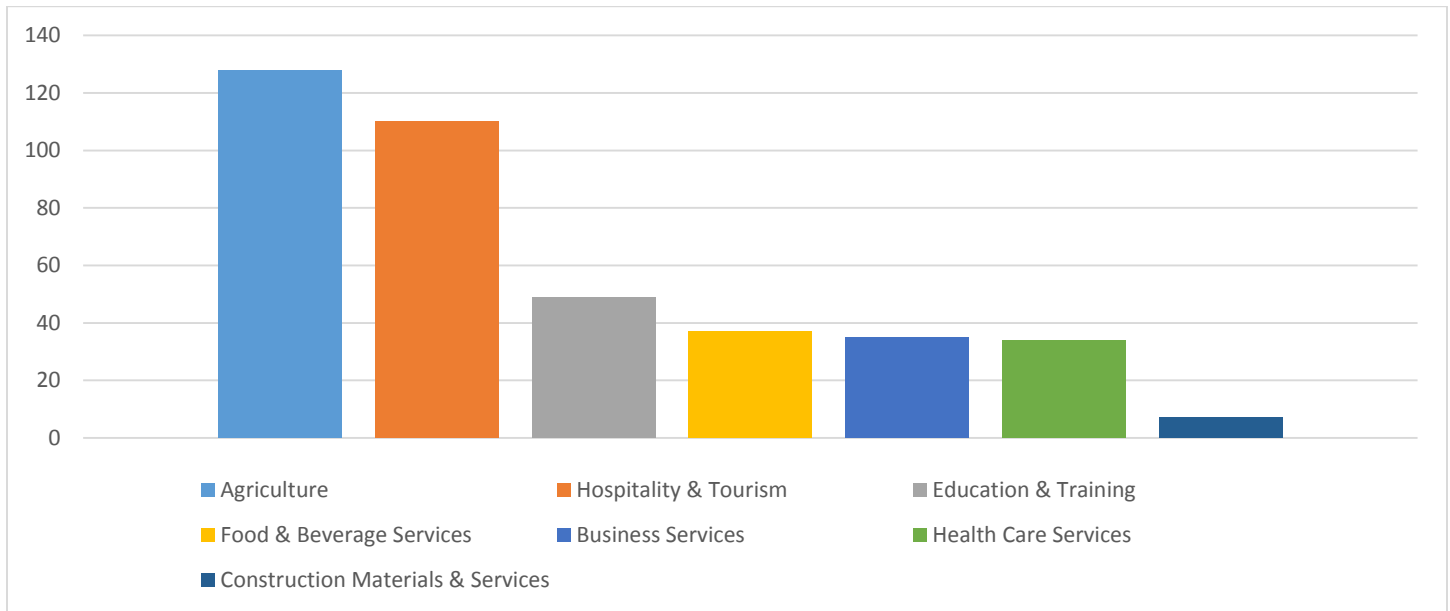


Executive Summary
Resident Sentiment Survey
Administered October 2016

The following is Monterey County residents' ranking positions for the seven main industries



- 86% of residents agree that tourism is an economic engine for Monterey County.
- 72% of residents agree that, overall, tourism has brought more benefits than problems to Monterey County
- 78% of residents agree that Monterey County promoting responsible tourism would improve their opinion of tourism and tourists who visit our destination.
- 35% of residents are aware of the Monterey County Convention & Visitors Bureau.
- Overall it seems that the residents are well informed and the ranking follows the actual ranking from the BLS.

