

# Sisters Visitor Opportunities Study

## Survey Results

**ECONorthwest**

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# Survey Summary

# Survey Dates

Survey Opened  
**August 12, 2021**

Survey Closed  
**September 8, 2021**

Survey Intercepts Conducted  
**Fri, August 13 – Mon, August 16, 2021**

- Intercept sites included:
  - **Local restaurants and shops** (Three Creeks Brewery, Sisters Coffee, Sisters Bakery)
  - **Trails, trailheads and rec sites** (Peterson Ridge, Wychus Creek, Three Creek Lake, Suttle Lake)
  - **Black Butte Ranch and Camp Sherman**
- Online distribution via email lists and social media:
  - Creekside Campground, Sisters Folk, Quilt Festival, others

# Survey Card



## SISTERS AREA VISITOR STUDY

Thank you for visiting the Sisters area!  
The community of Sisters and its regional stakeholders would like to learn more about your experience as a visitor.

**Please scan this QR code—or visit the link below—to take our 10-minute survey to provide feedback about your trip.**

Your responses will help the community of Sisters improve the visitor experience, plus you can enter to win an overnight stay at the GrandStay Hotel in Sisters and other awesome gift cards!



Please take this survey by September 6, 2021  
<https://www.surveymonkey.com/r/YXGOOY7>

This survey is being conducted by ECONorthwest on behalf of Crosscurrent Collective and the Sisters Destination Management project team that includes:

City of Sisters

Sisters Chamber of Commerce

Sisters Country Economic Development

Central Oregon Visitors Association

U.S. Forest Service



Please take this survey by September 6, 2021  
<https://www.surveymonkey.com/r/YXGOOY7>



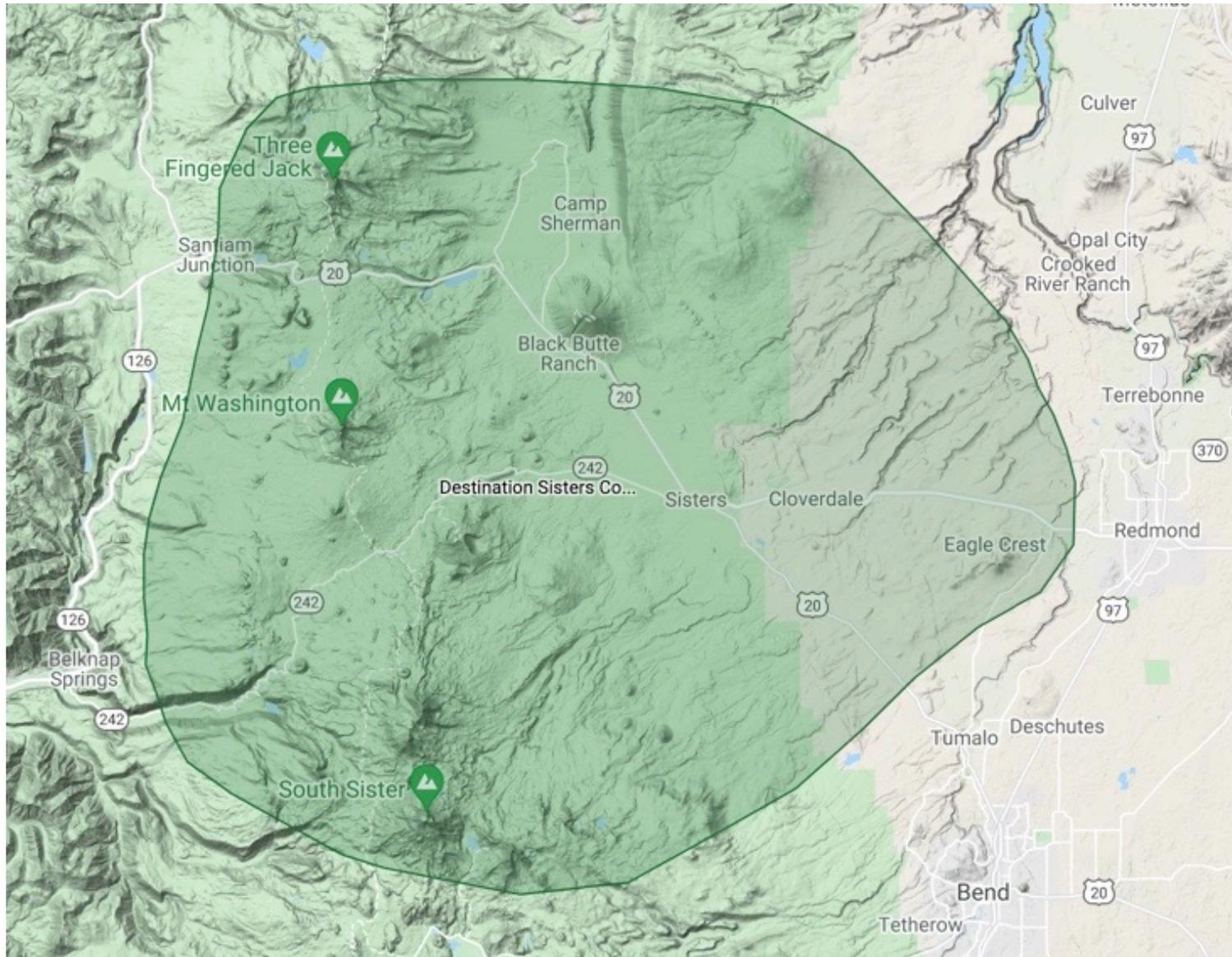
## **Sisters Visitor Opportunities Study**

### Trip Overview

1. Are you:

- A permanent resident of the Sisters area (Sisters, Black Butte, Camp Sherman)
- A temporary or seasonal resident of the Sisters area
- A visitor to the Sisters area

# “Sisters Area”



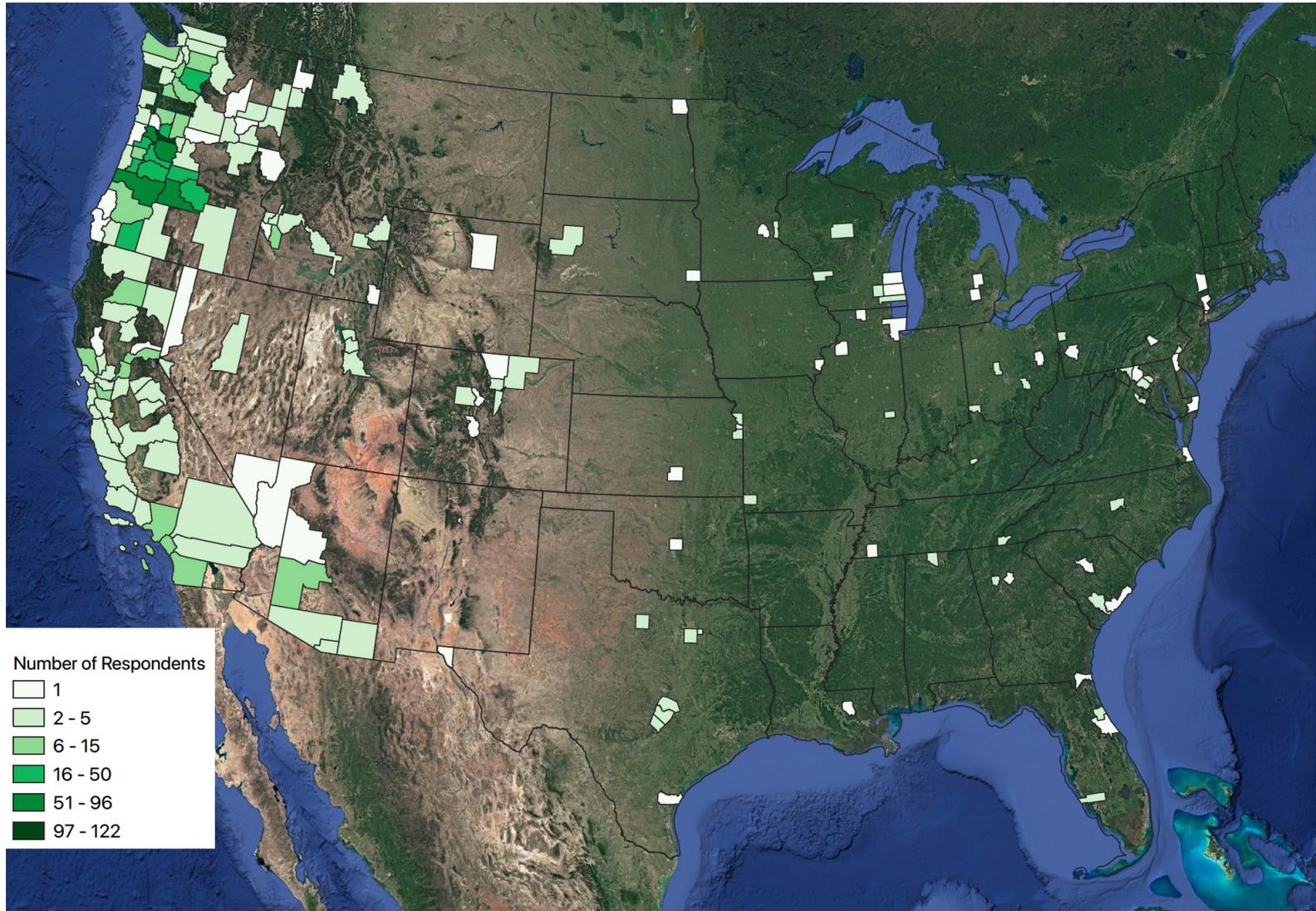
# Survey Response Rates

|                                   |              |
|-----------------------------------|--------------|
| <b>Total respondents:</b>         | <b>1,470</b> |
| ▪ <i>Total collected on-site:</i> | <i>259</i>   |
| ▪ <i>Total collected online:</i>  | <i>1,211</i> |
| ▪ <i>Incomplete surveys:</i>      | <i>(207)</i> |
| <b>Total completed surveys:</b>   | <b>1,263</b> |

## Notes and Caveats:

- Majority of respondents were from events (folk festival, quilt show) and Creekside CG.
- Survey includes visitors to Sisters within previous 3 years.
- Visitor characteristics and motivations for festival, event, and campground visitors are different. Results from both the on-site only and full surveys are presented here.

# Where Did Respondents Visit From?



# Survey Respondents by State/County

## Total Responses by State/Region

|                       |     |
|-----------------------|-----|
| Oregon:               | 721 |
| Washington:           | 171 |
| California:           | 140 |
| Other western states: | 90  |
| Midwest:              | 34  |
| South:                | 26  |
| East:                 | 24  |

## Top 5 counties:

- Multnomah County (122)
- Clackamas County (96)
- Deschutes County (80)
- Washington County (73)
- Lane County (58)



# Survey Results

# Key Findings: Overall Summary

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Visitors to Sisters are in general **highly satisfied** with their experience, but we find several key areas for improving visitor experience and encouraging repeat visits.

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**Visitor profile:** Visitors tend to be **older**, traveling **without children**, on **3-4 night destination vacations** staying **with friends/family** or **vacation rentals**.

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**Most popular activities:** **Restaurants, hiking, shopping, breweries, and visiting parks/natural areas** are the most popular activities.

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**Recreation sites:** **McKenzie Pass/Santiam Pass Scenic Byway, Suttle Lake/Scout Lake, Three Sisters Wilderness, Smith Rock, Black Butte** and **Metolius River** are the most popular recreation sites.

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**Most important factors for visiting:** **Scenic beauty, relaxation, and local dining** were rated most important factors to visitors when deciding whether or not to visit.

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**What visitors disliked:** **Traffic, lack of availability of restaurants and accommodations, and affordability** were among main complaints deterring people from visiting the area more.

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**What visitors liked:** **Restaurants/food, scenic beauty, events, and time spent with family** were most common positive feedback from visitors.

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**Future visits:** Most visitors are likely to return and would plan future visits of 3-5 nights. Not many are thinking of Sisters for a longer vacation (6+ nights).

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**Why would they choose not to return?** **Distance, cost** and **crowding** are among main reasons people would choose not to visit again.

# On-Site Respondents vs. All Respondents

*Note, we assume that on-site surveys provide a more accurate representation of the average visitor to Sisters compared to the online sample, which was heavily weighted towards event and campground visitors. The on-site sample includes visitors intercepted in-person, and those who picked up a survey card at a local business.*

*In the summary analyses that follow, we use the on-site subsample (n=212) to describe visitor characteristics and activity participation, and the full sample (n=1263) to describe visitor satisfaction, trip planning, and written feedback. Graphic results for both the on-site subsample and full sample are included for each quantitative survey question in this presentation.*



# Section I: Visitor Overview

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Visitors primarily stayed in **Sisters or Black Butte**

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Staying with **family and friends** is the most common type of accommodation.

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Only 27% of visitors stayed at a hotel, motel or resort.

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About 25% stayed at a private rental and 20% of visitors camped.

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Sisters was a **destination trip**, rather than a stopover on a trip to another destination for 56% of visitors.

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**Most travel by car or camper/RV**, but other travelers, such as bikers and PCT hikers, are common.

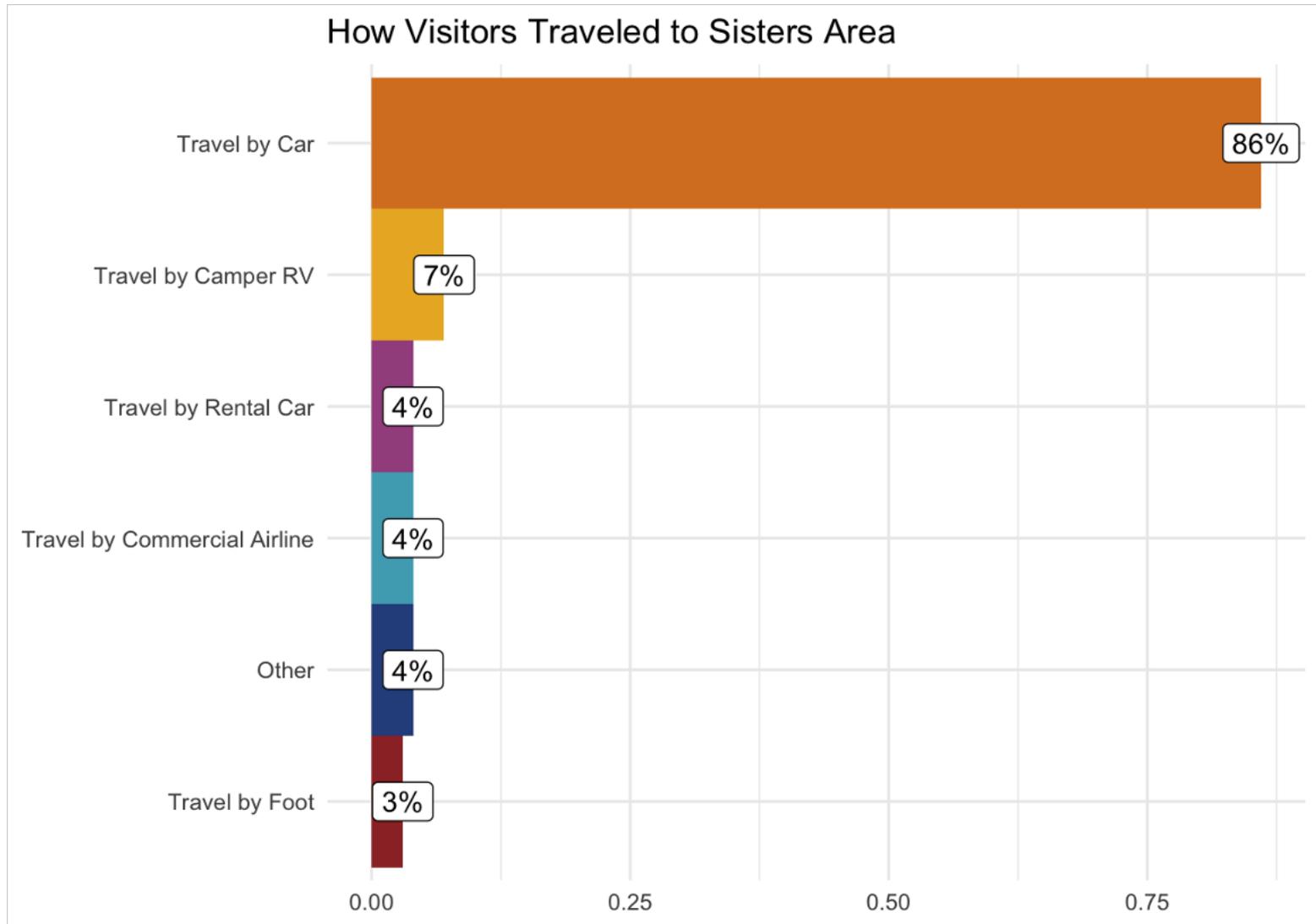
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Visitors **tend to be older**, traveling **without children**, on 3 to 4-night vacations.

# Visitor Overview

|                                               |            |
|-----------------------------------------------|------------|
| <b>Average Group Size</b>                     | <b>3.2</b> |
| Number of Adults                              | 2.6        |
| Number of Children                            | 0.6        |
| Percent of Visitors Traveling with Children   | 28%        |
| <b>Percent of Visitors on Overnight Trips</b> | <b>71%</b> |
| Average Length of Overnight Trips             | 3.8 nights |
| <b>Percent of Visitors on Day Trips</b>       | <b>29%</b> |
| Average Length of Day Trips                   | 4.6 hours  |

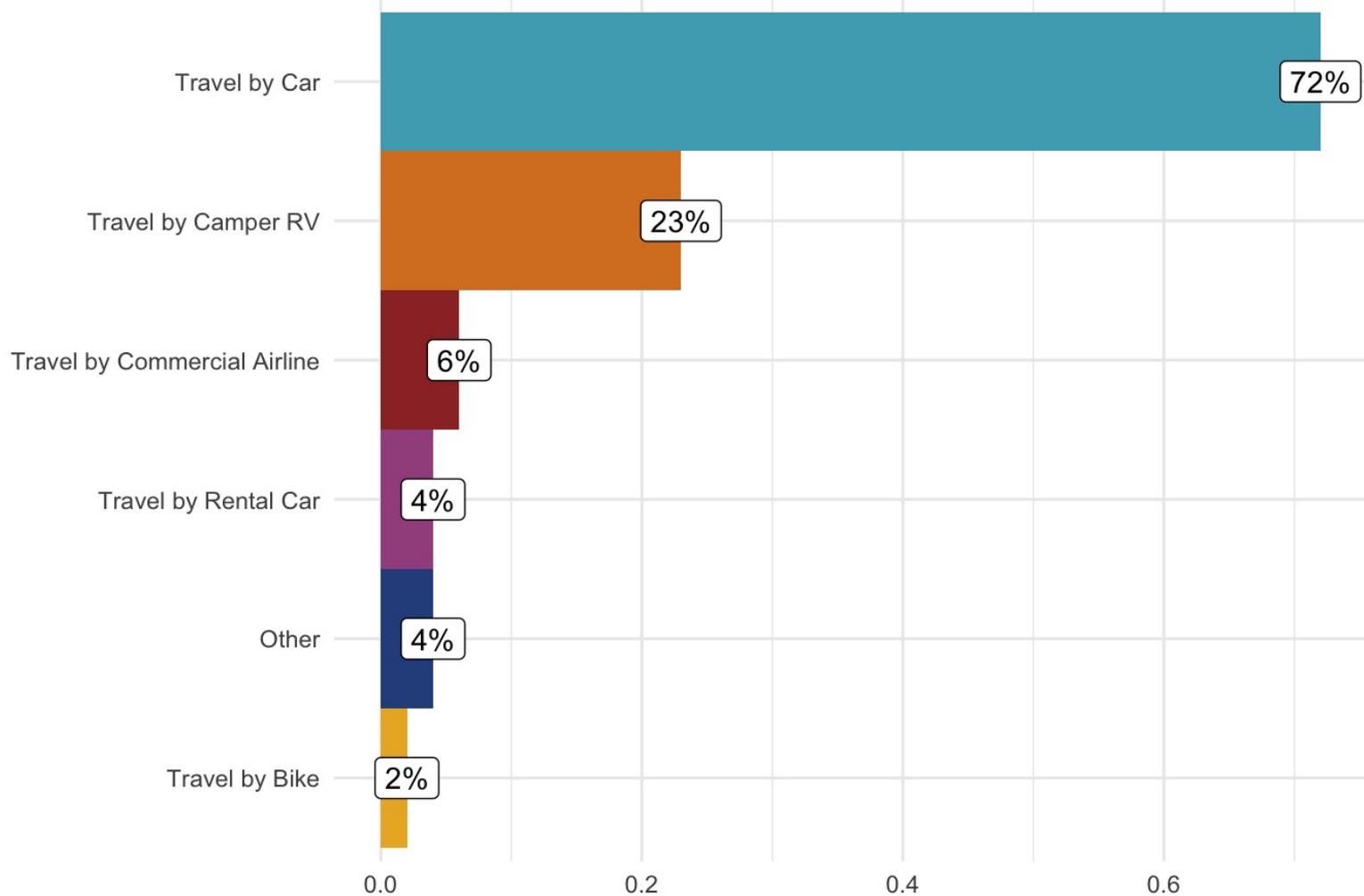
# Visitor Overview



On-site visitors only, n= 212

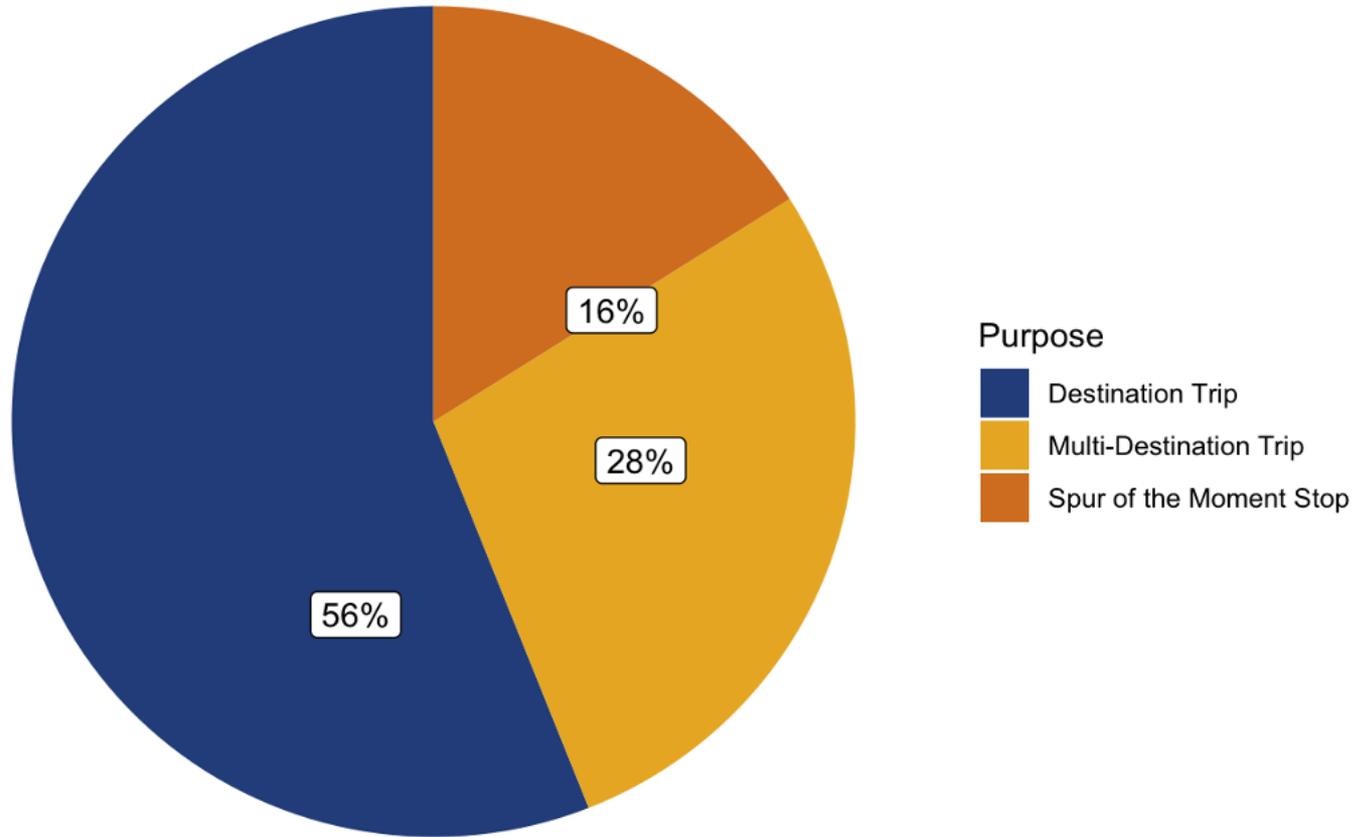
# Visitor Overview

## How Visitors Traveled to Sisters Area

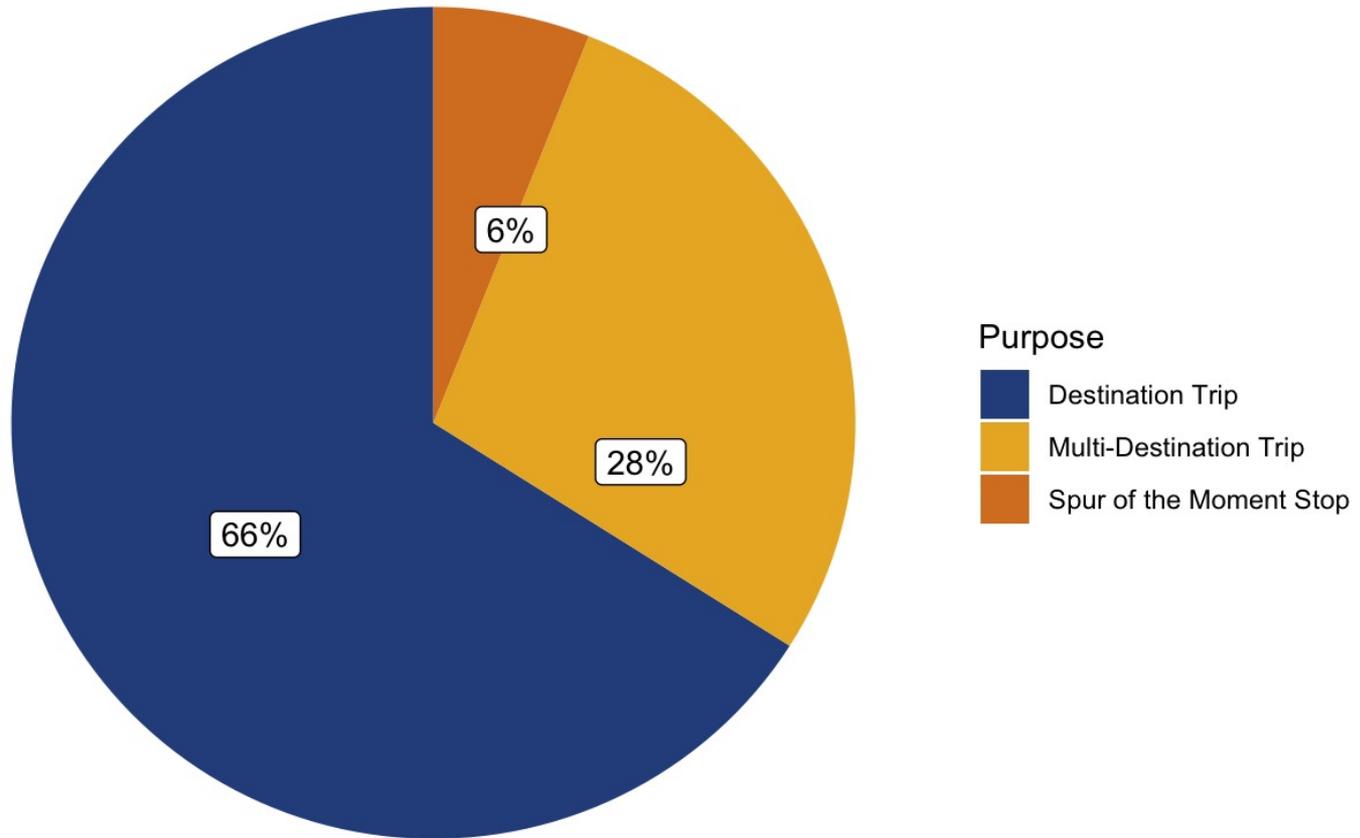


All visitors, n= 1263

Was Sisters a Destination Trip?

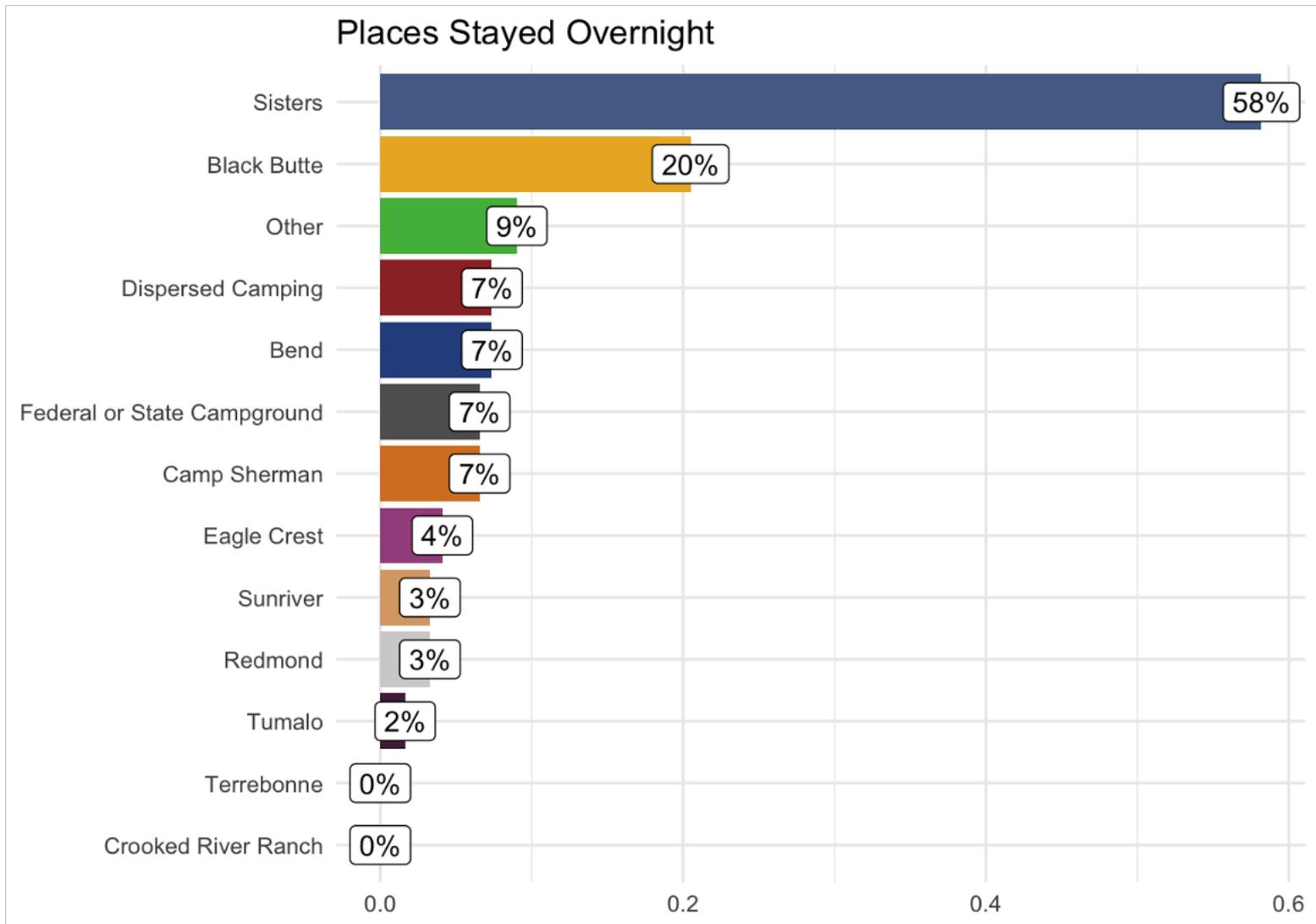


Was Sisters a Destination Trip?



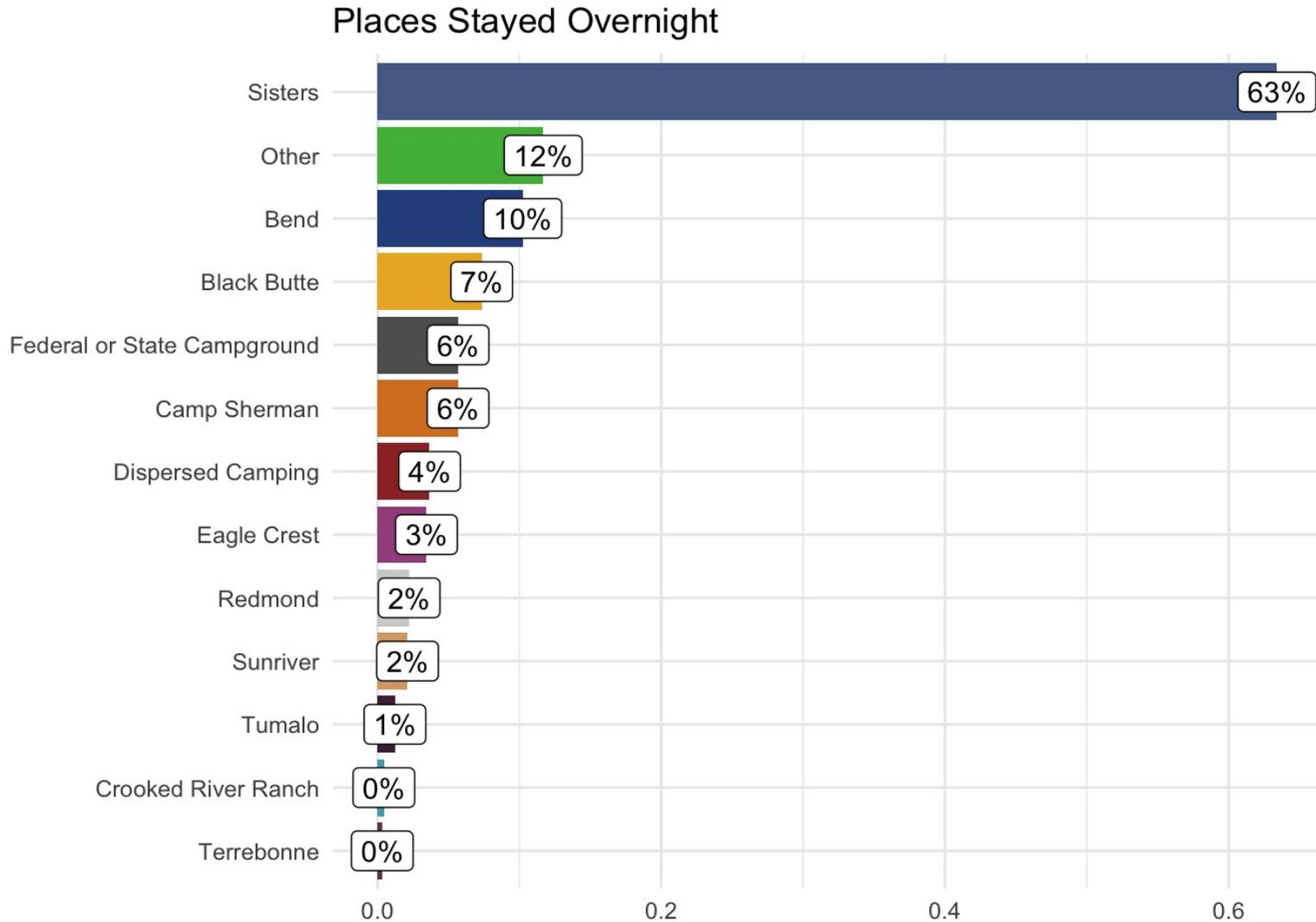
All visitors, n= 1263

# Visitor Overview



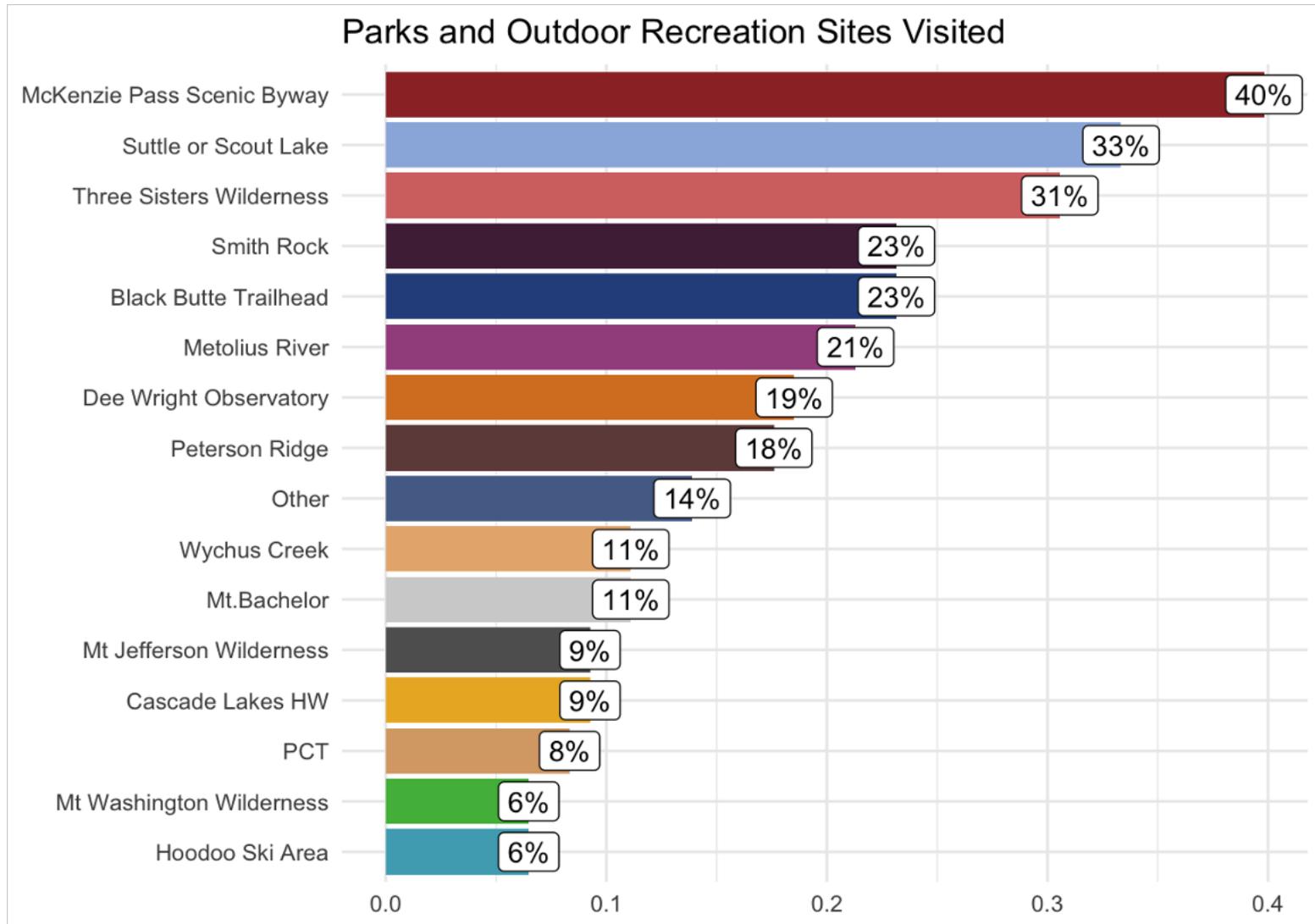
On-site visitors only, n= 212

# Visitor Overview



All visitors, n= 1263

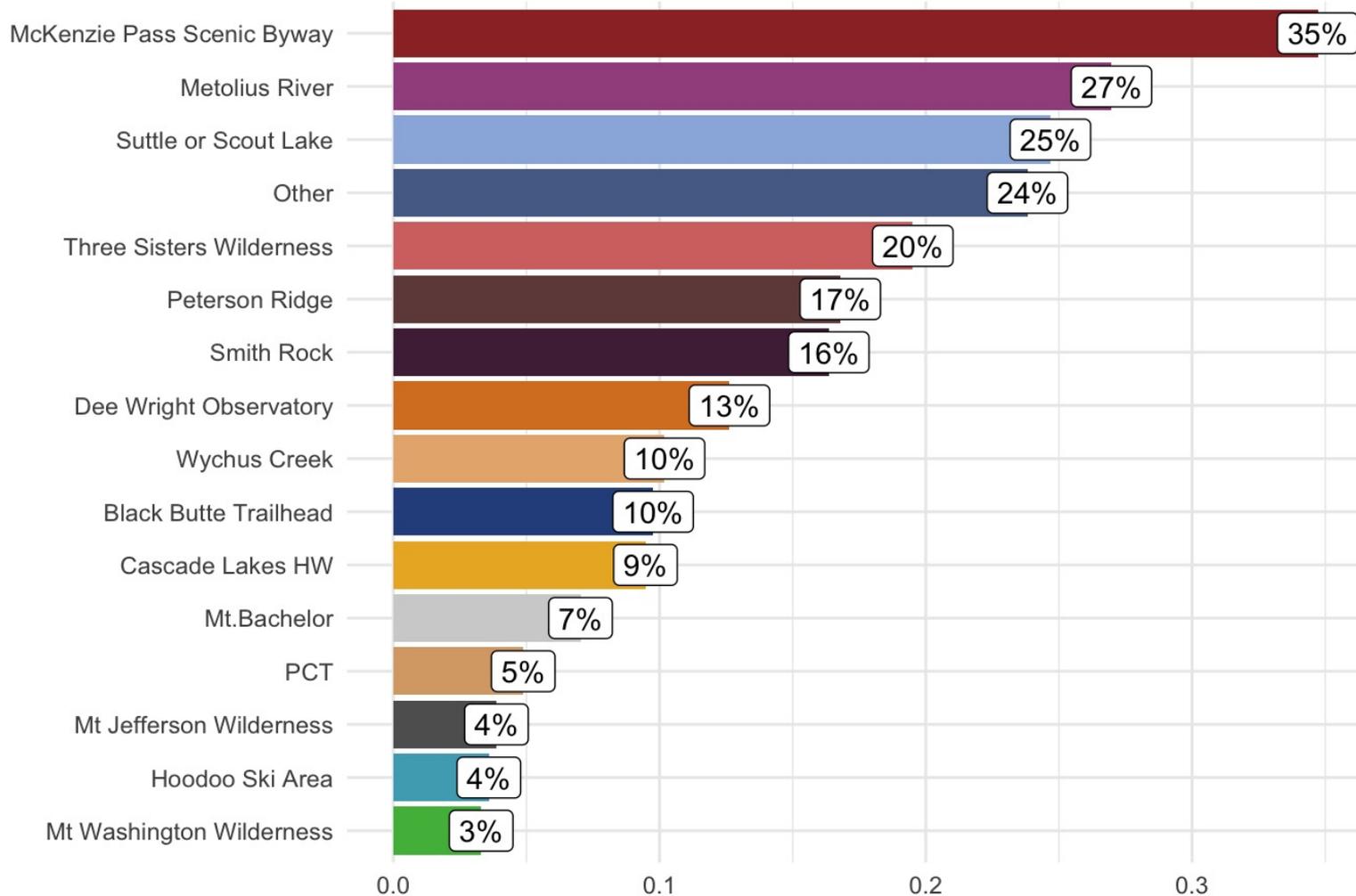
# Visitor Overview



On-site visitors only, n= 212

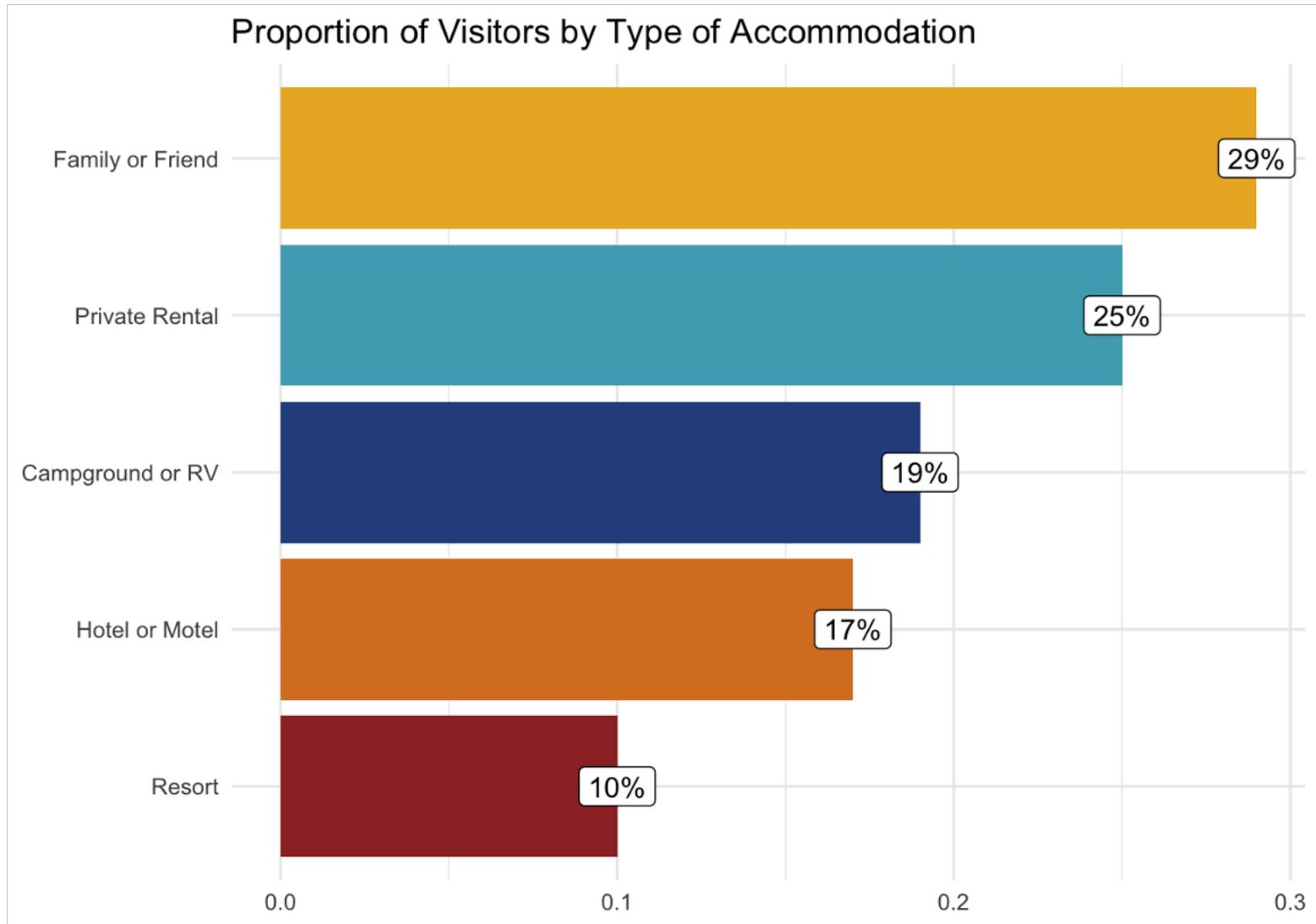
# Visitor Overview

## Parks and Outdoor Recreation Sites Visited



All visitors, n= 1263

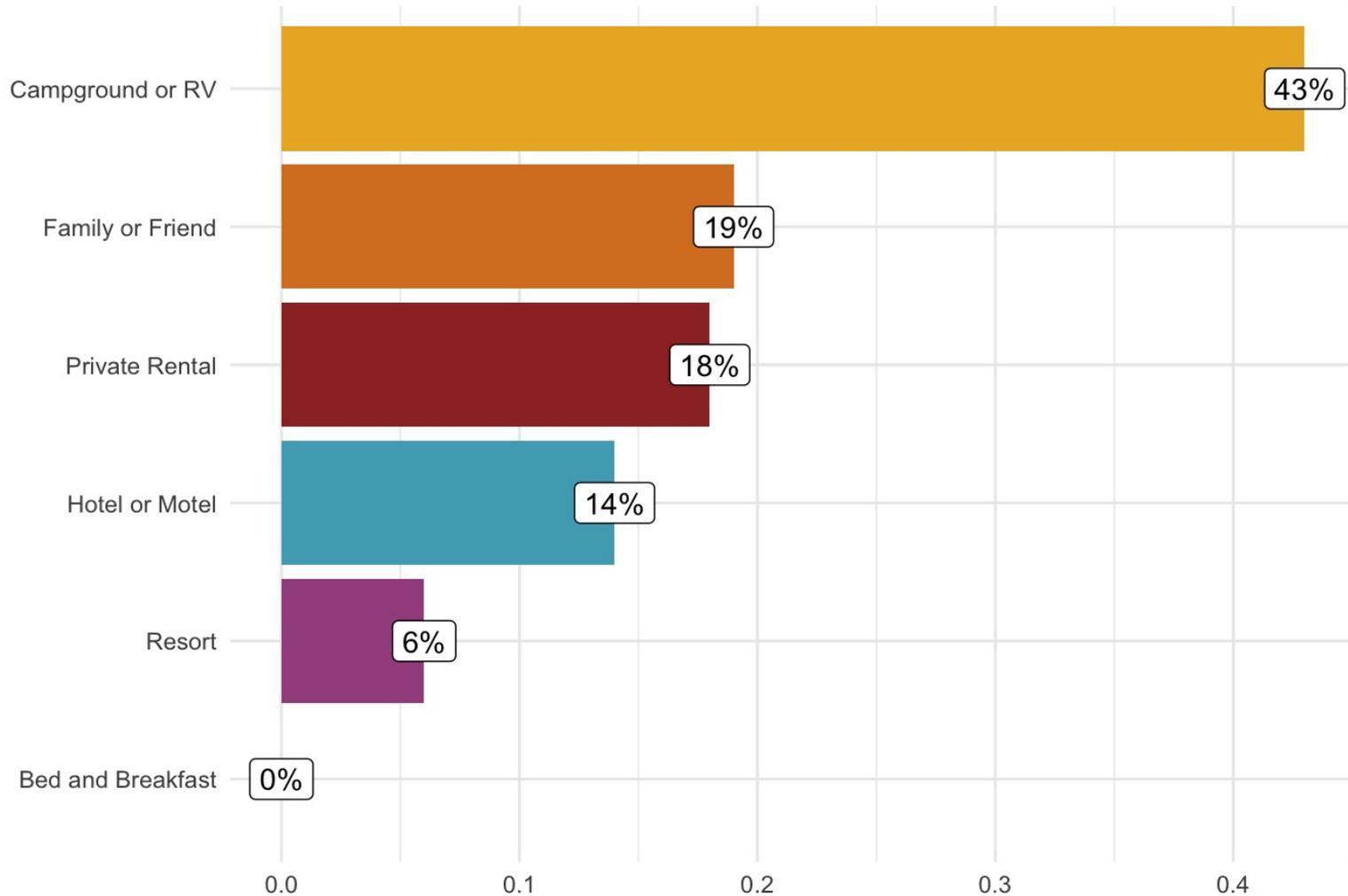
# Visitor Overview



On-site visitors only, n= 212

# Visitor Overview

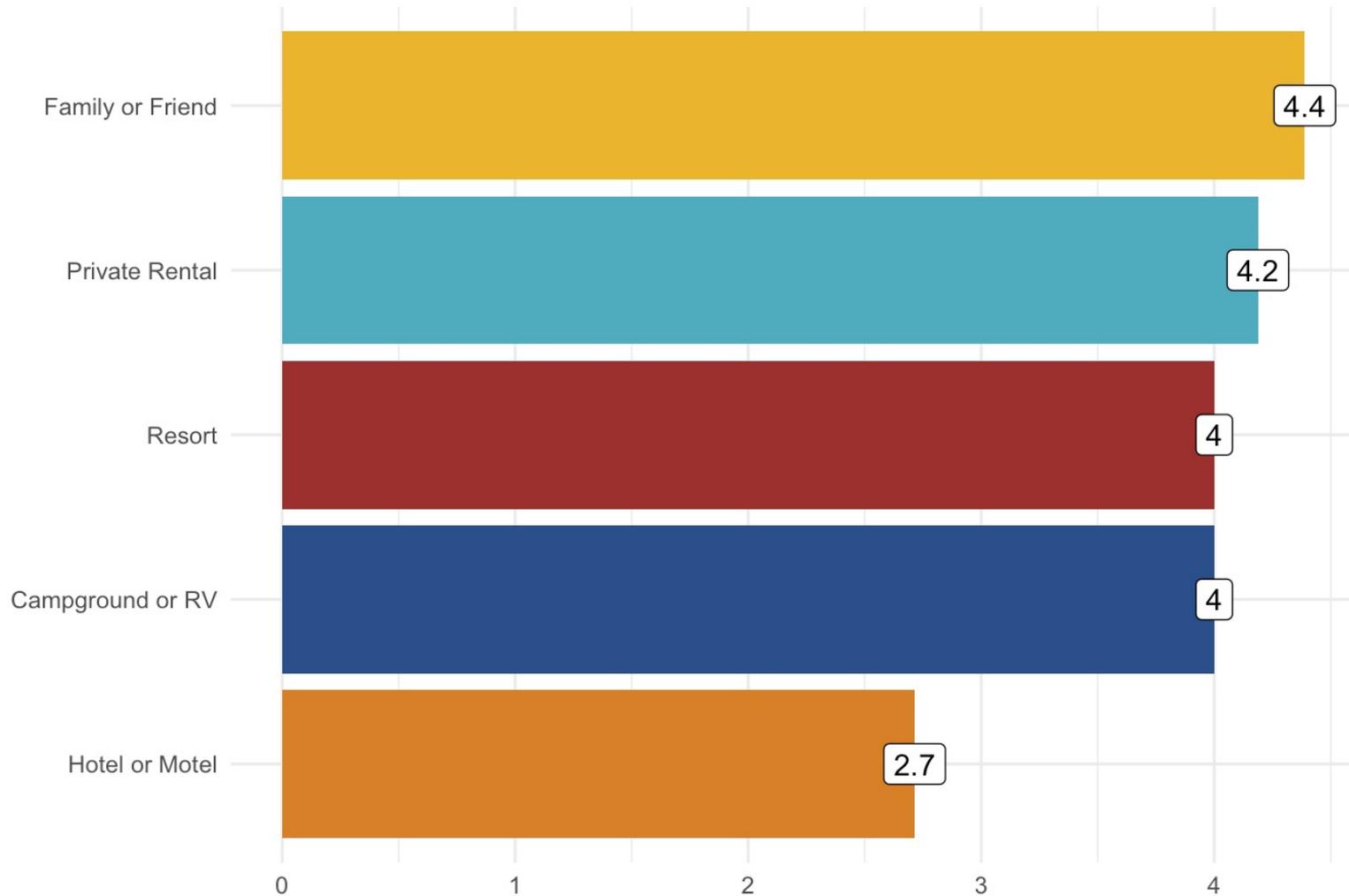
Proportion of Visitors by Type of Accommodation



All visitors, n= 1263

# Visitor Overview

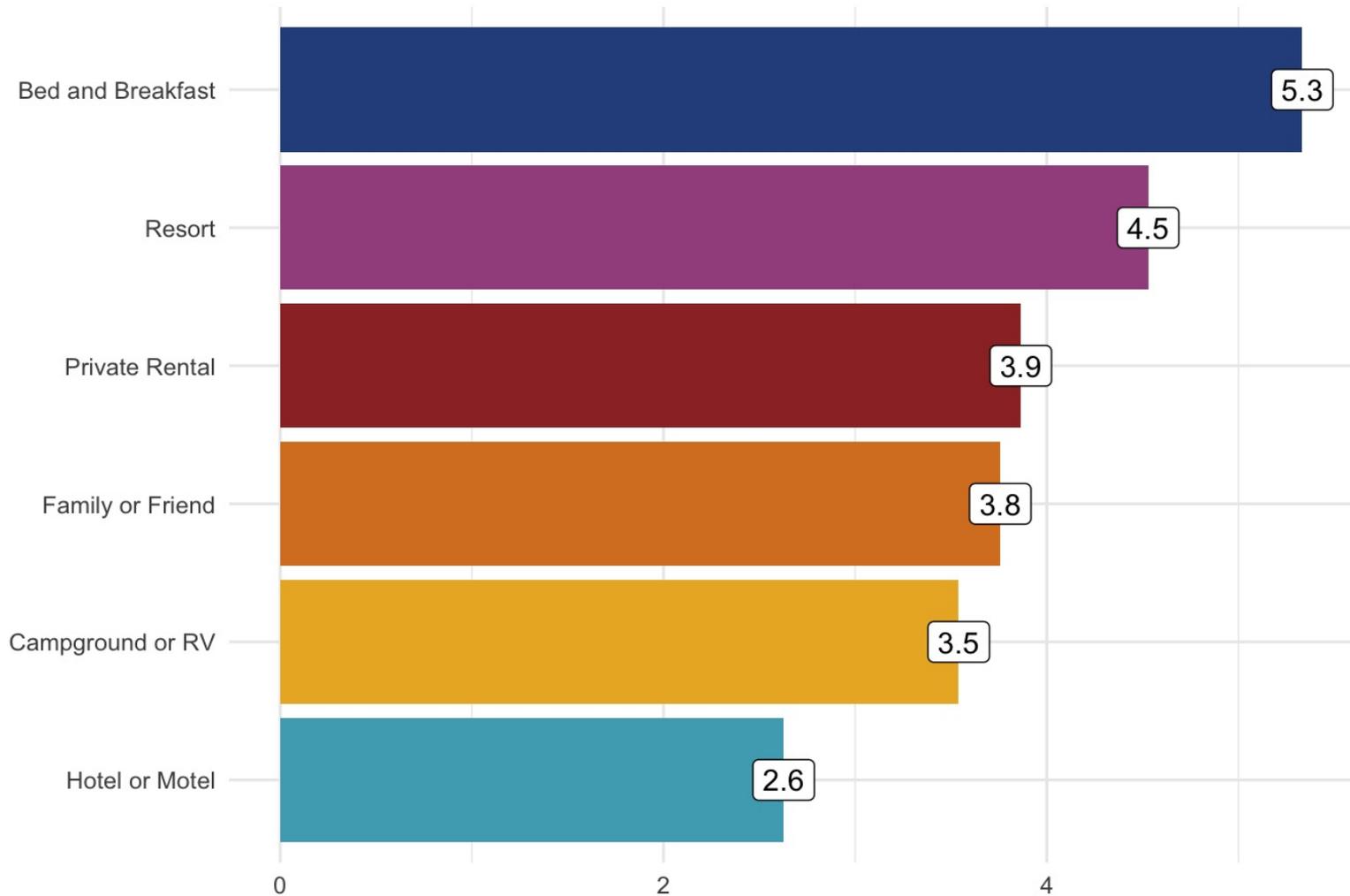
Average Nights Stayed by Type of Accommodation



On-site visitors only, n= 212

# Visitor Overview

## Average Nights Stayed by Type of Accommodation



All visitors, n=1263

# Differences by Visitor Demographics

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**Low-income visitors** (less than \$50,000 household income) were **more likely to stay in a campground** (36%) than the overall sample (19%).

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**Low-income visitors** took **shorter visits** to the area (3.3 nights vs. 3.8 night for all respondents).

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**Nonwhite visitors** were **more likely to be on day trips** (37% vs. 29% for all respondents).

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Modes of transportation were similar across all races and incomes.

*(Note: statistical significance of differences across groups was not tested.)*



## Section II: Visitor Activities and Satisfaction

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Primary reasons for visiting Sisters area:

*Outdoor Recreation: 45%*

*Dining: 23%*

*Visit family, friends, relatives: 21%*

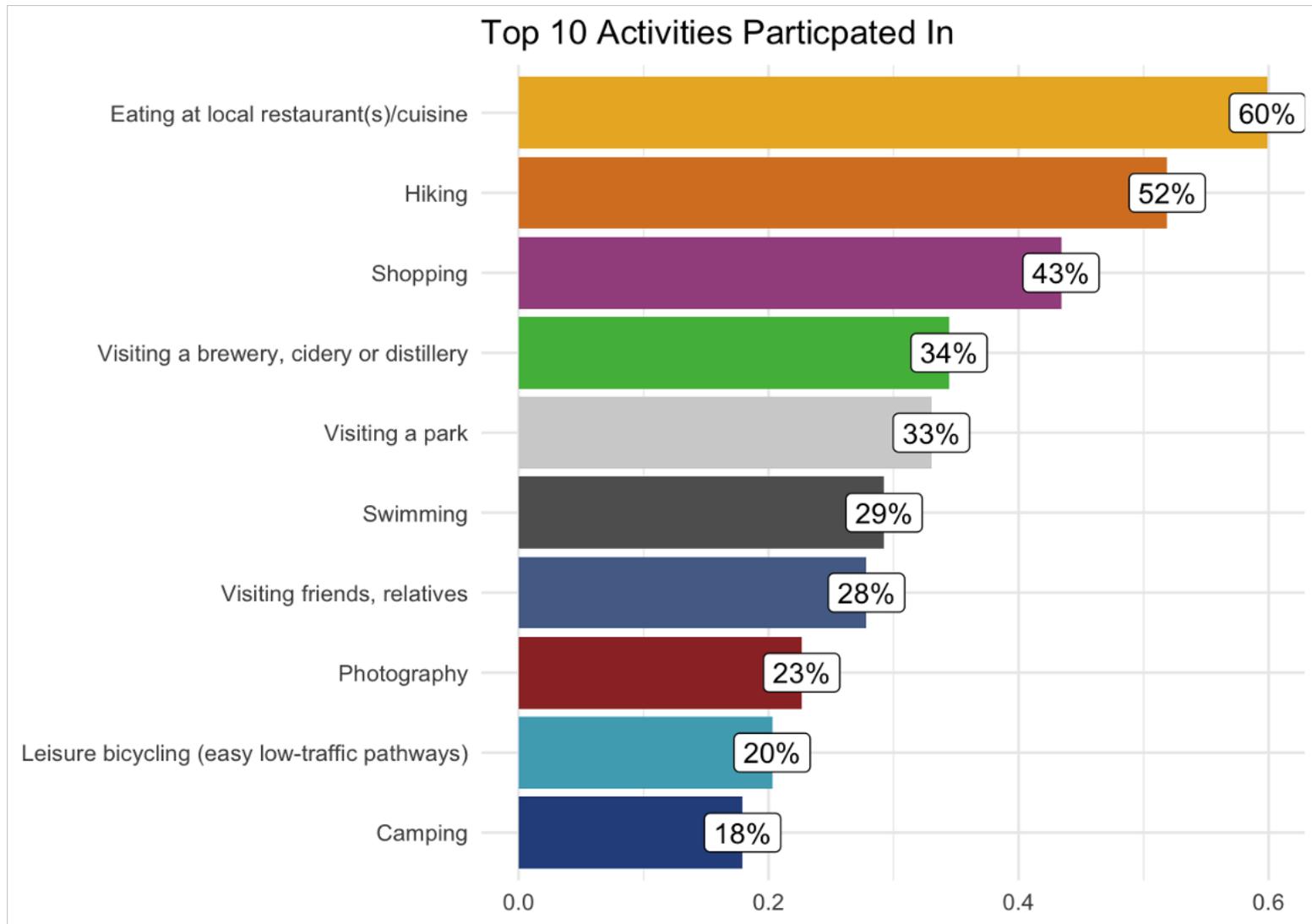
*Festival, event or wedding: 8%*

*Other: 3%*

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Eating at **local restaurants**, **hiking** and **shopping** are the most common activities.

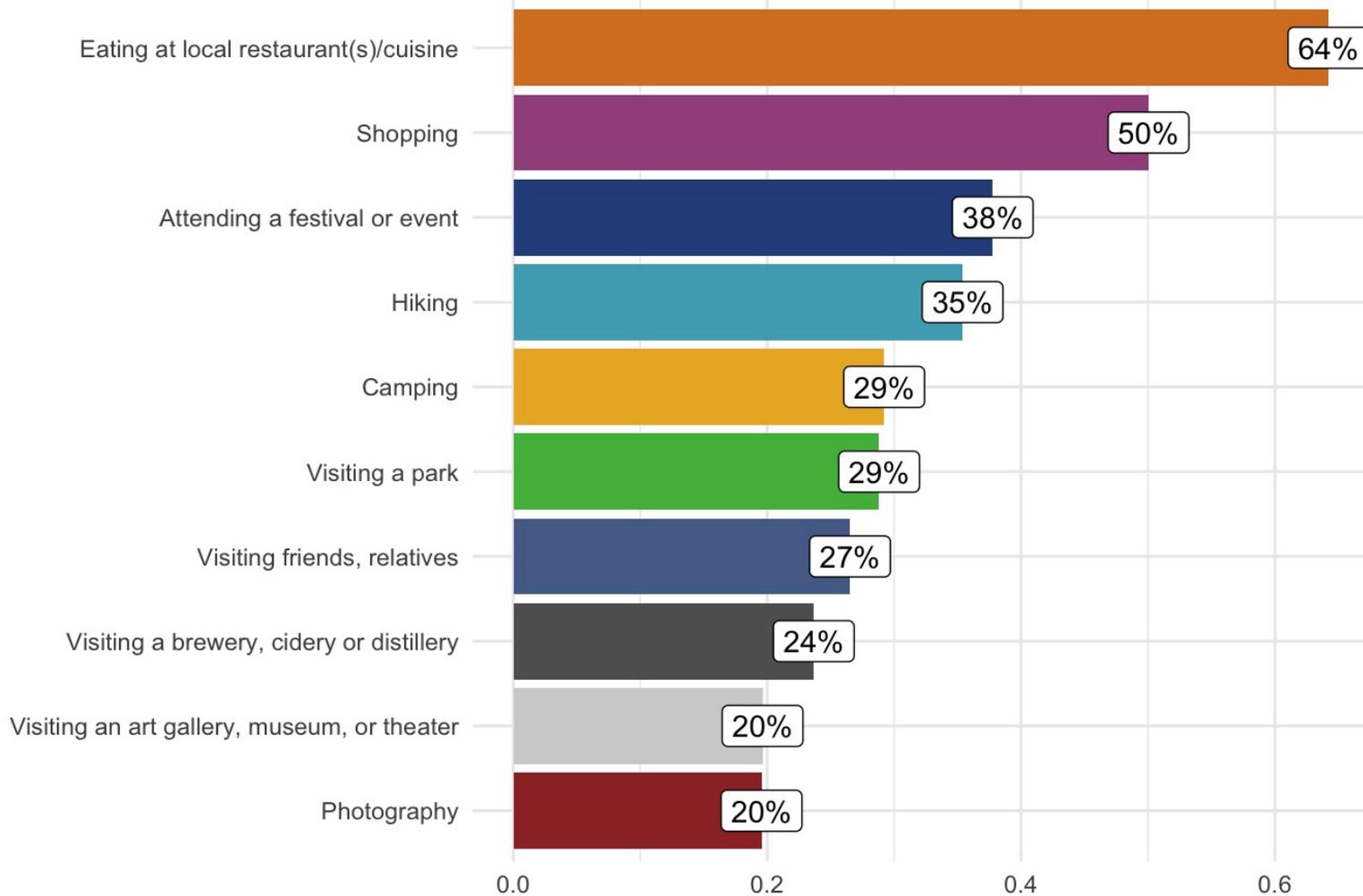
# Visitor Activities



On-site visitors only, n= 212

# Visitor Activities

## Top 10 Activities Participated In



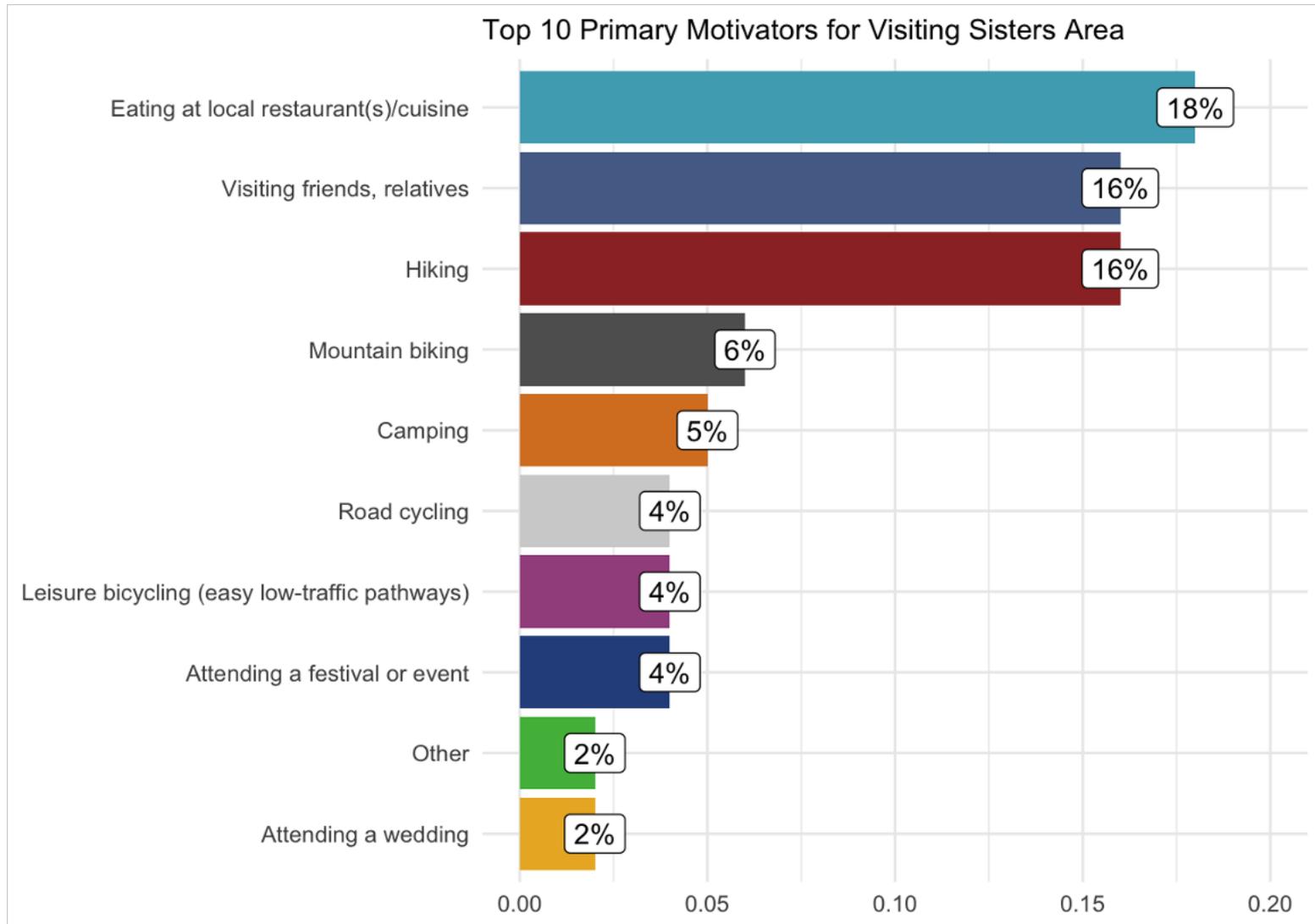
All visitors, n= 1263

# Visitor Activities

| Activity                                      | Percent |
|-----------------------------------------------|---------|
| Eating at local restaurant(s)/cuisine         | 64.2%   |
| Shopping                                      | 50.0%   |
| Attending a festival or event                 | 37.8%   |
| Hiking                                        | 35.4%   |
| Camping                                       | 29.2%   |
| Visiting a park                               | 28.8%   |
| Visiting friends, relatives                   | 26.5%   |
| Visiting a brewery, cidery or distillery      | 23.7%   |
| Visiting an art gallery, museum, or theater   | 19.6%   |
| Photography                                   | 19.6%   |
| Mountain biking                               | 16.9%   |
| Leisure bicycling (easy low-traffic pathways) | 16.2%   |
| Viewing wildlife, geology, and botany         | 13.9%   |
| Swimming                                      | 13.8%   |
| Picnicking                                    | 13.3%   |
| Other                                         | 8.9%    |
| Birdwatching                                  | 8.2%    |
| Kayaking/canoeing                             | 8.1%    |
| Fishing                                       | 8.0%    |
| Visiting historical sites                     | 7.7%    |
| Visit cultural or heritage sites              | 7.0%    |
| Road cycling                                  | 7.0%    |
| Farmers market                                | 6.7%    |
| Visiting a winery or tasting room             | 6.7%    |
| Paddleboarding                                | 6.2%    |
| Backpacking                                   | 5.7%    |
| Participating in a sports competition         | 4.7%    |
| Golfing                                       | 4.6%    |
| Off highway vehicle driving                   | 4.2%    |
| Running                                       | 4.0%    |
| Visiting a ranch                              | 2.8%    |
| River rafting                                 | 2.8%    |
| Attending a conference or business meeting    | 2.1%    |
| Taking a guided tour trip                     | 2.1%    |
| Cross country skiing or snowshoeing           | 1.8%    |
| Horseback riding                              | 1.7%    |
| Downhill skiing/snowboarding                  | 1.7%    |
| Climbing                                      | 1.5%    |
| Attending a wedding                           | 1.3%    |
| Geocaching                                    | 1.0%    |
| Disc golf                                     | 0.8%    |
| Motorized boating                             | 0.7%    |
| Hunting                                       | 0.4%    |
| Snowmobiling                                  | 0.3%    |

All visitors, n=1263

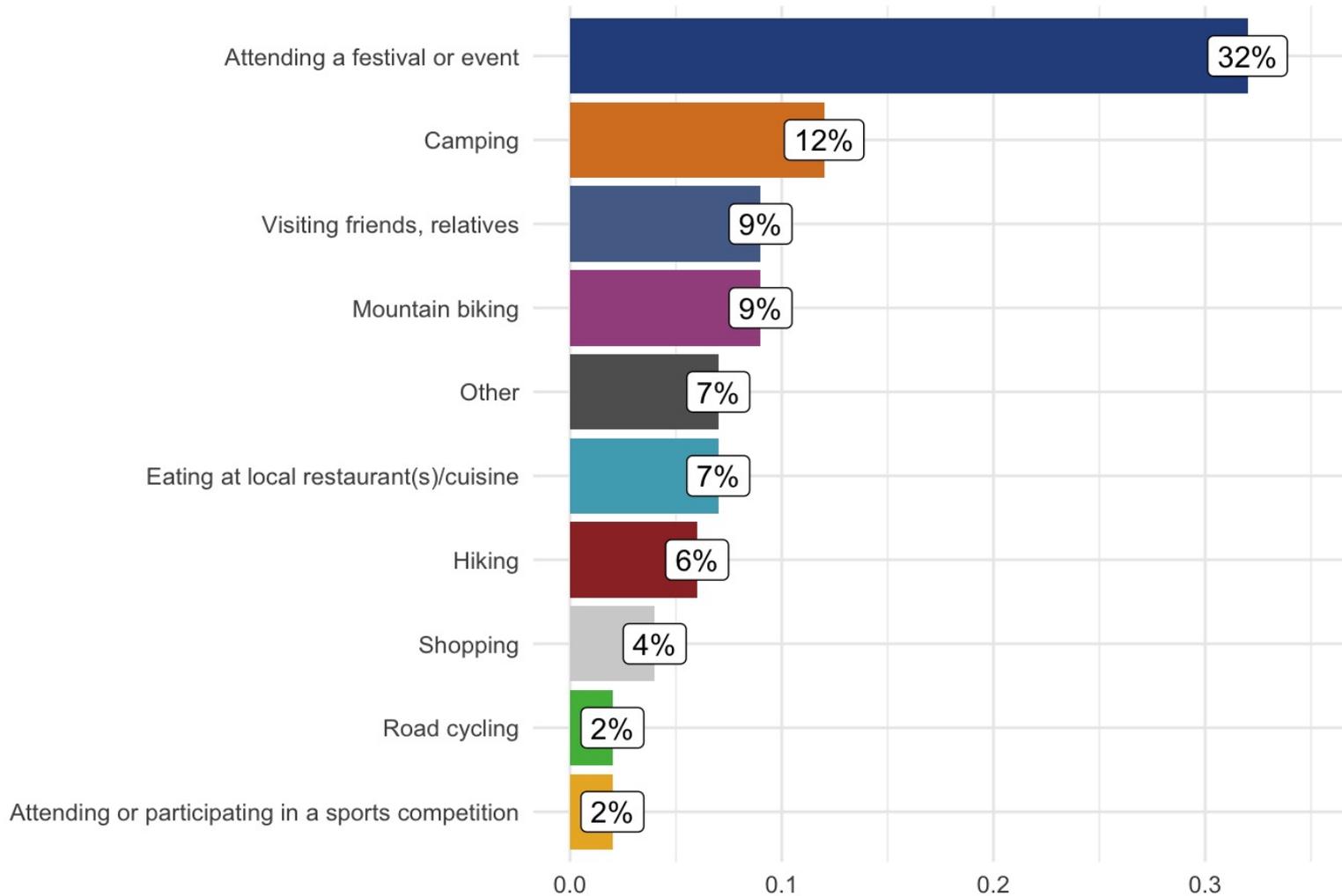
# Visitor Activities



On-site visitors only, n= 212

# Visitor Activities

Top 10 Primary Motivators for Visiting Sisters Area



# Visitor Activities

| Primary Activity                                   | Percent |
|----------------------------------------------------|---------|
| Attending a festival or event                      | 32%     |
| Camping                                            | 12%     |
| Visiting friends, relatives                        | 9%      |
| Mountain biking                                    | 9%      |
| Other                                              | 7%      |
| Eating at local restaurant(s)/cuisine              | 7%      |
| Hiking                                             | 6%      |
| Shopping                                           | 4%      |
| Attending or participating in a sports competition | 2%      |
| Road cycling                                       | 2%      |
| Fishing                                            | 1%      |
| Leisure bicycling (easy low-traffic pathways)      | 1%      |
| Attending a wedding                                | 1%      |
| Photography                                        | 1%      |
| Visiting an art gallery, museum or theater         | 1%      |
| Wildlife / Geology / Botany viewing                | 1%      |
| Backpacking                                        | 1%      |
| Kayaking or canoeing                               | 1%      |
| Swimming                                           | 1%      |
| Visiting a brewery / cidery / distillery           | 1%      |
| Attending conferences and/or business meetings     | 1%      |

# Visitor Satisfaction

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## Why did visitors choose to come?

Scenic beauty, relaxation, and local dining were rated **most important factors** to visitors.

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## How satisfied were they?

Satisfaction ratings **exceeded** importance ratings for all factors rated by visitors.

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## Exceeding expectations:

Learning about the **cultural history** of the area, viewing **local art and culture**, and **visiting a farm or ranch** **most exceeded** the average ratings for importance.

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## Possible room for improvement:

Local **restaurants**, **affordability**, and **outdoor recreation** had the lowest satisfaction rating relative to their importance.

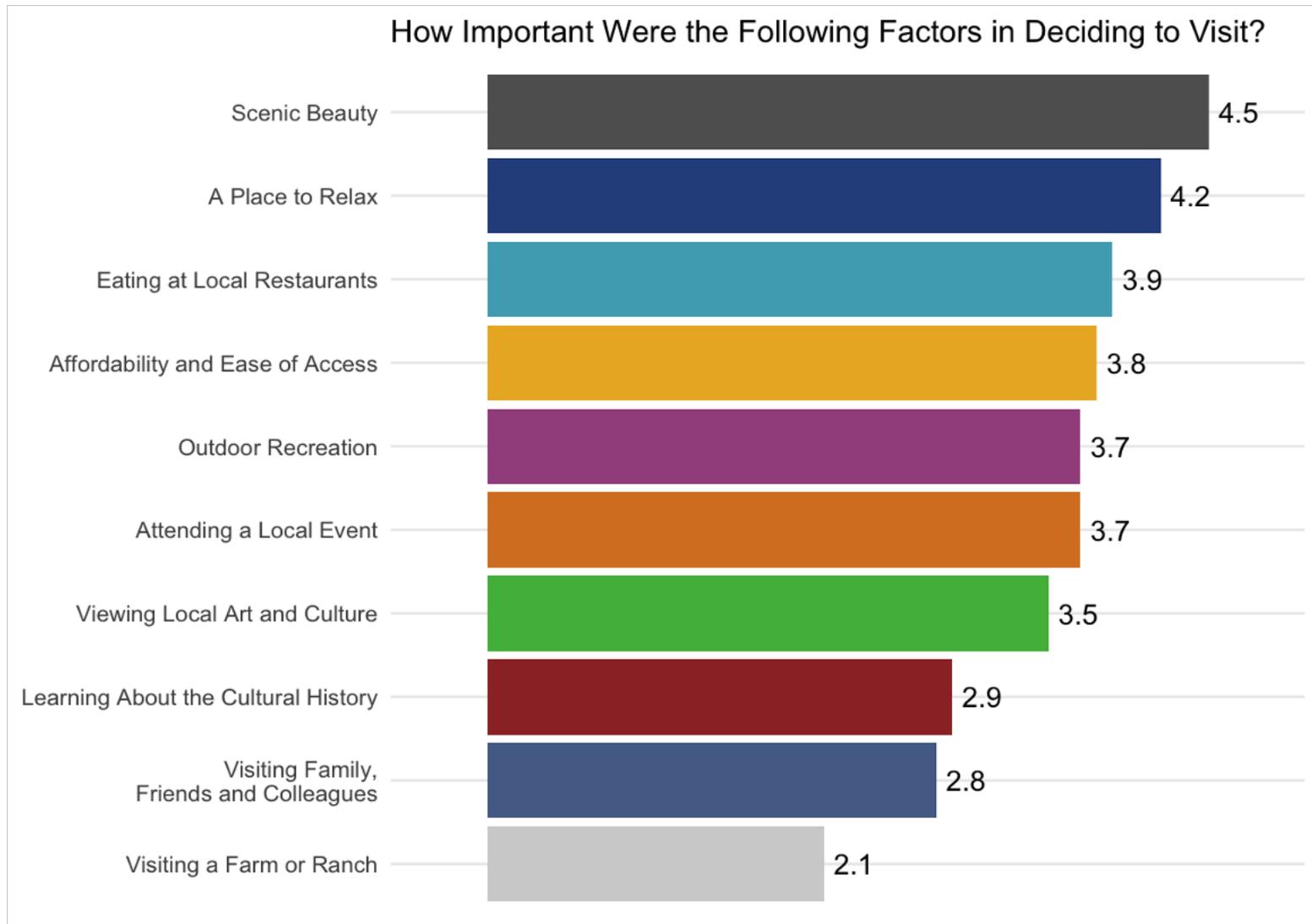
# Visitor Satisfaction

How Important Were the Following Factors in Deciding to Visit?



On-site visitors only, n=212

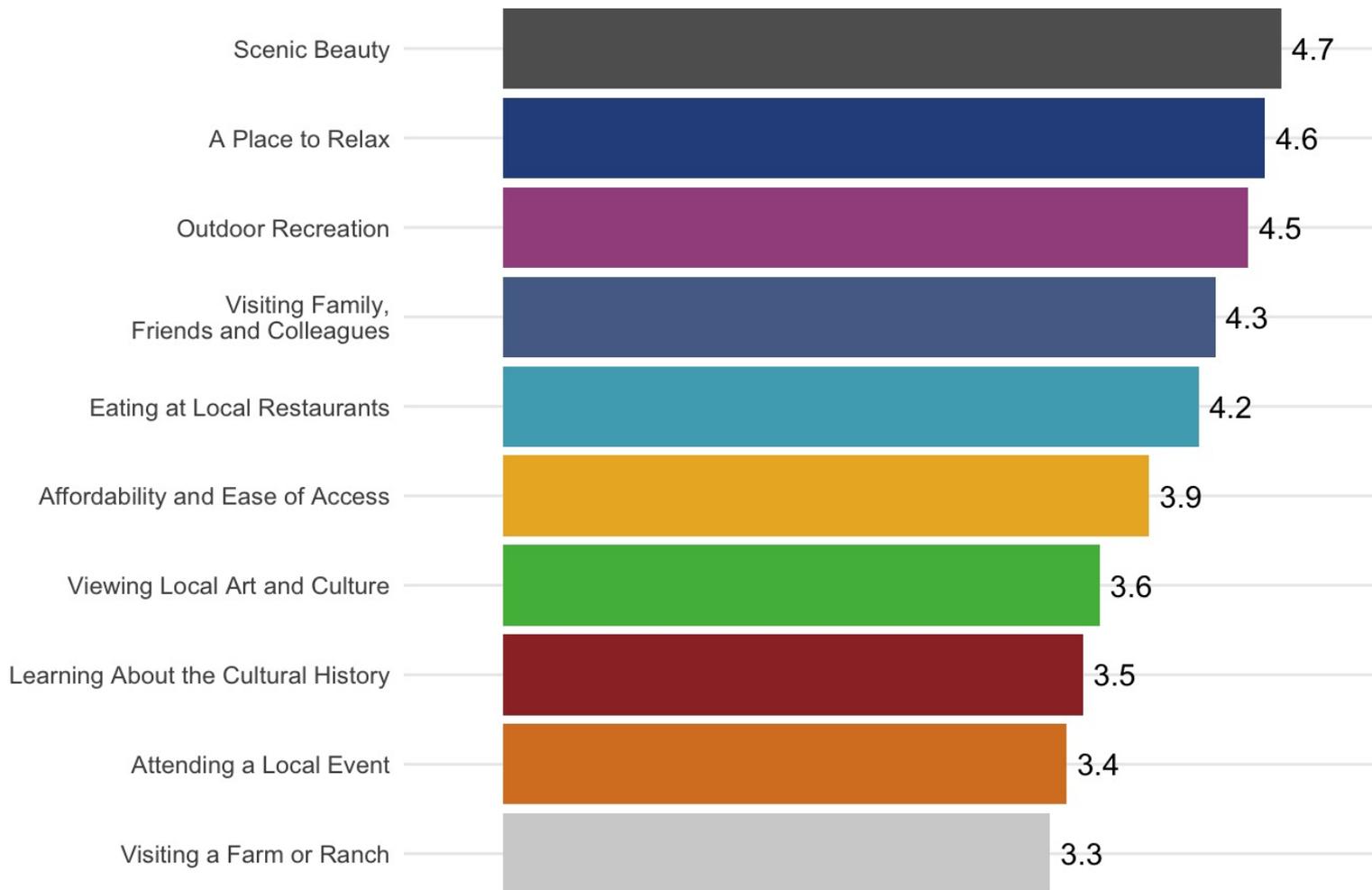
# Visitor Satisfaction



All visitors, n= 1263

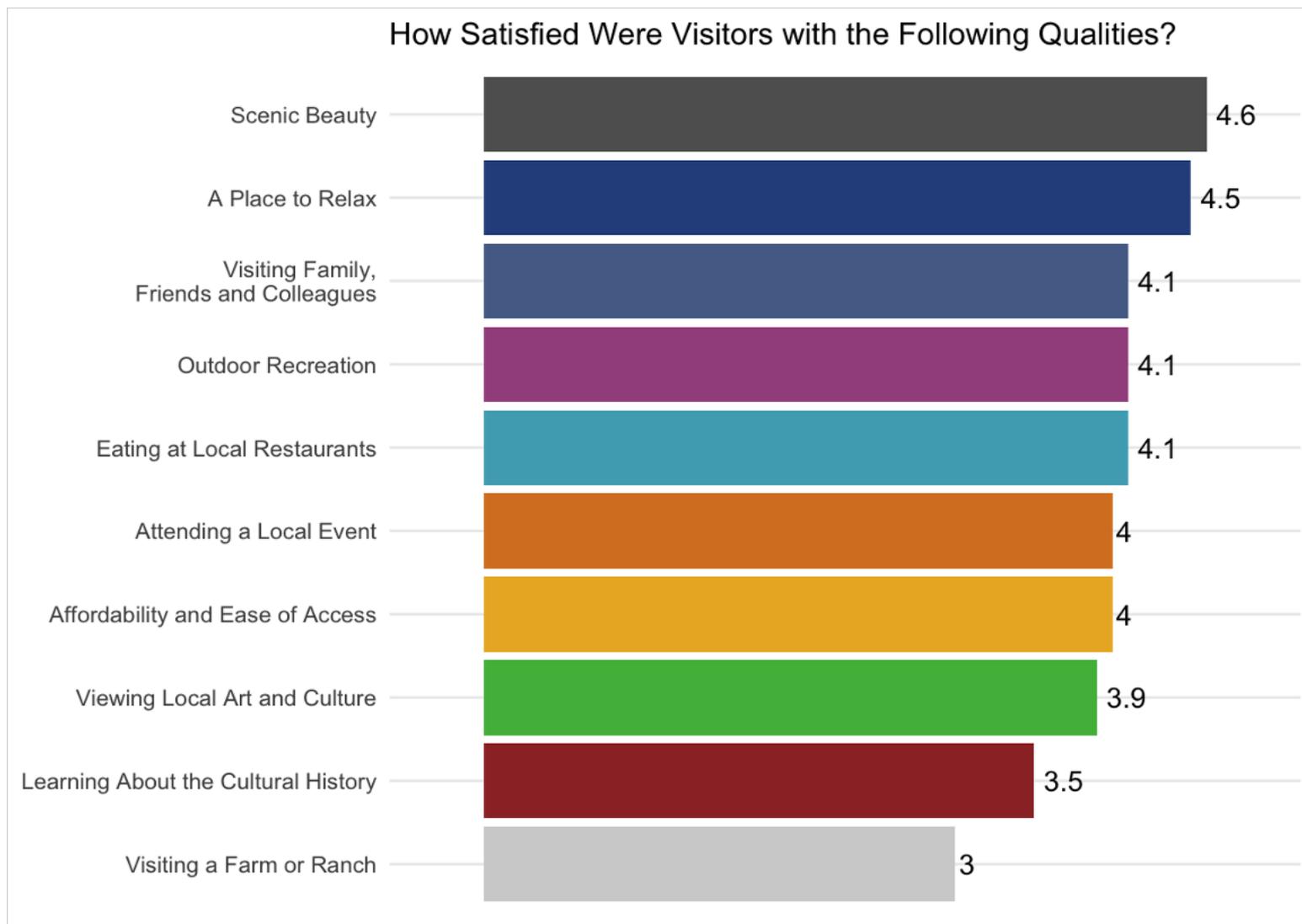
# Visitor Satisfaction

How Satisfied Were Visitors with the Following Qualities?



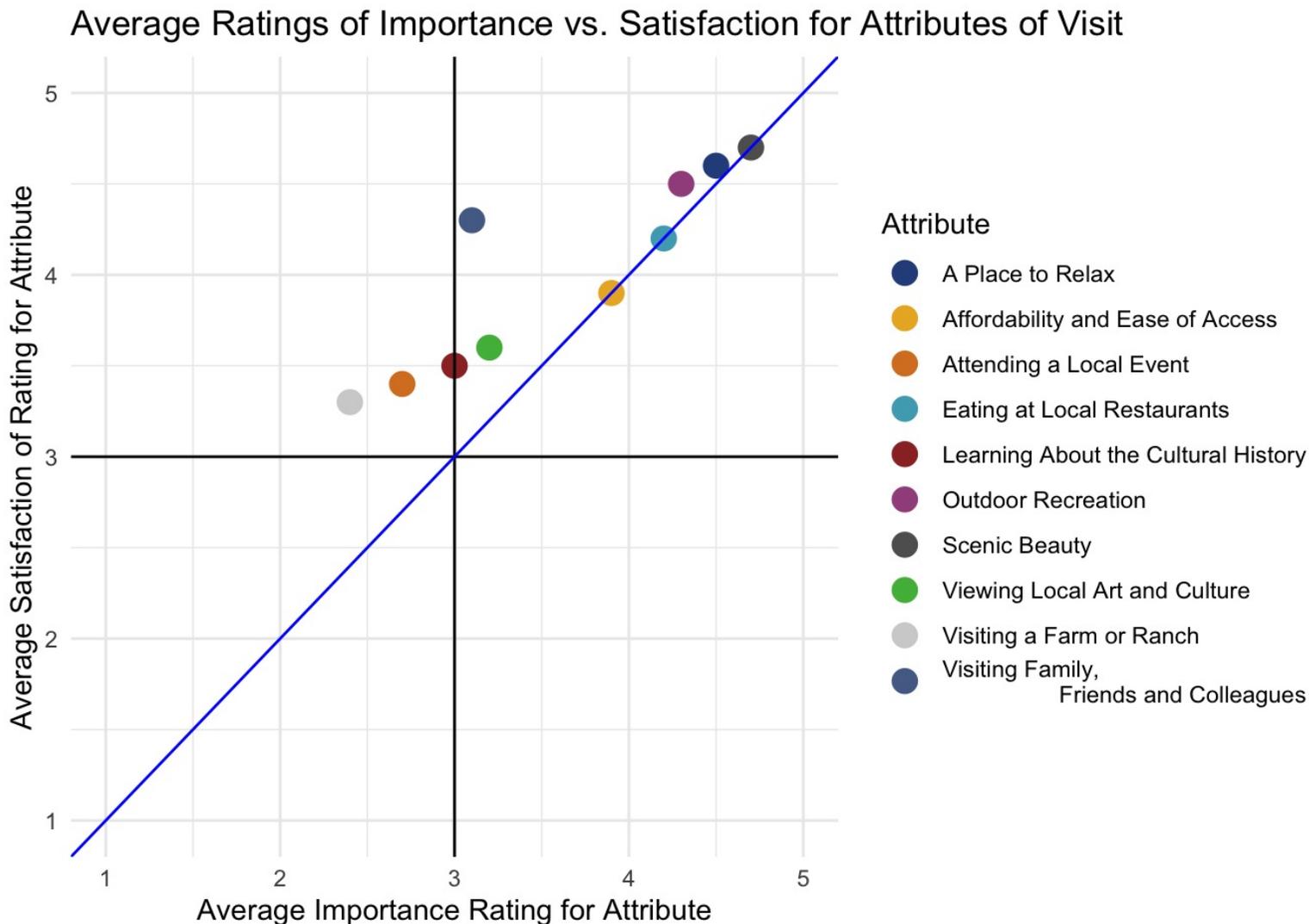
On-site visitors only, n=212

# Visitor Satisfaction



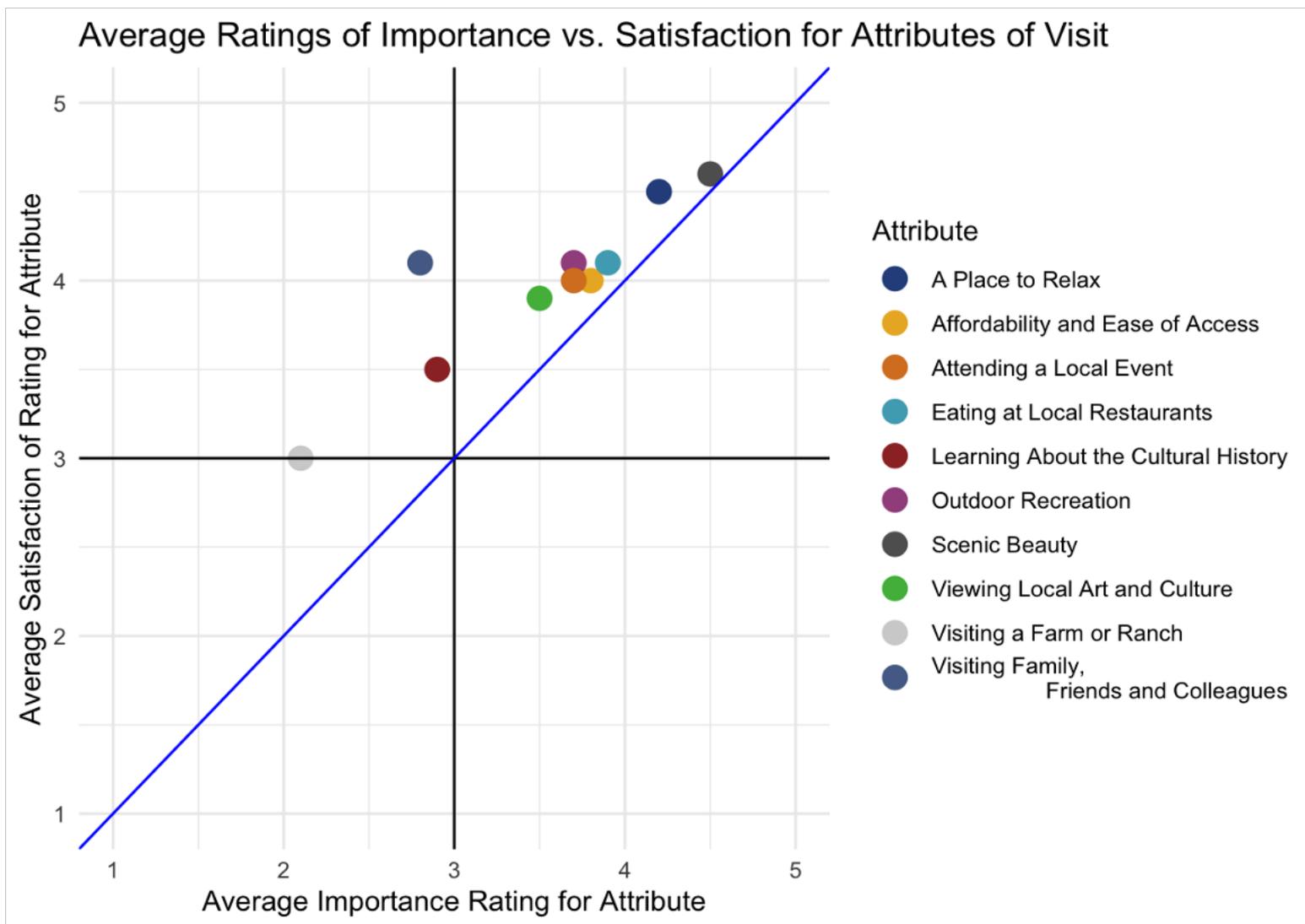
All visitors, n= 1263

# Visitor Satisfaction



All visitors, n= 212. Note: greater distance above the blue line means visitors were more satisfied with the attribute than how important they rated it.

# Visitor Satisfaction



All visitors, n= 1263. Note: greater distance above the blue line means visitors were more satisfied with the attribute than how important they rated it.

# Differences by Visitor Demographics

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Types of **activity participation** were **similar across races and incomes**.

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**Low-income visitors** were more likely to go **camping** than the overall sample.

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**Nonwhite visitors** were slightly more likely to do **shopping** and **biking**, and **less likely to go hiking** than the overall sample.

*SCORP (2018) shows racial minorities have less access to info about outdoor recreation and less exposure to outdoor recreation.*

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Visitor **satisfaction** was **similar across races and incomes**.



## Section III: Trip Planning and Future Visits

# Trip Planning and Future Visits

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**Word of mouth** and **personal experience** provided some of the best advertising and information for visitors.

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Future visitors were **most likely to want to stay 3-5 nights** on a future visit. This is what the current average length is (3.8 nights).

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Visitors want to participate in **water-based recreation** (kayaking, SUP, and swimming) in future visits, but were less likely to have done so on their last visit.

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Respondents generally **did not view Sisters as a destination for a full vacation** (only 13% said they would visit for 6+ nights)

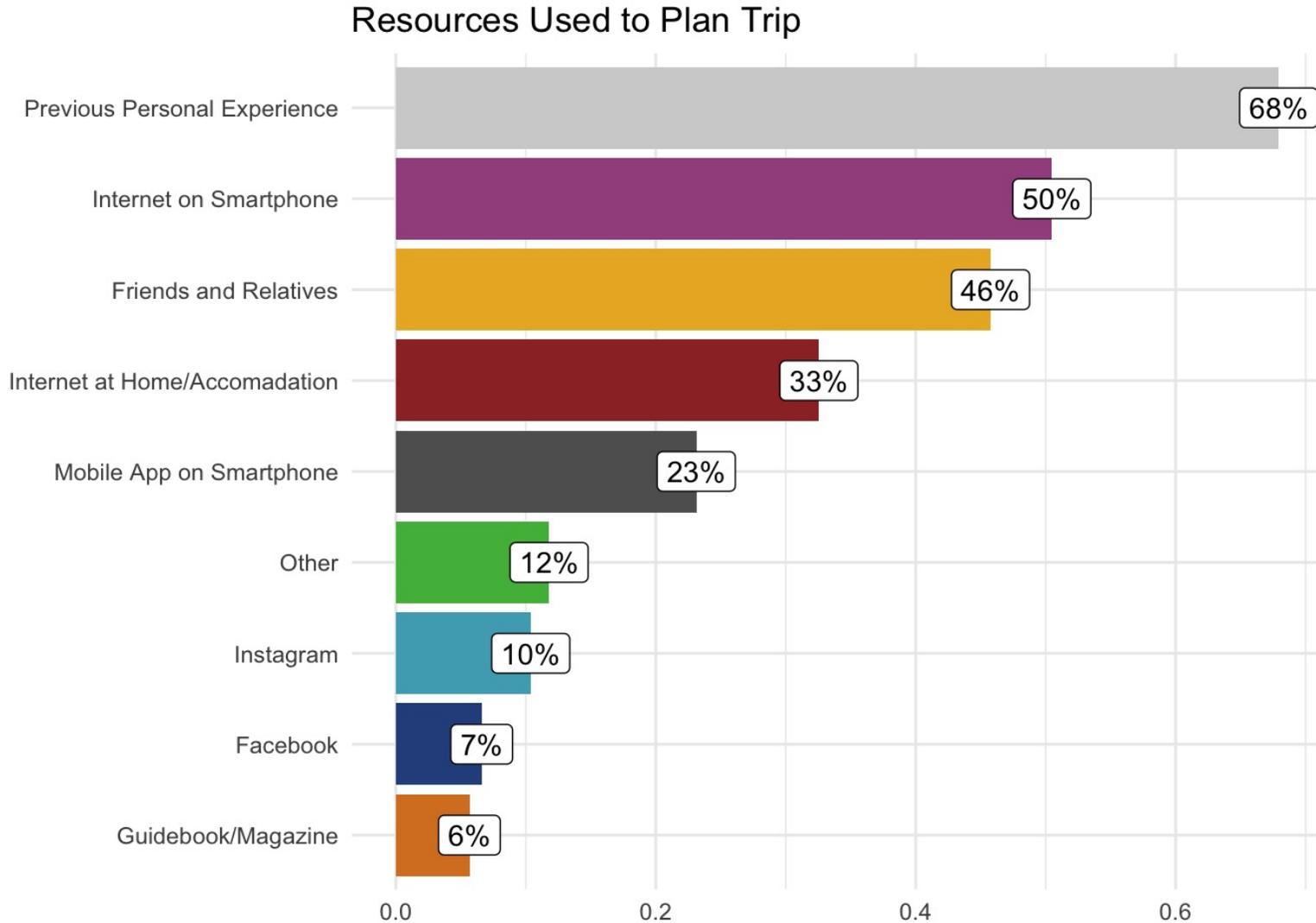
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On average, visitors spent about **\$133 per party per day** on day visits and **\$217 per party per night** on overnight visits to Sisters.

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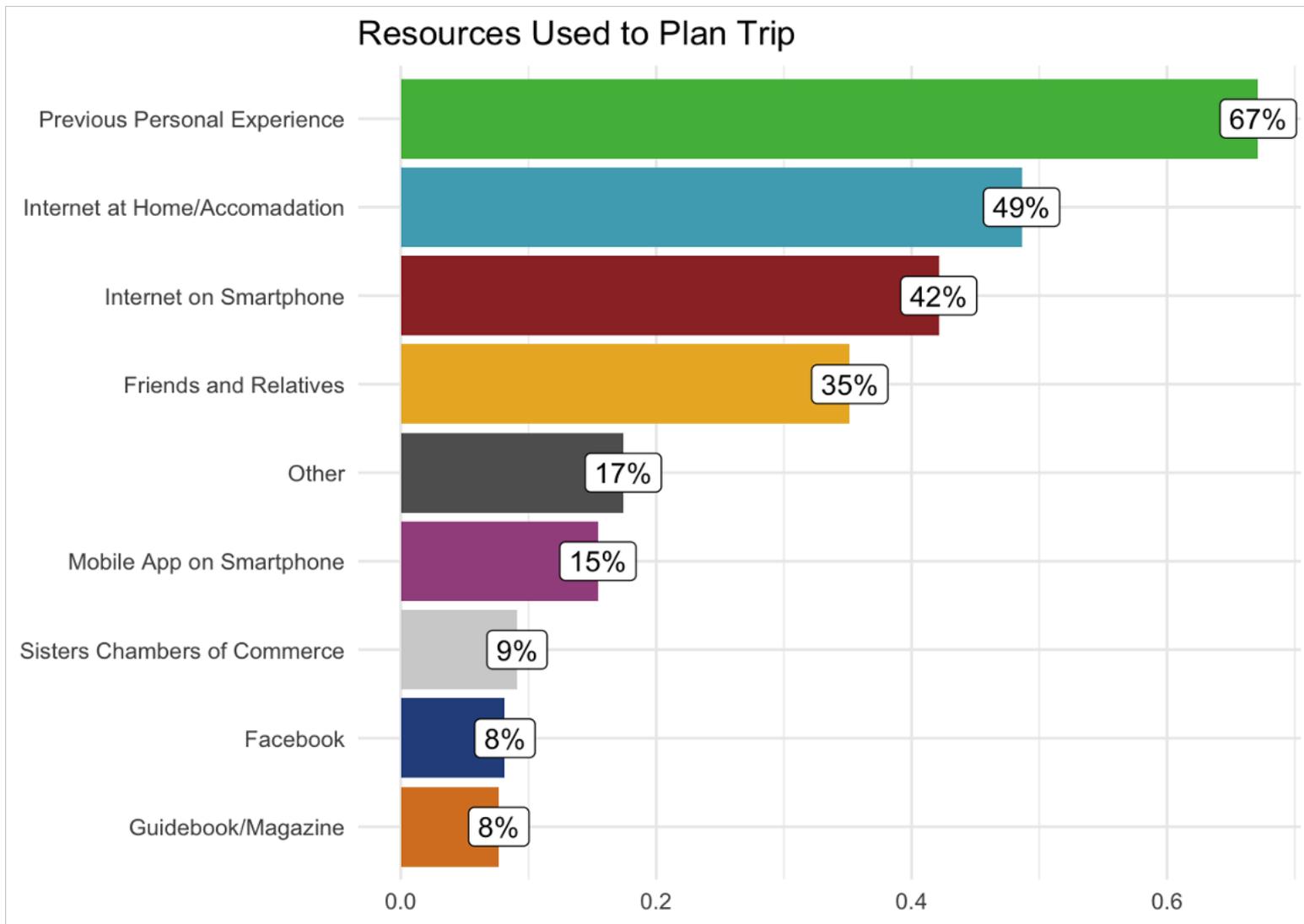
**Event successes:** event visitors are likely to return for events. Non-event visitors were much less likely to consider visiting Sisters for an event.

# Trip Planning and Future Visits



On-site visitors only, n=212

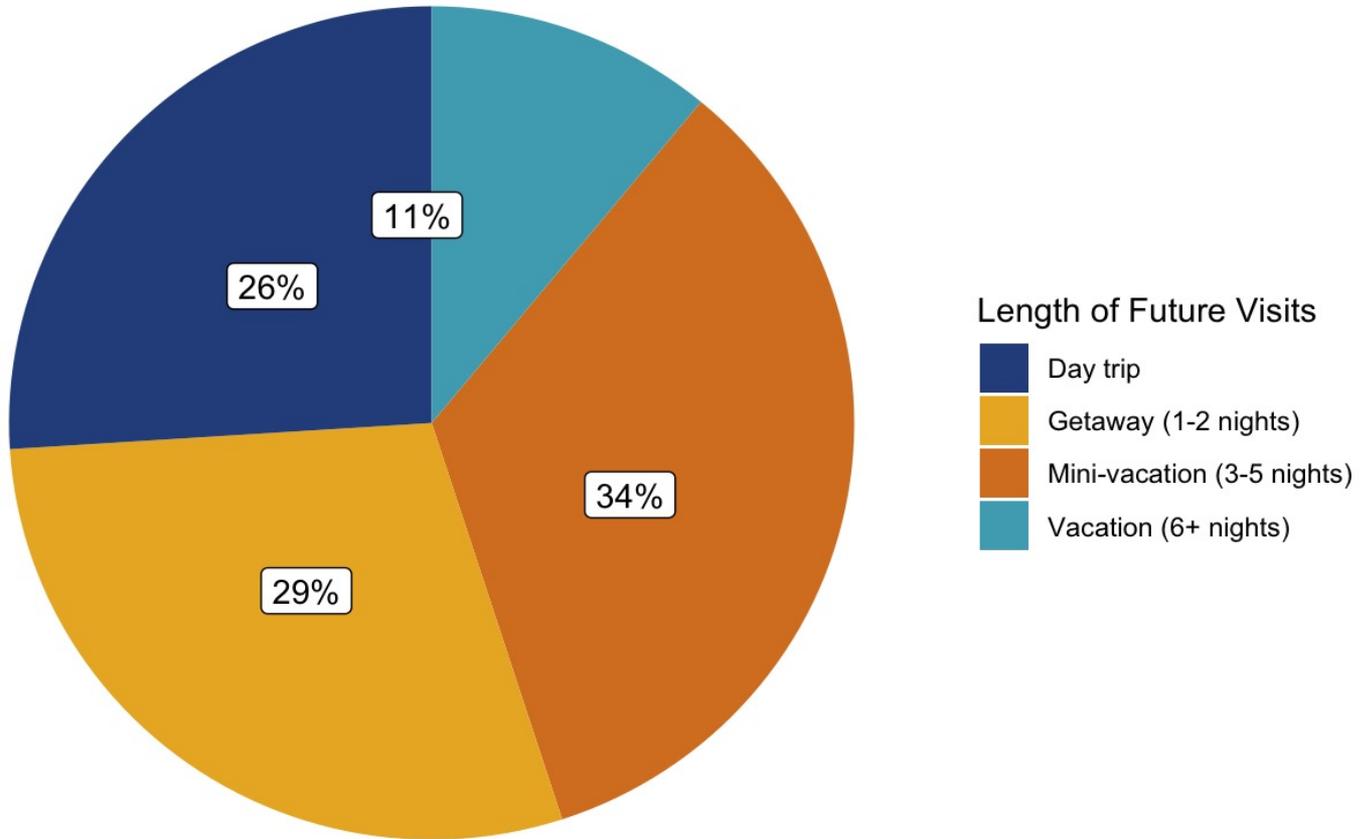
# Trip Planning and Future Visits



All visitors, n= 1263

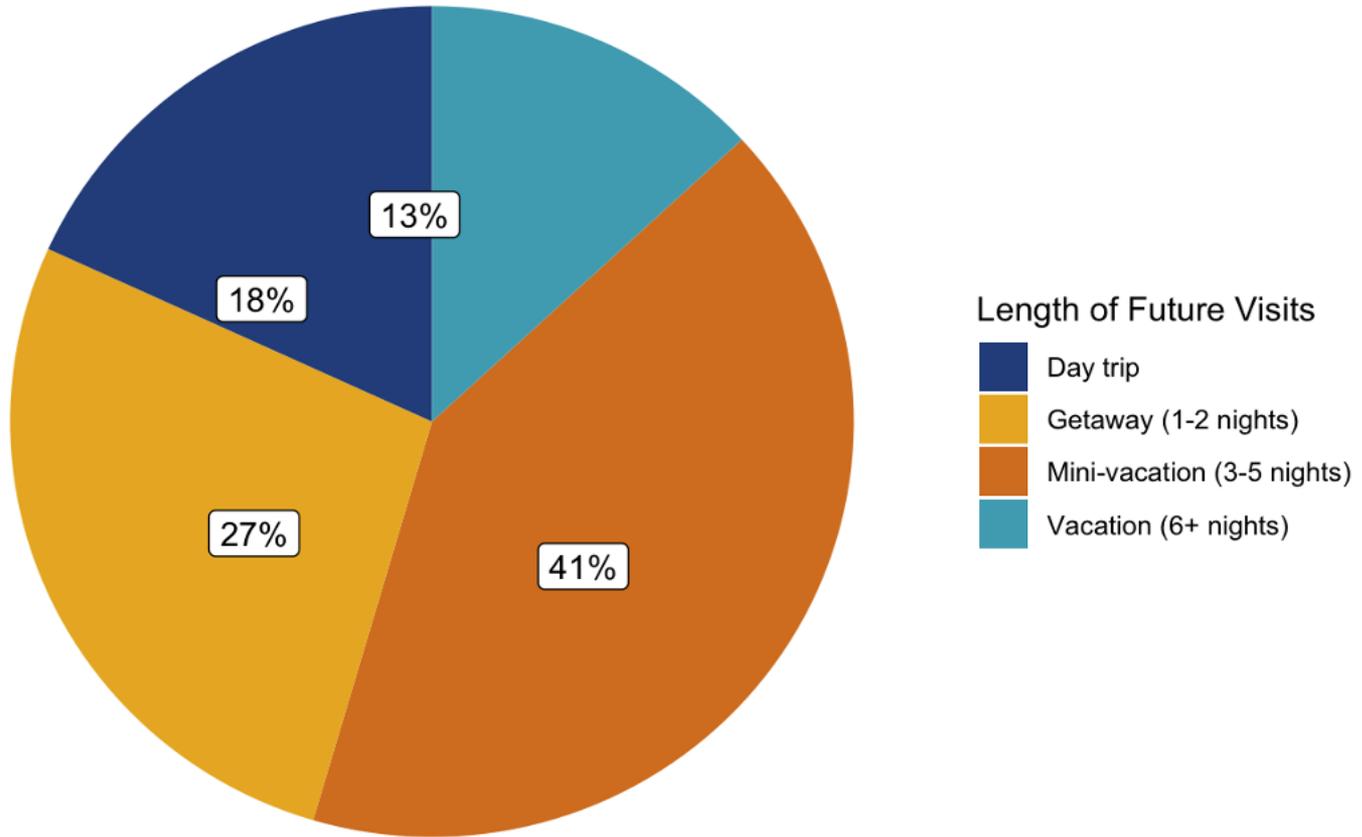
# Trip Planning and Future Visits

How Long Would a Future Trip Be?



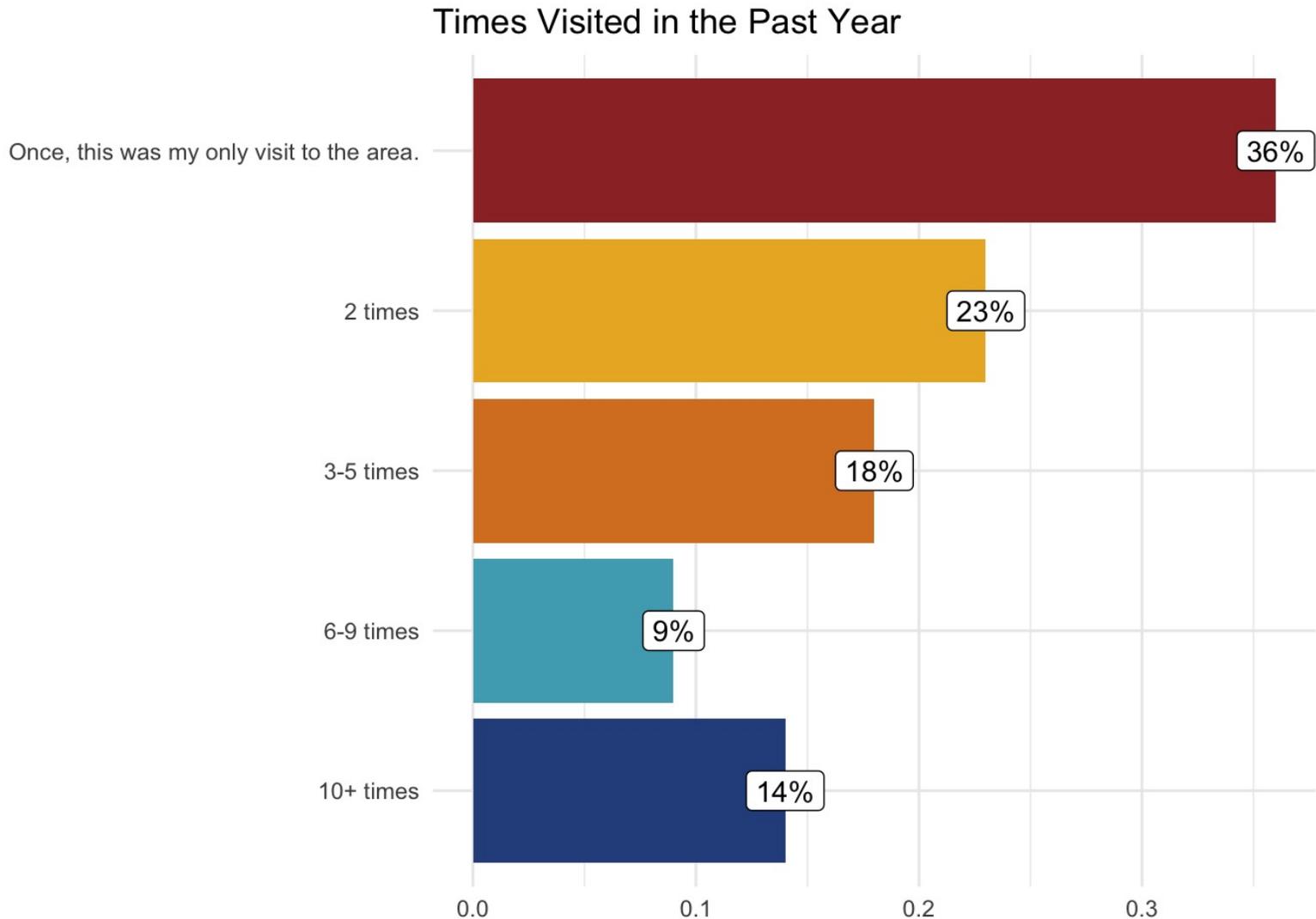
# Trip Planning and Future Visits

How Long Would a Future Trip Be?



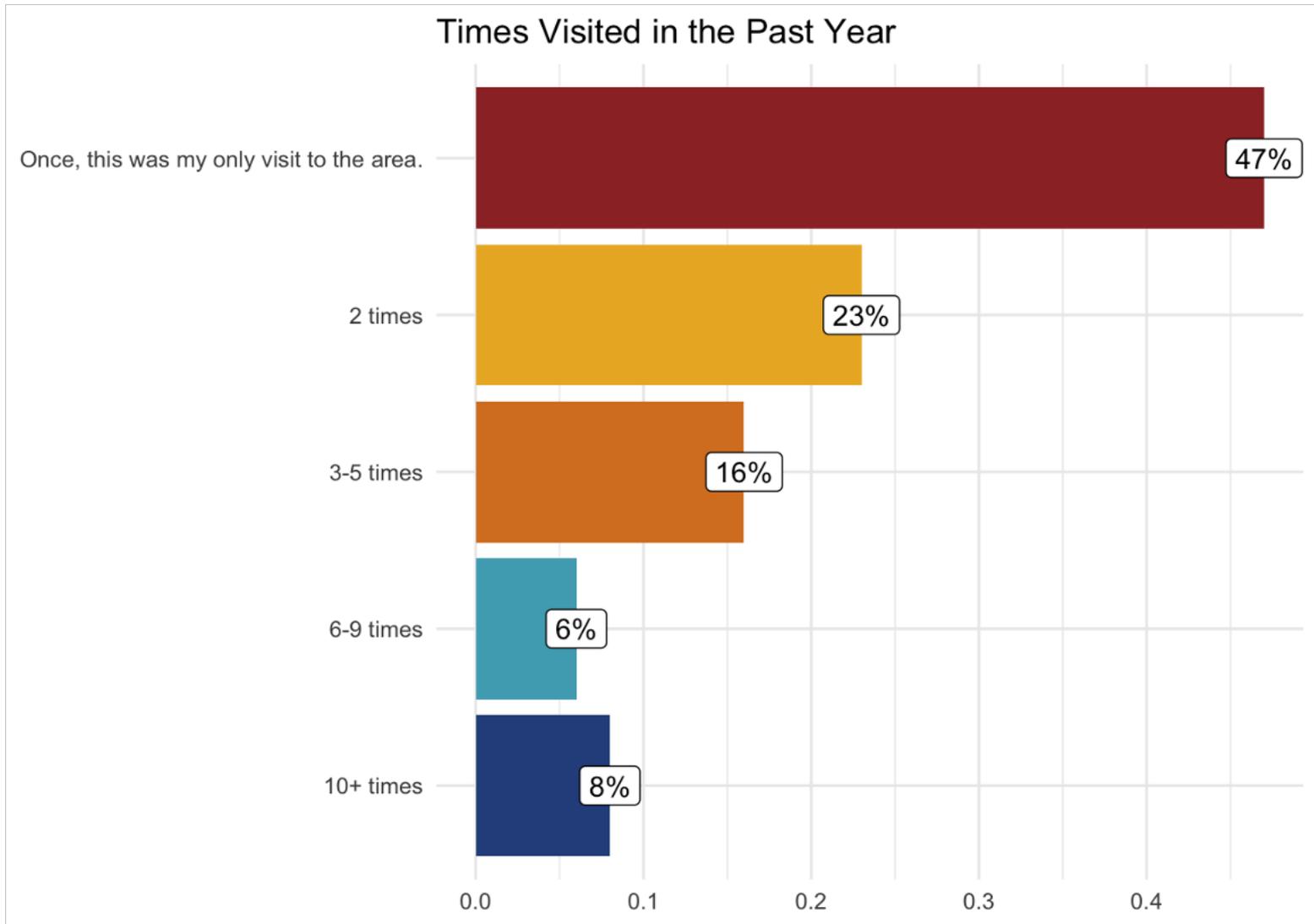
All visitors, n= 1263

# Trip Planning and Future Visits



On-site visitors only, n= 212

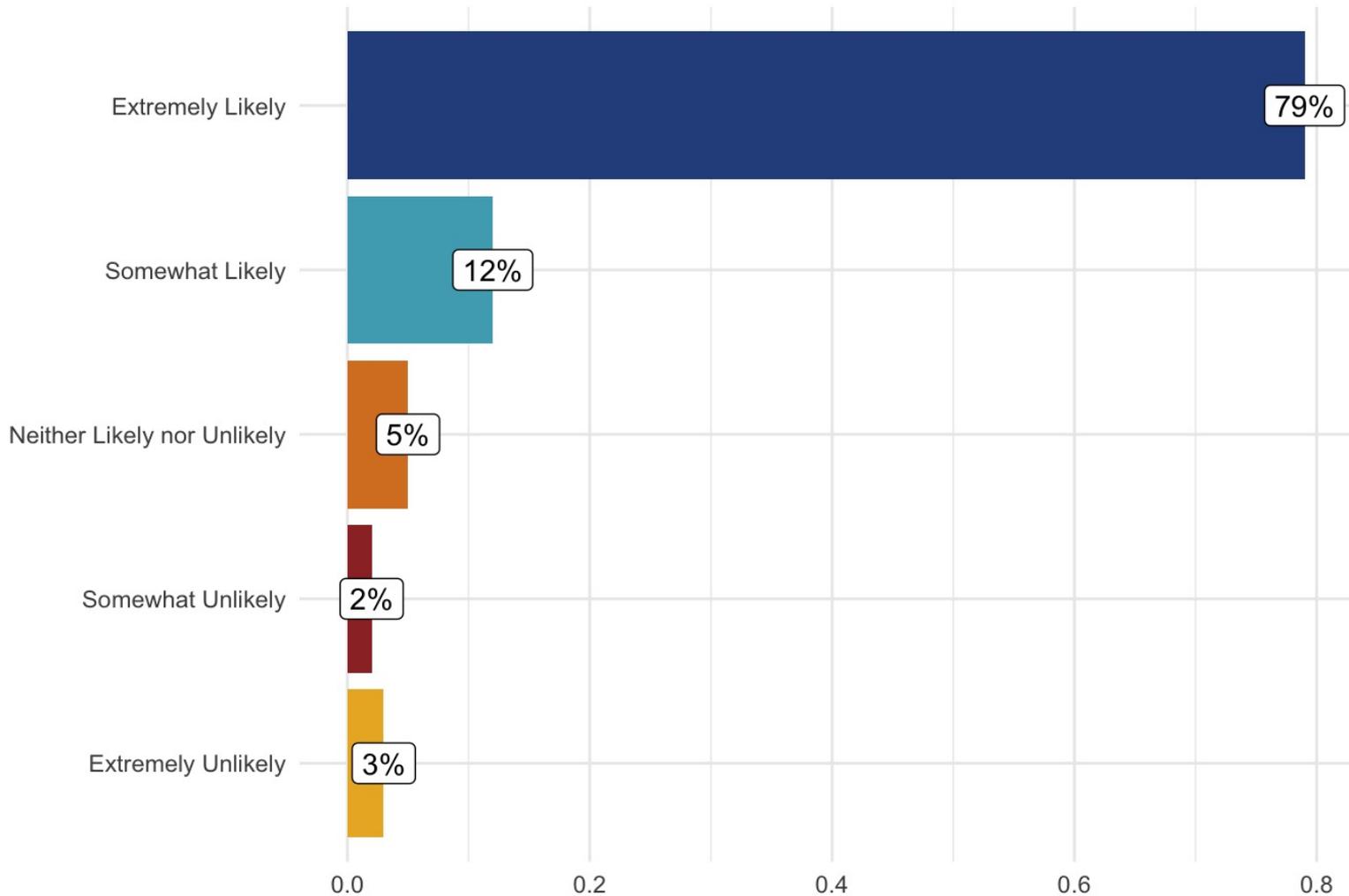
# Trip Planning and Future Visits



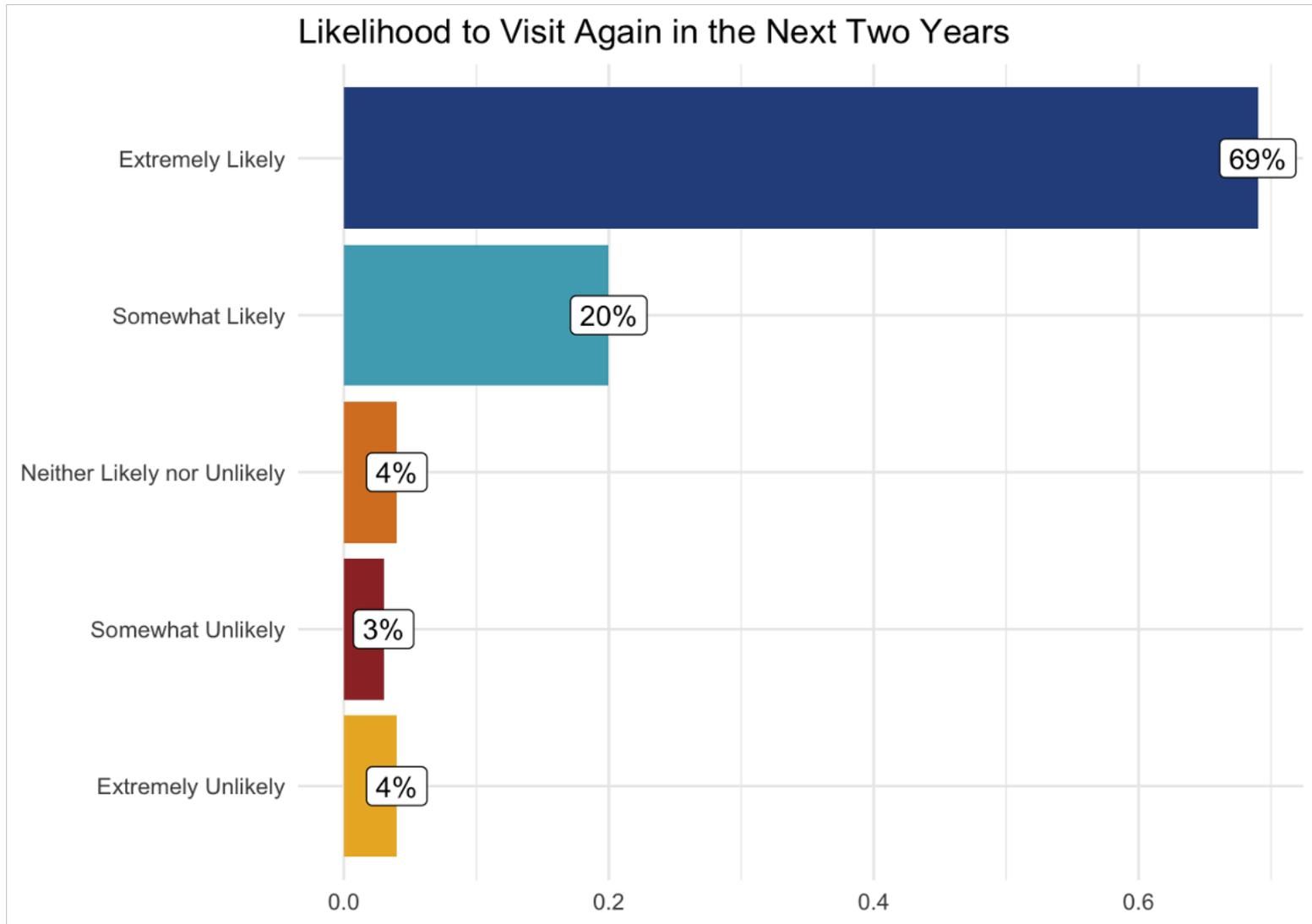
All visitors, n= 1263

# Trip Planning and Future Visits

Likelihood to Visit Again in the Next Two Years

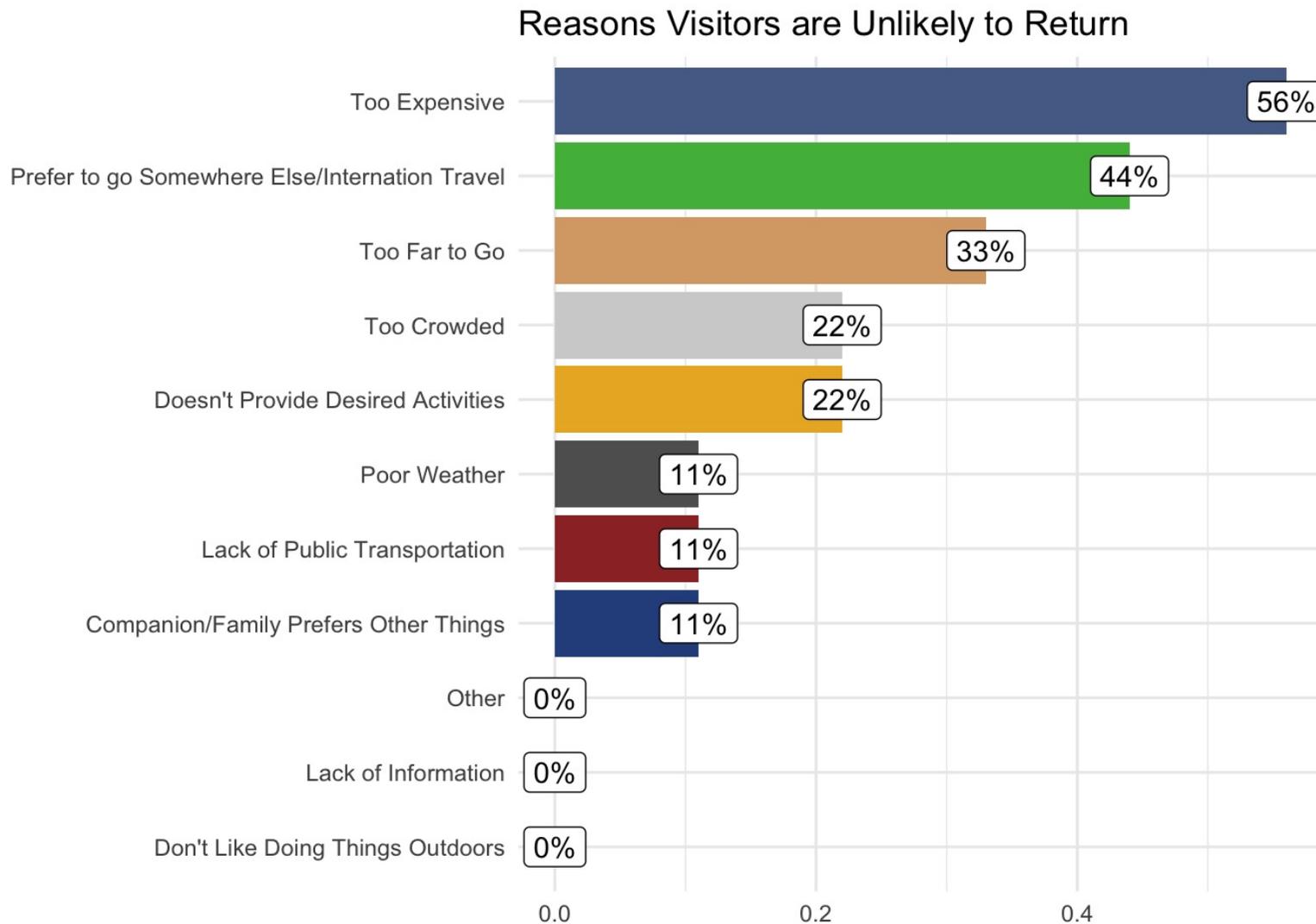


# Trip Planning and Future Visits



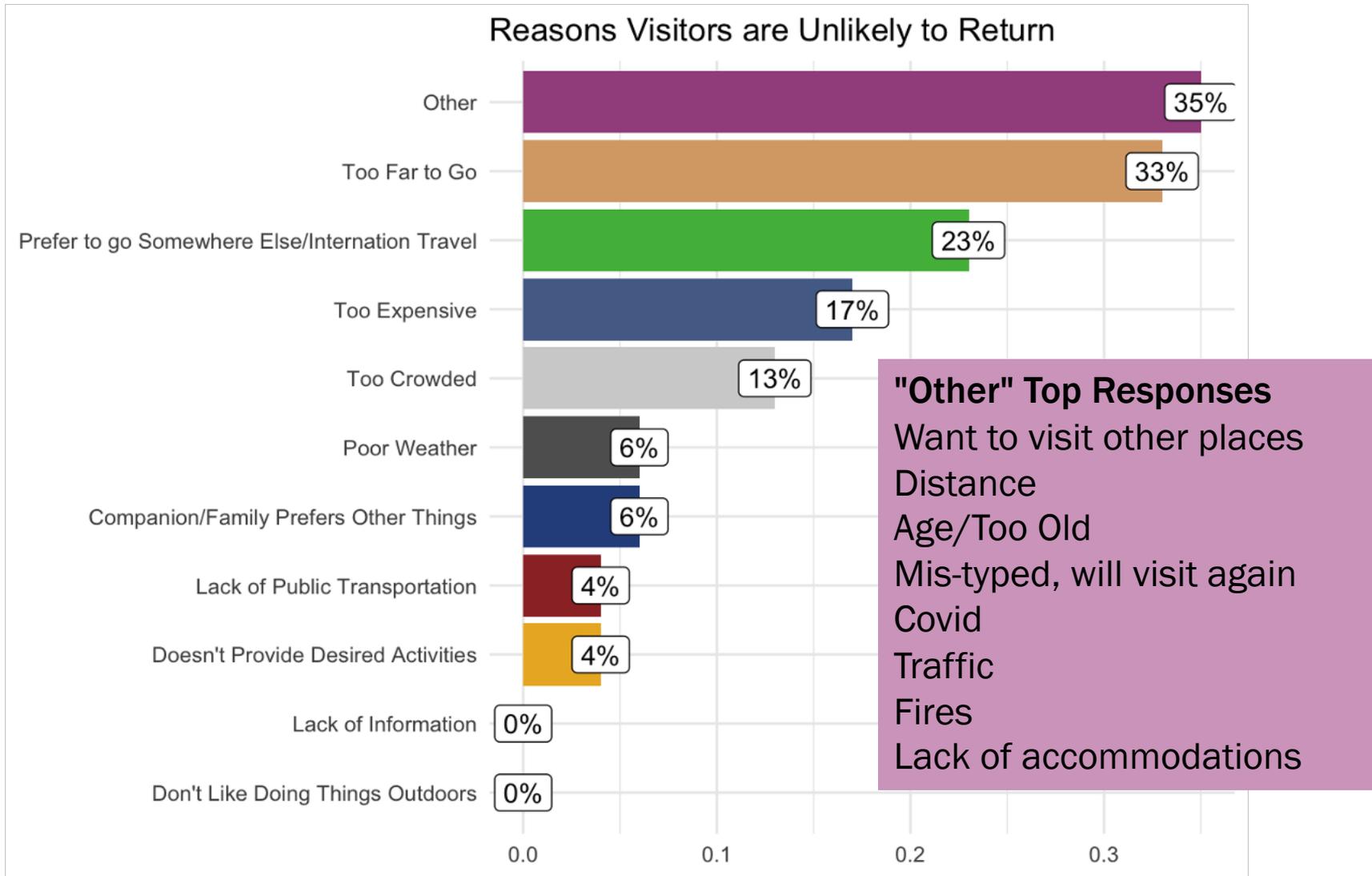
All visitors, n= 1263

# Trip Planning and Future Visits



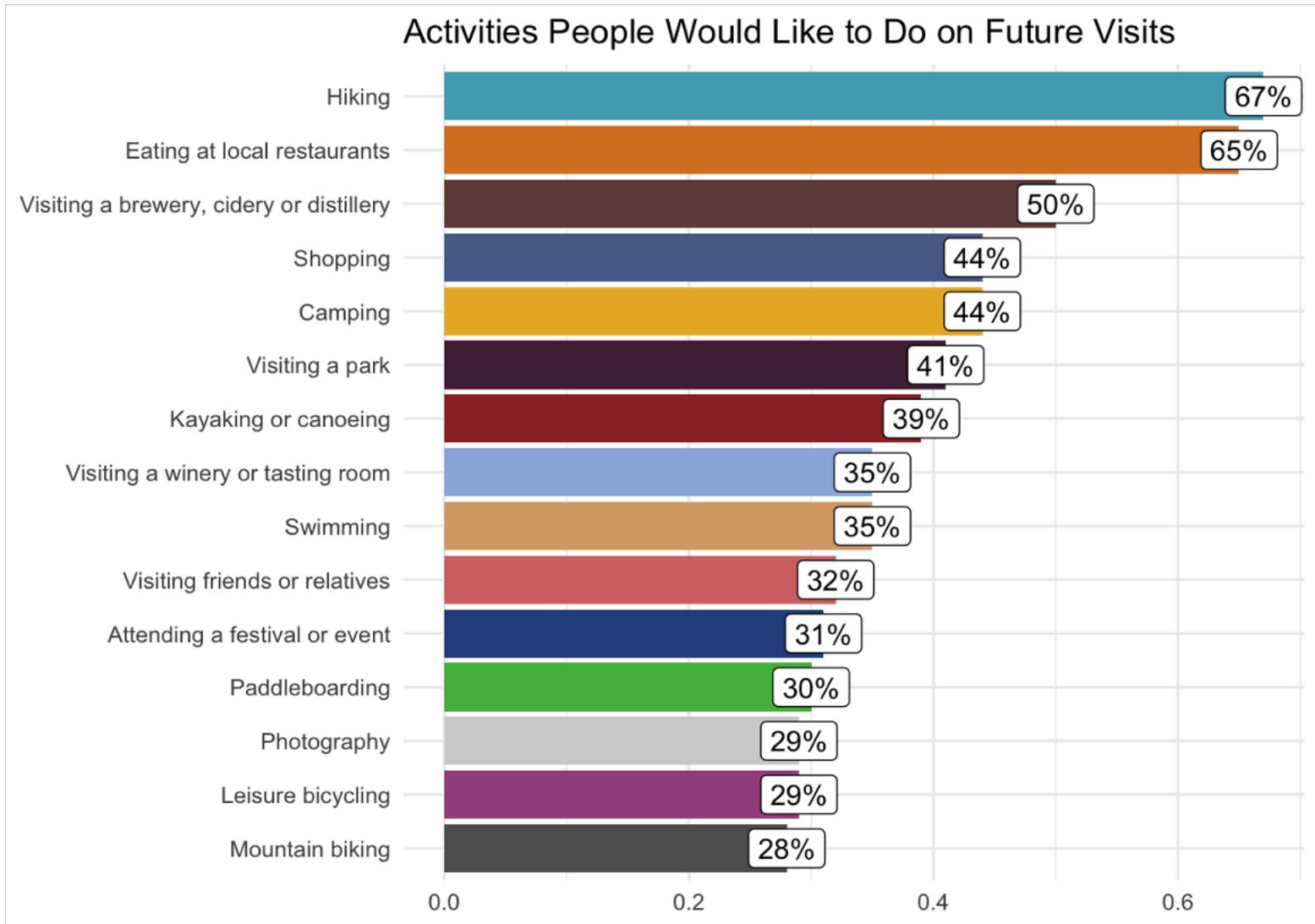
Only on-site visitors who were unlikely to return, n= 9

# Trip Planning and Future Visits



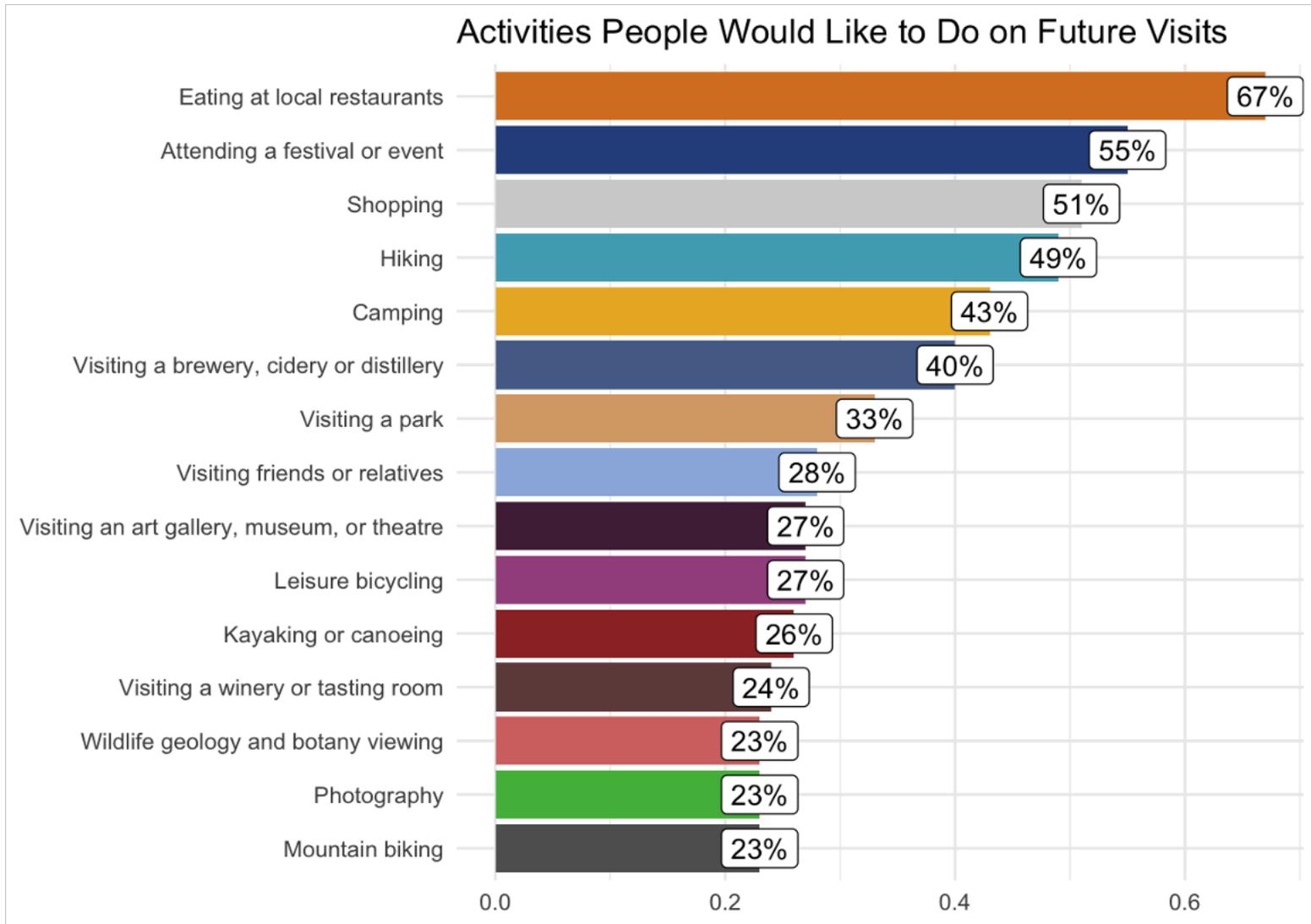
Only visitors who were unlikely to return, n= 71

# Trip Planning and Future Visits



On-site visitors only, n= 212

# Trip Planning and Future Visits



All visitors, n= 1263

# Trip Planning and Future Visits

| Activity                                      | Percent |
|-----------------------------------------------|---------|
| Eating at local restaurants                   | 67%     |
| Attending a festival or event                 | 55%     |
| Shopping                                      | 51%     |
| Hiking                                        | 49%     |
| Camping                                       | 43%     |
| Visiting a brewery, cidery or distillery      | 40%     |
| Visiting a park                               | 33%     |
| Visiting friends or relatives                 | 28%     |
| Leisure bicycling                             | 27%     |
| Visiting an art gallery, museum, or theatre   | 27%     |
| Kayaking or canoeing                          | 26%     |
| Visiting a winery or tasting room             | 24%     |
| Mountain biking                               | 23%     |
| Photography                                   | 23%     |
| Wildlife geology and botany viewing           | 23%     |
| Picnicking                                    | 21%     |
| Visiting historical sites                     | 21%     |
| Swimming                                      | 20%     |
| Attending a farmers market                    | 20%     |
| Fishing                                       | 18%     |
| Visiting cultural heritage sites              | 18%     |
| Paddleboarding                                | 15%     |
| Birdwatching                                  | 14%     |
| Backpacking                                   | 13%     |
| Road cycling                                  | 12%     |
| River rafting                                 | 11%     |
| Cross country skiing, snowshoeing             | 11%     |
| Golfing                                       | 8%      |
| Downhill skiing, snowboarding                 | 8%      |
| Horseback riding                              | 7%      |
| Running                                       | 7%      |
| Visiting a ranch                              | 7%      |
| Off highway driving                           | 6%      |
| Sports competition                            | 6%      |
| Guided tour trip                              | 6%      |
| Other                                         | 6%      |
| Disc golf                                     | 4%      |
| Climbing                                      | 3%      |
| Geocaching                                    | 3%      |
| Attending a conference or business meeting    | 3%      |
| Motorized boating                             | 2%      |
| Hunting                                       | 2%      |
| Snowmobile                                    | 2%      |
| Attending a wedding                           | 2%      |
| Consider establishing a business or residence | 2%      |

All visitors, n= 1263

# Differences by Visitor Demographics

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**Low-income visitors** were more likely to want to eat at local **restaurants**, go **shopping** and visit the **farmer's market** than the overall sample.

-> Low-income visitors are **less likely** to want to go hiking in the future.

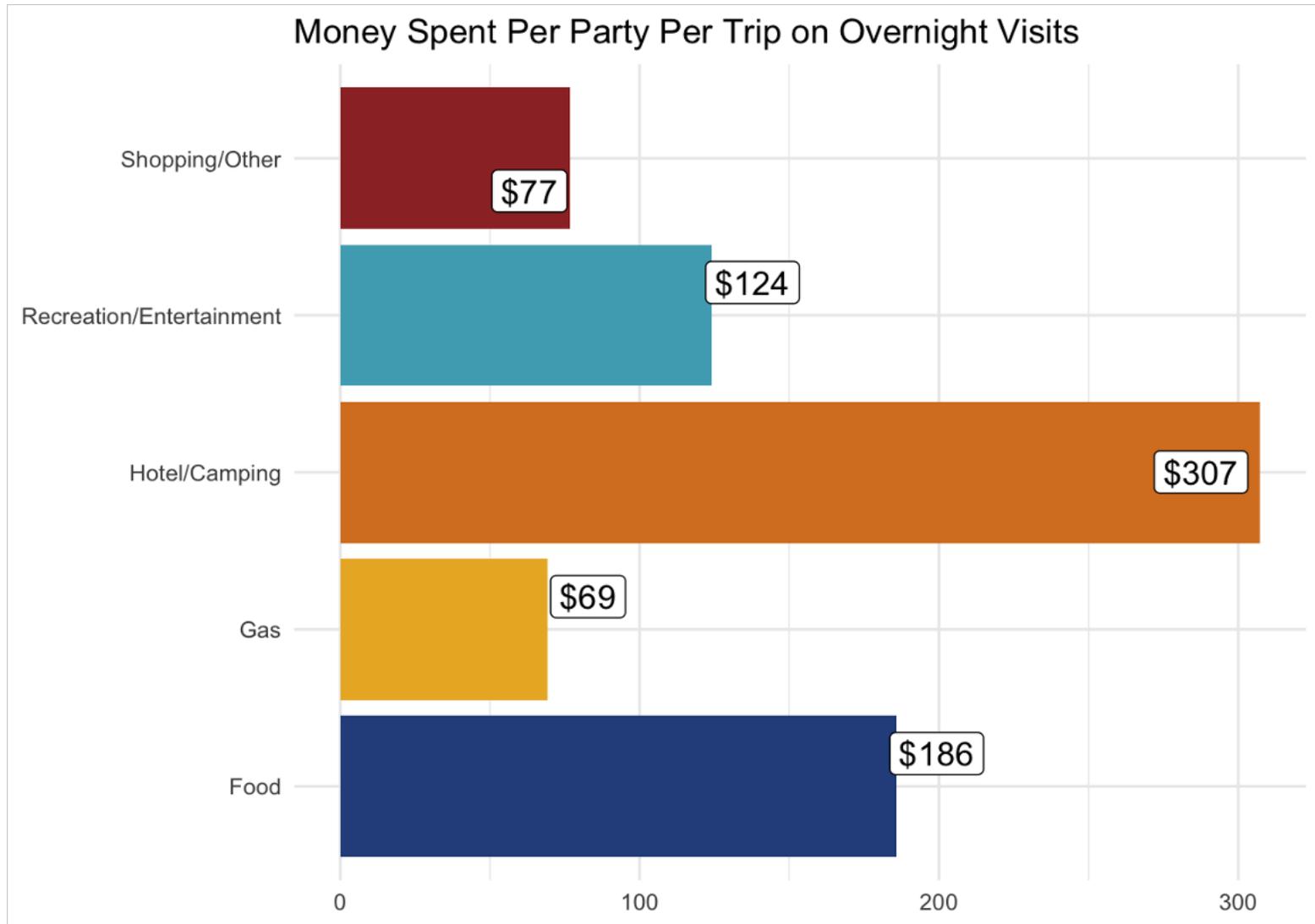
-> Low-income visitors were **2.4x** more likely to rate Sisters as too **expensive** than the average visitor.

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**Nonwhite respondents** were **less likely** to be “extremely likely” to **visit the Sisters area** in the next two years

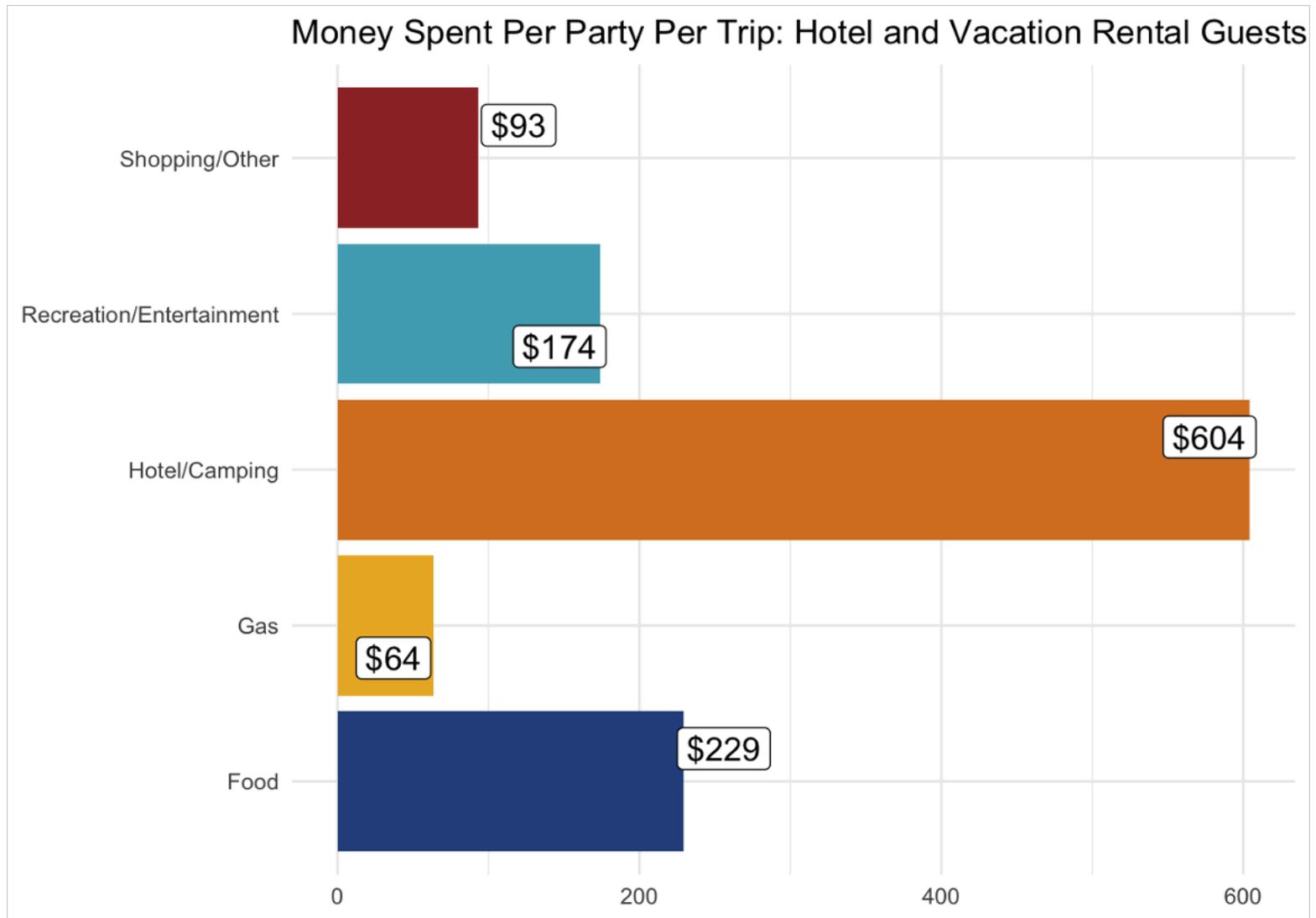
*(60% of nonwhite respondents, vs. 69% of all respondents and 79% of all on-site respondents).*

# Economic Impact



Overnight visitors only, n= 853

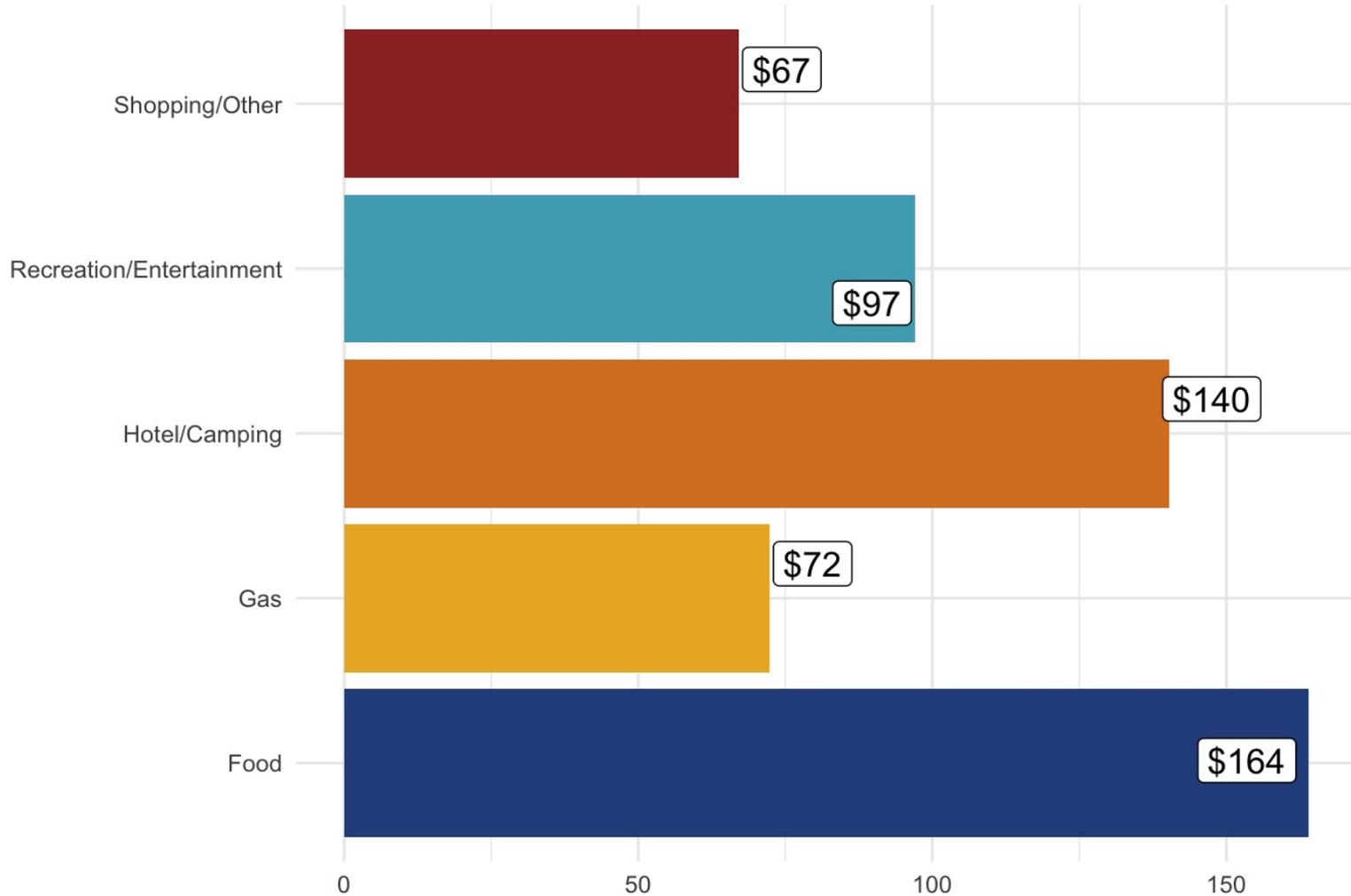
# Economic Impact



Hotel and vacation rental visitors only, n= 370

# Economic Impact

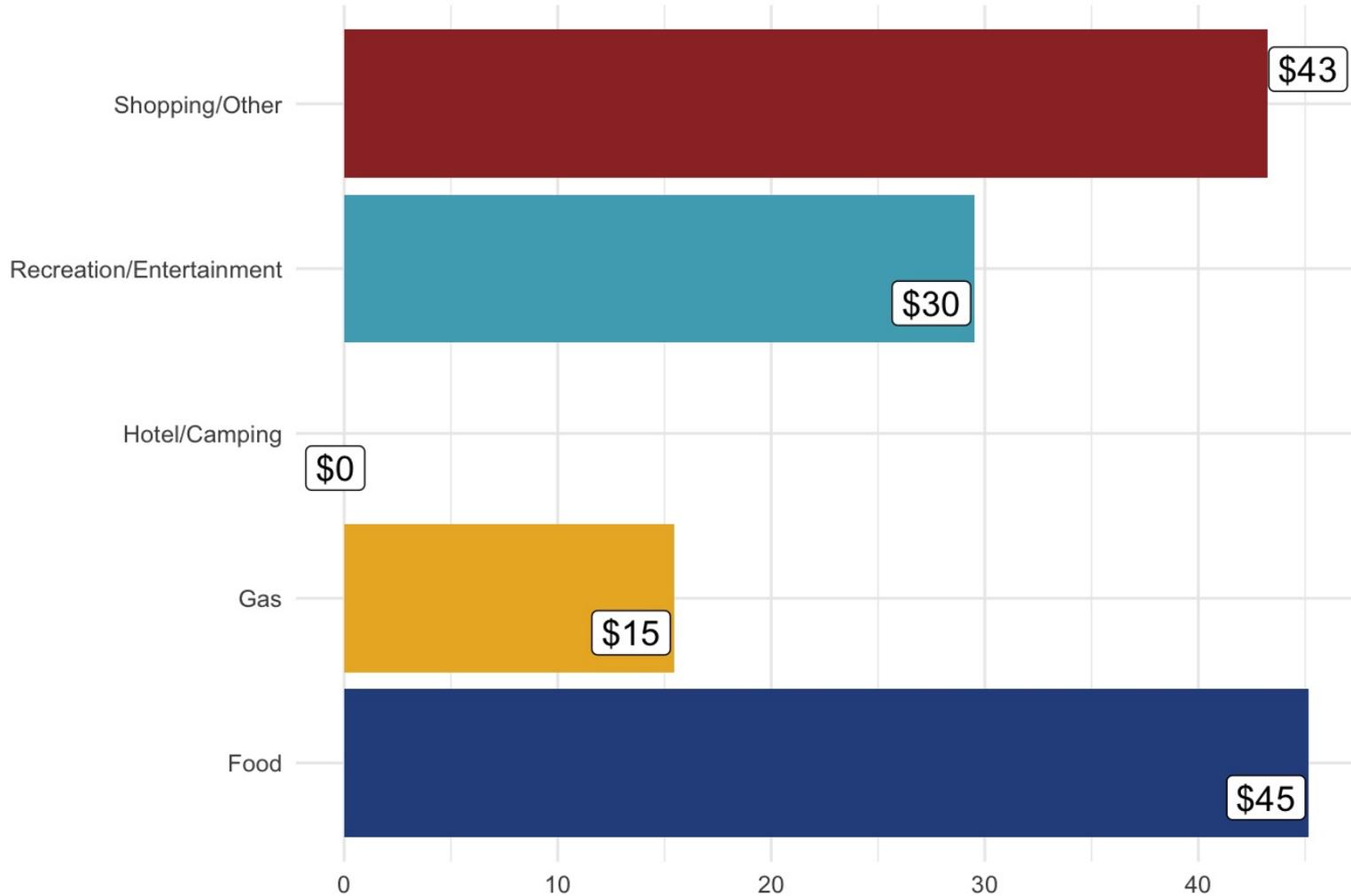
Money Spent Per Party Per Trip: Stays With Family or Camping



Visitors staying with friends and family or camping, n= 483

# Economic Impact

Money Spent Per Party Per Trip: Day Visits



Visitors on day trips, n= 342



# Section IV: Written Feedback

# Written Feedback

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## Visitors Liked

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Restaurants, bars and dining

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Events and festivals

---

Natural beauty

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Relaxation and family time

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Nice lodging and access to outdoor recreation

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## Visitors Disliked

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Traffic and parking

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Lack of availability or expense of accommodations

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Lack of availability of restaurants

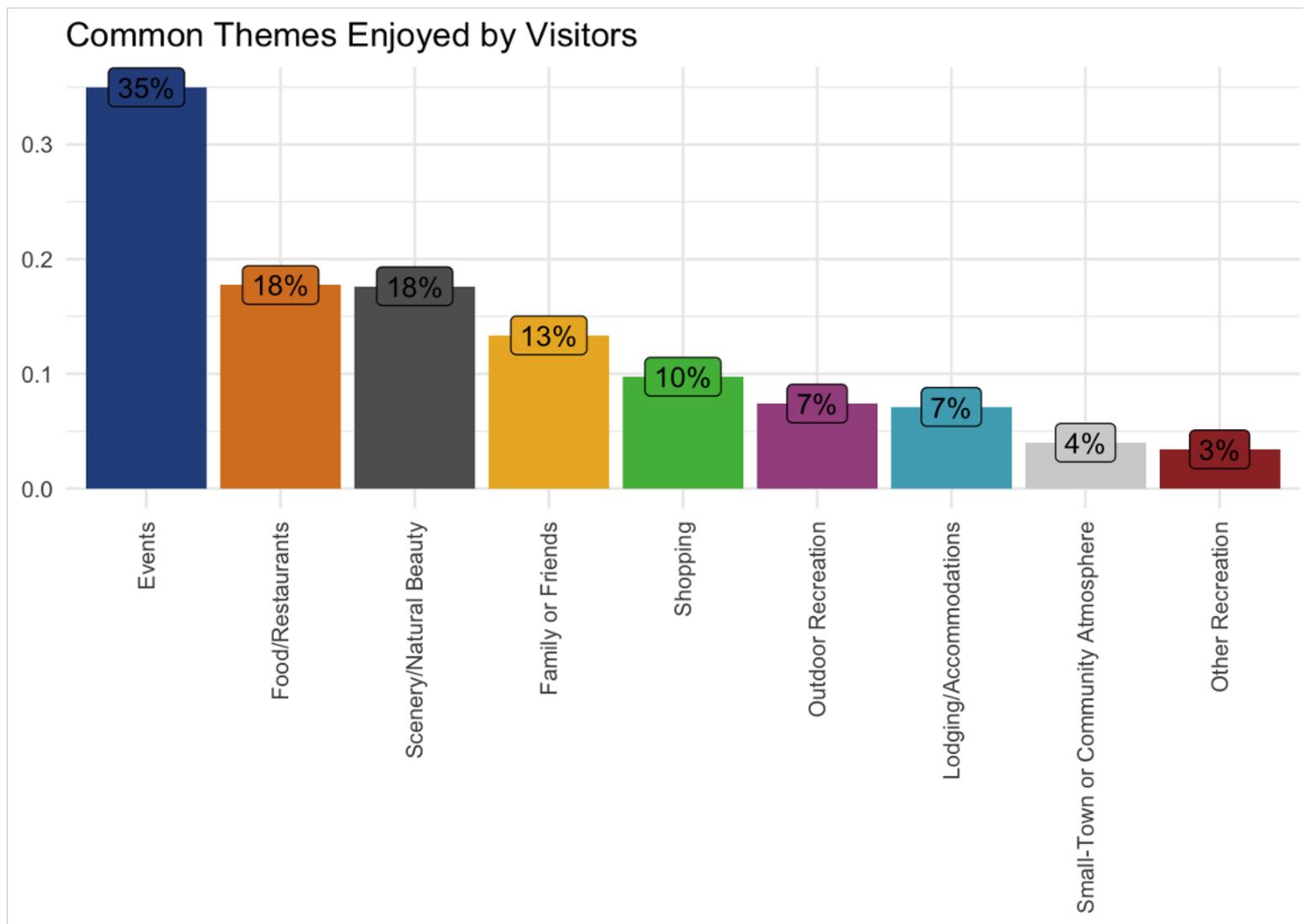
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Situational- covid, smoke, staffing

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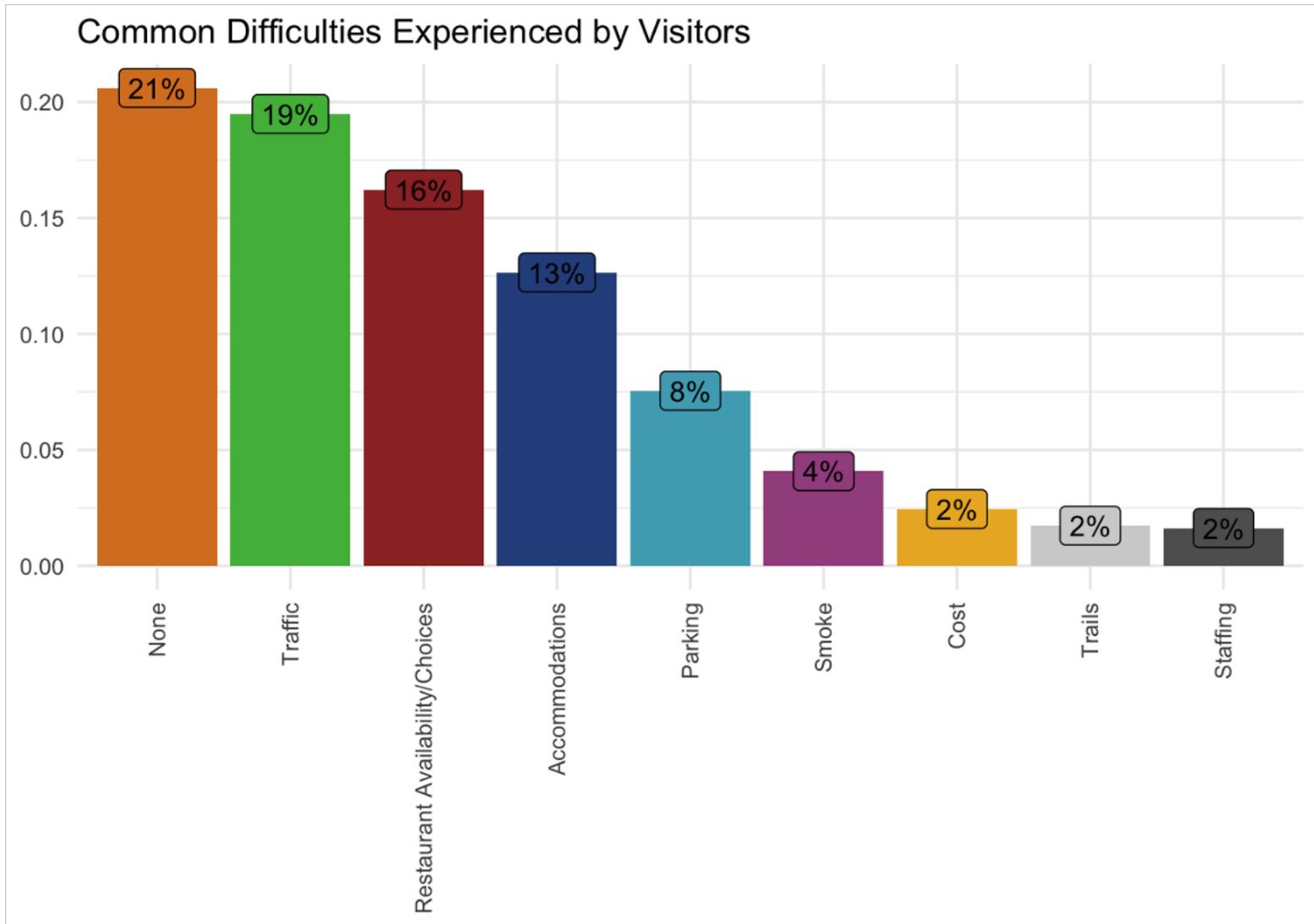
Cost or expense

# Feedback: What Visitors Enjoyed



All written responses, n= 1045

# Feedback: Difficulties Encountered by Visitors



All written responses, n= 1045

# Quotes: What Visitors Enjoyed

- *Hiking to surrounding waterfalls and taking walks through Sisters. Also enjoyed the restaurants.*
- *Music, picnic in the park in the center of town enjoying food from a local restaurant.*
- *I enjoy so much about the Sisters area, and used to live there. The Folk Fest was my reason for my last trip, but I also go for the wilderness, hiking, backpacking, skiing, all things outdoors!*
- *I like the Sister Creekside CG. there is a bit of traffic noise, but nice campground, close to Peterson Ridge trails and easy shopping!*
- *Trails close to town, easy access to great food*
- *Well-organized folk festival. Very accommodating camping at the high school and we biked to our musical events on well maintained bike trails.*
- *The quilt show and classes have been a lifelong dream of mine to attend. In 2018 I was finally able to attend this spectacular event.*

# Quotes: Difficulties Visitors Faced

- *Too much traffic on Main Street. Noisy. Takes away from the charm of Sisters.*
- *TRAFFIC! Getting out onto the main road to go anywhere was crazy. We started going through the residential streets to keep from having to turn left at the intersections of town.*
- *Lodging is sparse and super expensive. that is the main reason I stay in Bend and drive or ride my bike to Sisters.*
- *I have never been able to actually stay in Sisters, during the Quilt Show week, because the hotels etc. fill up so quickly.*
- *Affordable places to stay. Would've liked to stay in Sisters . Instead stayed in Bend and drove over for the day.*
- *Many closed restaurants due to staffing. We feel very sorry for local businesses and wish that we could've supported them.*
- *Parking is somewhat limited / not clearly marked and traffic on the main route through town makes turning around to back track somewhat of a challenge*

# Quotes: Improvements Visitors Want

- *More dining options and places to stay.*
- *Sadly, it's the inability to get accommodation. If I don't have a place to stay near Sisters, I have to day-trip it, and it's a punishingly long day trip from where I live.*
- *...encourage hotels to not raise their rates so excessively during the festival. We would have stayed longer.*
- *Add more places for quick healthy food rather than sit down food. More affordable places to stay overnight. Getting too expensive so I typically make it a day event.*
- *More biking trail variety. Biking specific trails. Biking shuttle.*
- *More resorts/hotels near downtown similar to 5 Pines*
- *Another similar campground in the area, limiting vehicles to the campground, businesses with broader hours (everything was closed when we weren't cycling)*
- *I wish you could move the highway. I always worry about pedestrians when driving through. Maybe some way to slow down traffic, raised crosswalks? Stop signs?*

# Word Cloud: What Visitors Enjoyed Most

Q15 What did you enjoy most about your visit?

walk RV park Mountain bike Sisters Creekside Campground Peterson Ridge  
Visiting friends Sister s Everything lovely friendly people river stores also  
wonderful quality beauty surrounding views bike race friendly new  
restaurants lots food road Seeing Beautiful area  
Outdoor Quilt Easy access Sisters Coffee mountains  
family community Hiking away beautiful shops restaurants  
Folk Festival Quiet area Sisters Stampede music trails  
love go shopping Attending town Seeing quilts  
quilt show place Sisters nature quilts fun  
scenery music festival Relaxing work enjoyed  
bike trails great parks friends Eating event outdoors local  
beautiful scenery Camping Creekside Campground visiting easy  
Sisters Folk setting festival natural beauty Sisters Quilt Staying  
atmosphere bakery weather amazing good riding small town variety  
time coffee shop walking around Black Butte nice Great music people  
local restaurants around town many beauty area Sisters Outdoor

# Word Cloud: Difficulties Visitors Faced

Q16 What was the main difficulty you and/or your group encountered during your trip?

festival warm Na help reservations little event room Long outside places eat visit  
venues use stayed dinner lot lunch hot many people closed stay Sisters available  
traffic main many Air quality Traffic town night lodging rv time much  
camping easy enough problem N Lack go Smoke fires town  
restaurants open crowded due Covid difficulties challenging  
Sisters housing Traffic expensive None s  
Parking walk restaurants stay Bend heat much traffic  
Finding Finding restaurant Nothing local Smoke great Covid  
Weather quilt show good place stay take area year day closed early drive  
Folk Festival make Long lines shops weekend hotel way hard food places one  
accommodations seating Finding place wanted campground trip really big around  
availability restaurants closed cancelled quilt Waiting

# Word Cloud: Improvements Visitors Want

Q17 What improvements could be made to make you a repeat visitor to the Sisters area?

Make Open love Sisters return way Less always left stay help nice season Improve  
show downtown Sisters Folk Festival back repeat visitor options please Keep around S  
already will back Bend need main street campground venues N even  
sure live will lodging visit big think enjoy restaurants hours  
Better quilt parking one town see Sisters day  
None really Nothing places stay traffic work area  
stop quilt show things love already repeat visitor time know  
year limited place access camping much shops rv parks great home  
Maybe housing go available close try improvements come back affordable  
fires event smaller find without accommodations move people definitely COME longer  
food NA RV sitting hotels Covid



## Section V: Demographics

# Demographics

- **Gender**: 68 percent female

| Gender     | Percent |
|------------|---------|
| Male       | 31%     |
| Female     | 68%     |
| Non-Binary | <1%     |
| Other      | <1%     |

- **Age**: 66 percent aged 51 and over

| Ages     | Percent |
|----------|---------|
| Under 20 | 9%      |
| 21-30    | 6%      |
| 31-40    | 10%     |
| 41-50    | 9%      |
| 51-60    | 18%     |
| 61+      | 48%     |

- **Income**: 52 percent made over \$100,000

| Income              | Percent |
|---------------------|---------|
| \$150,000+          | 27%     |
| \$100,000-\$149,999 | 25%     |
| \$75,000-\$99,999   | 19%     |
| \$50,000-\$74,999   | 18%     |
| \$20,000-\$49,999   | 8%      |
| Less than \$20,000  | 2%      |

All visitors, n= 1263

# Demographics

- **Household Status**: 44 percent households with adult kids

| Household Status                                          | Percent |
|-----------------------------------------------------------|---------|
| Single, no children                                       | 10%     |
| Household (couple, no children)                           | 27%     |
| Household (single or couple) w/children living at home    | 19%     |
| Household (single or couple) w/grown children not at home | 44%     |

- **Race**: 94 percent white

| Race                                    | Percent |
|-----------------------------------------|---------|
| Asian, Asian Indian or Pacific Islander | 2%      |
| Black or African American               | <1%     |
| Native American or Alaska Native        | <1%     |
| Write In                                | 2%      |
| Two or more races                       | 2%      |
| White/Caucasian                         | 94%     |

- **Ethnicity**: 97 percent not Hispanic/Latino

| Hispanic/Latino     | Percent |
|---------------------|---------|
| Not Hispanic/Latino | 97%     |
| Hispanic/Latino     | 3%      |

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