

## Vered Valley Tourism Survey Quarter #3 (March to May 2015)

### Verde Valley Visitor Survey 2014 - 2015 Quarter #3 (March to May) Survey Month

	Count	Column N %
March	259	34.6%
April	230	30.7%
May	260	34.7%
Total	749	100.0%

### Verde Valley Visitor Survey 2014 - 2015 Quarter #3 (March to May) Survey locations

	Count	Column N %
Jerome Visitor Center	174	23.3%
Out of Africa	106	14.2%
Sedona Visitor Center/chamber	91	12.2%
Pine Jeep/Sedona Jeep	75	10.0%
Iron Horse Inn	53	7.1%
Verde Canyon Railway	46	6.2%
Cottonwood Visitor Center	43	5.8%
Blazin M Ranch	40	5.4%
Page Springs Cellars	27	3.6%
McLean Meditation Center	20	2.7%
Old Town Center for the Arts	19	2.5%
Barlow Jeep Rentals	15	2.0%
Hyatt	11	1.5%
Verde Valley Archeology Center	9	1.2%
Camp Verde Visitor Center	9	1.2%
Copper Art Museum	8	1.1%
Old Town intercepts	1	0.1%
Total	747	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Mark all the Verde Valley Communities you**  
**intend to visit?**

	Count	Column N %
Sedona	546	74.4%
Jerome	442	60.2%
Cottonwood	392	53.4%
Camp Verde	228	31.1%
Clarkdale	173	23.6%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Is Verde Valley the primary destination of your**  
**trip?**

	Count	Column N %
Yes	500	72.5%
No	190	27.5%
Total	690	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**If not what is your primary destination?**

	Count	Column N %
Other	78	35.5%
Grand Canyon	56	25.5%
Phoenix	45	20.5%
Las Vegas	25	11.4%
Flagstaff	11	5.0%
Prescott	5	2.3%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

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

	Count	Column N %
SCOTTSDALE	4	4.5%
PAGE	3	3.4%
MESA	2	2.2%
FLAGSTAFF/GRAND CANYON	2	2.2%
ZION BRYCE	1	1.1%
WINSLOW	1	1.1%
WILLIAMS/ASHFORK	1	1.1%
WHITE MOUNTAINS	1	1.1%
WE ARE DRIVING AROUND	1	1.1%
VERED RIVE CANYON TRAIN	1	1.1%
TUCSON	1	1.1%
TRAVELLING THROUGHOUT S. CAL & AZ	1	1.1%
TRAVELING	1	1.1%
TRAVEL AROUND TUCSON	1	1.1%
TOURING GRAND CANYON- MONUMENT VALLEY-POSSIBLY ZION/BRYCE DEPENDANT ON WEATHER	1	1.1%
TOUR FROM L.A.	1	1.1%
TOMBSTONE/FLAGSTAFF	1	1.1%
TOMBSTONE-TUCSON	1	1.1%
SUN CITY WEST	1	1.1%
SUN CITY	1	1.1%
STARTING IN DALLAS LOOP THRU N TEXAS, NM & AZ, THEN SOUTH BACK TO DALLAS	1	1.1%
SOUTHWEST TRIP	1	1.1%
SOUTHWEST CANYON TOUR	1	1.1%
SEDONA/GRAND0 CANYON	1	1.1%
SEDONA/GRAND CANYON	1	1.1%
SEDONA, TUCSON, PHOENIX	1	1.1%
SEDONA ONE WEEK;DAY TRIP TO 'SLOT CANYON' AND 'HORSESHOE BEND';LAS VEGAS ONE WEEK	1	1.1%
SEDAVR	1	1.1%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

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

	Count	Column N %
SEATTLE	1	1.1%
SAN TAN VALLEY	1	1.1%
S.W. USA STATES	1	1.1%
ROADTRIP CROSS COUNTRY	1	1.1%
RENO NV	1	1.1%
PRESCOTT VALLEY	1	1.1%
PRESCOTT	1	1.1%
PHOENIX/MONUMENT VALLEY/ZION NAT'L PARK	1	1.1%
PHOENIX/LAS VEGAS	1	1.1%
PHOENIX/GRAND CANYON	1	1.1%
PHOENIX VALLEY	1	1.1%
PAYSON	1	1.1%
PASSING THROUGH	1	1.1%
PAGE, MOAB, MONUMNET VALLEY, MESA VERDE	1	1.1%
ORGAN PIPE NATIONAL MONUMENT	1	1.1%
ON OUR WAY TO SEDONA	1	1.1%
MONUMENT VALLEY, MOAB, MESA VERDE	1	1.1%
MOAB,ZION	1	1.1%
MESA AZ	1	1.1%
MESA AND SEDONA	1	1.1%
LIVE IN RV-SEEING AMERICA	1	1.1%
LEAVING PHX FOR LODI	1	1.1%
LA., SAN FRAN, SAN DIEGO, GRAND CANYON, LAS VEGAS	1	1.1%
KIRKLAND	1	1.1%
KEEP DRIVING SEEING WATER FORE DOGS	1	1.1%
KANAB, ZION	1	1.1%
JEROME	1	1.1%
IOWA	1	1.1%
GREEN VALLEY	1	1.1%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

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

	Count	Column N %
GRAND JUNCTION CO, ALL OF NORTHERN ARIZONA	1	1.1%
GRAND CANYON/MONUMENT VALLEY	1	1.1%
GRAND CANYON/LAS VEGAS/PHOENIXQ	1	1.1%
FLAGSTAFF/PRESCOTT	1	1.1%
FLAGSTAFF/GRAND CANYON/PRESCOTT/PHOENIX	1	1.1%
FLAGSTAFF/GRAND CANYON/PHOENIX	1	1.1%
FLAGSTAFF AND GRAND CANYON	1	1.1%
DRIVING THROUGH	1	1.1%
DRIVING AROUND-NO SET DESTINATION	1	1.1%
DEWEY	1	1.1%
COTTONWOOD	1	1.1%
CASA VERDE	1	1.1%
CASA GRANDE, AZ	1	1.1%
CANYON DE CHELLY	1	1.1%
CALIFORNIA CENTRAL COAST	1	1.1%
APACHE JUNCTION	1	1.1%
1 WEEK IN TUCSON AND 1 WEEK HERE & WILLIAMS	1	1.1%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**Is this your first trip to Verde Valley?, if not how many times have you visited**

	Count	Column N %	Average visits
Is this your first trip to the Verde Valley? Yes	346	46.5%	
No	398	53.5%	
Total	744	100.0%	
If not how many times have you visited?			8.8

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Is this trip to Verde Valley...?**

	Count	Column N %
An overnight trip	448	67.0%
A day trip only	221	33.0%
Total	669	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**If staying overnight in the Verde Valley, how many nights are you staying?**

	Average Nights	Median Nights	Maximum Nights
Number of nights on overnight trip?	5.4	4.0	60.0

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**If staying overnight in the Verde Valley, what type of lodging are you using?**

	Count	Column N %
Hotel-Motel-Resort	303	52.5%
Timeshare Property	135	23.4%
Home of Friends or Family	55	9.5%
Campground-RV Park	50	8.7%
Bed & Breakfast	27	4.7%
Other	26	4.5%
Second home	9	1.6%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Wat other type of lodging did you use while staying in the Verde**  
**Valley?**

	Count	Column N %
AIRBNB.COM HOME SHARE	1	3.7%
BLM	1	3.7%
BUT WANTED A B&B BUT THEY WERE FULL	1	3.7%
CASITA RENTAL	1	3.7%
ELKS LODGE	1	3.7%
EXTENDED STAY	1	3.7%
HEALING WORK ON SACRED SITES	1	3.7%
HOME	1	3.7%
HOME RENTAL	1	3.7%
HOUSE RENTAL	1	3.7%
INN	2	7.4%
NOT STAYING OVERNIGHT	1	3.7%
PROPERTY RENTAL	1	3.7%
RENT	1	3.7%
RENTAL	2	7.4%
RENTAL HOME	1	3.7%
RENTING A HOUSE	1	3.7%
RENTING CONDO	1	3.7%
RENTING HOME OF WOMAN WHO ADVERTISED ON INTERNET SITE	1	3.7%
RV	1	3.7%
SEDONA HILTON	1	3.7%
VACATION HOME RENTAL	1	3.7%
VRBO RENTAL	3	11.1%
Total	27	100.0%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**What most influenced your decision to visit the Verde Valley?**

	Count	Column N %
Friend or relative	324	45.4%
Other	252	35.3%
Internet	96	13.5%
Magazine/newspaper article	17	2.4%
Travel agent/tour operator	16	2.2%
Magazine/TV ad	8	1.1%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**What single resource was the most important in planning or researching your trip to the Verde Valley?**

	Count	Column N %
Internet	321	46.7%
Friends or relatives	174	25.3%
Other	115	16.7%
Guidebook	34	4.9%
Travel brochure	31	4.5%
Travel agent/tour operator	12	1.7%



**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**Indicate the primary purpose of your current visit to Verde Valley**

	Count	Column N %
Sightseeing	279	43.5%
Outdoor recreation (hiking, golf, kayaking, biking etc)	122	19.0%
Visiting friends and relatives	66	10.3%
Other	63	9.8%
Cultural/Historical	25	3.9%
Spiritual/Metaphysical/Wellness	23	3.6%
Special event (festival, exhibition, concert etc)	20	3.1%
Wine tasting	17	2.6%
Shopping	11	1.7%
Business	8	1.2%
Archeology	5	0.8%
Birding	3	0.5%
Total	642	100.0%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**Please estimate your per-party per-day spending in the Verde Valley**

	Mean	Median	Valid N
Please tell us the number of people these expenses cover?	2.8	2.0	591
Lodging/Camping	\$207.5	\$125.0	475
Restaurant & grocery	\$119.3	\$80.0	598
Transportation (incl gas)	\$80.6	\$30.0	522
Shopping/souvenirs	\$111.3	\$50.0	492
Recreation/Tour/Entrance/Permit fees	\$88.4	\$50.0	461
Spa/spiritual/metaphysical	\$62.0	\$0.0	223
Other	\$191.6	\$10.0	95

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Other expenditures in the Verde Valley**

	Count	Column N %
MISSCELANEOUS	2	5.9%
GOLF	2	5.9%
WINE/BOTTLES	1	2.9%
WINE	1	2.9%
VERDE VALLEY TRAIN	1	2.9%
VERDE RAIL TOUR	1	2.9%
TOTAL \$150 (ALL SPENDING)	1	2.9%
TASTING FEES	1	2.9%
SUNGLASSES, SUN SCREEN, TOOTHPASTE	1	2.9%
STUFF	1	2.9%
SKYDIVING	1	2.9%
SHOW	1	2.9%
SEMINAR	1	2.9%
PARK & MUSEUM ENT. FEES	1	2.9%
NO SPEDING DEFINED	1	2.9%
MYOSACRAL THERAPY	1	2.9%
MUSIC, ENTERTAINMENT	1	2.9%
MEDITATION TEACHER TRAINING	1	2.9%
LWV CONVENTION	1	2.9%
LODGING TME SHARE	1	2.9%
GROCERIES	1	2.9%
DENTIST VISIT	1	2.9%
CONVENTION FEES FOOD & VENUE	1	2.9%
CONCERT TICKETS	1	2.9%
CASINO	1	2.9%
BOUGHT PACKET FOR \$306 VERDE CANYON RAILROAD	1	2.9%
BIKE RENTAL	1	2.9%
BEER	1	2.9%
ALL?	1	2.9%
AIRFARE/RENTAL CAR	1	2.9%
2000 NO EPLANATION	1	2.9%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Other expenditures in the Verde Valley**

	Count	Column N %
\$300 NO DEFINITION	1	2.9%
Total	34	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**General Verde Valley Activities - Any Locations:**

	Count	Column N %
Dining	462	68.8%
Shopping	406	60.4%
Hiking	320	47.6%
Art galleries/Museums	294	43.8%
Area creeks or rivers	239	35.6%
Wineries/Tasting Rooms	169	25.1%
Jeep/Off-Highway Vehicle Tours	142	21.1%
Birdwatching or observing wildlife	91	13.5%
Events/Festivals please define	71	10.6%
Spa	57	8.5%
Camping/RV stay	53	7.9%
Golfing	44	6.5%
Mountain or Road Biking	40	6.0%
Rock Climbing	30	4.5%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Event or Festival**

	Count	Column N %
BOB DYLAN 74TH BIRTHDAY BASH IN COTTONWOOD	5	10.4%
CONVENTION	2	4.2%
CONCERT	2	4.2%
VERDE CANYON RAILROAD	1	2.1%
TRYING TO DO IT ALL!	1	2.1%
THRIFTING	1	2.1%
ROCK ART	1	2.1%
RESTAURANTS	1	2.1%
RELAXING!	1	2.1%
RED ROCK SKYDIVING	1	2.1%
RED ROCK BALOON RIDE FABULOUS	1	2.1%
PINK JEEP TOUR	1	2.1%
PHOTOGRAPHY!	1	2.1%
PHOTOGRAPHY	1	2.1%
PECAN AND WINE FEST	1	2.1%
PECAN & WINE FEST	1	2.1%
PECAN & WINE	1	2.1%
NASCAR	1	2.1%
MUSIC CONCERT AT COLLEGE	1	2.1%
MUSIC	1	2.1%
MEDITATION TEACHER TRAINING	1	2.1%
MEDITATION	1	2.1%
MCLEAN MEDITATION TEACHER TRAINING	1	2.1%
LWV-AZ CONVENTION AT YAVAPAI CC	1	2.1%
IF THERE ARE EVENTS OR FESTIVALS, I WILL GO.	1	2.1%
HOT AIR BALLOON	1	2.1%
HOT AIR	1	2.1%
HELICOPTER TOUR/TRAIN TOUR	1	2.1%
HELICOPTER TOUR OF VERDE VALLEY & MTS!	1	2.1%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Event or Festival**

	Count	Column N %
HELICOPTER	1	2.1%
GRAND CANYON	1	2.1%
GEM & MINERAL SHOW/ARTS & CRAFTS FAIR	1	2.1%
FILM FESTIVAL	1	2.1%
DYLAN BIRTHDAY BASH	1	2.1%
CONFERENCE	1	2.1%
BEER TASTING	1	2.1%
BALLET	1	2.1%
AZ STRONGHOLD BDAY	1	2.1%
ART SHOW	1	2.1%
ART & CRAFTS	1	2.1%
ANTIQUES	1	2.1%
ALL SACRED SITES	1	2.1%
Total	48	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Camp Verde Attractions:**

	Count	Column N %
Montezuma Castle/Well National Monument	181	51.9%
Out of Africa	126	36.1%
Downtown Camp Verde	83	23.8%
Fort Verde State Park	65	18.6%
Cliff Castle Casino	59	16.9%
Verde Valley Archeology Center	41	11.7%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Clarkdale Attractions:**

	Count	Column N %
Verde Canyon Railroad	133	54.7%
Tuzigoot National Monument	99	40.7%
Copper Art Museum	53	21.8%
Clarkdale Arts & Entertainment District	30	12.3%
Verde River Access Point	19	7.8%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Cottonwood Attractions:**

	Count	Column N %
Historic Old Town Cottonwood	204	67.5%
Blazin M Ranch	75	24.8%
Old Town Center for the Arts	69	22.8%
Dead Horse Ranch State Park	60	19.9%
Old Jail Trail	23	7.6%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Jerome Attractions:**

	Count	Column N %
Galleries/Shops	316	73.8%
Historic Jerome/Ghost Towns	229	53.5%
Jerome State Historic Parks	114	26.6%
Wineries/Tasting Rooms	101	23.6%
Music/Special Events	21	4.9%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Sedona Attractions:**

	Count	Column N %
Oak Creek Canyon	319	60.8%
Red Rock Scenic Byways	316	60.2%
Uptown Sedona	297	56.6%
Chapel of the Holy Cross	255	48.6%
Sedona Airport Scenic Overlook	207	39.4%
Tlaquepaque/Hillside	202	38.5%
Slide Rock and/or Red Rock State Park	181	34.5%
Vortex Sites	158	30.1%
Red Rock Crossing	151	28.8%
Resort	113	21.5%
Palatki and/or Hononki Heritage Sites	67	12.8%
Sedona Heritage Museum	53	10.1%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**

**Overall how satisfied are you with your experience in Verde Valley in the following categories?**

	Low	Somewhat low	Neither high nor low	Somewhat high	High
Attractions	0.2%	0.0%	4.9%	29.3%	65.6%
Activities	0.2%	0.5%	8.7%	31.4%	59.3%
Accommodations	0.5%	0.7%	9.1%	29.1%	60.5%
Entertainment	1.3%	4.0%	19.7%	34.6%	40.3%
Shopping	1.1%	4.1%	16.4%	37.5%	41.0%
Food & Drink	0.5%	1.2%	9.5%	36.5%	52.4%
Prices	1.7%	5.9%	22.1%	43.5%	26.8%
Visitor Information	1.1%	1.8%	7.7%	26.4%	63.0%

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**Overall how satisfied are you with your experience in Verde Valley in the following categories?**

	Mean
Attractions	4.6
Activities	4.5
Accommodations	4.5
Entertainment	4.1
Shopping	4.1
Food & Drink	4.4
Prices	3.9
Visitor Information	4.5

1 = The most important reason

3 = Neither important nor unimportant

5=High

**Verde Valley Visitor Survey 2014 - 2015**

**Quarter #3 (March to May)**

**Origin of domestic visitors to the Verde Valley?**

	Count	Column N %
Arizona	195	31.1%
California	74	11.8%
Wisconsin	37	5.9%
Washington	20	3.2%
Michigan	20	3.2%
Florida	20	3.2%
Illinois	19	3.0%
Massachusetts	19	3.0%
Ohio	16	2.6%
Pennsylvania	16	2.6%
Colorado	15	2.4%
Texas	15	2.4%
New York	13	2.1%
Oregon	11	1.8%
Maryland	11	1.8%
Nevada	9	1.4%
Connecticut	9	1.4%
New Jersey	8	1.3%
North Carolina	7	1.1%



**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Origin of domestic visitors to the Verde Valley?**

	Count	Column N %
New Mexico	6	1.0%
Oklahoma	6	1.0%
Kansas	6	1.0%
Iowa	6	1.0%
Indiana	6	1.0%
Virginia	6	1.0%
Alaska	5	0.8%
New Hampshire	5	0.8%
Wyoming	4	0.6%
Montana	4	0.6%
Tennessee	4	0.6%
Idaho	3	0.5%
Louisiana	3	0.5%
North Dakota	3	0.5%
South Dakota	3	0.5%
Mississippi	3	0.5%
Georgia	3	0.5%
Vermont	3	0.5%
Maine	3	0.5%
Hawaii	2	0.3%
Nebraska	2	0.3%
Utah	1	0.2%
Arkansas	1	0.2%
Kentucky	1	0.2%
Alabama	1	0.2%
West Virginia	1	0.2%
Rhode Island	1	0.2%
Total	627	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Origin of Arizona visitors to the Verde Valley?**

	Count	Column N %
PHOENIX	35	18.5%
MESA	14	7.4%
SCOTTSDALE	13	6.9%
PRESCOTT	10	5.3%
PRESCOTT VALLEY	9	4.8%
PEORIA	9	4.8%
GLENDALE	9	4.8%
TEMPE	8	4.2%
TUCSON	7	3.7%
SUN CITY	6	3.2%
GILBERT	6	3.2%
ANTHEM - DESERT HILLS	6	3.2%
SURPRISE	5	2.6%
FLAGSTAFF	5	2.6%
GROOM CREEK	4	2.1%
CHANDLER	4	2.1%
AVONDALE	4	2.1%
BUCKEYE	3	1.6%
GOODYEAR	3	1.6%
SAFFORD	2	1.1%
SADDLEBROOKE	2	1.1%
QUEEN CREEK	2	1.1%
PAYSON	2	1.1%
NEW RIVER	2	1.1%
KINO	2	1.1%
GUADALUPE	2	1.1%
CAVE CREEK	2	1.1%
SUN	1	0.5%
SIERRA VISTA	1	0.5%
SHOW LOW	1	0.5%
ORO VALLEY	1	0.5%
MISSION	1	0.5%
LITCHFIELD PARK	1	0.5%
LAKE HAVASU CITY	1	0.5%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Origin of Arizona visitors to the Verde Valley?**

	Count	Column N %
GREEN VALLEY	1	0.5%
EL MIRAGE	1	0.5%
DEWEY	1	0.5%
COTTONWOOD	1	0.5%
CHINO VALLEY	1	0.5%
BULLHEAD CITY	1	0.5%
Total	189	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Origin of international visitors to the Verde Valley?**

	Count	Column N %
CANADA	53	77.9%
UNITED KINGDOM	7	10.3%
AUSTRALIA	3	4.4%
GERMANY	2	2.9%
DENMARK	1	1.5%
COLOMBIA SA	1	1.5%
CANADA/RUSSIA	1	1.5%
Total	68	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**How many people including yourself are in the travel party?**

	Mean	Median	Number
Number of women	1.7	1.0	678
Number of men	1.4	1.0	611
Number of children under 18 years of age?	1.0	1.0	193

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Visitor age?**

	Count	Column N %
20 and under	5	0.9%
21 - 25 years	16	3.0%
26 - 30 years	21	3.9%
31 - 35 years	34	6.3%
36 - 40 years	22	4.1%
41 - 45 years	32	6.0%
46 - 50 years	51	9.5%
51 - 55 years	53	9.9%
56 - 60 years	64	11.9%
61 - 65 years	94	17.5%
66 - 70 years	84	15.6%
71 - 75 years	42	7.8%
76 years and older	19	3.5%

Average age = 55.2 years  
Median age = 58.0 years

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**Who is traveling with you on this trip?**

	Count	Column N %
Family only	419	61.8%
Family and Friends	148	21.8%
Friends only	72	10.6%
Nobody, traveling alone	30	4.4%
Organized group	9	1.3%
Total	678	100.0%

**Verde Valley Visitor Survey 2014 - 2015**  
**Quarter #3 (March to May)**  
**What is your annual household income?**

	Count	Column N %
Less than \$30,000	38	6.5%
\$30,000 - \$39,999	71	12.1%
\$40,000 - \$49,999	84	14.3%
\$50,000 - \$69,999	102	17.4%
\$70,000 - \$89,999	75	12.8%
\$90,000 - \$109,999	47	8.0%
\$110,000 - \$129,999	45	7.7%
\$130,000 - \$149,999	27	4.6%
\$150,000 - \$179,999	19	3.2%
\$180,000 - \$199,999	79	13.5%
Total	587	100.0%

Average Household Income derived from mid points =  
\$87,818