

# OREGON WINERY VISITOR PROFILE

Rogue Valley, Umpqua Valley, & Columbia Gorge Combined  
Data Appendix

October 2019



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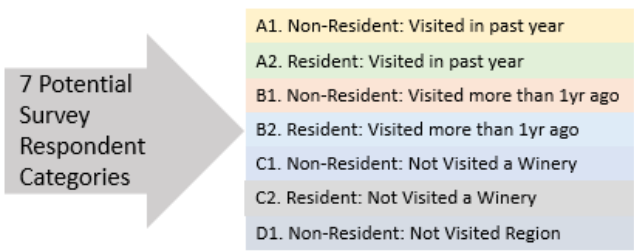
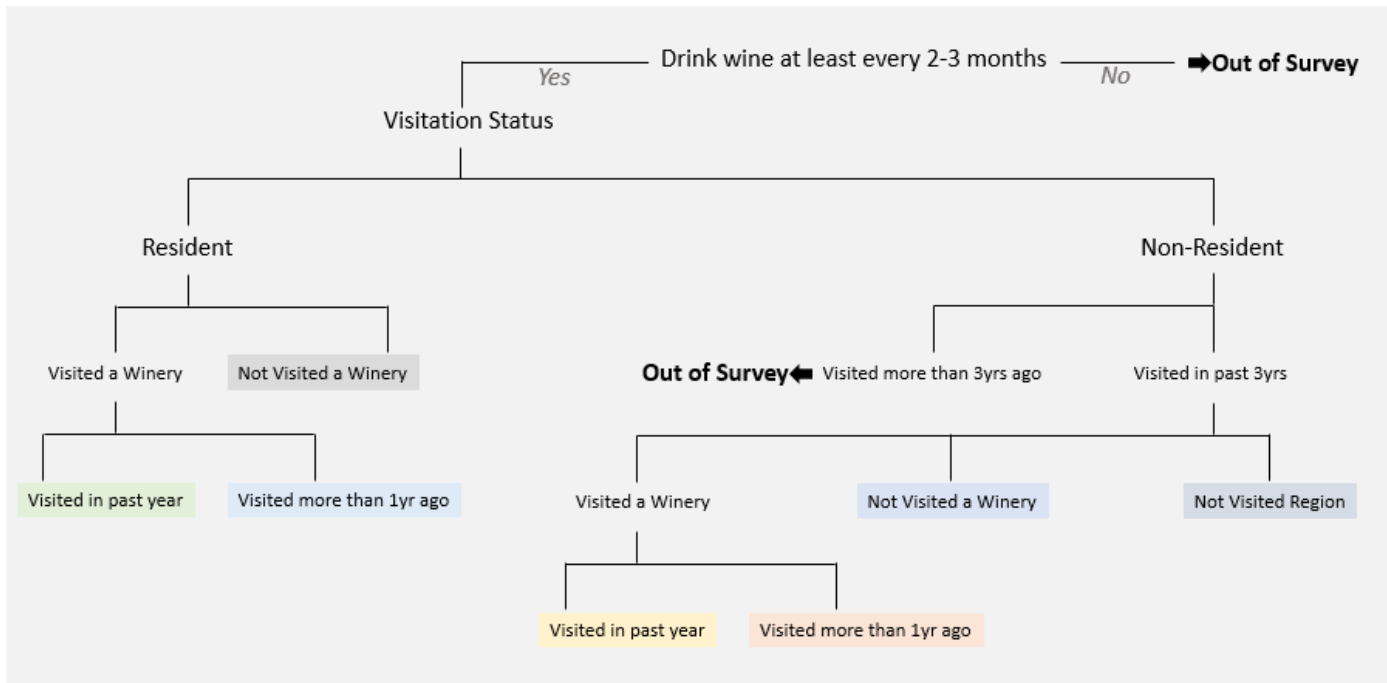
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# Survey Logic

## Initial Survey Flow



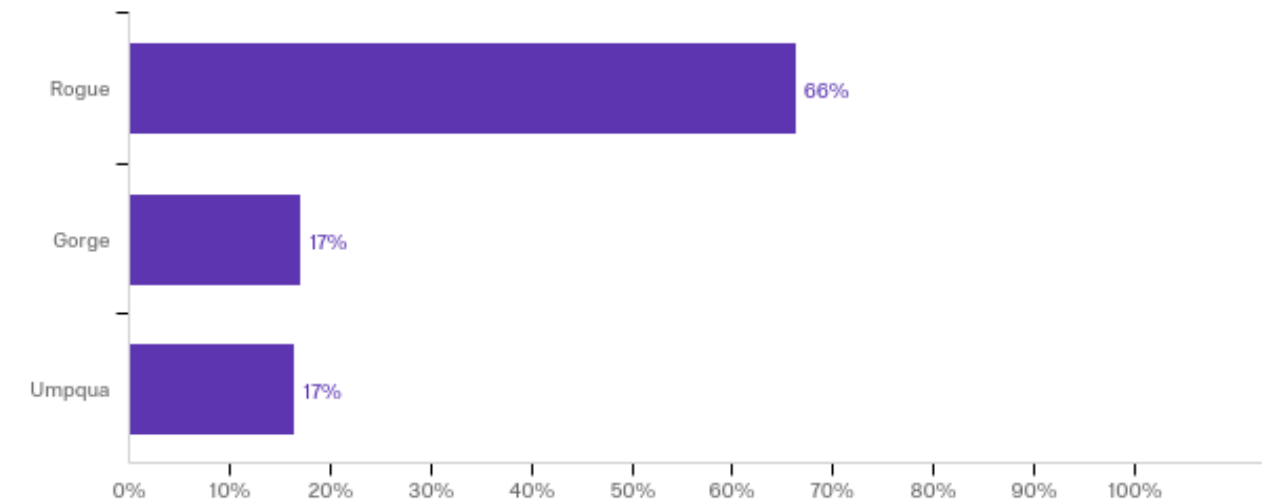
## Survey Respondent Groups

		Non-Residents	Residents
Winery Visitors	Recent Visitors	<b>A1. Non-Resident: Visited in past year</b> <ul style="list-style-type: none"> <li>• Part 1: About your trip</li> <li>• Part 2: Trip motivation &amp; satisfaction</li> <li>• Part 3: Perceptions of Wine Regions</li> <li>• Part 4: About you</li> </ul>	<b>A2. Resident: Visited in past year</b> <ul style="list-style-type: none"> <li>• Part 1: About your trip</li> <li>• Part 2: Trip motivation &amp; satisfaction                             <ul style="list-style-type: none"> <li>• Q13, Q16 – Q22</li> </ul> </li> <li>• Part 3: Perceptions of Wine Regions</li> <li>• Part 4: About you</li> </ul>
	Past Visitors	<b>B1. Non-Resident: Visited more than 1yr ago</b> <ul style="list-style-type: none"> <li>• Part 1: Trip motivation &amp; satisfaction                             <ul style="list-style-type: none"> <li>• All Qs (slightly modified)</li> </ul> </li> <li>• Part 2: Perceptions of Wine Regions</li> <li>• Part 3: About you</li> </ul>	<b>B2. Resident: Visited more than 1yr ago</b> <ul style="list-style-type: none"> <li>• Part 1: Trip motivation &amp; satisfaction                             <ul style="list-style-type: none"> <li>• Q13, Q16 – Q22 (slightly modified)</li> </ul> </li> <li>• Part 3: Perceptions of Wine Regions</li> <li>• Part 4: About you</li> </ul>
Non - Winery Visitors	Region Visitors	<b>C1. Non-Resident: Not Visited a Winery</b> <ul style="list-style-type: none"> <li>• Part 1 (Non-winery visitors): Barriers to Visiting</li> <li>• Part 2: Trip motivation &amp; satisfaction                             <ul style="list-style-type: none"> <li>• Q13 – Q15, Q18, Q19, Q21, Q22</li> </ul> </li> <li>• Part 3: Perceptions of Wine Regions</li> <li>• Part 4: About you</li> </ul>	<b>C2. Resident: Not Visited a Winery</b> <ul style="list-style-type: none"> <li>• Part 1 (Non-winery visitors): Barriers to Visiting</li> <li>• Part 2: Perceptions of Wine Regions</li> <li>• Part 3: About you</li> </ul>
	Non-Region Visitors	<b>D1. Non-Resident: Not Visited Region</b> <ul style="list-style-type: none"> <li>• Part 1 (Non-visitors): Barriers to Visiting</li> <li>• Part 2: Perceptions of Wine Regions</li> <li>• Part 3: About you</li> </ul>	

# Statewide Survey Responses

## Screeners Questions

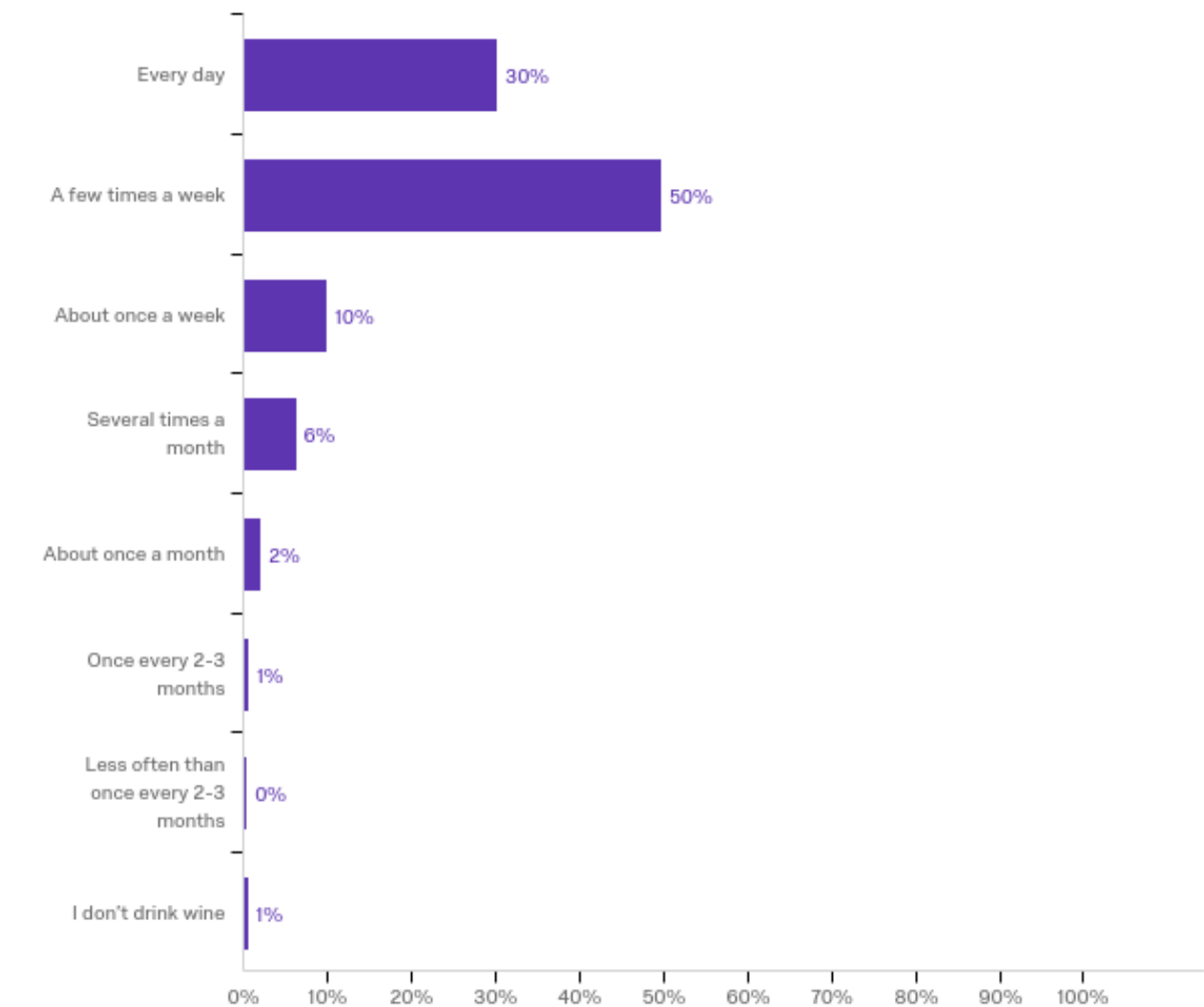
Q122 – Region (n=5420)



Answer	Count
Rogue	3598
Gorge	927
Umpqua	895
Total	5420

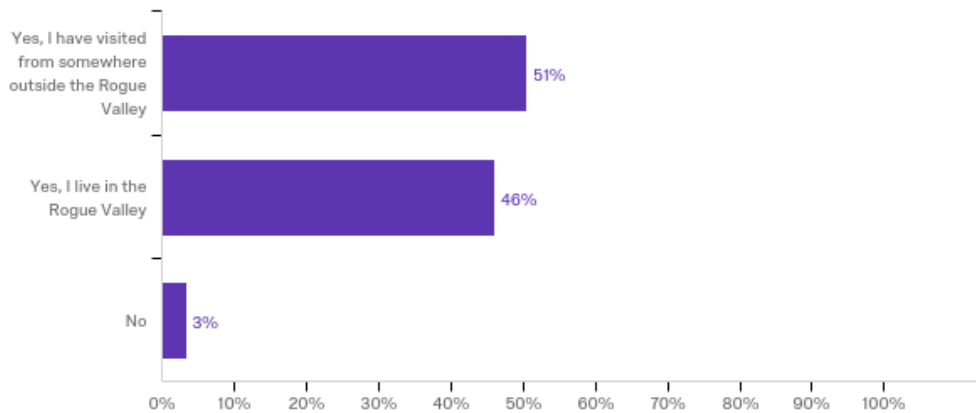


SQ1 - On average, how often do you drink wine? (n=5258)



Answer	Count
Every day	1593
A few times a week	2621
About once a week	522
Several times a month	328
About once a month	111
Once every 2-3 months	33
Less often than once every 2-3 months	22
I don't drink wine	28
Total	5258

SQ2 - Have you ever spent time in the Rogue Valley? Please refer to the map below to see the Rogue Valley boundaries. (n=4839)

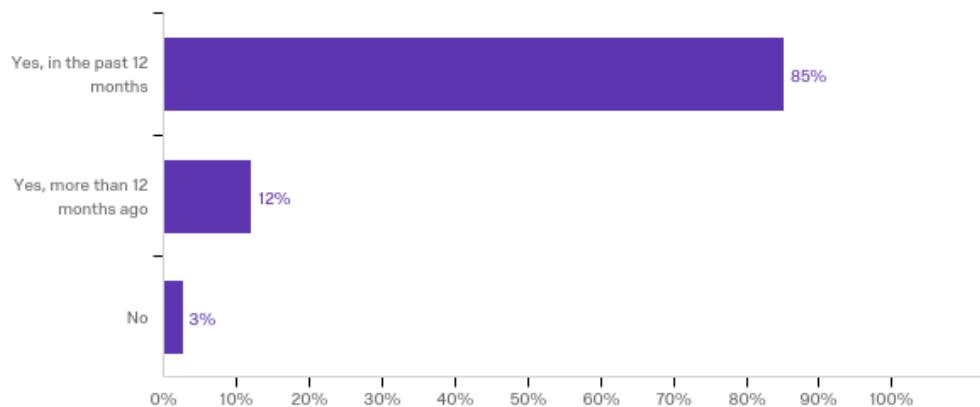


Answer	Count
Yes, I have visited from somewhere outside the Rogue Valley	2449
Yes, I live in the Rogue Valley	2231
No	159
<b>Total</b>	<b>4839</b>

SQ2B - How long ago was your most recent visit? (n=2442)

Answer	%	Count
Within the past 3 years	92%	2258
More than 3 years ago	8%	184
<b>Total</b>	<b>100%</b>	<b>2442</b>

SQ3 - Have you ever visited a winery tasting room for the purpose of tasting or buying wines in the Rogue Valley? (n=4482)



Answer	Count
Yes, in the past 12 months	3822
Yes, more than 12 months ago	543
No	117
<b>Total</b>	<b>4482</b>

SQ4 - During which month(s) did you visit a winery or wineries in the Rogue Valley? Check all that apply.  
(n=4008)

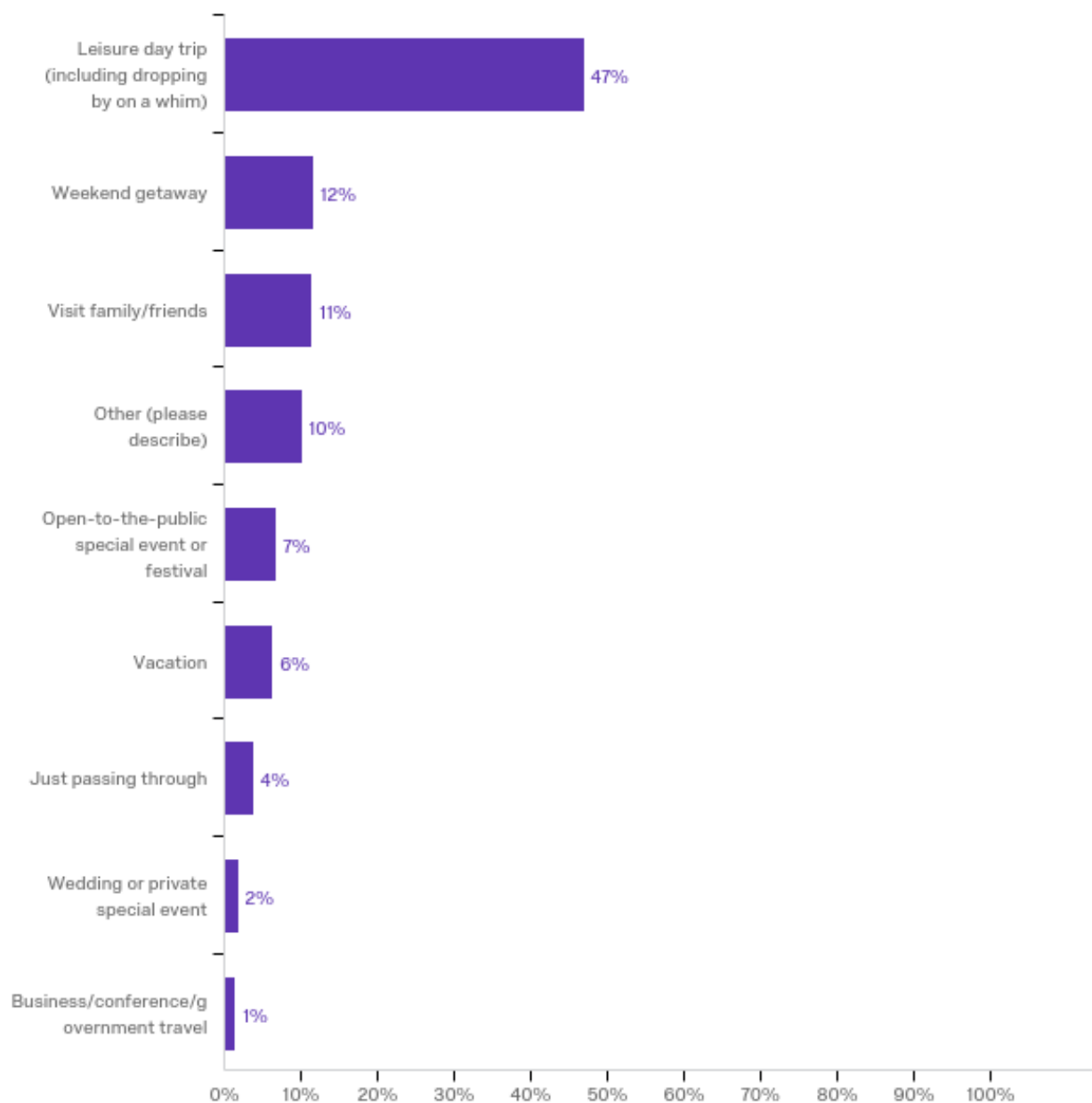
Answer	%	Count
January	27%	1071
February	32%	1262
March	37%	1498
April	44%	1762
May	49%	1947
June	51%	2047
July	51%	2029
August	55%	2201
September	51%	2026
October	43%	1706
November	9%	355
December	30%	1190

SQ5 - Please indicate how often, on average, you buy wine at a retail store or winery tasting room in the following price ranges (per standard 750ml bottle). Do not include wine purchased at restaurants.

Question	Weekly		Monthly		Several times per year		Less than several times per year		Never		Total
Under \$14	29%	1070	29%	1086	21%	779	14%	504	8%	294	3733
\$14 - \$19.99	13%	525	37%	1465	37%	1450	11%	427	2%	92	3959
\$20 - \$29.99	5%	223	27%	1154	50%	2120	16%	678	2%	103	4278
\$30 - \$49.99	1%	53	12%	477	40%	1626	35%	1401	12%	475	4032
\$50 or more	1%	23	4%	156	18%	658	38%	1394	39%	1433	3664

## About Your Trip (All Recent Winery Visitors/A1&A2)

Q1.1 - Which of the following best describes your trip? (n=4042)



Answer	Count
Leisure day trip (including dropping by on a whim)	1898
Weekend getaway	467
Visit family/friends	462
Other (please describe)	406
Open-to-the-public special event or festival	274
Vacation	256
Just passing through	151
Wedding or private special event	70
Business/conference/government travel	58
<b>Total</b>	<b>4042</b>

Q1.1b - Did you travel more than 50 miles from your home to visit a winery on this trip? (n=3384)

Answer	%	Count
No	64%	2169
Yes	36%	1215
<b>Total</b>	<b>100%</b>	<b>3384</b>

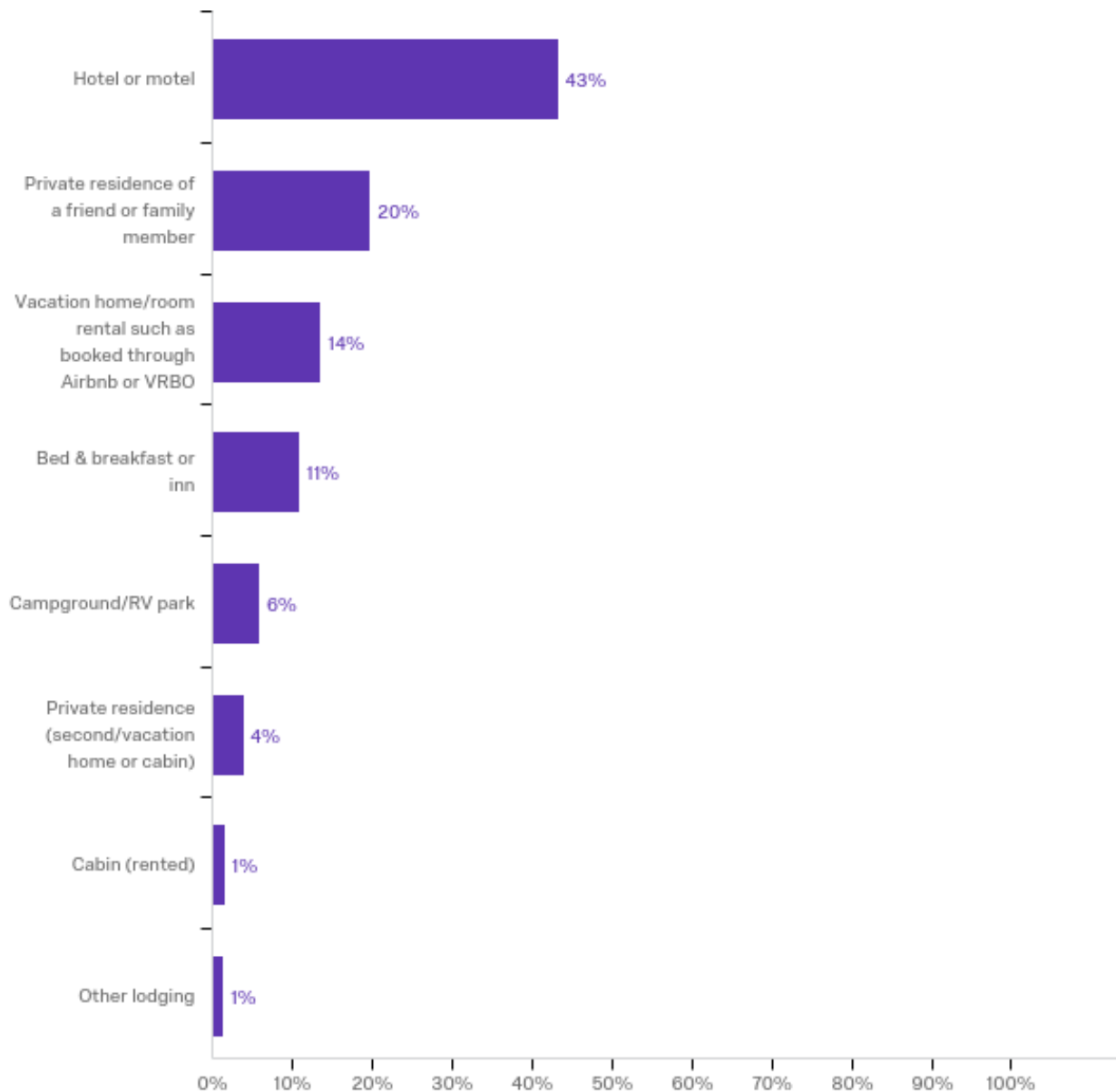
Q1.1c - Was the primary purpose of your trip to visit a winery or wineries? (n=3171)

Answer	%	Count
Yes	74%	2333
No	26%	838
<b>Total</b>	<b>100%</b>	<b>3171</b>

Q1.2 - On this trip, did you stay overnight in the Rogue Valley anywhere outside your home? (n=4039)

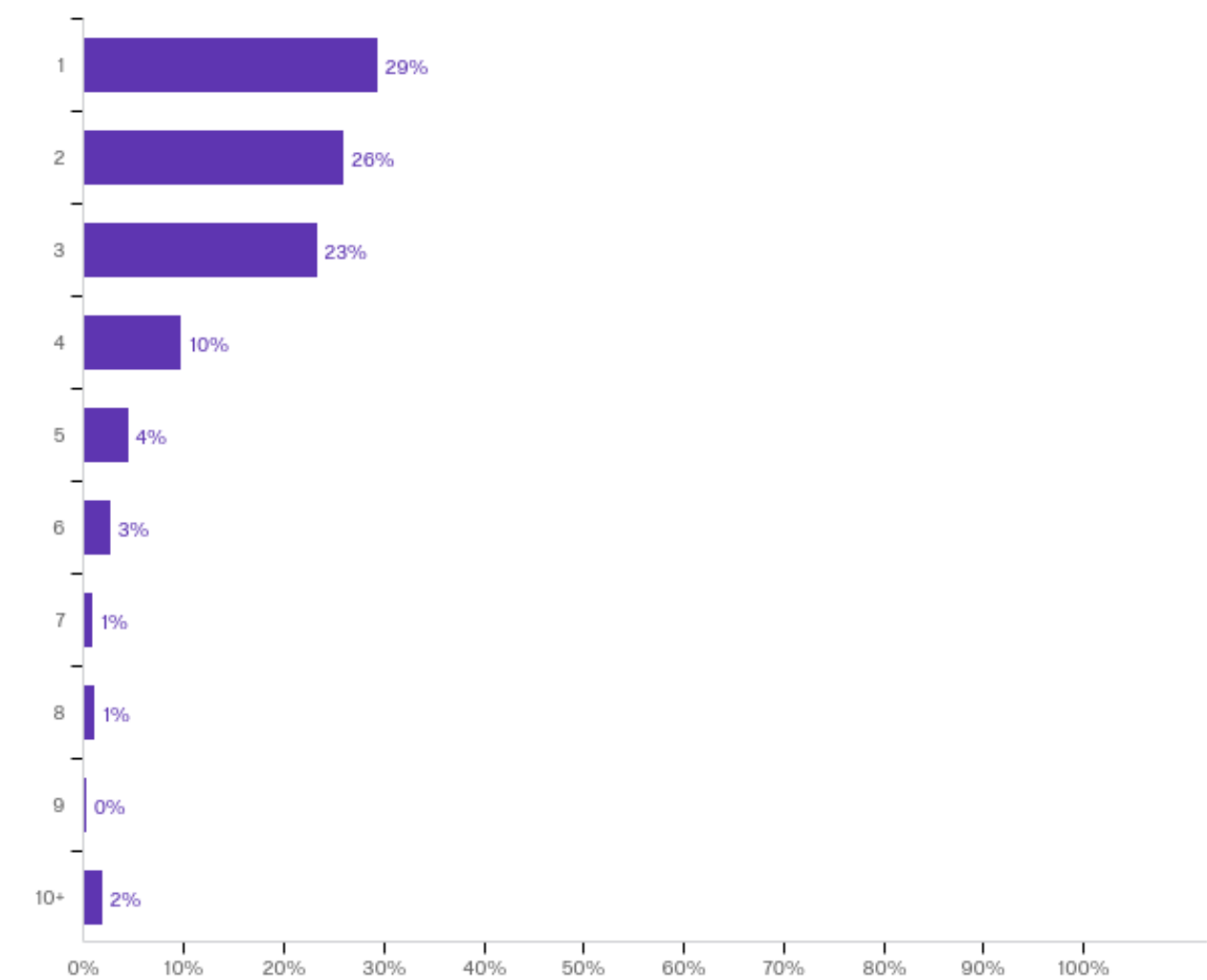
Answer	%	Count
No	69%	2806
Yes	31%	1233
<b>Total</b>	<b>100%</b>	<b>4039</b>

Q1.2c - Where did you stay overnight while in the Rogue Valley? (n=1212)



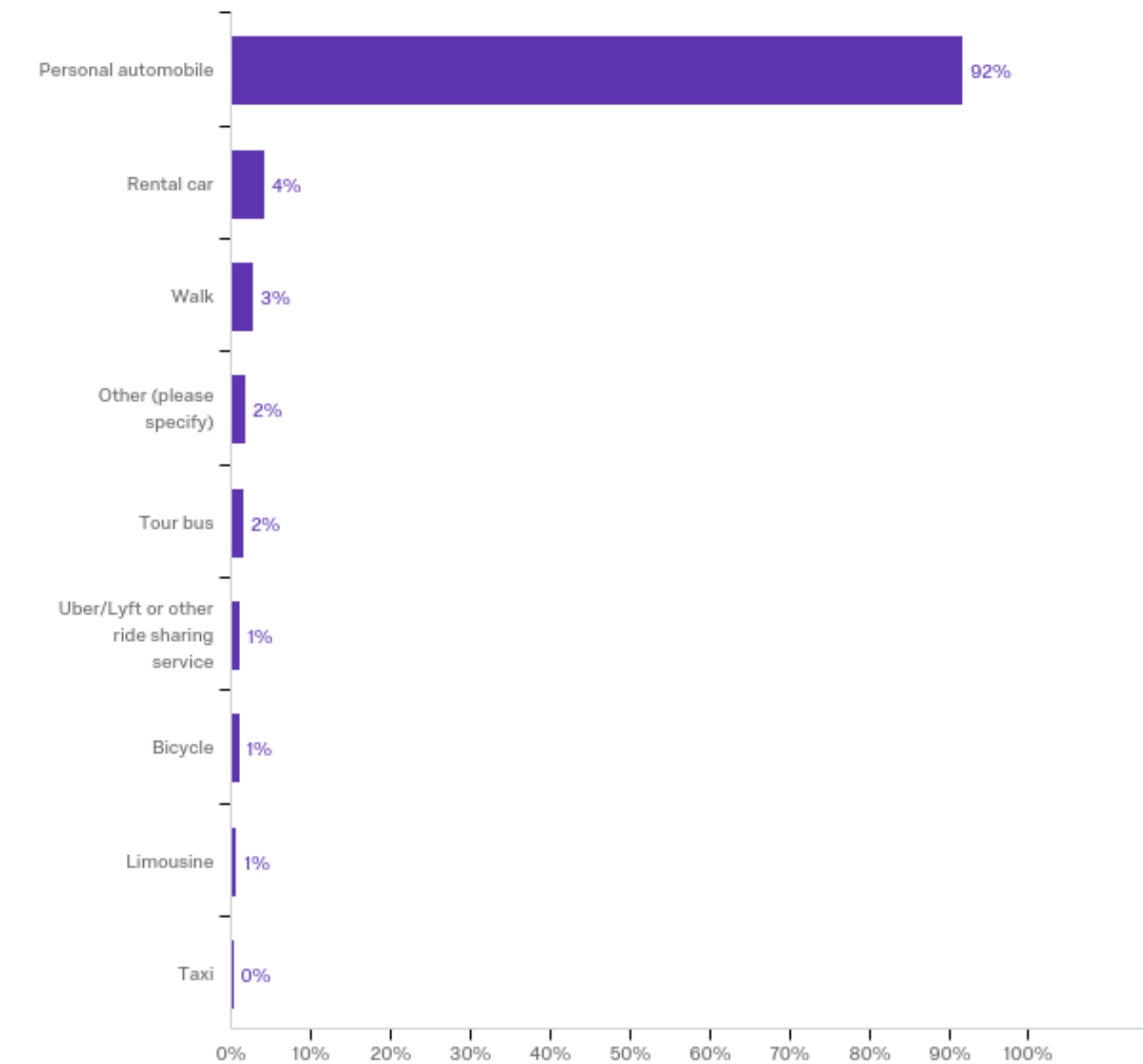
Answer	Count
Hotel or motel	525
Private residence of a friend or family member	240
Vacation home/room rental such as booked through Airbnb or VRBO	164
Bed & breakfast or inn	131
Campground/RV park	71
Private residence (second/vacation home or cabin)	47
Cabin (rented)	18
Other lodging	16
<b>Total</b>	<b>1212</b>

Q1.4 - How many wineries did you visit to taste or buy wine at as part of your trip? (n=3514)



Answer	Count
1	1033
2	915
3	820
4	345
5	156
6	94
7	34
8	41
9	9
10+	67
Total	3514

Q1.5 - Which modes of transportation did you use during your trip to get to wineries? Select all that apply.  
(n=3968)



Answer	Count
Personal automobile	3645
Rental car	167
Walk	111
Other (please specify)	73
Tour bus	62
Uber/Lyft or other ride sharing service	43
Bicycle	39
Limousine	28
Taxi	10



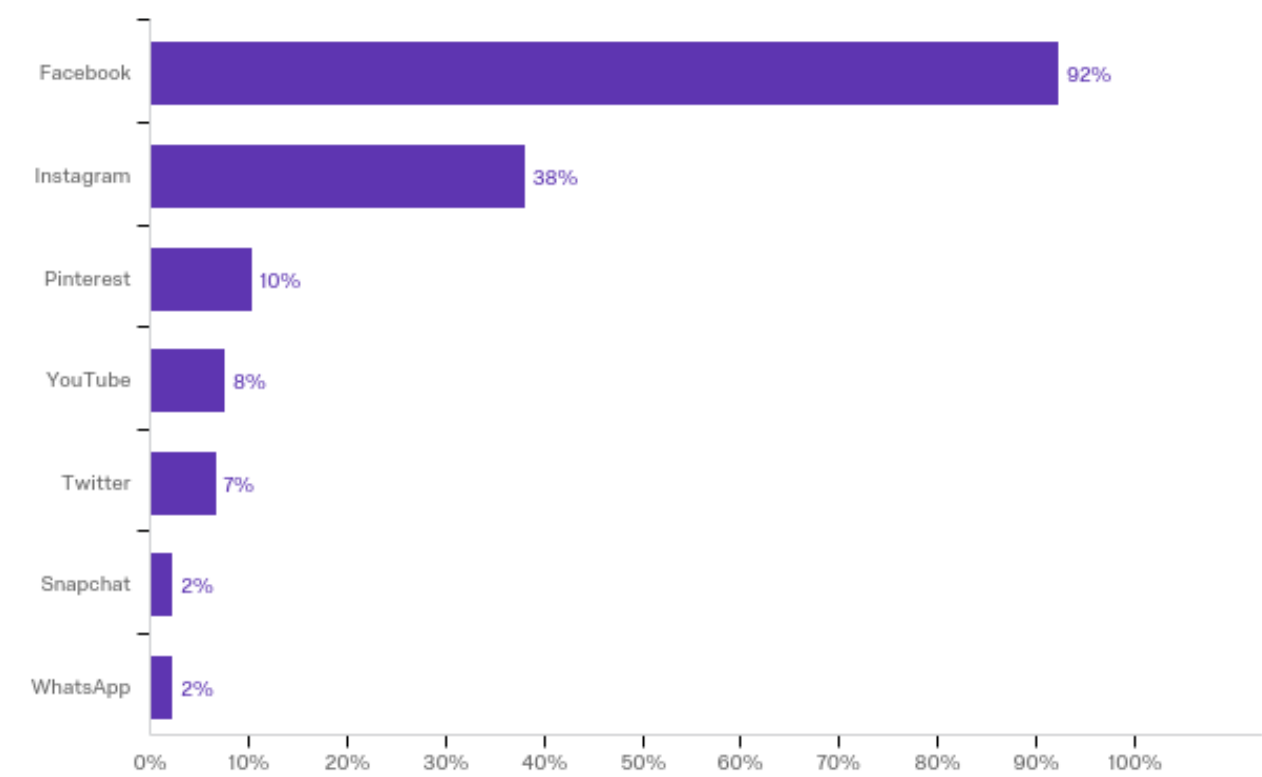
Q1.6 - Which of the following resources did you use to select the wineries and tasting rooms you visited as part of your trip? Select all that apply. (n=3909)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	51%	1989
Other (please specify)	23%	889
Website(s) of an individual winery or wineries	18%	702
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	14%	528
Free travel guidebook/brochure/map	13%	496
Road signs or billboards	10%	383
Applegate Valley Wine Trail website	8%	325
Social Media (e.g. Facebook, Instagram, etc.)	8%	310
Mapping website (e.g. Google Maps)	7%	276
Reviews website (e.g. Yelp, TripAdvisor)	5%	205
Southern Oregon Winery Association website	5%	204
Recommendation from a local restaurant	5%	197
Restaurant, wine store, or retailer referral	4%	172
Magazine/newspaper (not wine-specific)	4%	170
Rogue Valley Vintners website	4%	150
Umpqua Valley Winegrowers website	3%	110
Bear Creek Wine Trail	2%	94
Visitors/welcome center	2%	87
Other travel-related website	2%	80
Upper Rogue Wine Trail website	2%	78
Columbia Gorge Winegrowers website	1%	58
Concierge or other hotel/B&B staff	1%	57
Commercial travel guidebook (e.g. Lonely Planet)	1%	35
I visited the winery before	1%	35
Great Umpqua Bounty/Food Trail website	0%	13
Online travel agency (e.g. Expedia, Priceline)	0%	11
Traditional travel agency	0%	8

Q1.6a - How did you get your free travel guidebook/brochure/map? (n=449)

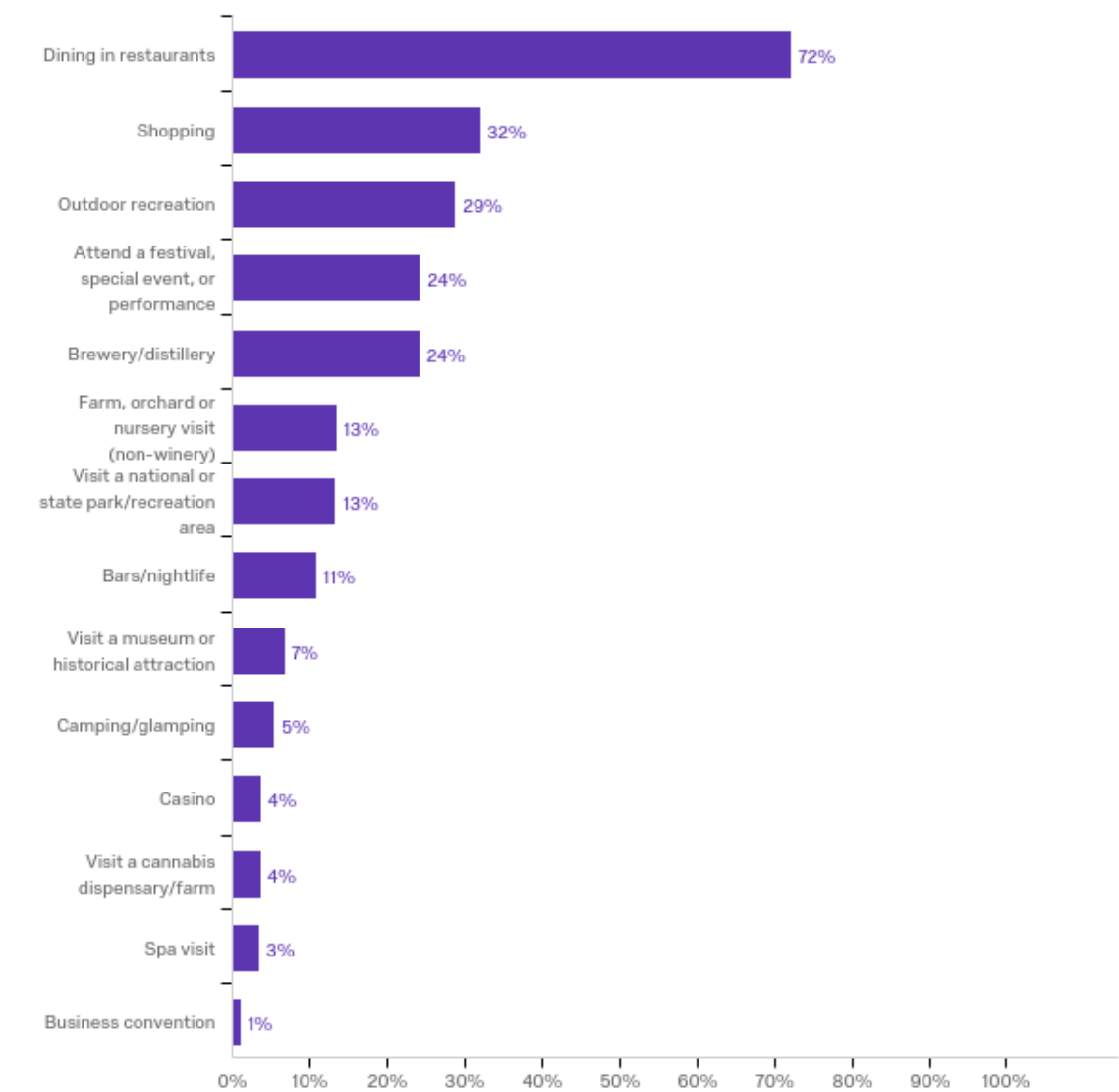
Answer	%	Count
Picked up locally during trip	84%	379
Ordered prior to trip	16%	70
<b>Total</b>	<b>100%</b>	<b>449</b>

Q1.6b - Which social media platform did you use? (n=302)



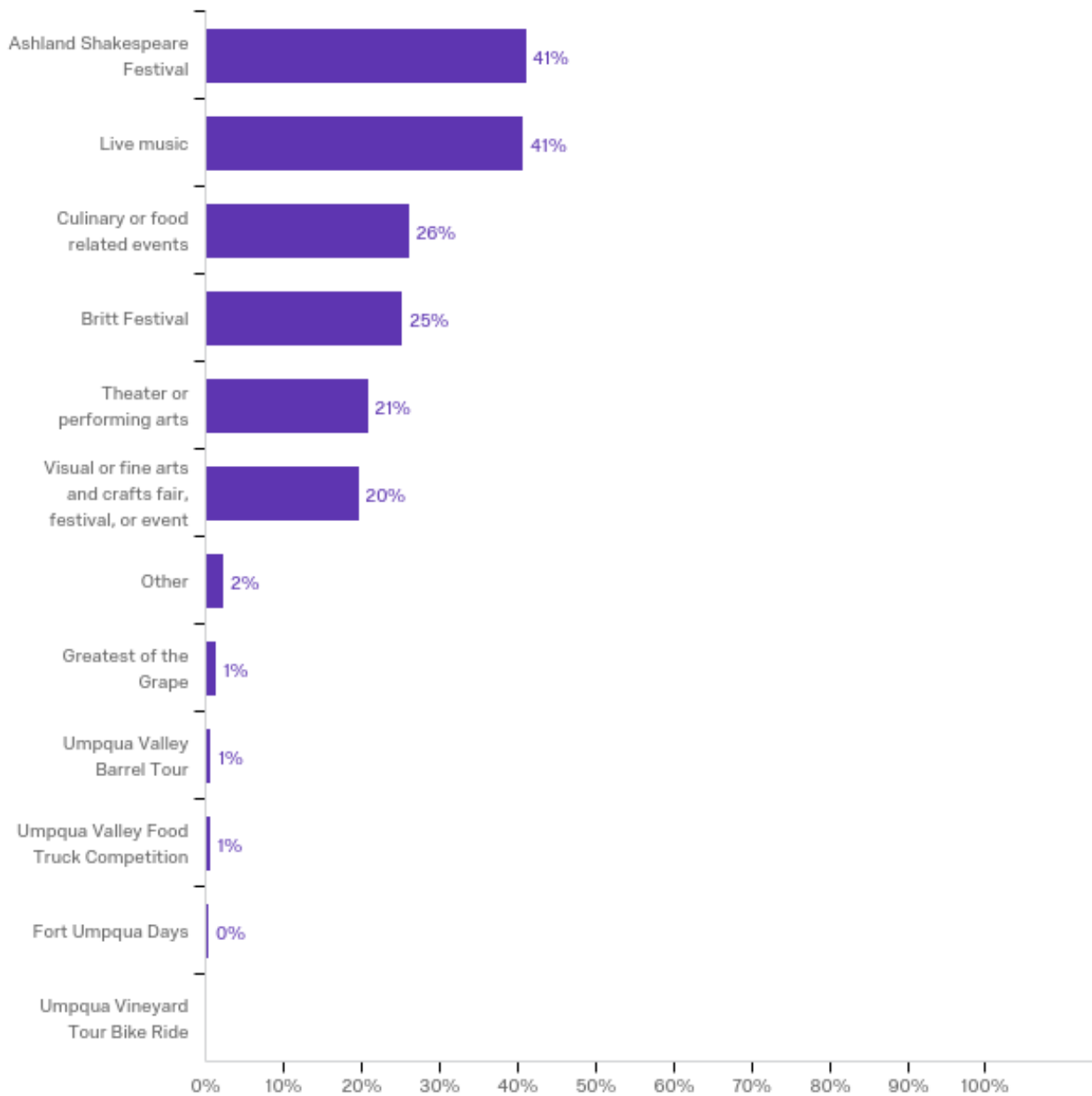
Answer	Count
Facebook	279
Instagram	115
Pinterest	31
YouTube	23
Twitter	20
Snapchat	7
WhatsApp	7

Q1.7 - What other activities did you participate in while in the Rogue Valley as part of your trip? Select all that apply. (n=3165)



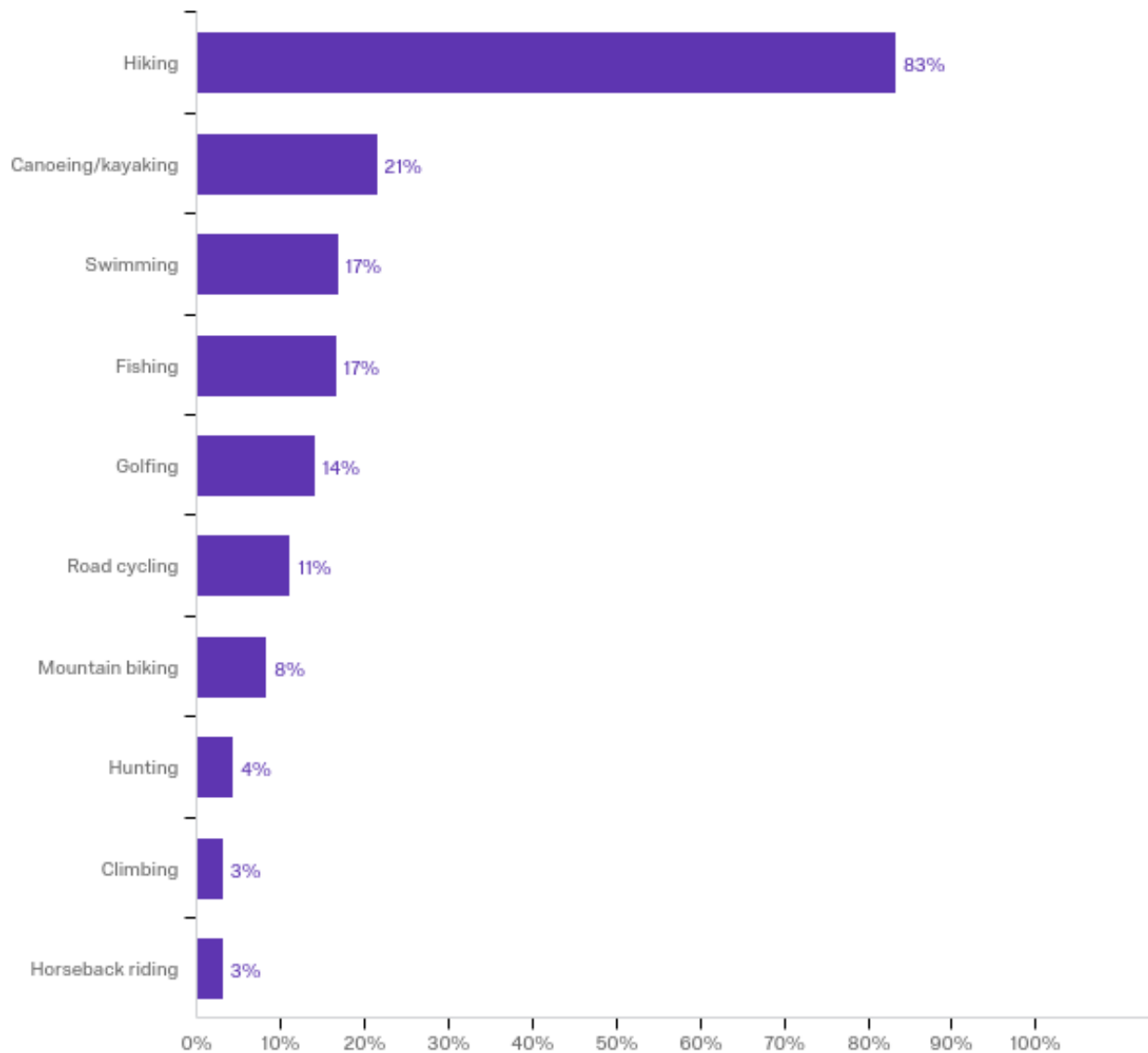
Answer	Count
Dining in restaurants	2287
Shopping	1013
Outdoor recreation	913
Attend a festival, special event, or performance	769
Brewery/distillery	765
Farm, orchard or nursery visit (non-winery)	424
Visit a national or state park/recreation area	422
Bars/nightlife	341
Visit a museum or historical attraction	212
Camping/glamping	173
Casino	117
Visit a cannabis dispensary/farm	115
Spa visit	109
Business convention	32

Q1.7a - What type of festival, special event, or performance did you attend? Select all that apply. (n=740)



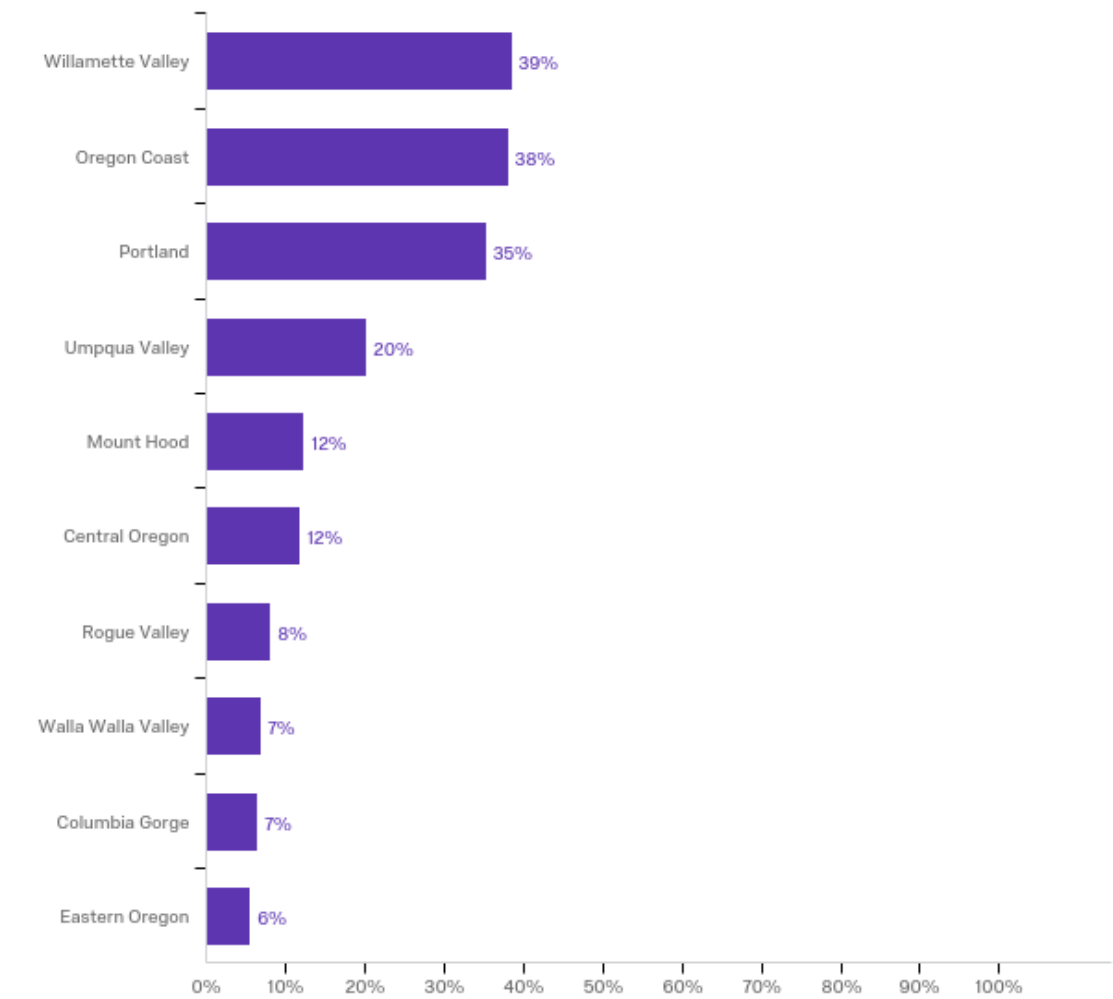
Answer	Count
Ashland Shakespeare Festival	304
Live music	302
Culinary or food related events	193
Britt Festival	187
Theater or performing arts	154
Visual or fine arts and crafts fair, festival, or event	145
Other	17
Greatest of the Grape	10
Umpqua Valley Barrel Tour	5
Umpqua Valley Food Truck Competition	4
Fort Umpqua Days	3
Umpqua Vineyard Tour Bike Ride	0

Q1.7b - What type of outdoor recreation did you do? Select all that apply. (n=861)

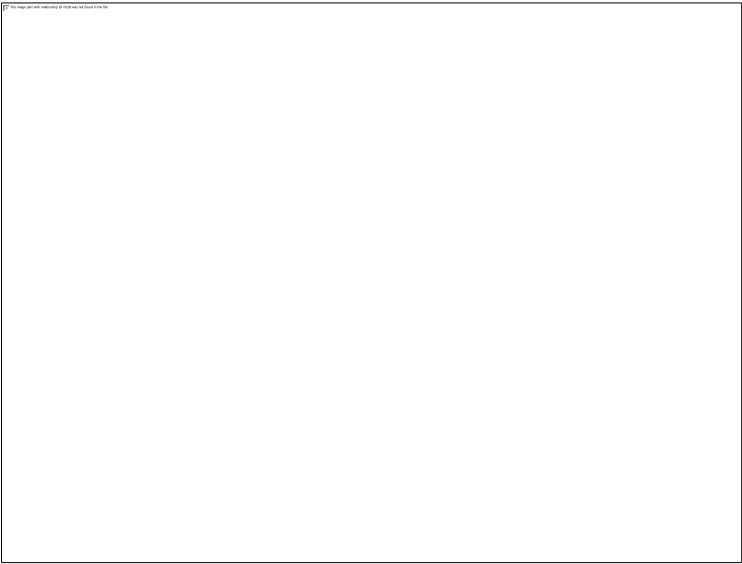


Answer	Count
Hiking	718
Canoeing/kayaking	185
Swimming	145
Fishing	143
Golfing	121
Road cycling	96
Mountain biking	72
Hunting	38
Climbing	27
Horseback riding	27

Q1.8 - Which other Oregon destinations outside of the Rogue Valley did you visit on this trip? Check all that apply or leave blank if you didn't visit any other Oregon destinations. Refer to the map below.  
(n=1400)



Answer	Count
Willamette Valley	539
Oregon Coast	533
Portland	494
Umpqua Valley	283
Mount Hood	173
Central Oregon	165
Rogue Valley	114
Walla Walla Valley	97
Columbia Gorge	91
Eastern Oregon	78



Q1.9 - Please tell us approximately how much your party spent in the Rogue Valley per day on the following items during this trip.

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Lodging	0	20000	62	377	141916	3838
Restaurants & dining out	0	15000	97	342	117179	3839
Retail purchases (excluding wine)	0	4000	36	140	19468	3827
Gas, parking, & local transportation	0	50500	42	825	680151	3843
Sightseeing & recreation (excluding wine tasting)	0	3000	13	77	5869	3832
Other (please specify)	0	1600	8	65	4207	3825

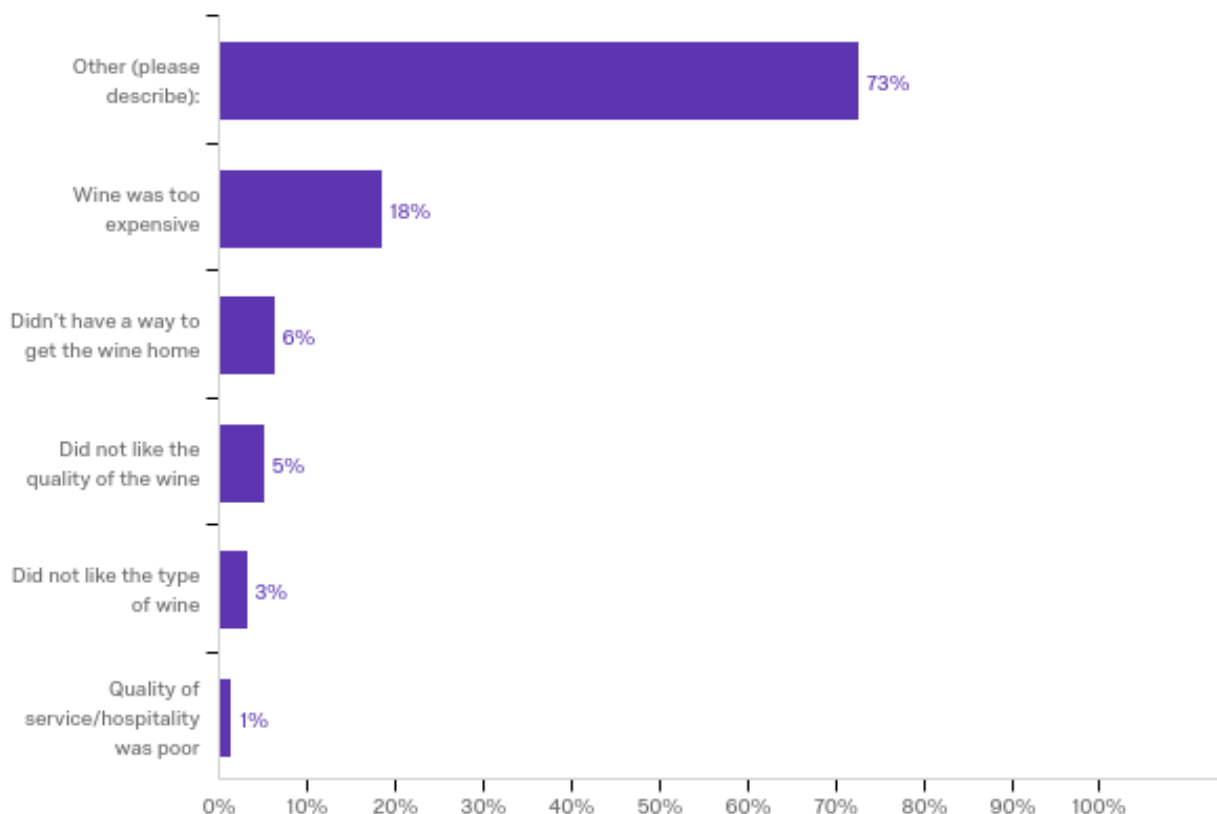
Q1.10 - Please tell us approximately how much your party spent at winery tasting rooms exclusively in the Rogue Valley per day during this trip.

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Tasting Fees	0	1000	19	44	1948	3823
Wine purchased	0	15010	144	323	104584	3833

Q1.11 - How many bottles of wine did you buy at wineries during this trip (NOT including wine club shipments)?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Bottles	0	360	7	13	158	3847

Q1.11b - What were your reasons for not purchasing bottles of wine on your trip? Select all that apply.  
(n=352)



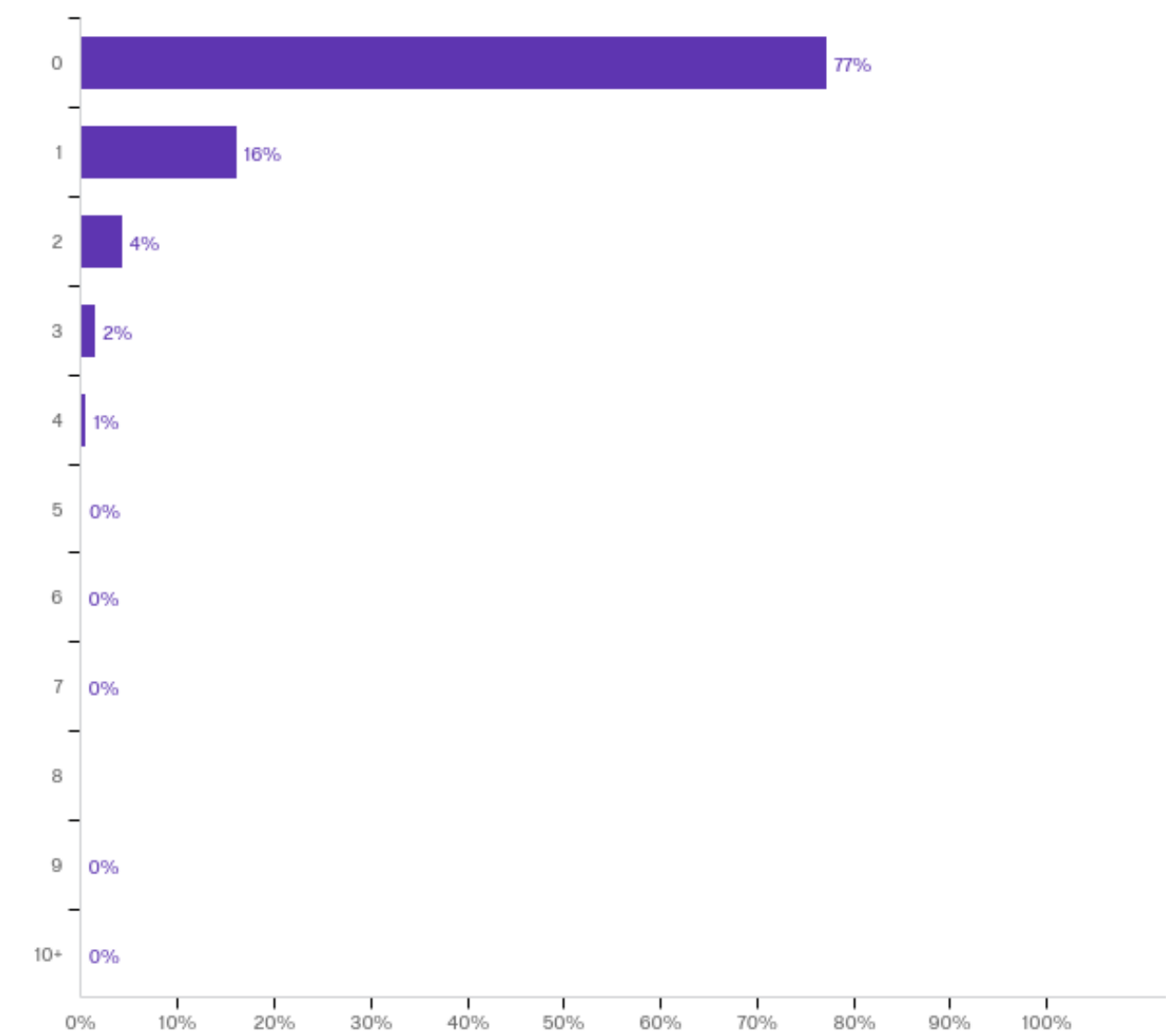
Answer	Count
Other (please describe):	256
Wine was too expensive	65
Didn't have a way to get the wine home	22
Did not like the quality of the wine	18
Did not like the type of wine	11
Quality of service/hospitality was poor	5

Q1.12 - Prior to your visit, were you a member of any wine clubs of wineries in the Rogue Valley? (n=3453)

Answer	%	Count
Yes	63%	2163
No	37%	1290
<b>Total</b>	<b>100%</b>	<b>3453</b>

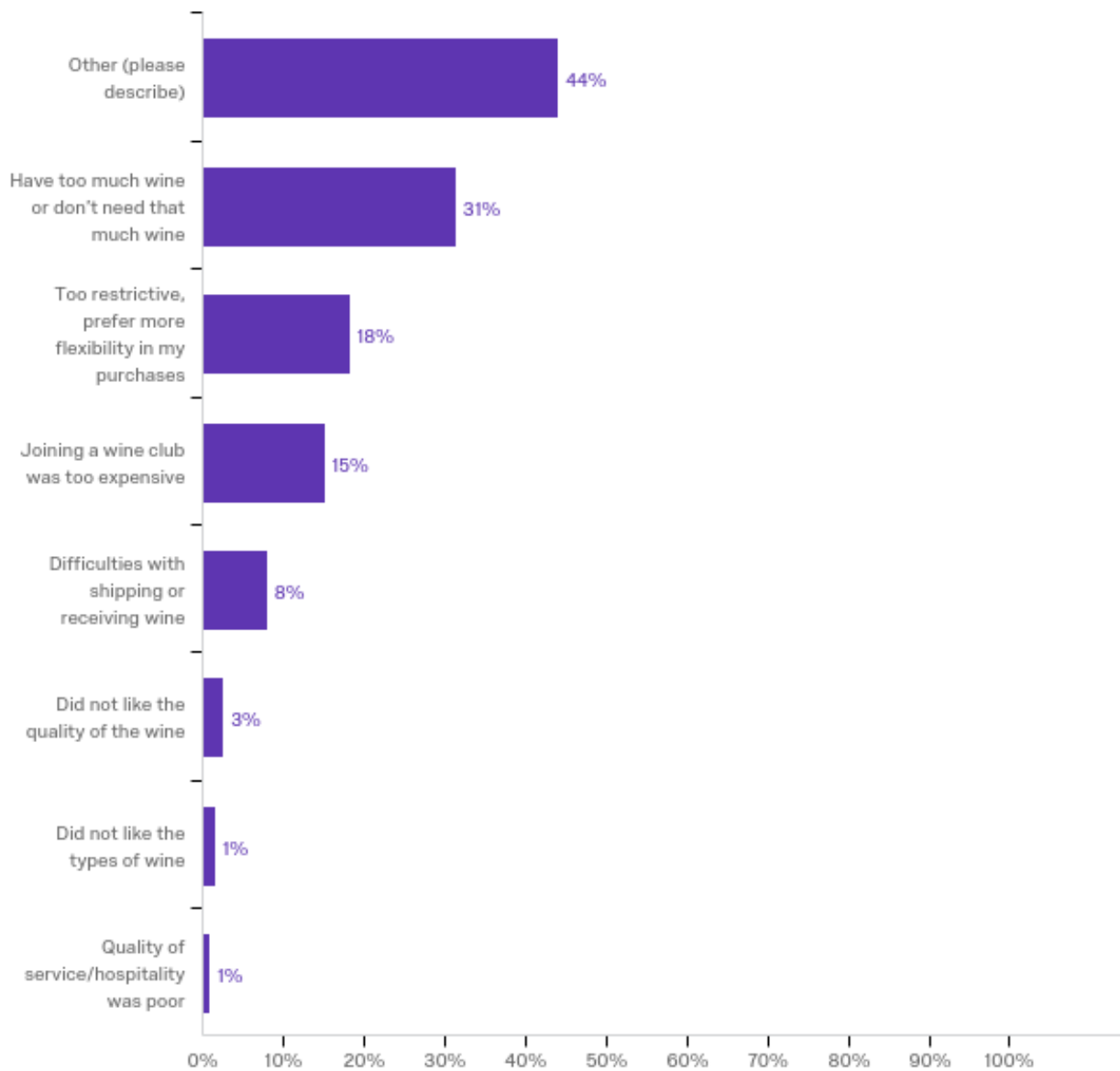


Q1.13 - How many wine clubs did you sign up for during your trip? (n=3362)



Answer	%	Count
0	77%	2597
1	16%	541
2	4%	144
3	2%	51
4	1%	18
5	0%	5
6	0%	1
7	0%	1
8	0%	0
9	0%	1
10+	0%	3
Total	100%	3362

Q1.13b - What were your reasons for not signing up for a wine club on your trip? Select all that apply.  
(n=2409)



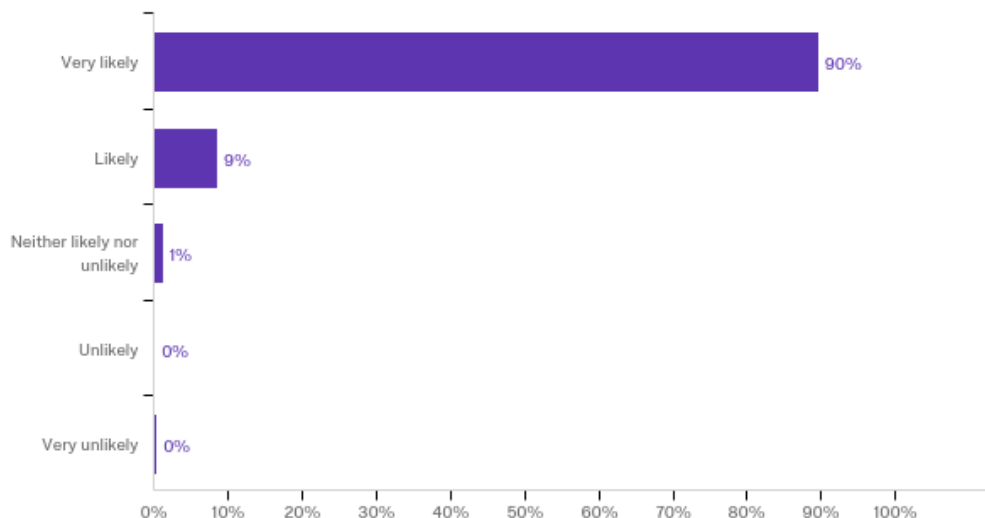
Answer	Count
Other (please describe)	1063
Have too much wine or don't need that much wine	756
Too restrictive, prefer more flexibility in my purchases	438
Joining a wine club was too expensive	363
Difficulties with shipping or receiving wine	192
Did not like the quality of the wine	62
Did not like the types of wine	36
Quality of service/hospitality was poor	21

## Trip Motivation & Satisfaction (Recent Wine + Region Visitors/A1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Rogue Valley during your trip? Mark "N/A" if the quality did not apply to your trip.

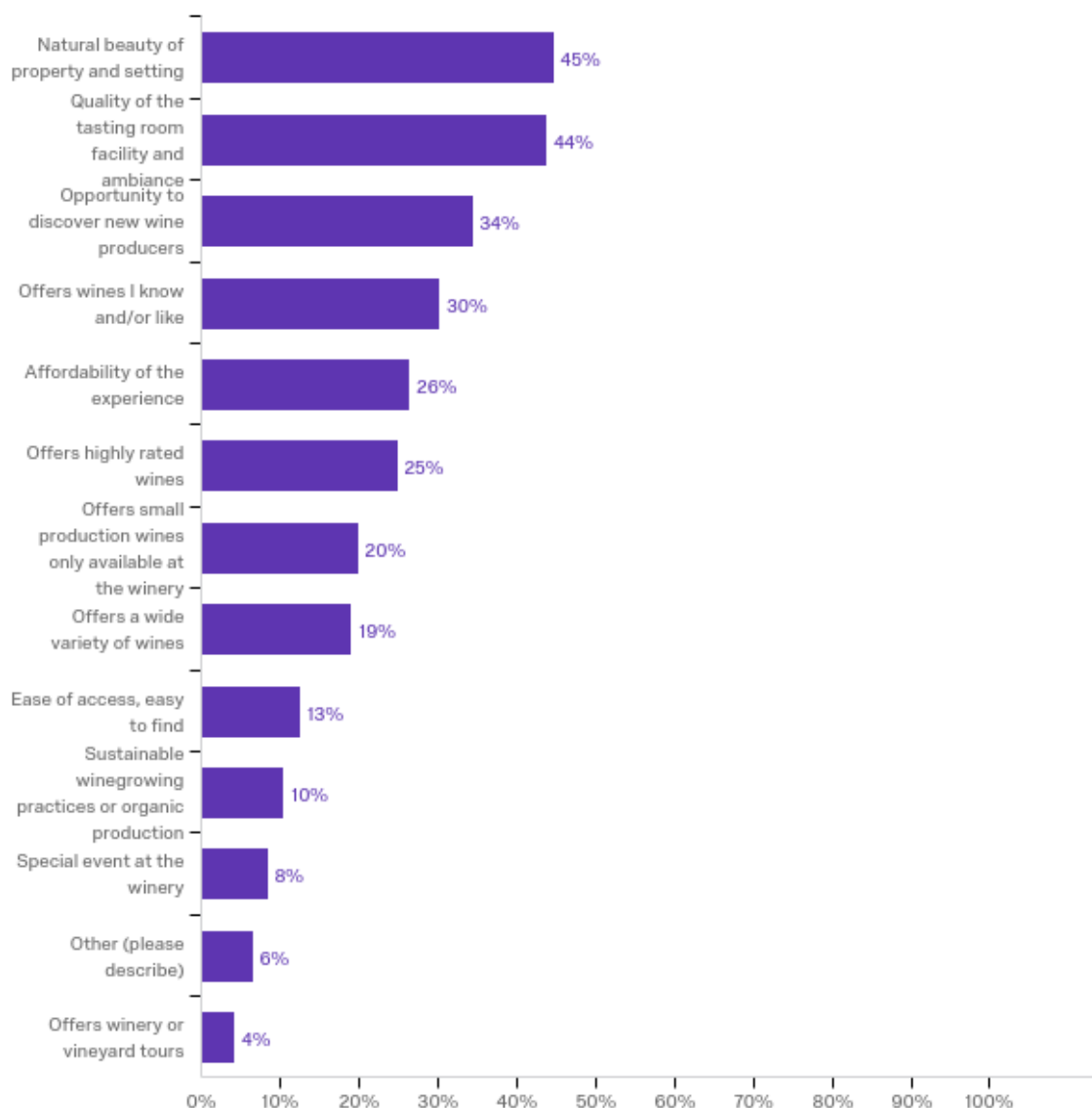
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	1%	22	9%	134	90%	1375	1531
Affordability	1%	12	14%	209	85%	1301	1522
Quality of accommodations	2%	21	9%	93	89%	953	1067
Ease of finding accommodations	3%	34	11%	119	86%	904	1057
Opportunity to view/ experience local arts, culture, and history	1%	8	19%	228	80%	956	1192
Opportunity to experience farms or farm products (including wine)	1%	9	14%	179	85%	1091	1279
High quality local cuisine/restaurants	4%	56	19%	266	77%	1086	1408
Area offers a wide variety of activities for my entire family	1%	14	21%	233	78%	862	1109
Terrain/ geography/ climate is conducive to outdoor recreation activity	2%	22	11%	141	88%	1178	1341
Retail shopping	5%	53	34%	383	61%	684	1120
Scenic beauty	1%	9	2%	29	98%	1482	1520

Q2.2 - How likely or unlikely are you to visit the Rogue Valley again in the future? (n=1722)



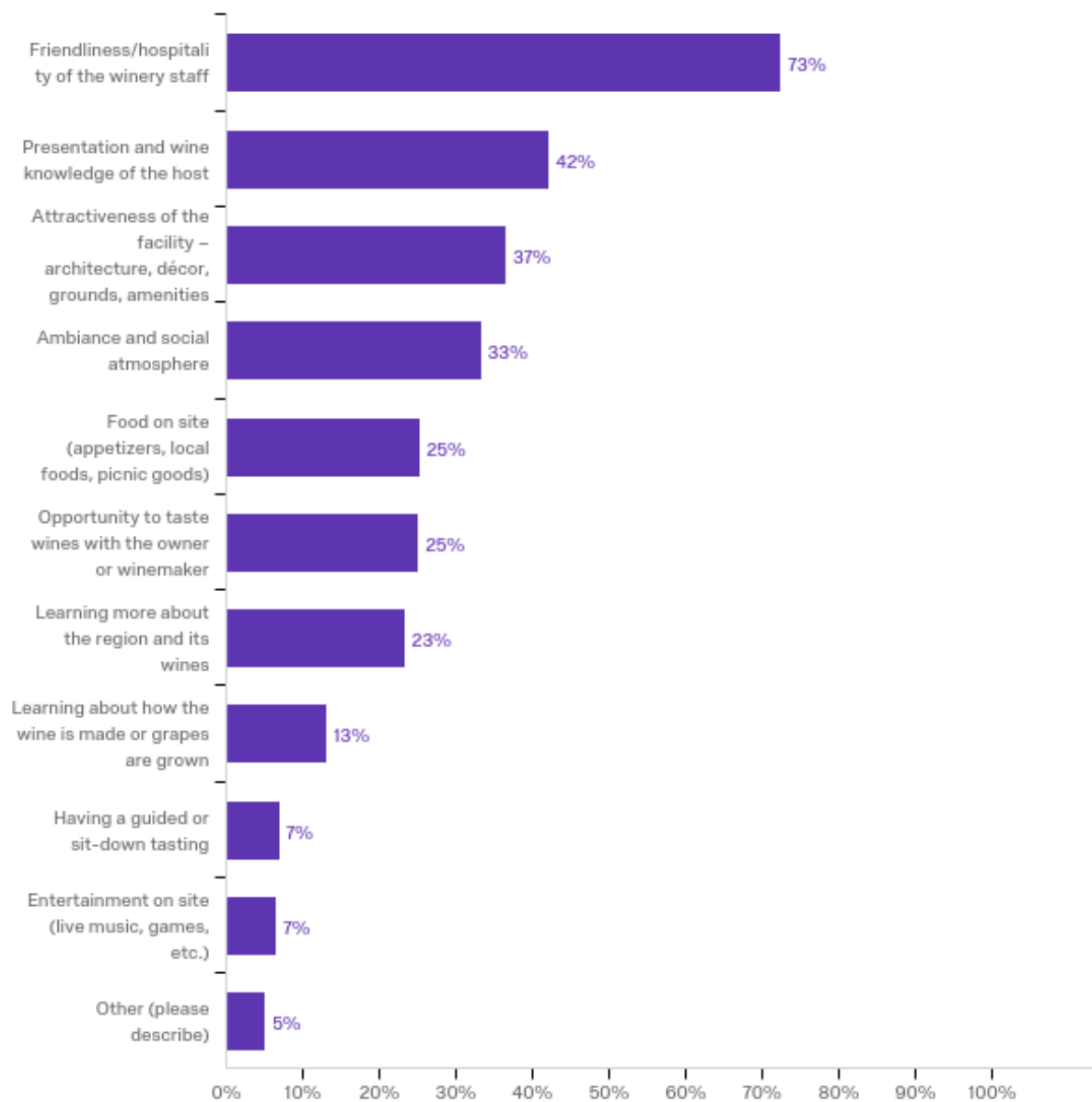
Answer	Count
Very likely	1544
Likely	148
Neither likely nor unlikely	20
Unlikely	3
Very unlikely	7
<b>Total</b>	<b>1722</b>

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=1687)



Answer	Count
Natural beauty of property and setting	754
Quality of the tasting room facility and ambiance	739
Opportunity to discover new wine producers	580
Offers wines I know and/or like	510
Affordability of the experience	446
Offers highly rated wines	419
Offers small production wines only available at the winery	335
Offers a wide variety of wines	322
Ease of access, easy to find	211
Sustainable winegrowing practices or organic production	177
Special event at the winery	141
Other (please describe)	109
Offers winery or vineyard tours	71

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (n=1671)



Answer	Count
Friendliness/hospitality of the winery staff	1213
Presentation and wine knowledge of the host	705
Attractiveness of the facility – architecture, décor, grounds, amenities	611
Ambiance and social atmosphere	556
Food on site (appetizers, local foods, picnic goods)	422
Opportunity to taste wines with the owner or winemaker	420
Learning more about the region and its wines	390
Learning about how the wine is made or grapes are grown	218
Having a guided or sit-down tasting	115
Entertainment on site (live music, games, etc.	109
Other (please describe)	85

Q2.6 - How satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

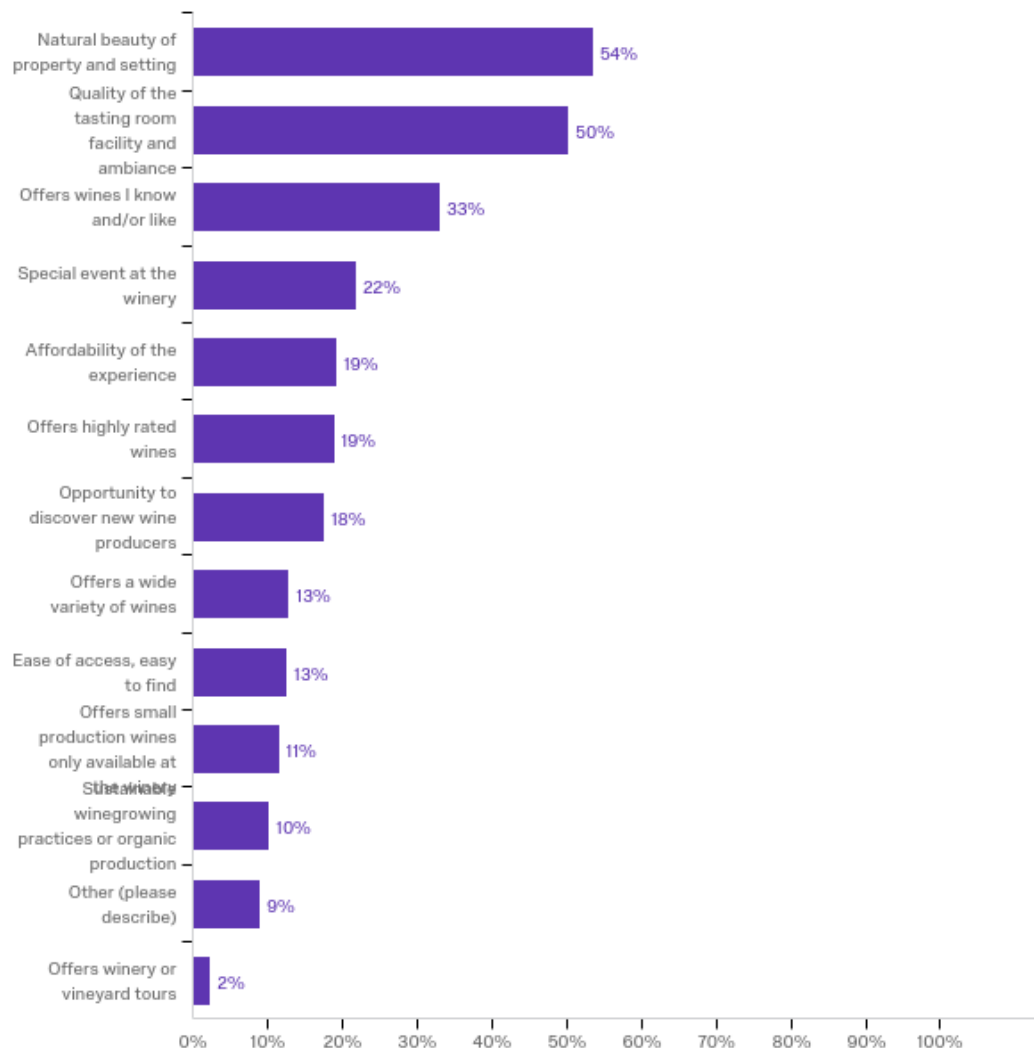
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	0%	7	2%	29	70%	1184	27%	464	0%	8	1692
Value of the wines for their price	1%	24	10%	168	69%	1156	19%	322	1%	13	1683
Cost of tasting fees	6%	96	22%	369	57%	952	11%	181	5%	83	1681
Ease of travel to and finding the wineries	1%	19	7%	126	82%	1382	9%	146	1%	11	1684
Natural beauty of properties and setting	0%	2	3%	58	79%	1329	17%	288	0%	6	1683
Attractiveness of the facilities – architecture, décor, grounds, amenities	0%	2	6%	93	72%	1219	21%	360	1%	9	1683
Presentation and knowledge of winery hosts	1%	16	5%	84	72%	1209	21%	356	1%	18	1683
Friendliness/hospitality of winery staff	1%	19	2%	42	77%	1299	19%	314	0%	7	1681

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to the Rogue Valley?

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Rogue Valley at my local retailer or a local restaurant/bar.	27%	405	13%	202	60%	916	1523
I am very likely to recommend wines from the Rogue Valley to others.	1%	17	9%	137	90%	1371	1525
I am very likely to recommend a trip to the Rogue Valley to others.	1%	8	5%	69	95%	1447	1524

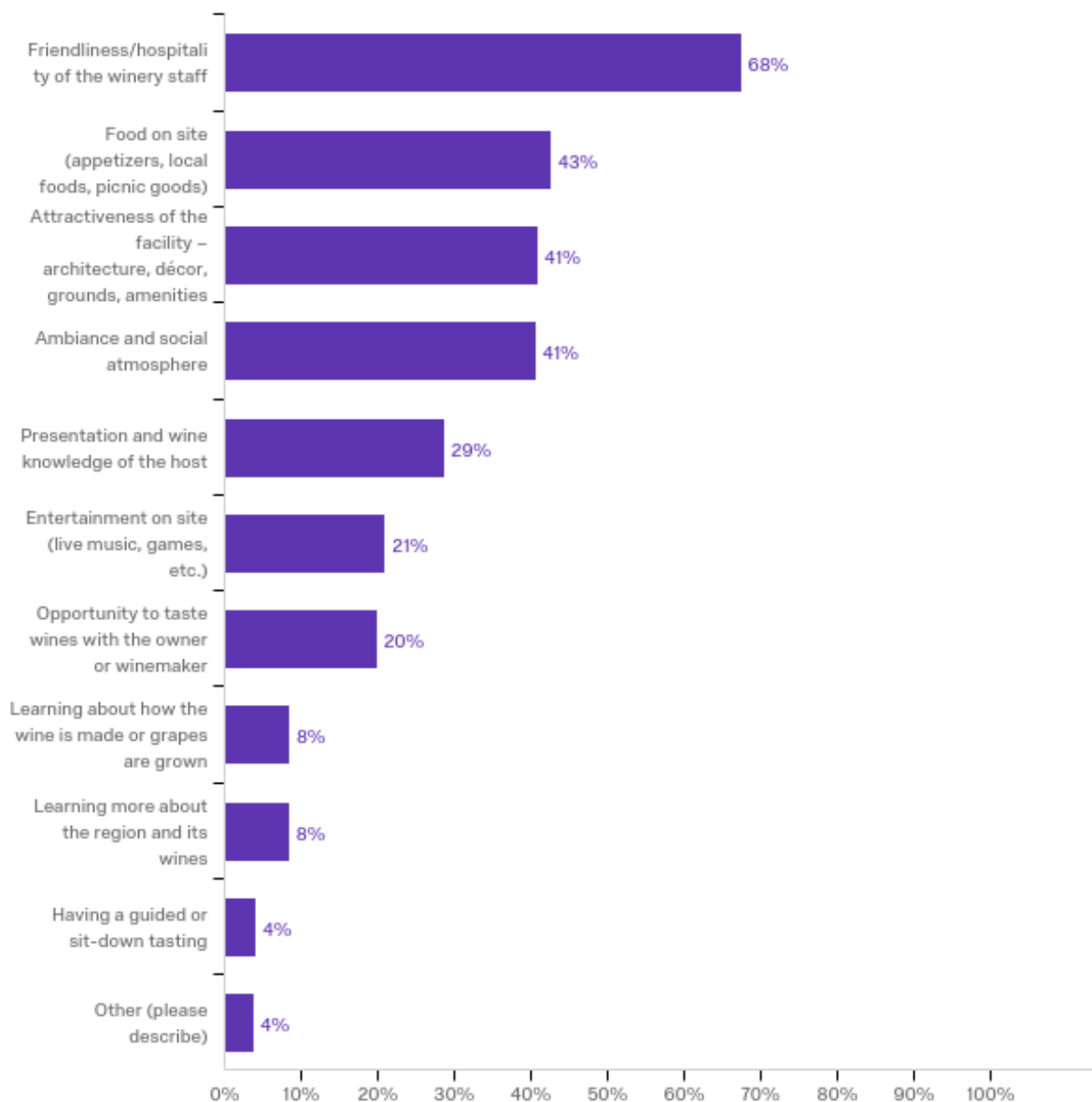
## Trip Motivation & Satisfaction (Recent Wine + Residents/A2)

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=1972)



Answer	Count
Natural beauty of property and setting	1057
Quality of the tasting room facility and ambiance	993
Offers wines I know and/or like	652
Special event at the winery	431
Affordability of the experience	379
Offers highly rated wines	372
Opportunity to discover new wine producers	346
Offers a wide variety of wines	254
Ease of access, easy to find	248
Offers small production wines only available at the winery	226
Sustainable winegrowing practices or organic production	201
Other (please describe)	177
Offers winery or vineyard tours	47

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (n=1968)



Answer	Count
Friendliness/hospitality of the winery staff	1329
Food on site (appetizers, local foods, picnic goods)	840
Attractiveness of the facility – architecture, décor, grounds, amenities	805
Ambiance and social atmosphere	800
Presentation and wine knowledge of the host	565
Entertainment on site (live music, games, etc.)	413
Opportunity to taste wines with the owner or winemaker	391
Learning about how the wine is made or grapes are grown	166
Learning more about the region and its wines	165
Having a guided or sit-down tasting	80
Other (please describe)	74



Q2.6 - How satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	0%	4	1%	19	67%	1333	31%	616	0%	5	1977
Value of the wines for their price	2%	33	10%	198	69%	1354	18%	361	1%	13	1959
Cost of tasting fees	5%	100	19%	363	59%	1133	11%	209	6%	119	1924
Ease of travel to and finding the wineries	0%	7	5%	89	84%	1637	10%	197	1%	11	1941
Natural beauty of properties and setting	0%	4	2%	32	75%	1458	23%	451	0%	8	1953
Attractiveness of the facilities – architecture, décor, grounds, amenities	0%	4	3%	59	72%	1397	25%	485	0%	5	1950
Presentation and knowledge of winery hosts	1%	10	6%	120	71%	1378	21%	412	1%	25	1945
Friendliness/hospitality of winery staff	1%	10	3%	49	76%	1474	21%	413	0%	5	1951

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to wineries in the Rogue Valley?

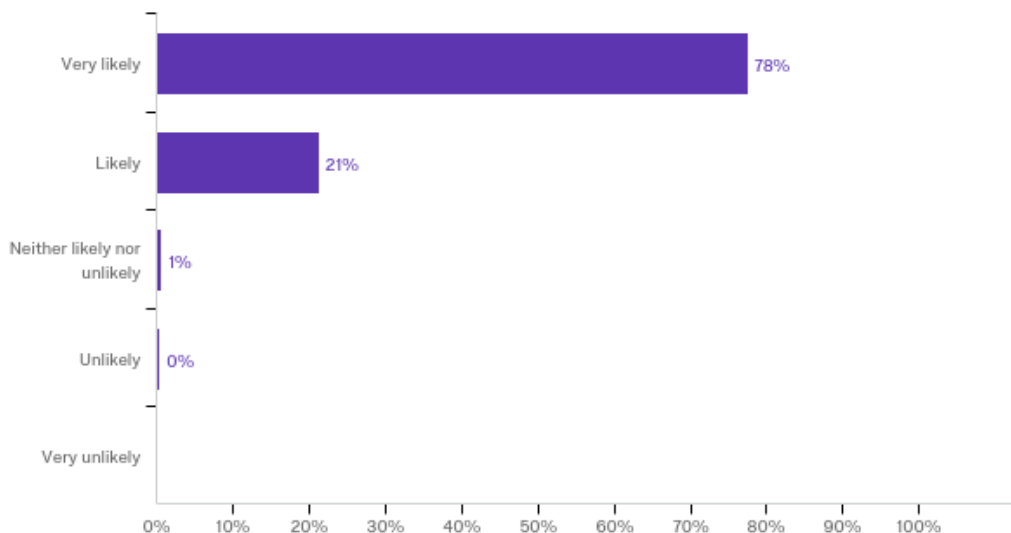
Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Rogue Valley at my local retailer or a local restaurant/bar.	5%	91	5%	86	90%	1656	1833
I am very likely to recommend wines from the Rogue Valley to others.	1%	12	3%	57	96%	1760	1829
I am very likely to recommend a trip to the Rogue Valley to others.	0%	9	2%	40	97%	1775	1824

## Trip Motivation & Satisfaction (Past Winery + Region Visitors/B1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Rogue Valley during your trip? Mark "N/A" if the quality did not apply to your trip.

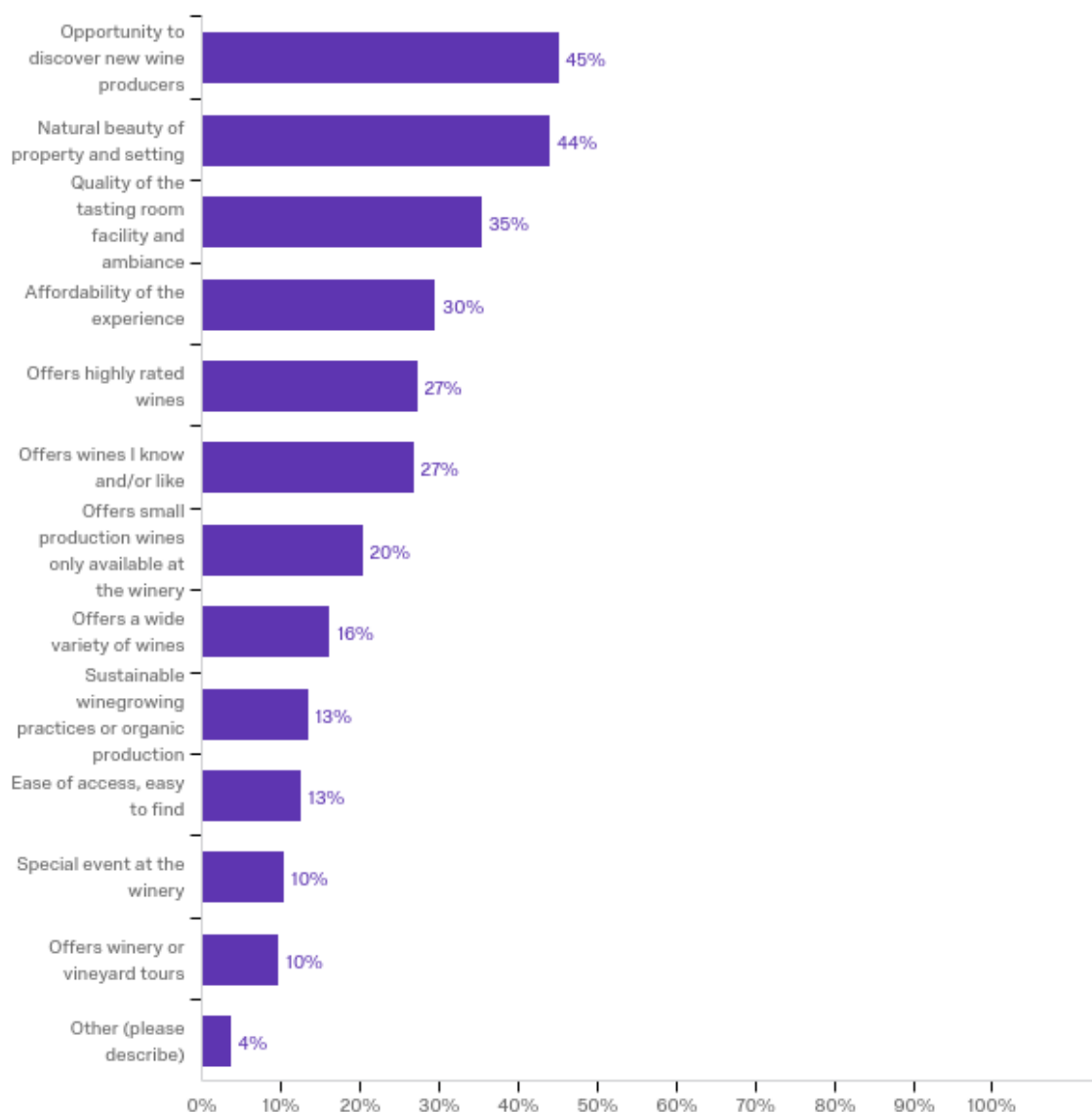
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	3%	13	19%	86	78%	357	456
Affordability	1%	6	13%	59	86%	391	456
Quality of accommodations	4%	15	14%	51	82%	303	369
Ease of finding accommodations	4%	15	17%	61	79%	292	368
Opportunity to view/ experience local arts, culture, and history	2%	8	21%	83	77%	310	401
Opportunity to experience farms or farm products (including wine)	2%	9	14%	60	84%	355	424
High quality local cuisine/restaurants	6%	27	27%	114	67%	288	429
Area offers a wide variety of activities for my entire family	3%	9	28%	96	69%	233	338
Terrain/ geography/ climate is conducive to outdoor recreation activity	0%	2	9%	40	90%	386	428
Retail shopping	6%	21	45%	160	49%	174	355
Scenic beauty	0%	1	2%	7	98%	452	460

Q2.2 - How likely or unlikely are you to visit the Rogue Valley again in the future? (n=465)



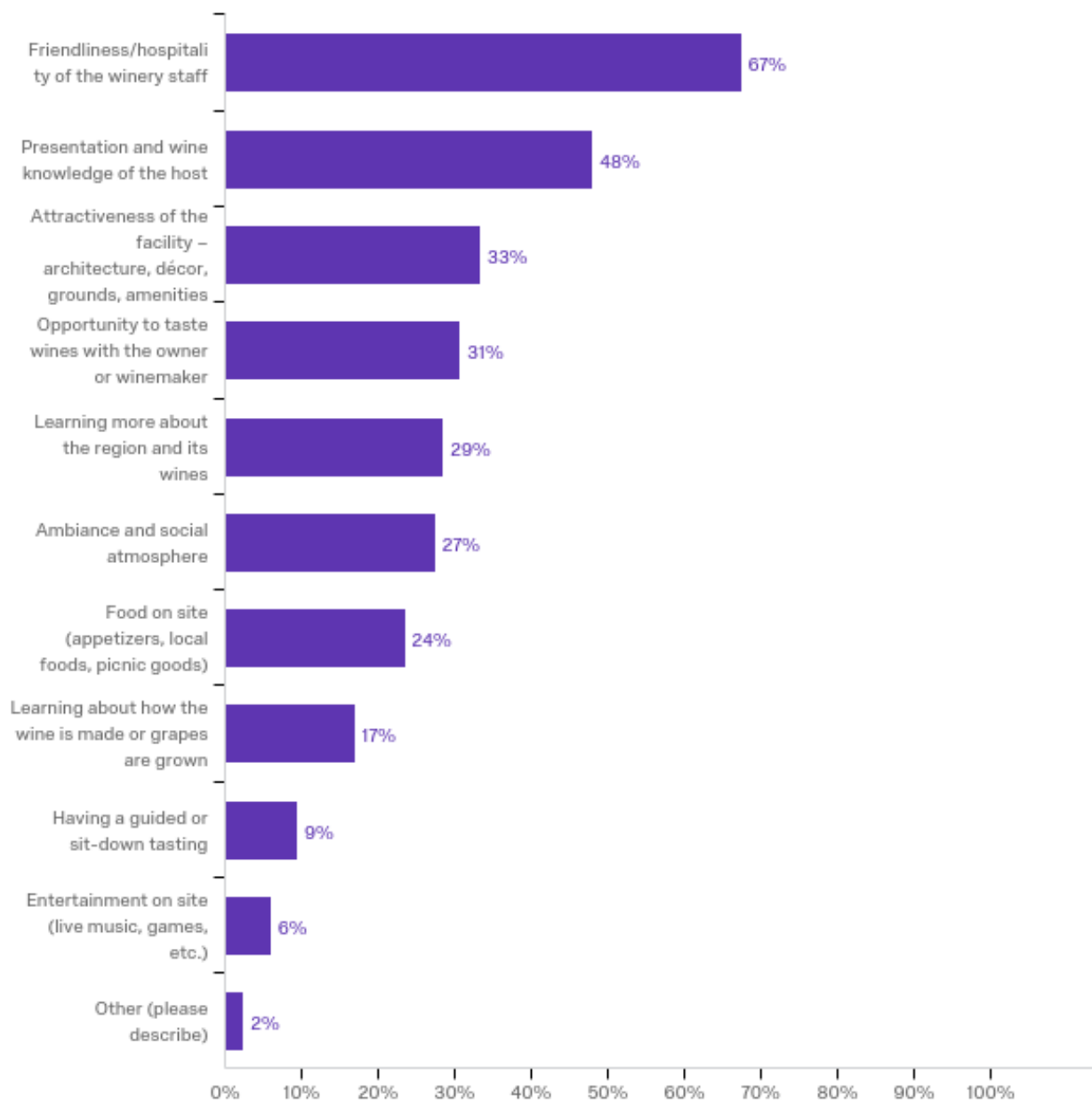
Answer	Count
Very likely	361
Likely	99
Neither likely nor unlikely	3
Unlikely	2
Very unlikely	0
<b>Total</b>	<b>465</b>

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=463)



Answer	Count
Opportunity to discover new wine producers	209
Natural beauty of property and setting	204
Quality of the tasting room facility and ambiance	164
Affordability of the experience	137
Offers highly rated wines	126
Offers wines I know and/or like	124
Offers small production wines only available at the winery	94
Offers a wide variety of wines	75
Sustainable winegrowing practices or organic production	62
Ease of access, easy to find	58
Special event at the winery	48
Offers winery or vineyard tours	45
Other (please describe)	17

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (n=455)

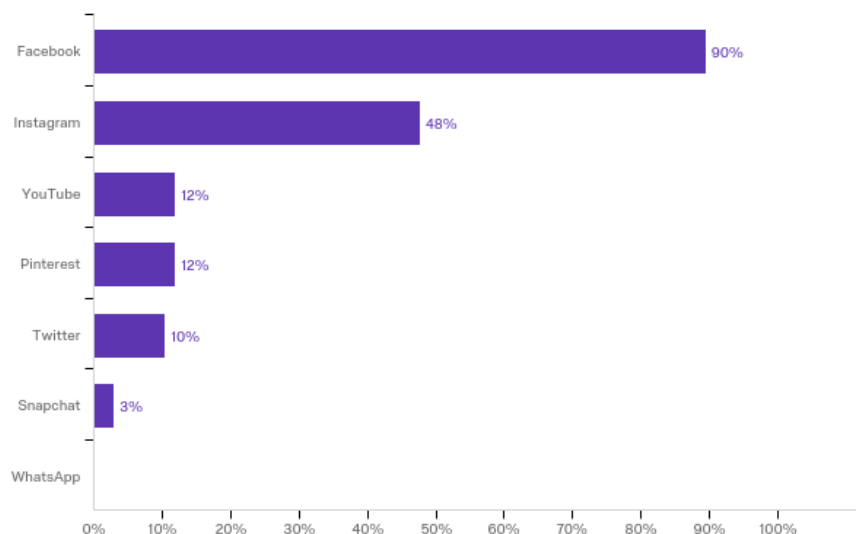


Answer	Count
Friendliness/hospitality of the winery staff	307
Presentation and wine knowledge of the host	219
Attractiveness of the facility – architecture, décor, grounds, amenities	152
Opportunity to taste wines with the owner or winemaker	140
Learning more about the region and its wines	130
Ambiance and social atmosphere	125
Food on site (appetizers, local foods, picnic goods)	107
Learning about how the wine is made or grapes are grown	77
Having a guided or sit-down tasting	43
Entertainment on site (live music, games, etc.)	27
Other (please describe)	11

Q2.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit?  
Select all that apply. (n=462)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	68%	314
Website(s) of an individual winery or wineries	47%	216
Websites of wineries or winery associations	42%	196
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	40%	186
Free travel guidebook/brochure/map	40%	183
Road signs or billboards	25%	115
Recommendation from a local restaurant	24%	109
Restaurant, wine store, or retailer referral	20%	93
Reviews website (e.g. Yelp, TripAdvisor)	20%	91
Mapping website (e.g. Google Maps)	19%	86
Concierge or other hotel/B&B staff	18%	81
Social Media (e.g. Facebook, Instagram, etc.)	15%	69
Magazine/newspaper (not wine-specific)	15%	67
Visitors/welcome center	13%	61
Other travel-related website	12%	54
Commercial travel guidebook (e.g. Lonely Planet)	8%	38
Other (please specify)	5%	25
Online travel agency (e.g. Expedia, Priceline)	2%	11
Traditional travel agency	0%	2

Q2.5b - Which social media platform(s) do you use for selecting wineries?

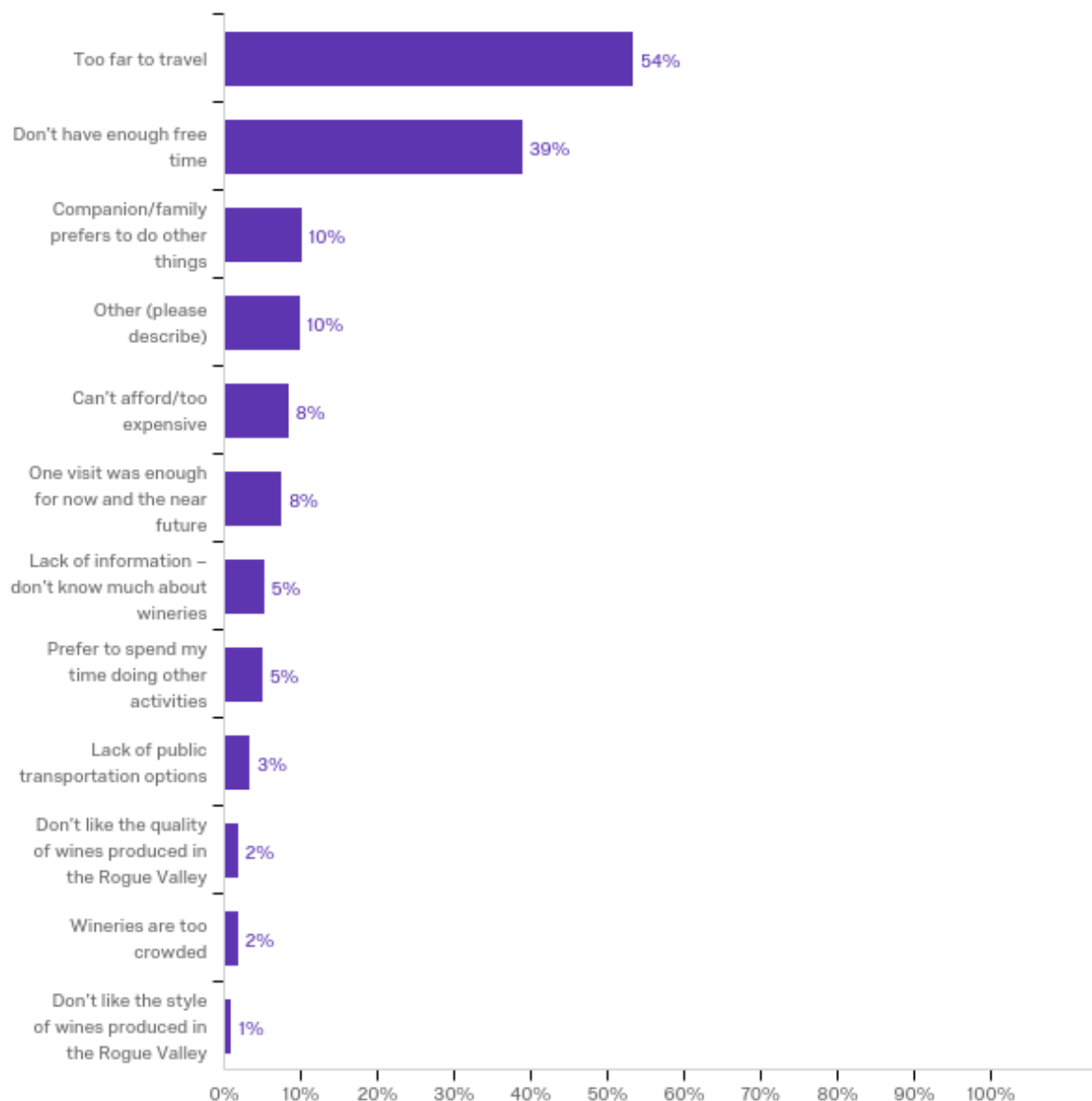


Answer	Count
Facebook	60
Instagram	32
YouTube	8
Pinterest	8
Twitter	7
Snapchat	2
WhatsApp	0

Q2.6 - To the best of your recollection, how satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	1%	4	2%	7	65%	299	33%	152	0%	0	462
Value of the wines for their price	2%	7	11%	49	63%	290	25%	113	0%	2	461
Cost of tasting fees	8%	35	19%	86	55%	253	17%	78	2%	8	460
Ease of travel to and finding the wineries	2%	8	13%	59	76%	349	9%	42	0%	2	460
Natural beauty of properties and setting	0%	0	5%	21	74%	341	21%	97	0%	1	460
Attractiveness of the facilities – architecture, décor, grounds, amenities	0%	0	8%	38	65%	300	26%	119	0%	2	459
Presentation and knowledge of winery hosts	0%	1	5%	25	62%	282	31%	144	1%	6	458
Friendliness/hospitality of winery staff	0%	0	4%	19	71%	325	25%	112	0%	1	457

Q2.7 - What factors prevent you from returning to or visiting wineries in the Rogue Valley more frequently? Select all that apply. (n=439)



Answer	Count
Too far to travel	235
Don't have enough free time	171
Companion/family prefers to do other things	44
Other (please describe)	43
Can't afford/too expensive	37
One visit was enough for now and the near future	33
Lack of information – don't know much about wineries	23
Prefer to spend my time doing other activities	22
Lack of public transportation options	15
Don't like the quality of wines produced in the Rogue Valley	8
Wineries are too crowded	8
Don't like the style of wines produced in the Rogue Valley	4

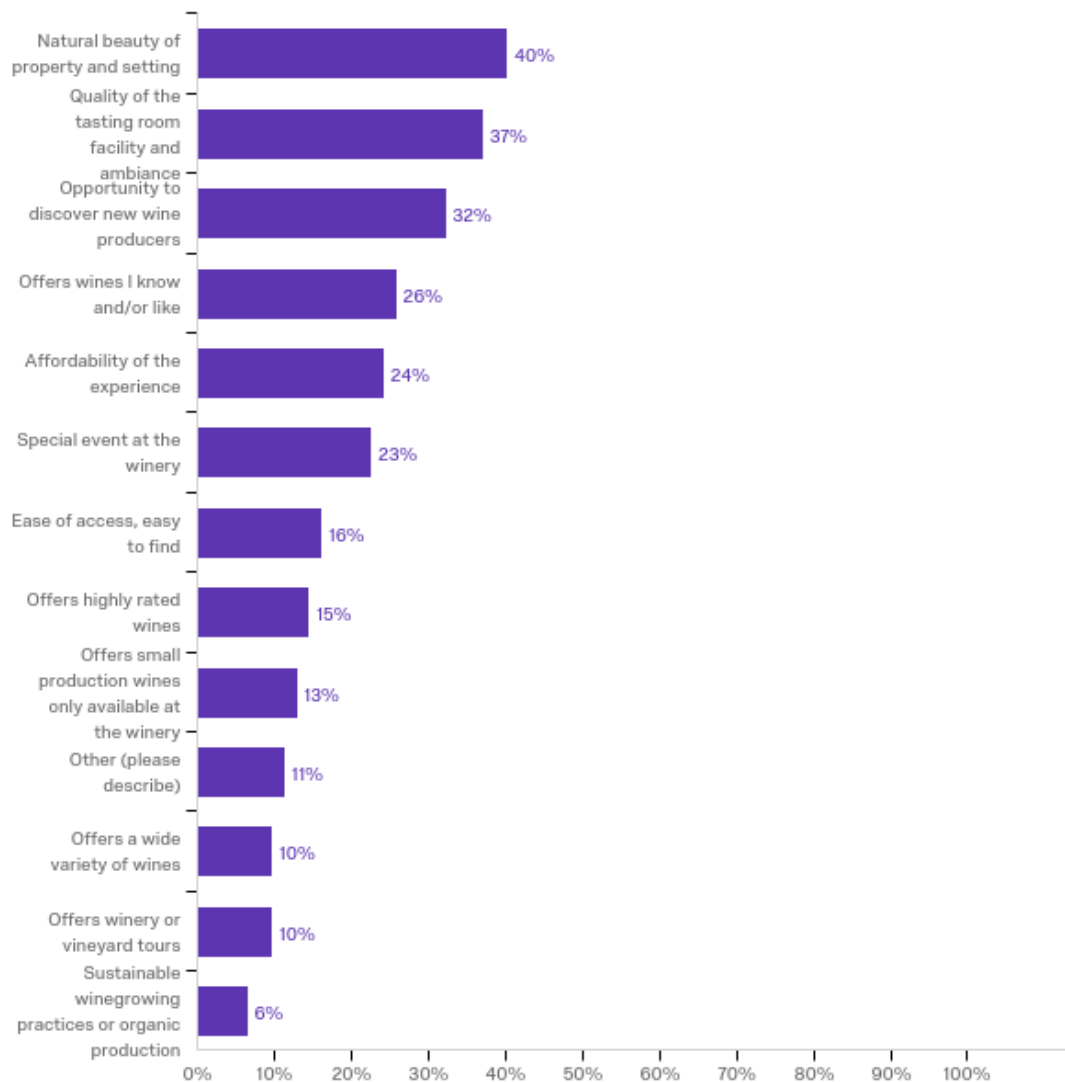
Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to the Rogue Valley?

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Rogue Valley at my local retailer or a local restaurant/bar.	26%	120	13%	60	60%	275	455
I am very likely to recommend wines from the Rogue Valley to others.	2%	7	18%	81	81%	369	457
I am very likely to recommend a trip to the Rogue Valley to others.	0%	2	7%	31	93%	424	457



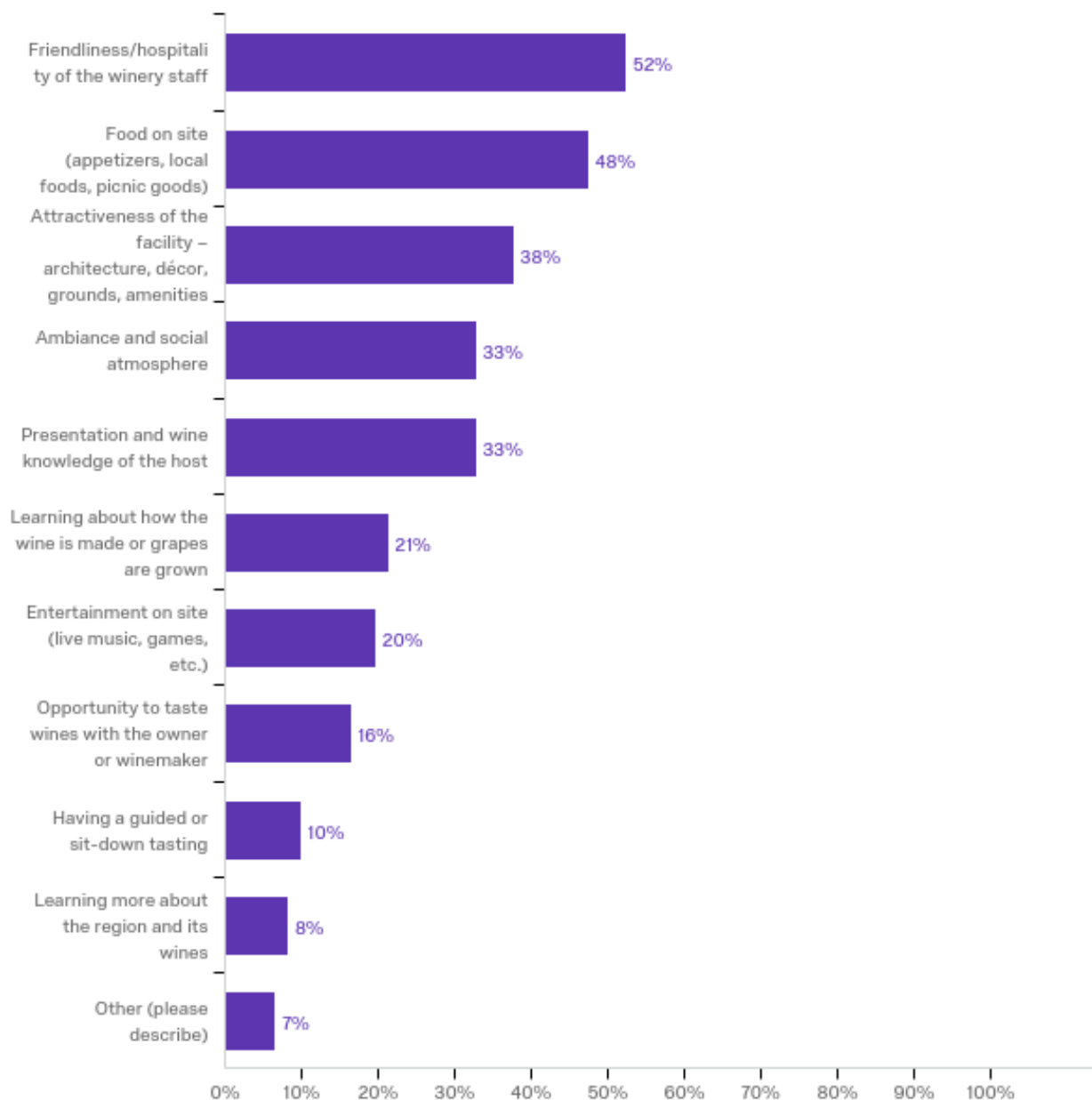
## Trip Motivation & Satisfaction (Past Winery Visitors + Residents/B2)

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=62)



Answer	Count
Natural beauty of property and setting	25
Quality of the tasting room facility and ambiance	23
Opportunity to discover new wine producers	20
Offers wines I know and/or like	16
Affordability of the experience	15
Special event at the winery	14
Ease of access, easy to find	10
Offers highly rated wines	9
Offers small production wines only available at the winery	8
Other (please describe)	7
Offers winery or vineyard tours	6
Offers a wide variety of wines	6
Sustainable winegrowing practices or organic production	4

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (n=61)



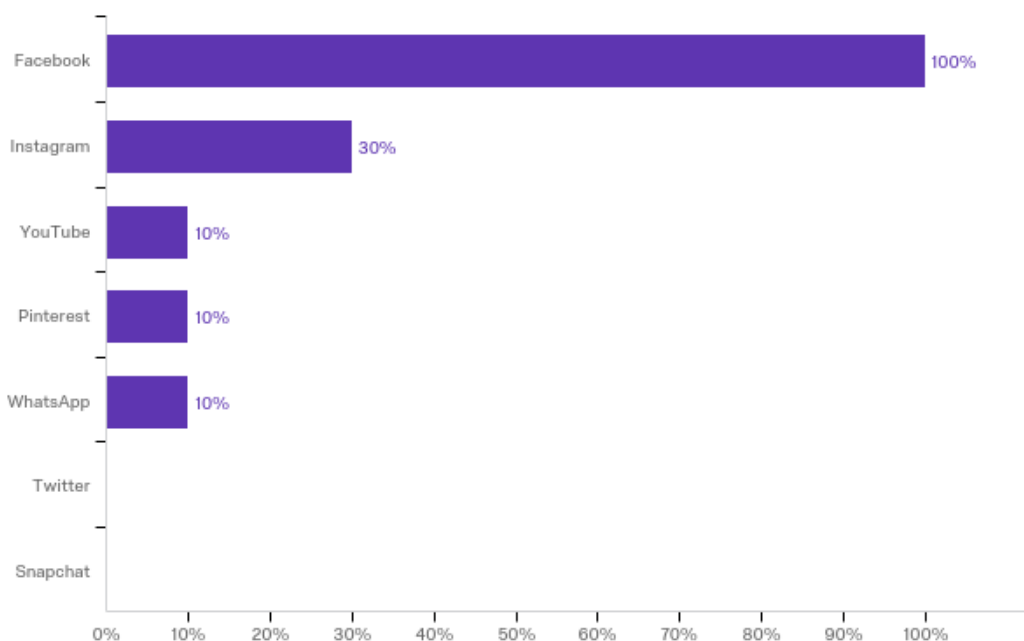
Answer	Count
Friendliness/hospitality of the winery staff	32
Food on site (appetizers, local foods, picnic goods)	29
Attractiveness of the facility – architecture, décor, grounds, amenities	23
Presentation and wine knowledge of the host	20
Ambiance and social atmosphere	20
Learning about how the wine is made or grapes are grown	13
Entertainment on site (live music, games, etc.)	12
Opportunity to taste wines with the owner or winemaker	10
Having a guided or sit-down tasting	6
Learning more about the region and its wines	5
Other (please describe)	4

Q2.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit?  
Select all that apply. (n=61)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	67%	41
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	34%	21
Website(s) of an individual winery or wineries	34%	21
Free travel guidebook/brochure/map	31%	19
Websites of wineries or winery associations	26%	16
Magazine/newspaper (not wine-specific)	25%	15
Road signs or billboards	20%	12
Restaurant, wine store, or retailer referral	16%	10
Social Media (e.g. Facebook, Instagram, etc.)	16%	10
Recommendation from a local restaurant	10%	6
Other travel-related website	10%	6
Mapping website (e.g. Google Maps)	8%	5
Concierge or other hotel/B&B staff	7%	4
Visitors/welcome center	7%	4
Other (please specify)	5%	3
Reviews website (e.g. Yelp, TripAdvisor)	5%	3
Online travel agency (e.g. Expedia, Priceline)	2%	1
Commercial travel guidebook (e.g. Lonely Planet)	2%	1
Traditional travel agency	0%	0

Q2.5b - Which social media platform(s) do you use for selecting wineries? (n=10)

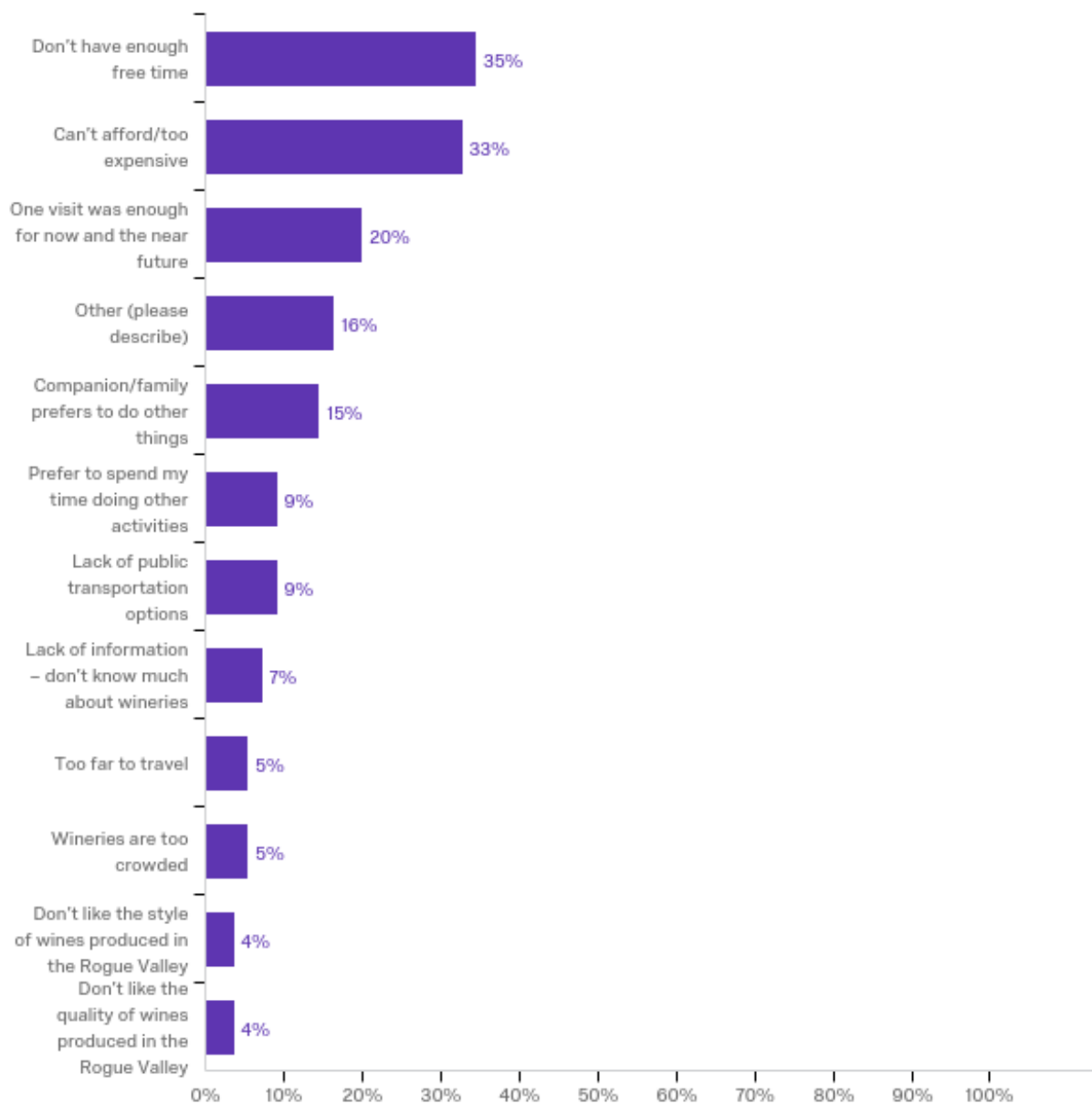
Answer	Count
Facebook	10
Instagram	3
YouTube	1
Pinterest	1
WhatsApp	1
Twitter	0
Snapchat	0



Q2.6 - To the best of your recollection, how satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	2%	1	7%	4	52%	32	39%	24	0%	0	61
Value of the wines for their price	8%	5	15%	9	58%	34	19%	11	0%	0	59
Cost of tasting fees	16%	9	23%	13	51%	29	9%	5	2%	1	57
Ease of travel to and finding the wineries	2%	1	9%	5	74%	40	15%	8	0%	0	54
Natural beauty of properties and setting	0%	0	4%	2	78%	42	19%	10	0%	0	54
Attractiveness of the facilities – architecture, décor, grounds, amenities	0%	0	10%	5	67%	35	23%	12	0%	0	52
Presentation and knowledge of winery hosts	0%	0	11%	6	67%	36	20%	11	2%	1	54
Friendliness/hospitality of winery staff	2%	1	8%	4	63%	33	25%	13	2%	1	52

Q2.7 - What factors prevent you from returning to or visiting wineries in the Rogue Valley more frequently? (n=55)



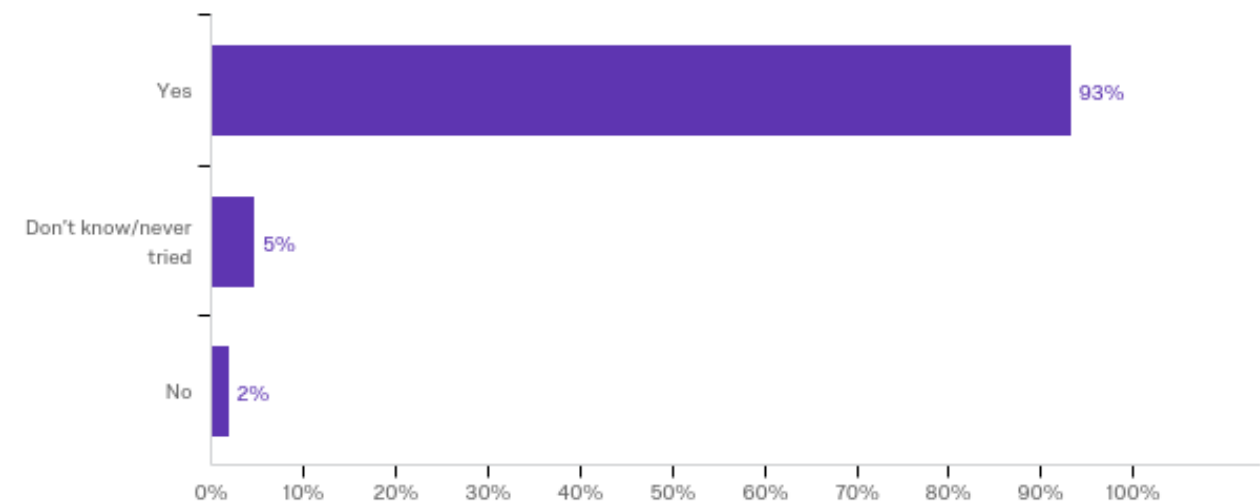
Answer	Count
Don't have enough free time	19
Can't afford/too expensive	18
One visit was enough for now and the near future	11
Other (please describe)	9
Companion/family prefers to do other things	8
Prefer to spend my time doing other activities	5
Lack of public transportation options	5
Lack of information – don't know much about wineries	4
Too far to travel	3
Wineries are too crowded	3
Don't like the quality of wines produced in the Rogue Valley	2
Don't like the style of wines produced in the Rogue Valley	2

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to wineries in the Rogue Valley?

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Rogue Valley at my local retailer or a local restaurant/bar.	8%	5	8%	5	84%	51	61
I am very likely to recommend wines from the Rogue Valley to others.	2%	1	11%	7	87%	53	61
I am very likely to recommend a trip to the Rogue Valley to others.	0%	0	8%	5	92%	55	60

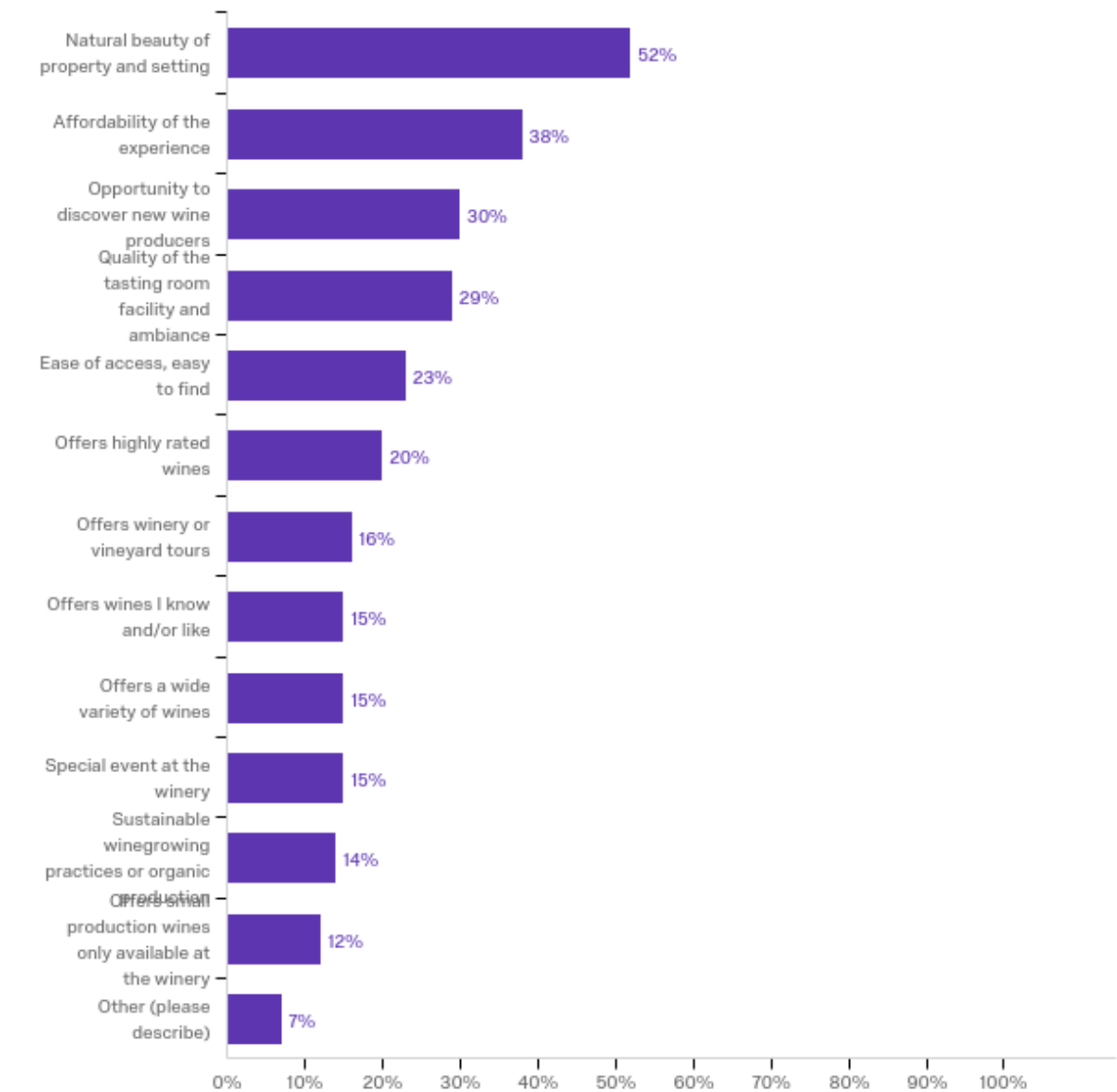
# Barriers to Visiting (Non-Winery + Region Visitor/C1)

QC1.1.1 - Do you enjoy visiting wineries and tasting rooms? (n=105)



Answer	Count
Yes	98
Don't know/never tried	5
No	2
Total	105

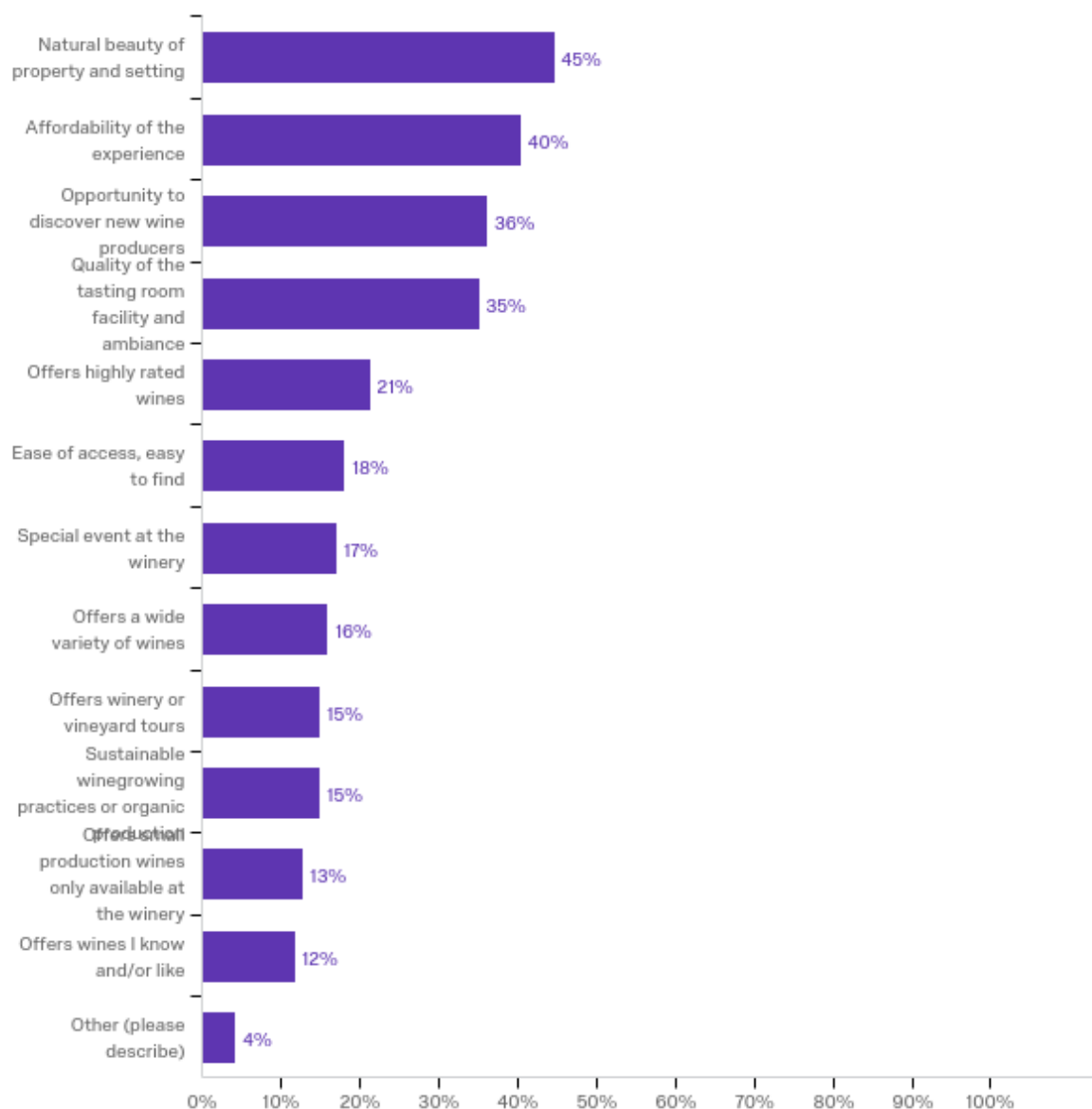
QC1.1.2 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=100)



Answer	Count
Natural beauty of property and setting	52
Affordability of the experience	38
Opportunity to discover new wine producers	30
Quality of the tasting room facility and ambiance	29
Ease of access, easy to find	23
Offers highly rated wines	20
Offers winery or vineyard tours	16
Offers wines I know and/or like	15
Special event at the winery	15
Offers a wide variety of wines	15
Sustainable winegrowing practices or organic production	14
Offers small production wines only available at the winery	12
Other (please describe)	7

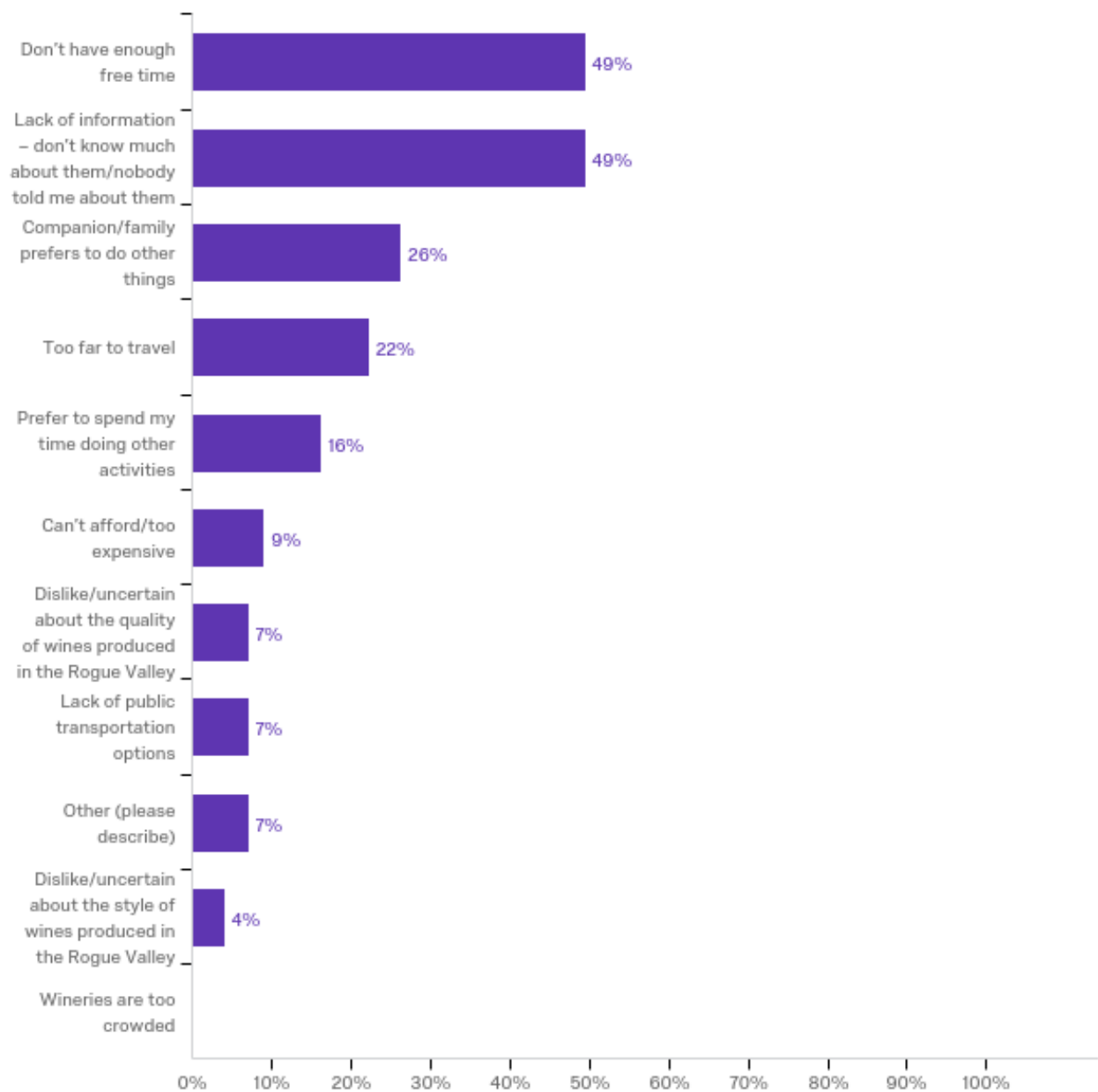


QC1.1.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=94)



Answer	Count
Natural beauty of property and setting	42
Affordability of the experience	38
Opportunity to discover new wine producers	34
Quality of the tasting room facility and ambiance	33
Offers highly rated wines	20
Ease of access, easy to find	17
Special event at the winery	16
Offers a wide variety of wines	15
Offers winery or vineyard tours	14
Sustainable winegrowing practices or organic production	14
Offers small production wines only available at the winery	12
Offers wines I know and/or like	11
Other (please describe)	4

QC1.1.4 - What factors have prevented you from visiting a winery on your latest trip to the Rogue Valley?  
 Select all that apply. (n=99)



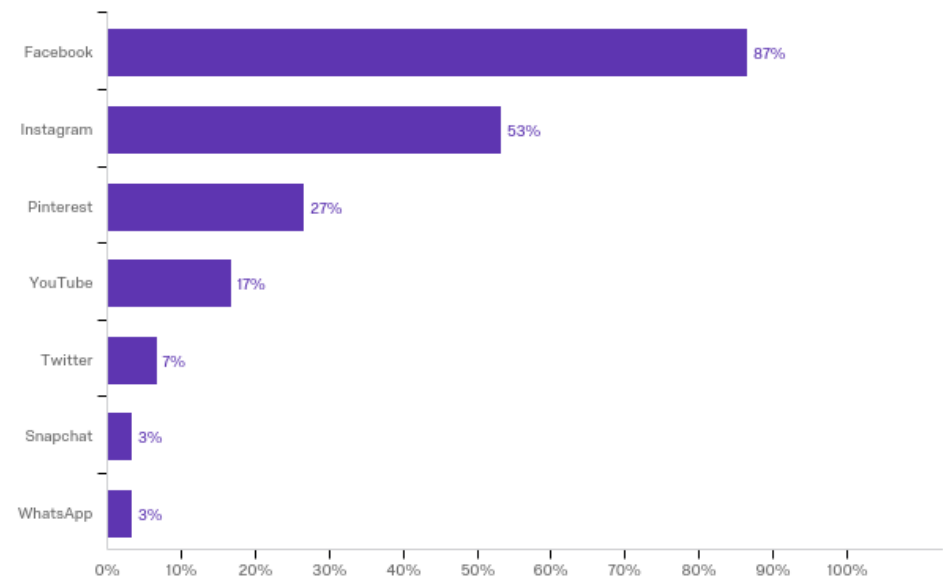
Answer	Count
Don't have enough free time	49
Lack of information – don't know much about them/nobody told me about them	49
Companion/family prefers to do other things	26
Too far to travel	22
Prefer to spend my time doing other activities	16
Can't afford/too expensive	9
Dislike/uncertain about the quality of wines produced in the Rogue Valley	7
Lack of public transportation options	7
Other (please describe)	7
Dislike/uncertain about the style of wines produced in the Rogue Valley	4
Wineries are too crowded	0

QC1.1.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit? Select all that apply. (n=98)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	68%	67
Free travel guidebook/brochure/map	39%	38
Social Media (e.g. Facebook, Instagram, etc.)	31%	30
Website(s) of an individual winery or wineries	28%	27
Recommendation from a local restaurant	24%	24
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	23%	23
Road signs or billboards	20%	20
Restaurant, wine store, or retailer referral	19%	19
Magazine/newspaper (not wine-specific)	17%	17
Visitors/welcome center	17%	17
Reviews website (e.g. Yelp, TripAdvisor)	17%	17
Mapping website (e.g. Google Maps)	16%	16
Other travel-related website	16%	16
Websites of winery associations	15%	15
Concierge or other hotel/B&B staff	14%	14
Commercial travel guidebook (e.g. Lonely Planet)	7%	7
Other (please specify)	6%	6
Online travel agency (e.g. Expedia, Priceline)	3%	3
Traditional travel agency	1%	1

QC1.1.5b - Which social media platform? (n=30)

Answer	Count
Facebook	26
Instagram	16
Pinterest	8
YouTube	5
Twitter	2
Snapchat	1
WhatsApp	1

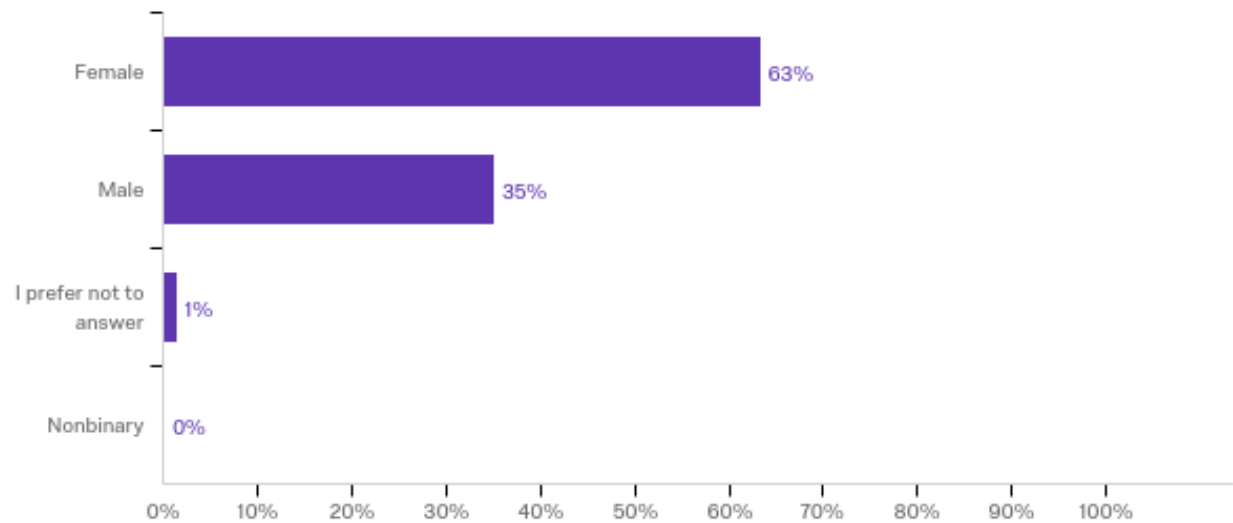


# Demographics

Q4.1 - Where do you currently live? (n=4305)

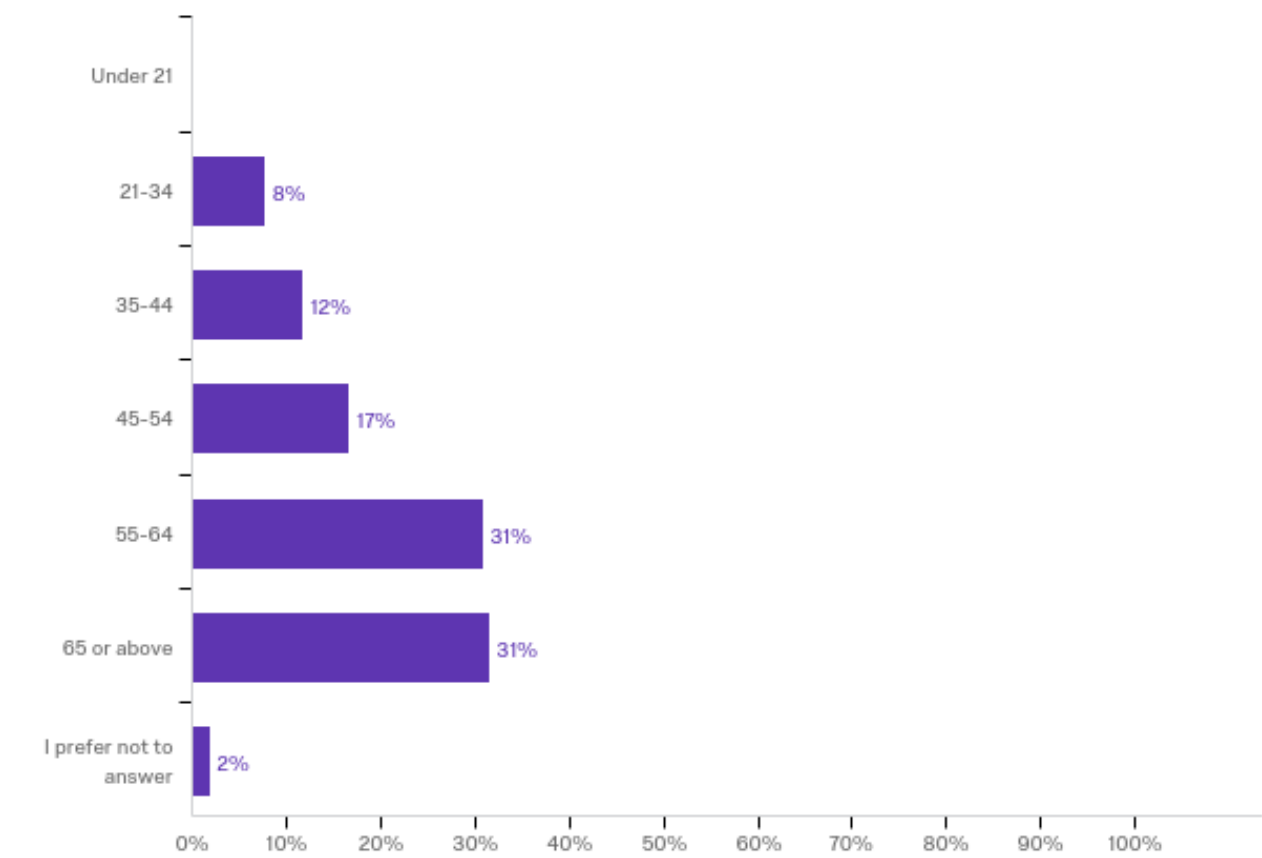
Answer	%	Count
USA	99%	4270
Outside the USA	1%	35
Total	100%	4305

Q4.2 - What is your gender? (n=4188)



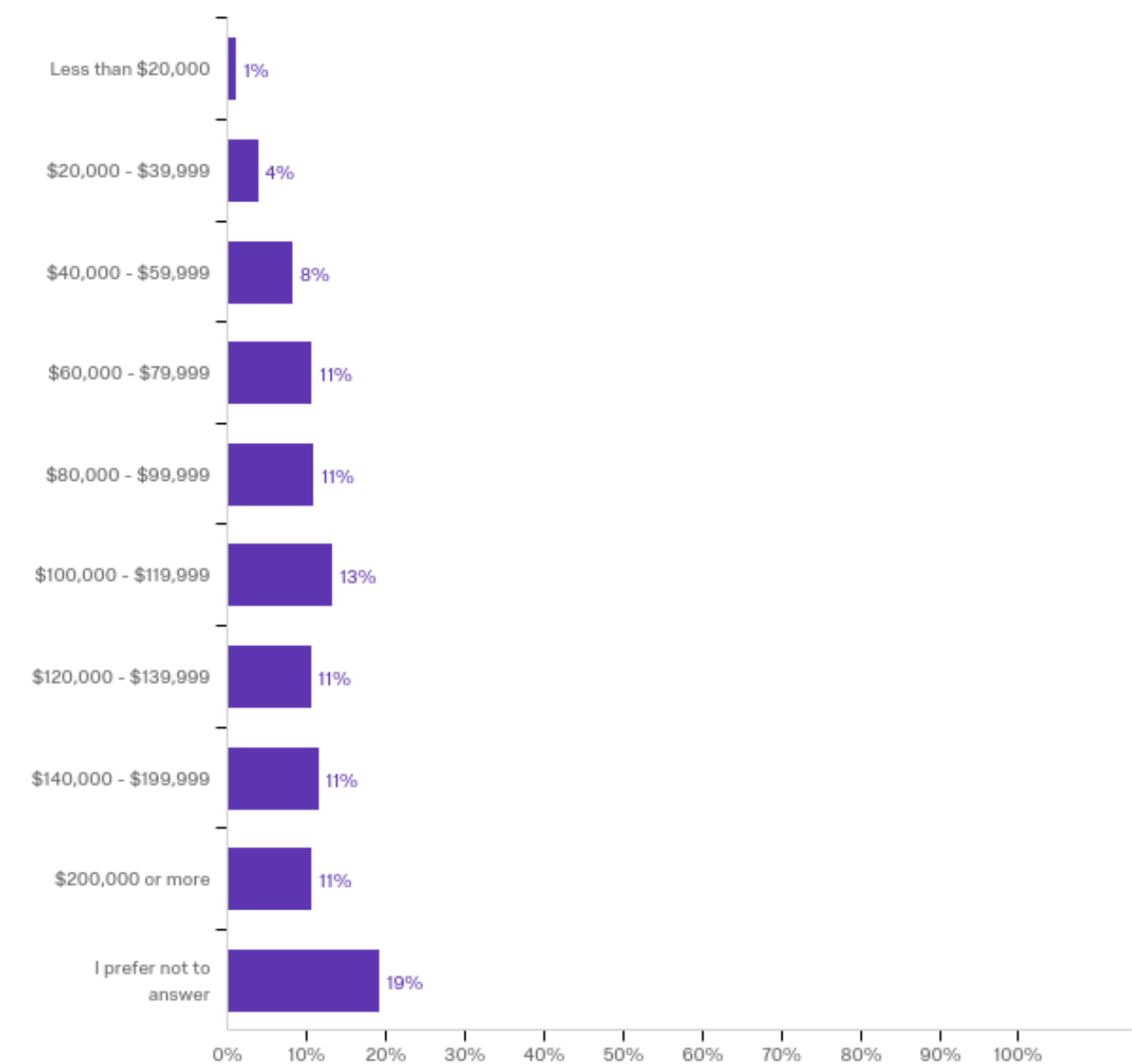
Answer	Count
Female	2654
Male	1471
I prefer not to answer	58
Nonbinary	5
Total	4188

Q4.3 - Which best describes your age? (n=4208)



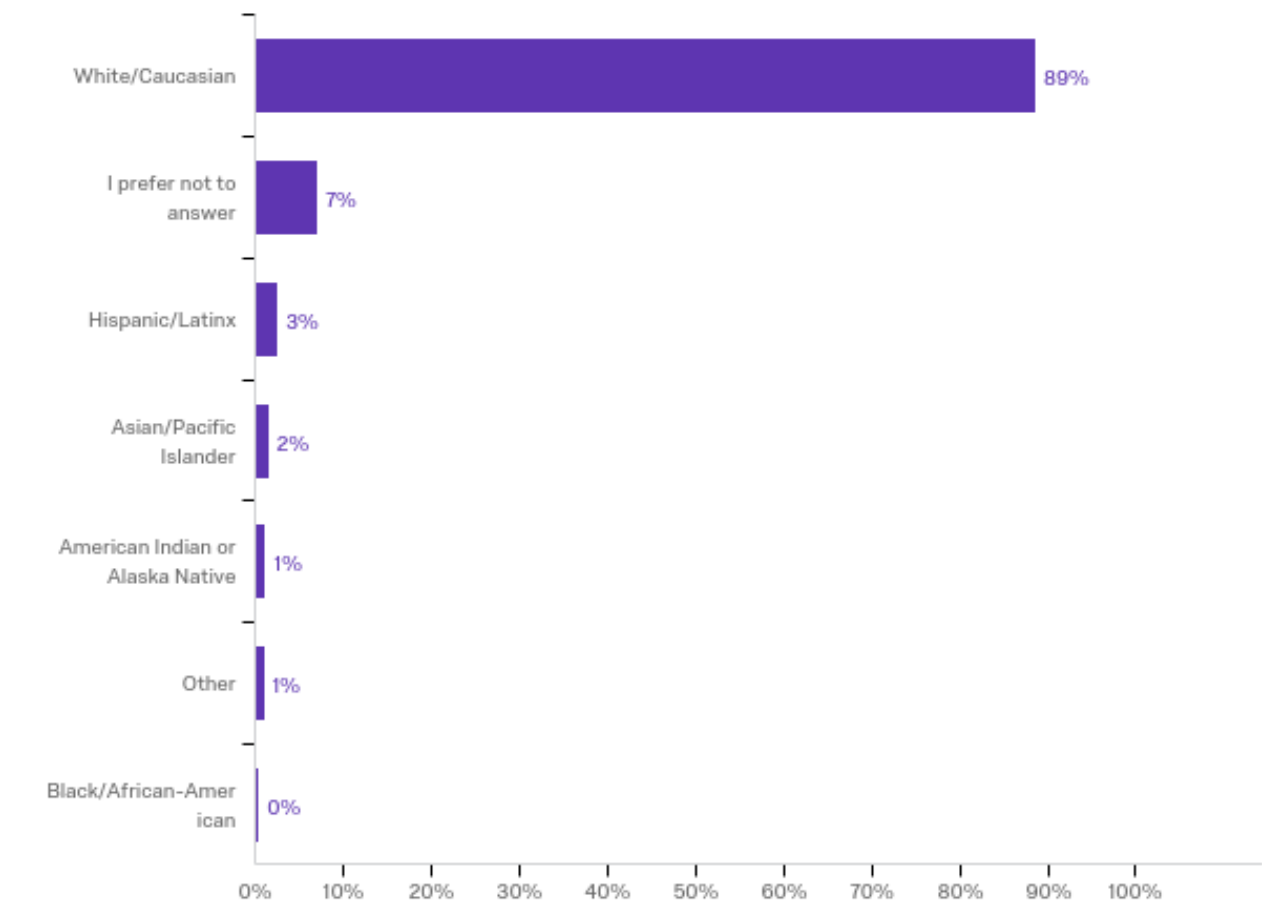
Answer	Count
Under 21	0
21-34	322
35-44	491
45-54	699
55-64	1296
65 or above	1325
I prefer not to answer	75
Total	4208

Q4.4 - Which best describes the combined annual income of all members of your household? (n=4307)



Answer	Count
Less than \$20,000	47
\$20,000 - \$39,999	165
\$40,000 - \$59,999	356
\$60,000 - \$79,999	462
\$80,000 - \$99,999	472
\$100,000 - \$119,999	572
\$120,000 - \$139,999	454
\$140,000 - \$199,999	494
\$200,000 or more	459
I prefer not to answer	826
Total	4307

Q4.5 - Which best describes your race or ethnic background? Select all that apply.(n=4320)



Answer	Count
White/Caucasian	3833
I prefer not to answer	308
Hispanic/Latinx	111
Asian/Pacific Islander	67
American Indian or Alaska Native	51
Other	43
Black/African-American	19

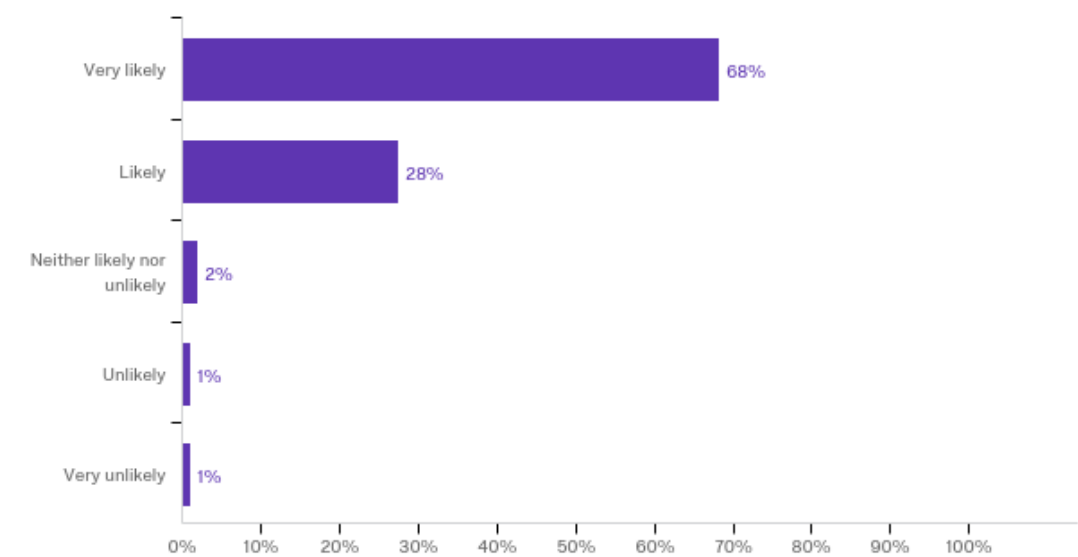
## Trip Motivation & Satisfaction (Non-Winery + Region Visitor/C1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Rogue Valley during your trip? Mark "N/A" if the quality did not apply to your trip.

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	3%	3	16%	14	81%	73	90
Affordability	5%	4	20%	17	76%	66	87
Quality of accommodations	3%	2	18%	13	80%	59	74
Ease of finding accommodations	3%	2	19%	14	79%	59	75
Opportunity to view/ experience local arts, culture, and history	4%	3	29%	22	68%	52	77
Opportunity to experience farms or farm products (including wine)	11%	7	36%	24	53%	35	66
High quality local cuisine/restaurants	10%	9	22%	19	68%	59	87
Area offers a wide variety of activities for my entire family	4%	3	34%	26	62%	48	77
Terrain/ geography/ climate is conducive to outdoor recreation activity	1%	1	9%	8	90%	80	89
Retail shopping	13%	8	40%	25	47%	29	62
Scenic beauty	0%	0	4%	4	96%	92	96

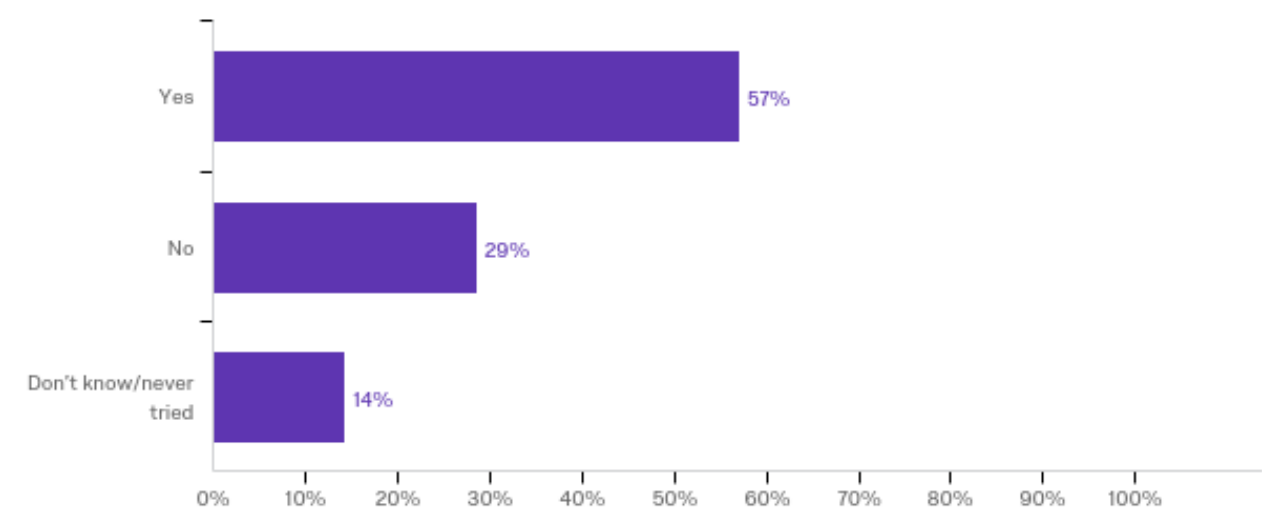


Q2.2 - How likely or unlikely are you to visit the Rogue Valley again in the future? (n=98)



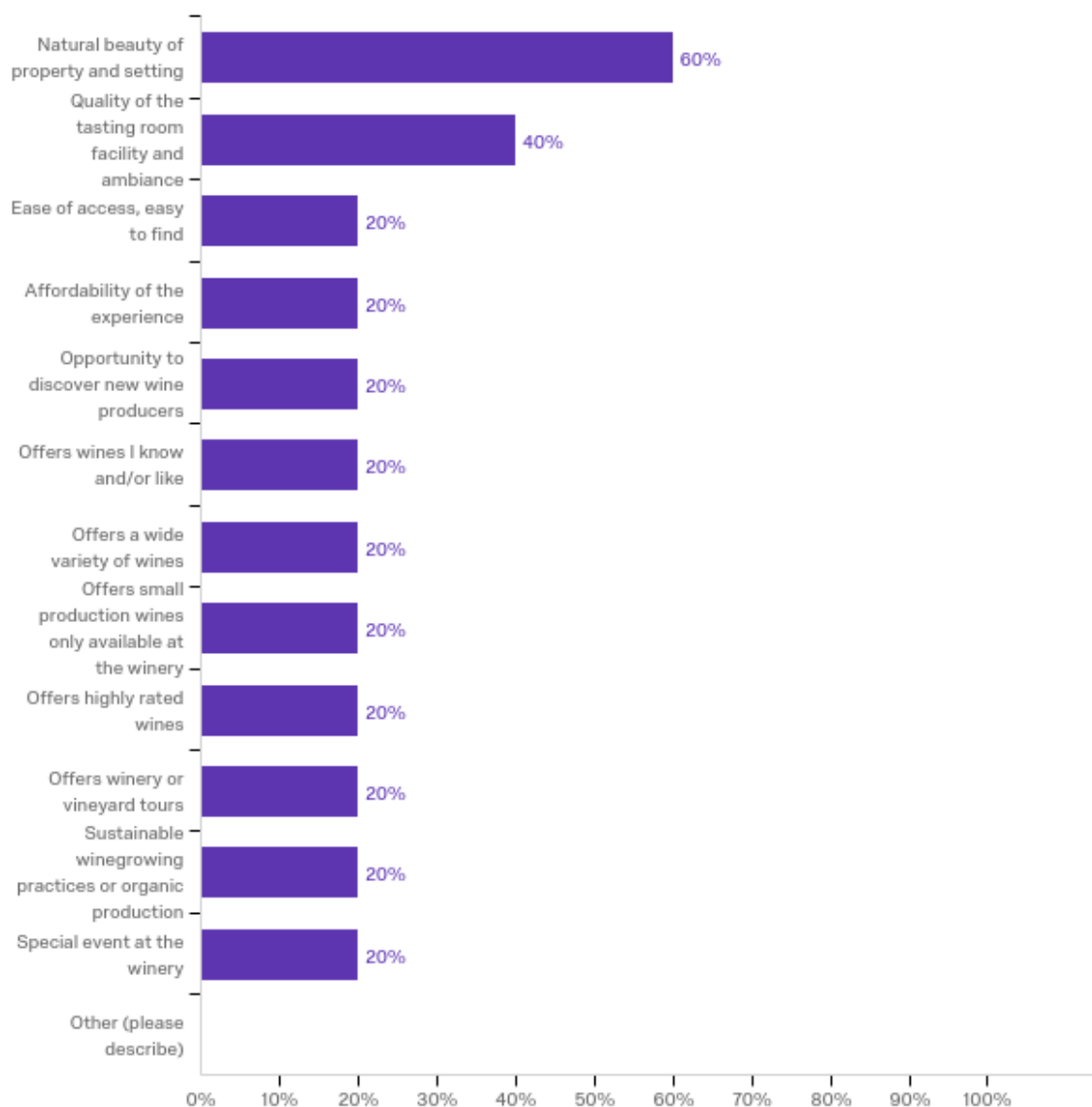
Answer	Count
Very likely	67
Likely	27
Neither likely nor unlikely	2
Unlikely	1
Very unlikely	1
Total	98

QC2.1.1 - Do you enjoy visiting wineries and tasting rooms? (n=7)



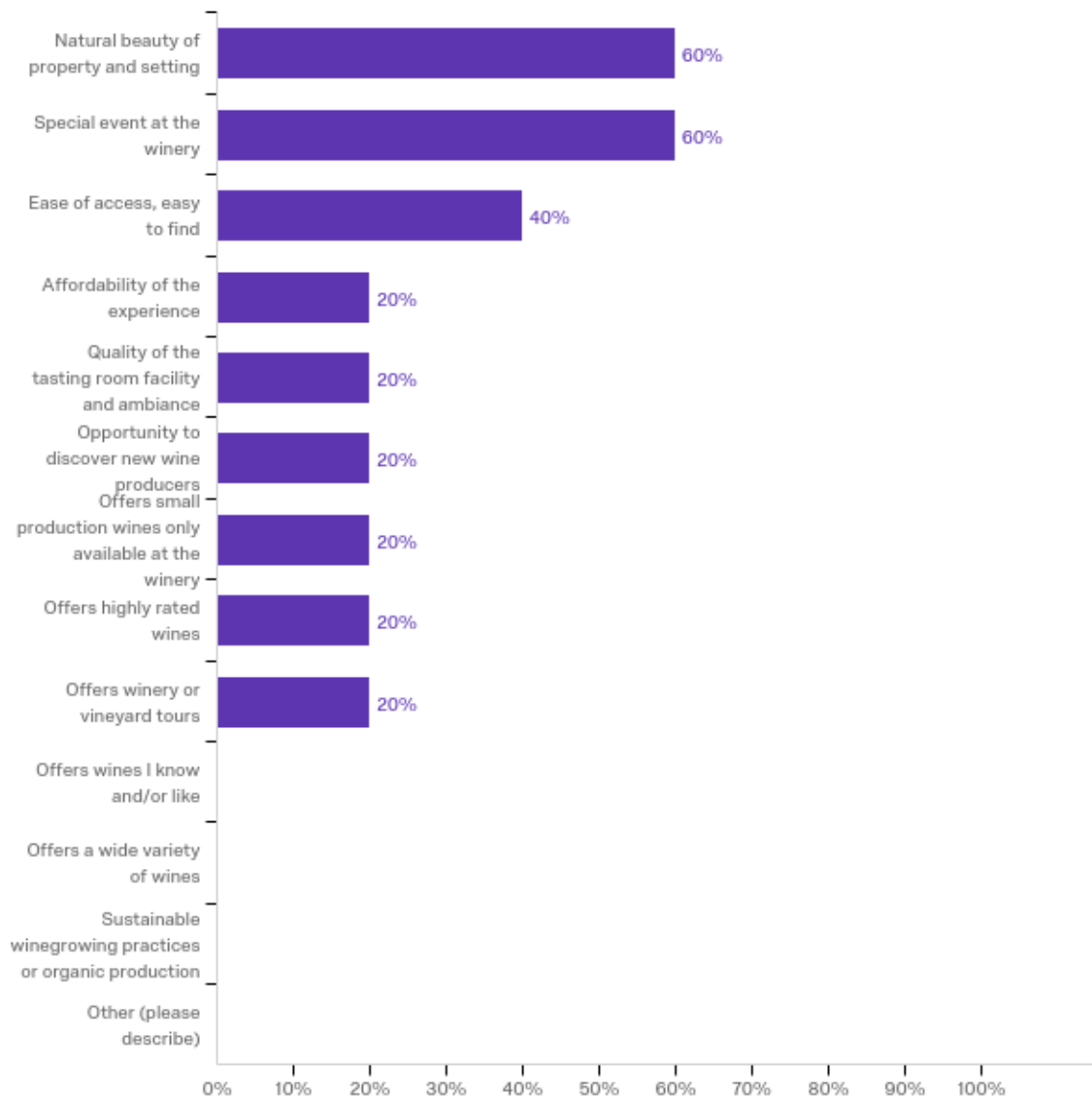
Answer	Count
Yes	4
No	2
Don't know/never tried	1
Total	7

QC2.1.2 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=5)



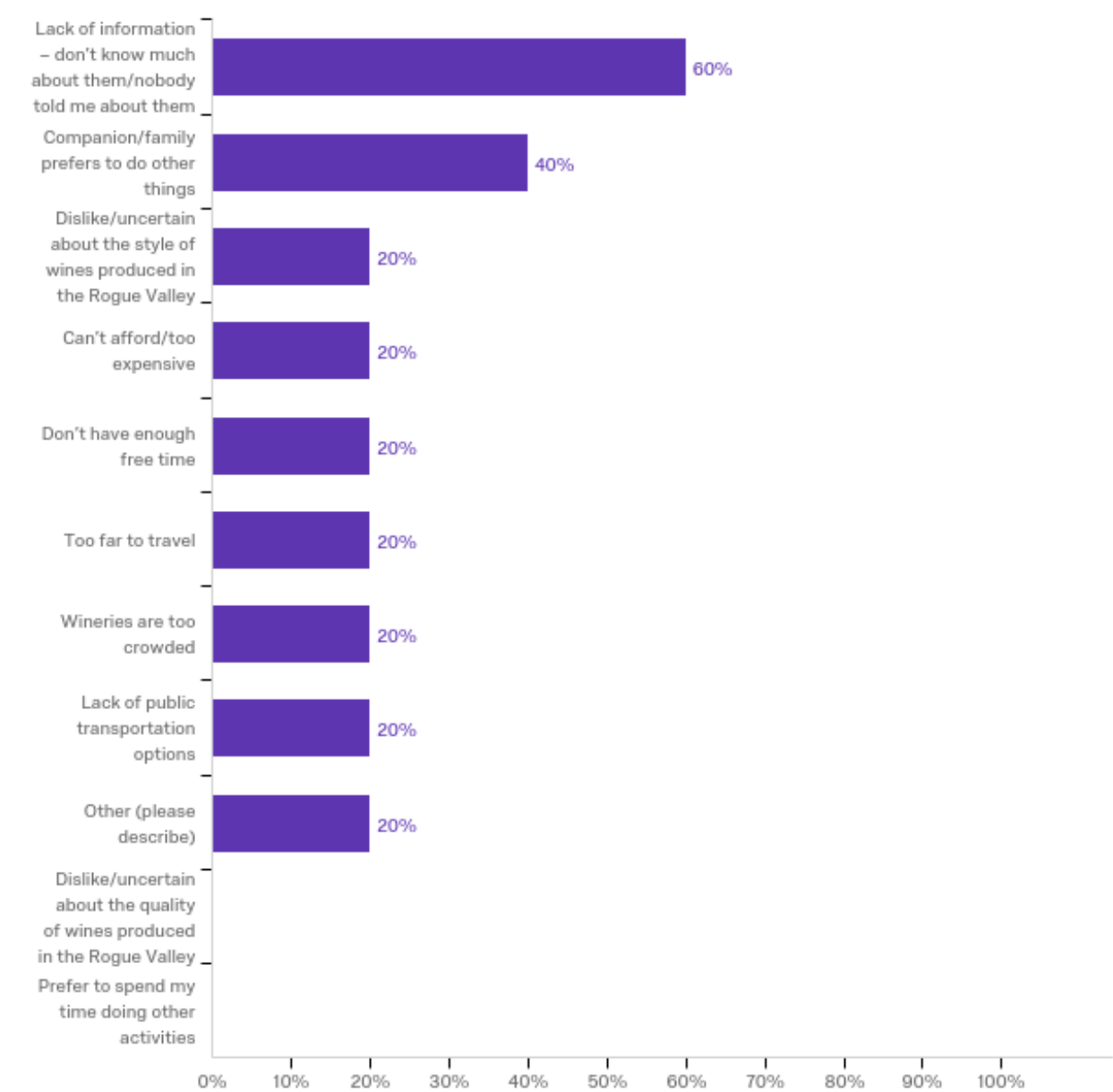
Answer	Count
Natural beauty of property and setting	3
Quality of the tasting room facility and ambiance	2
Ease of access, easy to find	1
Opportunity to discover new wine producers	1
Offers wines I know and/or like	1
Offers small production wines only available at the winery	1
Offers highly rated wines	1
Offers winery or vineyard tours	1
Sustainable winegrowing practices or organic production	1
Special event at the winery	1
Affordability of the experience	1
Offers a wide variety of wines	1
Other (please describe)	0

QC2.1.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=5)



Answer	Count
Special event at the winery	3
Natural beauty of property and setting	3
Ease of access, easy to find	2
Opportunity to discover new wine producers	1
Quality of the tasting room facility and ambiance	1
Offers small production wines only available at the winery	1
Offers highly rated wines	1
Offers winery or vineyard tours	1
Affordability of the experience	1
Offers wines I know and/or like	0
Sustainable winegrowing practices or organic production	0
Other (please describe)	0
Offers a wide variety of wines	0

QC2.1.4 - What factors have prevented you from visiting a winery in the Rogue Valley? Select all that apply. (n=5)



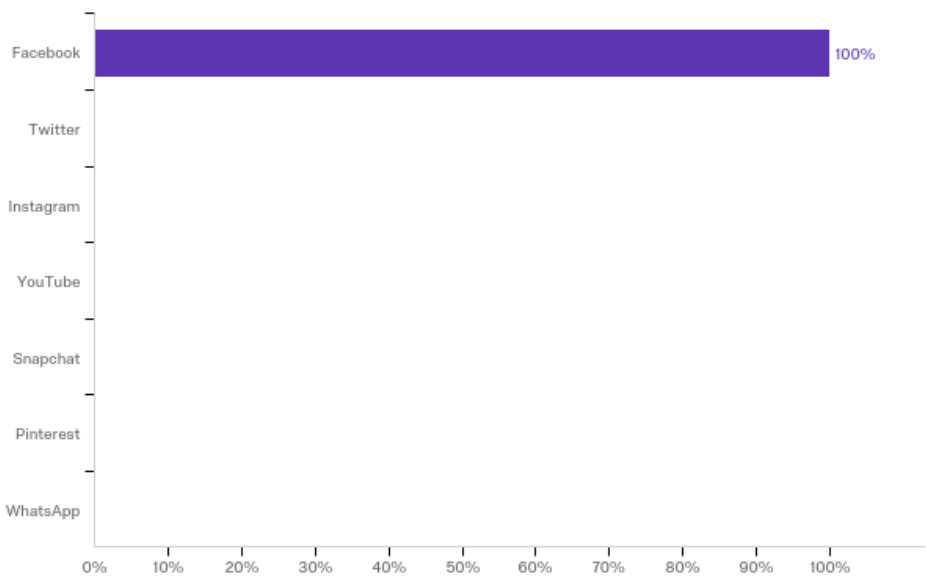
Answer	Count
Lack of information – don't know much about them/nobody told me about them	3
Companion/family prefers to do other things	2
Dislike/uncertain about the style of wines produced in the Rogue Valley	1
Lack of public transportation options	1
Can't afford/too expensive	1
Wineries are too crowded	1
Too far to travel	1
Other (please describe)	1
Don't have enough free time	1
Dislike/uncertain about the quality of wines produced in the Rogue Valley	0
Prefer to spend my time doing other activities	0

QC2.1.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit? Select all that apply. (n=5)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	60%	3
Restaurant, wine store, or retailer referral	40%	2
Social Media (e.g. Facebook, Instagram, etc.)	40%	2
Concierge or other hotel/B&B staff	40%	2
Online travel agency (e.g. Expedia, Priceline)	20%	1
Other travel-related website	20%	1
Website(s) of an individual winery or wineries	20%	1
Road signs or billboards	20%	1
Magazine/newspaper (not wine-specific)	20%	1
Other (please specify)	20%	1
Recommendation from a local restaurant	20%	1
Websites of winery associations	20%	1
Free travel guidebook/brochure/map	20%	1
Visitors/welcome center	0%	0
Traditional travel agency	0%	0
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	0%	0
Mapping website (e.g. Google Maps)	0%	0
Commercial travel guidebook (e.g. Lonely Planet)	0%	0
Reviews website (e.g. Yelp, TripAdvisor)	0%	0

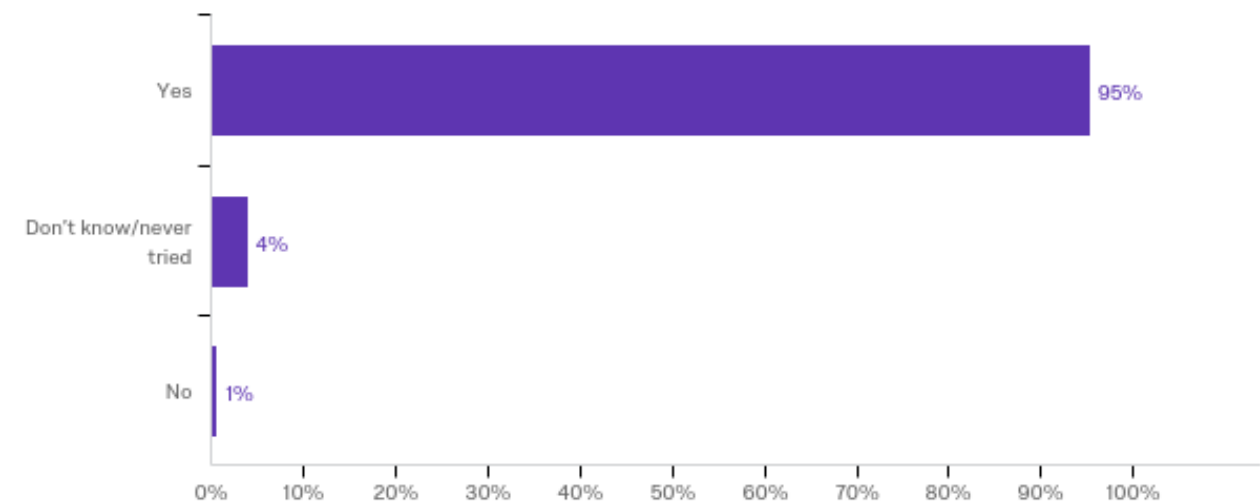
QC2.1.5b - Which social media platform? (n=2)

Answer	Count
Facebook	2
Twitter	0
Instagram	0
YouTube	0
Snapchat	0
Pinterest	0
WhatsApp	0



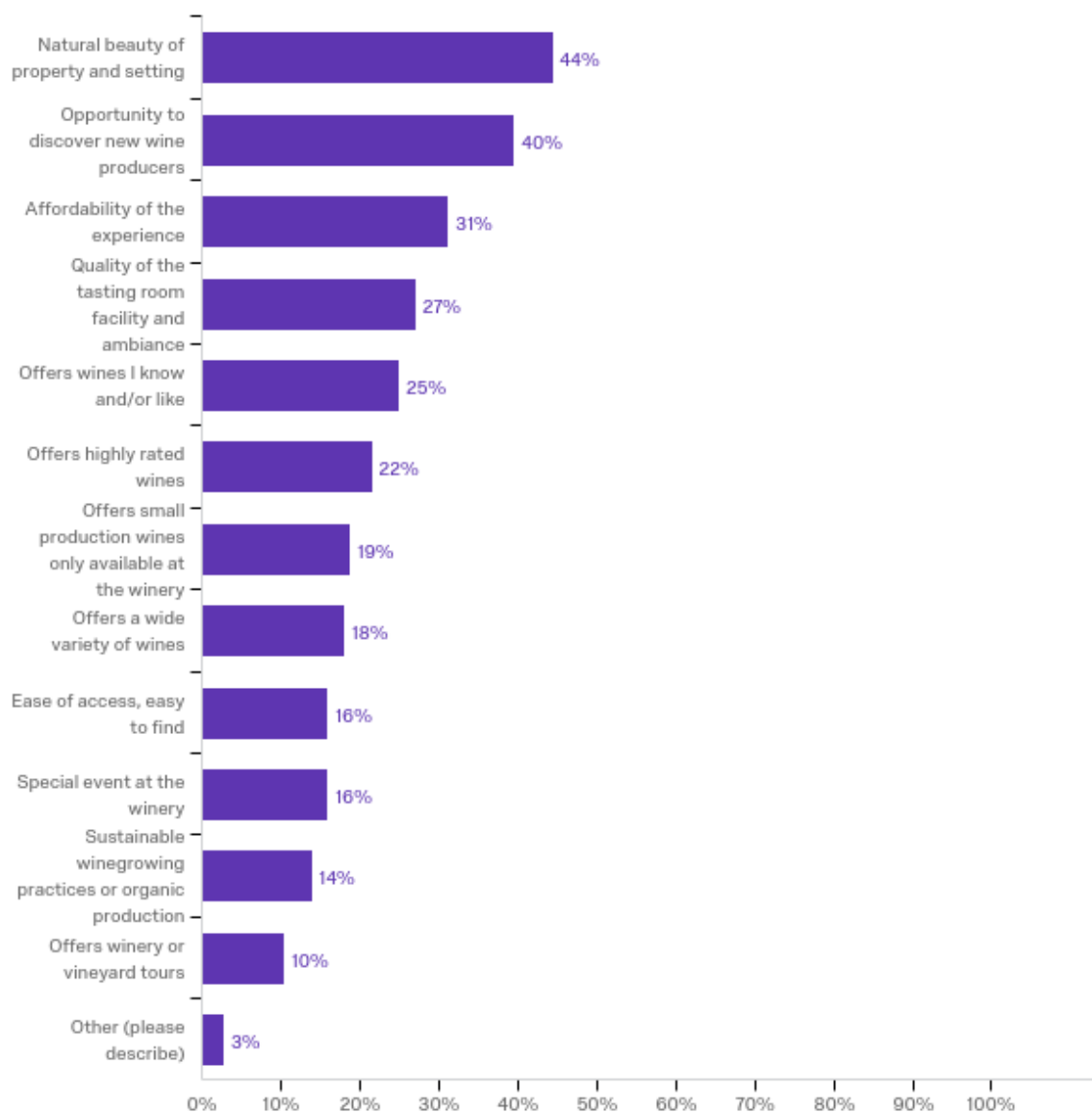
# Barriers to Visiting (Non-Visitors/D)

QD1.1 - Do you enjoy visiting wineries and tasting rooms? (n=151)



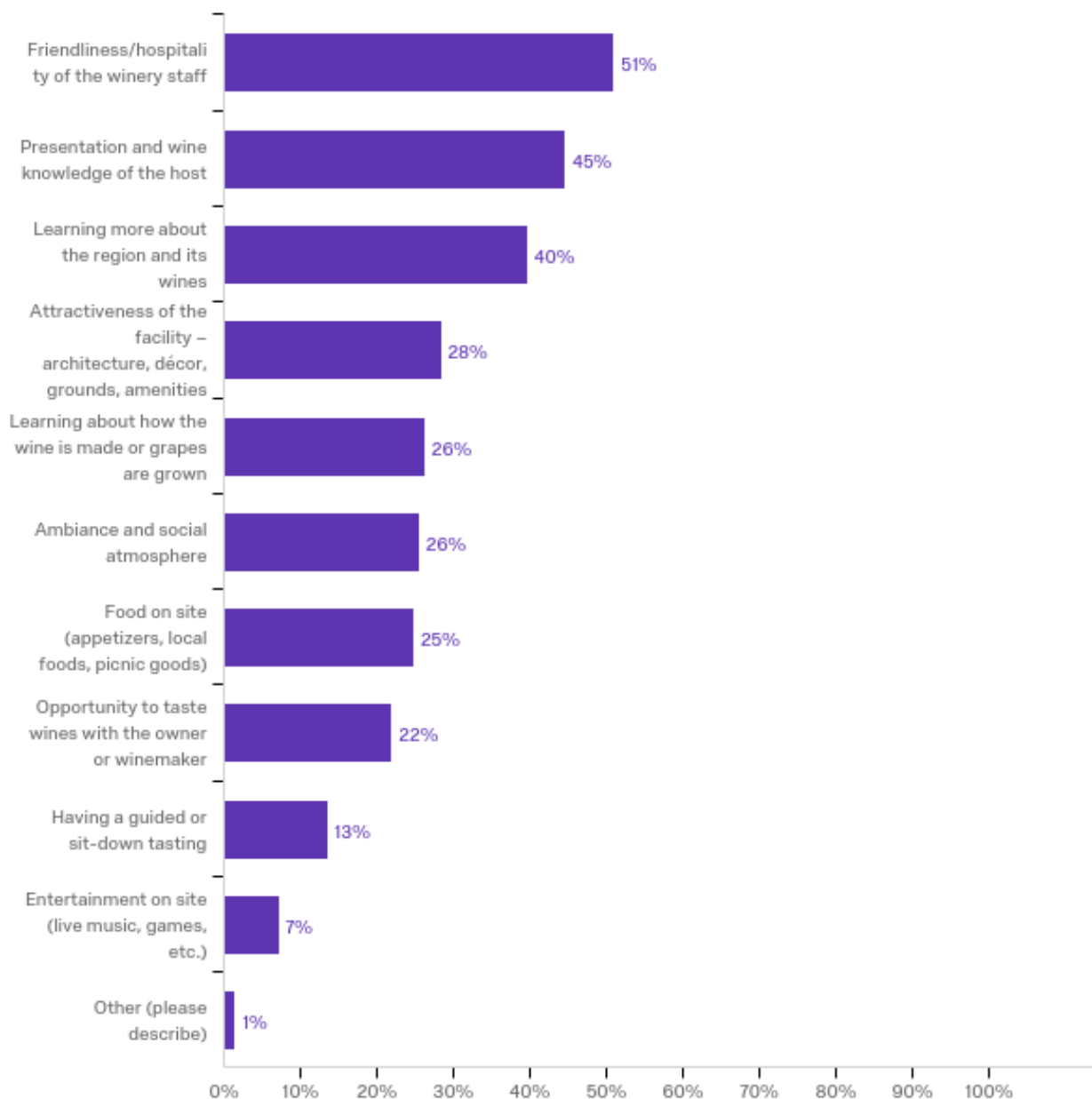
Answer	Count
Yes	144
Don't know/never tried	6
No	1
Total	151

QD1.2 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (n=144)



Answer	Count
Natural beauty of property and setting	64
Opportunity to discover new wine producers	57
Affordability of the experience	45
Quality of the tasting room facility and ambiance	39
Offers wines I know and/or like	36
Offers highly rated wines	31
Offers small production wines only available at the winery	27
Offers a wide variety of wines	26
Special event at the winery	23
Ease of access, easy to find	23
Sustainable winegrowing practices or organic production	20
Offers winery or vineyard tours	15
Other (please describe)	4

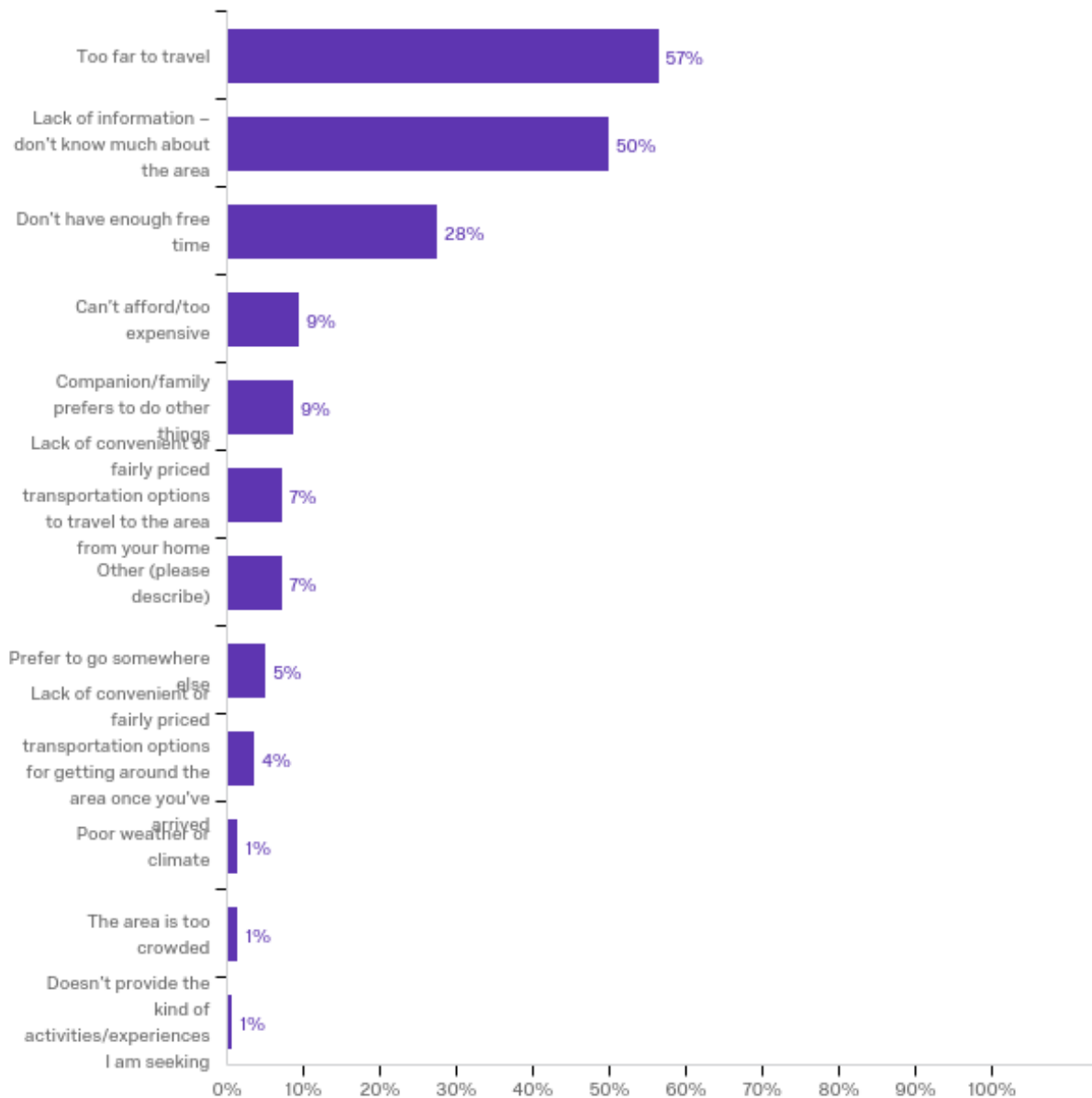
QD1.3 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (n=141)



Answer	Count
Friendliness/hospitality of the winery staff	72
Presentation and wine knowledge of the host	63
Learning more about the region and its wines	56
Attractiveness of the facility – architecture, décor, grounds, amenities	40
Learning about how the wine is made or grapes are grown	37
Ambiance and social atmosphere	36
Food on site (appetizers, local foods, picnic goods)	35
Opportunity to taste wines with the owner or winemaker	31
Having a guided or sit-down tasting	19
Entertainment on site (live music, games, etc.)	10
Other (please describe)	2



QD1.4 - What factors have prevented you from visiting the Rogue Valley? Select all that apply. (n=138)



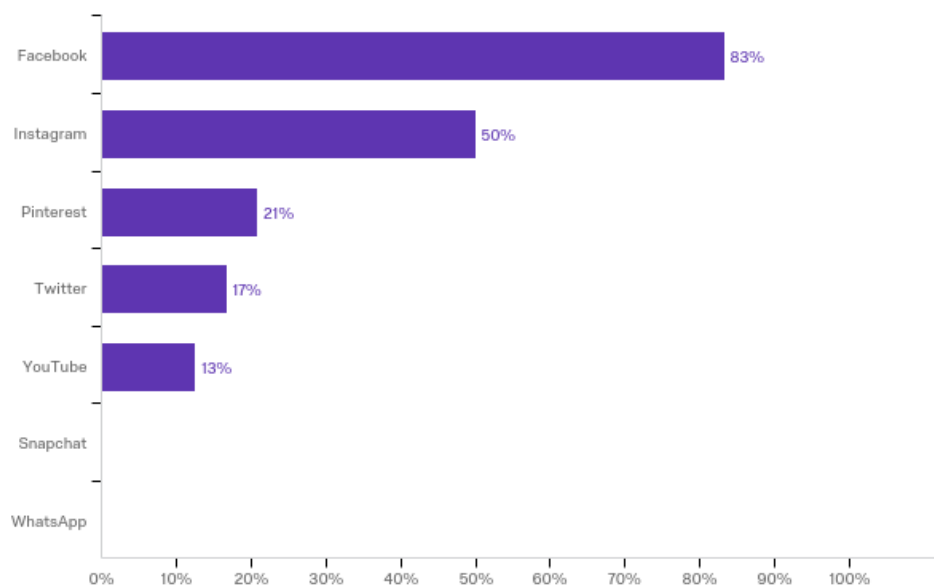
Answer	Count
Too far to travel	78
Lack of information – don't know much about the area	69
Don't have enough free time	38
Can't afford/too expensive	13
Companion/family prefers to do other things	12
Other (please describe)	10
Lack of convenient or fairly priced transportation options to travel to the area from your home	10
Prefer to go somewhere else	7
Lack of convenient or fairly priced transportation options for getting around the area once you've arrived	5
The area is too crowded	2
Poor weather or climate	2
Doesn't provide the kind of activities/experiences I am seeking	1

QD1.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit?  
Select all that apply. (n=143)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	63%	90
Website(s) of an individual winery or wineries	37%	53
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	33%	47
Free travel guidebook/brochure/map	29%	42
Websites of winery associations	24%	34
Reviews website (e.g. Yelp, TripAdvisor)	20%	29
Restaurant, wine store, or retailer referral	20%	29
Mapping website (e.g. Google Maps)	17%	25
Social Media (e.g. Facebook, Instagram, etc.)	17%	24
Magazine/newspaper (not wine-specific)	17%	24
Road signs or billboards	17%	24
Recommendation from a local restaurant	17%	24
Visitors/welcome center	13%	18
Commercial travel guidebook (e.g. Lonely Planet)	10%	14
Concierge or other hotel/B&B staff	9%	13
Other travel-related website	9%	13
Other (please specify)	8%	12
Traditional travel agency	1%	2
Online travel agency (e.g. Expedia, Priceline)	1%	1

QD1.5b - Which social media platform? (n=24)

Answer	Count
Facebook	20
Instagram	12
Pinterest	5
Twitter	4
YouTube	3
Snapchat	0
WhatsApp	0
Total	44



QD1.6 - How important or unimportant are the following factors in your decisions about places to visit/trips to take?

Question	Not important		Neither Unimportant nor Important		Important		Total
A place to relax and unwind	3%	4	18%	25	79%	111	140
Ease of traveling to the area from your home/starting point	6%	9	30%	42	63%	88	139
Affordability	5%	7	24%	34	71%	101	142
Quality of accommodations	1%	2	27%	39	71%	101	142
Ease of finding of accommodations	4%	6	35%	48	61%	85	139
Opportunity to attend a festival or special event	23%	32	51%	71	25%	35	138
Opportunity to view/ experience local arts, culture, and history	10%	14	42%	57	48%	66	137
Opportunity to visit parks, wilderness, and natural wonders	12%	16	40%	54	49%	66	136
Opportunity to experience farms or farm products (excluding wine)	30%	40	49%	65	22%	29	134
Opportunity to experience the area's wineries and wine culture	5%	7	25%	35	70%	97	139
High quality local cuisine/restaurants	8%	11	35%	47	57%	78	136
Area offers a wide variety of activities for my entire family	31%	41	47%	62	22%	29	132
Terrain/ geography/ climate is conducive to outdoor recreation activity	14%	18	48%	64	38%	51	133
Retail shopping	41%	55	50%	67	8%	11	133
Scenic beauty	1%	1	16%	22	84%	118	141

## Other Wine Regions

Q3.1 - In general, how would you rate the quality of the wine from the following regions?

Question	One of the Best		Excellent		Good		Average		Poor quality		Undecided/Not familiar with the wines		Total
Rogue Valley	16%	704	43%	1858	23%	992	3%	131	0%	7	15%	638	4330
Umpqua Valley	7%	287	31%	1307	27%	1161	5%	200	0%	6	31%	1319	4280
Willamette Valley	19%	822	44%	1876	22%	949	4%	171	0%	6	11%	488	4312
Columbia Gorge	5%	219	27%	1163	29%	1255	6%	267	0%	16	31%	1338	4258
Walla Walla Valley	11%	455	25%	1077	17%	737	3%	136	0%	14	43%	1826	4245
Napa Valley	20%	845	41%	1749	21%	921	5%	230	0%	16	13%	544	4305
Paso Robles	7%	310	24%	1032	19%	798	5%	192	0%	9	45%	1905	4246

Q3.2 - In general, how would you rate the following regions as a leisure travel/vacation/getaway destination for wine tasting?

Question	One of the Best		Excellent		Good		Average		Poor quality		Undecided/Not familiar with the region		Total
Rogue Valley	18%	786	38%	1649	25%	1060	4%	180	0%	16	14%	620	4311
Umpqua Valley	6%	249	20%	861	30%	1281	10%	426	1%	63	32%	1369	4249
Willamette Valley	14%	581	37%	1595	28%	1197	5%	229	0%	17	16%	667	4286
Columbia Gorge	9%	364	28%	1184	25%	1072	6%	247	0%	17	32%	1364	4248
Walla Walla Valley	7%	293	18%	746	18%	776	6%	250	1%	23	50%	2129	4217
Napa Valley	20%	838	31%	1322	23%	973	7%	302	2%	67	18%	776	4278
Paso Robles	6%	240	17%	737	17%	728	6%	244	1%	34	53%	2252	4235

Q3.3 - What attributes would you associate with each of these three region's wines? Select all that apply, or select "I don't know enough about this region to select attributes" and move on to the next question.

Question	Rogue Valley		Willamette Valley		Walla Walla Valley		Total
I don't know enough about this region to select attributes	10%	365	26%	947	64%	2323	3635
Produces a wide variety of wines	52%	2933	31%	1754	17%	931	5618
Many small artisanal producers	50%	2808	33%	1821	17%	953	5582
Sustainable, organic, or ecologically beneficial growing practices	51%	2082	35%	1439	14%	560	4081
A reliable choice, even if you aren't familiar with the specific winery	45%	2339	39%	2044	16%	809	5192
Prestigious or highly regarded by knowledgeable wine consumers	36%	1516	49%	2079	15%	649	4244
Different from other regions, a distinct style	49%	1903	33%	1268	18%	698	3869
The wines are good value for the money	57%	2728	27%	1295	16%	793	4816

Q3.4 - How strongly do you associate each of the following varieties with the Rogue Valley?

Question	Not at all associated		Somewhat associated		Strongly associated		Total
Pinot Noir	11%	354	40%	1293	49%	1582	3229
Chardonnay	16%	443	55%	1564	30%	846	2853
Riesling	31%	767	50%	1266	19%	479	2512
Pinot Gris or Pinot Grigio	13%	372	49%	1391	38%	1097	2860
Cabernet Sauvignon	10%	299	43%	1306	47%	1419	3024
Tempranillo	5%	150	25%	779	70%	2177	3106
Syrah	5%	153	36%	1086	59%	1796	3035
Red Blends	2%	76	28%	914	70%	2262	3252
Viognier	6%	184	37%	1082	56%	1640	2906
Sparkling	47%	1077	46%	1064	7%	159	2300
Gewurztraminer	43%	992	45%	1037	12%	269	2298
Zinfandel	29%	759	48%	1260	24%	630	2649

Q3.6 - How frequently do you drink wines from the following wine-growing areas? Please choose the frequency that most closely describes you.

Question	Weekly		Monthly		Every 2-3 months		Less often		Never or never heard of		Total
Oregon (all regions)	50%	1959	31%	1202	11%	446	7%	262	1%	20	3889
Washington (all regions)	12%	446	26%	991	22%	846	33%	1253	7%	280	3816
Willamette Valley	15%	564	27%	1021	25%	964	28%	1069	5%	203	3821
Rogue Valley	32%	1220	24%	933	15%	574	22%	867	7%	269	3863
Umpqua Valley	8%	319	15%	569	23%	861	39%	1484	15%	552	3785
Columbia Gorge	5%	196	15%	579	22%	819	43%	1628	14%	545	3767
Walla Walla Valley	3%	125	12%	459	18%	659	45%	1675	22%	845	3763
Napa Valley	7%	282	19%	744	23%	863	43%	1645	8%	294	3828
Sonoma County	7%	259	19%	735	22%	830	43%	1634	9%	336	3794