

Residents Attitudes toward Tourism Development in Tucker County

Thomas, 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	1.2% (1)	1.2% (1)	3.5% (3)	14.1% (12)	80.0% (68)	4.71
2. Tucker County is rich in historical resources	1.2% (1)	5.9% (5)	25.9% (22)	31.8% (27)	35.3% (30)	3.94
3. Tucker County is rich in cultural resources	7.1% (6)	8.3% (7)	31.0% (26)	25.0% (21)	28.6% (24)	3.60
4. There are strong social networks between communities in Tucker County	6.0% (5)	17.9% (15)	31.0% (26)	23.8% (20)	21.4% (18)	3.37
5. Residents get along between communities in Tucker County	4.8% (4)	10.7% (9)	35.7% (30)	27.4% (23)	21.4% (18)	3.50
6. There is a collective identity in Tucker County	4.8% (4)	16.7% (14)	31.0% (26)	26.2% (22)	21.4% (18)	3.43
7. New residents are welcomed in Tucker County	2.4% (2)	7.1% (6)	34.5% (29)	34.5% (29)	21.4% (18)	3.65
8. There is a common vision among communities for tourism in Tucker County	9.5% (8)	20.2% (17)	39.3% (33)	16.7% (14)	14.3% (12)	3.06
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	39.0% (32)	13.4% (11)	22.0% (18)	13.4% (11)	12.2% (10)	2.46
10. Tucker County effectively utilizes its outdoor recreation resources for tourism	6.0% (5)	8.3% (7)	29.8% (25)	28.6% (24)	27.4% (23)	3.63
11. Tucker County effectively utilizes its historical resources for tourism	10.7% (9)	14.3% (12)	35.7% (30)	28.6% (24)	10.7% (9)	3.14
12. Tucker County effectively utilizes its cultural resources for tourism	10.7%	20.2% (17)	31.0% (26)	29.8% (25)	8.3% (7)	3.05

Thoughts and Feelings about Tourism in Thomas, WV

	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	4.6% (4)	8.0% (7)	34.5% (30)	33.3% (29)	19.5% (17)	3.55
2. My community has great potential to develop tourism	4.6% (4)	2.3% (2)	18.4% (16)	34.5% (30)	40.2% (35)	4.03
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	41.4% (36)	12.6% (11)	19.5% (17)	14.9% (13)	11.5% (10)	2.43
4. There is a high quality of life in my community	4.7% (4)	9.3% (8)	33.7% (29)	26.7% (23)	25.6% (22)	3.59
5. An increase in tourism will increase the cost of living in my community	7.0% (6)	11.6% (10)	18.6% (16)	29.1% (25)	33.7% (29)	3.71
6. I support tourism development as having a vital role in my community	9.2% (8)	6.9% (6)	25.3% (22)	24.1% (21)	34.5% (30)	3.68
7. Tourism development will provide more economic opportunities for local people	10.3% (9)	9.2% (8)	21.8% (19)	27.6% (24)	31.0% (27)	3.60
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	12.8% (11)	16.3% (14)	26.7% (23)	19.8% (17)	24.4% (21)	3.27
9. Tourism development will only produce low-paying service jobs	7.1% (6)	7.1% (6)	32.9% (28)	30.6% (26)	22.4% (19)	3.54
10. I support taxes for tourism development	31.4% (27)	23.3% (20)	20.9% (18)	16.3% (14)	8.1% (7)	2.47
11. Tourism development will help to protect local resources	16.3% (14)	19.8% (17)	33.7% (29)	16.3% (14)	14.0% (12)	2.92
12. Tourism will improve the wellbeing of my community	15.1% (13)	15.1% (13)	33.7% (29)	22.1% (19)	14.0% (12)	3.05
13. The quality of public services will improve due to tourism	12.6% (11)	16.1% (14)	27.6% (24)	31.0% (27)	12.6% (11)	3.15
14. My community should invest in tourism development	16.3% (14)	10.5% (9)	27.9% (24)	29.1% (25)	16.3% (14)	3.19
15. It is important that community values are protected when tourism is developed	1.2% (1)		3.5% (3)	15.1% (13)	80.2% (69)	4.73
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	6.9% (6)	12.6% (11)	24.1% (21)	37.9% (33)	18.4% (16)	3.48
17. Long-term planning and managed growth is important to control any negative impacts of tourism	3.4% (3)		4.6% (4)	20.7% (18)	71.3% (62)	4.56
18. My community should do more to promote its tourism assets to visitors	12.6% (11)	10.3% (9)	25.3% (22)	26.4% (23)	25.3% (22)	3.41

Social Networks and Connections in Thomas, WV

	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. I am happy to help my community	2.3% (2)	1.2% (1)	8.1% (7)	29.1% (25)	59.3% (51)	4.42
2. Residents in my community get along well together	3.5% (3)	1.2% (1)	18.6% (16)	45.3% (39)	31.4% (27)	4.00
3. I feel accepted as a valued resident of my community	2.4% (2)	2.4% (2)	25.9% (22)	28.2% (24)	41.2% (35)	4.04
4. Residents in my community assist one another in times of need	1.2% (1)		4.7% (4)	26.7% (23)	67.4% (58)	4.59
5. Different opinions are valued in my community	2.3% (2)	8.1% (7)	36.0% (31)	27.9% (24)	25.6% (22)	3.66
6. Residents in my community volunteer to support community events	1.2% (1)	3.5% (3)	20.0% (17)	36.5% (31)	38.8% (33)	4.08
7. Residents in my community trust each other	5.8% (5)	4.7% (4)	25.6% (22)	36.0% (31)	27.9% (24)	3.76
8. If I have a problem there is someone who will help	2.4% (2)	2.4% (2)	18.8% (16)	35.3% (30)	41.2% (35)	4.11
9. I feel safe in my community	3.5% (3)	1.2% (1)	9.3% (8)	29.1% (25)	57.0% (49)	4.35
10. I often do things for other residents of my community expecting nothing in return	2.4% (2)	2.4% (2)	12.9% (11)	28.2% (24)	54.1% (46)	4.29
11. There are strong social networks in my community	3.5% (3)	7.1% (6)	28.2% (24)	24.7% (21)	36.5% (31)	3.84
12. Residents in my community are involved in local organizations and informal social groups	2.4% (2)	8.2% (7)	25.9% (22)	36.5% (31)	27.1% (23)	3.78
13. Individuals and organizations in my community cooperate to achieve collective goals	4.7% (4)	10.5% (9)	25.6% (22)	36.0% (31)	23.3% (20)	3.63
14. I regularly communicate with people in my community	4.7% (4)	5.9% (5)	27.1% (23)	25.9% (22)	36.5% (31)	3.84
15. People in my community solve conflicts together	8.1% (7)	5.8% (5)	37.2% (32)	33.7% (29)	15.1% (13)	3.42
16. Residents in my community collectively participate in community events/holidays/activities	1.2% (1)	8.1% (7)	19.8% (17)	36.0% (31)	34.9% (30)	3.95
17. There is a common vision in my community	10.6% (9)	17.6% (15)	36.5% (31)	22.4% (19)	12.9% (11)	3.09

Importance and Performance of Tourism Attributes in Thomas, WV

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	I-P Gap
Adequate public services (EMS, police, fire)		4.53	2.93	1.60
Local and county government support		4.36	2.84	1.52
Skilled workforce		4.36	2.80	1.56
Support for entrepreneurs/small businesses		4.35	2.90	1.45
State government support		4.31	2.71	1.60
Community leadership		4.28	3.01	1.27
Public participation in decision making		4.24	2.70	1.54
Collaboration and partnerships between communities		4.19	2.82	1.37
Community beautification		4.18	2.99	1.19
Financial investment		4.11	2.67	1.44
Maintenance and management of facilities for tourists		4.01	3.08	0.93
Attractions for tourists		3.86	3.49	0.37
Public support for tourism		3.85	2.96	0.89
Facilities/services for tourists		3.79	3.07	0.72
Collaboration and partnerships with organizations outside of my community		3.74	2.64	1.10

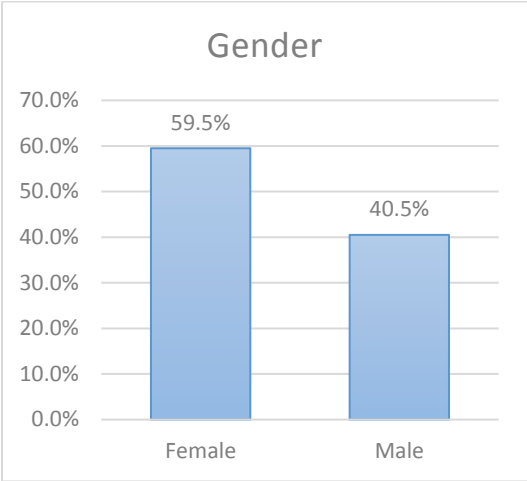
Importance and Performance of Tourism Attributes in Thomas, WV

Importance	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	
1. Facilities/services for tourists: <u>Importance</u> :	7	8.2%	2	2.4%	22	25.9%	25	29.4%	29	34.1%
1. Facilities/services for tourists: <u>Performance</u>	3	3.5%	15	17.6%	47	55.3%	13	15.3%	7	8.2%
2. Maintenance and management of facilities for tourists: <u>Importance</u>	4	4.9%	1	1.2%	16	19.5%	30	36.6%	31	37.8%
2. Maintenance and management of facilities for tourists: <u>Performance</u>	4	4.8%	14	16.9%	43	51.8%	15	18.1%	7	8.4%
3. Attractions for tourists: <u>Importance</u>	7	8.3%	3	3.6%	15	17.9%	29	34.5%	30	35.7%
3. Attractions for tourists: <u>Performance</u>	4	4.8%	4	4.8%	37	44.0%	25	29.8%	14	16.7%
4. Community leadership: <u>Importance</u>	2	2.4%	4	4.8%	10	12.0%	20	24.1%	47	56.6%
4. Community leadership: <u>Performance</u>	8	9.4%	15	17.6%	37	43.5%	18	21.2%	7	8.2%
5. Collaboration and partnerships between communities: <u>Importance</u>	2	2.4%	4	4.8%	15	18.1%	17	20.5%	45	54.2%
5. Collaboration and partnerships between communities: <u>Performance</u>	7	8.3%	25	29.8%	34	40.5%	12	14.3%	6	7.1%
6. Collaboration and partnerships with organizations outside of my community: <u>Importance</u>	6	7.3%	9	11.0%	17	20.7%	18	22.0%	32	39.0%
6. Collaboration and partnerships outside my community: <u>Performance</u>	11	13.6%	21	25.9%	37	45.7%	10	12.3%	2	2.5%
7. Local and county government support: <u>Importance</u>	2	2.4%	4	4.7%	9	10.6%	16	18.8%	54	63.5%
7. Local and county government support: <u>Performance</u>	7	8.4%	20	24.1%	39	47.0%	13	15.7%	4	4.8%
8. State government support: <u>Importance</u>	4	4.8%	1	1.2%	11	13.1%	17	20.2%	51	60.7%
8. State government support: <u>Performance</u>	8	9.8%	29	35.4%	29	35.4%	11	13.4%	5	6.1%
9. Support for entrepreneurs/small businesses: <u>Importance</u>	4	4.7%	3	3.5%	8	9.4%	14	16.5%	56	65.9%
9. Support for entrepreneurs/small businesses: <u>Performance</u>	10	12.3%	11	13.6%	43	53.1%	11	13.6%	6	7.4%
10. Public support for tourism: <u>Importance</u>	7	8.3%	3	3.6%	21	25.0%	18	21.4%	35	41.7%
10. Public support for tourism: <u>Performance</u>	8	9.9%	9	11.1%	47	58.0%	12	14.8%	5	6.2%
11. Public participation in decision making: <u>Importance</u>	4	4.8%	4	4.8%	10	12.0%	15	18.1%	50	60.2%
11. Public participation in decision making: <u>Performance</u>	10	12.5%	24	30.0%	32	40.0%	8	10.0%	6	7.5%
12. Skilled workforce: <u>Importance</u>	2	2.3%	4	4.7%	8	9.3%	19	22.1%	53	61.6%
12. Skilled workforce <u>Performance</u>	10	12.2%	23	28.0%	28	34.1%	15	18.3%	6	7.3%
13. Community beautification: <u>Importance</u>	5	5.7%	2	2.3%	10	11.5%	25	28.7%	45	51.7%
13. Community beautification: <u>Performance</u>	7	8.5%	20	24.4%	31	37.8%	15	18.3%	9	11.0%
14. Financial investment: <u>Importance</u>	6	7.1%	3	3.6%	14	16.7%	14	16.7%	47	56.0%
14. Financial investment: <u>Performance</u>	10	12.8%	23	29.5%	32	41.0%	9	11.5%	4	5.1%
15. Adequate public services (EMS, police, fire): <u>Importance</u>	3	3.5%			6	7.0%	16	18.6%	61	70.9%
15. Adequate public services (EMS, police, fire): <u>Performance</u>	11	13.4%	19	23.2%	26	31.7%	17	20.7%	9	11.0%

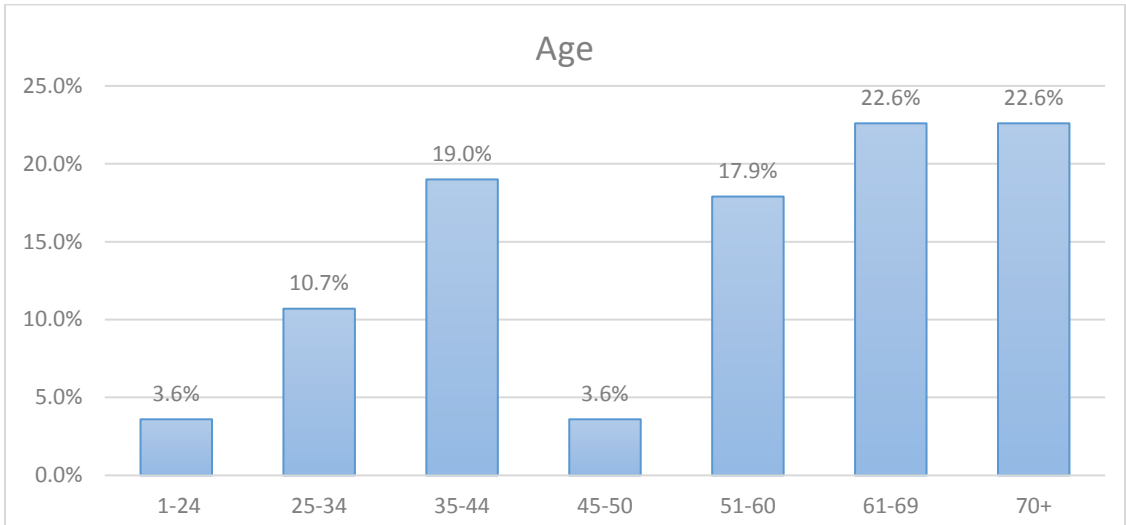
Tourism Development Options in Thomas, WV

	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
	1	2	3	4	5	
Local restaurants	4.8% (4)	13.1% (11)	27.4% (23)	32.1% (27)	22.6% (19)	3.55
Festivals/Events	8.6% (7)	8.6% (7)	29.6% (24)	25.9% (21)	27.2% (22)	3.54
Food/Grocery Stores	11.0% (9)	11.0% (9)	18.3% (15)	36.6% (30)	23.2% (19)	3.50
Unique Local Shopping	7.3% (6)	13.4% (11)	31.7% (26)	28.0% (23)	19.5% (16)	3.39
Accommodations	7.1% (6)	15.3% (13)	30.6% (26)	27.1% (23)	20.0% (17)	3.38
Indoor Activities	10.8% (9)	15.7% (13)	27.7% (23)	24.1% (20)	21.7% (18)	3.30
Nature Tourism	13.3% (11)	13.3% (11)	30.1% (25)	19.3% (16)	24.1% (20)	3.28
Entertainment Performance Venues	10.8% (9)	15.7% (13)	30.1% (25)	22.9% (19)	20.5% (17)	3.27
Cultural Tourism	11.0% (9)	17.1% (14)	28.0% (23)	24.4% (20)	19.5% (16)	3.24
Heritage tourism	12.3% (10)	17.3% (14)	27.2% (22)	25.9% (21)	17.3% (14)	3.19
Adventure Tourism	9.8% (8)	18.3% (15)	37.8% (31)	15.9% (13)	18.3% (15)	3.15
Entertainment/Nightlife	16.7% (14)	15.5% (13)	29.8% (25)	22.6% (19)	15.5% (13)	3.05
AgriTourism	14.3% (11)	22.1% (17)	31.2% (24)	18.2% (14)	14.3% (11)	2.96
Breweries/Wineries	38.6% (32)	18.1% (15)	20.5% (17)	12.0% (10)	10.8% (9)	2.39
Bars/Pubs	43.9% (36)	15.9% (13)	18.3% (15)	14.6% (12)	7.3% (6)	2.39
Resorts	39.8% (33)	16.9% (14)	20.5% (17)	10.8% (9)	12.0% (10)	2.39
Chain Restaurant	48.2% (40)	8.4% (7)	20.5% (17)	10.8% (9)	12.0% (10)	2.30
Golf Course/Country Club	44.4% (36)	16.0% (13)	19.8% (16)	13.6% (11)	6.2% (5)	2.21
Theme Parks	54.8% (46)	19.0% (16)	14.3% (12)	7.1% (6)	4.8% (4)	1.88
Chain/Big Box Shopping	57.8% (48)	18.1% (15)	10.8% (9)	7.2% (6)	6.0% (5)	1.86
Casino/Gambling	85.5% (71)	6.0% (5)	3.6% (3)	2.4% (2)	2.4% (2)	1.30

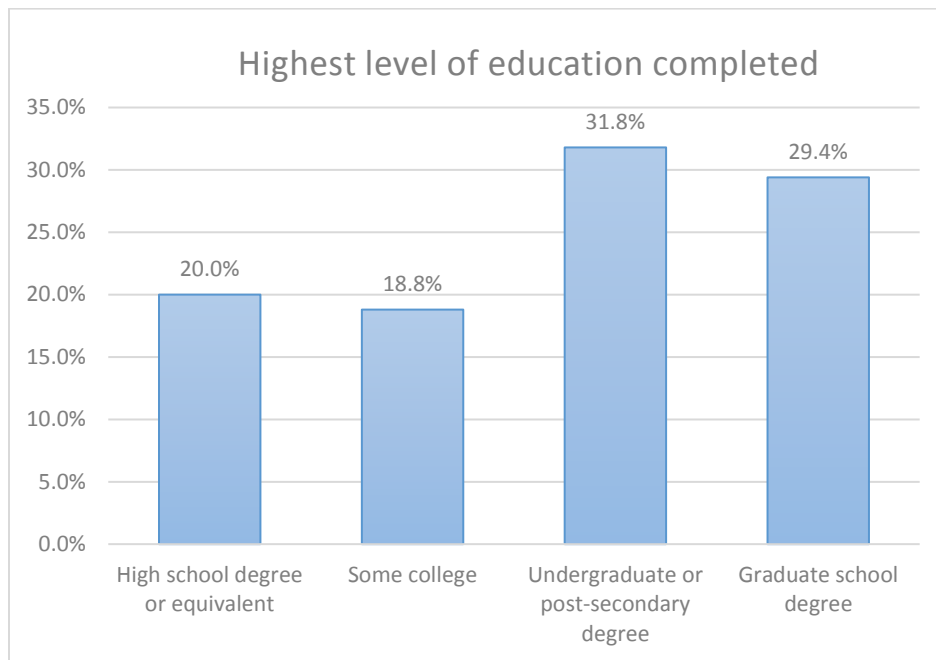
Demographics



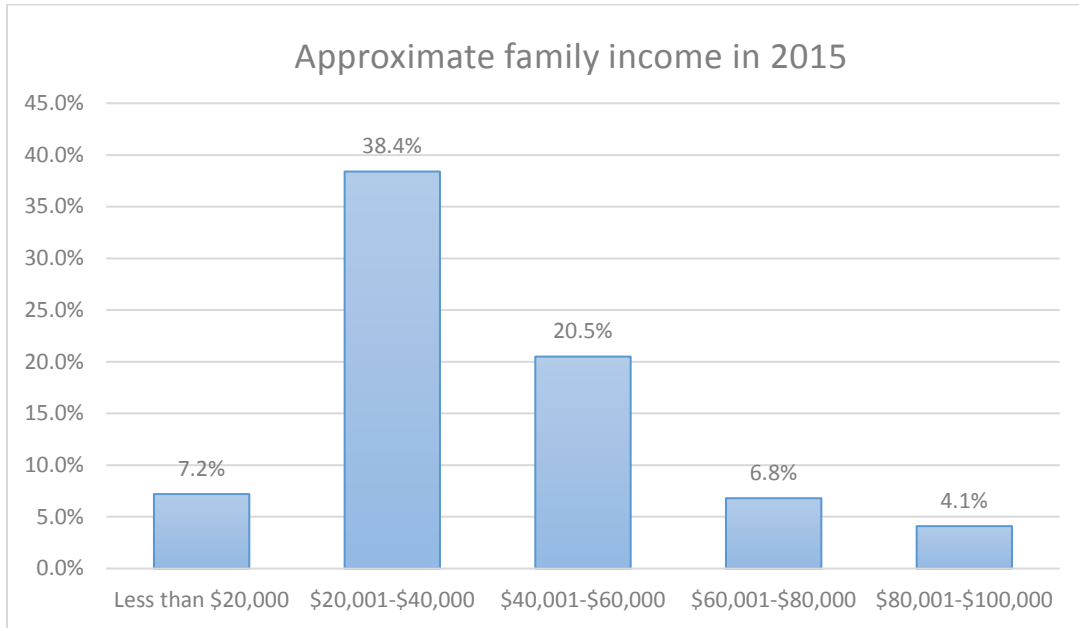
Gender			
		Frequency	Valid Percent
Valid	Female	50	59.5
	Male	34	40.5
	Total	84	100.0
Missing	No Response	3	
Total		87	



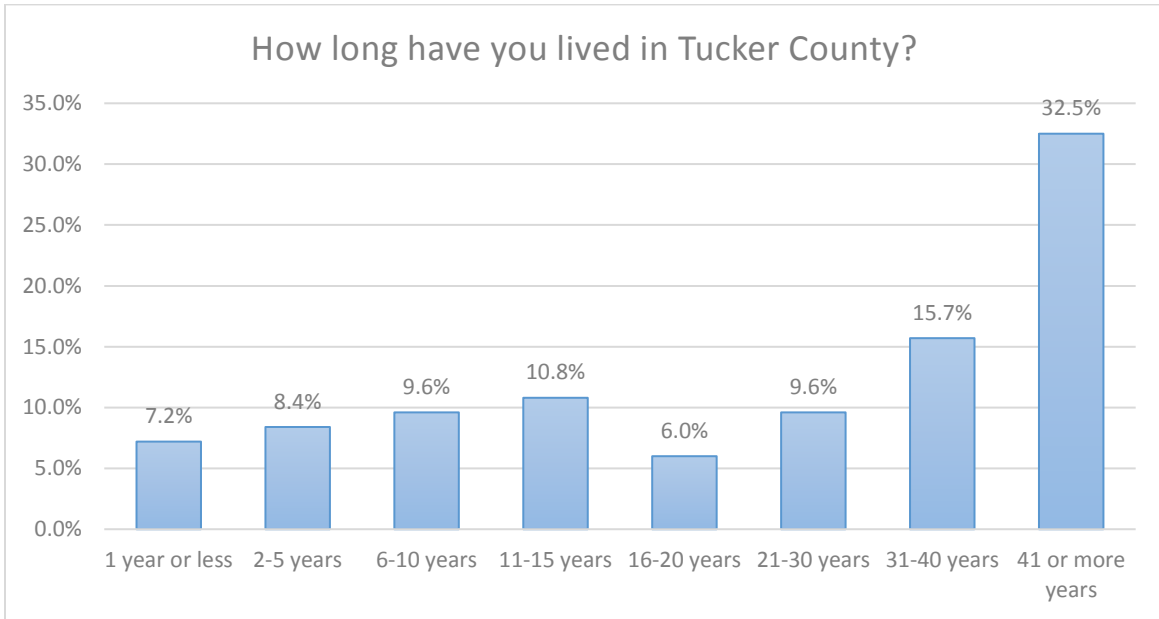
Age			
		Frequency	Valid Percent
Valid	1-24	3	3.6
	25-34	9	10.7
	35-44	16	19.0
	45-50	3	3.6
	51-60	15	17.9
	61-69	19	22.6
	70+	19	22.6
	Total	84	100.0
Missing	No Response	3	
Total		87	



What is the highest level of education you have completed?			
		Frequency	Valid Percent
Valid	High school degree or equivalent	17	20.0
	Some college	16	18.8
	Undergraduate or post-secondary degree	27	31.8
	Graduate school degree	25	29.4
	Total	85	100.0
Missing	No Response	2	
Total		87	



What is your approximate family income from all sources, before taxes, in 2015?			
		Frequency	Valid Percent
Valid	Less than \$20,000	16	21.9
	\$20,001 to \$40,000	28	38.4
	\$40,001 to \$60,000	15	20.5
	\$60,001 to \$80,000	5	6.8
	\$80,001 to \$100,000	3	4.1
	\$100,000 +	6	8.2
	Total	73	100.0
Missing	No Response	14	
Total		87	



6. How long have you lived in Tucker County?			
		Frequency	Valid Percent
Valid	1 year or less	6	7.2
	2-5 years	7	8.4
	6-10 years	8	9.6
	11-15 years	9	10.8
	16-20 years	5	6.0
	21-30 years	8	9.6
	31-40 years	13	15.7
	41 or more years	27	32.5
	Total	83	100.0
Missing	No Response	4	
Total		87	