

Resident Attitudes toward Tourism Development in Tucker County Red Creek, West Virginia

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	Other/Blank	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	6.7% (1)	6.7% (1)	33.3% (5)	6.7% (1)	46.7% (7)	3.80
2. Tucker County is rich in historical resources	13.3% (2)	13.3% (2)	40.0% (6)	6.7% (1)	26.7% (4)	3.20
3. Tucker County is rich in cultural resources	6.7% (1)	26.7% (4)	33.3% (5)	20.0% (3)	13.3% (2)	3.07
4. There are strong social networks between communities in Tucker County	20.0% (3)	33.3% (5)	33.3% (5)	6.7% (1)	6.7% (1)	2.47
5. Residents get along between communities in Tucker County	7.1% (1)	7.1% (1)	35.7% (5)	28.6% (4)	21.4% (3)	3.50
6. There is a collective identity in Tucker County	20.0% (3)	26.7% (4)	40.0% (6)	13.3% (2)		2.47
7. New residents are welcomed in Tucker County		28.6% (4)	50.0% (7)	14.3% (2)	7.1% (1)	3.00
8. There is a common vision among communities for tourism in Tucker County	15.4% (2)	53.8% (7)	30.8% (4)			2.15
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	33.3% (5)	20.0% (3)	33.3% (5)	6.7% (1)	6.7% (1)	2.33
10. Tucker County effectively utilizes its outdoor recreation resources for tourism		28.6% (4)	42.9% (6)	21.4% (3)	7.1% (1)	3.07
11. Tucker County effectively utilizes its historical resources for tourism	7.1% (1)	28.6% (4)	42.9% (6)	14.3% (2)	7.1% (1)	2.86
12. Tucker County effectively utilizes its cultural resources for tourism		28.6% (4)	57.1% (8)	7.1% (1)	7.1% (1)	2.93

Thoughts and Feelings about Tourism in Red Creek, WV

	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	50.0% (7)	28.6% (4)	21.4% (3)			1.71
2. My community has great potential to develop tourism	21.4% (3)	21.4% (3)	28.6% (4)	7.1% (1)	21.4% (3)	2.86
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	38.5% (5)	23.1% (3)	7.7% (1)		30.8% (4)	2.62
4. There is a high quality of life in my community	14.3% (2)	28.6% (4)	14.3% (2)	7.1% (1)	35.7% (5)	3.21
5. An increase in tourism will increase the cost of living in my community	21.4% (3)	21.4% (3)	28.6% (4)	14.3% (2)	14.3% (2)	2.79
6. I support tourism development as having a vital role in my community	14.3% (2)	21.4% (3)	14.3% (2)	21.4% (3)	28.6% (4)	3.29
7. Tourism development will provide more economic opportunities for local people	14.3% (2)	7.1% (1)	14.3% (2)		64.3% (9)	3.93
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	28.6% (4)	14.3% (2)	28.6% (4)	7.1% (1)	21.4% (3)	2.79
9. Tourism development will only produce low-paying service jobs	21.4% (3)		35.7% (5)	21.4% (3)	21.4% (3)	3.21
10. I support taxes for tourism development	35.7% (5)	42.9% (6)	14.3% (2)		7.1% (1)	2.00
11. Tourism development will help to protect local resources	28.6% (4)	14.3% (2)	28.6% (4)	14.3% (2)	14.3% (2)	2.71
12. Tourism will improve the wellbeing of my community	28.6% (4)	14.3% (2)	14.3% (2)	28.6% (4)	14.3% (2)	2.86
13. The quality of public services will improve due to tourism	14.3% (2)	14.3% (2)	28.6% (4)	21.4% (3)	21.4% (3)	3.21
14. My community should invest in tourism development	35.7% (5)	14.3% (2)	14.3% (2)	7.1% (1)	28.6% (4)	2.79
15. It is important that community values are protected when tourism is developed			6.7% (1)	13.3% (2)	80.0% (12)	4.73
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	7.1% (1)	21.4% (3)	35.7% (5)	7.1% (1)	28.6% (4)	3.29
17. Long-term planning and managed growth is important to control any negative impacts of tourism			6.7% (1)	26.7% (4)	66.7% (10)	4.60
18. My community should do more to promote its tourism assets to visitors	7.1% (1)	42.9% (6)	7.1% (1)	14.3% (2)	28.6% (4)	3.14

Social Networks and Connections in Red Creek						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. I am happy to help my community		6.7% (1)	13.3% (2)	26.7% (4)	53.3% (8)	4.27
2. Residents in my community get along well together	6.7% (1)	13.3% (2)	13.3% (2)	20.0% (3)	46.7% (7)	3.87
3. I feel accepted as a valued resident of my community	13.3% (2)	6.7% (1)	13.3% (2)	33.3% (5)	33.3% (5)	3.67
4. Residents in my community assist one another in times of need	6.7% (1)		6.7% (1)	13.3% (2)	73.3% (11)	4.47
5. Different opinions are valued in my community	6.7% (1)	20.0% (3)	40.0% (6)	6.7% (1)	26.7% (4)	3.27
6. Residents in my community volunteer to support community events		6.7% (1)	33.3% (5)	40.0% (6)	20.0% (3)	3.73
7. Residents in my community trust each other	6.7% (1)	6.7% (1)	26.7% (4)	20.0% (3)	40.0% (6)	3.80
8. If I have a problem there is someone who will help	6.7% (1)		26.7% (4)	13.3% (2)	53.3% (8)	4.07
9. I feel safe in my community	7.1% (1)	7.1% (1)		14.3% (2)	71.4% (10)	4.36
10. I often do things for other residents of my community expecting nothing in return	6.7% (1)		6.7% (1)	46.7% (7)	40.0% (6)	4.13
11. There are strong social networks in my community	14.3% (2)	21.4% (3)	35.7% (5)	14.3% (2)	14.3% (2)	2.93
12. Residents in my community are involved in local organizations and informal social groups		6.7% (1)	60.0% (9)	6.7% (1)	26.7% (4)	3.53
13. Individuals and organizations in my community cooperate to achieve collective goals		25.0% (3)	33.3% (4)	25.0% (3)	16.7% (2)	3.33
14. I regularly communicate with people in my community	13.3% (2)	20.0% (3)	13.3% (2)	20.0% (3)	33.3% (5)	3.40
15. People in my community solve conflicts together	15.4% (2)	23.1% (3)	38.5% (5)	7.7% (1)	15.4% (2)	2.85
16. Residents in my community collectively participate in community events/holidays/activities		7.1% (1)	35.7% (5)	28.6% (4)	28.6% (4)	3.79
17. There is a common vision in my community	7.7% (1)	23.1% (3)	30.8% (4)	15.4% (2)	23.1% (3)	3.23

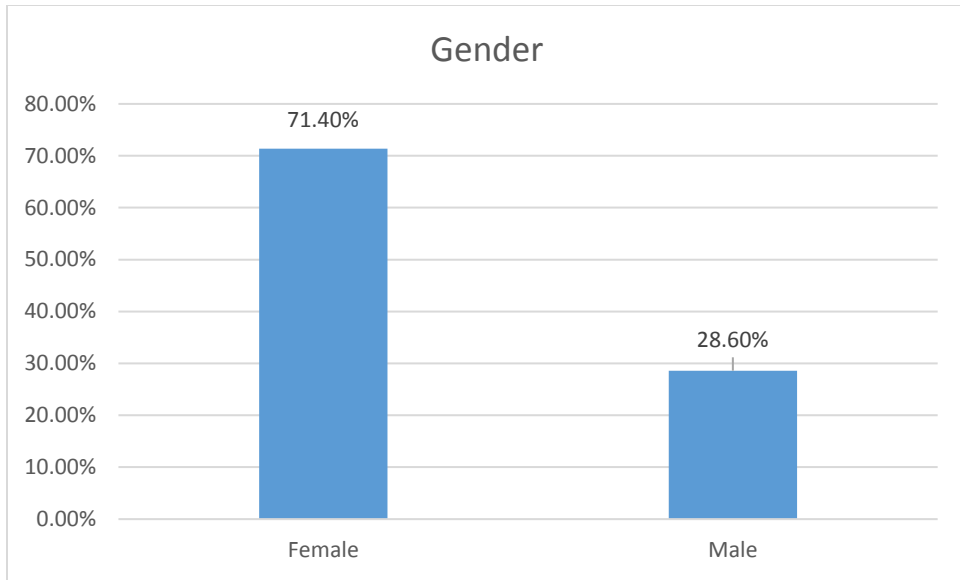
Importance and Performance of Tourism Attributes in Red Creek

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
		4.38	2.36	2.02
		4.31	2.73	1.58
		4.25	2.5	1.75
		4.18	3.09	1.09
		4.17	2.55	1.62
		4.17	3.08	1.09
		4.17	2.33	1.84
		4.17	1.9	2.27
		4.08	2.5	1.58
		4	2.8	1.2
		4	1.91	2.09
		3.92	2.67	1.25
		3.67	2.17	1.5
		3.55	2.27	1.28
		3.31	2.55	0.76

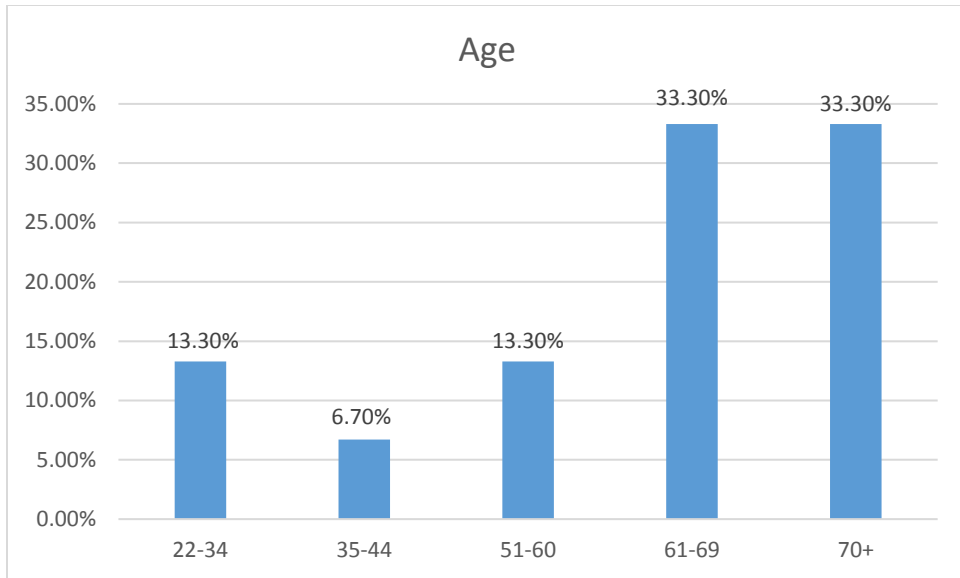
Importance and Performance of Tourism Attributes in Red Creek

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>	1	7.7%	2	15.4%	1	7.7%	2	15.4%	7	53.8%
1. Facilities/services for tourists: <u>Performance</u>	2	16.7%	4	33.3%	3	25.0%	2	16.7%	1	8.3%
2. Maintenance and management of facilities for tourists: <u>Importance</u>			2	16.7%	1	8.3%	2	16.7%	7	58.3%
2. Maintenance and management of facilities for tourists: <u>Performance</u>	3	27.3%	2	18.2%	4	36.4%	1	9.1%	1	9.1%
3. Attractions for tourists: <u>Importance</u>			1	8.3%	3	25.0%	2	16.7%	6	50.0%
3. Attractions for tourists: <u>Performance</u>	2	16.7%	3	25.0%	6	50.0%	1	8.3%		
4. Community leadership: <u>Importance</u>					3	25.0%	4	33.3%	5	41.7%
4. Community leadership: <u>Performance</u>	1	8.3%	3	25.0%	4	33.3%	2	16.7%	2	16.7%
5. Collaboration and partnerships between communities: <u>Importance</u>			1	9.1%	2	18.2%	4	36.4%	4	36.4%
5. Collaboration and partnerships between communities: <u>Performance</u>	1	10.0%	1	10.0%	7	70.0%	1	10.0%		
6. Collaboration and partnerships with organizations outside of my community: <u>Importance</u>			2	16.7%	4	33.3%	2	16.7%	4	33.3%
6. Collaboration and partnerships outside my community: <u>Performance</u>	3	25.0%	4	33.3%	5	41.7%				
7. Local and county government support: <u>Importance</u>					3	25.0%	3	25.0%	6	50.0%
7. Local and county government support: <u>Performance</u>	3	25.0%	3	25.0%	4	33.3%	1	8.3%	1	8.3%
8. State government support: <u>Importance</u>			1	7.7%	3	23.1%	4	30.8%	5	38.5%
8. State government support: <u>Performance</u>	4	36.4%	4	36.4%	3	27.3%				
9. Support for entrepreneurs/small businesses: <u>Importance</u>			1	8.3%	2	16.7%	3	25.0%	6	50.0%
9. Support for entrepreneurs/small businesses: <u>Performance</u>	4	33.3%	2	16.7%	4	33.3%	2	16.7%		
10. Public support for tourism: <u>Importance</u>	1	7.7%	1	7.7%	7	53.8%	1	7.7%	3	23.1%
10. Public support for tourism: <u>Performance</u>	2	18.2%	2	18.2%	6	54.5%	1	9.1%		
11. Public participation in decision making: <u>Importance</u>					2	15.4%	4	30.8%	7	53.8%
11. Public participation in decision making: <u>Performance</u>	4	36.4%	1	9.1%	5	45.5%			1	9.1%
12. Skilled workforce: <u>Importance</u>	1	9.1%	2	18.2%	1	9.1%	4	36.4%	3	27.3%
12. Skilled workforce: <u>Performance</u>	3	27.3%	3	27.3%	4	36.4%	1	9.1%		
13. Community beautification: <u>Importance</u>					2	18.2%	5	45.5%	4	36.4%
13. Community beautification: <u>Performance</u>			5	45.5%	1	9.1%	4	36.4%	1	9.1%
14. Financial investment: <u>Importance</u>			1	8.3%	3	25.0%	1	8.3%	7	58.3%
14. Financial investment: <u>Performance</u>	4	40.0%	3	30.0%	3	30.0%				
15. Adequate public services (EMS, police, fire): <u>Importance</u>			1	7.7%	2	15.4%	2	15.4%	8	61.5%
15. Adequate public services (EMS, police, fire): <u>Performance</u>	1	9.1%	3	27.3%	5	45.5%	2	18.2%		

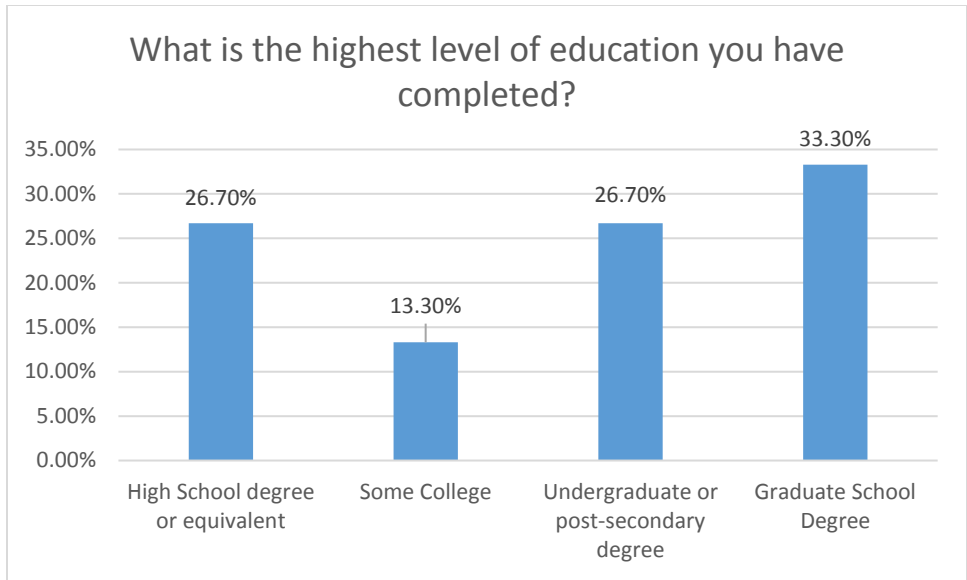
Tourism Development Options in Red Creek						
	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
	1	2	3	4	5	
Nature Tourism	7.1% (1)	7.1% (1)	35.7% (5)	28.6% (4)	21.4% (3)	3.50
Heritage tourism	7.1% (1)	7.1% (1)	42.9% (6)	28.6% (4)	14.3% (2)	3.36
AgriTourism	8.3% (1)	25.0% (3)	25.0% (3)	16.7% (2)	25.0% (3)	3.25
Cultural Tourism	7.7% (1)	7.7% (1)	53.8% (7)	23.1% (3)	7.7% (1)	3.15
Adventure Tourism	14.3% (2)	14.3% (2)	28.6% (4)	28.6% (4)	14.3% (2)	3.14
Indoor Activities	33.3%	8.3% (1)	16.7% (2)	8.3% (1)	33.3% (4)	3.00
Local restaurants	7.1% (1)	28.6% (4)	35.7% (5)	21.4% (3)	7.1% (1)	2.93
Accommodations	14.3% (2)	35.7% (5)	21.4% (3)	7.1% (1)	21.4% (1)	2.86
Entertainment Performance Venues	28.6% (4)	7.1% (1)	28.6% (4)	21.4% (3)	14.3% (2)	2.86
Unique Local Shopping	28.6% (4)	21.4% (3)	21.4% (3)	14.3% (2)	14.3% (2)	2.64
Festivals/Events	30.8% (4)	15.4% (2)	23.1% (3)	30.8% (4)		2.54
Entertainment/Nightlife	42.9% (6)	7.1% (1)	21.4% (3)	14.3% (2)	14.3% (2)	2.50
Good/Grocery Stores	38.5% (5)	15.4% (2)	15.4% (2)	23.1% (3)	7.7% (1)	2.46
Chain Restaurant	50.0% (7)	14.3% (2)	14.3% (2)	7.1% (1)	14.3% (2)	2.21
Breweries/Wineries	42.9% (6)	21.4% (3)	14.3% (2)	14.3% (2)	7.1% (1)	2.21
Chain/Big Box Shopping	64.3% (9)	7.1% (1)		14.3% (2)	14.3% (2)	2.07
Golf Course/Country Club	60.0% (9)	6.7% (1)	20.0% (3)	6.7% (1)	6.7% (1)	1.93
Resorts	53.8% (7)	15.4% (2)	15.4% (2)	15.4% (2)		1.92
Bars/Pubs	61.5% (8)	15.4% (2)	7.7% (1)	7.7% (1)	7.7% (1)	1.85
Theme Parks	69.2% (9)	7.7% (1)		15.4% (2)	7.7% (1)	1.85
Casino/Gambling	78.6% (11)		14.3% (2)	7.1% (1)		1.50



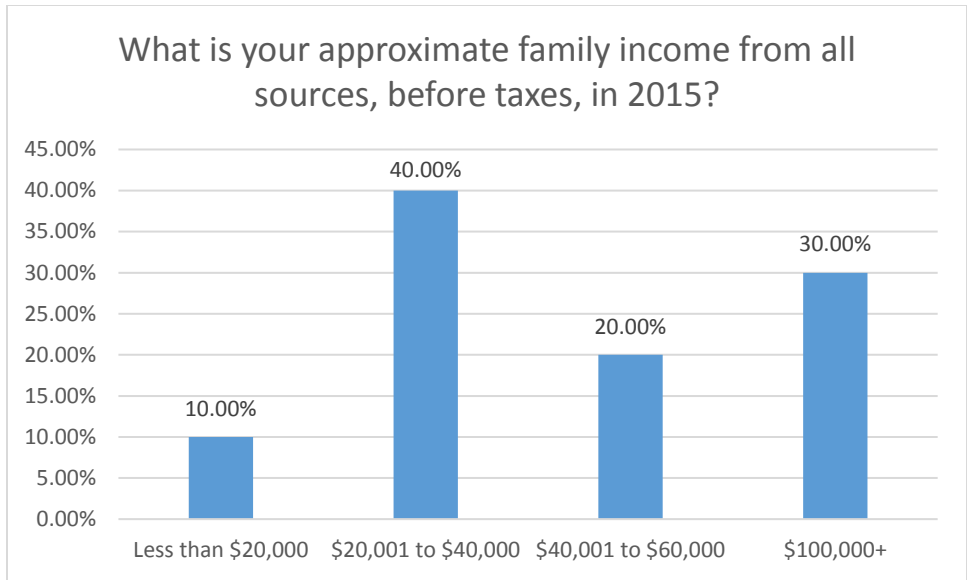
Gender			
		Frequency	Valid Percent
Valid	Female	10	71.4
	Male	4	28.6
	Total	14	100.0
Missing	No Response	1	
Total		15	



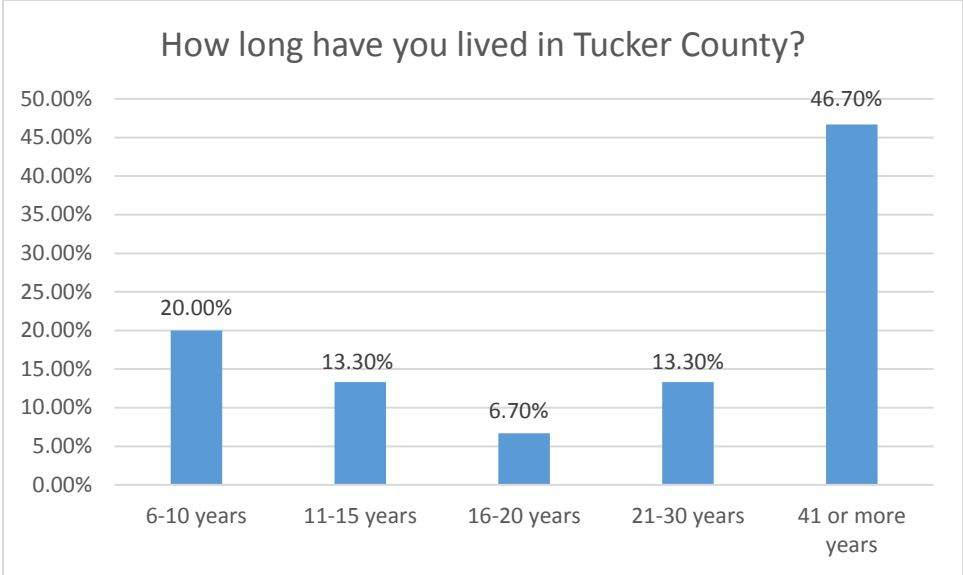
Age			
		Frequency	Valid Percent
Valid	25-34	2	13.3
	35-44	1	6.7
	51-60	2	13.3
	61-69	5	33.3
	70+	5	33.3
	Total	15	100.0



What is the highest level of education you have completed?			
		Frequency	Valid Percent
Valid	High school degree or equivalent	4	26.7
	Some college	2	13.3
	Undergraduate or post-secondary degree	4	26.7
	Graduate school degree	5	33.3
	Total	15	100.0



What is your approximate family income from all sources, before taxes, in 2015?			
		Frequency	Valid Percent
Valid	Less than \$20,000	1	10.0
	\$20,001 to \$40,000	4	40.0
	\$40,001 to \$60,000	2	20.0
	\$100,000 +	3	30.0
	Total	10	100.0
Missing	No Response	5	
Total		15	



How long have you lived in Tucker County?			
		Frequency	Valid Percent
Valid	6-10 years	3	20.0
	11-15 years	2	13.3
	16-20 years	1	6.7
	21-30 years	2	13.3
	41 or more years	7	46.7
	Total	15	100.0