

Resident Attitudes toward Tourism Development in Tucker County Canaan Valley, WV

Survey distributed to all residents of Tucker County with a valid mailing address through three mailings in the summer and fall of 2016 using the US Post Office Every Door Direct Mail program which yielded a total of 3,621 addresses. 637 surveys were completed and returned for a 17.6% return rate.

Please identify the community you currently reside in or live closest to either full-time or part-time in Tucker County.			
		Frequency	Valid Percent
Valid	Thomas	87	13.9
	Davis	85	13.6
	Canaan Valley	121	19.3
	St. George/Parsons	239	38.2
	Hambleton/Hendricks	69	11.0
	Red Creek	15	2.4
	Dry Fork	10	1.6
	Total	626	100.0
Missing	Incomplete data	11	
Total		637	

Thoughts and Feelings about Tourism in Tucker County						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tucker County is rich in outdoor recreation resources	1.7% (2)	4.2% (5)	3.3% (4)	8.3% (10)	82.5% (99)	4.66
2. Tucker County is rich in historical resources	1.7% (2)	11.9% (14)	27.1% (32)	34.7% (41)	24.6% (23)	3.69
3. Tucker County is rich in cultural resources	5.1% (6)	18.6% (22)	38.1% (45)	25.4% (30)	12.7% (15)	3.22
4. There are strong social networks between communities in Tucker County	11.2% (13)	26.7% (31)	32.8% (38)	22.4% (26)	6.9% (8)	2.87
5. Residents get along between communities in Tucker County	5.9% (7)	15.3% (18)	39.0% (46)	29.7% (35)	10.2% (12)	3.23
6. There is a collective identity in Tucker County	5.0% (6)	23.5% (28)	38.7% (46)	22.7% (27)	10.1% (12)	3.09
7. New residents are welcomed in Tucker County	5.1% (6)	13.6% (16)	31.4% (37)	34.7% (41)	15.3% (18)	3.42
8. There is a common vision among communities for tourism in Tucker County	14.7% (17)	30.2% (35)	41.4% (48)	10.3% (12)	3.4% (4)	2.58
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	35.0% (41)	23.1% (27)	19.7% (23)	14.5% (17)	7.7% (9)	2.37
10. Tucker County effectively utilizes its outdoor recreation resources for tourism	3.3% (4)	12.5% (15)	35.8% (43)	35.0% (42)	13.3% (16)	3.43
11. Tucker County effectively utilizes its historical resources for tourism	8.7% (10)	28.7% (33)	45.2% (52)	15.7% (18)	1.7% (2)	2.73
12. Tucker County effectively utilizes its cultural resources for tourism	9.6% (11)	25.4% (29)	43.0% (49)	18.4% (21)	3.5% (4)	2.81

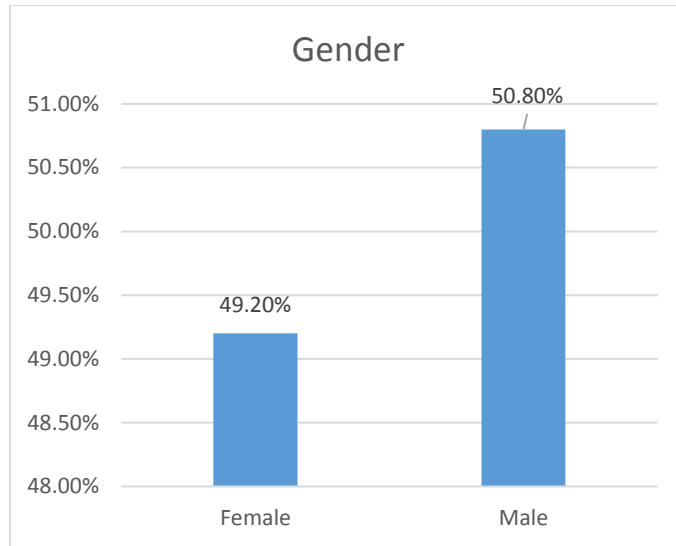
Thoughts and Feelings about Tourism in Canaan Valley						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	5.8% (7)	19.8% (24)	28.9% (35)	37.2% (45)	8.3% (10)	3.22
2. My community has great potential to develop tourism	3.5%	3.5% (4)	13.0% (15)	35.7% (41)	44.3% (51)	4.14
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	32.5% (39)	23.3% (28)	23.3% (28)	10.8% (13)	10.0% (12)	2.42
4. There is a high quality of life in my community	3.3% (4)	9.1% (11)	24.8% (30)	37.2% (45)	25.6% (31)	3.73
5. An increase in tourism will increase the cost of living in my community	4.2% (5)	17.8% (21)	33.1% (39)	30.5% (36)	14.4% (17)	3.33
6. I support tourism development as having a vital role in my community	5.8% (7)	8.3% (10)	10.8% (13)	39.2% (47)	35.8% (43)	3.91
7. Tourism development will provide more economic opportunities for local people	7.5% (9)	2.5% (3)	11.7% (14)	34.2% (41)	44.2% (53)	4.05
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	10.7% (13)	41.3% (50)	21.5% (26)	14.0% (17)	12.4% (15)	2.76
9. Tourism development will only produce low-paying service jobs	10.9% (13)	27.7% (33)	29.4% (35)	20.2% (24)	11.8% (14)	2.94
10. I support taxes for tourism development	17.4% (21)	15.7% (19)	31.4% (38)	24.8% (30)	10.7% (13)	2.96
11. Tourism development will help to protect local resources	15.1% (18)	21.0% (25)	34.5% (41)	20.2% (24)	9.2% (11)	2.87
12. Tourism will improve the wellbeing of my community	12.6% (15)	9.2% (11)	25.2% (30)	40.3% (48)	12.6% (15)	3.31
13. The quality of public services will improve due to tourism	10.0% (12)	9.2% (11)	27.5% (33)	41.7% (50)	11.7% (14)	3.36
14. My community should invest in tourism development	8.5% (10)	11.9% (14)	22.0% (26)	31.4% (37)	26.3% (31)	3.55
15. It is important that community values are protected when tourism is developed	1.7% (2)	1.7% (2)	5.8% (7)	26.4% (32)	64.5% (78)	4.50
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	5.0% (6)	24.8% (30)	25.6% (31)	25.6% (31)	19.0% (23)	3.29
17. Long-term planning and managed growth is important to control any negative impacts of tourism		.8% (1)	3.3% (4)	22.5% (27)	73.3% (88)	4.68
18. My community should do more to promote its tourism assets to visitors	5.0% (6)	7.6% (9)	20.2% (24)	34.5% (41)	32.8% (39)	3.82

Social Networks and Connections in Canaan Valley						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. I am happy to help my community	.8% (1)	2.5% (3)	18.5% (22)	27.7% (33)	50.4% (60)	4.24
2. Residents in my community get along well together	1.7% (2)	6.7% (8)	23.5% (28)	42.0% (50)	26.1% (31)	3.84
3. I feel accepted as a valued resident of my community	2.5% (3)	5.0% (6)	26.1% (31)	37.0% (44)	29.4% (35)	3.86
4. Residents in my community assist one another in times of need	1.7% (2)	1.7% (2)	7.6% (9)	38.7% (46)	50.4% (60)	4.34
5. Different opinions are valued in my community	5.1% (6)	16.1% (19)	33.9% (40)	32.2% (38)	12.7% (15)	3.31
6. Residents in my community volunteer to support community events		5.2% (6)	19.0% (22)	46.6% (54)	29.3% (34)	4.00
7. Residents in my community trust each other	2.6% (3)	9.4% (11)	23.1% (27)	47.9% (56)	17.1% (20)	3.68
8. If I have a problem there is someone who will help	3.4% (4)	6.8% (8)	20.3% (24)	34.7% (41)	34.7% (41)	3.91
9. I feel safe in my community	.8% (1)	2.5% (3)	5.0% (6)	30.3% (36)	61.3% (73)	4.49
10. I often do things for other residents of my community expecting nothing in return	.9% (1)	4.3% (5)	15.4% (18)	38.5% (45)	41.0% (48)	4.15
11. There are strong social networks in my community	3.4% (4)	14.3% (17)	30.3% (36)	31.9% (38)	20.2% (24)	3.51
12. Residents in my community are involved in local organizations and informal social groups	.8% (1)	6.8% (8)	22.9% (27)	50.0% (59)	19.5% (23)	3.81
13. Individuals and organizations in my community cooperate to achieve collective goals	2.6% (3)	12.1% (14)	31.9% (37)	33.6% (39)	19.8% (23)	3.56
14. I regularly communicate with people in my community	4.3% (5)	10.3% (12)	16.2% (19)	42.7% (50)	26.5% (31)	3.77
15. People in my community solve conflicts together	3.6% (4)	10.7% (12)	41.1% (46)	31.3% (35)	13.4% (15)	3.40
16. Residents in my community collectively participate in community events/holidays/activities	2.6% (3)	6.9% (8)	19.0% (22)	50.0% (58)	21.6% (25)	3.81
17. There is a common vision in my community	9.6% (11)	27.0% (31)	33.0% (38)	20.9% (24)	9.6% (11)	2.94

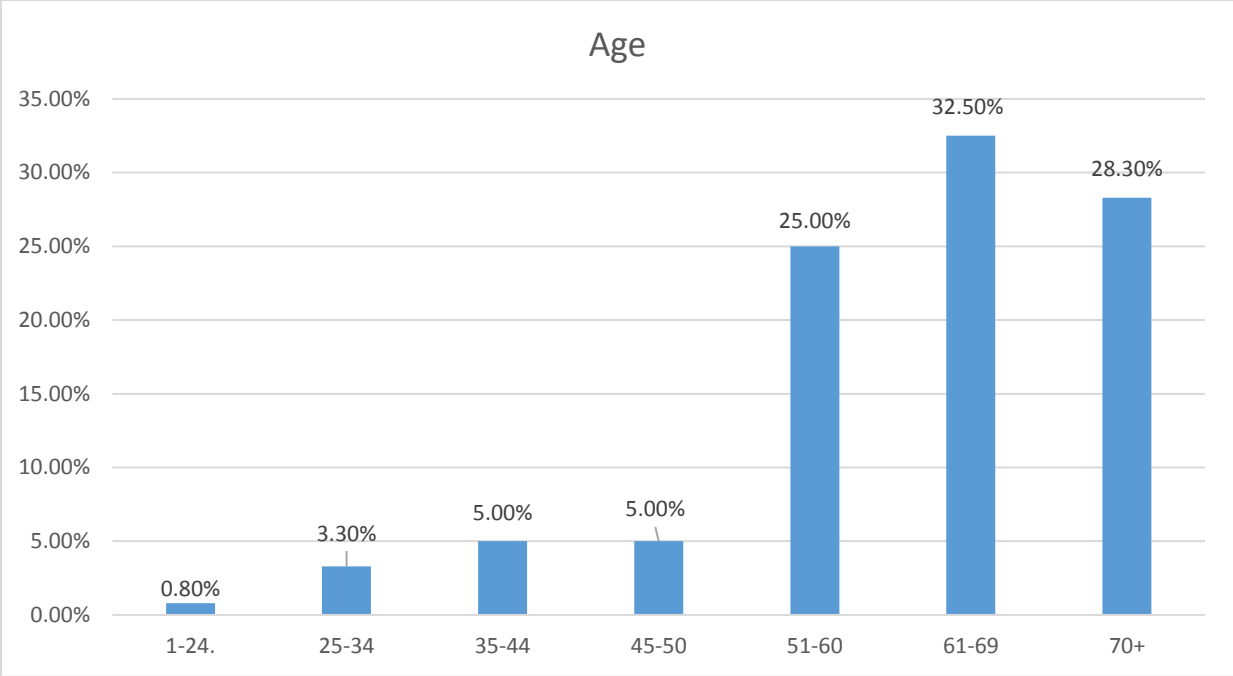
Importance and Performance of Tourism Attributes in Canaan Valley, Organized by Importance (highest to lowest)				
1=Not Important at all	2=Somewhat Important	3=Important	4=Very Important	5=Extremely Important
1=Very Poor Performance	2=Poor Performance	3=OK	4=Good Performance	5=Great Performance
	Mean Importance	Mean Performance	Mean Difference	
Adequate public services EMS, police, fire	4.59	3.28	1.31	
Support for entrepreneurs/small businesses	4.31	2.63	1.68	
Community beautification	4.28	3.05	1.23	
Maintenance and management of facilities for tourists	4.24	2.90	1.34	
Local and county government support	4.24	2.73	1.51	
Financial investment	4.23	2.52	1.71	
State government support	4.20	2.58	1.62	
Facilities/services for tourists	4.18	2.89	1.29	
Collaboration and partnerships between communities	4.17	2.75	1.42	
Attractions for tourists	4.15	3.25	0.90	
Skilled workforce	4.12	2.61	1.51	
Public support for tourism	4.11	2.97	1.14	
Public participation in decision making	4.11	2.67	1.44	
Community leadership	4.07	2.89	1.18	
Collaboration and partnerships with organizations outside of my community	3.88	2.66	1.22	

Importance and Performance of Tourism Attributes in Canaan Valley										
Importance	1=Not Important at all		2=Somewhat Important		3=Important		4=Very Important		5=Extremely Important	
Performance	1=Very Poor Performance		2=Poor Performance		3=OK		4=Good Performance		5=Great Performance	
1. Facilities/services for tourists: Importance	4	3.5%	3	2.6%	14	12.3%	40	35.1%	53	46.5%
1. Facilities/services for tourists: Performance	6	5.5%	25	22.9%	55	50.5%	21	19.3%	2	1.8%
2. Maintenance and management of facilities for tourists: Importance	3	2.7%	5	4.4%	12	10.6%	35	31.0%	58	51.3%
2. Maintenance and management of facilities for tourists: Performance	9	8.2%	23	20.9%	53	48.2%	20	18.2%	5	4.5%
3. Attractions for tourists: Importance	4	3.5%	3	2.6%	15	13.2%	42	36.8%	50	43.9%
3. Attractions for tourists: Performance	4	3.7%	11	10.2%	50	46.3%	40	37.0%	3	2.8%
4. Community leadership: Importance	2	1.8%	7	6.3%	21	18.8%	33	29.5%	49	43.8%
4. Community leadership: Performance	5	4.6%	27	24.8%	58	53.2%	13	11.9%	6	5.5%
5. Collaboration and partnerships between communities: Importance	2	1.8%	6	5.4%	14	12.6%	38	34.2%	51	45.9%
5. Collaboration and partnerships between communities: Performance	12	11.3%	24	22.6%	51	48.1%	16	15.1%	3	2.8%
6. Collaboration and partnerships with organizations outside of my community: Importance	3	2.8%	7	6.5%	23	21.3%	42	38.9%	33	30.6%
6. Collaboration and partnerships outside my community: Performance	14	13.2%	26	24.5%	49	46.2%	16	15.1%	1	.9%
7. Local and county government support: Importance	3	2.7%	1	.9%	12	10.7%	46	41.1%	50	44.6%
7. Local and county government support: Performance	11	10.2%	31	28.7%	43	39.8%	22	20.4%	1	.9%
8. State government support: Importance	5	4.5%	1	.9%	15	13.5%	36	32.4%	54	48.6%
8. State government support: Performance	15	13.9%	33	30.6%	42	38.9%	18	16.7%		
9. Support for entrepreneurs/small businesses: Importance	3	2.7%	1	.9%	14	12.6%	34	30.6%	59	2%
9. Support for entrepreneurs/small businesses: Performance	14	13.0%	31	28.7%	47	43.5%	13	12.0%	3	2.8%
10. Public support for tourism: Importance	5	4.5%	3	2.7%	15	13.6%	39	35.5%	48	43.6%
10. Public support for tourism: Performance	6	5.6%	18	16.8%	59	55.1%	21	19.6%	3	2.8%
11. Public participation in decision making: Importance	2	1.8%	4	3.7%	20	18.3%	37	33.9%	46	42.2%
11. Public participation in decision making: Performance	12	11.1%	30	27.8%	51	47.2%	12	11.1%	3	2.8%
12. Skilled workforce: Importance	3	2.7%	5	4.5%	17	15.5%	36	32.7%	49	44.5%
12. Skilled workforce: Performance	16	15.0%	30	28.0%	42	39.3%	18	16.8%	1	.9%
13. Community beautification: Importance	2	1.8%	4	3.6%	11	9.9%	38	34.2%	56	50.5%
13. Community beautification: Performance	5	4.6%	25	22.9%	44	40.4%	30	27.5%	5	4.6%
14. Financial investment: Importance	4	3.8%	2	1.9%	13	12.3%	34	32.1%	53	50.0%
14. Financial investment: Performance	17	16.2%	36	34.3%	35	33.3%	14	13.3%	3	2.9%
15. Adequate public services EMS, police, fire : Importance			1	.9%	5	4.5%	32	28.8%	73	65.8%
15. Adequate public services EMS, police, fire : Performance	5	4.6%	22	20.2%	36	33.0%	30	27.5%	16	14.7%

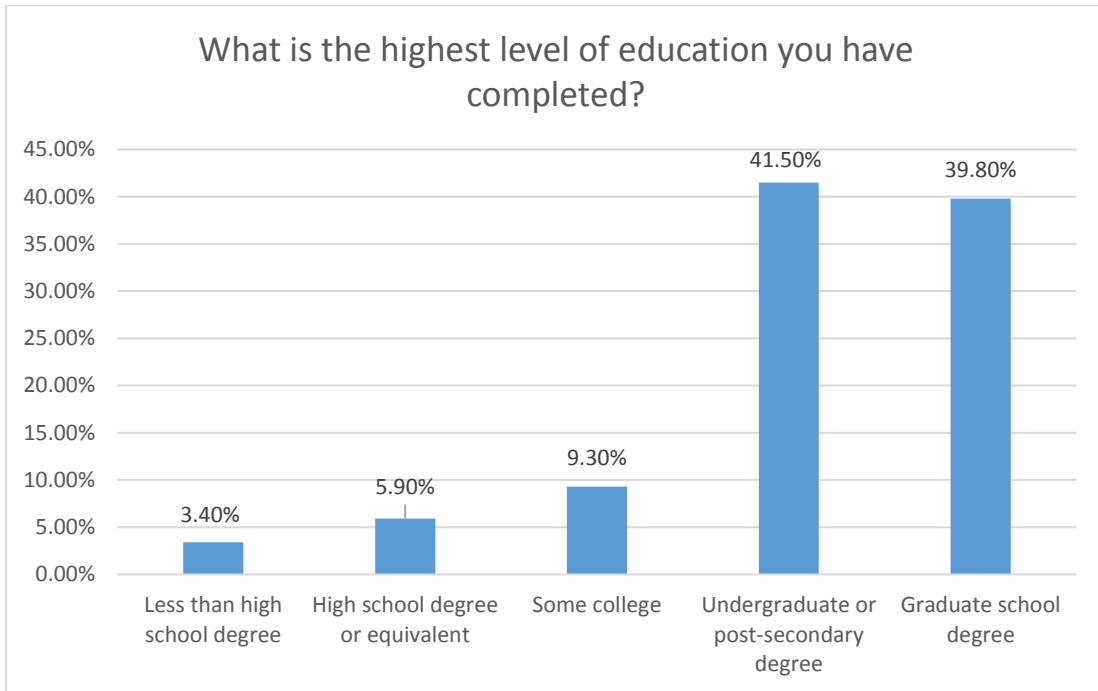
Tourism Development Options in Canaan Valley (Highest to Lowest Need)						
	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
	1	2	3	4	5	
Nature Tourism	6.0% 7	8.6% 10	13.8% 16	31.0% 36	40.5% 47	3.91
Local restaurants	5.3% 6	10.6% 12	15.9% 18	25.7% 29	42.5% 48	3.89
Festivals/Events	5.2% 6	6.9% 8	25.9% 30	39.7% 46	22.4% 26	3.67
Unique Local Shopping	7.1% 8	10.7% 12	17.9% 20	39.3% 44	25.0% 28	3.64
Food/Grocery Stores	6.1% 7	17.5% 20	21.1% 24	24.6% 28	30.7% 35	3.56
Adventure Tourism	8.8% 10	8.8% 10	28.9% 33	30.7% 35	22.8% 26	3.50
Cultural Tourism	7.0% 8	13.2% 15	21.9% 25	38.6% 44	19.3% 22	3.50
Indoor Activities	13.4% 15	9.8% 11	25.0% 28	24.1% 27	27.7% 31	3.43
Heritage tourism	7.9% 9	13.2% 15	27.2% 31	35.1% 40	16.7% 19	3.39
Entertainment Performance Venues	14.8% 17	10.4% 12	29.6% 34	30.4% 35	14.8% 17	3.20
Accommodations	14.5% 16	15.5% 17	26.4% 29	28.2% 31	15.5% 17	3.15
Resorts	30.7% 35	7.9% 9	14.9% 17	21.9% 25	24.6% 28	3.02
Entertainment/Nightlife	13.9% 16	20.0% 23	28.7% 33	27.8% 32	9.6% 11	2.99
AgriTourism	19.1% 22	19.1% 22	31.3% 36	24.3% 28	6.1% 7	2.79
Breweries/Wineries	30.2% 35	13.8% 16	21.6% 25	26.7% 31	7.8% 9	2.68
Bars/Pubs	26.1% 30	21.7% 25	20.9% 24	23.5% 27	7.8% 9	2.65
Golf Course/Country Club	35.3% 41	9.5% 11	24.1% 28	18.1% 21	12.9% 15	2.64
Chain Restaurant	52.2% 60	20.9% 24	11.3% 13	9.6% 11	6.1% 7	1.97
Chain/Big Box Shopping	67.0% 77	16.5% 19	6.1% 7	6.1% 7	4.3% 5	1.64
Theme Parks	75.2% 88	10.3% 12	7.7% 9	5.1% 6	1.7% 2	1.48
Casino/Gambling	78.6% 92	6.0% 7	10.3% 12	.9% 1	4.3% 5	1.46



Gender			
		Frequency	Valid Percent
Valid	Female	58	49.2
	Male	60	50.8
	Total	118	100.0
Missing	No Response	3	
Total		121	

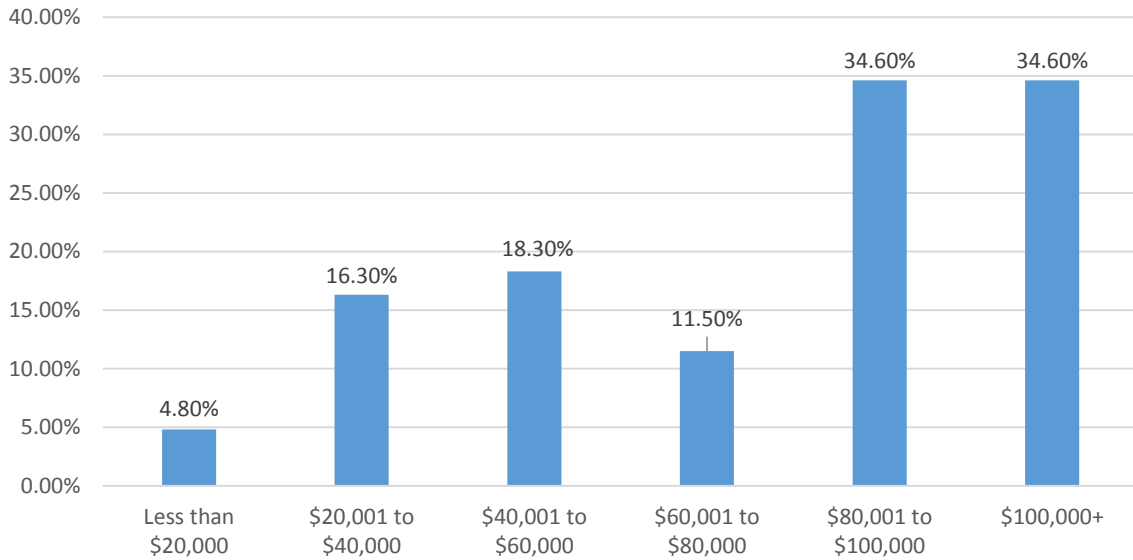


Age			
		Frequency	Valid Percent
Valid	1-24	1	.8
	25-34	4	3.3
	35-44	6	5.0
	45-50	6	5.0
	51-60	30	25.0
	61-69	39	32.5
	70+	34	28.3
	Total	120	100.0
Missing	No Response	1	
Total		121	

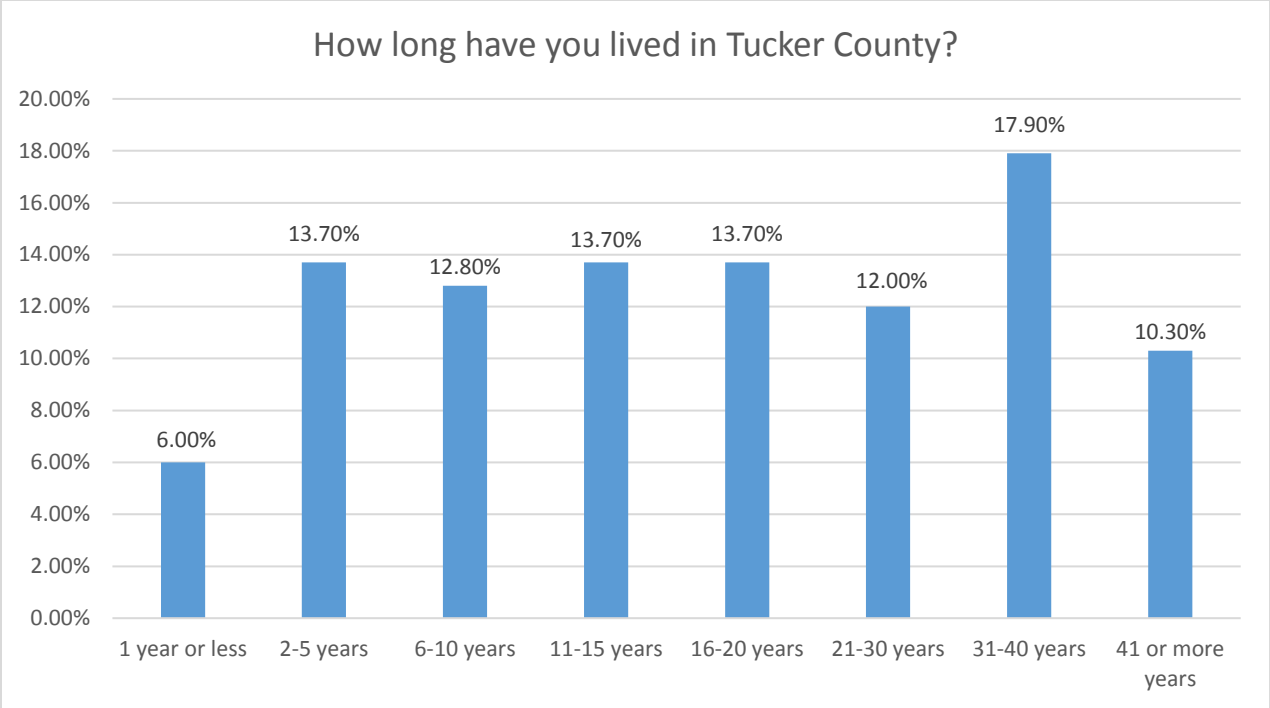


What is the highest level of education you have completed?			
		Frequency	Valid Percent
Valid	Less than high school degree	4	3.4
	High school degree or equivalent	7	5.9
	Some college	11	9.3
	Undergraduate or post-secondary degree	49	41.5
	Graduate school degree	47	39.8
	Total	118	100.0
Missing	No Response	3	
Total		121	

What is your approximate family income from all sources, before taxes, in 2015?



What is your approximate family income from all sources, before taxes, in 2015?		Frequency	Valid Percent
Valid	Less than \$20,000	5	4.8
	\$20,001 to \$40,000	17	16.3
	\$40,001 to \$60,000	19	18.3
	\$60,001 to \$80,000	12	11.5
	\$80,001 to \$100,000	15	14.4
	\$100,000 +	36	34.6
	Total	104	100.0
Missing	No Response	17	
Total		121	



How long have you lived in Tucker County?			
		Frequency	Valid Percent
Valid	1 year or less	7	6.0
	2-5 years	16	13.7
	6-10 years	15	12.8
	11-15 years	16	13.7
	16-20 years	16	13.7
	21-30 years	14	12.0
	31-40 years	21	17.9
	41 or more years	12	10.3
	Total	117	100.0
Missing	No Response	4	
Total		121	