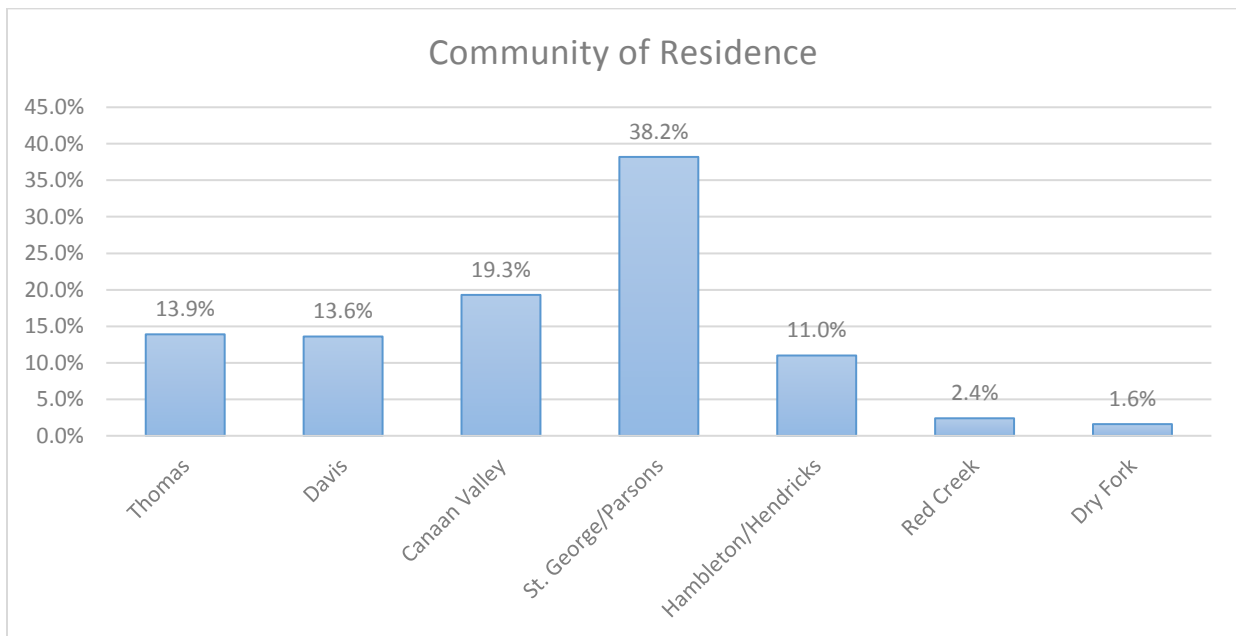


## Residents Attitudes toward Tourism Development in Tucker County

Survey distributed by West Virginia University Extension Service 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	Percent	Valid Percent
Valid	Thomas	87	13.7	13.8
	Davis	85	13.3	13.5
	Canaan Valley	120	18.8	19.0
	St. George	58	9.1	9.2
	Hambleton	44	6.9	7.0
	Hendricks	25	3.9	4.0
	Parsons	181	28.4	28.7
	Red Creek	15	2.4	2.4
	Dry Fork	10	1.6	1.6
	Other	5	.8	.8
	Total	630	98.9	100.0
Missing	No Response	1	.2	
	Blank	6	.9	
	Total	7	1.1	
Total		637	100.0	



<b>Thoughts and feelings about Tourism in Tucker County (All Responses)</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tucker County is rich in outdoor recreation resources	2.0% (12)	3.4% (21)	9.0% (55)	17.2% (105)	68.5% (419)	4.47
2. Tucker County is rich in historical resources	2.1% (13)	8.0% (49)	29.2% (178)	30.7% (187)	29.9% (182)	3.78
3. Tucker County is rich in cultural resources	4.8% (29)	16.7% (101)	37.8% (229)	21.5% (130)	19.3% (117)	3.34
4. There are strong social networks between communities in Tucker County	8.8% (53)	20.4% (123)	36.7% (221)	20.6% (124)	13.5% (81)	3.09
5. Residents get along between communities in Tucker County	5.3% (32)	11.7% (71)	31.9% (193)	31.7% (192)	19.3% (117)	3.48
6. There is a collective identity in Tucker County	5.5% (33)	16.9% (101)	33.3% (199)	27.1% (162)	17.1% (102)	3.33
7. New residents are welcomed in Tucker County	5.0% (30)	10.9% (66)	28.2% (170)	32.2% (194)	23.7% (143)	3.59
8. There is a common vision among communities for tourism in Tucker County	12.9% (77)	24.4% (146)	36.6% (219)	14.9% (89)	11.4% (68)	2.87
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	25.4% (153)	14.6% (88)	23.7% (143)	18.9% (114)	17.4% (105)	2.88
10. Tucker County effectively utilizes its outdoor recreation resources for tourism	5.3% (32)	10.4% (63)	33.1% (201)	32.9% (200)	18.4% (112)	3.49
11. Tucker County effectively utilizes its historical resources for tourism	8.2% (49)	22.0% (132)	41.4% (248)	20.5% (123)	7.8% (47)	2.98
12. Tucker County effectively utilizes its cultural resources for tourism	9.2% (55)	24.5% (147)	38.9% (233)	19.5% (117)	7.8% (47)	2.92

**Thoughts and feelings about Tourism in Tucker County (Mean Comparison by Community)**

	Thomas	Davis	Canaan Valley	Ham/Hen	Parsons/St George	County
	Mean	Mean	Mean	Mean	Mean	Mean
1. Tucker County is rich in outdoor recreation resources	4.71	4.63	4.66	4.18	4.34	4.47
2. Tucker County is rich in historical resources	3.94	3.86	3.69	3.80	3.78	3.78
3. Tucker County is rich in cultural resources	3.60	3.39	3.22	3.29	3.30	3.34
4. There are strong social networks between communities in Tucker County	3.37	3.06	2.87	3.09	3.15	3.09
5. Residents get along between communities in Tucker County	3.50	3.34	3.23	3.64	3.65	3.48
6. There is a collective identity in Tucker County	3.43	3.32	3.09	3.60	3.45	3.33
7. New residents are welcomed in Tucker County	3.65	3.23	3.42	3.75	3.78	3.59
8. There is a common vision among communities for tourism in Tucker County	3.06	2.65	2.58	3.11	3.01	2.87
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	2.46	2.65	2.37	3.40	3.28	2.88
10. Tucker County effectively utilizes its outdoor recreation resources for tourism	3.63	3.47	3.43	3.45	3.50	3.49
11. Tucker County effectively utilizes its historical resources for tourism	3.14	2.89	2.73	3.06	3.06	2.98
12. Tucker County effectively utilizes its cultural resources for tourism	3.05	2.75	2.81	3.03	2.96	2.92

<b>Thoughts and feelings about Tourism in Your Community County (All Responses)</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	12.2% (76)	22.6% (141)	32.1% (200)	24.7% (154)	8.3% (52)	2.94
2. My community has great potential to develop tourism	5.9% (36)	9.2% (56)	20.8% (127)	32.7% (200)	31.4% (192)	3.75
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	36.1% (223)	20.9% (129)	21.2% (131)	11.7% (72)	10.2% (63)	2.39
4. There is a high quality of life in my community	6.8% (42)	17.2% (107)	27.3% (170)	27.3% (170)	21.4% (133)	3.39
5. An increase in tourism will increase the cost of living in my community	10.7% (66)	18.7% (115)	30.4% (187)	23.1% (142)	17.1% (105)	3.17
6. I support tourism development as having a vital role in my community	8.4% (52)	9.5% (59)	18.8% (117)	30.4% (189)	33.0% (205)	3.70
7. Tourism development will provide more economic opportunities for local people	8.2% (51)	7.9% (49)	17.1% (107)	29.8% (186)	37.0% (231)	3.80
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	15.5% (96)	28.6% (177)	26.0% (161)	14.7% (91)	15.2% (94)	2.85
9. Tourism development will only produce low-paying service jobs	10.3% (64)	16.2% (100)	32.6% (202)	22.3% (138)	18.6% (115)	3.23
10. I support taxes for tourism development	23.2% (143)	19.0% (117)	28.6% (176)	18.8% (116)	10.4% (64)	2.74
11. Tourism development will help to protect local resources	16.2% (99)	17.6% (108)	33.6% (206)	21.0% (129)	11.6% (71)	2.94
12. Tourism will improve the wellbeing of my community	12.6% (78)	12.1% (75)	29.7% (184)	30.5% (189)	15.2% (94)	3.24
13. The quality of public services will improve due to tourism	12.1% (75)	12.1% (75)	25.8% (160)	33.9% (210)	16.1% (100)	3.30
14. My community should invest in tourism development	12.1% (74)	11.3% (69)	22.8% (140)	32.1% (197)	21.7% (133)	3.40
15. It is important that community values are protected when tourism is developed	1.9% (12)	1.9% (12)	6.9% (43)	24.2% (151)	65.1% (406)	4.49
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	10.3% (64)	20.5% (127)	31.2% (194)	23.5% (146)	14.5% (90)	3.11
17. Long-term planning and managed growth is important to control any negative impacts of tourism	1.9% (12)	2.3% (14)	10.1% (63)	27.0% (168)	58.7% (365)	4.38
18. My community should do more to promote its tourism assets to visitors	8.8% (55)	9.2% (57)	21.2% (132)	31.2% (194)	29.6% (184)	3.64

<b>Thoughts and feelings about Tourism in Your Community County (Means)</b>						
	Thomas	Davis	Canaan Valley	Ham/Hen	Parsons/St George	County
	Mean	Mean	Mean	Mean	Mean	Mean
1. Tourism is well developed in my community	3.55	3.29	3.22	2.70	2.60	2.94
2. My community has great potential to develop tourism	4.03	4.09	4.14	3.44	3.47	3.75
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	2.43	2.36	2.42	2.43	2.33	2.39
4. There is a high quality of life in my community	3.59	3.25	3.73	3.22	3.26	3.39
5. An increase in tourism will increase the cost of living in my community	3.71	3.22	3.33	3.36	2.86	3.17
6. I support tourism development as having a vital role in my community	3.68	3.78	3.91	3.52	3.63	3.70
7. Tourism development will provide more economic opportunities for local people	3.60	3.88	4.05	3.59	3.74	3.80
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	3.27	2.72	2.76	2.97	2.79	2.85
9. Tourism development will only produce low-paying service jobs	3.54	3.25	2.94	3.30	3.22	3.23
10. I support taxes for tourism development	2.47	2.80	2.96	3.00	2.66	2.74
11. Tourism development will help to protect local resources	2.92	2.95	2.87	2.99	2.96	2.94
12. Tourism will improve the wellbeing of my community	3.05	3.25	3.31	3.29	3.25	3.24
13. The quality of public services will improve due to tourism	3.15	3.31	3.36	3.30	3.30	3.30
14. My community should invest in tourism development	3.19	3.44	3.55	3.44	3.40	3.40
15. It is important that community values are protected when tourism is developed	4.73	4.44	4.50	4.30	4.43	4.49
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	3.48	3.09	3.29	3.06	2.89	3.11
17. Long-term planning and managed growth is important to control any negative impacts of tourism	4.56	4.49	4.68	4.04	4.21	4.38
18. My community should do more to promote its tourism assets to visitors	3.41	3.74	3.82	3.65	3.62	3.64

<b>Social Networks and Connections (All Responses)</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. I am happy to help my community	1.8% (11)	2.8% (17)	17.1% (105)	29.3% (180)	49.1% (302)	4.21
2. Residents in my community get along well together	2.9% (18)	6.2% (38)	24.4% (150)	37.9% (233)	28.6% (176)	3.83
3. I feel accepted as a valued resident of my community	4.2% (26)	5.2% (32)	23.6% (145)	35.3% (217)	31.7% (195)	3.85
4. Residents in my community assist one another in times of need	2.3% (14)	3.2% (20)	8.1% (50)	28.2% (174)	58.2% (359)	4.37
5. Different opinions are valued in my community	5.4% (33)	13.7% (84)	32.4% (199)	29.1% (179)	19.5% (120)	3.44
6. Residents in my community volunteer to support community events	1.1% (7)	6.2% (38)	21.3% (130)	39.1% (238)	32.2% (196)	3.95
7. Residents in my community trust each other	4.3% (26)	8.9% (54)	25.4% (155)	38.4% (234)	23.1% (141)	3.67
8. If I have a problem there is someone who will help	4.1% (25)	5.6% (34)	17.9% (109)	31.2% (190)	41.2% (251)	4.00
9. I feel safe in my community	2.6% (16)	2.0% (12)	9.9% (61)	28.5% (175)	57.1% (351)	4.35
10. I often do things for other residents of my community expecting nothing in return	1.5% (9)	2.6% (16)	14.5% (89)	32.2% (197)	49.2% (301)	4.25
11. There are strong social networks in my community	3.8% (23)	10.1% (62)	32.4% (198)	30.3% (185)	23.4% (143)	3.59
12. Residents in my community are involved in local organizations and informal social groups	2.6% (16)	8.0% (49)	31.1% (190)	36.9% (225)	21.3% (130)	3.66
13. Individuals and organizations in my community cooperate to achieve collective goals	3.1% (19)	10.7% (65)	33.9% (206)	33.6% (204)	18.6% (113)	3.54
14. I regularly communicate with people in my community	4.3% (26)	9.1% (55)	23.8% (144)	32.2% (195)	30.7% (186)	3.76
15. People in my community solve conflicts together	5.0% (30)	12.4% (74)	36.2% (216)	31.7% (189)	14.7% (88)	3.39
16. Residents in my community collectively participate in community events/holidays/activities	2.3% (14)	7.9% (48)	23.1% (140)	39.4% (239)	27.3% (166)	3.82
17. There is a common vision in my community	8.6% (52)	20.1% (121)	37.8% (228)	22.9% (138)	10.6% (64)	3.07

<b>Social Networks and Connections (Means)</b>						
	Thomas	Davis	Canaan Valley	Ham/Hen	Parsons/St George	County
1. I am happy to help my community	4.42	4.11	4.24	4.03	4.20	4.21
2. Residents in my community get along well together	4.00	3.49	3.84	3.72	3.90	3.83
3. I feel accepted as a valued resident of my community	4.04	3.58	3.86	3.71	3.93	3.85
4. Residents in my community assist one another in times of need	4.59	4.18	4.34	4.13	4.42	4.37
5. Different opinions are valued in my community	3.66	3.28	3.31	3.46	3.48	3.44
6. Residents in my community volunteer to support community events	4.08	3.93	4.00	3.84	3.93	3.95
7. Residents in my community trust each other	3.76	3.45	3.68	3.60	3.72	3.67
8. If I have a problem there is someone who will help	4.11	3.88	3.91	3.81	4.08	4.00
9. I feel safe in my community	4.35	4.32	4.49	4.09	4.36	4.35
10. I often do things for other residents of my community expecting nothing in return	4.29	4.16	4.15	4.22	4.32	4.25
11. There are strong social networks in my community	3.84	3.48	3.51	3.41	3.67	3.59
12. Residents in my community are involved in local organizations and informal social groups	3.78	3.65	3.81	3.30	3.64	3.66
13. Individuals and organizations in my community cooperate to achieve collective goals	3.63	3.45	3.56	3.38	3.57	3.54
14. I regularly communicate with people in my community	3.84	3.69	3.77	3.66	3.80	3.76
15. People in my community solve conflicts together	3.42	3.11	3.40	3.33	3.50	3.39
16. Residents in my community collectively participate in community events/holidays/activities	3.95	3.73	3.81	3.58	3.87	3.82
17. There is a common vision in my community	3.09	2.85	2.94	2.94	3.22	3.07

<b>Importance of Tourism Attributes (Means)</b>						
	1=Not Important at all	2=Somewhat Important	3=Important	4=Very Important	5=Extremely Important	
	Thomas	Davis	Canaan Valley	Ham/Hen	Parsons/St George	County
Adequate public services (EMS, police, fire)	4.53	4.48	4.59	4.39	4.35	<b>4.44</b>
Community beautification	4.18	4.33	4.28	4.20	4.26	<b>4.26</b>
Support for entrepreneurs/small businesses	4.35	4.33	4.31	4.09	4.12	<b>4.22</b>
Skilled workforce	4.36	4.30	4.12	4.12	4.21	<b>4.21</b>
Local and county government support	4.36	4.31	4.24	4.20	4.04	<b>4.19</b>
State government support	4.31	4.20	4.20	4.11	3.98	<b>4.12</b>
Financial investment	4.11	4.04	4.23	4.02	4.05	<b>4.09</b>
Community leadership	4.28	4.18	4.07	4.06	3.96	<b>4.08</b>
Public participation in decision making	4.24	4.24	4.11	4.05	3.96	<b>4.07</b>
Maintenance and management of facilities for tourists	4.01	4.11	4.24	3.88	3.88	<b>4.05</b>
Collaboration and partnerships between communities	4.19	4.18	4.17	4.06	3.93	<b>4.02</b>
Attractions for tourists	3.86	3.90	4.15	3.85	3.84	<b>3.96</b>
Facilities/services for tourists	3.79	4.00	4.18	3.90	3.79	<b>3.92</b>
Public support for tourism	3.85	3.95	4.11	3.85	3.73	<b>3.86</b>
Collaboration and partnerships with organizations outside of my community	3.74	3.96	3.88	3.88	3.84	<b>3.86</b>

<b>Performance of Tourism Attributes (Means)</b>						
	1=Very Poor Performance	2=Poor Performance	3=OK	4=Good Performance	5=Great Performance	
	Thomas	Davis	Canaan Valley	Ham/Hen	Parsons/St George	County
Financial investment	2.67	2.34	2.52	2.55	2.60	<b>2.54</b>
Public participation in decision making	2.70	2.44	2.67	2.61	2.57	<b>2.59</b>
State government support	2.71	2.56	2.58	2.66	2.63	<b>2.61</b>
Collaboration and partnerships outside my community	2.64	2.47	2.66	2.84	2.71	<b>2.65</b>
Support for entrepreneurs/small businesses	2.90	2.84	2.63	2.61	2.60	<b>2.69</b>
Collaboration and partnerships between communities	2.82	2.74	2.75	2.85	2.78	<b>2.77</b>
Skilled workforce	2.80	2.68	2.61	2.92	2.97	<b>2.82</b>
Public support for tourism	2.96	2.85	2.97	2.73	2.73	<b>2.82</b>
Facilities/services for tourists	3.07	3.05	2.89	2.83	2.60	<b>2.83</b>
Local and county government support	2.84	2.68	2.73	2.92	3.04	<b>2.87</b>
Maintenance and management of facilities for tourists	3.08	2.97	2.90	2.82	2.87	<b>2.93</b>
Community leadership	3.01	2.93	2.89	2.93	3.06	<b>2.98</b>
Community beautification	2.99	2.79	3.05	3.02	3.20	<b>3.05</b>
Attractions for tourists	3.49	3.21	3.25	3.02	2.79	<b>3.05</b>
Adequate public services (EMS, police, fire)	2.93	2.86	3.28	3.14	3.41	<b>3.18</b>



<b>Importance and Performance of Tourism Attributes in My Community. (All Responses)</b>				
<b>Ordered by Level of Importance</b>				
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	Imp-Perf Gap
Adequate public services (EMS, police, fire) : <u>Importance</u>			4.44	1.26
Adequate public services (EMS, police, fire) : <u>Performance</u>			3.18	
Community beautification: <u>Importance</u>			4.26	1.21
Community beautification: <u>Performance</u>			3.05	
Support for entrepreneurs/small businesses: <u>Importance</u>			4.22	1.53
Support for entrepreneurs/small businesses: <u>Performance</u>			2.69	
Skilled workforce: <u>Importance</u>			4.21	1.39
Skilled workforce: <u>Performance</u>			2.82	
Local and county government support: <u>Importance</u>			4.19	1.32
Local and county government support: <u>Performance</u>			2.87	
State government support: <u>Importance</u>			4.12	1.5
State government support: <u>Performance</u>			2.62	
Financial investment: <u>Importance</u>			4.09	1.54
Financial investment: <u>Performance</u>			2.55	
Community leadership: <u>Importance</u>			4.08	1.09
Community leadership: <u>Performance</u>			2.99	
Public participation in decision making: <u>Importance</u>			4.07	1.49
Public participation in decision making: <u>Performance</u>			2.60	
Maintenance and management of facilities for tourists: <u>Importance</u>			4.05	1.1
Maintenance and management of facilities for tourists: <u>Performance</u>			2.92	
Collaboration and partnerships between communities: <u>Importance</u>			4.02	1.28
Collaboration and partnerships between communities: <u>Performance</u>			2.79	
Attractions for tourists: <u>Importance</u>			3.96	.86
Attractions for tourists: <u>Performance</u>			3.07	
Facilities/services for tourists: <u>Importance</u>			3.92	1.09
Facilities/services for tourists: <u>Performance</u>			2.83	
Public support for tourism: <u>Importance</u>			3.86	1.03
Public support for tourism: <u>Performance</u>			2.83	
Collaboration and partnerships with organizations outside of my community: <u>Importance</u>			3.86	1.2
6. Collaboration and partnerships outside my community: <u>Performance</u>			2.66	

<b>Tourism Development Opportunities for Tucker County</b>						
	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
Nature Tourism	8.2% (49)	9.3% (56)	25.6% (154)	27.6% (166)	29.3% (176)	<b>3.61</b>
Unique Local Shopping	8.5% (51)	11.1% (66)	22.8% (136)	30.2% (180)	27.5% (164)	<b>3.57</b>
Local restaurants	7.2% (43)	11.8% (71)	25.6% (154)	30.1% (181)	25.3% (152)	<b>3.55</b>
Festivals/Events	6.7% (40)	9.9% (59)	28.5% (170)	31.3% (187)	23.6% (141)	<b>3.55</b>
Accommodations	7.6% (46)	14.6% (88)	24.9% (150)	26.9% (162)	25.9% (156)	<b>3.49</b>
Food/Grocery Stores	9.2% (55)	15.6% (93)	20.9% (125)	26.8% (160)	27.6% (165)	<b>3.48</b>
Indoor Activities	9.0% (53)	13.1% (77)	26.5% (155)	25.8% (151)	25.6% (150)	<b>3.46</b>
Adventure Tourism	8.5% (51)	12.2% (73)	29.3% (175)	29.6% (177)	20.3% (121)	<b>3.41</b>
Heritage tourism	7.4% (44)	13.8% (82)	30.6% (182)	30.1% (179)	18.0% (107)	<b>3.38</b>
Cultural Tourism	7.8% (46)	13.9% (82)	30.1% (178)	30.6% (181)	17.7% (105)	<b>3.37</b>
Entertainment Performance Venues	11.5% (69)	12.8% (77)	27.7% (166)	27.7% (166)	20.3% (122)	<b>3.33</b>
Entertainment/Nightlife	17.0% (101)	16.0% (95)	25.4% (151)	26.6% (158)	15.0% (89)	<b>3.07</b>
AgriTourism	12.4% (72)	17.7% (103)	33.8% (197)	25.3% (147)	10.8% (63)	<b>3.04</b>
Resorts	25.5% (150)	15.6% (92)	23.4% (138)	19.4% (114)	16.1% (95)	<b>2.85</b>
Breweries/Wineries	32.5% (193)	19.9% (118)	21.9% (130)	16.5% (98)	9.3% (55)	<b>2.50</b>
Golf Course/Country Club	35.2% (209)	15.2% (90)	25.5% (151)	14.2% (84)	9.9% (59)	<b>2.48</b>
Chain Restaurant	38.6% (231)	18.4% (110)	18.9% (113)	12.7% (76)	11.4% (68)	<b>2.40</b>
Bars/Pubs	36.3% (217)	21.1% (126)	20.4% (122)	14.0% (84)	8.2% (49)	<b>2.37</b>
Chain/Big Box Shopping	45.7% (273)	18.9% (113)	16.7% (100)	9.5% (57)	9.2% (55)	<b>2.18</b>
Theme Parks	50.2% (298)	16.3% (97)	15.0% (89)	10.8% (64)	7.7% (46)	<b>2.10</b>
Casino/Gambling	72.2% (433)	10.3% (62)	9.3% (56)	3.8% (23)	4.3% (26)	<b>1.58</b>

## Open-ended statements

How would you define cultural tourism in Tucker County?

Theme	References
needed	30
good	30
arts	29
heritage	27
rural lifestyle	24
multi-faceted	24
poor	21
none exists	20
not needed	19
Thomas-Davis-Canaan	15
evolving	9
uniqueness	5
Thomas	5
events	4
small town	2
diversity	2
seasonal	2
divided – top and bottom of mountain	2

**Do you have any additional comments about opportunities for tourism that should be pursued in your community?**

<b>Theme</b>	<b>References</b>	<b>Theme</b>	<b>References</b>
<b>Planning</b>		<b>Anti-tourism</b>	
sustainable development and growth management	19	negative comments about tourism	14
support and grown tourism	7	need jobs not tourism	8
Affordable housing	3	need good jobs	7
beautification	3		
Corridor H	2		
Internet	1		
<b>Asset opportunities</b>		<b>Organizational opportunities</b>	
eco and nature-based tourism	19	residents before tourists	6
heritage tourism development	10	cooperation and collaboration	4
Parsons	10	more marketing and promotion	4
More attractions/activities	8	public participation	3
trail maintenance and development	7	common vision	2
events/festivals	7	more transplants	2
improve ski resorts	6	county government support	1
more accommodations	5	small business support	1
indoor activities	5	calendar of events	1
arts and music	5	handicap accessibility	1
scenic train ride	4	no credit cards	1
family activities	4	guided tours	1
public services	4	brewery tour	1
public transportation	4		
restaurants	3		
shopping	3		
signage	3		
parking	2		
theme park	2		
ATV	2		
agritourism	2		
camping	2		
shuttle service	2		
state park improvements	2		
adventure activities	2		
swimming pool	2		
shoulder season activities	1		
movie theater	1		
windmills	1		
hunting	1		
damn Canaan Valley	1		
casino	1		

**If you moved to Tucker County from somewhere else why did you move?**

<b>Theme</b>	<b>References</b>
work/job	48
quality of life	35
retirement	34
family	30
come back home	29
outdoor life	28
beauty of area	20
marriage	17
owned a home	8
business opportunity	8
welcoming community	8
climate	7
cost of living	4
God	2
spouse passed away	1
divorce	1
college	1

Please list any groups or associations in Tucker County that you volunteered with, worked for, or otherwise supported in Tucker County within the past 12 months.

Group	References	Group	References	Group	References
events	33	<b>civic organizations</b>		<b>public lands</b>	
youth sports	15	religious groups	59	CVNWR	14
Tucker Community Foundation	15	VFD	38	state parks	4
WVU Extension program	12	seniors	32	national forest	2
other	11	schools	28	NYSF	1
CVB-Chamber	11	food programs	18	CV State Park Foundation	1
health-wellness	7	library	15	<b>Friends groups</b>	
people less fortunate	4	womens group	10	Friends of 500th	16
<b>non-profit organizations</b>		veterans assoc.	8	Friends of Blackwater	8
camp horseshoe	3	lions club	7	Friends of Cheat	3
humane society	2	homeowners assoc.	7	Friends of Cortland Acres	1
Canaan Valley Institute	2	rotary	6	<b>county and local government</b>	
national ski patrol	1	animal shelter	6	EMS	9
Rubenstein center	1	knights of columbus	4	local government	8
<b>art</b>		farmers market	4	parks and rec	5
art spring	16	scouts	3	planning commission	4
student art program	3	historical society	3	development authority	3
community theater	2	masonic lodge	2	law enforcement	2
buxton gallery	1	FRN	2	TC zoning board	1
mountain arts district	1	Davis Bad Buildings	2	solid waste authority	1
lamplight gallery	1	community center	1	local elections	1
<b>heritage</b>		community action	1	humane society	1
alpine heritage preservation	5	isaac walton league	1	Corrections	1
<b>trails</b>		LEPC	1	<b>local businesses</b>	
Heart of Highlands	6	city tree committee	1	timberline	5
TC Trails	5	community garden	1	whitegrass	4
Allegheny Highlands Trail Foundation	2	eagles	1	canaan valley resort	1
rails to trails	2	book club	1	newspaper	1
Blackwater Bike Assoc.	2	FFA	1	st george medical clinic	1
<b>nature</b>		Community chorus	1	<b>community revitalization</b>	
nature conservancy	2	oddfellas	1	New Historic Thomas	6
master naturalists	2	child advocacy center	1	PRO On Trac	3
Highlands conservancy	2	mothers group	1	Davis Renaissance	1
national wildlife federation	1	youth	1		
sierra club	1				
Rivers coalition	1				
hunting club	1				

## What does tourism mean to you?

Theme	References	Theme	References
<b>Positive</b>		<b>Negative</b>	
economic development	80	problems	43
sharing with outsiders	76	low paying – seasonal jobs	27
jobs	65	nothing/not needed	25
community development	29	seasonal jobs	3
opportunities	14	higher taxes	1
sustainable development	10		
tax revenue	5		
outdoor recreation	4		
for younger generation	1		
support for public services	1		

## How can tourism benefit you personally?

Theme	References	Theme	References
<b>Positive</b>		<b>Negative</b>	
jobs	60	no benefit	79
more local businesses	32	increase property value	10
activities for residents, friends and family	31		
improve quality of life	28		
economic development	11		
income	23		
enjoy sharing with others and meeting new people	18		
more cultural diversity	16		
community development	11		
preserve natural beauty	10		
tax revenue for community	6		
improve public services	5		
community pride	5		
opportunities for youth	3		
lower taxes for residents	2		

## What values do you feel are important in your community?

Theme	References	Theme	References
<b>people</b>		<b>community</b>	
care-empathy-love for others	56	safety	54
family	46	small town-rural living	54
honesty	40	faith	50
cooperation and collaboration	32	jobs-work-economy	29
trust	32	natural beauty	27
friendliness	31	work ethic	21
respect	20	community growth - improvement	13
support community	20	education	13
togetherness	18	peace and quiet	12
care for environment and way of life	15	maintaining way of life	12
morals	14	maintaining authenticity	11
friends	13	outdoor recreation	8
integrity	10	supporting the youth	7
kindness	7	patriotism	7
communication	4	strong leadership	5
proud	4	heritage	4
generous	2	clean environment and properties	4
law abiding	2	professionalism	4
love	2	appreciation of arts	4
sincerity	2	traditions	3
self-reliant	2	affordable living	5
conservative	2	guns	2
tight knit	2	diversity	2
resilient	1	public services	2
fair	1	healthcare	2
smart	1	privacy	2
independence	1	survival	1
excellence	1	money	1
tolerance	1	equal taxation	1
gratitude	1	have fun	1
equality	1	sports	1
ethical	1	events	1
polite	1	welfare and drugs	1
loyalty	1	handicap accessibility	1
open mind	1	volunteerism	1
inclusiveness	1	pride in property	1
ingenuity	1	drug free	1
creativity	1	healthy lifestyles	1
competency	1		
commitment	1		



### How would you define the culture of Tucker County?

Theme	References	Theme	References	Theme	References
<b>Positive</b>		<b>Positive</b>		<b>Negative</b>	
diverse	52	beauty	1	negative-poor-needing improvement	45
rural	48	undiscovered	1	locals vs transplants	21
good	33	isolated	1	top of mtn vs bottom	21
outdoor recreation	10	music and food	1	lacks diversity	6
heritage	9	Appalachian	1	backward	4
hardworking	9	creative	1	so-so	4
evolving	8	active	1	locals vs tourists	3
laid back	7	hunting	1	divided	3
slowly developing	6	state parks	1	narrow minded	2
religious	6	wild	1	uncooperative	1
family	6	dark skies	1	destructive	1
friendly	6	low-key	1	odd	1
arts	5	agriculture	1	frayed	1
improving	4	conservative	1	derided	1
kind	4	helpful	1	flat	1
rich	4	underutilized	1	declining	1
mountains	4	undefined	1		
unique	4	proud	1		
heritage and nature	3	hopeful	1		
people oriented	3	down to earth	1		
small town	3	genuine	1		
ethnic	2	sincere	1		
honest	2	tolerant	1		
tight-knit	2				
accepting	2				
eclectic	2				
community	2				
working together	2				
independent	2				
patriotic	2				
elderly	1				

**The most attractive features of your community include:**

<b>Theme</b>	<b>References</b>
natural beauty	182
people	91
outdoor activities	58
small towns	56
public lands	56
blackwater falls state park	35
parks	29
rural character	28
peace and quiet	24
mountains and rivers	20
safety	17
resorts	16
courthouse	16
cultural activities	15
historical sites	15
festivals	10
temperature	9
authenticity	7
Canaan Valley	5
wildlife	5
veterans wall	4
churches	4
golf course	4
forest	4
opportunities	2
diversity	2
campgrounds	2
farmers market	1
Corridor H	1
camp horseshoe	1
cemetery	1
windmills	1
coal	1
seasons	1
senior citizen center	1
breweries	1
white grass	1

**The most unattractive features of your community (if any) include:**

<b>Theme</b>	<b>References</b>
dilapidated buildings	120
empty storefronts	28
public services and infrastructure	26
poverty and unemployment	24
downtown	22
old vs. new residents	20
tourism and tourists	19
leadership and cooperation	17
local residents	16
extractive industries	15
road conditions	13
litter	13
none	12
appearance	11
ski resorts	10
drugs and crime	8
trails	6
pollution	5
ATV's	5
affordable housing	5
bars and breweries	4
hospitality	4
Corridor H	4
government regulations	3
lack of services-businesses	3
brain drain	2
truck traffic	2
landfill	2
inappropriate development	2
hours of operation	1
cost of living	1
promotion of entire county	1
golf courses	1
campgrounds	1
handicap accessibility	1
underappreciated assets	1
courthouse	1
lack of education opportunities	1
lack of wealth	1
distance to amenities	1

**Are there any places in Tucker County where you do not want tourists? If yes, please list:**

- All our secret spots. If you don't know I can't tell you.
- In our lands where we hunt and fish. Hunting Club. We have to pay dues for that privilege.
- Canon Settlement.
- My house, unless they're family or friends/around my home. (3)
- Need to reserve hunting, sporting areas.
- My home.
- On my property.
- Parsons.
- Private property, delicate vegetation.
- The whole county.
- Some of the beautiful forest land and near our rivers.
- Parsons.
- I do not want any tourism in Tucker County or WV.
- The whole county.
- Not I but refuse and wildlife does not promote tourism.
- No way to reply; tourists will be everywhere.
- Swamps – other remote areas can be kept remote by keeping trails rough and single track.
- The whole county.
- Tucker County.
- My home.
- All over.
- Thomas-Davis, Canaan Valley, Red Creek.
- On my farm.
- My favorite swimming hole, my favorite hiking trails, sometimes we just need a place to go where no one is there but us!
- Camping on the streets in town.
- Only want to limit numbers to natural areas such as Dolly Sods and Blackwater River.
- Near me.
- Not right next to people's houses, but have them come to existing or new businesses.
- We have enough tourists.
- All of County.
- Private property.
- Qualify by saying there are places where too many feet would be harmful. In these instances a permit system where any citizen can obtain a permit to walk off trail, permits might be X# Per Diem. First come first served.
- It is about 10-15 degrees colder on the mountain in winter and the snow is deeper but that brings a lot of people here for winter sports. I live in Dry Fork River Valley.
- In the woods that don't have (unless hunting) trails; neighborhoods – other than for yard sales; dangerous buildings.
- Canaan Valley, Davis, Thomas, Parsons, All Tucker County.
- I don't understand this question. Like, the landfill? I think we should do **everything** right so when people visit us **WE INSPIRE THEM!**
- Keep them off of narrow back roads.
- On any of the narrow winding roads like Location road, Rt. 72 above Hendricks, Sugarlands road, Limestone road.

- Initially encourage further development of the Thomas, Davis, Canaan Valley area.
- I am not sure.
- Sections of the Canaan Valley National Wildlife Refuge are protected. Any private land where tourists want “car-doorsmanship” style developments that are impactful.
- Gladwin/Jenningston, Lead Mine Location, Laneville, River Road in moderation.
- Anywhere close to where I live.
- National Forest, National Wildlife Refuge, etc.
- NIMBY (not in my backyard).
- Where I live.
- No.
- On my farm. – Parsons
- Only private property. – Parsons
- Old concrete and fallen down buildings. – Thomas
- Farms – the farmers are very protective of their land (animals) and tourists do not always respect their property. – Canaan Valley
- I am sure there are some areas – but we don’t have many areas that a bridge, building, or off-road vehicle hasn’t invaded. – Davis
- On my property, a farm bordered by a state park and the Natural Wildlife Refuge. – Canaan Valley
- We seem to be saturated with tourists. Every weekend is maxed out! – Davis
- We don’t need any more – they are already coming in droves! – Davis
- Entire County. – Canaan Valley
- On my street. – Thomas
- Everywhere, they are ruining our community. – Thomas
- As long as they pick up their trash. – Thomas
- Anywhere. – Parsons
- This is a silly answer – but no tourist at landfill or Rubenstein Center. – Thomas
- Limestone Road and Location Road – St. George. – Thomas
- Stay off my property! – Thomas
- All my favorite hiking and swimming places. – Thomas
- Our local government is ignorant and the “Good Old Boys” Club needs replaced by a conservative group. – Canaan Valley
- Dryfork/Redcreek. – Parsons
- Near schools and churches. – Parsons
- Hunting and fishing out the locals. – Parsons
- Can’t keep them out of public places! – Parsons
- Everywhere!!! – Davis
- On our land. – Canaan Valley
- St. George. – St. George
- National Forest. – Parsons
- Out and about after 10 PM. – Davis
- Wetlands, beaver ponds, my road 219 when I am trying to drive somewhere. Try to drive somewhere during Leaf Peepers!! – Thomas
- In my community. – Hendricks
- The otter creek wilderness. – Hambleton
- Sometimes we feel we want to keep life private for our residents. – Unknown

- The whole county. – Red Creek
- Anywhere. – Parsons
- **Yes**, it's nice to have private areas that only local people know about, but **no**, I don't think that is a realistic goal. – Canaan Valley
- Pierce/Benbush – Thomas
- Residential areas. – Davis
- My street. – Parsons
- All of the county! – St. George
- On highway, in grocery stores. – Thomas
- I don't want to see an explosion in the amount of tourism anywhere in this county. – Davis
- Snow covered roads. – Canaan Valley
- Do not want tourists to go to inaccessible businesses prefer they support the businesses that don't discriminate. – Thomas
- Anywhere in the woods. – Davis
- Limit expansion on protected lands. – Thomas
- I do not want tourists on horseback on Dolly Sods trails – Any of them. They are so destructive, and the riders are not really participating positively in nature! – Davis
- Some residential neighborhoods with rental spaces/homes where the rudeness or inconsiderate nature of some "partying" tourists not welcome with family and working class/need to sleep/rest homes. – Canaan Valley
- Thomas and Davis. – Thomas
- Canaan Lowlands and unspoiled areas. Nature conservancy doing great work. - Eglon
- Keep them in the valley. I want them to stop invading Thomas and Parsons. Stay in the parks visit – period. - Hendricks
- No Where in Tucker County. – Hambleton
- In my living room. – Canaan Valley
- My back yard. – Canaan Valley
- Secret swim spots. – Davis
- "Wilderness" areas, whether or not officially designated, need to have limited access. Tourists don't belong anywhere they aren't fully prepared to be. Education about limited access by vehicle, by cell phone, etc., is super important! – Canaan Valley
- However, use constraints (e.g., 4 wheelers, snowmobiles, etc.,) are very incompatible with some existing uses. Many areas have and need extensive use regulation. – Dryfork
- Uncontrolled (no police) traffic behavior and speeding in residential areas. – Canaan Valley
- My area. – Hambleton
- My home! – Davis
- I'm thinking security, schools may not want tourists wandering in, same with the Rubenstein Center, resident camps cannot have tourists just dropping in expecting to walk around when campers present. – St. George
- Davis, Thomas – The amount of tourists here now is good – do not increase. – Davis
- All depends on their respect for the beauty and the community. – Davis
- Depends on the nature of activity i.e., No gambling, casting. Keep as much natural, quiet peaceful places. – Thomas
- My street. – Hambleton
- My home, my church. – Parsons
- Wood land, rivers, hollers, mountains. – St. George

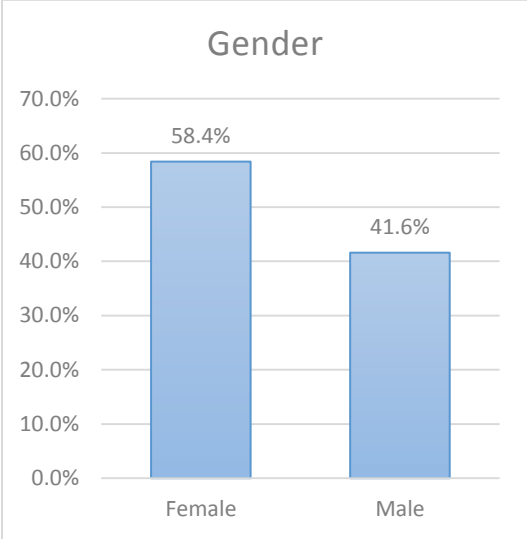
- Anywhere within county limits. – Davis
- Keep the wild and/or natural areas in such a way that they could be visited without major human impact on wildlife and scenery. – Parsons
- Blackwater Canyon. – Parsons
- Having too many in the woods could damage the environment for the wildlife animals. – St. George
- Private property any places agreed upon as sacred. – Davis
- My community of Pierce. – Thomas
- Canaan Valley should be more strongly protected and not turned into townhouses. This will diminish the long term tourism potential, development should be well planned. – Canaan Valley
- My community of Pierce. – Thomas
- In the residential neighborhoods. – Thomas
- Everywhere. – Thomas
- No Chains. – Thomas
- All of the county. – Canaan Valley and Red Creek
- My front fields. – Red Creek
- We just don't need any more resorts/big attractions. – Thomas
- Private property. – Hambleton
- Canaan Valley Wildlife Refuge should be for locals and wildlife. – Davis
- Our areas – We have enough in Canaan. – Leadmine
- I don't think it's a good idea to have too much tourism that involves winter driving back roads. People just don't know how to drive, say Limestone Road in winter, if they've used to be in Virginia's mild winters. – St. George
- Don't want them overwhelming the natural areas. Some danger of that. We see deterioration of the nature on the Sods, for example - - too many hikers and horses. Also some danger that natural areas will become islands: think (horrors!) Gatlinburg outside the smokies. – Canaan Valley
- No, but many do not want overcrowding on Thomas Trails. – Thomas
- Taking up all urban housing. I fear the conversion of downtown units all going to tourists. Need a balance. - Thomas

**Do you have any additional comments about this survey or tourism in Tucker County?**

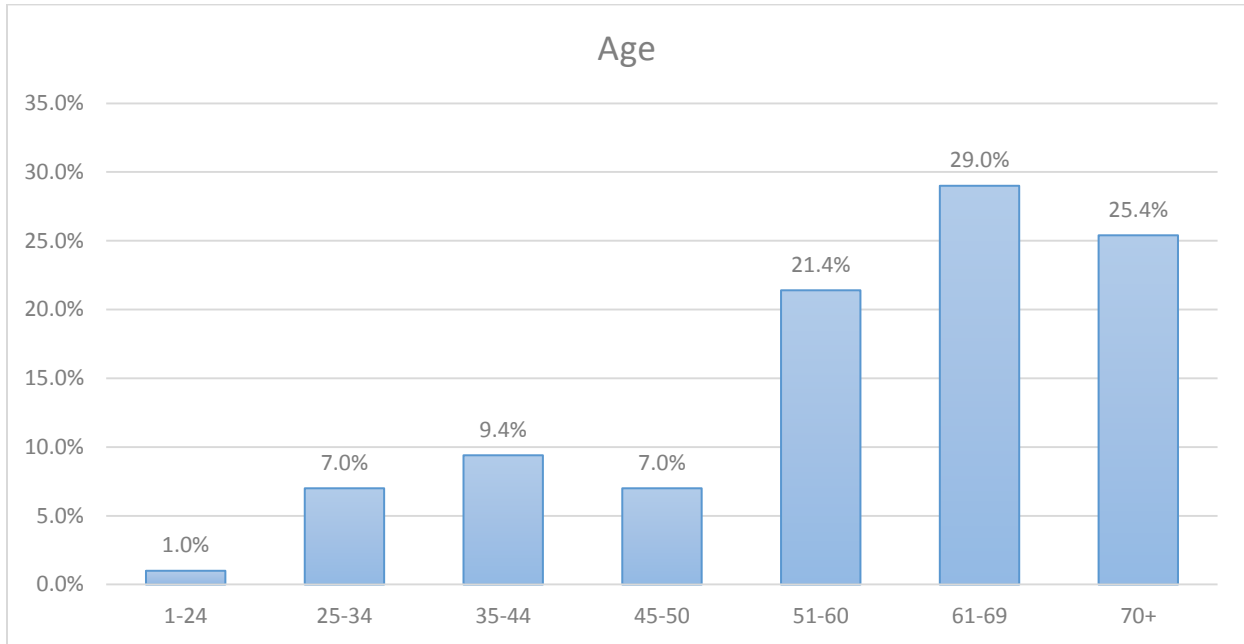
<b>Theme</b>	<b>References</b>	<b>Theme</b>	<b>References</b>
<b>Negative</b>		<b>Growth management</b>	
need good jobs not tourism	21	manage the growth	27
don't want tourism	19	no commercialization	11
tourism = low wage and seasonal jobs	11	visitor management	5
need affordable housing	9		
tourism = problems	6		
<b>Challenges</b>		<b>Opportunities</b>	
top of mtn vs bottom	16	more amenities/attractions for residents and visitors	22
more public services	11	ecotourism	6
locals vs outsiders	7	diversify economy	4
need community input	7	heritage tourism	4
ski area improvements	7	tourist train	3
need cooperation	5	corridor H	3
dilapidated buildings	4	create national park	2
workforce training	4	indoor activities	2
marketing	4	regional tourism	1
common vision	3	people are an asset	1
leadership	3		
internet	3		
road conditions	3		
parking	2		
communication	1		
control ATV's	1		
cleanliness	1		
brain drain	1		
handicap accessibility	1		
activities for kids	1		
downtown improvements	1		



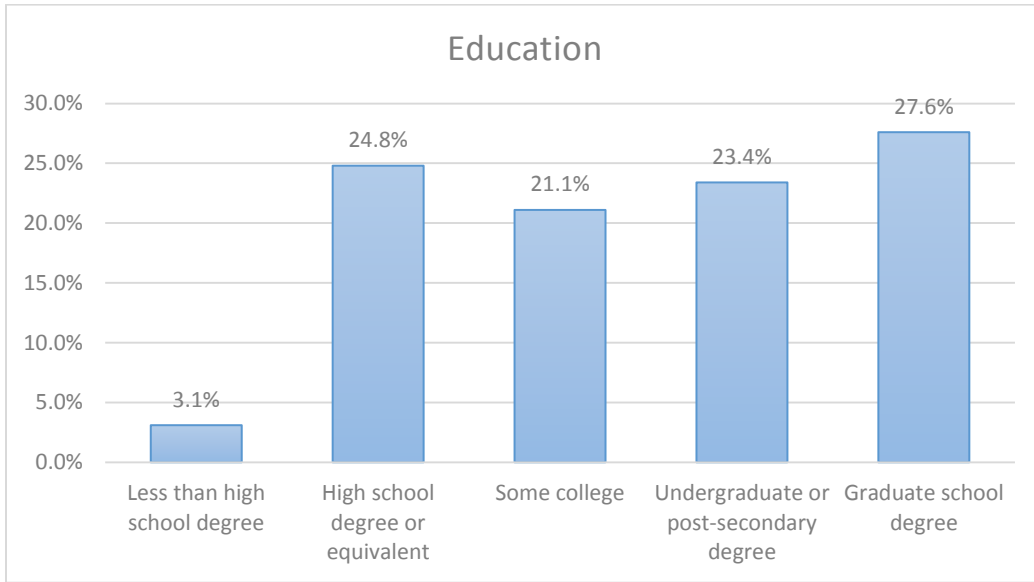
# Demographics



Gender			
		Frequency	Valid Percent
Valid	Female	358	58.4
	Male	255	41.6
	Total	613	100.0
Missing	No Response	18	
	System	6	
	Total	24	
Total		637	



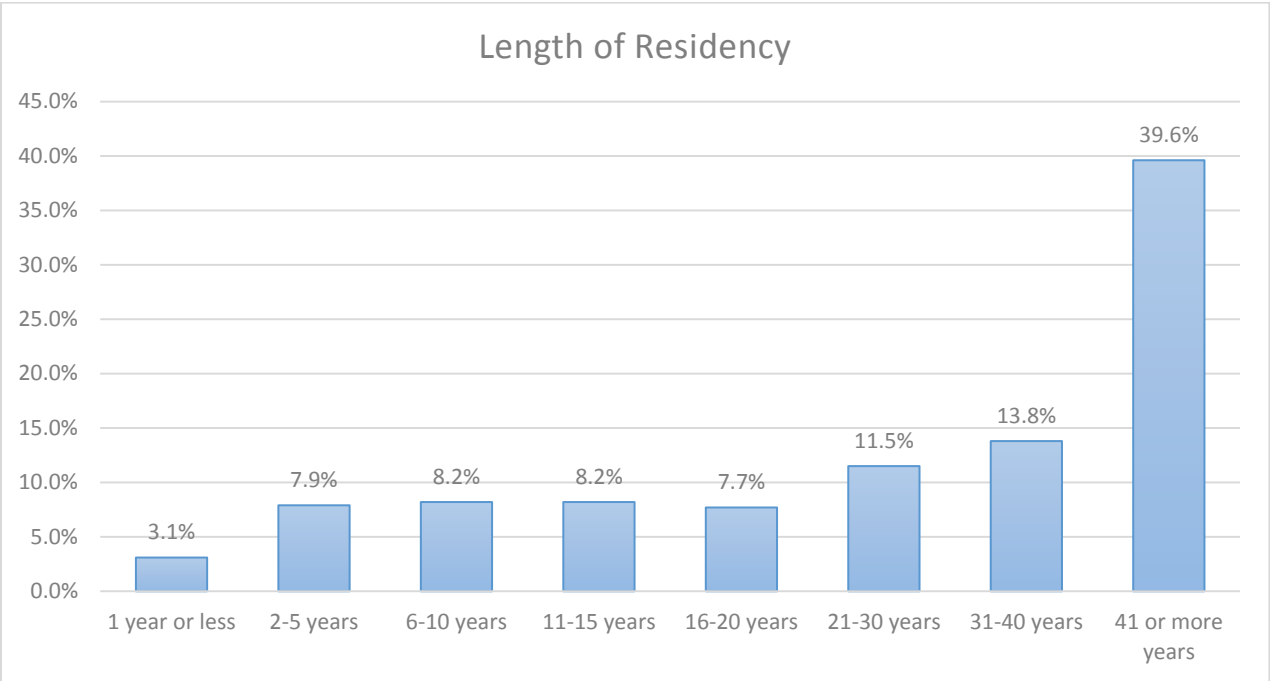
What is your age?												
	Thomas		Davis		Canaan Valley		Ham/Hen		Parsons		County	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
1-24	3	3.6%	1	1.2%	1	.8%	1	1.5%			<b>6</b>	<b>1.0%</b>
25-34	9	10.7%	8	9.6%	4	3.4%	8	11.8%	6	3.4%	<b>43</b>	<b>7.0%</b>
35-44	16	19.0%	10	12.0%	6	5.0%	5	7.4%	14	8.0%	<b>58</b>	<b>9.4%</b>
45-50	3	3.6%	3	3.6%	6	5.0%	6	8.8%	15	8.5%	<b>43</b>	<b>7.0%</b>
51-60	15	17.9%	14	16.9%	30	25.2%	14	20.6%	40	22.7%	<b>132</b>	<b>21.4%</b>
61-69	19	22.6%	27	32.5%	38	31.9%	15	22.1%	58	33.0%	<b>179</b>	<b>29.0%</b>
70+	19	22.6%	20	24.1%	34	28.6%	19	27.9%	43	24.4%	<b>157</b>	<b>25.4%</b>
Table Total	87		85		120		69		181		618	100.0%



What is the highest level of education you have completed?												
	Thomas		Davis		Canaan Valley		Ham/Hen		Parsons		County	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Less than high school degree			2	2.4%	4	3.4%	1	1.5%	7	4.1%	<b>19</b>	<b>3.1%</b>
High school degree or equivalent	17	20.0%	14	17.1%	7	5.9%	25	36.8%	60	34.9%	<b>152</b>	<b>24.8%</b>
Some college	16	18.8%	12	14.6%	11	9.3%	21	30.9%	50	29.1%	<b>129</b>	<b>21.1%</b>
Undergraduate or post-secondary degree	27	31.8%	24	29.3%	49	41.5%	9	13.2%	18	10.5%	<b>143</b>	<b>23.4%</b>
Graduate school degree	25	29.4%	30	36.6%	47	39.8%	12	17.6%	37	21.5%	<b>169</b>	<b>27.6%</b>
<b>Total</b>	<b>87</b>		<b>85</b>		<b>120</b>		<b>69</b>		<b>181</b>		<b>612</b>	<b>100.0%</b>



What is your approximate family income from all sources, before taxes in 2015?													
		Thomas		Davis		Canaan Valley		Ham/Hen		Parsons		County	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Less than \$20,000		16	21.9%	7	9.6%	5	4.8%	11	17.7%	34	20.6%	<b>85</b>	<b>15.4%</b>
\$20,001 to \$40,000		28	38.4%	17	23.3%	17	16.3%	18	29.0%	55	33.3%	<b>155</b>	<b>28.0%</b>
\$40,001 to \$60,000		15	20.5%	17	23.3%	19	18.3%	16	25.8%	31	18.8%	<b>119</b>	<b>21.5%</b>
\$60,001 to \$80,000		5	6.8%	6	8.2%	12	11.5%	5	8.1%	25	15.2%	<b>62</b>	<b>11.2%</b>
\$80,001 to \$100,000		3	4.1%	10	13.7%	15	14.4%	6	9.7%	12	7.3%	<b>51</b>	<b>9.2%</b>
\$100,000 +		6	8.2%	16	21.9%	36	34.6%	6	9.7%	8	4.8%	<b>81</b>	<b>14.6%</b>
Total		87		85		120		69		181		553	100.0 %



How long have you lived in Tucker County?												
	Thomas		Davis		Canaan Valley		Ham/Hen		Parsons		County	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
1 year or less	6	7.2%	3	3.6%	7	6.0%			2	1.2%	<b>19</b>	<b>3.1%</b>
2-5 years	7	8.4%	9	10.8%	16	13.8%	3	4.5%	9	5.2%	<b>48</b>	<b>7.9%</b>
6-10 years	8	9.6%	9	10.8%	15	12.9%	4	6.0%	8	4.6%	<b>50</b>	<b>8.2%</b>
11-15 years	9	10.8%	11	13.3%	16	13.8%	2	3.0%	8	4.6%	<b>50</b>	<b>8.2%</b>
16-20 years	5	6.0%	12	14.5%	16	13.8%	2	3.0%	8	4.6%	<b>47</b>	<b>7.7%</b>
21-30 years	8	9.6%	8	9.6%	14	12.1%	9	13.4%	20	11.6%	<b>70</b>	<b>11.5%</b>
31-40 years	13	15.7%	11	13.3%	21	18.1%	11	16.4%	18	10.4%	<b>84</b>	<b>13.8%</b>
41 or more years	27	32.5%	20	24.1%	11	9.5%	36	53.7%	100	57.8%	<b>241</b>	<b>39.6%</b>
Table Total	87		85		120		69		181		609	100.0 %