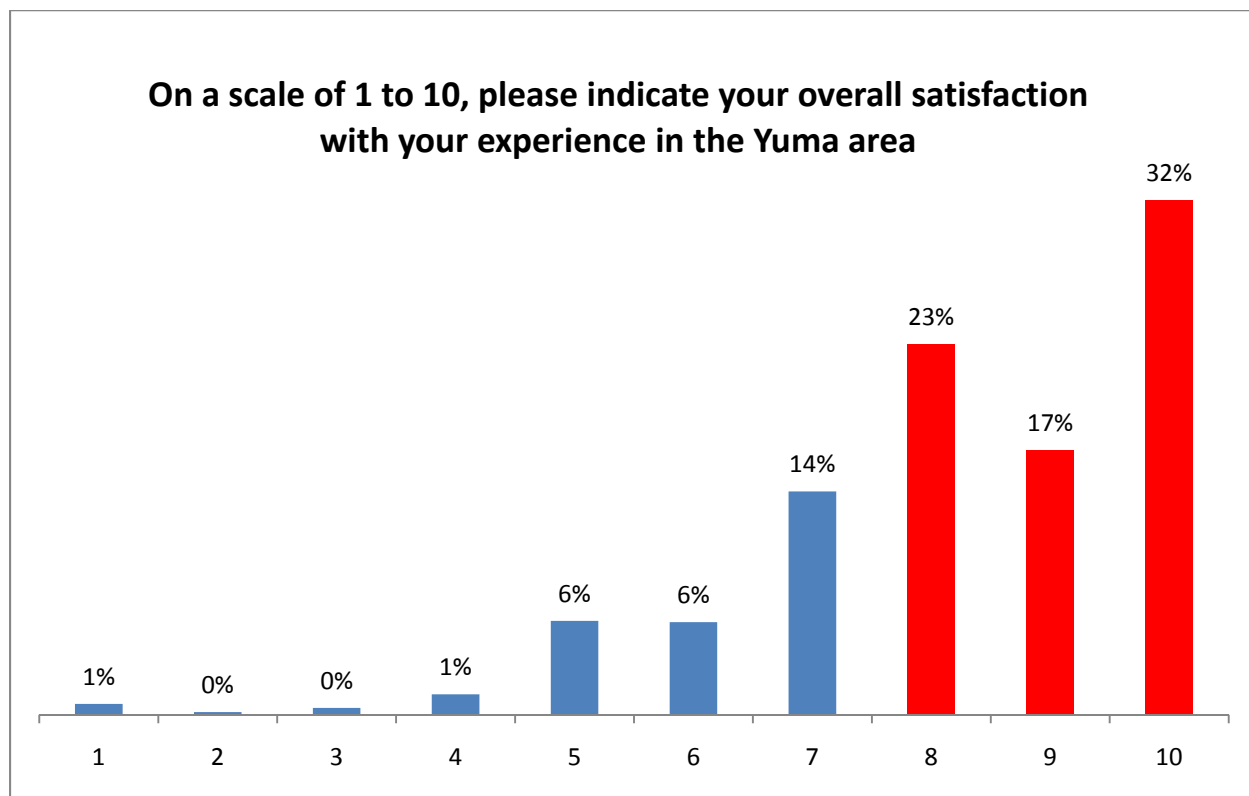
The next question on the survey asked visitors to rate their overall satisfaction with their experience in the Yuma area. On a scale of 1 to 10 where 1 is “low” and 10 is “high,” the Yuma area scored well, with a mean score of 8.25 out of a possible 10, and a median of 8.0. Only 8.5 percent of respondents noted their level of satisfaction at 5 or below. Over two-thirds (71.8%) of all respondents, rated their overall experience in the Yuma area as 8 or better, indicating overall high levels of satisfaction. See Table 32 and Figure 8.

Table 32. Rate your overall satisfaction with your experience in the Yuma area

	Count	Percent
1	8	.7%
2	2	.2%
3	5	.4%
4	15	1.3%
5	69	5.9%
6	68	5.8%
7	164	14.0%
8	272	23.1%
9	194	16.5%
10	378	32.2%

Mean = 8.25, Median 8.0

Figure 8. Overall level of satisfaction with your experience in the Yuma area



Overall satisfaction with the value for money for the Yuma area

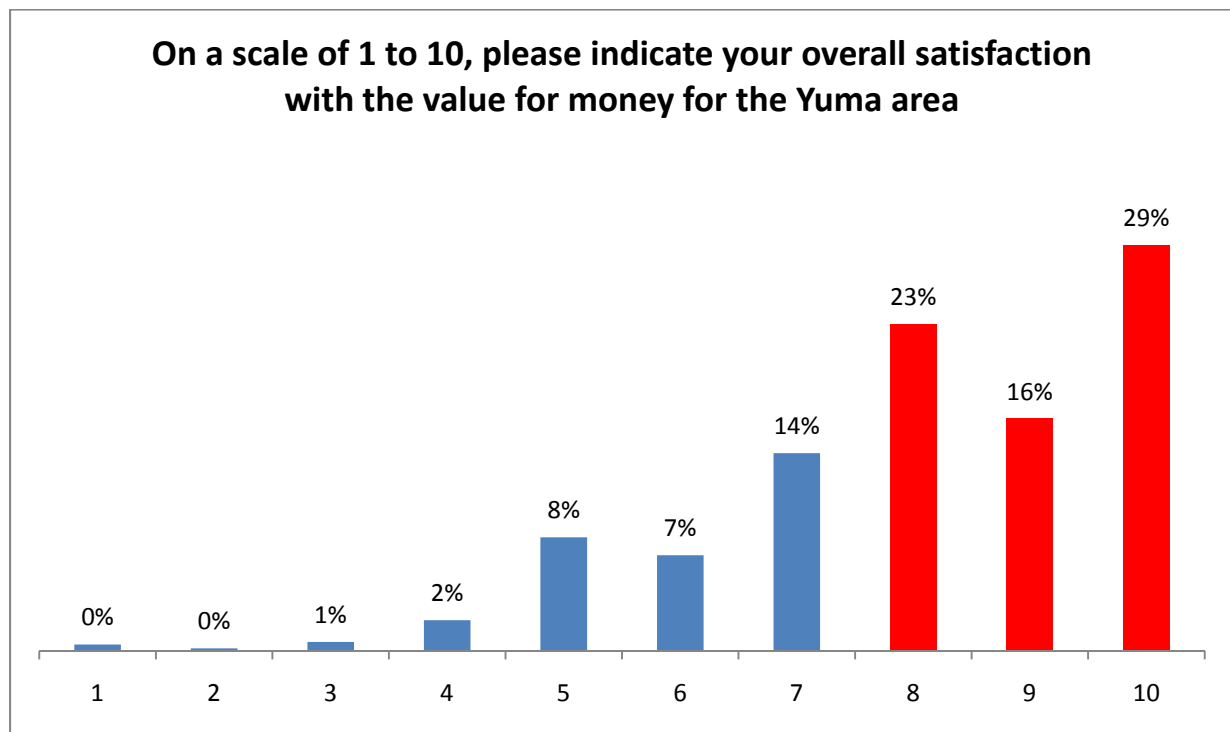
Overall satisfaction was followed by a question that asked visitors to rate their overall satisfaction with their perception of the value for money of their experience in the Yuma area. On a scale of 1 to 10 where 1 is “low” and 10 is “high,” the Yuma area scored well, with a mean score of 8.0 out of a possible 10, and a median of 8.0 also. Only 11.4 percent of respondents noted their level of satisfaction for the value of money at 5 or below. Fully two-thirds (68%) of all respondents, rated their overall perception of the value for money as 8 or better, indicating a high level of appreciation for the value for money of their Yuma visitor experience. See Table 33 and Figure 9.

Table 33. Rate your overall satisfaction with the value for money of your experience in the Yuma Area

	Count	Percent
1	5	.4%
2	2	.2%
3	7	.6%
4	24	2.2%
5	89	8.0%
6	75	6.7%
7	155	13.9%
8	256	23.0%
9	182	16.4%
10	318	28.6%

Mean = 8.0, Median 8.0

Figure 9. Overall level of satisfaction with the value for money of your experience in the Yuma Area



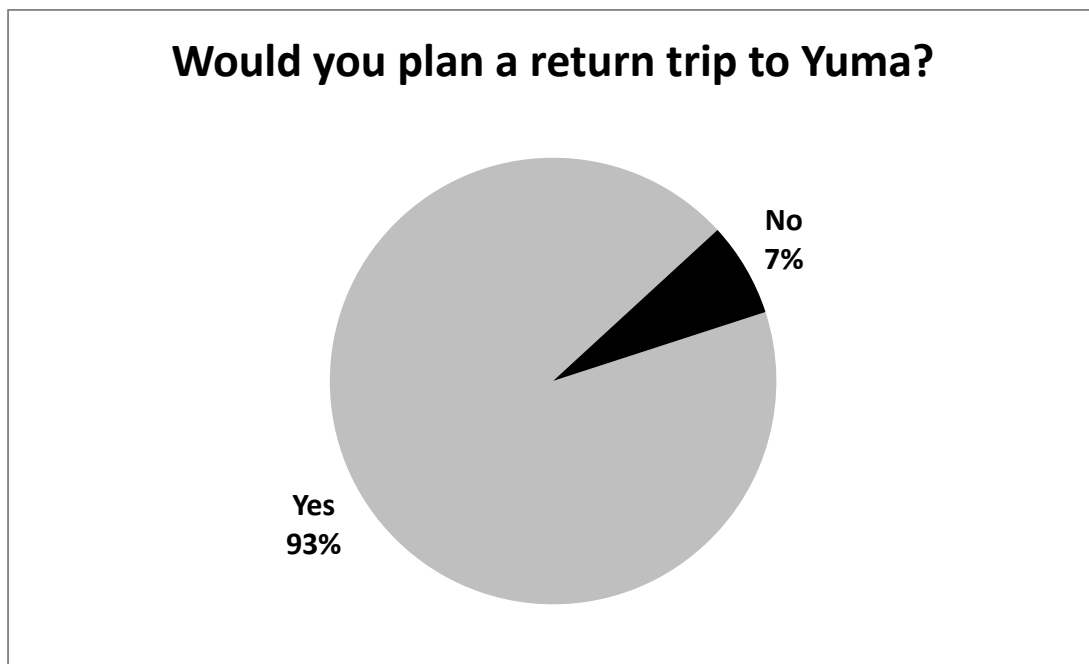
Would you plan a return trip to Yuma?

The last two questions on the survey attempted to find out whether visitors would return to visit Yuma. The first question asked whether visitors would consider a return trip to Yuma. A resounding majority (93.2%) indicated that they would plan a return trip to Yuma, while only a small minority (6.8%) indicated that they would not. See Table 34 and Figure 10.

Table 34. Would you plan a return visit to Yuma?

	Count	Percent
Yes	1106	93.2%
No	81	6.8%
Total	1187	100.0%

Figure 10. Would you plan a return trip to Yuma?



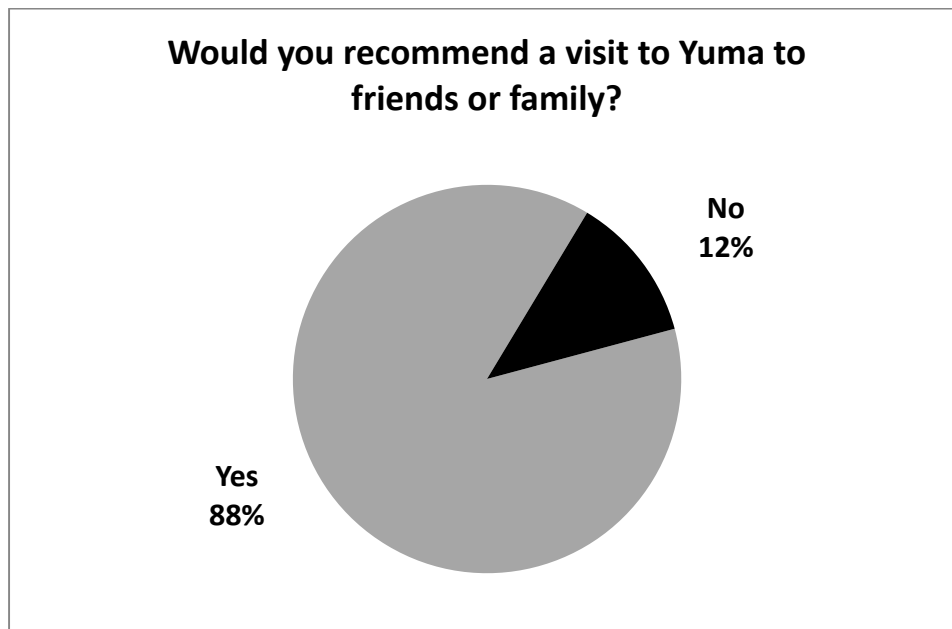
Would you recommend a visit to Yuma to friends or family?

The last question asked visitors whether they would recommend a visit to Yuma to their friends or family. The overwhelming majority (87.8%) indicated that they would recommend a visit to Yuma to their friends and family, while a small minority (12.2%) indicated that they would not recommend a visit to Yuma to their friends or family. See Table 35 and Figure 11.

Table 35. Would you recommend a visit to Yuma to your friends or family?

	Count	Percent
Yes	1021	87.8%
No	142	12.2%
Total	1163	100.0%

Figure 11. Would you recommend a visit to Yuma to your friends or family?



What did you like Best and Least about Yuma?

To further understand visitors' satisfaction with Yuma, the final question of the survey asked visitors what they liked "Best" and "Least" about Yuma. This question attempts to get at the top-of-mind perceptions of visitors as to their likes and dislikes. The most common feature of Yuma that people liked the most was "Weather and sunshine," while the "Friendly People" was second. The most frequent remark about what respondents liked least was the "Weather, heat, and dust" – a reference to summer weather characteristics. The second most frequent reference to things visitors disliked was "Traffic, Road Construction, and Delays caused by traffic." The fact that Yuma residents are considered friendly and that the weather in winter is very nice places Yuma in a good position. The complaints about traffic and road construction will probably decrease as construction projects are completed; little can be done, of course, about the heat or the dust in summer months. See the Appendix for the full list of comments.

In conclusion, it appears that visitors to the Yuma area participate in a variety of activities, have enjoyable experiences, and are quite satisfied with their trips. Yuma has an opportunity to build upon the most popular tourism themes and to redouble efforts to market the area as a tourism destination. This research will help to focus efforts on potential visitors who may be underserved presently or to inspire new product development or regional partnerships that will entice more or different visitors to experience the region. Given that this survey was conducted during 2010, a year that found communities just beginning to emerge from the 2009-10 recession, it may not exactly represent tourism activity during a normal year. On the other hand, it may represent what many in the tourism industry believe may represent the "new normal."

This report also uses visitors' reported direct spending to calculate the Economic Impact of tourism in the Yuma area. See Appendix B, which follows this analysis, for the full report on economic impact.

Appendix A:
Survey Questionnaire

II. Hello and welcome to the greater Yuma area. III. We appreciate your time in helping us better understand

Hello and welcome to the greater Yuma area. We appreciate your time in helping us better understand and serve those who visit our community. Please complete this questionnaire and return it to our volunteer. Your responses will be anonymous, reported only as part of a total and not identified with nor trackable back to any individual.

Please indicate the current month: ☐ January ☐ March ☐ May ☐ July ☐ September ☐ November
☐ February ☐ April ☐ June ☐ August ☐ October ☐ December

1. Is the Yuma area the primary destination of your trip? ☐ Yes ☐ No

If not, what location is the primary destination of your trip?

Have you ever been to Yuma before? ☒ Yes ☐ No

- 2. Indicate the item that best describes the main purpose of your visit to the Yuma area.**

- ☐ Just passing through ☐ Event, conference, meeting ☐ Extended stay (second home or RV)
☐ Business ☐ Vacation/leisure/sightseeing ☐ Possible relocation or retirement
☐ Combination of business & leisure travel ☐ Outdoor recreation ☐ Visiting friends and/or relatives

3. Indicate the item that best describes your primary mode of transportation. Mark only one.

- ☐
- Private auto
- ☐
- Rental vehicle
- ☐
- RV/Camper
- ☐
- Motorcycle
- ☐
- Tour bus
- ☐
- Plane/air service
- ☐
- Other

4. How much time, in total, will you spend in the Yuma area on this trip?

Choose either day trip or overnight trip and fill in the length of time in whole numbers with NO decimal places.

If a day trip only, how many hours:

(Example: 1 not 1.0) ☐ 1

If staying overnight, how many nights:

5. If staying overnight in the *Yuma Area*, what type of lodging are you using? Mark all that apply.

- ☐ Hotel/motel ☐ Public camping (state, federal, BLM etc.) ☐ Second home

- ☐ Home of family/ friends ☐ Private RV park/campground ☐ Other (explain)

If staying overnight away from home on this trip, please provide the locations below:

In what City/Town did you spend last night?

In what City/Town will you stay tonight?

6. If your permanent residence is in the U.S. please write in your 5-digit ZIP-CODE

If you are not from the U.S. please list your Country of Origin:

7. Please estimate as closely as possible the amount of money that your travel party is spending per DAY in the Yuma area for the following categories (in U.S. dollars with NO decimal places, Example 92 not 92.00)

Please tell us the number of people these expenses cover.

Lodging/camping

S

Shopping/souvenirs

\$

Restaurant & grocery

§

Recreation (tours, rentals,
fees or permits)

\$

Transportation (incl gas)

§

Other

\$

Define other:

Please turn over for Page Two

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8. First tell us how interested you are in participating in the following activities, then indicate those activities you have or will participate in during your visit to the Yuma area.

Interest Level:	Not at all	A little	Some-what	Very	Extremely	Did/Will you participate?
Playing golf	☐	☐	☐	☐	☐	☐
Hiking or walking trails	☐	☐	☐	☐	☐	☐
Visiting cultural and historic sites	☐	☐	☐	☐	☐	☐
Visiting parks and recreational areas	☐	☐	☐	☐	☐	☐
Birdwatching and observing wildlife	☐	☐	☐	☐	☐	☐
Boating/waterskiing/personal watercraft	☐	☐	☐	☐	☐	☐
Canoeing or kayaking	☐	☐	☐	☐	☐	☐
Hunting/fishing	☐	☐	☐	☐	☐	☐
Camping/recreational vehicle (RV) stay	☐	☐	☐	☐	☐	☐
Biking (any form)	☐	☐	☐	☐	☐	☐
ATV's or off-roading	☐	☐	☐	☐	☐	☐
Casino gaming	☐	☐	☐	☐	☐	☐
Visiting museums or galleries	☐	☐	☐	☐	☐	☐
Visiting Mexico to dine or shop	☐	☐	☐	☐	☐	☐
Visiting Mexico for medical/dental/vision needs	☐	☐	☐	☐	☐	☐
Special event:(list)	☐	☐	☐	☐	☐	☐

9. Please mark those attractions you have visited or plan to visit in the Yuma region.

- ☐ The Camel Farm ☐ Kofa, Imperial, or Cibola NWR ☐ Yuma Art Center, Historic Theatre
☐ Castle Dome Mines Museum ☐ Imperial Sand Dunes NRA ☐ Yuma Quartermaster Depot
☐ Cocopah, Paradise or Quechan casinos ☐ Martinez Lake or Fisher's Landing ☐ Yuma Territorial Prison
☐ Historic downtown Yuma/riverfront ☐ Sanguinetti House Museum ☐ Other

10. Where did you first learn/obtain information about visiting the Yuma area? Mark & write in details (what, where)

- ☐ Visitor center or brochure rack ☐ Newspaper/magazine ☐ Friends/family/co-workers
☐ Web site/online ☐ Guide book ☐ Other, define:

11. On a scale of 1 to 10 where one is low and ten is high, indicate:
- | | | | | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Your overall satisfaction with your experience in the Yuma area | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The value for money of the Yuma area | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

12. Would you plan a return visit to Yuma? ☐ Yes ☐ No
13. Would you recommend a visit to Yuma to friends or family? ☐ Yes ☐ No

14. What did you like BEST about Yuma?
15. What did you like LEAST about Yuma?

16. What is your gender? ☐ Female ☐ Male In what year were you born? 19

17. Including yourself, define your travel party?

Total Number of People: Number of: Women (18+ years) Men (18+ years) Children (under 18)

18. Who is traveling with you on this trip? (mark only one) ☐ Family and friends ☐ Friends only ☐ Organized tour group
☐ Family only ☐ Nobody, traveling alone ☐ Business associates

19. Which of the following categories best describes your annual household income?

- ☐ Less than \$15,000 ☐ \$25,000 to \$34,999 ☐ \$45,000 to \$54,999 ☐ \$65,000 to \$74,999 ☐ \$85,000 to \$94,999
☐ \$15,000 to \$24,999 ☐ \$35,000 to \$44,999 ☐ \$55,000 to \$64,999 ☐ \$75,000 to \$84,999 ☐ \$95,000 or More

Thank you for taking the time to complete the survey.

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Appendix B:
Regional Economic Impacts of the Yuma area Tourism Survey

Introduction

Question seven in the survey of visitors to the Yuma area asked respondents to detail their regional expenditures in each of the following categories: lodging, food and beverage, transportation (including gas), shopping/arts & crafts purchases, recreation/tour/entrance/permit fees, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to the Yuma area, and can be compared to the impacts of other economic sectors.

Expenditures from Yuma area visitors were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Yuma County, Arizona. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

Economic Impact Analysis Methods

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, “I-O Model,” is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in the Yuma area of Yuma County, Arizona. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of “new” money to the region. This analysis does not include respondents who live in Yuma County as they do not represent “new” output to the region because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Thus, direct, indirect, and induced effects of visitor expenditures were calculated for Yuma County. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in Yuma County were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the

allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Yuma area visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct and indirect effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Yuma area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the Yuma area. It is estimated that approximately 1,413,679 people visited the Yuma area in 2010 (during the period of the survey). This estimate is derived from attractions visitation (parks), lodging supply (hotels and time share properties) as well as average occupancy, and attendance at private attractions and visitation to secondary attractions. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 1,413,679 out-of-region visitors are included in the economic impact analysis. The harmonic or trimmed mean was used for average expenditures in calculating economic impact. The trimmed mean avoids extremes at either end of a frequency distribution by effectively reducing the top and bottom five (5) percent of the distribution and recalculating the mean. This reduces the extreme end of the range lessening the impact of those who had no expenses as well as those who listed expenses that were in error or considered unreasonable (i.e., \$2,500 for lodging for 1 night).

To begin with the population estimate of 1,413,679 is apportioned between day and overnight visitors. This yields 47,706 day visitors, and 1,365,990 overnight visitors. These numbers will be used to develop the total expenditures for each visitor type. Table B1, illustrates the first steps in developing the total expenditures by spending category. In column one, per-party, per-day expenditures are listed; as can be seen, day visitors do not have any lodging expenditures so that the value per-person per-day is \$0. The next column is the per-person, per-day visitor expenditures which is calculated by dividing the average party size (2.1 for day visitors and 2.2 for overnight visitors) by the per-party expenditures. This is a

necessary step as the population estimate is measured as visitors, and the expenditures need to be in per-person expenditures. The final column in Table B1 for day visitors is the percentage of visitors with expenditures in any specific category, for example 46% of day visitors have restaurant and grocery expenditures. The percentage with expenditures column will be used to adjust the population estimate to reflect that percentage of the visitor population who had valid expenditures in any category. Overnight visitors per-person expenditures and percentages of the population with expenditures are derived in a similar manner. See Table B1.

Table B1. Estimate of per person per day expenditures for day and overnight Yuma area visitors.

	Day Visitors			Overnight Visitors		
	Per-Party Exp	Per-Person Exp	Percent with Exp	Per-Party Exp	Per-Person Exp	Percent with Exp
Lodging-camping	\$0.0	\$0.0	0%	\$119.6	\$55.4	78%
Restaurant and grocery	\$30.5	\$14.1	46%	\$66.9	\$31.0	71%
Transportation including gas	\$40.3	\$18.6	42%	\$49.1	\$22.7	64%
Shopping souvenirs	\$30.9	\$14.3	15%	\$63.3	\$29.3	36%
Recreation-Tours-Rentals-Fees or Permits	\$17.0	\$7.8	3%	\$47.6	\$22.1	19%
Other	\$4.5	\$2.1	2%	\$238.8	\$110.5	6%

Table B2 illustrates total visitor expenditures by each specific expenditure category. Per-person expenditures in column one come from Table B1. The population estimate in the next column is calculated by multiplying the percentage of those with expenditures, 46 percent in the example of restaurant and grocery expenditures by the day visitor population estimate (47,706) to yield a population estimate of 21,945. Finally the expenditures are derived by multiplying the population estimate by per-person per-day expenditures from column one. Overnight visitor expenditures are calculated in a similar manner. Finally, total expenditures are arrived at by summing day and overnight visitors' expenditures. The total expenditures listed in the last column were used for the subsequent economic impact analysis.

Table B2. Estimate of total expenditures for day and overnight Yuma area visitors.

	Day Visitors			Overnight Visitors			Day + Overnight
	Per-Person Exp	Pop Estimate	Expenditures	Per-Person Exp	Pop Estimate	Expenditures	Total Expenditures
Lodging-camping	\$0.0	0	\$0	\$55.4	1,072,240	\$59,361,905	\$59,361,905
Restaurant and grocery	\$14.1	21,945	\$308,917	\$31.0	972,593	\$30,136,467	\$30,445,384
Transportation including gas	\$18.6	20,037	\$372,329	\$22.7	880,213	\$19,988,051	\$20,360,380
Shopping souvenirs	\$14.3	7,156	\$102,165	\$29.3	497,196	\$14,568,444	\$14,670,609
Recreation-Tours-Rentals-Fees or Permits	\$7.8	1,431	\$11,229	\$22.1	258,459	\$5,699,335	\$5,710,564
Other	\$2.1	954	\$1,982	\$110.5	77,849	\$8,606,172	\$8,608,154
Total			\$796,622			\$138,360,375	\$139,156,997

The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Yuma area in the study period was estimated at 1,413,679 visitors. These visitors were responsible for some \$139.2 million of expenditures in Yuma County, AZ, with an average regional expenditure of \$232 per party. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table B3 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

Table B3. Effects and Multipliers of \$139.2 million of Regional Expenditures by Yuma area visitors

Impact Type	Direct Effect	Indirect Effect	Induced Effect	Multiplier	Total Effect
Output	\$139,157,000	\$26,468,700	\$61,283,500	1.63	\$226,909,200
Employment	1,818.1	230.1	640.1	1.48	2,688.3
Labor					
Income	\$48,245,600	\$8,883,200	\$27,573,300	1.76	\$84,702,100
Tax	\$9,244,200	\$2,767,600	\$8,450,300		\$20,462,100

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table B3, visitors to the Yuma area spurred an additional \$20.5 million of tax revenue for Yuma County. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from Yuma area visitors is the result of sales tax paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

Discussion

In 2010 visitors to the Yuma area injected significant output to businesses in the regional economy of Yuma County. Approximately \$139.2 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of \$226.9 million for Yuma County. This economic activity supported some 2,688 full-time equivalent (FTE) jobs. The total economic impact of visitors to the Yuma area is therefore substantial, and contributes significantly to the greater regional economy.

Appendix C:
Quarterly Tables

Please indicate the current month

Please indicate the current month	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
January 2010	111	29.2%	0	.0%	0	.0%	0	.0%
February 2010	64	16.8%	0	.0%	0	.0%	0	.0%
March 2010	205	53.9%	0	.0%	0	.0%	0	.0%
April 2010	0	.0%	122	38.6%	0	.0%	0	.0%
May 2010	0	.0%	90	28.5%	0	.0%	0	.0%
June 2010	0	.0%	104	32.9%	0	.0%	0	.0%
July 2010	0	.0%	0	.0%	108	32.4%	0	.0%
August 2010	0	.0%	0	.0%	133	39.9%	0	.0%
September 2010	0	.0%	0	.0%	92	27.6%	0	.0%
October 2010	0	.0%	0	.0%	0	.0%	113	39.4%
November 2010	0	.0%	0	.0%	0	.0%	123	42.9%
December 2010	0	.0%	0	.0%	0	.0%	51	17.8%
Total	380	100.0%	316	100.0%	333	100.0%	287	100.0%

Is the Yuma area the primary destination of your trip?

Is Yuma the primary destination of your trip?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	288	78.0%	194	63.6%	181	56.0%	186	67.6%
No	81	22.0%	111	36.4%	142	44.0%	89	32.4%
Total	369	100.0%	305	100.0%	323	100.0%	275	100.0%

Have you ever been to Yuma before?

Have you ever been to Yuma before?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	272	77.5%	199	66.3%	223	70.6%	196	75.4%
No	79	22.5%	101	33.7%	93	29.4%	64	24.6%
Total	351	100.0%	300	100.0%	316	100.0%	260	100.0%

What is the primary purpose of your visit?

What is the primary purpose of your visit?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Business trip	53	14.1%	110	35.3%	114	34.9%	105	37.2%
Just Passing Through	34	9.0%	77	24.7%	106	32.4%	67	23.8%
Vacation/Leisure/Sightseeing	96	25.5%	35	11.2%	39	11.9%	17	6.0%
Visiting Friends and/or Relatives	52	13.8%	37	11.9%	42	12.8%	51	18.1%
Extended Stay (second home or RV)	91	24.2%	8	2.6%	9	2.8%	20	7.1%
Event, Conference, Meeting	27	7.2%	32	10.3%	10	3.1%	9	3.2%
Outdoor Recreation	43	11.4%	8	2.6%	9	2.8%	7	2.5%
Combination of Business and Leisure travel	11	2.9%	11	3.5%	8	2.4%	13	4.6%
Possible Relocation or Retirement	11	2.9%	11	3.5%	12	3.7%	4	1.4%
Total	376	100.0%	312	100.0%	327	100.0%	282	100.0%

What best describes your primary mode of transportation?

Indicate your primary mode of transportation?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Private Auto	195	52.0%	176	57.0%	204	62.2%	165	60.7%
Rental Vehicle	37	9.9%	60	19.4%	81	24.7%	52	19.1%
RV/Camper	107	28.5%	22	7.1%	17	5.2%	23	8.5%
Plane/air service	28	7.5%	25	8.1%	17	5.2%	25	9.2%
Motorcycle	2	.5%	22	7.1%	4	1.2%	1	.4%
Other	3	.8%	4	1.3%	5	1.5%	6	2.2%
Tour Bus	3	.8%	0	.0%	0	.0%	0	.0%
Total	375	100.0%	309	100.0%	328	100.0%	272	100.0%

How much time, in total, will you spend in the Yuma area on this trip - hours?

How much time, in total, will you spend in the Yuma area on this trip - day trip-how many hours?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1	2	15.4%	2	8.7%	7	29.2%	2	50.0%
2	3	23.1%	4	17.4%	5	20.8%	0	.0%
3	1	7.7%	4	17.4%	5	20.8%	0	.0%
4	3	23.1%	7	30.4%	1	4.2%	2	50.0%
5	1	7.7%	3	13.0%	2	8.3%	0	.0%
6	1	7.7%	2	8.7%	2	8.3%	0	.0%
8	1	7.7%	0	.0%	0	.0%	0	.0%
10	0	.0%	1	4.3%	1	4.2%	0	.0%
11	1	7.7%	0	.0%	0	.0%	0	.0%
12	0	.0%	0	.0%	1	4.2%	0	.0%
Total	13	100.0%	23	100.0%	24	100.0%	4	100.0%

How much time, in total, will you spend in the Yuma area on this trip - nights?

How much time, in total, will you spend in the Yuma area on this trip – overnight-how many nights?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1	36	11.7%	113	41.7%	152	50.8%	128	50.4%
2	49	15.9%	58	21.4%	47	15.7%	49	19.3%
3	49	15.9%	27	10.0%	33	11.0%	25	9.8%
4	34	11.0%	18	6.6%	16	5.4%	14	5.5%
5	17	5.5%	10	3.7%	8	2.7%	3	1.2%
6	7	2.3%	2	.7%	4	1.3%	4	1.6%
7	9	2.9%	8	3.0%	5	1.7%	2	.8%
8	10	3.2%	2	.7%	1	.3%	4	1.6%
9	4	1.3%	1	.4%	3	1.0%	1	.4%
10	11	3.6%	6	2.2%	7	2.3%	4	1.6%
11	1	.3%	0	.0%	1	.3%	0	.0%
12	3	1.0%	3	1.1%	5	1.7%	0	.0%
13	1	.3%	1	.4%	0	.0%	2	.8%
14	8	2.6%	5	1.8%	3	1.0%	2	.8%
15	2	.6%	2	.7%	0	.0%	0	.0%
16	1	.3%	0	.0%	0	.0%	1	.4%
18	0	.0%	1	.4%	2	.7%	0	.0%
19	0	.0%	1	.4%	1	.3%	0	.0%
20	0	.0%	2	.7%	0	.0%	2	.8%
21	1	.3%	0	.0%	1	.3%	0	.0%
22	0	.0%	1	.4%	0	.0%	1	.4%
24	0	.0%	0	.0%	2	.7%	0	.0%
25	0	.0%	1	.4%	1	.3%	0	.0%
30	12	3.9%	2	.7%	2	.7%	3	1.2%
31	1	.3%	0	.0%	1	.3%	0	.0%
32	1	.3%	0	.0%	0	.0%	0	.0%
35	1	.3%	0	.0%	0	.0%	0	.0%

How much time, in total, will you spend in the Yuma area on this trip – overnight-how many nights?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
38	1	.3%	0	.0%	0	.0%	0	.0%
40	3	1.0%	2	.7%	0	.0%	0	.0%
42	1	.3%	0	.0%	0	.0%	0	.0%
45	4	1.3%	0	.0%	0	.0%	0	.0%
50	0	.0%	1	.4%	0	.0%	0	.0%
58	0	.0%	0	.0%	1	.3%	1	.4%
60	8	2.6%	3	1.1%	1	.3%	4	1.6%
70	1	.3%	0	.0%	0	.0%	0	.0%
75	2	.6%	0	.0%	0	.0%	1	.4%
80	3	1.0%	0	.0%	0	.0%	0	.0%
90	19	6.1%	0	.0%	1	.3%	1	.4%
99	2	.6%	0	.0%	0	.0%	0	.0%
100	2	.6%	0	.0%	0	.0%	0	.0%
120	5	1.6%	1	.4%	1	.3%	2	.8%
Total	309	100.0%	271	100.0%	299	100.0%	254	100.0%

Average length of time spent in Yuma by season

	Calendar quarter of Survey			
	January to March 2010	April to June 2010	July to September 2010	October to December 2010
	Mean	Mean	Mean	Mean
How much time, in total, will you spend in the Yuma area on this trip- day trip-how many hours?	4.1	3.8	3.3	2.5
How much time, in total, will you spend in the Yuma area on this trip- overnight-how many nights?	18.0	5.0	4.3	5.6

If you are staying overnight in Yuma what type of lodging did you stay in?

If you are staying overnight in the Yuma area what type of lodging did you stay in?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Hotel-Motel	165	47.8%	232	81.7%	258	85.1%	234	85.1%
Home of Friends/Family	27	7.8%	17	6.0%	33	10.9%	16	5.8%
Public Camping (state, federal, BLM)	23	6.7%	6	2.1%	0	.0%	1	.4%
Campground/RV Park	92	26.7%	25	8.8%	14	4.6%	23	8.4%
Second Home	34	9.9%	3	1.1%	1	.3%	3	1.1%
Other	14	4.1%	4	1.4%	2	.7%	2	.7%
Total	345	100.0%	284	100.0%	303	100.0%	275	100.0%

Other Lodging in Yuma

Other lodging used	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
CASINO	1	5.3%	0	.0%	1	33.3%	2	66.7%
MILITARY BASE	1	5.3%	1	25.0%	1	33.3%	0	.0%
FAIRGROUNDS	2	10.5%	1	25.0%	0	.0%	0	.0%
YUMA FAIRGROUNDS	2	10.5%	0	.0%	0	.0%	0	.0%
RESORT RENTAL	2	10.5%	0	.0%	0	.0%	0	.0%
YUMA CO FAIRGROUND RV	1	5.3%	0	.0%	0	.0%	0	.0%
RV ON PRIVATE OWNED LOT	1	5.3%	0	.0%	0	.0%	0	.0%
RV LOT RENTAL	1	5.3%	0	.0%	0	.0%	0	.0%
RV LOT	1	5.3%	0	.0%	0	.0%	0	.0%
RESIDENCE	1	5.3%	0	.0%	0	.0%	0	.0%
RENT A MOBILE	1	5.3%	0	.0%	0	.0%	0	.0%
OWN HOME	1	5.3%	0	.0%	0	.0%	0	.0%
HOST FAMILY	0	.0%	1	25.0%	0	.0%	0	.0%
HOME	0	.0%	1	25.0%	0	.0%	0	.0%
HILTON GARDEN INN	0	.0%	0	.0%	0	.0%	1	33.3%
HAVE A PARK MODEL IN WELLTON	1	5.3%	0	.0%	0	.0%	0	.0%
FAIR GROUNDS, RV RALLY	1	5.3%	0	.0%	0	.0%	0	.0%
FAIR GROUNDS	1	5.3%	0	.0%	0	.0%	0	.0%
BOUGHT HOME	1	5.3%	0	.0%	0	.0%	0	.0%
APARTMENT	0	.0%	0	.0%	1	33.3%	0	.0%
Total	19	100.0%	4	100.0%	3	100.0%	3	100.0%

State of origin of Yuma visitors

State of origin of Yuma visitors	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Arizona	50	16.4%	81	28.6%	98	32.7%	79	30.9%
California	77	25.3%	67	23.7%	70	23.3%	74	28.9%
Washington	28	9.2%	10	3.5%	10	3.3%	10	3.9%
Texas	9	3.0%	10	3.5%	12	4.0%	12	4.7%
Oregon	18	5.9%	4	1.4%	7	2.3%	5	2.0%
Michigan	10	3.3%	8	2.8%	8	2.7%	8	3.1%
Illinois	14	4.6%	3	1.1%	10	3.3%	2	.8%
Florida	2	.7%	6	2.1%	7	2.3%	8	3.1%
Nevada	7	2.3%	9	3.2%	2	.7%	3	1.2%
Maryland	2	.7%	4	1.4%	9	3.0%	6	2.3%
Virginia	3	1.0%	9	3.2%	6	2.0%	3	1.2%
New Mexico	4	1.3%	6	2.1%	7	2.3%	3	1.2%
Colorado	7	2.3%	8	2.8%	3	1.0%	2	.8%
Wisconsin	10	3.3%	6	2.1%	1	.3%	3	1.2%
Utah	8	2.6%	2	.7%	2	.7%	2	.8%
New York	5	1.6%	5	1.8%	4	1.3%	0	.0%
Iowa	8	2.6%	1	.4%	2	.7%	2	.8%
North Carolina	2	.7%	2	.7%	6	2.0%	3	1.2%
Pennsylvania	3	1.0%	2	.7%	3	1.0%	5	2.0%
Ohio	5	1.6%	3	1.1%	3	1.0%	1	.4%
Idaho	6	2.0%	1	.4%	2	.7%	2	.8%
Alabama	1	.3%	6	2.1%	2	.7%	1	.4%
Oklahoma	1	.3%	2	.7%	4	1.3%	1	.4%
Montana	4	1.3%	0	.0%	2	.7%	2	.8%
Tennessee	1	.3%	2	.7%	2	.7%	3	1.2%
Indiana	2	.7%	2	.7%	1	.3%	2	.8%

State of origin of Yuma visitors	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Alaska	3	1.0%	1	.4%	1	.3%	1	.4%
South Dakota	3	1.0%	0	.0%	1	.3%	2	.8%
Hawaii	0	.0%	1	.4%	4	1.3%	0	.0%
Louisiana	1	.3%	2	.7%	2	.7%	0	.0%
Georgia	0	.0%	0	.0%	2	.7%	3	1.2%
New Jersey	0	.0%	1	.4%	3	1.0%	1	.4%
Connecticut	1	.3%	2	.7%	0	.0%	2	.8%
Nebraska	1	.3%	3	1.1%	0	.0%	0	.0%
Kansas	1	.3%	2	.7%	1	.3%	0	.0%
Mississippi	0	.0%	2	.7%	0	.0%	2	.8%
Massachusetts	2	.7%	1	.4%	0	.0%	1	.4%
Kentucky	1	.3%	1	.4%	1	.3%	0	.0%
New Hampshire	0	.0%	2	.7%	0	.0%	1	.4%
Rhode Island	2	.7%	1	.4%	0	.0%	0	.0%
Wyoming	2	.7%	0	.0%	0	.0%	0	.0%
North Dakota	0	.0%	1	.4%	1	.3%	0	.0%
South Carolina	0	.0%	2	.7%	0	.0%	0	.0%
Arkansas	0	.0%	1	.4%	0	.0%	0	.0%
West Virginia	0	.0%	0	.0%	0	.0%	1	.4%
Vermont	0	.0%	0	.0%	1	.3%	0	.0%
Puerto Rico	0	.0%	1	.4%	0	.0%	0	.0%
Total	304	100.0%	283	100.0%	300	100.0%	256	100.0%

Yuma visitors-Arizona resident city of origin

Yuma visitors from Arizona (translated zip code of origin)	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
TUCSON	1	2.2%	8	10.8%	17	17.9%	9	11.8%
PHOENIX	1	2.2%	10	13.5%	14	14.7%	10	13.2%
YUMA	4	8.7%	2	2.7%	5	5.3%	6	7.9%
SCOTTSDALE	3	6.5%	5	6.8%	3	3.2%	6	7.9%
ORO VALLEY	3	6.5%	6	8.1%	3	3.2%	4	5.3%
MESA	2	4.3%	7	9.5%	3	3.2%	1	1.3%
GLENDALE	2	4.3%	3	4.1%	1	1.1%	4	5.3%
FLAGSTAFF	2	4.3%	1	1.4%	2	2.1%	5	6.6%
GILBERT	1	2.2%	4	5.4%	4	4.2%	0	.0%
PEORIA	6	13.0%	0	.0%	1	1.1%	1	1.3%
CHANDLER	0	.0%	2	2.7%	3	3.2%	2	2.6%
CAVE CREEK	1	2.2%	2	2.7%	2	2.1%	2	2.6%
SUN CITY	1	2.2%	1	1.4%	1	1.1%	3	3.9%
FORT LOWELL	1	2.2%	3	4.1%	2	2.1%	0	.0%
TEMPE	1	2.2%	3	4.1%	1	1.1%	0	.0%
RINCON	0	.0%	0	.0%	2	2.1%	3	3.9%
LAKE HAVASU CITY	1	2.2%	1	1.4%	3	3.2%	0	.0%
GUADALUPE	0	.0%	3	4.1%	2	2.1%	0	.0%
SURPRISE	1	2.2%	1	1.4%	2	2.1%	0	.0%
PRESCOTT	2	4.3%	0	.0%	2	2.1%	0	.0%
ANTHEM - DESERT HILLS	1	2.2%	0	.0%	2	2.1%	1	1.3%
SUN LAKES	2	4.3%	0	.0%	0	.0%	1	1.3%
SEDONA	0	.0%	1	1.4%	0	.0%	2	2.6%
SADDLEBROOKE	0	.0%	0	.0%	0	.0%	3	3.9%
NOGALES	0	.0%	2	2.7%	1	1.1%	0	.0%

Yuma visitors from Arizona (translated zip code of origin)	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
GREEN VALLEY	0	.0%	0	.0%	1	1.1%	2	2.6%
FRY	0	.0%	0	.0%	2	2.1%	1	1.3%
TURKEY CREEK	0	.0%	1	1.4%	1	1.1%	0	.0%
SUN	0	.0%	0	.0%	1	1.1%	1	1.3%
SOUTH TUCSON	0	.0%	0	.0%	2	2.1%	0	.0%
SAHUARITA	1	2.2%	1	1.4%	0	.0%	0	.0%
PRESCOTT VALLEY	1	2.2%	0	.0%	0	.0%	1	1.3%
KINGMAN	0	.0%	0	.0%	2	2.1%	0	.0%
HEREFORD	0	.0%	1	1.4%	1	1.1%	0	.0%
AVONDALE	0	.0%	0	.0%	1	1.1%	1	1.3%
WITTMANN	1	2.2%	0	.0%	0	.0%	0	.0%
TUBAC	0	.0%	1	1.4%	0	.0%	0	.0%
TOLLESON	0	.0%	0	.0%	1	1.1%	0	.0%
SOLOMON	0	.0%	0	.0%	0	.0%	1	1.3%
SKULL VALLEY	1	2.2%	0	.0%	0	.0%	0	.0%
SIERRA VISTA	0	.0%	0	.0%	1	1.1%	0	.0%
SALOME	1	2.2%	0	.0%	0	.0%	0	.0%
SAFFORD	0	.0%	0	.0%	0	.0%	1	1.3%
PARKER	0	.0%	0	.0%	1	1.1%	0	.0%
OVERGAARD	0	.0%	1	1.4%	0	.0%	0	.0%
NEW RIVER	0	.0%	1	1.4%	0	.0%	0	.0%
MOHAVE VALLEY	0	.0%	1	1.4%	0	.0%	0	.0%
MARANA	0	.0%	0	.0%	1	1.1%	0	.0%
LITCHFIELD PARK	0	.0%	1	1.4%	0	.0%	0	.0%
KINO	0	.0%	0	.0%	0	.0%	1	1.3%
HUMBOLDT	0	.0%	0	.0%	1	1.1%	0	.0%
HUACHUCA CITY	1	2.2%	0	.0%	0	.0%	0	.0%
HOLBROOK	0	.0%	0	.0%	1	1.1%	0	.0%
GOODYEAR	1	2.2%	0	.0%	0	.0%	0	.0%

Yuma visitors from Arizona (translated zip code of origin)	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
GOLDEN SHORES - TOPOCK	1	2.2%	0	.0%	0	.0%	0	.0%
GOLD CANYON - QUEEN VALLEY	1	2.2%	0	.0%	0	.0%	0	.0%
FORT HUACHUCA	0	.0%	0	.0%	0	.0%	1	1.3%
ELEVEN MILE CORNER	0	.0%	0	.0%	0	.0%	1	1.3%
COTTONWOOD	0	.0%	0	.0%	1	1.1%	0	.0%
CORONA DE TUCSON - VAIL	0	.0%	0	.0%	0	.0%	1	1.3%
BULLHEAD CITY	0	.0%	1	1.4%	0	.0%	0	.0%
BUCKEYE	1	2.2%	0	.0%	0	.0%	0	.0%
BELLEMONT	0	.0%	0	.0%	0	.0%	1	1.3%
ASH FORK	0	.0%	0	.0%	1	1.1%	0	.0%
Total	46	100.0%	74	100.0%	95	100.0%	76	100.0%

If you are not from the US please list your country?

If you are not from the US please list your country of origin	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
CANADA	50	83.3%	4	20.0%	3	15.0%	15	83.3%
UNITED KINGDOM	0	.0%	5	25.0%	7	35.0%	2	11.1%
GERMANY	0	.0%	2	10.0%	2	10.0%	1	5.6%
CANADA, BC	2	3.3%	1	5.0%	1	5.0%	0	.0%
AUSTRALIA	0	.0%	1	5.0%	3	15.0%	0	.0%
CANADA, ALBERTA	3	5.0%	0	.0%	0	.0%	0	.0%
THE NETHERLANDS	0	.0%	2	10.0%	0	.0%	0	.0%
RUSSIA	1	1.7%	0	.0%	1	5.0%	0	.0%
MEXICO	0	.0%	1	5.0%	1	5.0%	0	.0%
DENMARK	0	.0%	0	.0%	2	10.0%	0	.0%
SWITZERLAND	0	.0%	1	5.0%	0	.0%	0	.0%
SPAIN	1	1.7%	0	.0%	0	.0%	0	.0%
EUROPE	1	1.7%	0	.0%	0	.0%	0	.0%
CANADA, SASKATCHEWAN	1	1.7%	0	.0%	0	.0%	0	.0%
CANADA, QUEBEC	0	.0%	1	5.0%	0	.0%	0	.0%
CANADA, ONTARIO	1	1.7%	0	.0%	0	.0%	0	.0%
CANADA, NOVA SCOTIA	0	.0%	1	5.0%	0	.0%	0	.0%
BELGIUM	0	.0%	1	5.0%	0	.0%	0	.0%
Total	60	100.0%	20	100.0%	20	100.0%	18	100.0%

Please estimate as closely as possible the amount of money that your travel party is spending per day in the Yuma area?

	Calendar quarter of Survey											
	January to March 2010			April to June 2010			July to September 2010			October to December 2010		
	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N
Please tell us the number of people these expenses cover	2	2		2	2		2	2		2	2	
Lodging-camping	\$89.36	\$80.00	299	\$131.05	\$109.00	267	\$129.17	\$104.00	279	\$120.14	\$109.00	269
Restaurant and grocery	\$60.23	\$43.00	268	\$68.23	\$50.00	254	\$67.83	\$50.00	282	\$62.60	\$50.00	240
Transportation including gas	\$36.22	\$25.00	243	\$52.17	\$40.00	231	\$50.54	\$35.00	259	\$52.94	\$45.00	211
Shopping souvenirs	\$49.54	\$30.00	165	\$61.59	\$40.00	129	\$73.04	\$30.00	130	\$64.67	\$50.00	107
Recreation-Tours-Rentals-Fees or Permits	\$56.19	\$30.00	112	\$39.88	\$20.00	60	\$35.16	\$15.00	56	\$35.48	\$20.00	48
Other	\$232.95	\$33.33	31	\$278.02	\$100.00	20	\$172.50	\$58.00	20	\$119.32	\$100.00	19

Other expenditures

Other expenditures defined		Calendar quarter of Survey							
		January to March 2010		April to June 2010		July to September 2010		October to December 2010	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent
BEAUTY SHOP-NAILS, HAIR ETC.		1	12.5%	0	.0%	0	.0%	0	.0%
BEER		1	12.5%	0	.0%	0	.0%	0	.0%
CAMEL FARM		1	12.5%	0	.0%	0	.0%	0	.0%
CAR RENTAL		0	.0%	0	.0%	0	.0%	1	50.0%
CAR REPAIRS		1	12.5%	0	.0%	0	.0%	0	.0%
CASINO		1	12.5%	3	30.0%	1	20.0%	1	50.0%
CINENIA 77218		0	.0%	0	.0%	1	20.0%	0	.0%
CLOTHING		0	.0%	1	10.0%	0	.0%	0	.0%
CLOTHING JEWELRY GIFTS		0	.0%	1	10.0%	0	.0%	0	.0%
CLOTHING, ARTS & CRAFT SUPPLIES		1	12.5%	0	.0%	0	.0%	0	.0%
CONDUCTING A SEMINAR		0	.0%	0	.0%	1	20.0%	0	.0%
DENTAL IN ALGADONES		1	12.5%	0	.0%	0	.0%	0	.0%
DENTAL WORK		1	12.5%	2	20.0%	1	20.0%	0	.0%
DENTIST IN ALGODONES		0	.0%	0	.0%	1	20.0%	0	.0%
DENTIST(?)		0	.0%	1	10.0%	0	.0%	0	.0%
DINNER/MUSIC		0	.0%	1	10.0%	0	.0%	0	.0%
DON'T KNOW		0	.0%	1	10.0%	0	.0%	0	.0%
Total		8	100.0%	10	100.0%	5	100.0%	2	100.0%

Quarter #1 (January – March 2010)

Tell us how interested you are in participating in the following activities in the Yuma area

	Not at all Interested	A little Interested	Somewhat Interested	Very Interested	Extremely Interested	Total
	Percent	Percent	Percent	Percent	Percent	Mean
Playing Golf	50.7%	7.6%	12.2%	15.6%	13.9%	2.3
Hiking or walking trails	21.0%	15.2%	30.7%	20.0%	13.1%	2.9
Visiting cultural and historic sites	13.9%	10.0%	29.0%	32.9%	14.2%	3.2
Visiting parks and recreational areas	15.2%	8.8%	25.3%	34.3%	16.5%	3.3
Bird watching and observing wildlife	36.4%	19.4%	19.8%	12.4%	12.0%	2.4
Boating/Waterskiing/ Personal watercraft	65.2%	12.0%	9.8%	9.1%	4.0%	1.7
Canoeing or kayaking	66.3%	11.7%	13.2%	6.2%	2.6%	1.7
Hunting or fishing	68.7%	7.1%	10.8%	8.2%	5.2%	1.7
Camping or Recreational Vehicle stay	41.0%	7.3%	11.5%	14.9%	25.3%	2.8
Biking any form	49.6%	14.1%	16.3%	10.9%	9.1%	2.2
ATVs or off-roading	67.5%	6.9%	11.6%	7.2%	6.9%	1.8
Casino Gaming	46.4%	15.6%	18.3%	13.2%	6.4%	2.2
Visiting museums or galleries	22.7%	13.7%	27.8%	24.1%	11.7%	2.9
Visiting Mexico to dine or shop	35.6%	12.4%	21.8%	18.8%	11.4%	2.6
Visiting Mexico for medical- dental-vision needs	54.3%	9.6%	9.9%	13.7%	12.6%	2.2
Special Event (list)	61.5%	2.6%	12.8%	7.7%	15.4%	2.1

Quarter #2 (April – June 2010)

Tell us how interested you are in participating in the following activities in the Yuma area

	Not at all Interested	A little Interested	Somewhat Interested	Very Interested	Extremely Interested	Total
	Percent	Percent	Percent	Percent	Percent	Mean
Playing Golf	63.4%	7.8%	11.2%	11.6%	6.0%	1.9
Hiking or walking trails	35.6%	11.7%	20.5%	19.7%	12.6%	2.6
Visiting cultural and historic sites	18.3%	12.6%	21.1%	31.3%	16.7%	3.2
Visiting parks and recreational areas	22.7%	11.8%	23.1%	28.2%	14.3%	3.0
Bird watching and observing wildlife	48.4%	15.8%	14.9%	12.2%	8.6%	2.2
Boating/Waterskiing/ Personal watercraft	53.6%	14.7%	15.2%	11.2%	5.4%	2.0
Canoeing or kayaking	55.8%	12.5%	16.1%	11.2%	4.5%	2.0
Hunting or fishing	66.1%	11.8%	9.5%	7.2%	5.4%	1.7
Camping or Recreational Vehicle stay	60.4%	8.9%	12.4%	11.1%	7.1%	2.0
Biking any form	54.4%	11.8%	12.3%	10.1%	11.4%	2.1
ATVs or off-roading	68.2%	9.5%	8.6%	9.5%	4.1%	1.7
Casino Gaming	51.6%	18.3%	15.1%	10.0%	5.0%	2.0
Visiting museums or galleries	28.6%	12.1%	19.9%	23.8%	15.6%	2.9
Visiting Mexico to dine or shop	61.3%	11.3%	10.8%	7.7%	9.0%	1.9
Visiting Mexico for medical- dental-vision needs	80.2%	4.1%	5.9%	3.2%	6.8%	1.5
Special Event (list)	69.6%	.0%	8.7%	4.3%	17.4%	2.0

Quarter #3 (July – September 2010)

Tell us how interested you are in participating in the following activities in the Yuma area

	Not at all Interested	A little Interested	Somewhat Interested	Very Interested	Extremely Interested	Total
	Percent	Percent	Percent	Percent	Percent	Mean
Playing Golf	61.5%	7.5%	9.4%	13.6%	7.9%	2.0
Hiking or walking trails	33.7%	13.4%	21.8%	20.7%	10.3%	2.6
Visiting cultural and historic sites	20.6%	8.6%	24.0%	30.0%	16.9%	3.1
Visiting parks and recreational areas	26.0%	9.4%	23.8%	26.8%	14.0%	2.9
Bird watching and observing wildlife	44.0%	15.9%	20.2%	11.1%	8.7%	2.2
Boating/Waterskiing/ Personal watercraft	47.8%	15.7%	18.4%	9.8%	8.2%	2.1
Canoeing or kayaking	53.3%	14.9%	16.5%	9.8%	5.5%	2.0
Hunting or fishing	60.9%	11.9%	13.4%	8.7%	5.1%	1.9
Camping or Recreational Vehicle stay	59.8%	11.2%	10.8%	12.0%	6.0%	1.9
Biking any form	48.8%	13.8%	15.4%	15.4%	6.7%	2.2
ATVs or off-roading	64.5%	8.6%	10.2%	8.6%	8.2%	1.9
Casino Gaming	53.4%	10.2%	16.2%	14.7%	5.6%	2.1
Visiting museums or galleries	27.7%	11.2%	20.0%	26.5%	14.6%	2.9
Visiting Mexico to dine or shop	57.2%	12.5%	12.8%	7.8%	9.7%	2.0
Visiting Mexico for medical- dental-vision needs	82.0%	4.5%	4.1%	3.7%	5.7%	1.5
Special Event (list)	72.2%	2.8%	4.2%	8.3%	12.5%	1.9

Quarter #4 (October – December 2010)

Tell us how interested you are in participating in the following activities in the Yuma area

	Not at all Interested	A little Interested	Somewhat Interested	Very Interested	Extremely Interested	Total
	Percent	Percent	Percent	Percent	Percent	Mean
Playing Golf	61.5%	7.5%	9.4%	13.6%	7.9%	2.0
Hiking or walking trails	33.7%	13.4%	21.8%	20.7%	10.3%	2.6
Visiting cultural and historic sites	20.6%	8.6%	24.0%	30.0%	16.9%	3.1
Visiting parks and recreational areas	26.0%	9.4%	23.8%	26.8%	14.0%	2.9
Bird watching and observing wildlife	44.0%	15.9%	20.2%	11.1%	8.7%	2.2
Boating/Waterskiing/ Personal watercraft	47.8%	15.7%	18.4%	9.8%	8.2%	2.1
Canoeing or kayaking	53.3%	14.9%	16.5%	9.8%	5.5%	2.0
Hunting or fishing	60.9%	11.9%	13.4%	8.7%	5.1%	1.9
Camping or Recreational Vehicle stay	59.8%	11.2%	10.8%	12.0%	6.0%	1.9
Biking any form	48.8%	13.8%	15.4%	15.4%	6.7%	2.2
ATVs or off-roading	64.5%	8.6%	10.2%	8.6%	8.2%	1.9
Casino Gaming	53.4%	10.2%	16.2%	14.7%	5.6%	2.1
Visiting museums or galleries	27.7%	11.2%	20.0%	26.5%	14.6%	2.9
Visiting Mexico to dine or shop	57.2%	12.5%	12.8%	7.8%	9.7%	2.0
Visiting Mexico for medical- dental-vision needs	82.0%	4.5%	4.1%	3.7%	5.7%	1.5
Special Event (list)	72.2%	2.8%	4.2%	8.3%	12.5%	1.9

Attending a special event

Event you attended?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
WEDDING	1	2.9%	0	.0%	2	10.0%	0	.0%
YUMA PRISON RUN	0	.0%	2	7.7%	0	.0%	0	.0%
PRISON RUN	0	.0%	2	7.7%	0	.0%	0	.0%
MUSIC	1	2.9%	0	.0%	0	.0%	1	5.0%
MATO	2	5.9%	0	.0%	0	.0%	0	.0%
GOLF TOURNAMENT	2	5.9%	0	.0%	0	.0%	0	.0%
FAMILY	0	.0%	0	.0%	2	10.0%	0	.0%
ELVIS EXPO	2	5.9%	0	.0%	0	.0%	0	.0%
DAV	0	.0%	2	7.7%	0	.0%	0	.0%
BUSINESS ONLY	0	.0%	1	3.8%	1	5.0%	0	.0%
BASEBALL	0	.0%	1	3.8%	1	5.0%	0	.0%
AIRSTREAM RALLY	2	5.9%	0	.0%	0	.0%	0	.0%
YUMA CROSSING DAY	0	.0%	1	3.8%	0	.0%	0	.0%
YUMA BIRD & NATURE FEST	0	.0%	1	3.8%	0	.0%	0	.0%
WORK	1	2.9%	0	.0%	0	.0%	0	.0%
VOLUNTEERING	1	2.9%	0	.0%	0	.0%	0	.0%
VISITING PRISON	0	.0%	0	.0%	1	5.0%	0	.0%
VISIT FRIENDS IN MX	0	.0%	0	.0%	0	.0%	1	5.0%
VARIOUS EVENTS	1	2.9%	0	.0%	0	.0%	0	.0%
UP WITH PEOPLE	0	.0%	1	3.8%	0	.0%	0	.0%
TUBING	0	.0%	0	.0%	1	5.0%	0	.0%
SOFTBALL TOURNAMENT	0	.0%	0	.0%	0	.0%	1	5.0%
SOFTBALL	0	.0%	0	.0%	0	.0%	1	5.0%
SAVE PRISON	1	2.9%	0	.0%	0	.0%	0	.0%

Event you attended?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
SAND DUNES	0	.0%	0	.0%	0	.0%	1	5.0%
S.P. STEAM ENGINE	1	2.9%	0	.0%	0	.0%	0	.0%
RV RALLY	1	2.9%	0	.0%	0	.0%	0	.0%
RUNNING	0	.0%	1	3.8%	0	.0%	0	.0%
RUBBERSTAMP CONVENTION-MESA, GLENDALE	1	2.9%	0	.0%	0	.0%	0	.0%
ROTARY SAUSAGE FRY	0	.0%	0	.0%	0	.0%	1	5.0%
RODEO/FAIR/4-H	1	2.9%	0	.0%	0	.0%	0	.0%
RODEO, CAR SHOW, AIR SHOW, POW-WOW	1	2.9%	0	.0%	0	.0%	0	.0%
RODEO	0	.0%	0	.0%	0	.0%	1	5.0%
REUNION CLASS 1950	0	.0%	1	3.8%	0	.0%	0	.0%
REUNION	0	.0%	1	3.8%	0	.0%	0	.0%
RETIREMENT PARTY	0	.0%	0	.0%	1	5.0%	0	.0%
REFUGES	0	.0%	0	.0%	0	.0%	1	5.0%
RED HAT CONVENTION	1	2.9%	0	.0%	0	.0%	0	.0%
RAILROAD	0	.0%	0	.0%	1	5.0%	0	.0%
PASSING THRU	0	.0%	1	3.8%	0	.0%	0	.0%
OUTLAW SHOOT OUT, YUMA T PRISON POW WOW, WINTERHAVEN CA	1	2.9%	0	.0%	0	.0%	0	.0%
ONLY STAYED ONE NIGHT	0	.0%	0	.0%	1	5.0%	0	.0%
NATURE FESTIVAL	0	.0%	1	3.8%	0	.0%	0	.0%
MOTORCYCLE RALLY	0	.0%	1	3.8%	0	.0%	0	.0%
MOTOR CYCLE RALLY	0	.0%	1	3.8%	0	.0%	0	.0%
MIDNIGHT @ OASIS	1	2.9%	0	.0%	0	.0%	0	.0%
MEETING	0	.0%	0	.0%	1	5.0%	0	.0%

Event you attended?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
MACAULY GOLF	1	2.9%	0	.0%	0	.0%	0	.0%
LETTUCE DAYS-RODEO	1	2.9%	0	.0%	0	.0%	0	.0%
INWR	1	2.9%	0	.0%	0	.0%	0	.0%
HUNTING	0	.0%	0	.0%	1	5.0%	0	.0%
HERE FOR BUSINESS IN CALEXICO	0	.0%	0	.0%	0	.0%	1	5.0%
GOLF TOURNEY	1	2.9%	0	.0%	0	.0%	0	.0%
GOLF	1	2.9%	0	.0%	0	.0%	0	.0%
GM PROVING GROUNDS	0	.0%	0	.0%	1	5.0%	0	.0%
FARMER MKT-BALLON FEST-BASEBALL	0	.0%	0	.0%	0	.0%	1	5.0%
FAMILY PARTY	0	.0%	0	.0%	0	.0%	1	5.0%
EATING IN DALLAS FOOD	0	.0%	0	.0%	0	.0%	1	5.0%
DR VISIT	0	.0%	0	.0%	1	5.0%	0	.0%
DANCING	1	2.9%	0	.0%	0	.0%	0	.0%
CONVENTION	0	.0%	0	.0%	1	5.0%	0	.0%
CONFERENCE @ YPG	0	.0%	0	.0%	0	.0%	1	5.0%
CONFERENCE	0	.0%	0	.0%	0	.0%	1	5.0%
CLIMBING	0	.0%	1	3.8%	0	.0%	0	.0%
CIVIL WAR DAYS	0	.0%	0	.0%	1	5.0%	0	.0%
CASINO BUSINESS	0	.0%	1	3.8%	0	.0%	0	.0%
CAR SHOWS	0	.0%	0	.0%	0	.0%	1	5.0%
CAR SHOW & BALLOON	1	2.9%	0	.0%	0	.0%	0	.0%
CAR SHOW	1	2.9%	0	.0%	0	.0%	0	.0%
BUSINESS MEXICO	0	.0%	0	.0%	1	5.0%	0	.0%
BUSINESS	0	.0%	0	.0%	1	5.0%	0	.0%
BUS TOUR	1	2.9%	0	.0%	0	.0%	0	.0%
BIRTHDAY	0	.0%	1	3.8%	0	.0%	0	.0%

Event you attended?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
BIRDING FESTIVAL; LETTUCE DAYS	0	.0%	1	3.8%	0	.0%	0	.0%
BIRDING FESTIVAL	0	.0%	1	3.8%	0	.0%	0	.0%
BIKE RUNS	0	.0%	1	3.8%	0	.0%	0	.0%
BIKE RUN	0	.0%	1	3.8%	0	.0%	0	.0%
BALLOONING	0	.0%	0	.0%	0	.0%	1	5.0%
BALLOON FESTIVAL	0	.0%	0	.0%	0	.0%	1	5.0%
BALLON FESTIVAL	0	.0%	0	.0%	0	.0%	1	5.0%
BAC	0	.0%	0	.0%	1	5.0%	0	.0%
ART/MUSIC SHOWS	0	.0%	0	.0%	0	.0%	1	5.0%
ARIZ WINTER BASEBALL	1	2.9%	0	.0%	0	.0%	0	.0%
ANY	0	.0%	1	3.8%	0	.0%	0	.0%
ALPHA DELTA KAPPA	0	.0%	0	.0%	0	.0%	1	5.0%
ALL EVENTS IN OLD TOWN-BASEBALL	1	2.9%	0	.0%	0	.0%	0	.0%
AIR SHOW	1	2.9%	0	.0%	0	.0%	0	.0%
Total	34	100.0%	26	100.0%	20	100.0%	20	100.0%

Did or will you participate in any of the following?

Did or will you participate in any of the following?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Visiting cultural and historic sites	102	60.7%	49	57.6%	68	66.7%	46	52.9%
Visiting parks and recreational areas	100	59.5%	39	45.9%	54	52.9%	38	43.7%
Visiting museums or galleries	72	42.9%	40	47.1%	61	59.8%	32	36.8%
Hiking or walking trails	82	48.8%	27	31.8%	43	42.2%	36	41.4%
Casino Gaming	66	39.3%	29	34.1%	41	40.2%	29	33.3%
Visiting Mexico to dine or shop	80	47.6%	26	30.6%	27	26.5%	26	29.9%
Playing Golf	68	40.5%	20	23.5%	27	26.5%	17	19.5%
Bird watching and observing wildlife	58	34.5%	17	20.0%	30	29.4%	27	31.0%
Visiting Mexico for medical-dental-vision needs	66	39.3%	17	20.0%	16	15.7%	22	25.3%
Camping or Recreational Vehicle stay	60	35.7%	19	22.4%	21	20.6%	19	21.8%
Biking any form	34	20.2%	11	12.9%	17	16.7%	15	17.2%
ATVs or off-roading	26	15.5%	5	5.9%	12	11.8%	7	8.0%
Hunting or fishing	13	7.7%	5	5.9%	19	18.6%	12	13.8%
Boating/Waterskiing/Personal watercraft	15	8.9%	7	8.2%	14	13.7%	11	12.6%
Special Event (list)	14	8.3%	10	11.8%	11	10.8%	11	12.6%
Canoeing or kayaking	13	7.7%	5	5.9%	11	10.8%	9	10.3%
Total	168	100.0%	85	100.0%	102	100.0%	87	100.0%

Please mark those attractions you have visited or plan to visit in the Yuma area?

Please mark those attractions you have visited or plan to visit in the Yuma area?		Calendar quarter of Survey							
		January to March 2010		April to June 2010		July to September 2010		October to December 2010	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent
	Historic downtown Yuma riverfront	217	72.3%	118	62.8%	131	63.6%	111	67.7%
	Yuma Territorial Prison	189	63.0%	122	64.9%	116	56.3%	96	58.5%
	Yuma Quartermaster Depot	139	46.3%	69	36.7%	100	48.5%	55	33.5%
	Cocopah, Paradise or Quechan Casinos	133	44.3%	43	22.9%	55	26.7%	55	33.5%
	Martinez Lake or Fisher's Landing	113	37.7%	26	13.8%	50	24.3%	43	26.2%
	Imperial Sand Dunes NRA	80	26.7%	27	14.4%	46	22.3%	46	28.0%
	Yuma Art Center, Historic Theatre	69	23.0%	36	19.1%	58	28.2%	35	21.3%
	Sanguinetti House Museum	74	24.7%	29	15.4%	43	20.9%	29	17.7%
	Kofa, Imperial or Cibola NWR	76	25.3%	17	9.0%	22	10.7%	29	17.7%
	The Camel Farm	67	22.3%	20	10.6%	26	12.6%	30	18.3%
	Castle Domes Mine Museum	61	20.3%	26	13.8%	24	11.7%	26	15.9%
	Other	32	10.7%	20	10.6%	30	14.6%	19	11.6%
	Total	300	100.0%	188	100.0%	206	100.0%	164	100.0%

Where did you obtain information for the Yuma area?

Where did you obtain information for the Yuma area?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Friends Family or Co-workers	216	65.1%	102	41.5%	119	44.6%	116	48.9%
Other	60	18.1%	80	32.5%	86	32.2%	81	34.2%
Web site or online	37	11.1%	39	15.9%	44	16.5%	28	11.8%
Visitor center or brochure rack	52	15.7%	42	17.1%	22	8.2%	24	10.1%
Guide Book	38	11.4%	27	11.0%	30	11.2%	18	7.6%
Newspaper or Magazine	15	4.5%	11	4.5%	5	1.9%	6	2.5%
Total	332	100.0%	246	100.0%	267	100.0%	237	100.0%

Rate level of satisfaction with your Yuma Experience

	Calendar quarter of Survey			
	January to March 2010	April to June 2010	July to September 2010	October to December 2010
	Mean	Mean	Mean	Mean
On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Yuma area	8.3	8.3	8.2	8.1
On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with the value for money for the Yuma area	8.1	8.2	8.0	7.9

On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in the Yuma area

On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Yuma area	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1	4	1.2%	1	.4%	1	.3%	2	.8%
2	0	.0%	0	.0%	1	.3%	1	.4%
3	0	.0%	1	.4%	2	.7%	2	.8%
4	7	2.0%	2	.7%	5	1.7%	1	.4%
5	15	4.3%	15	5.5%	22	7.3%	17	6.6%
6	16	4.6%	17	6.2%	19	6.3%	16	6.2%
7	46	13.3%	38	13.9%	38	12.7%	42	16.3%
8	80	23.2%	69	25.3%	69	23.0%	54	21.0%
9	56	16.2%	45	16.5%	43	14.3%	50	19.5%
10	121	35.1%	85	31.1%	100	33.3%	72	28.0%

Mean Quarter #1 = 8.3, Quarter #2 = 8.3, Quarter #3 = 8.2, Quarter #4 = 8.1

On a scale of 1 to 10 where one is Low and ten is High, please indicate the value for money in the Yuma area

On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with the value for money for the Yuma area	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1	3	.9%	1	.4%	0	.0%	1	.4%
2	0	.0%	0	.0%	1	.4%	1	.4%
3	2	.6%	2	.8%	3	1.1%	0	.0%
4	8	2.5%	3	1.2%	6	2.1%	7	2.8%
5	19	6.0%	15	5.8%	29	10.2%	26	10.4%
6	26	8.2%	16	6.2%	17	6.0%	16	6.4%
7	37	11.6%	39	15.1%	35	12.3%	44	17.6%
8	78	24.5%	63	24.3%	66	23.2%	49	19.6%
9	55	17.2%	42	16.2%	42	14.7%	43	17.2%
10	91	28.5%	78	30.1%	86	30.2%	63	25.2%

Mean Quarter #1 = 8.1, Quarter #2 = 8.2, Quarter #3 = 8.0, Quarter #4 = 7.9

Would you plan a return visit to Yuma?

Would you plan a return visit to Yuma?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	331	95.7%	257	91.8%	273	90.7%	245	94.2%
No	15	4.3%	23	8.2%	28	9.3%	15	5.8%
Total	346	100.0%	280	100.0%	301	100.0%	260	100.0%

Would you recommend a visit to Yuma to friends or family?

Would you recommend a visit to Yuma to friends or family?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	319	93.3%	241	88.0%	253	87.8%	208	80.3%
No	23	6.7%	33	12.0%	35	12.2%	51	19.7%
Total	342	100.0%	274	100.0%	288	100.0%	259	100.0%

Visitor's age

	Calendar quarter of Survey											
	January to March 2010			April to June 2010			July to September 2010			October to December 2010		
	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N
Yuma visitor's age in years	57.1	60.0	300	49.7	50.0	253	47.4	48.0	273	49.2	51.0	248

Age by Range

Visitor Age in ranges	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
20 and under	1	.3%	2	.8%	13	4.8%	6	2.4%
21 - 25 years	7	2.3%	7	2.8%	8	2.9%	9	3.6%
26 - 30 years	7	2.3%	8	3.2%	11	4.0%	24	9.7%
31 - 35 years	16	5.3%	23	9.1%	26	9.5%	20	8.1%
36 - 40 years	11	3.7%	28	11.1%	28	10.3%	17	6.9%
41 - 45 years	11	3.7%	28	11.1%	32	11.7%	23	9.3%
46 - 50 years	21	7.0%	37	14.6%	38	13.9%	24	9.7%
51 - 55 years	26	8.7%	31	12.3%	37	13.6%	35	14.1%
56 - 60 years	56	18.7%	35	13.8%	34	12.5%	24	9.7%
61 - 65 years	56	18.7%	31	12.3%	19	7.0%	28	11.3%
66 - 70 years	57	19.0%	10	4.0%	13	4.8%	16	6.5%
71 - 75 years	24	8.0%	4	1.6%	7	2.6%	10	4.0%
76 years and older	7	2.3%	9	3.6%	7	2.6%	12	4.8%
Total	300	100.0%	253	100.0%	273	100.0%	248	100.0%

Age recoded by gender

Visitor Age in ranges	What is your gender?							
	Female				Male			
	Calendar quarter of Survey				Calendar quarter of Survey			
	January to March 2010	April to June 2010	July to September 2010	October to December 2010	January to March 2010	April to June 2010	July to September 2010	October to December 2010
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
20 and under	.7%	.8%	7.4%	3.4%	.0%	.8%	2.3%	1.6%
21 - 25 years	3.6%	2.5%	1.5%	3.4%	1.3%	3.1%	4.5%	4.0%
26 - 30 years	2.1%	2.5%	3.7%	11.8%	2.6%	3.8%	4.5%	7.2%
31 - 35 years	5.0%	11.8%	8.8%	3.4%	5.8%	6.2%	9.8%	10.4%
36 - 40 years	2.9%	10.9%	6.6%	9.2%	4.5%	11.5%	14.3%	4.8%
41 - 45 years	3.6%	10.9%	8.8%	9.2%	3.8%	11.5%	14.3%	9.6%
46 - 50 years	5.0%	15.1%	16.9%	6.7%	9.0%	14.6%	11.3%	12.8%
51 - 55 years	11.4%	10.9%	13.2%	11.8%	6.4%	13.1%	14.3%	16.8%
56 - 60 years	18.6%	12.6%	13.2%	10.1%	19.2%	14.6%	12.0%	9.6%
61 - 65 years	21.4%	15.1%	10.3%	13.4%	16.7%	10.0%	3.8%	9.6%
66 - 70 years	20.0%	2.5%	3.7%	10.1%	17.3%	5.4%	4.5%	3.2%
71 - 75 years	5.0%	1.7%	2.9%	4.2%	9.6%	1.5%	2.3%	4.0%
76 years and older	.7%	2.5%	2.9%	3.4%	3.8%	3.8%	2.3%	6.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How many people including yourself in your travel party?

	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Number of women?	1.5	1.0	1.3	1.0	1.3	1.0	1.2	1.0
Number of men?	1.7	1.0	1.8	1.0	1.4	1.0	1.5	1.0
Number of children under 18 years?	1.6	1.0	1.8	2.0	1.7	2.0	1.8	2.0
Total number of people in your travel party?	3.0	2.0	2.7	2.0	2.3	2.0	2.3	2.0

Who is traveling with you on this trip?

Who is traveling with you on this trip?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Family Only	155	45.2%	109	39.1%	133	43.6%	114	43.3%
Nobody, traveling alone	62	18.1%	73	26.2%	89	29.2%	66	25.1%
Family and Friends	56	16.3%	30	10.8%	33	10.8%	27	10.3%
Business Associates	15	4.4%	40	14.3%	36	11.8%	43	16.3%
Friends Only	47	13.7%	26	9.3%	14	4.6%	13	4.9%
Organized Tour Group	8	2.3%	1	.4%	0	.0%	0	.0%
Total	343	100.0%	279	100.0%	305	100.0%	263	100.0%

Who is traveling with you on this trip by party size?

Who is traveling with you on this trip?	Total number of people in your travel party?							
	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Business Associates	2.4	13	3.3	40	3.7	34	3.7	40
Organized Tour Group	19.8	8	5.0	1	.	0	.	0
Nobody, traveling alone	1.0	59	1.1	72	1.0	87	1.0	64
Friends Only	3.6	46	6.4	26	2.0	14	2.8	13
Family Only	2.2	148	2.5	104	2.7	132	2.4	111
Family and Friends	4.0	56	3.2	29	3.2	30	3.2	27

Which of the following categories best describes your annual household income?

Which of the following categories best describes your annual household income?	Calendar quarter of Survey							
	January to March 2010		April to June 2010		July to September 2010		October to December 2010	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$15,000	4	1.4%	6	2.4%	4	1.5%	4	1.7%
\$15,000 to \$24,999	5	1.7%	8	3.2%	8	2.9%	4	1.7%
\$25,000 to \$34,999	17	5.9%	7	2.8%	13	4.7%	8	3.4%
\$35,000 to \$44,999	15	5.2%	8	3.2%	13	4.7%	14	6.0%
\$45,000 to \$54,999	44	15.3%	22	8.8%	28	10.2%	18	7.7%
\$55,000 to \$64,999	42	14.6%	17	6.8%	12	4.4%	27	11.5%
\$65,000 to \$74,999	41	14.2%	34	13.7%	32	11.7%	20	8.5%
\$75,000 to \$84,999	28	9.7%	27	10.8%	26	9.5%	29	12.3%
\$85,000 to \$94,999	25	8.7%	8	3.2%	19	6.9%	19	8.1%
\$95,00 and above	67	23.3%	112	45.0%	119	43.4%	92	39.1%
Total	288	100.0%	249	100.0%	274	100.0%	235	100.0%

Appendix D
Complete Lists of Data &
Open-Ended Comments

Visitors who provided California zip codes-County and city of origin

County	City/Town	Count #	Percent
Alameda	Fremont	1	0.3%
Butte	Palermo	1	0.3%
Calaveras	Copperopolis	1	0.3%
Contra Costa	Clayton	1	0.3%
Fresno	Clovis	2	0.7%
Fresno	Dunlap	1	0.3%
Fresno	Sanger	1	0.3%
Fresno, Kings	Riverdale	1	0.3%
Total		5	1.7%
Humboldt	Eureka	1	0.3%
Imperial	Holtville	6	2.1%
Imperial	El Centro	2	0.7%
Imperial	Winterhaven	2	0.7%
Imperial	Salton City	1	0.3%
Total		11	3.8%
Kern	Ridgecrest	2	0.7%
Kern	Rosamond	1	0.3%
Los Angeles	Los Angeles	5	1.7%
Los Angeles	Canyon Country	3	1.0%
Los Angeles	Sun Valley	3	1.0%
Los Angeles	Valencia	3	1.0%
Los Angeles	Canoga Park	2	0.7%
Los Angeles	Lancaster	2	0.7%
Los Angeles	Long Beach	2	0.7%
Los Angeles	Whittier	2	0.7%
Los Angeles	Agoura Hills	1	0.3%
Los Angeles	Arcadia	1	0.3%
Los Angeles	Beverly Hills	1	0.3%
Los Angeles	Covina	1	0.3%
Los Angeles	Downey	1	0.3%
Los Angeles	El Monte	1	0.3%
Los Angeles	Glendale	1	0.3%
Los Angeles	Granada Hills	1	0.3%
Los Angeles	Hacienda Heights	1	0.3%
Los Angeles	Hermosa Beach	1	0.3%
Los Angeles	Monrovia	1	0.3%
Los Angeles	North Hollywood	1	0.3%
Los Angeles	San Dimas	1	0.3%

County	City/Town	Count #	Percent
Los Angeles	San Gabriel	1	0.3%
Los Angeles	San Pedro	1	0.3%
Los Angeles	Torrance	1	0.3%
	Total	38	13.2%
Madera	Madera	1	0.3%
Merced	Planada	1	0.3%
Monterey	Salinas	3	1.0%
Monterey	Greenfield	1	0.3%
Monterey	Monterey	1	0.3%
	Total	5	1.7%
Napa/Solano	American Canyon	2	0.7%
Orange	Costa Mesa	5	1.7%
Orange	Fountain Valley	2	0.7%
Orange	Huntington Beach	2	0.7%
Orange	Santa Ana	2	0.7%
Orange	Tustin	2	0.7%
Orange	Cypress	1	0.3%
Orange	Fullerton	1	0.3%
Orange	Garden Grove	1	0.3%
Orange	Irvine	1	0.3%
Orange	La Habra Heights	1	0.3%
Orange	Laguna Hills	1	0.3%
Orange	Mission Viejo	1	0.3%
Orange	Newport Beach	1	0.3%
Orange	Placentia	1	0.3%
Orange	San Clemente	1	0.3%
Orange	Seal Beach	1	0.3%
Orange	Yorba Linda	1	0.3%
	Total	25	8.7%
Riverside	Murrieta	6	2.1%
Riverside	Riverside	4	1.4%
Riverside	Temecula	4	1.4%
Riverside	La Quinta	3	1.0%
Riverside	Sun City	3	1.0%
Riverside	Menifee	2	0.7%
Riverside	Palm Desert	2	0.7%
Riverside	Coachella	1	0.3%
Riverside	Hemet	1	0.3%
Riverside	Indio	1	0.3%
Riverside	Moreno Valley	1	0.3%
Riverside	Perris	1	0.3%

County	City/Town	Count #	Percent
Riverside	San Jacinto	1	0.3%
Riverside	Winchester	1	0.3%
Total		31	10.8%
Sacramento	Sacramento	2	0.7%
Sacramento	Rancho Cordova	1	0.3%
San Bernardino	Fontana	2	0.7%
San Bernardino	Joshua Tree	2	0.7%
San Bernardino	Montclair	1	0.3%
San Bernardino	Rancho Cucamonga	1	0.3%
San Bernardino	Yucaipa	1	0.3%
San Bernardino	Yucca Valley	1	0.3%
Total		8	2.8%
San Diego	San Diego	57	19.8%
San Diego	El Cajon	9	3.1%
San Diego	Escondido	5	1.7%
San Diego	Ramona	5	1.7%
San Diego	Lakeside	4	1.4%
San Diego	Alpine	3	1.0%
San Diego	Carlsbad	3	1.0%
San Diego	Chula Vista	3	1.0%
San Diego	Poway	3	1.0%
San Diego	Vista	3	1.0%
San Diego	Coronado	2	0.7%
San Diego	Santee	2	0.7%
San Diego	Bonita	1	0.3%
San Diego	Campo	1	0.3%
San Diego	Fallbrook	1	0.3%
San Diego	La Mesa	1	0.3%
San Diego	San Marcos	1	0.3%
San Diego	San Ysidro	1	0.3%
San Diego	Solana Beach	1	0.3%
San Diego	Spring Valley	1	0.3%
San Diego	Valley Center	1	0.3%
Total		108	37.5%
San Joaquin	Tracy	1	0.3%
San Luis Obispo	San Luis Obispo	1	0.3%
San Mateo	Burlingame	1	0.3%
Santa Barbara	Santa Maria	2	0.7%
Santa Barbara	Santa Barbara	1	0.3%
Santa Clara	Los Altos	1	0.3%
Santa Clara	Palo Alto	1	0.3%

County	City/Town	Count #	Percent
Santa Cruz	Aptos	1	0.3%
Santa Cruz/Monterey/Santa Clara	Watsonville	2	0.7%
Shasta	Redding	1	0.3%
Solano	Fairfield	1	0.3%
Stanislaus	Modesto	2	0.7%
Sutter	Yuba City	1	0.3%
Tehama	Corning	1	0.3%
Tulare	Porterville	2	0.7%
Tulare	Visalia	2	0.7%
Total		4	1.4%
Ventura	Simi Valley	5	1.7%
Ventura	Camarillo	3	1.0%
Ventura	Thousand Oaks	2	0.7%
Ventura	Moorpark	1	0.3%
Ventura	Oak Park	1	0.3%
Ventura	Oxnard	1	0.3%
Ventura	Santa Paula	1	0.3%
Total		14	4.9%
Yolo	West Sacramento	1	0.3%
Unknown	Unknown	6	2.1%
Total All Cities/Towns		288	100.0%

If Yuma was not what is the primary destination of your trip?

If Yuma was not what is the primary destination of your trip?	Count	Percent
SAN DIEGO, CA	84	20.6%
TUCSON	22	5.4%
LOS ANGELES, CA	19	4.7%
PHOENIX	16	3.9%
CALIFORNIA	15	3.7%
ALGONDONES, MEXICO	13	3.2%
SAN LUIS, AZ	8	2.0%
MEXICO	5	1.2%
SEDONA	4	1.0%
LAS VEGAS, NV	4	1.0%
GRAND CANYON NP	4	1.0%
EL CENTRO, CA	4	1.0%
USA	3	.7%
SAN FRANCISCO, CA	3	.7%
OCEANSIDE, CA	3	.7%
MEXICALI, MEXICO	3	.7%
DISNEYLAND, CA	3	.7%
YUMA PROVING GROUNDS	2	.5%
YUMA PROVING GROUND	2	.5%
YUMA	2	.5%
WINTER HAVEN	2	.5%
WASHINGTON	2	.5%
VALENCIA, CA	2	.5%
UTAH	2	.5%
TEMECULA, CA	2	.5%
SEATTLE, WA	2	.5%
SAN DIEGO/OREGON	2	.5%
QUARTZSITE	2	.5%
PRESCOTT	2	.5%
OREGON	2	.5%
MESA	2	.5%
LOS ALGADONES MEXICO	2	.5%
LONG BEACH, CA	2	.5%
LAS CRUCES, NM	2	.5%
LAKE HAVASU	2	.5%
LAGUNA BEACH, CA	2	.5%
HUNTINGTON BEACH, CA	2	.5%
DEL MAR, CA	2	.5%
CORONADO, CA	2	.5%
CARLSBAD, CA	2	.5%
BUSINESS	2	.5%
BOSTON, MA	2	.5%
AUSTIN, TX	2	.5%

If Yuma was not what is the primary destination of your trip?	Count	Percent
ANAHEIM, CA	2	.5%
YUMA/PHOENIX	1	.2%
YUMA CEMETARY	1	.2%
WINTER IN APACHE JUNCTION	1	.2%
WEST COAST TO ALASKA	1	.2%
WELTON	1	.2%
WE ARE ON OUR WAY TO CANADA	1	.2%
WASHINGTON DC	1	.2%
WARM DRY AREA	1	.2%
WALMART	1	.2%
VICTORVILLE CA	1	.2%
VARIOUS CITIES IN ARIZONA: FLAGSTAFF, TUCSON, YUMA	1	.2%
UNKNOWN	1	.2%
TX TO CAL TO TX	1	.2%
TX	1	.2%
TUSCON	1	.2%
TUCSON/SAN DIEGO, CA	1	.2%
TUBAC	1	.2%
TRAVELLING	1	.2%
TRAVEL THROUGHOUT SOUTHWEST	1	.2%
TRAVEL FOR WORK	1	.2%
TOURING STATE	1	.2%
TEXAS (DENTON)	1	.2%
TEXAS	1	.2%
SURPRISE	1	.2%
STOP BEFORE TUCSON	1	.2%
ST. DAVID, AZ	1	.2%
ST LOUIS, MO	1	.2%
SOUTHWEST U.S. ROUND TRIP	1	.2%
SOUTHWEST	1	.2%
SOUTHERN ARIZONA/CALIFORNIA	1	.2%
SONORA NISSAN	1	.2%
SONOITA	1	.2%
SOMERTON	1	.2%
SO. CALIF	1	.2%
SEVERAL SE STATES-JUST DRIVIN-LOOKING	1	.2%
SEMOLINA IL	1	.2%
SCOTTSDALE	1	.2%

If Yuma was not what is the primary destination of your trip?	Count	Percent
SCOTTSDALE-SEDONA	1	.2%
SANTA FE, NM	1	.2%
SANTA BARBARA CA	1	.2%
SAND DUNES	1	.2%
SAN LUIS MEXICO	1	.2%
SAN LUIS & SOMERTON	1	.2%
SAN DIEGO....GILBERT	1	.2%
SAN DIEGO, TUCSON	1	.2%
SAN DIEGO, RETURNING TO TUCSON	1	.2%
ROUND TRIP WEST COAST	1	.2%
ROUND TRIP TO CA	1	.2%
REDMOND, OR	1	.2%
QUECHAN RESORT	1	.2%
PICACHO DAM AREA-HIDDEN SHORES VILLAGE	1	.2%
PHOENIX, YUMA & LA AREAS	1	.2%
PHOENIX & YUMA	1	.2%
PEORIA	1	.2%
PALM SPRINGS, CA	1	.2%
ORGAN PIPE NAT'L MON	1	.2%
ORANGE COUNTY, CA	1	.2%
OLD TUCSON, TOMBSTONE, THEN YUMA	1	.2%
OKLAHOMA CITY	1	.2%
OHIO	1	.2%
OAKLAND, CA	1	.2%
NOT SURE, VACATIONING WHERE THE WIND BLOWS!	1	.2%
NORTH CAROLINA	1	.2%
NONE-TRAVELING CROSS COUNTRY	1	.2%
NEW YORK	1	.2%
NEW ORLEANS	1	.2%
NEW MEXICO	1	.2%
NEW HAMPSHIRE	1	.2%
NEBRASKA	1	.2%
MORRO BAY, CA	1	.2%
MONTEREY, CA	1	.2%
MISSOURI	1	.2%
MICHIGAN	1	.2%
MEXICO, SAN DIEGO	1	.2%
MESA AZ, YUMA AZ, SAN DIEGO CA	1	.2%
MEMPHIS, TN	1	.2%
MCRD SAN DIEGO, CA	1	.2%

If Yuma was not what is the primary destination of your trip?	Count	Percent
MARICOPA	1	.2%
LEMON GROVE, CA	1	.2%
LAS VEGAS AFTER VISITING FRIENDS IN TUCSON	1	.2%
LAKE HAVASU, CHANDLER, YUMA	1	.2%
LAKE HAVASU CITY AZ (HOME)	1	.2%
LA JOLLA, CA	1	.2%
JUST TRAVELING	1	.2%
JOSHUA TREE	1	.2%
INDIO, CA	1	.2%
IMPERIAL BEACH, CA	1	.2%
ILLINOIS	1	.2%
I AM ON A ROAD TRIP THROUGH AZ,UT,NV,CA	1	.2%
HOOVER DAM	1	.2%
HOLTVILLE, CA	1	.2%
HERMOSA BEACH, CA	1	.2%
HAWAII	1	.2%
HARRISBURG, PA	1	.2%
GREEN VALLEY	1	.2%
GRAND CANYON & PACIFIC OCEAN	1	.2%
GERMANY	1	.2%
FT HAUCHUCA	1	.2%
FOUNTAIN HILLS	1	.2%
FLORIDA	1	.2%
FLORENCE AZ	1	.2%
FLAGSTAFF	1	.2%
FAMILY IN YUMA-ROAD TRIP TO ARIZONA & CALIFORNIA	1	.2%
FAIR GROUNDS	1	.2%
EVERYWHERE	1	.2%
EL GOLFO MEXICO	1	.2%
EAST SAN DIEGO, CA	1	.2%
DOUGLAS	1	.2%
DISNEYLAND/LEGOLAND, CA	1	.2%
DENTIST IN ALGADONES, MX	1	.2%
CROSS COUNTRY RVING	1	.2%
COUPEVILLE, WA	1	.2%
COMING BACK FOR CA	1	.2%
COLORADO	1	.2%
CHANDLER	1	.2%
CARLSBAD CAVERNS	1	.2%

If Yuma was not what is the primary destination of your trip?	Count	Percent
CARGO MUCHACHO MOUNTAINS	1	.2%
CANTON, MI	1	.2%
CAMP PENDLETON, CA	1	.2%
CALIFORNIA BEACH AREA	1	.2%
CALIFORNIA, MISSISSIPPI, AZ	1	.2%
CALIF. COASTAL HIGHWAY SF-LA, CA	1	.2%
CALEXICO	1	.2%
CACTUS GARDEN, RV PARK	1	.2%
BUSINESS ALL OVER	1	.2%
BRAWLEY, CA	1	.2%
BOULDER, CO	1	.2%
BISBEE	1	.2%
BENSON	1	.2%
ATLANTA, GA	1	.2%
AROUND AND BACK TO VEGAS	1	.2%
ARKANSAS/PENNSYLVANIA	1	.2%
ARIZONA GENERAL	1	.2%
ARIZONA & NEW MEXICO ROAD TRIP	1	.2%
ARIZONA	1	.2%
APACHE JUNCTION	1	.2%
ALL WEST COAST	1	.2%
ALL USA	1	.2%
ALL OVER THE STATE	1	.2%
ALL OF ARIZONA	1	.2%
ALABAMA	1	.2%
Total	408	100.0%

Other Lodging

Other lodging?	Count	Percent
CASINO	4	13.8%
MILITARY BASE	3	10.3%
FAIRGROUNDS	3	10.3%
YUMA FAIRGROUNDS	2	6.9%
RESORT RENTAL	2	6.9%
YUMA CO FAIRGROUND RV	1	3.4%
RV ON PRIVATE OWNED LOT	1	3.4%
RV LOT RENTAL	1	3.4%
RV LOT	1	3.4%
RESIDENCE	1	3.4%
RENT A MOBILE	1	3.4%
OWN HOME	1	3.4%
HOST FAMILY	1	3.4%
HOME	1	3.4%
HILTON GARDEN INN	1	3.4%
HAVE A PARK MODEL IN WELLTON	1	3.4%
FAIR GROUNDS, RV RALLY	1	3.4%
FAIR GROUNDS	1	3.4%
BOUGHT HOME	1	3.4%
APARTMENT	1	3.4%
Total	29	100.0%

In what City did you spend last night?

In what City did you spend last night?	Count	Percent
YUMA	472	46.7%
SAN DIEGO, CA	74	7.3%
TUCSON	62	6.1%
PHOENIX	55	5.4%
SCOTTSDALE	10	1.0%
HOME	10	1.0%
LOS ANGELES, CA	9	.9%
EL CENTRO, CA	9	.9%
MESA	7	.7%
LAS VEGAS, NV	7	.7%
LAKE HAVASU CITY	7	.7%
CARLSBAD, CA	7	.7%
QUARTZSITE	6	.6%
PALM SPRINGS, CA	6	.6%
FLAGSTAFF	6	.6%
EL PASO, TX	6	.6%
CHANDLER	6	.6%
RIVERSIDE, CA	5	.5%
LAS CRUCES, NM	5	.5%
TEMPE	4	.4%
SEDONA	4	.4%
PARKER	4	.4%
NEW MEXICO	4	.4%
LONG BEACH, CA	4	.4%
BLYTHE, CA	4	.4%
ALBUQUERQUE, NM	4	.4%
WELLTON	3	.3%
SIERRA VISTA	3	.3%
SALINAS, CA	3	.3%
ORLANDO, FL	3	.3%
MARINE CORPS AIR STATION	3	.3%
GLENDALE	3	.3%
FOOTHILLS	3	.3%
CHULA VISTA, CA	3	.3%
CAVE CREEK	3	.3%
YUMA FOOTHILLS	2	.2%
WINTERHAVEN	2	.2%
WHITTIER, CA	2	.2%
WASHINGTON, DC	2	.2%
VAN HORN, TX	2	.2%
TUSTIN, CA	2	.2%
TEMECULA, CA	2	.2%

In what City did you spend last night?	Count	Percent
SURPRISE	2	.2%
SOLEDAD, CA	2	.2%
SEATTLE	2	.2%
SACRAMENTO, CA	2	.2%
RAMONA, CA	2	.2%
POWAY, CA	2	.2%
MURRIETA, CA	2	.2%
MARTINEZ LAKE	2	.2%
LORDSBURG, NM	2	.2%
LAGUNA BEACH, CA	2	.2%
KINGMAN	2	.2%
KANSAS CITY, MO	2	.2%
GRAND CANYON NP	2	.2%
GILBERT	2	.2%
ESCONDIDO, CA	2	.2%
EL CAJONE, CA	2	.2%
DOUGLAS	2	.2%
CASA GRANDE	2	.2%
CAMARILLO, CA	2	.2%
CALIFORNIA	2	.2%
BULLHEAD CITY	2	.2%
BRAWLEY, CA	2	.2%
ANAHIEM, CA	2	.2%
ALPINE, CA	2	.2%
YUMA PROVING GROUNDS	1	.1%
YUMA (FROM TUCSON)	1	.1%
YUKON OK	1	.1%
YORBA LINDA, CA	1	.1%
WISE, VA	1	.1%
WINTER HAVEN, FL	1	.1%
WESTWEGO, LA	1	.1%
WELLS, ME	1	.1%
WANTAGE, NJ	1	.1%
VISTA, CA	1	.1%
VISALIA, CA	1	.1%
VICKSBURG, MS	1	.1%
TUCSON (HOME)	1	.1%
THOUSAND OAKS, CA	1	.1%
TEXAS	1	.1%
SUN CITY, CA	1	.1%
SUGAR LAND, TX	1	.1%
STROUDSBURY, PA	1	.1%
STERLING HEIGHTS, MI	1	.1%
SOMERTON	1	.1%

In what City did you spend last night?	Count	Percent
SOLVANG, CA	1	.1%
SIMI VALLEY	1	.1%
SILVER SPRINGS, NV	1	.1%
SHREWSBERRY, MA	1	.1%
SEVERAL CITIES (UNDETERMINED)	1	.1%
SANTA MARIA, CA	1	.1%
SANTA BARBARA, CA	1	.1%
SAN MARCOS, CA	1	.1%
SALTON SEA STATE PARK, CA	1	.1%
SALOME	1	.1%
ROSWELL, NM	1	.1%
ROCK HILL, SC	1	.1%
RICHMOND, VA	1	.1%
REEDLEY, CA	1	.1%
RANCHO BERNARIO, CA	1	.1%
PROVIDENCE, RI	1	.1%
PRESCOTT	1	.1%
POMONA, CA	1	.1%
PERRIS, CA	1	.1%
PEORIA	1	.1%
PENDLETON, OR	1	.1%
PANAMA CITY, FL	1	.1%
PALO ALTO, CA	1	.1%
PALM BEACH, FL	1	.1%
OZONA, TX	1	.1%
ORO VALLEY	1	.1%
ORANGE, CA	1	.1%
ON BOARD CRUISE SHIP (GOING TO S.D.)	1	.1%
OCEANSIDE, CA	1	.1%
NORFOLK, VA	1	.1%
NOGALES	1	.1%
NEWPORT BEACH	1	.1%
NEW YORK	1	.1%
MORRISON, CO	1	.1%
MORENO VALLEY, CA	1	.1%
MONAHANS, TX	1	.1%
MISSION VIEJO, CA	1	.1%
MINNEAPOLIS, MN	1	.1%
MIDLAND, TX	1	.1%
MEXICALI, MEXICO	1	.1%
MARICOPA	1	.1%
MADERO RANCH	1	.1%

In what City did you spend last night?	Count	Percent
LOVELAND, CO	1	.1%
LIVERMORE, CA	1	.1%
LEONARDTOWN, MD	1	.1%
LAUGHLIN, NV	1	.1%
LAKE ELMO, MN	1	.1%
LAKE ARROWHEAD CA	1	.1%
LAKE ALAMO	1	.1%
KODIAK, AK	1	.1%
KAILUA-KONA, HI	1	.1%
JOHNSON CITY, TN	1	.1%
JACKSONVILLE, FL	1	.1%
IRVINE, CA	1	.1%
INDIANAPOLIS, IN	1	.1%
INDIAN WELLS, CA	1	.1%
HUNTSVILLE, AL	1	.1%
HUNTINGTON BEACH, CA	1	.1%
HOLTVILLE, CA	1	.1%
HERNDON, VA	1	.1%
HEREFORD	1	.1%
HARKER HEIGHTS, TX	1	.1%
GREENFIELD, CA	1	.1%
GRAHAM, NC	1	.1%
GOLD CANYON	1	.1%
GLENDORA, CA	1	.1%
GILA BEND	1	.1%
FOUNTAIN VALLEY, CA	1	.1%
FORTUNA DE ORO	1	.1%
FONTANA, CA	1	.1%
FLEW INTO SAN DIEGO AND DROVE TO YUMA	1	.1%
FISHER'S LANDING	1	.1%
ELIZABETH CITY, NE	1	.1%
EI PASO, TX	1	.1%
DOWNEY, CA	1	.1%
DETROIT, MI	1	.1%
DENVER, CO	1	.1%
DAVENPORT IA	1	.1%
COUPVILLE, WA	1	.1%
COUNTRY ROADS RV PARK	1	.1%
COTTONWOOD	1	.1%
CLARION	1	.1%
CHICAGO, IL	1	.1%
CARLSBAD, NM	1	.1%
CANYON LAKE, CA	1	.1%

In what City did you spend last night?	Count	Percent
CANTON, MI	1	.1%
BUCKEYE	1	.1%
BRIGHTON, MI	1	.1%
BOULDER CITY, NV	1	.1%
BOILING SPRINGS, SC	1	.1%
BLOOMINGTON, IN	1	.1%
BLM SENATOR WASH	1	.1%
BARSTOW, CA	1	.1%
BANNING, CA	1	.1%
BALTIMORE, MD	1	.1%
BAKERSFIELD, CA	1	.1%
AUSTIN, TX	1	.1%
AURORA, CO	1	.1%
ASHBY	1	.1%
ARLINGTON, VA	1	.1%
ARCADIA, CA	1	.1%
APACHE JUNCTION	1	.1%
ANDRADE, CA	1	.1%
AMARILLO, TX	1	.1%
AJO	1	.1%
Total	1011	100.0%

In what City will you stay tonight?

In what City will you stay tonight?	Count	Percent
YUMA	664	69.7%
SAN DIEGO, CA	62	6.5%
TUCSON	32	3.4%
PHOENIX	30	3.1%
HOME	10	1.0%
LOS ANGELES, CA	9	.9%
MESA	7	.7%
LAKE HAVASU CITY	5	.5%
UNCERTAIN	4	.4%
LAS VEGAS, NV	4	.4%
WELLTON	3	.3%
VALENCIA, CA	3	.3%
SEDONA	3	.3%
MARINE CORPS AIR STATION	3	.3%
EL CENTRO, CA	3	.3%
COSTA MESA, CA	3	.3%
YUMA FOOTHILLS	2	.2%
WINTERHAVEN	2	.2%
TEMPE	2	.2%
SEATTLE	2	.2%
PRESCOTT	2	.2%
PHOENIX	2	.2%
OCEANSIDE, CA	2	.2%
MARTINEZ LAKE	2	.2%
HOLTVILLE, CA	2	.2%
ENCINITAS, CA	2	.2%
EDMONTON, ALBERTA	2	.2%
CARLSBAD, CA	2	.2%
CALIFORNIA	2	.2%
ANAHEIM, CA	2	.2%
YUMA, ONTARIO, CERRITOS, LOS ANGELES	1	.1%
YUMA PROVING GROUNDS	1	.1%
YOUNG	1	.1%
WILLIAMS	1	.1%
WHITTIER, CA	1	.1%
WASHINGTON, DC	1	.1%
VICTORVILLE, CA	1	.1%
VAN HORN, TX	1	.1%
URBANA, MO	1	.1%

In what City will you stay tonight?	Count	Percent
SURPRISE	1	.1%
SUNNYVALE, CA	1	.1%
ST LOUIS, MO	1	.1%
SONOITA	1	.1%
SOMEWHERE IN TEXAS OR NEW MEXICO	1	.1%
SOMEWHERE IN N.M.	1	.1%
SOMERTON	1	.1%
SEVERAL CITIES (UNDETERMINED)	1	.1%
SCOTTSDALE	1	.1%
SANTA FE, NM	1	.1%
SAN MARCOS, CA	1	.1%
SAN FRANCISCO, CA	1	.1%
SALTON CITY, CA	1	.1%
RIVERSIDE, CA	1	.1%
RANCHO SANTA FE, CA	1	.1%
PRESCOTT VALLEY	1	.1%
PHOENIX OR FLAGSTAFF	1	.1%
PEORIA	1	.1%
PARKER	1	.1%
PALM SPRINGS, CA	1	.1%
PALM DESERT, CA	1	.1%
ORO VALLEY (HOME)	1	.1%
ORANGE COUNTY, CA	1	.1%
MT PLEASANT, UT	1	.1%
MORENCI	1	.1%
MISSION VIEJO, CA	1	.1%
MENIFEE, CA	1	.1%
MARANA	1	.1%
LAS CRUCES, NM	1	.1%
LAKESIDE, CA	1	.1%
LAGUNA WOODS, CA	1	.1%
LAGUNA HILLS, CA	1	.1%
LAGUNA BEACH, CA	1	.1%
LA MESA, CA	1	.1%
LA JOLLA, CA	1	.1%
JOSHUA TREE NM	1	.1%
INDIO, CA	1	.1%
HUNTINGTON BEACH, CA	1	.1%
HARTFORD, WI	1	.1%
GREENFIELD, CA	1	.1%
GLENDORA, CA	1	.1%
GILBERT	1	.1%

In what City will you stay tonight?	Count	Percent
GILA BEND	1	.1%
GERMANY	1	.1%
FOUNTAIN VALLEY, CA	1	.1%
FOOTHILLS	1	.1%
FLORENCE	1	.1%
FLAGSTAFF	1	.1%
EL PASO, TX	1	.1%
EL CAJONE, CA	1	.1%
DON'T KNOW-WILL SHOP IN YUMA TODAY	1	.1%
DISNEYLAND	1	.1%
DEPENDS ON HOW FAR WE GET	1	.1%
DEMING NM	1	.1%
DEL MAR, CA	1	.1%
DEATH VALLEY, CA	1	.1%
COUNTRY ROADS RV PARK	1	.1%
CORONADO, CA	1	.1%
CHULA VISTA, CA	1	.1%
CHANDLER	1	.1%
CANYON COUNTRY	1	.1%
CAMARILLO, CA	1	.1%
BLM SENATOR WASH	1	.1%
BILOXI, MS	1	.1%
AVONDALE	1	.1%
ATLANTA, GA	1	.1%
AS FAR AS I GET I DON'T KNOW	1	.1%
APACHE JUNCTION	1	.1%
ANDRADE, CA	1	.1%
ANCHORAGE, AK	1	.1%
ALBUQUERQUE, NM	1	.1%
Total	953	100.0%

Other expenditures

Other expenditures defined	Count	Percent
GOLF	7	8.8%
CASINO	6	7.5%
DENTAL WORK	4	5.0%
TIPS	3	3.8%
SHOPPING	2	2.5%
MISC EXPENSES	2	2.5%
WINE	1	1.3%
WE WILL SHOP FOR OUR KIDS & GRANDCHILDREN TODAY. GOING TO YOUR MALL.	1	1.3%
WE HAVE 800 BUDGET TO GIVE YOUR STATE ON VACATION	1	1.3%
WE ARE WORKAMPERS, WORKING FOR OUR RV SITE + PAY	1	1.3%
WE'RE SUPPORTING ARIZONA BECAUSE IT'S POLITICAL STAND	1	1.3%
WATER & SNACKS FOR KIDS	1	1.3%
UP WITH PEOPLE	1	1.3%
TRAVEL/GAMBLING	1	1.3%
TRAILER LIGHTS @ AUTO ZONE	1	1.3%
TOILETRIES & SUNDRIES	1	1.3%
SWAP MEET	1	1.3%
SNOWBIRDS	1	1.3%
SNACKS	1	1.3%
SHOES	1	1.3%
SHIRT	1	1.3%
RENTAL CAR	1	1.3%
REFRESHMENTS	1	1.3%
MISC, SNACKS, DRINKS, BOOKS	1	1.3%
MISC SHOPPING (BLACK FRIDAY)	1	1.3%
MISC PRESENTS	1	1.3%
MISC ITEMS HOUSEHOLD	1	1.3%
MIGHT HAVE TO BUY A ROUTER	1	1.3%
MEXICO	1	1.3%
MEDICAL	1	1.3%
MAP	1	1.3%
LODGING	1	1.3%
LODGING-FOOD-REC-MOVIE	1	1.3%
LAUNDRY, MISC	1	1.3%

Other expenditures defined	Count	Percent
LAUNDRY	1	1.3%
JUST PASSING THROUGH	1	1.3%
INCIDENTAL	1	1.3%
INCEDENTALS	1	1.3%
IN FOR WEDDING TOTAL SPENT \$12,000 LODGING, HOTELS ETC	1	1.3%
HOTEL	1	1.3%
HEALTH CLUB FOR THE WEEK	1	1.3%
FEES, NEWSPAPER ETC	1	1.3%
FATHERS FUNERAL	1	1.3%
FAMILY TIME	1	1.3%
DRUGS IN MEXICO	1	1.3%
DONATION	1	1.3%
DON'T KNOW	1	1.3%
DINNER/MUSIC	1	1.3%
DENTIST(?)	1	1.3%
DENTIST IN ALGODONES	1	1.3%
DENTAL IN ALGADONES	1	1.3%
CONDUCTING A SEMINAR	1	1.3%
CLOTHING, ARTS & CRAFT SUPPLIES	1	1.3%
CLOTHING JEWELRY GIFTS	1	1.3%
CLOTHING	1	1.3%
CINENIA 77218	1	1.3%
CAR REPAIRS	1	1.3%
CAR RENTAL	1	1.3%
CAMEL FARM	1	1.3%
BEER	1	1.3%
BEAUTY SHOP-NAILS, HAIR ETC.	1	1.3%
ANTIQUES-ALL DEPENDS ON WHAT WE FIND-ONE ITEM COULD COST \$250	1	1.3%
Total	80	100.0%

Attending a special event or festival

Event you attended?	Count	Percent
WEDDING	3	3.0%
YUMA PRISON RUN	2	2.0%
PRISON RUN	2	2.0%
MUSIC	2	2.0%
MATO	2	2.0%
GOLF TOURNAMENT	2	2.0%
FAMILY	2	2.0%
ELVIS EXPO	2	2.0%
DAV	2	2.0%
BUSINESS ONLY	2	2.0%
BASEBALL	2	2.0%
AIRSTREAM RALLY	2	2.0%
YUMA CROSSING DAY	1	1.0%
YUMA BIRD & NATURE FEST	1	1.0%
WORK	1	1.0%
VOLUNTEERING	1	1.0%
VISITING PRISON	1	1.0%
VISIT FRIENDS IN MX	1	1.0%
VARIOUS EVENTS	1	1.0%
UP WITH PEOPLE	1	1.0%
TUBING	1	1.0%
SOFTBALL TOURNAMENT	1	1.0%
SOFTBALL	1	1.0%
SAVE PRISON	1	1.0%
SAND DUNES	1	1.0%
S.P. STEAM ENGINE	1	1.0%
RV RALLY	1	1.0%
RUNNING	1	1.0%
RUBBERSTAMP CONVENTION- MESA, GLENDALE	1	1.0%
ROTARY SAUSAGE FRY	1	1.0%
RODEO/FAIR/4-H	1	1.0%
RODEO, CAR SHOW, AIR SHOW, POW-WOW	1	1.0%
RODEO	1	1.0%
REUNION CLASS 1950	1	1.0%
REUNION	1	1.0%
RETIREMENT PARTY	1	1.0%
REFUGES	1	1.0%
RED HAT CONVENTION	1	1.0%

Event you attended?	Count	Percent
RAILROAD	1	1.0%
PASSING THRU	1	1.0%
OUTLAW SHOOT OUT, YUMA T PRISON POW WOW, WINTERHAVEN CA	1	1.0%
ONLY STAYED ONE NIGHT	1	1.0%
NATURE FESTIVAL	1	1.0%
MOTORCYCLE RALLY	1	1.0%
MOTOR CYCLE RALLY	1	1.0%
MIDNIGHT @ OASIS	1	1.0%
MEETING	1	1.0%
MACAULY GOLF	1	1.0%
LETTUCE DAYS-RODEO	1	1.0%
INWR	1	1.0%
HUNTING	1	1.0%
HERE FOR BUSINESS IN CALEXICO	1	1.0%
GOLF TOURNEY	1	1.0%
GOLF	1	1.0%
GM PROVING GROUNDS	1	1.0%
FARMER MKT-BALLON FEST- BASEBALL	1	1.0%
FAMILY PARTY	1	1.0%
EATING IN DALLAS FOOD	1	1.0%
DR VISIT	1	1.0%
DANCING	1	1.0%
CONVENTION	1	1.0%
CONFERENCE @ YPG	1	1.0%
CONFERENCE	1	1.0%
CLIMBING	1	1.0%
CIVIL WAR DAYS	1	1.0%
CASINO BUSINESS	1	1.0%
CAR SHOWS	1	1.0%
CAR SHOW & BALLOON	1	1.0%
CAR SHOW	1	1.0%
BUSINESS MEXICO	1	1.0%
BUSINESS	1	1.0%
BUS TOUR	1	1.0%
BIRTHDAY	1	1.0%
BIRDING FESTIVAL; LETTUCE DAYS	1	1.0%
BIRDING FESTIVAL	1	1.0%
BIKE RUNS	1	1.0%
BIKE RUN	1	1.0%
BALLOONING	1	1.0%
BALLOON FESTIVAL	1	1.0%

Event you attended?	Count	Percent
BALLON FESTIVAL	1	1.0%
BAC	1	1.0%
ART/MUSIC SHOWS	1	1.0%
ARIZ WINTER BASEBALL	1	1.0%
ANY	1	1.0%
ALPHA DELTA KAPPA	1	1.0%
ALL EVENTS IN OLD TOWN- BASEBALL	1	1.0%
AIR SHOW	1	1.0%
Total	100	100.0%

Other Attractions Visited

Other attraction you visited?	Count	Percent
PEANUT PATCH	8	7.1%
YUMA PROVING GROUND	7	6.2%
GOLF	5	4.4%
GOLF/DESERT HILLS	4	3.5%
SWAP MEET	3	2.7%
FAMILY	3	2.7%
WORK	2	1.8%
WETLANDS	2	1.8%
VISITOR CENTER	2	1.8%
NURSING HOME	2	1.8%
MARINE CORPS AIR STATION	2	1.8%
MALL	2	1.8%
FRIENDS	2	1.8%
CRACKER BARREL	2	1.8%
BUSINESS ONLY	2	1.8%
BUSINESS	2	1.8%
YUMA SCORPIONS	1	.9%
YUMA PROVING GROUND FOR WORK	1	.9%
YUMA PLAZA	1	.9%
YUMA DESALTING PLANT	1	.9%
YUMA COGEN PLANT	1	.9%
WETLAND PARK	1	.9%
VISIT FAMILY	1	.9%
TVO TIME	1	.9%
TUMCO	1	.9%
TRIBAL NATIONS IF OPEN TO OUTSIDERS	1	.9%
TOUR TRIPS	1	.9%
THE MALL	1	.9%
SWAPS	1	.9%
SWAPMEET	1	.9%
SWAP MEETS	1	.9%
SULTAN SEA	1	.9%
STAPLES INC	1	.9%
SHOPPING!!!	1	.9%
SENATOR WASH	1	.9%
SEGWAY TOUR	1	.9%
S.P. STEAM ENGINE	1	.9%
RIVER TOUR	1	.9%
RIVER FRONT	1	.9%
RAY CROCK	1	.9%
QUECHAN MUSEUM	1	.9%
QUECHAN	1	.9%

Other attraction you visited?	Count	Percent
PROVING GROUNDS	1	.9%
PEANUT PATCH, SHAW'S CARPET	1	.9%
PEANUT FARM	1	.9%
PASS THRU WITHOUT TIME TO DO ANYTHING EXTRA	1	.9%
PARADISE CASINO	1	.9%
PALMS	1	.9%
ONLY STAYED ONE NIGHT	1	.9%
OLD DOWNTOWN	1	.9%
NWR	1	.9%
NATURE PRESERVE	1	.9%
MOVIES/SHOWS	1	.9%
MOVIES, PARKS	1	.9%
MEXICO	1	.9%
MCAS	1	.9%
MAIN ST PARTIES	1	.9%
LUTES CASINO	1	.9%
LUTES	1	.9%
LOCAL RESTAURANTS	1	.9%
IMPERIAL NATIONAL WILDLIFE REFUGE	1	.9%
HARKINS THEATER/MALL	1	.9%
HAMPTON INN	1	.9%
FAIRGROUNDS	1	.9%
FAIR GROUNDS	1	.9%
DENTIST	1	.9%
COURT HOUSE	1	.9%
CONVENTION CTR	1	.9%
COLORADO RIVER PARK	1	.9%
CLIMBED CASTLE DOME	1	.9%
CENTER WORLD	1	.9%
CENTER OF WORLD	1	.9%
CENTER OF THE WORLD	1	.9%
BUSINESS YUMA PROVING GROUNDS	1	.9%
BUSINESS TRIP	1	.9%
BORDER PATROL	1	.9%
BLUE GRASS FESTIVAL-QUILT SHOW	1	.9%
BASEBALL GAMES	1	.9%
BARRY GOLDWATER RANGE, ORGAN PIPE NAT'L MONUMENT, WETLANDS PARK	1	.9%
Total	113	100.0%

Information Sources

Visitor Center or Brochure Rack:

Visitor center name?	Count	Percent
YUMA VISITOR CENTER- QUARtermaster DEPOT	8	30.8%
YUMA VISITOR GUIDE	1	3.8%
YUMA PRISON BROCHURE	1	3.8%
YUMA BROCHURE IN HOTEL	1	3.8%
WILLCOX CHAMBER-WORK THERE	1	3.8%
VARIOUS	1	3.8%
QUARtermaster DEPOT	1	3.8%
MARK MONK	1	3.8%
HOTELS IN LA/SAN DIEGO	1	3.8%
HAMPTON INN YUMA	1	3.8%
HAMPTON INN BROCHURE RACK	1	3.8%
HAMPTON INN	1	3.8%
FROM HOTEL	1	3.8%
FRIENDS	1	3.8%
CAR PROBLEMS	1	3.8%
BROCHURE RACK IN HOTEL	1	3.8%
AT MOTEL	1	3.8%
AT HAMPTON INN (YUMA)	1	3.8%
1ST STOP	1	3.8%
Total	26	100.0%

Web site or Online

Web site or Online?	Count	Percent
GOOGLE	8	19.0%
VISIT YUMA	2	4.8%
HILTON.COM	2	4.8%
GOOGLE.COM	2	4.8%
GOOGLE SEARCH	2	4.8%
YUMASUN.COM	1	2.4%
YUMA.COM	1	2.4%
YUMA VISITOR BUREAU	1	2.4%
YUMA HOME PAGE	1	2.4%
YAHOO	1	2.4%
VISITYUMA.ORG	1	2.4%
VISITAZ.COM	1	2.4%
VARIOUS	1	2.4%
URBAN K9	1	2.4%
UNKNOWN	1	2.4%
TRIP ADVISOR	1	2.4%
THINGS TO DO IN YUMA	1	2.4%
STATE PRISON WEB SITE	1	2.4%
STATE PARKS	1	2.4%
PRISON	1	2.4%
ORDERED TOURIST BROCHURE	1	2.4%
MAPQUEST	1	2.4%
HOTELS.COM	1	2.4%
HAMPTON INN SITE	1	2.4%
GOVERNMENT TRAVEL WEBSITE	1	2.4%
GOGGLE	1	2.4%
DEL PUEBLO RV WEBSITE	1	2.4%
CRACKER BARREL	1	2.4%
CHAMBER OF COMMERCE	1	2.4%
CHAMBER	1	2.4%
ARIZONA	1	2.4%
Total	42	100.0%

Newspaper or Magazine

Newspaper or Magazine?	Count	Percent
ARIZONA REPUBLIC	3	23.1%
YUMA SUN	1	7.7%
YUMA NEWS	1	7.7%
VARIOUS	1	7.7%
SUN	1	7.7%
NEW LAW	1	7.7%
HUNTING	1	7.7%
AZ HIGHWAYS	1	7.7%
AT HOTEL	1	7.7%
ARIZONA HIGHWAYS	1	7.7%
ARIZONA HIGHWAY	1	7.7%
Total	13	100.0%

Guide Book

Name of Guide Book	Count	Percent
AAA	15	36.6%
MAIL	3	7.3%
YUMA	2	4.9%
MAILED	2	4.9%
AAA TOUR BOOK	2	4.9%
YUMA MAG @ MOTEL	1	2.4%
WELCOME WINTER VISITOR BOOKLET RANCHO RIALTO RESIDENT BOOKLET	1	2.4%
VISITOR CENTER	1	2.4%
VISIT CENTER	1	2.4%
REQUESTED	1	2.4%
ORDERED ONLINE	1	2.4%
MOONGUIDE TO AZ	1	2.4%
MOON'S ARIZONA	1	2.4%
JWANOWSKI & BAEDEKER	1	2.4%
FROM FRIEND	1	2.4%
ENTERING ARIZONA	1	2.4%
CLARION	1	2.4%
CALLED & SENT	1	2.4%
AZ GUIDE BOOK	1	2.4%
AT MOTEL	1	2.4%
ARIZONA FROMMERS	1	2.4%
AAA ARIZONA	1	2.4%
Total	41	100.0%

Other source of information

Other source of information?	Count	Percent
WORK	43	13.1%
BUSINESS	32	9.7%
MAP	9	2.7%
MILITARY	4	1.2%
PASSING THROUGH	3	.9%
NEEDED GAS	3	.9%
MARINE CORPS	3	.9%
GAS	3	.9%
DRIVE BY	3	.9%
BUSINESS TRIP	3	.9%
YUMA PROVING GROUND	2	.6%
SB 1070	2	.6%
JUST PASSING THRU	2	.6%
HAMPTON INN	2	.6%
FRIEND	2	.6%
EMPLOYER	2	.6%
DRIVING THROUGH	2	.6%
BUSINESS ASSOC	2	.6%
BEEN HERE BEFORE	2	.6%
AIRSTREAM CLUB	2	.6%
YUMA SCORPIONS	1	.3%
WORKAMPER NEWS	1	.3%
WORK/BUSINESS	1	.3%
WORK/BUSINESS-YPG	1	.3%
WORK, GM PROVING GROUNDS	1	.3%
WORK!	1	.3%
WORK RESEARCH	1	.3%
WORK RELATED	1	.3%
WORK RELATED-AG	1	.3%
WORK MAP	1	.3%
WORK LOCATION IS HERE	1	.3%
WORK KAMPER NEWS	1	.3%
WORK BRINGS ME	1	.3%
WORK ASSIGNMENT	1	.3%
WORK ASSIGNED	1	.3%
WORK (HOSPITALITY)	1	.3%
WORD OF MOUTH	1	.3%
WHEN PADRES WERE HERE	1	.3%
WHEN I LIVED IN SAN DIEGO	1	.3%
WE'VE BEEN COMING HERE FOR YEARS TO MEET FRIENDS	1	.3%
VISITOR CENTER	1	.3%

Other source of information?	Count	Percent
VISITOR'S BUREAU	1	.3%
VISITING AREA	1	.3%
USED TO WINTER HERE	1	.3%
USED TO LIVE IN PHX	1	.3%
USED TO LIVE HERE	1	.3%
USED TO LIVE & WORK HERE	1	.3%
US NAVY	1	.3%
US MARINES	1	.3%
US GOVT ORDERS	1	.3%
TRAVELING TO CALIF. 50 YRS AGO	1	.3%
TRAVEL ON WAY TO SAN DIEGO	1	.3%
TRAVEL OFFICE	1	.3%
TRAVEL	1	.3%
TOURNAMENT DIRECT	1	.3%
TOUR BUS	1	.3%
TIME TO STOP	1	.3%
THROUGH BUSINESS	1	.3%
SUPPORT 1070	1	.3%
STREET SIGNS	1	.3%
STOPPED FOR GAS	1	.3%
STOP OVER	1	.3%
SON IN MILITARY	1	.3%
SO. CA RESIDENT	1	.3%
SISTER LIVES HERE	1	.3%
SINCE I WAS A BOY	1	.3%
SIGNS	1	.3%
SENT HERE	1	.3%
S.D. PADRES SPRING TRAINING	1	.3%
RIVING-CRA PARK	1	.3%
RVERS	1	.3%
RODE THROUGH ON WAY TO TUCSON	1	.3%
ROAD SIGNS GPS	1	.3%
RESIDENT	1	.3%
REQUIRED BUSINESS TRIP	1	.3%
RALLY HOST	1	.3%
QUARTERMASTER DEPOT	1	.3%
PRISON RUN 1972	1	.3%
PRISON RUN	1	.3%
PRIOR WORK	1	.3%
PREVIOUSLY VISITED	1	.3%
PREVIOUSLY RESIDED	1	.3%
PREVIOUS VISITS	1	.3%
PAST VACATIONS	1	.3%
PAST MILITARY	1	.3%
PAST EXPERIENCE	1	.3%

Other source of information?	Count	Percent
PASSING THRU FROM OTHER AREAS	1	.3%
PASSING THRU	1	.3%
PASSING THROUGH PRIOR	1	.3%
PASSED THROUGH & LIKE	1	.3%
PARENTS WINTERED HERE	1	.3%
PADRE TRAINING CAMP	1	.3%
OUR GPS "POINTS OF INTEREST"	1	.3%
ON ROUTE	1	.3%
ON BUSINESS	1	.3%
NORWALK MOTORCYCLE CLUB	1	.3%
NORWALK MC	1	.3%
NORWALK M/C CLUB	1	.3%
NONE	1	.3%
NEW LAW 1070	1	.3%
NEED GAS	1	.3%
NEED BREAK	1	.3%
NAT'L WILDLIFE REFUGE	1	.3%
MY COMPANY	1	.3%
MOVIE	1	.3%
MONTHLY BUSINESS	1	.3%
MILITARY/BUSINESS	1	.3%
MCAS	1	.3%
MARRIED-58 YRS AGO	1	.3%
MACAULY GOLF	1	.3%
LIVED IN YUMA FOR A TIME	1	.3%
LIVED IN YUMA	1	.3%
LIVED HERE BEFORE	1	.3%
LIVED HERE AS A CHILD	1	.3%
LIVED HERE 6 YEARS	1	.3%
LIVED HERE 30 YRS AGO	1	.3%
LIVED HERE	1	.3%
LIVE IN YUMA 90-91	1	.3%
LIVE IN THE STATE. HAVE BEEN HERE MANY TIMES	1	.3%
LIVE IN SO CAL & TRAVEL THROUGH	1	.3%
LIVE IN LAKE HAVASU	1	.3%
LIVE IN AZ	1	.3%
KNOWLEDGE OF AREA	1	.3%
JUST TRAVELING THRU	1	.3%
JUST PASSING THROUGH	1	.3%
JUST PASSING	1	.3%
JUST GOT GAS	1	.3%
JUST DRIVING THROUGH	1	.3%

Other source of information?	Count	Percent
JOB ANNOUNCEMENT	1	.3%
JOB	1	.3%
IT IS NEAR RELATIVES	1	.3%
IT'S ON THE HIGHWAY	1	.3%
IMPERIAL NWR	1	.3%
I USE TO BE STATIONED HERE	1	.3%
I SPENT 2 WINTERS IN RV PARKS IN YUMA	1	.3%
HUSBANDS COMPANY	1	.3%
HUSBAND	1	.3%
HOTEL	1	.3%
HISTORY BUFF	1	.3%
HISTORY BOOKS	1	.3%
HISTORICAL FICTION	1	.3%
HILTON HOTELS	1	.3%
HIGHWAY SIGN FOR PRISON	1	.3%
HERE ON BUSINESS	1	.3%
HERE FOR WORK AT YPG	1	.3%
HERE 2 SUPPORT YOU	1	.3%
HAVE LIVED IN LHC FOR 12 YRS DUNES	1	.3%
HAVE BUSINESS HERE	1	.3%
HAVE BEEN HERE BEFORE	1	.3%
HARLEY DAVIDSON MAP	1	.3%
HAMPTON INN, YUMA	1	.3%
GREW UP IN YUMA	1	.3%
GREW UP HERE	1	.3%
GOVERNMENT TRUCK	1	.3%
GOT FUEL	1	.3%
GOOD ROUTE TO/FROM CA	1	.3%
GOLF TOUR	1	.3%
GOLF	1	.3%
GM PROVING GROUND	1	.3%
GET GAS	1	.3%
GAS & MAP	1	.3%
GAS-TIRED	1	.3%
FORMER RESIDENT 1990	1	.3%
FOR WORK-PROVING GROUNDS	1	.3%
FIRST VISIT WAS WORK RELATED	1	.3%
FATHER STATIONED AT YPG	1	.3%
FARMING	1	.3%
FAMILY VACATION 1955	1	.3%
FAMILY LIVES HERE	1	.3%
FAMILY IN CA	1	.3%
EMPLOYER (DOD)	1	.3%
DUNES	1	.3%

Other source of information?	Count	Percent
DRIVING TO SAN DIEGO	1	.3%
DRIVING THRU	1	.3%
DRIVING BY	1	.3%
DRIVING AROUND CITY	1	.3%
DAV	1	.3%
CUSTOMER VISIT TO YPG	1	.3%
CUSTOMER	1	.3%
CONTRACT AT MCAS	1	.3%
COMPANY I WORK FOR HAS A CONTRACT WITH YUMA REGIONAL MEDICAL CENTER	1	.3%
COMPANY	1	.3%
COMING THROUGH	1	.3%
CLIENT	1	.3%
CIRCLE K STORE	1	.3%
CAR TROUBLE HAMPTON INN CLOSE	1	.3%
CAN'T RECALL	1	.3%
CAMPING CLUB & INTERSTATE TRAVEL	1	.3%
CA HWY SIGNS	1	.3%
BUSINESS/SALES	1	.3%
BUSINESS/AG	1	.3%
BUSINESS, GOVERNMENT	1	.3%
BUSINESS TRIP-GM DESERT PROVING GROUND	1	.3%
BUSINESS REQUIREMENT	1	.3%
BUSINESS REQUEST	1	.3%
BUSINESS ONLY	1	.3%
BUSINESS OFFICE	1	.3%
BUSINESS NEEDS	1	.3%
BUSINESS INFO	1	.3%
BUSINESS EXPECTATION	1	.3%
BUSINESS EVENT	1	.3%
BUSINESS AT YUMA PROVING GROUND	1	.3%
BUISNESS	1	.3%
BREAK TIME	1	.3%
BORN HERE	1	.3%
BORN & RAISED HERE	1	.3%
BIRTH PLACE	1	.3%
BILLBOARD	1	.3%
BEING HERE	1	.3%
BEEN COMING & GOING FOR 55 YEARS W/FRIENDS & FAMILY	1	.3%
ATLAS	1	.3%

Other source of information?	Count	Percent
ART SHOW	1	.3%
ARMY	1	.3%
AMERICAN EXPRESS TRAVEL DEPT	1	.3%
AMA	1	.3%
AIRSTREAM GRP	1	.3%
AIR STREAM EVENT	1	.3%
AGRICULTURE	1	.3%
AAA BOOK	1	.3%
A MOVIE, OLD	1	.3%
4TH GENERATION AZ	1	.3%
1070/BOYCOT	1	.3%
1/2 MARK ON TRIP	1	.3%
Total	329	100.0%

What do you like BEST about Yuma?

WEATHER
FRIENDLY PEOPLE
CLIMATE
PEOPLE
THE PEOPLE
GOLF
EVERYTHING
FRIENDLY
THE WEATHER
FOOD
SHOPPING
SCENERY
RELAXING
HISTORY
HAMPTON INN
SUN
NICE PEOPLE
LOCATION
BUSINESS
WARM WEATHER
PEOPLE ARE FRIENDLY
HOTEL
FAMILY
ALL
THINGS TO DO
THE SUN
SUNSHINE
SMALL TOWN ATMOSPHERE
SAND DUNES
RESTAURANTS
PRISON
PRICES
PEOPLE & WEATHER
OLD TOWN
NOTHING
LEAVING
GOOD FOOD
CLEAN HOTEL
WORK
WEATHER/PEOPLE
WEATHER IN WINTER
WEATHER & PEOPLE
WARMTH
WARM WEATHER IN WINTER
VIEWS

What do you like BEST about Yuma? (cont.)

TRAFFIC
THE WARM WEATHER
THE SUNSHINE
TERRITORIAL PRISON
SB 1070
RIVER
QUIET
PEOPLE FRIENDLY
ONLY HERE FOR BUSINESS
NO TRAFFIC
NICE HOTEL
NA
MUSEUMS
MOUNTAINS
MEXICO
MEXICAN FOOD
LOW HUMIDITY
LOTS TO DO
HOSPITALITY
HISTORIC DOWNTOWN
GOLF WEATHER
FRIENDS
FRIENDLINESS OF PEOPLE
EASY TO GET AROUND
EASY ACCESS
DESERT
CONVENIENT PLACE TO STOP
CONVENIENCE
CLEAN AIR
CLEAN
CASINO
YUMA TERRITORIAL PRISON & SUNSHINE
YUMA TERRITORIAL PRISON
YUMA SCORPIONS
YUMA QUARTERMASTER DEPOT/PRISON
YUMA PROVNG GROUNDS
YUMA PALMS SHOPPING AREA
YUMA PALMS AREA
YUMA PALMS
YUMA
WX
WONDERFUL VACATION
WINTER WEATHER
WINTER CLIMATE
WINTER-MILD CLIMATE

What do you like BEST about Yuma? (cont.)

WELCOME
WEATHER/SAND DUNES/PEOPLE
WEATHER/LACK OF HUMIDITY FALL WINTER SPRING
WEATHER/HISTORY
WEATHER/EASY TO TRAVEL AROUND
WEATHER/ACTIVITIES
WEATHER, SCENERY, DESERT
WEATHER, RECREATION OPPORTUNITIES MEMENTOS SCRAPBOOK STORE
WEATHER, PEOPLE, GOLF
WEATHER, MEXICO NEARBY
WEATHER, LITTLE TRAFFIC
WEATHER, LIFE STYLE, MOUNTAINS & DESERT, FRIENDS
WEATHER, HIKING, BIKING, DANCING
WEATHER, GOLFING, FRIENDLY PARK
WEATHER, GOLF, SMALL TOWN
WEATHER, GOLF
WEATHER, FRIENDLY RESIDENTS
WEATHER, DINING
WEATHER WINTER
WEATHER THIS TIME OF YEAR
WEATHER PEOPLE
WEATHER IS BEAUTIFUL, VERY PLEASANT
WEATHER IN OCTOBER
WEATHER DESERT
WEATHER AND SMALL TOWN FEELING
WEATHER AND PEOPLE
WEATHER (EXCEPT SUMMER)
WEATHER & SHOPPING
WEATHER & RIVER
WEATHER & HOTEL
WEATHER-SHOPPING-MOTEL
WEATHER-PEOPLE ARE NICE
WEATHER-NOT HUMID
WEATHER
WE JUST GOT GAS & SODA'S
WATERFRONT AREA
WATER PARK, PLAYGROUNDS
WASN'T HERE LONG ENOUGH TO KNOW
WARMTH, DRY AIR
WARMTH & CONVENIENCE
WARM WEATHER WHEN COMPARED WITH CANADIAN WEATHER
WARM IN DEC
WARM
WALKING DISTANCE OF HAMPTON INN TO YUMA PALMS
WALKING

What do you like BEST about Yuma? (cont.)

VISTAS
VISITOR CENTER/DEPOT
VISITOR CENTER EMPLOYEES (VERY HELPFUL & FRIENDLY)
VISITING WITH MY FAMILY & CAMPING
VISITING THE YUMA TERRITORIAL PRISON
VISITING OUR OLD STOMPING "GROUNDS"
VISITING MY FAMILY
VISITING FRIENDS & SHOPPING IN MEXICO
VISITING FAMILY, DINING
VISITING FAMILY
VERY VERY FRIENDLY PEOPLE!
VERY SCENIC
VERY PLEASANT AREA; FRIENDLY PEOPLE
VERY NICE WEATHER
VERY LITTLE
VEGGIES
VARIETY OF STORES
VARIETY OF RESTAURANTS/HOTELS
VARIETY OF PLACES TO GO & SEE & CLIMATE
VARIED ENTERTAINMENT OPTIONS
VALUE
VACATION
UPGRADE TO SUITE AT HAMPTON INN
UPDATED HOTELS, FOOD ETC.
TUBING THE COLORADO
TREES, WELL DESIGNED LANDSCAPE
THIS HOTEL
THEATRES, SHOPPING, WEATHER
THE WINTER WEATHER
THE WINTER
THE WEATHER, THE PEOPLE, HIKING
THE WEATHER AND FRIENDLY PEOPLE
THE WEATHER ...LOL
THE WEATHER (SUNSHINE)
THE WEATHER & THE PEOPLE
THE WEATHER & LANDSCAPE-BEAUTIFUL
THE STORE WE NEEDED WAS OPEN. DON'T REALLY THINK OF YUMA AS A DESTINATION.
THE STAFF AT STAPLES AND THE HAMPTON INN-THEY ARE THE BEST
THE STAFF @ DESERT HILLS GC
THE SHOPPING MALL
THE SHOPPING & GOLF
THE ROOM
THE RIVER
THE RECEPTIONIST AT THE CLARION
THE QUARTERMASTER DEPOT

What do you like BEST about Yuma? (cont.)

THE PRISON TOUR, HOSPITALITY IS A1
THE PRICE OF THE HAMPTON INN
THE PEOPLE VERY NICE
THE PEOPLE & YUMA MALL
THE PEOPLE & EVENTS
THE PEOPLE & ATMOSPHERE
THE PEOPLE-VERY FRIENDLY
THE NEW SHOPS THAT ARE HERE
THE MUSEUM
THE MALL & RESTAURANTS ARE EASY TO FIND
THE LOCATION
THE LADIES
THE HOTEL WITH COMPLIMENTARY BREAKFAST
THE HISTORY
THE HISTORICAL ASPECT
THE HAMPTON INN & SUITES
THE HAMPTON INN
THE HAMPTON HOTEL
THE HAMPTON
THE FRIENDLY PEOPLE
THE ENVIRONMENT, GOOD RESTAURANTS
THE EASE OF GETTING TO HOTEL FROM HIGHWAY
THE DRY CLIMATE
THE DESERT AND THE HEAT!
THE COUNTY
THE COMFY BED IN MY HOTEL
THE CLIMATE, THE WIND, THE PEOPLE
THE CLIMATE
THE CLARION SUITES HAPPY HOUR
THE AVAILABILITY OF RESTAURANTS
THAT MY DAUGHTER WILL BE LIVING HERE
TEXAS ROADHOUSE
TERRITORIAL PRISON VISIT
TEMPERATURE
SURPRISED BY SHOPPING & RESTAURANT VARIETY
SUNSHINE, FRIENDLY
SUNSHINE AND VEGIS
SUNRISES & SUNSETS, THE FALL "EVENINGS"
SUN, BLUE SKIES, RELAXATION
SUN & PEOPLE
SUN & LOTS TO DO
SUN & HEAT
SUN-WARM WEATHER
SUCCESSFUL BUSINESS
STAFF AT HOTEL

What do you like BEST about Yuma? (cont.)

SPRAGUE SPOETS
SPACE
SOMEPLACE TO GET GAS ALONG ROAD
SO MUCH TO DO
SO FAR RESTAURANTS & SHOPPING
SMALL TOWN, EVERYTHING IS NEARBY
SMALL TOWN W/LOTS OF ACCOMMODATING
SMALL TOWN FEEL
SMALL TOWN ATMOSPHERE-GRASS & TREES-WATER
SMALL TOWN APPEAL
SMALL TOWN
SMALL ENOUGH TO GET AROUND
SMALL CITY-EASY TO GET AROUND
SIGHTSEEING
SIGHTS
SHORT STAY
SHOPS/RESTAURANTS
SHOPPING MALL CASINOS
SHOPPING DILLARDS, HAMPTON INN AND CRACKER BARREL
SERVICES & SHOPPING
SEEMS LIKE A CLEAN CITY
SEEMED NEWER
SEEING RELATIVES-FELT SAFE
SEEING OUR SON
SEEING MY DAD & WEATHER
SEEING A NEW AREA AND PLACE
SECOND HOME & FRIENDS
SECOND HOME
SCENERY, WEATHER, NICE HOTELS, CRACKER BARREL
SANGUINI HOUSE
SAND DUNES NEARBY
RV PARK
ROADS AND EASY ACCESSIBILITY
RIVERFRONT ART CENTER & FRIENDS
RIVER, WILDLIFE, HIKING & FISHING
RIVER, CLOSE TO BORDER
RIVER CITY GRILL
RIVER-IT GETS HOT
RIGHT OFF HIGHWAY
RELAXING ATMOSPHERE
RELAXED DESERT ATMOSPHERE
RELAXED ATMOSPHERE & CHINA BUFFET
RELAX ATMOSPHERE & CHINA BUFFET
RED LOBSTER
REASONABLE PRICES

What do you like BEST about Yuma? (cont.)

RE-VISIT
QUIET, GOOD GOLF
QUECHAN CASINOS
QUARTERMASTER DEPOT
QUARTER MASTER MUSEUM
PROXIMITY TO A VARIETY OF OUTDOOR ACTIVITIES
PRISON, NWR
PRISON WEATHER
PRICE FRIENDLY
PRICE
PRETTY, QUIET TOWN
PRETTY SCENERY
PLANTS/ANIMALS
PLACE TO STAY AND GO TO CHURCH
PEOPLES KINDNESS
PEOPLE; SHOPPING
PEOPLE/SITE
PEOPLE, HAMPTON INN
PEOPLE WEATHER
PEOPLE ARE VERY FRIENDLY
PEOPLE ARE SO FRIENDLY
PEOPLE ARE FRIENDLY-HOTEL CLEAN- SITES INTERESTING
PEOPLE AND SUN
PEOPLE-PRICES-FUN
PEANUT PATCH
PEANUT FACTORY
PEACEFUL, BEAUTIFUL LANDSCAPE
PEACEFUL
PARKS
PARK WAS INTERESTING
OUTDOORS
OUR STAY AT HAMPTON INN
OUR HOTEL WAS WONDERFUL
OPEN SPACE
OPEN FEELING OF TOWN
ON BUSINESS
OFF ROADING, MILITARY BASE
NUMEROUS DINING/SHOPPING OPTIONS
NOTHING STICKS OUT
NOTHING-HERE FOR WORK
NOT SURE YET/FRIENDLY
NOT SURE YET
NOT SURE
NOT SO CROWDED
NOT MUCH-ALL WORK FOR ME

What do you like BEST about Yuma? (cont.)

NOT HERE LONG ENOUGH TO KNOW
NO TRAFFIC CONGESTION
NO OPINION
NICE WEATHER IN WINTER
NICE WEATHER
NICE TOWN, GOOD SHOPPING & RESTAURANTS
NICE STOP FOR ROAD TRIP
NICE SHOPPING AREA @ YUMA MALL ON 16TH ST
NICE RESTAURANTS
NICE PLACE, LOTS OF HOTEL CHOICES
NICE PLACE TO BREAK UP THE DRIVE FROM SAN DIEGO
NICE PEOPLE/CLEAN VERY FRIENDLY HAMPTON INN
NICE PEOPLE & FACILITIES
NICE LITTLE CITY, CLEAN
NICE HOTELS, RESTAURANTS
NICE HOTEL ROOM-FRIENDLY PEOPLE
NICE HOTEL GOOD FOOD
NICE HOTEL-GOOD FOOD-GOOD JUMP OFF TO San Diego POINT
NICE CLIMATE
NEW TO THE AREA
NEW SHOPPING RESTAURANTS HOTELS
NEW RESTAURANTS & ACTIVITIES
NEW MALL & CLEAN HOTEL
NEW LAWS
NEW JOB
NEW HOTELS, PLACES TO DINE, SHOPPING
NEW HOTELS & RESTAURANTS
NEW GRANDSON
NEW CONSTRUCTION, HOT WEATHER
NATURAL BEAUTY
N/A
MY WIFE LIKES THE WEATHER
MY PARENTS & THE MEXICAN FOOD
MY MOM
MY HOMETOWN
MY FRIENDS
MY FRIEND
MY FAMILY
MOTORCYCLE RIDING
MOTORCYCLE EVENTS
MOTHER'S GRAVESITE
MOTEL/DINNER
MEXICAN RESTAURANTS
MEETING NEW PEOPLE & HOW EASY TO GET AROUND.
MEETING NEW PEOPLE

What do you like BEST about Yuma? (cont.)

MCAS
MARTINEZ LAKE/FISHERS LANDING & IMPERIAL SAND DUNES
MANY THINGS TO DO
MANY RESTAURANT CHOICES
MALL/HOTEL AREA
MALL & RESTAURANT
MALL
LUTES CASINO
LUTES
LUTE'S CASINO
LOW KEY, FRIENDLY, WEATHER, FEEL SAFE
LOTS TO DO & SEE
LOTS OF RESTAURANTS/TERRITORIAL PRISON
LOTS OF RESTAURANTS
LOTS OF MUSEUMS
LOTS OF CUSTOMERS
LOTS OF BUSINESS/REST
LODGING & FOOD
LOCATION (MOST OF ALL THE SOFT SHEETS FROM HOTEL)
LIKED ALL OF IT
LESS TRAFFIC
LEISURE
LEARNING ABOUT THE LETTUCE INDUSTRY & SEEING THE FIELDS
LANDSCAPING
LANDSCAPE, SHOPPING POSSIBILITIES
LADY AT THE VISITOR PLACE
LADY @ VISITOR CENTER
LADY @ VISIT CENTER
LADIES AT VISITOR CENTER
KOFA REFUGE
KOFA BIG SHEEP & BIRDING
KING SIZE BED
JUST STAYING OVERNIGHT ON WAY TO SAN DIEGO
JUST STARTED
JUST PASSING THRU-GOOD RESTAURANTS
JUST PASSING BY
JUST GOT HERE-DON'T KNOW YET
JULIANNA'S
IT WAS INVITING THE WEATHER WAS NICE
IT IS CLEAN W/LOTS OF STORES & CASINO
IT'S PEACEFUL AND BEAUTIFUL
IT'S NOT CALIFORNIA (AND I LIKE YUMA'S FRIENDLINESS)
IT'S LIKE HOME
IT'S GROWING UP
IT'S DRY! NO HUMIDITY!

What do you like BEST about Yuma? (cont.)

IT'S CLEAN
IMPERIAL NWR
I WAS HERE FOR BUSINESS
I LIKE THE PEOPLE-MOST ARE VERY FRIENDLY
I LIKE THE ARCHITECTURE IN YUMA BEST
I HAVE OFFICES HERE
I DIDN'T SEE ANY OF YUMA DUE TO BUSINESS TRIP
HOTELS, PEOPLE, COUNTRY SIDE
HOTELS
HOTEL/RESTAURANT CONVENIENCE & WESTCOR MALL AS SAFE PLACE FOR KIDS TO STRETCH LEGS
HOTEL, RESTAURANT, SHOPPING CENTER
HOTEL TO STOP @
HOTEL STAFF AND THE TACO STAND
HOTEL (HAMPTON INN) RESTAURANTS & SHOPPING
HOTEL & FOOD-SHOPPING
HOSPITALITY/MOTEL/FOOD/CASINO/LOW KEY
HAMPTON INN & SUITES & MI RANCHO
HOME TOWN HOSPITALITY
HOME TOWN
HISTORY & FRIENDLY PEOPLE
HISTORY-RIVER
HISTORY-OLD WEST HISTORY
HISTORICAL STUFF
HISTORICAL SITES
HISTORICAL SITE/LUTES CASINO/HAMPTON INN
HISTORICAL PLACES & SITES
HISTORICAL PARKS
HISTORICAL ATTRACTIONS
HISTORIC SITES
HISTORIC PRISON
HISTORIC DOWNTOWN YUMA
HISTORIC DISTRICT
HILTON GARDEN INN
HILTON GARDEN INN-HISTORIC AREA DOWNTOWN
HIKES & PEOPLE
HERE ON BUS ONLY
HELPFUL MUSEUM STAFF & GREAT COLLECTION
HELP AT VISITOR'S CENTER
HAVEN'T SEEN MUCH YET
HAVEN'T BEEN HERE LONG ENOUGH TO PICK YET.
HAVE NOT HAD CHANCE TO EXPLORE ALWAYS PASSING THROUGH
HARKINS MOVIE THEATRE
HAMPTON INN WAS VERY NICE
HAMPTON INN SUITES
HAMPTON INN-VERY NICE

What do you like BEST about Yuma? (cont.)

HAMPTON HOTEL
GROWTH
GROWING CITY-NICE MALL
GREAT INN!
GOT AWAY FROM HOME
GORGEOUS WEATHER IN THE WINTER
GOOD WEATHER IN WINTER
GOOD WEATHER AND MEXICAN FOOD!
GOOD SHOPPING
GOOD REST STOP
GOOD PLACES TO EAT & SHOP
GOOD HOTELS, BARS, RESTAURANTS
GOOD HOTELS TO CHOOSE FROM
GOOD HOTEL, RESTAURANTS IN MALL
GOOD GOLF
GOOD FOOD, FRIENDLY PEOPLE
GOOD FOOD & HOTEL
GOOD ACCOMMODATIONS & FOOD
GOLFING
GOLF, WEATHER GOOD
GOLF, FOOD
GOLF AND SUN
GOLF & DINNER AT JACK & ROSIE'S
GOING OUT IN DESERT AREA, FOOD
GENERAL FRIENDLY ATMOSPHERE
GAS PRICES
GAS FOR AUTOS
GAS
FRIENDS & FAMILY
FRIENDS & BUSINESS ASSOCIATES
FRIENDLY, THINGS TO DO
FRIENDLY, CLEAN CITY & BUSINESS
FRIENDLY, CLEAN
FRIENDLY RESIDENTS
FRIENDLY POLICE
FRIENDLY PEOPLE FAIRLY COMPACT SIZE
FRIENDLY PEOPLE-NICE HOTEL (HOLIDAY INN EXPRESS)
FRIENDLY PEOPLE-LODGING-VALUE
FRIENDLY FOLKS
FRIENDLY ATMOSPHERE
FRIENDLY-PEOPLE
FRIENDLY-EASY TO GET AROUND
FRIENDLY-AGRICULTURE, DESERT
FRIENDLINESS, TIDY APPEARANCE
FRIENDLINESS OF RESIDENTS/CUSTOMER SERVICE @ STORES/RESTAURANTS

What do you like BEST about Yuma? (cont.)

FRIENDLINESS-SHOPPING AVAILABILE
FOOD & SHOPPING CLOSE TO HOTEL
FOOD & LODGING OPTIONS
FOOD & ACCOMMODATION
FOOD-MAIN ST-WEATHER
FOOD-LODGING
FIRST TIME HERE DON'T KNOW YET
FARMLAND IS BEAUTIFUL
FARM, FRIENDS, PEOPLE
FAMILY/FRIENDS
FAMILY FRIENDS LIVE HERE & WEATHER
FAMILY & FRIENDS
FAMILY & AGRICULTURAL SIGHT SEEING
EXPANSIVE-LANDSCAPING
EXCELLENT MEXICAN FOOD
EXCELLENT CULTURAL-HISTORIC SITES
EVERYTHING WEATHER
EVERYTHING RIGHT WHERE YOU NEED IT.
EVERY THING
ENVIRONMENT/NATURAL AREAS/QUIET PLACES/NO LIGHTS
EASY TO NAVIGATE
EASY TO GET AROUND, GOOD VALUES
EASY TO GET AROUND-MANY FOOD & SHOPPING OPTIONS
EASY TO FIND
EASY HIGHWAY EXIT & ENTRANCE
EASY GOING
EASY ACCESS TO SHOPPING
EASY ACCESS TO FOOD
EASE OF TRAVEL
EASE OF STOPPING OVERNIGHT
DRY
DR FLORES-IN MEXICO
DOWNTOWN
DON'T KNOW YET
DON'T KNOW
DON'T KNOW-JUST ARRIVED
DON'T HAVE TO DRIVE FAR TO GET AROUND TOWN
DIVERSE ACTIVITIES
DIFFICULT TO ANSWER-BUSINESS TRIP ONLY
DIDN'T SPEND ENOUGH TIME
DID NOT HAVE SUFFICIENT LEISURE TIME TO ACCESS
DESERT SCENERY
DESERT REFUGES
DESERT HILLS GOLF & HISTORIC SITES
DESERT GOLF COURSE

What do you like BEST about Yuma? (cont.)

DESERT-STORES-PEOPLE!
DATE SHAKES
CULTURE
CRACKER BARREL
COST
CONVIENCE
CONVENIENT WHEN TRAVELING THRU
CONVENIENT HOTELS TO YPG
CONVENIENCE OF MOTELS TO RESTAURANTS
CONVENIENCE OF LODGING TO WORK
CONVENIENCE OF CLEAN HOTEL TO FOOD, GAS
CONVENIENCE & QUALITY HOTELS
COMFORTABLE
COLORADO RIVER
CLOSE TO IMPERIAL SAND DUNES
CLOSE TO HOME
CLOSE TO FAMILY
CLIMATE/LOCATION
CLIMATE, PEOPLE
CLIMATE, FRIENDLY PEOPLE, MANY MERCHANTS, SCENERY
CLIMATE, FRIENDLY ATMOSPHERE
CLIMATE, FOOD, MY CLIENT
CLIMATE (WINTER)
CLIMATE & LOCATION
CLIMATE & GEOGRAPHY
CLIMATE & AGRICULTURE
CLEAN, SAFE, MUCH TO SEE & DO
CLEAN, NEW SHOPPING, & LODGING
CLEAN, CONVENIENT
CLEAN CITY
CLEAN AIR, FRIENDLY PEOPLE
CHILI PEPPER
CHEAP GAS
CHARM
CASINOS
CASINO, RIVER
BY THE FREEWAY
BUSINESS TRIP
BUSINESS RELATED
BUSINESS OPPORTUNITIES
BURLINGTON COAT FACTORY
BURGER & BEER GRILL/HAMPTON INN
BLEND OF OLD AND NEW
BIRD FEST
BIG HOTEL

What do you like BEST about Yuma? (cont.)

BEST PLACE TO CROSS TO MEXICO & BACK-LEAST HASSLE
BED AT HAMPTON INN
BEAUTIFUL AREA, GREAT FOOD & PEOPLE
BEAUTIFUL
BARS
AVAILABLE SHOPPING + OUTDOOR ACTIVITIES
ATTRACTION AVAILABILITY-STORES
ATTRACTION
AREA WE STAYED IN BY HAMPTON IS CONVENIENT TO HIGHWAY & SHOPPING & MOVIES
APPEARANCE
AMERICANS
AMENITIES-SHOPS, HOTEL SELECTION
ALWAYS ENJOY HAMPTON INN & SUITES
ALL THE SPECIAL EVENTS
ALL THE EVENTS
ALL GOOD
ALL EXCEPT THE HEAT
ALASKA PICNIC IN FEBRUARY
AIR CONDITIONING, SOME SUN
AGRICULTURE
AGRICULTURAL LAND
ACCOMMODATIONS
A LOT OF NATURAL SCENERY MINUTES FROM TOWN
1/2 WAY TO CALIF BEACHES

What do you like LEAST about Yuma?

HEAT
NOTHING
WIND
TRAFFIC
HOT
WEATHER
DUST
CONSTRUCTION
THE HEAT
ROAD CONSTRUCTION
RAIN
SUMMER HEAT
NONE
TOO HOT
TEMPERATURE
NOTHING YET
FOOD
HEAT IN SUMMER
TOO HOT IN SUMMER
THE HEAT!
NOTHING COMES TO MIND
HOT WEATHER
ZERO
WORK
WIND/RAIN
TRAFFIC CONSTRUCTION
TOO WINDY
TOO HOT!!
THE CONSTRUCTION
SMELL
SAND
ROAD WORK
NOT SURE
NOT ENOUGH TIME
NO BODY SPEAKS ENGLISH
NEED BETTER RESTAURANTS
LANDSCAPE
HOT!
HOT WEATHER IN SUMMER
DUST/WIND
DIRT
BUGS
110 DEGREES
YUMA HAS GOTTEN BIGGER
YUMA

What do you like LEAST about Yuma? (cont.)

YOU SHOULD HAVE MORE PALM TREES

WX

WINDS

WIND/DUST

WIND, DUST, HAPHAZARD DEVELOPMENT & ZONING

WIND! (CAN'T BE HELPED)

WIND!

WIND DUST

WIND & SAND BLOWING

WIND & BLOWING SAND

WIND-HA!

WHEN IT'S VERY WINDY

WEATHER TOO WARM

WEATHER (WIND)

WEATHER (HEAT)

WE LIKE YUMA

WE HAVE BEEN TO SIERRA VISTA AZ, ROCKPORT TX, NEEDLES, CA & HERE FOR WINTER. THERE IS MORE TO DO & SEE BY FAR.

WATER (DRINKING ETC)

WATER

WAIT AT THE BORDER OF MEXICO

VERY WINDY

VARIETY OF SALADS @ FAST FOOD RESTAURANTS

US95 CONSTRUCTION

UNABLE TO FIND A PLACE SAT NIGHT FOR DANCING

TRAVEL DISTANCE

TRANSPORTATION HERE

TRAFFIC ROAD CONSTRUCTION

TRAFFIC PATTERNS/CONTINUOUS CONSTRUCTION

TRAFFIC ON 16TH ST

TRAFFIC NOISE AND LONG LIGHT @ EXIT 2

TRAFFIC DUE TO CONSTRUCTION ON ROADS

TRAFFIC DELAYS DUE TO CONSTRUCTION

TRAFFIC CONES

TRAFFIC BARRIERS

TRAFFIC 16TH ST/4TH AVE/24TH/32ND

TRAFFIC "SLOW-BIRDS"

TRAFFIC-STREET LAY OUT-CONSTRUCTION

TOWN

TOURIST DRIVERS/WIND

TOPOGRAPHY

TOO WINDY!

TOO SMALL CITY

TOO QUICK A TRIP

What do you like LEAST about Yuma? (cont.)

TOO MUCH SPANISH SPOKEN

TOO MUCH ROAD PROBLEM

TOO MUCH CONSTRUCTION

TOO MANY RUNDOWN BUILDING IN THE DOWNTOWN AREA (HOTEL DEL SOL ETC) ALSO "WATER PARK"
IS JUST A BUNCH OF SPRINKLERS

TOO MANY NON ENGLISH SPEAKERS, THIS IS AMERICA

TOO HOT!

TOO HOT TO RIDE IN SUMMER

TOO HOT MOST OF YEAR

TOO FAR FROM HOME

TOO FAR AWAY

TOO EXPENSIVE FOR MERCHANDISE

TOO CLOSE TO MEXICO

TO SPREAD OUT

TIME DIFFERENCE FROM HOME (VA)

THIS SURVEY

THIS PLACE IS UGLY

THERE WAS CONSTRUCTION

THE WIND AND HEAT

THE WIND

THE WEATHER

THE TRAFFIC LIGHTS

THE SUN AND IT'S HARD TO FIND AIR.

THE SUMMER, LACK OF THINGS TO DO.

THE SUMMER HEAT

THE SNOWBIRDS

THE RUN DOWN AREAS AROUND MCAS FEEL UNSAFE

THE ROAD WORK

THE ROAD IS NOT DONE YET!!!

THE ROAD CONSTRUCTION

THE QUECHAN RESORT

THE QUECHAN CASINO/HOTEL

THE PRISON

THE HOT WEATHER IN SUMMER

THE HIGHWAY!!

THE HEAT AND THE DUST

THE GYM HERE

THE FOOD

THE ECONOMIC DOWNTURN/VACANT BUILDINGS

THE DUST

THE DRIVERS

THE COPS-GANG TASK FORCE

THE CONSTRUCTION ON 16TH STREET

THE CONSTRUCTION ON 16TH AVE TOOK TO LONG TO FINISH

What do you like LEAST about Yuma? (cont.)

THE CONSTRUCTION ON 16TH
THE BOYCOTT
THE BACK-UP ON INTERSTATE 8
THE AGRICULTURAL SPRAY IN THE AIR!
THE 35 MILE AN HOUR SPEED LIMIT, ESPECIALLY ON MAJOR 4-LANE ROADS
THE \$ OF HOTELS
TERRIBLE DRIVERS
TAXES
SUMMER WEATHER
STRUCTURE OF BUILDINGS
STORM
STILL LOOKING
SPREAD OUT TOO MUCH
SPRAWL-NOT MUCH TOWN CENTER
SPEED LIMITS ARE TOO LOW ON RURAL ROADS
SOMETIMES TOO HOT, WIND STORMS
SOME AREAS APPEAR A LITTLE RUN DOWN
SO FAR FROM TEXAS
SO FAR FROM SOMERTON AZ
SNOWBIRDS (OCT-MAR)
SNOWBIRDS
SNOW BIRDS (I AM ONE)
SMOKEY CASINO ATMOSPHERE
SMOKE IN PUBLIC
SMALL TOWN
SIRENS
SHORT TRIP EVERYTHING WAS GREAT
SHAW FACTORY TOUR
SHAW-YARIS
SEASONAL ALLERGIES
SAND STORMS
SAM TRAIN & GARBAGE TRUCKS
SAFETY-CLEANLINESS
RUDE PEOPLE
ROUGH ROADS
ROADWORKS BY HOTEL
ROADWORK
ROAD WORK/TRAFFIC JAMS
ROAD CONSTRUCTION; HEAT
ROAD CONSTRUCTION/HEAT/DUST
ROAD CONSTRUCTION!!!
ROAD CONSTRUCTION ON 16TH STREET
RESTAURANTS
REPAIR PRICES
REMOTENESS

What do you like LEAST about Yuma? (cont.)

REMOTE LOCATION
REMOTE AREA
REMOTE
RAIN/WIND
RAIN THIS YEAR
RAIN-WIND
QUAKE
PROXIMITY TO MEXICO
PRICE
POLITICS
POLICE
PEOPLE SPEAKING SPANISH
PEOPLE & TRAFFIC
OUTDOOR SUMMER TEMPERATURE
OUTDATED HOTELS STILL IN BUSINESS
OLD HOTELS
OK/SO FAR
ODOR BY THE RIVER
NOTHING. WISH I COULD STAY LONGER & BE A TOURIST
NOTHING, I WISH I LIVED HERE
NOTHING SO FAR
NOTHING IN PARTICULAR-NOTHING NEGATIVE
NOTHING BAD
NOTHING-LOVE IT HERE
NOT SURE YET
NOT MUCH TO DRAW TYPICAL US CITIZEN
NOT MUCH TO DO FOR THE YOUNG CROWD
NOT MUCH TO DO AFTER 10PM
NOT MUCH TO DO
NOT MANY PLACES TO SHOP
NOT HERE LONG ENOUGH TO KNOW
NOT HERE LONG ENOUGH TO FIND OUT
NOT ENOUGH TIME HERE
NOT ENOUGH NIGHT LIFE
NOT APPLICABLE
NOT A LOT TO DO
NOT A LOT TO DO!
NOT A LOT TO DO (BUT ITS IMPROVED)
NOT A LOT OF ACTIVITIES
NOT A BIG CITY
NONE, BORN & BREAD HERE!
NON ENGLISH SPEAKING
NOBODY SPEAKS ENGLISH
NO TREES AND FLAT
NO SHADED/COVERED PARKING LOTS

What do you like LEAST about Yuma? (cont.)

NO REAL CHOICE OF RESTAURANTS
NO PUBLIC TRANSIT
NO FREE WATER
NO ENGLISH
NO DISLIKES YET-BACK IN A FEW MONTHS
NO DISLIKES
NO BOOKSTORE
NEWSPAPER TOO SMALL
NEUTRAL
NEEDS TO GROW UP MORE
NEEDS MORE GOOD RESTAURANTS
NEED TO BEAUTIFY BUSINESSES
NEED MORE ACTIVITIES FOR SUMMER
MY NEIGHBOR
MY BROTHER IN LAW
MOTHER'S GRAVESITE
MOTEL WAS BELOW EXPECTATION
MEXICANS; HEAT; SAND; DRY, HEAT, HEAT. NOT SPEAKING ENGLISH. DID I SAY HEAT.
MEXICANS
MEXICAN FOOD
MANY NON-ENGLISH SPEAKING, EVEN WORKING IN STORES
LOW # OF FLIGHTS IN/OUT OF AREA
LOTS OF BUILDINGS CLOSED
LOSING \$ AT CASINO
LONG JOHN SILVER'S
LONG DRIVE, POOR ROADS
LOCATION IN RELATION TO MAJOR CITY
LOCATION
LITTER ON ROADS, MANY JUNKYARDS
LIMITED RETAIL
LACK OF SPORTS ENTERTAINMENT
LACK OF RESTAURANT VARIETY
LACK OF LANDSCAPE IN CITY AREAS
LACK OF GOOD RESTAURANTS
LACK OF CLEANSE
LACK OF ATTRACTIONS
JUST PASSING THRU
JUST PASSING THROUGH
JUST PASSING BY
ITS GOTTEN TOO BIG!
ITS A LITTLE HOT THIS TIME OF YEAR
IT STINKS (THE AIR SMELLS BAD)
IT SMELLS SOMETIMES
IT IS CLEAR THE UNEMPLOYMENT IS HIGH
IT APPEARS DIRTY & DUSTY

What do you like LEAST about Yuma? (cont.)

IT ALMOST SEEMS MORE EXPENSIVE FOR SOME THINGS.
IT'S HOT!!
IT'S HOT IN THE SUMMER
IT'S HOT
IT'S DUSTY! AND A LOT OF CONSTRUCTION
IT'S DISTANT FROM EVERYWHERE
IT'S ALL BEEN GOOD!
ISOLATION
IMPOSSIBLE TO GET A CAB @ NIGHT
I LIKED IT OVERALL!
I DON'T KNOW
I DISLIKE THE HEAT IN YUMA
HUNGRY HUNTER CLOSED
HOTEL WAS TOO EXPENSIVE
HOTEL (HILTON) SMELLED FROM WATER TREATMENT PLANT
HOTEL
HOT WIND
HOT VERY-STORES WERE NOT OPEN ON MONDAY
HOT SUMMER
HOT SOMETIMES
HOT IN THE SUMMER
HOT IN SUMMER
HOT HOT HOT
HOT & ROAD CONSTRUCTION DELAYS
HIGH SALES TAXES
HIGH SALES TAX
HIGH FOOD TAXES
HEAT/WIND
HEAT/WEATHER
HEAT/DIRT
HEAT. EXTREMELY HOT
HEAT, WIND, LACK OF NIGHT LIFE
HEAT, DRY, DUST
HEAT!!!
HEAT!
HEAT IN THE SUMMER
HEAT IN THE SUMMER
HEAT DESERT
HEAT (WEATHER)
HEAT & WIND
HEAT & HUMIDITY
HEAT-WEATHER IN SUMMER
HEAT-WARM TAP WATER
HEAT-HAHA!
HEAT-BUT USE TO HEAT

What do you like LEAST about Yuma? (cont.)

HAVE NOT HAD CHANCE TO EXPLORE ALWAYS PASSING THROUGH
HARD TO GET TO
HARD TO FIND MOTEL
GOT LOST
GOLDEN CORRAL-CLOSED 2 MINUTES BEFORE CLOSING TIME PER CELL PHONE
GOATHEAD STICKERS
GETS DARK TOO EARLY
GANGS
FREEWAY CONSTRUCTION
FLIES
FINDING WAY AROUND
FIELDS BURNING
FEWER TRIPS AVAILABLE-WE WANTED TO VISIT THE QUECHAN ELDERS
FAR FROM YPG
EXTREME HIGH TEMPERATURE
EVERYTHING!
EVERYTHING
EVENTS ARE SO SHORT-CLOSE SO QUICKLY
EARTHQUAKE
EARLY RESTAURANT CLOSING TIMES
DUSTY AIR
DUST STORM
DUST & WIND
DUST & THE SMELL
DUST & SMOKE
DUST & GRIT
DUST-WIND
DRYNESS
DRIVING CITY STREETS-TERRIBLE SHAPE!
DRIVE FROM PHOENIX
DRIVE FROM GLENDALE AZ
DOWNTOWN EVERYTHING IS CLOSED
DOWNTOWN AREA PRETTY DEAD
DOWNTOWN
DON'T VISIT OFTEN ENOUGH
DON'T LIKE THE DESERT
DON'T KNOW YET
DON'T KNOW-JUST ARRIVED
DO YOU RECYCLE?
DISTANCE TO WORK
DISTANCE TO GET HERE
DIRTY STREETS, HOT HOT HOT
DIRTY LOOKING
DIRTY
DIFFICULT TO ANSWER-BUSINESS TRIP ONLY

What do you like LEAST about Yuma? (cont.)

DID NOT WIN ENOUGH AT CASINOS
DESERT TOWN
DESERT SURROUNDINGS
DAMN BIKERS!! HA HA
CUSTOMER SERVICE
CURRENT CONSTRUCTION PROBLEMS
CROWDS
CROWDED GROCERY STORES
COST
CONSTRUCTION/WEATHER
CONSTRUCTION ZONE
CONSTRUCTION WORK
CONSTRUCTION ON THE ROADS
CONSTRUCTION ON ROADS
CONSTRUCTION ON 16TH
CONSTRUCTION MADE IT DIFFICULT TO GET AROUND TOWN
CONSTRUCTION CONFUSION
CONSTRUCTION ALL THE TIME ROADS
CONSTRUCTION (ROAD)-JUST LIKE EVERYWHERE ELSE!
CONSTRUCTION-HIGH HOTEL PRICES
CONSTRUCTION-BUT IT IS NECESSARY
CONSTANT ROAD CONSTRUCTION, HEAT
CONSTANT CONSTRUCTION
CONFUSING STREET NUMBERING
COLD IN WINTER
CLOTHING TYPES AVAILABLE
CLOSURE OF SO MANY OLD TOWN BUSINESSES IN SEPT.
CLIMATE-TOO HOT
CHEAP TIPPERS
CEMETARY
CATO
CAN'T THINK OF EVEN ONE THING!
CAN'T THINK OF ANYTHING
CAN'T GET AROUND ON FOOT OR BIKE
BUSY TRAFFIC, SHOPPING
BUSINESS TRIP
BUSINESS ROUTE 8 (AVE 4)
BUSINESS
BUS SERVICE
BOYCOT
BLOWING SAND
BLOWING DUST
BIG BOX RETAIL
BEING AWAY FROM FAMILY
BEER SELECTION IN RESTAURANTS

What do you like LEAST about Yuma? (cont.)

BAD TV, NO HBO, MOVIES
BAD SERVICE IN RESTAURANT
BAD ROADS
AUG HEAT
ARRIVING
AREA LAYOUT-POOR PLANNING
ALMOST EVERYTHING
ALL THE SLEEZY EVENING ENTERTAINMENT
AIRPORT NOISE
AIR QUALITY
ACCESS VIA AIR IS TOUGH
ACCESS TO VISITOR INFORMATION IS DIFFICULT
1995
16TH STREET TRAFFIC MESS
16TH STREET MESS; ROAD NAMES ARE CONFUSING
16TH ST TRAFFIC
16TH AVENUE
110 DEGREE HEAT
"OPEN" MALLS SHOULD BE INDOOR