

# Resident Attitudes toward Tourism Development in Tucker County

## St. George/Parsons

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.

<b>Please identify the community you currently reside in or live closest to either full-time or part-time in Tucker County.</b>			
		Frequency	Valid Percent
Valid	Thomas	87	13.9
	Davis	85	13.6
	Canaan Valley	121	19.3
	<b>St. George/Parsons</b>	<b>239</b>	<b>38.2</b>
	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	

<b>Thoughts and Feelings about Tourism in Tucker County</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tucker County is rich in outdoor recreation resources	2.2% (5)	3.90% (9)	11.30% (26)	22.60% (52)	60.00% (138)	4.34
2. Tucker County is rich in historical resources	2.2% (5)	7.90% (18)	31.00% (71)	27.90% (64)	31.00% (71)	3.78
3. Tucker County is rich in cultural resources	5.3% (12)	17.10% (39)	40.80% (93)	15.80% (36)	21.10% (48)	3.30
4. There are strong social networks between communities in Tucker County	7.5% (17)	18.40% (42)	40.40% (92)	18.90% (43)	14.90% (34)	3.15
5. Residents get along between communities in Tucker County	3.1% (7)	10.50% (24)	27.90% (64)	35.80% (82)	22.70% (52)	3.65
6. There is a collective identity in Tucker County	4.9% (11)	12.50% (28)	33.90% (76)	29.90% (67)	18.80% (42)	3.45
7. New residents are welcomed in Tucker County	3.1% (7)	8.80% (20)	26.30% (60)	31.10% (71)	30.70% (70)	3.78
8. There is a common vision among communities for tourism in Tucker County	13.2% (30)	19.30% (44)	36.00% (82)	16.20% (37)	15.40% (35)	3.01
9. Tucker County should pursue large-scale entertainment style tourism development that will attract large numbers of visitors	14.4% (33)	12.70% (29)	25.30% (58)	25.80% (59)	21.80% (50)	3.28
10. Tucker County effectively utilizes its outdoor recreation resources for tourism	6.1% (14)	9.20% (21)	31.60% (72)	34.20% (78)	18.90% (43)	3.50
11. Tucker County effectively utilizes its historical resources for tourism	8.3% (19)	17.50% (40)	44.10% (101)	20.50% (47)	9.60% (22)	3.06
12. Tucker County effectively utilizes its cultural resources for tourism	10.1% (23)	21.10% (48)	41.70% (95)	17.50% (40)	9.60% (22)	2.96

<b>Thoughts and Feelings about Tourism in St. George/Parsons</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. Tourism is well developed in my community	16.70% (39)	31.60% (74)	32.10% (75)	14.50% (34)	5.10% (12)	2.60
2. My community has great potential to develop tourism	7.30% (17)	14.20% (33)	24.60% (57)	32.30% (75)	21.60% (50)	3.47
3. My community should discourage more intensive development of facilities, services, and attractions for tourists	37.90% (88)	20.30% (47)	21.60% (50)	11.60% (27)	8.60% (20)	2.33
4. There is a high quality of life in my community	8.10% (19)	20.40% (48)	26.80% (63)	26.40% (62)	18.30% (43)	3.26
5. An increase in tourism will increase the cost of living in my community	15.50% (36)	22.70% (53)	32.20% (75)	19.70% (46)	9.90% (23)	2.86
6. I support tourism development as having a vital role in my community	11.50% (27)	8.10% (19)	17.90% (42)	30.30% (71)	32.10% (75)	3.63
7. Tourism development will provide more economic opportunities for local people	8.50% (20)	9.40% (22)	15.30% (36)	33.60% (79)	33.20% (78)	3.74
8. An increase in tourism will lead to unacceptable amounts of traffic, crime, and pollution	18.40% (43)	23.90% (56)	30.80% (72)	14.10% (33)	12.80% (30)	2.79
9. Tourism development will only produce low-paying service jobs	11.50% (27)	15.80% (37)	32.90% (77)	18.80% (44)	20.90% (49)	3.22
10. I support taxes for tourism development	25.70% (59)	18.30% (42)	30.00% (69)	16.50% (38)	9.60% (22)	2.66
11. Tourism development will help to protect local resources	18.70% (43)	12.60% (29)	33.50% (77)	24.30% (56)	10.90% (25)	2.96
12. Tourism will improve the wellbeing of my community	14.00% (33)	11.10% (26)	27.20% (64)	31.10% (73)	16.60% (39)	3.25
13. The quality of public services will improve due to tourism	14.60% (34)	12.00% (28)	20.60% (48)	34.80% (81)	18.00% (42)	3.30
14. My community should invest in tourism development	14.20% (33)	9.90% (23)	18.50% (43)	36.60% (85)	20.70% (48)	3.40
15. It is important that community values are protected when tourism is developed	1.70% (4)	3.00% (7)	7.20% (17)	26.40% (62)	61.70% (145)	4.43
16. An increase in tourism will lead to crowding of outdoor recreation, historic, and cultural sites/attractions	13.70% (32)	22.60% (53)	35.50% (83)	17.50% (41)	10.70% (25)	2.89
17. Long-term planning and managed growth is important to control any negative impacts of tourism	2.20% (5)	3.00% (7)	15.10% (35)	31.00% (72)	48.70% (113)	4.21
18. My community should do more to promote its tourism assets to visitors	10.30% (24)	8.50% (20)	17.90% (42)	35.90% (84)	27.40% (64)	3.62

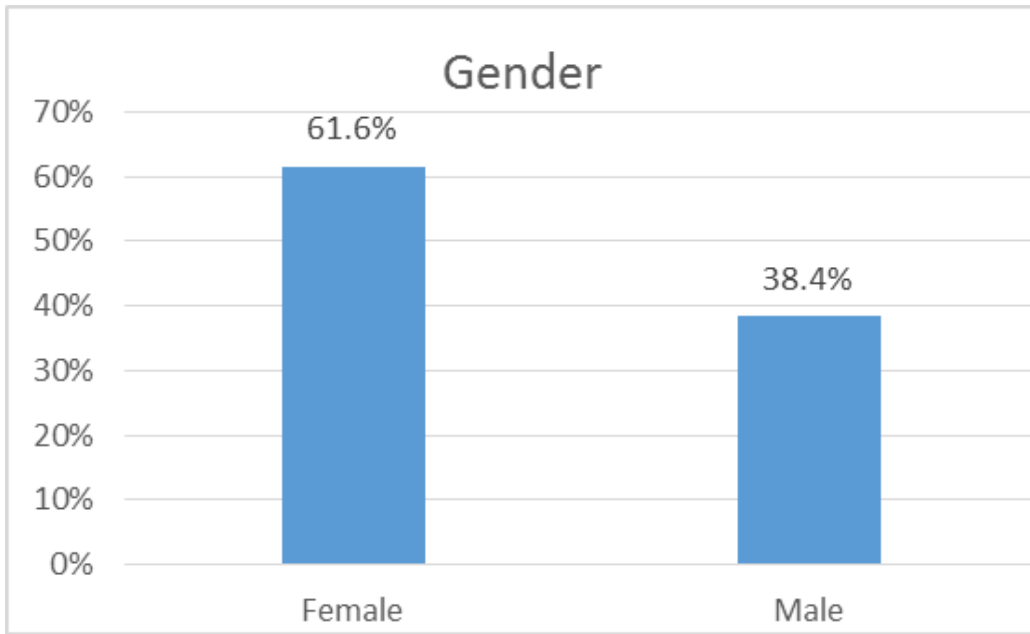
<b>Social Networks and Connections in St. George/Parsons</b>						
	Strongly Disagree	2	3	4	Strongly Agree	Mean
1. I am happy to help my community	2.20% (5)	3.10% (7)	15.70% (36)	31.00% (71)	48.00% (110)	4.2
2. Residents in my community get along well together	2.20% (5)	5.60% (13)	22.10% (51)	40.30% (93)	29.90% (69)	3.9
3. I feel accepted as a valued resident of my community	3.00% (7)	5.20% (12)	20.40% (47)	38.70% (89)	32.60% (75)	3.93
4. Residents in my community assist one another in times of need	2.20% (5)	3.90% (9)	5.60% (13)	26.80% (62)	61.50% (142)	4.42
5. Different opinions are valued in my community	5.60% (13)	12.60% (29)	30.70% (71)	30.30% (70)	20.80% (48)	3.48
6. Residents in my community volunteer to support community events	1.30% (3)	6.10% (14)	22.10% (51)	39.40% (91)	31.20% (72)	3.93
7. Residents in my community trust each other	2.60% (6)	9.10% (21)	24.80% (57)	40.40% (93)	23.00% (53)	3.72
8. If I have a problem there is someone who will help	2.60% (6)	6.60% (15)	14.40% (33)	33.20% (76)	43.20% (99)	4.08
9. I feel safe in my community	1.70% (4)	1.70% (4)	10.90% (25)	30.00% (69)	55.70% (128)	4.36
10. I often do things for other residents of my community expecting nothing in return	0.90% (2)	2.20% (5)	11.70% (27)	34.20% (79)	51.10% (118)	4.32
11. There are strong social networks in my community	3.10% (7)	5.70% (13)	33.60% (77)	36.20% (83)	21.40% (49)	3.67
12. Residents in my community are involved in local organizations and informal social groups	2.60% (6)	5.30% (12)	36.40% (83)	37.30% (85)	18.40% (42)	3.64
13. Individuals and organizations in my community cooperate to achieve collective goals	2.20% (5)	8.30% (19)	36.40% (83)	36.00% (82)	17.10% (39)	3.57
14. I regularly communicate with people in my community	3.50% (8)	7.90% (18)	24.70% (56)	33.00% (75)	30.80% (70)	3.8
15. People in my community solve conflicts together	3.60% (8)	11.60% (26)	31.60% (71)	37.80% (85)	15.60% (35)	3.5
16. Residents in my community collectively participate in community events/holidays/activities	1.70% (4)	6.10% (14)	23.60% (54)	40.60% (93)	27.90% (64)	3.87
17. There is a common vision in my community	6.60% (15)	16.70% (38)	36.60% (83)	28.60% (65)	11.50% (26)	3.22

**Importance and Performance of Tourism Attributes in St. George/Parsons Organized by Importance (highest to lowest)**

1=Not Important at all	2=Somewhat Important	3=Important	4=Very Important	5=Extremely Important
1=Not Important at all	2=Somewhat Important	3=Important	4=Very Important	5=Extremely Important
	Mean Importance	Mean Performance	Mean Difference	
Adequate public services (EMS, police, fire)	4.35	3.41	0.94	
Community beautification	4.26	3.2	1.07	
Skilled workforce	4.21	2.97	1.24	
Support for entrepreneurs/small businesses	4.12	2.6	1.52	
Financial investment	4.05	2.6	1.46	
Local and county government support	4.04	3.04	0.99	
State government support	3.98	2.63	1.34	
Public participation in decision making	3.96	2.57	1.38	
Community leadership	3.96	3.06	0.9	
Collaboration and partnerships between communities	3.93	2.78	1.14	
Maintenance and management of facilities for tourists	3.88	2.87	1.01	
Collaboration and partnerships with organizations outside of my community	3.84	2.71	1.13	
Attractions for tourists	3.84	2.79	1.05	
Facilities/services for tourists	3.79	2.6	1.19	
Public support for tourism	3.73	2.73	1	

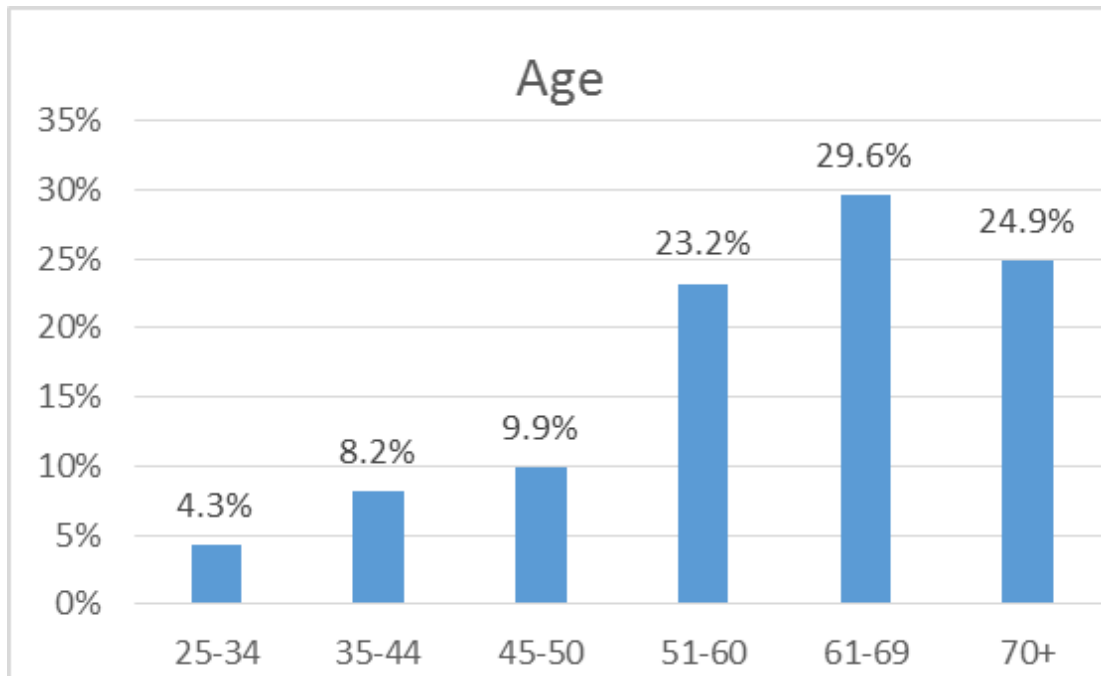
Importance and Performance of Tourism Attributes in St. George/Parsons										
Importance	1=Not Important at all		2=Somewhat Important		3=Important		4=Very Important		5=Extremely Important	
Performance	1=Very Poor Performance		2=Poor Performance		3=OK		4=Good Performance		5=Great Performance	
1. Facilities/services for tourists: <u>Importance</u>	17	7.6%	19	8.5%	54	24.2%	36	16.1%	97	43.5%
1. Facilities/services for tourists: <u>Performance</u>	30	14.0%	57	26.5%	102	47.4%	21	9.8%	5	2.3%
2. Maintenance and management of facilities for tourists: <u>Importance</u>	16	7.3%	13	6.0%	44	20.2%	53	24.3%	92	42.2%
2. Maintenance and management of facilities for tourists: <u>Performance</u>	26	12.1%	44	20.6%	90	42.1%	39	18.2%	15	7.0%
3. Attractions for tourists: <u>Importance</u>	17	7.7%	15	6.8%	44	20.0%	55	25.0%	89	40.5%
3. Attractions for tourists: <u>Performance</u>	30	14.3%	44	21.0%	89	42.4%	34	16.2%	13	6.2%
4. Community leadership: <u>Importance</u>	11	4.9%	12	5.3%	43	19.1%	67	29.8%	92	40.9%
4. Community leadership: <u>Performance</u>	20	9.3%	35	16.4%	92	43.0%	46	21.5%	21	9.8%
5. Collaboration and partnerships between communities: <u>Importance</u>	8	3.6%	16	7.2%	48	21.7%	61	27.6%	88	39.8%
5. Collaboration and partnerships between communities: <u>Performance</u>	29	14.0%	39	18.8%	99	47.8%	28	13.5%	12	5.8%
6. Collaboration and partnerships with organizations outside of my community: <u>Importance</u>	12	5.4%	11	5.0%	58	26.2%	60	27.1%	80	36.2%
6. Collaboration and partnerships outside my community: <u>Performance</u>	30	14.4%	46	22.1%	97	46.6%	24	11.5%	11	5.3%
7. Local and county government support: <u>Importance</u>	10	4.5%	11	4.9%	40	17.9%	63	28.1%	100	44.6%
7. Local and county government support: <u>Performance</u>	21	9.9%	33	15.6%	94	44.3%	44	20.8%	20	9.4%
8. State government support: <u>Importance</u>	13	5.9%	14	6.3%	41	18.5%	51	23.0%	103	46.4%
8. State government support: <u>Performance</u>	39	18.6%	55	26.2%	73	34.8%	30	14.3%	13	6.2%
9. Support for entrepreneurs/small businesses: <u>Importance</u>	15	6.7%	9	4.0%	35	15.6%	40	17.8%	126	56.0%
9. Support for entrepreneurs/small businesses: <u>Performance</u>	41	19.5%	48	22.9%	85	40.5%	26	12.4%	10	4.8%
10. Public support for tourism: <u>Importance</u>	21	9.5%	15	6.8%	47	21.3%	58	26.2%	80	36.2%
10. Public support for tourism: <u>Performance</u>	32	15.3%	40	19.1%	100	47.8%	27	12.9%	10	4.8%
11. Public participation in decision making: <u>Importance</u>	13	5.8%	15	6.7%	41	18.2%	56	24.9%	100	44.4%
11. Public participation in decision making: <u>Performance</u>	40	19.2%	50	24.0%	87	41.8%	21	10.1%	10	4.8%
12. Skilled workforce: <u>Importance</u>	5	2.2%	6	2.7%	42	18.8%	54	24.2%	116	52.0%
12. Skilled workforce: <u>Performance</u>	26	12.1%	41	19.2%	81	37.9%	46	21.5%	20	9.3%
13. Community beautification: <u>Importance</u>	6	2.7%	6	2.7%	35	15.7%	52	23.3%	124	55.6%
13. Community beautification: <u>Performance</u>	13	6.2%	37	17.6%	80	38.1%	56	26.7%	24	11.4%
14. Financial investment: <u>Importance</u>	10	4.5%	12	5.5%	44	20.0%	44	20.0%	110	50.0%
14. Financial investment: <u>Performance</u>	37	18.0%	52	25.4%	82	40.0%	25	12.2%	9	4.4%
15. Adequate public services (EMS, police, fire): <u>Importance</u>	8	3.6%	8	3.6%	28	12.5%	33	14.7%	147	65.6%
15. Adequate public services (EMS, police, fire): <u>Performance</u>	13	6.1%	30	14.1%	73	34.3%	51	23.9%	46	21.6%

Tourism Development Options in St. George/Parsons						
	Not Needed At All	Somewhat Needed	Needed	Very Needed	High Priority	Mean
	1	2	3	4	5	
1. Accommodations	3.9% (9)	12.2% (28)	19.2% (44)	27.1% (62)	37.6% (86)	3.82
10. Unique Local Shopping	7.6% (17)	8% (18)	21.9% (49)	29.5% (66)	33% (74)	3.72
21. Indoor Activities	4.1% (9)	13.2% (29)	24.1% (53)	31.4% (69)	27.3% (60)	3.65
9. Festivals/Events	4.9% (11)	11.7% (26)	29.6% (66)	29.6% (66)	24.2% (54)	3.57
12. Good/Grocery Stores	7.1% (16)	14.2% (32)	24.4% (55)	24.4% (55)	29.8% (67)	3.56
5. Nature Tourism	8.5% (19)	9% (20)	27.8% (62)	29.1% (65)	25.6% (57)	3.54
13. Entertainment Performance Venues	7.2% (16)	13% (29)	22.9% (51)	32.3% (72)	24.7% (55)	3.54
2. Local restaurants	8% (18)	11.1% (25)	27.1% (61)	29.3% (66)	24.4% (55)	3.51
4. Adventure Tourism	7.2% (16)	11.3% (25)	28.8% (64)	32.9% (73)	19.8% (44)	3.47
7. Heritage tourism	6.3% (14)	14.4% (32)	29.7% (66)	29.3% (65)	20.3% (45)	3.43
6. Cultural Tourism	6.8% (15)	14.9% (33)	31.7% (70)	27.6% (61)	19% (42)	3.37
8. AgriTourism	11.1% (24)	15.7% (34)	32.4% (70)	27.3% (59)	13.4% (29)	3.16
14. Entertainment/Nightlife	17.4% (38)	14.2% (31)	24.2% (53)	26% (57)	18.3% (40)	3.14
17. Resorts	17.1% (37)	18% (39)	27.6% (60)	20.7% (45)	16.6% (36)	3.02
3. Chain Restaurant	23% (51)	23.9% (53)	24.8% (55)	15.3% (34)	13.1% (29)	2.72
19. Golf Course/Country Club	27.1% (60)	17.6% (39)	29.4% (65)	15.4% (34)	10.4% (23)	2.64
11. Chain/Big Box Shopping	29.1% (65)	21.1% (47)	23.8% (53)	12.6% (28)	13.5% (30)	2.6
18. Theme Parks	32.1% (71)	20.4% (45)	20.4% (45)	15.4% (34)	11.8% (26)	2.54
15. Breweries/Wineries	33.8% (75)	18.5% (41)	21.6% (48)	15.3% (34)	10.8% (24)	2.50
16. Bars/Pubs	40.7% (92)	18.1% (41)	19.9% (45)	11.5% (26)	9.7% (22)	2.31
20. Casino/Gambling	68% (151)	14% (31)	9.9% (22)	4.5% (10)	3.6% (8)	1.62

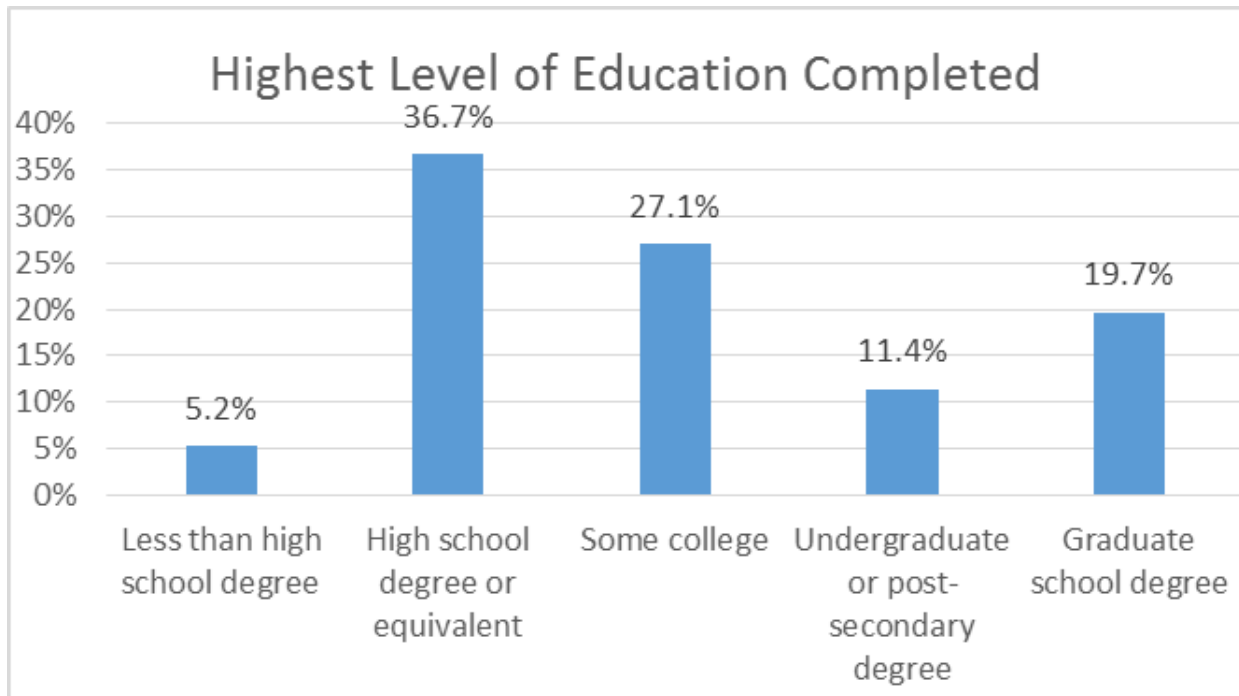


Gender			
		Frequency	Valid Percent
Valid	Female	143	61.6
	Male	89	38.4
	Total	232	100.0
Missing	No Response	7	
Total		239	

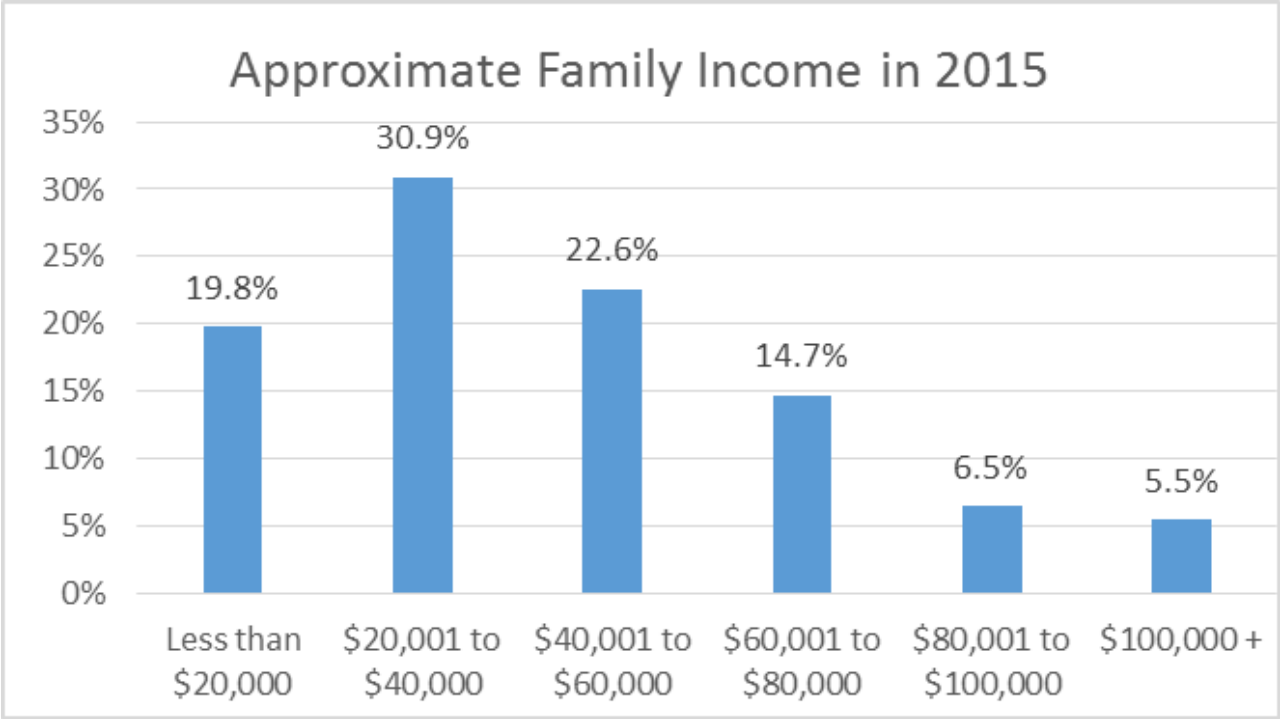




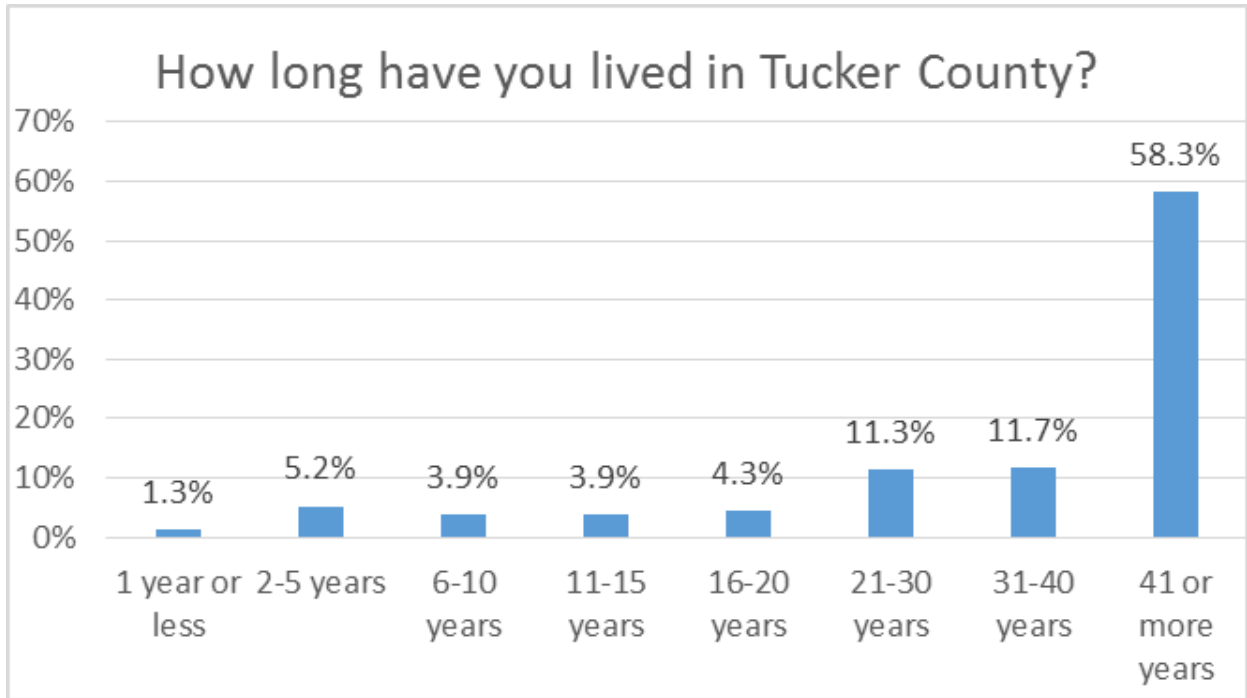
Age			
		Frequency	Valid Percent
Valid	25-34	10	4.3
	35-44	19	8.2
	45-50	23	9.9
	51-60	54	23.2
	61-69	69	29.6
	70+	58	24.9
	Total	233	100.0
Missing	No Response	6	
Total		239	



What is the highest level of education you have completed?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school degree	12	5.0	5.2	5.2
	High school degree or equivalent	84	35.1	36.7	41.9
	Some college	62	25.9	27.1	69.0
	Undergraduate or post-secondary degree	26	10.9	11.4	80.3
	Graduate school degree	45	18.8	19.7	100.0
	Total	229	95.8	100.0	
Missing	No Response	10	4.2		
Total		239	100.0		



What is your approximate family income from all sources, before taxes, in 2015?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	43	18.0	19.8	19.8
	\$20,001 to \$40,000	67	28.0	30.9	50.7
	\$40,001 to \$60,000	49	20.5	22.6	73.3
	\$60,001 to \$80,000	32	13.4	14.7	88.0
	\$80,001 to \$100,000	14	5.9	6.5	94.5
	\$100,000 +	12	5.0	5.5	100.0
	Total	217	90.8	100.0	
Missing	No Response	22	9.2		
Total		239	100.0		



How long have you lived in Tucker County?			
		Frequency	Valid Percent
Valid	1 year or less	3	1.3
	2-5 years	12	5.2
	6-10 years	9	3.9
	11-15 years	9	3.9
	16-20 years	10	4.3
	21-30 years	26	11.3
	31-40 years	27	11.7
	41 or more years	134	58.3
	Total	230	100.0
Missing	No Response	9	
Total		239	