

Benefits from Tourism

Start of Block: Consent & Screening

Q100 Timing
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Q1 Dear Florida Resident,

We are researchers from the University of Florida and we ask for your help in a study about how Floridians evaluate the value of tourism for the well-being of their communities. We are contacting residents of the areas in Florida with extensive tourism resources - Orlando, Miami, and the greater St.-Augustine area.

The survey will take 8-10 minutes. Your personal identifiers are not collected in this study, all data will be reported in aggregates, and we will treat the data with utmost confidentiality. In a very unlikely event of the electronic data breach, the risk that your identity can be figured out is virtually non-existent. For information regarding your rights as a research participant contact the IRB office at 352-392-0433, protocol IRB202001384. If you don't wish to take part, just close the window.

We are very grateful for your help!

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Q41

We care about the quality of our survey data and hope to receive the most accurate measures of your opinions, so it is important to us that you thoughtfully provide your best answer to each question in the survey.

Do you commit to providing your thoughtful and honest answers to the questions in this survey?

- ☐ I will provide my best answers (1)
- ☐ I will not provide my best answers (4)
- ☐ I can't promise either way (5)

Skip To: End of Block If We care about the quality of our survey data and hope to receive the most accurate measures of yo... = I will not provide my best answers

Skip To: End of Block If We care about the quality of our survey data and hope to receive the most accurate measures of yo... = I can't promise either way

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Q40 What is your zip code?

End of Block: Consent & Screening

Start of Block: Brand Perceptions

Q101 Timing

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Q2 This section asks about your general attitude toward tourism in your area.



Q3 In general terms, do you consider tourism a benefit or a drawback to your particular area?

- ☐ A benefit (1)
- ☐ A drawback (2)
- ☒ No opinion (3)

Q4 In general terms, how important is tourism to the economy of your particular area?

- ☐ Not at all important (1)
 - ☐ Slightly important (2)
 - ☐ Moderately important (3)
 - ☐ Important (4)
 - ☐ Very important (5)
-

Q5 In general terms, how important is tourism to job creation in your particular area?

- ☐ Not at all important (1)
 - ☐ Slightly important (2)
 - ☐ Moderately important (3)
 - ☐ Important (4)
 - ☐ Very important (5)
-

Q6 Do you consider the volume of tourists in your area BEFORE the Covid-19 outbreak to be a good or bad thing?

- ☐ Very bad thing (1)
 - ☐ Bad thing (2)
 - ☐ Neither/Undecided (3)
 - ☐ Good thing (4)
 - ☐ Very good thing (5)
-

Q7 How much tourism to your area would you like to see AFTER the Covid-19 outbreak is over?

- ☐ Less tourism than before Covid-19 (1)
- ☐ Return to pre-Covid-19 numbers (2)
- ☐ More tourism than before Covid-19 (3)

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Q102 Timing
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Q8 This section asks about socio-economic and environmental impacts of tourism.

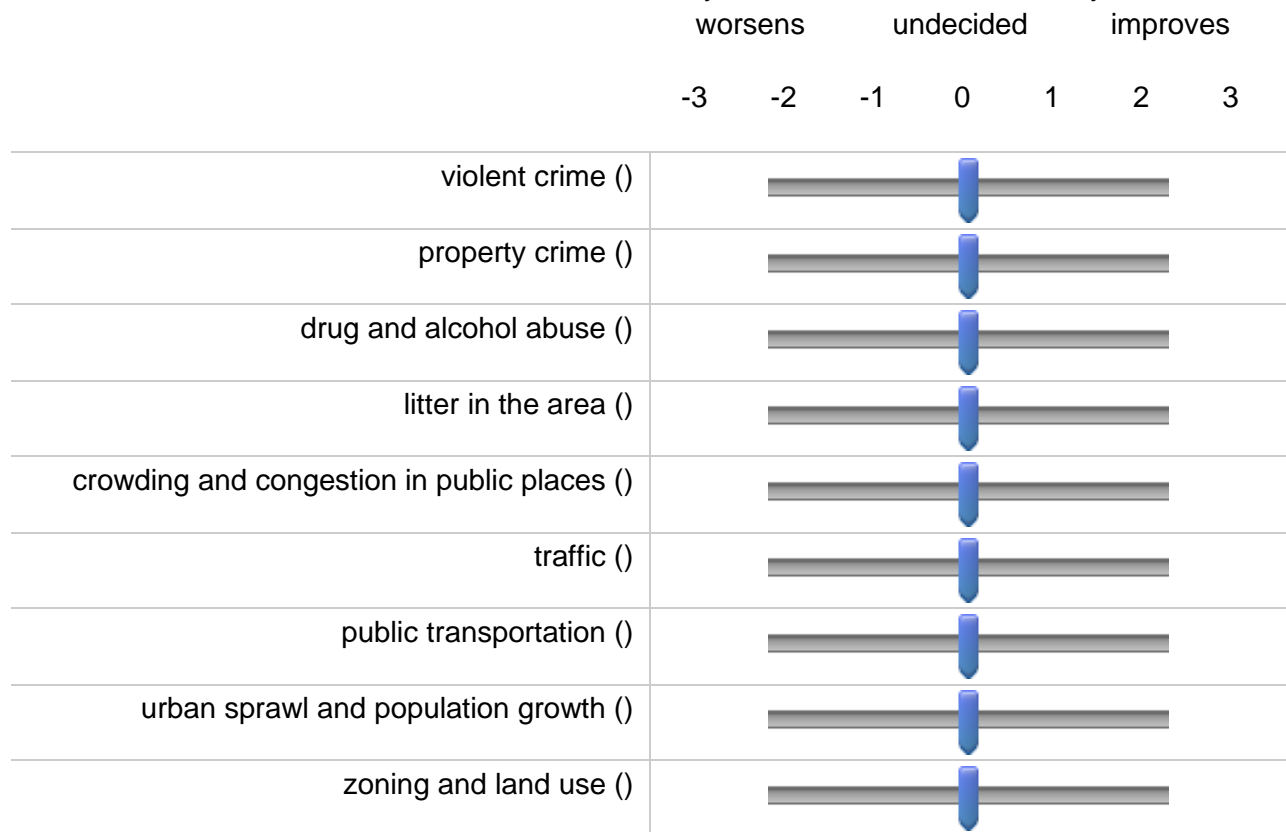
Q9 How does tourism affect the situation with income, wealth, and economy in your area?



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Q103 Timing
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Q10 How does tourism affect the situation with safety, traffic, and infrastructure in your area?



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Q104 Timing
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Q11 How does tourism affect environment, diversity, education, and health?



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Q105 Timing
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Q12 We are more than half way through the survey! Please tell us about your connections with tourism and hospitality industry and the impact of the Covid-19 outbreak on your situation.

Q13 For how long have you resided in your current area (Orlando, Miami, or the greater St.-Augustine area)?

- ☐ Less than 5 years (1)
 - ☐ 5-9 years (2)
 - ☐ 10-14 years (3)
 - ☐ 15-19 years (4)
 - ☐ 20-24 years (5)
 - ☐ 25 or more years (6)
-

Q14 During the time that you've been resided in your current area have you ever held a job/position in the tourism and hospitality sector?

- ☐ No (1)
 - ☐ Yes, part-time position (2)
 - ☐ Yes, permanent position (3)
 - ☐ Various positions at various periods of time (4)
-

Q15 Have you been holding a job/position in tourism and hospitality sector before the Covid-19 outbreak?

☐ No (1)

☐ Yes (2)

Q16 Has your job/position (whether in tourism or any other sector) been impacted (loss of job or income) because of the Covid-19 outbreak?

☐ No (1)

☐ Yes (2)

Q17 In your opinion, how much longer will it take for your community/urban area to return to the PRE-Covid-19 levels of tourism?

☐ up to 3 months (1)

☐ 3-6 months (2)

☐ 6-12 months (3)

☐ up to 2 years (4)

☐ more than 2 years (5)

☐ have no opinion (6)

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Q106 Timing
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Q18 Please tell us about yourself. All data will be reported in aggregates.

Q19 What is your sex?

- ☐ Male (1)
- ☐ Female (2)
-

Q20 What is your age?

- ☐ 18-24 (1)
- ☐ 25-34 (2)
- ☐ 35-44 (3)
- ☐ 45-54 (4)
- ☐ 55-64 (5)
- ☐ 65 and over (6)
-

Q36 Choose one or more races that you consider yourself to be:

- ☐ White (1)
 - ☐ Black or African American (2)
 - ☐ American Indian or Alaska Native (3)
 - ☐ Asian (4)
 - ☐ Native Hawaiian or Pacific Islander (5)
 - ☐ Other (6) _____
-

Q38 Are you Spanish, Hispanic, or Latino?

- ☐ Yes (1)
 - ☐ None of these (2)
-

Q21 What is the highest level of education that you have achieved?

- ☐ High school or less (1)
 - ☐ Some college (2)
 - ☐ Associate or vocational degree (3)
 - ☐ Bachelor degree (4)
 - ☐ Postgraduate degree (5)
-

Q22 Information about income is very important to understand. Would you please give your best guess? Please indicate the answer that includes your entire household income in 2019 (the year before the Covid-19 outbreak) before taxes.

- ☐ Less than \$10,000 (1)
- ☐ \$10,000 - \$19,999 (2)
- ☐ \$20,000 - \$29,999 (3)
- ☐ \$30,000 - \$39,999 (4)
- ☐ \$40,000 - \$49,999 (5)
- ☐ \$50,000 - \$59,999 (6)
- ☐ \$60,000 - \$69,999 (7)
- ☐ \$70,000 - \$79,999 (8)
- ☐ \$80,000 - \$89,999 (9)
- ☐ \$90,000 - \$99,999 (10)
- ☐ \$100,000 - \$149,999 (11)
- ☐ More than \$150,000 (12)

Q23 This is the concluding question. Please share your ideas about how to sustainably strengthen tourism in your particular area after the Covid-19 disruption. We are very grateful for your insights.
