What does Mendocino County mean to our audience?

TheorySF, the marketing agency for Visit Mendocino County, conducted a consumer awareness survey in 2017. The research was conducted on Millenials and GenXers across all of California. Mendocino was mentioned only once or twice (UNAIDED) out of 550 people as a place they would consider weekending - very low. When asked if they heard of Mendocino County (AIDED) only 55% had ever heard of it.

This world cloud below is what they know about Mendocino County. The larger the word, the more it was said when asked what they think of when hearing Mendocino County.