**Questionnaire to Determine Benefit of City Guide Tours**

**For Residents of the Bay Area**

1. Tour ID: Tour Date:
2. How many City Guide Tours have you been on?
   1. This is my first
   2. 2-4
   3. 5+
3. Which county of the Bay Area do you live in? Please circle:
   1. San Francisco f. San Mateo
   2. Alameda g. Santa Clara
   3. Contra Costa h. Solano
   4. Marin i. Sonoma
   5. Napa j. Other
4. Are you staying in a hotel, bed and breakfast, or other similar accommodation in San Francisco?

A. Yes or No

1. Did you use public transportation to get here? If so, circle which one(s)
   1. No, I drove f. Caltrain
   2. No, I walked or biked g. AC Transit
   3. BART h. San Trans
   4. Muni i. Other
   5. Ferry
2. Do you feel more affinity for or more comfortable in this neighborhood because of this tour?
   1. Circle Yes or No
3. Are you likely to support a business (such as a restaurant) in this neighborhood because of this tour?
   1. Circle Yes or No or Not Applicable
4. Do these tours help you like more or have more affinity to the City of San Francisco?
   1. Scale of 1 to 5
5. Are you a “social influencer”, for example you are frequent user of social media and frequently post reviews?
   1. Scale of 1 to 5
6. If you are from outside of the county of San Francisco:
   1. Did you enjoy your time in San Francisco?
      1. Scale of 1 to 5
   2. Are you more likely to return (in part) because of this tour?
      1. Circle Yes or No