

# Highlights of the M-66 TAP Resident Attitude Survey



Travel, Tourism & Recreation Resource Center  
Michigan State University

March 15, 2002

# Resident Attitude Survey

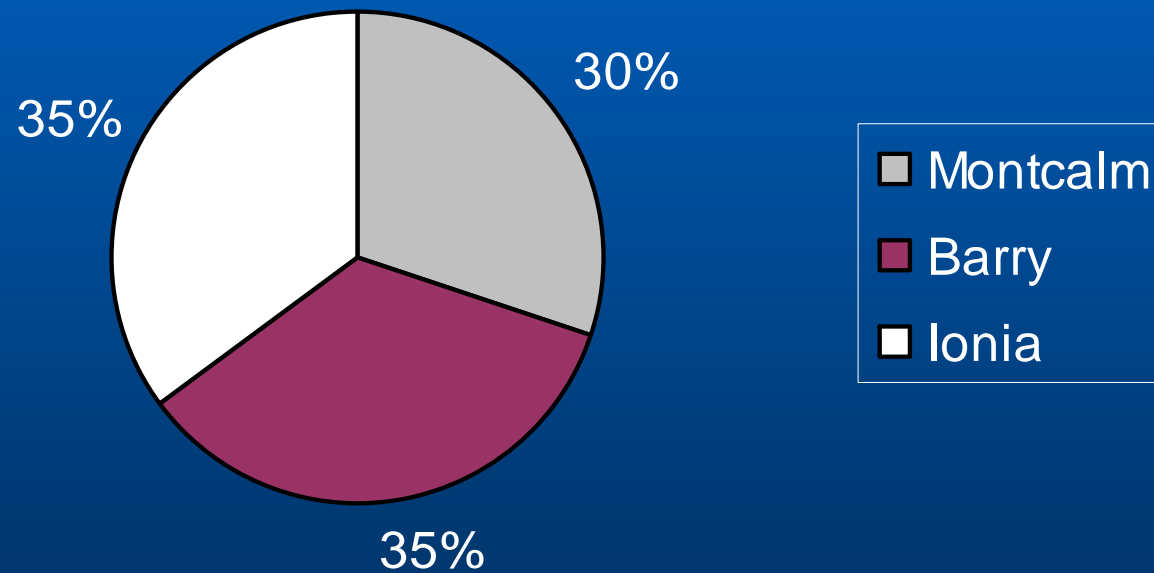
- ❑ 500 residents in Ionia, Barry & Montcalm counties were contacted.
- ❑ A three-wave mail survey was used.
- ❑ An incentive was provided.
- ❑ A 40% response rate was achieved.

For details contact...

Travel, Tourism Recreation Resource Center  
172 Natural Resources Bldg, East Lansing, MI 48824-1222  
Phone: (517) 353-0793

# Demographics

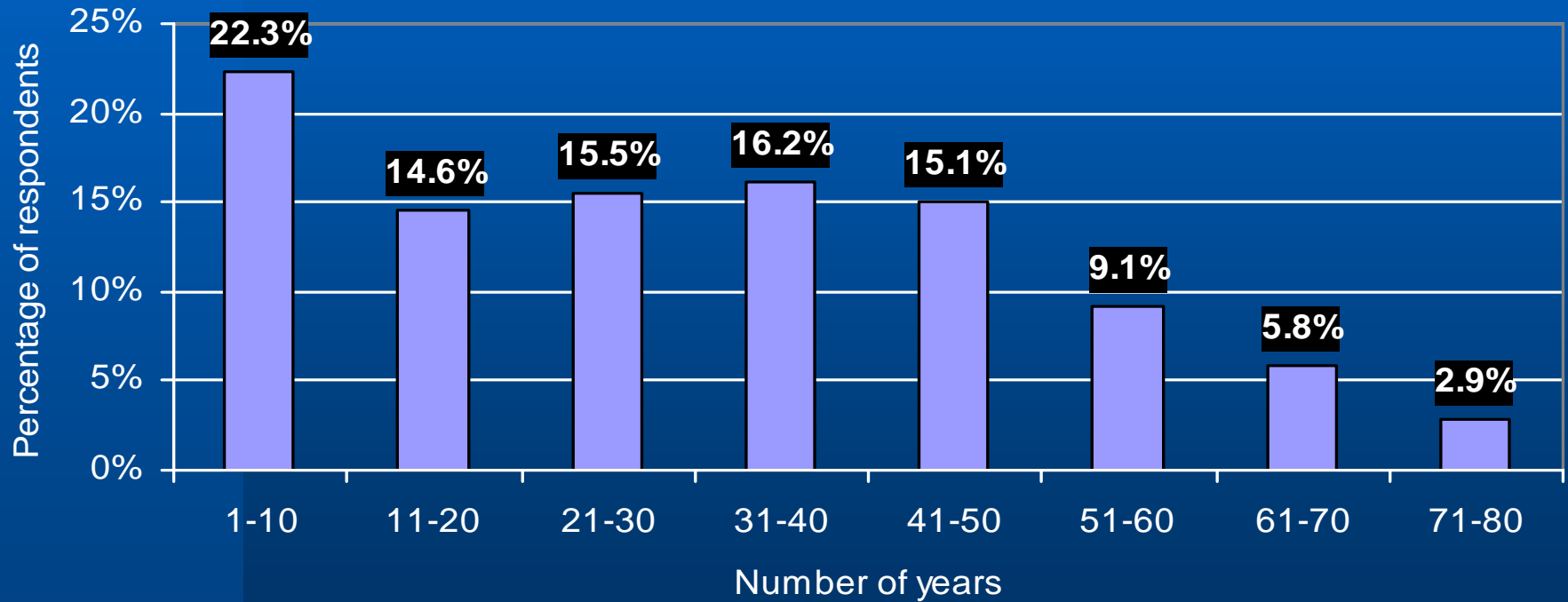
Percentage of respondents who reside in each county.  
(n=184)



# Demographics

Percentage of respondents who have lived in their county for a certain number of years. (n=181)

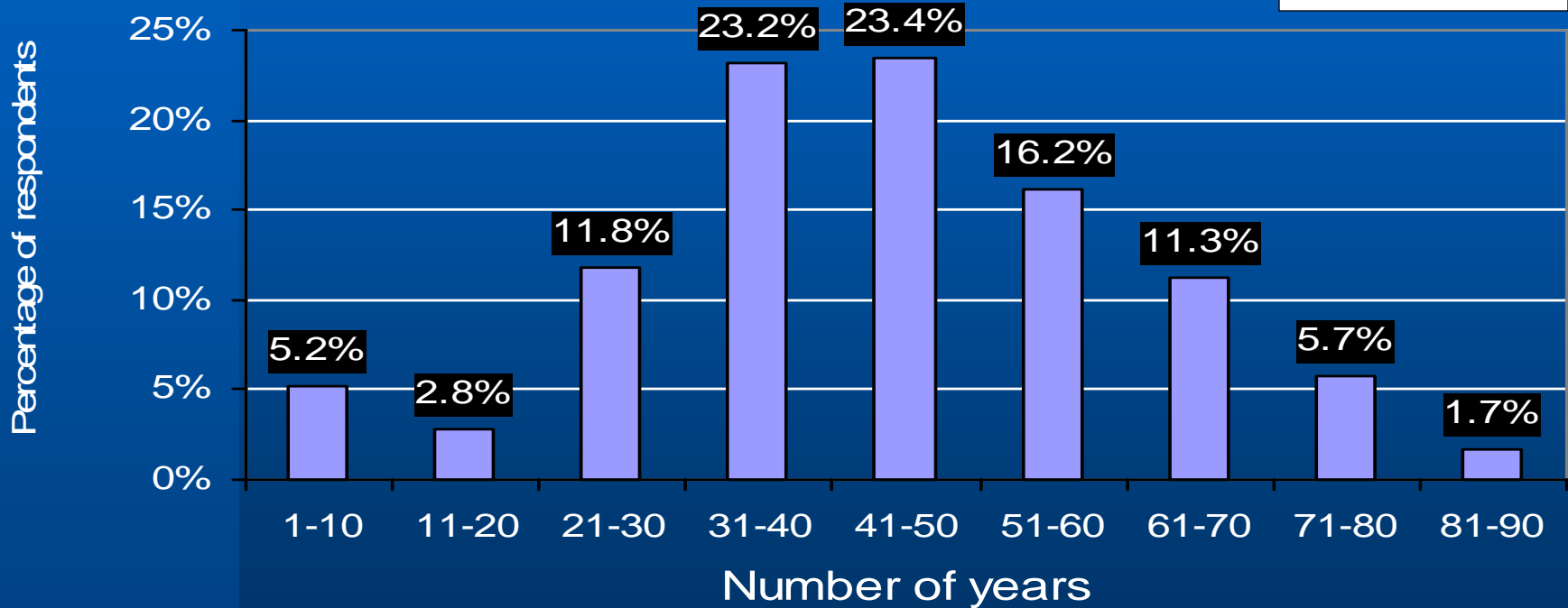
Mean=30.52



# Demographics

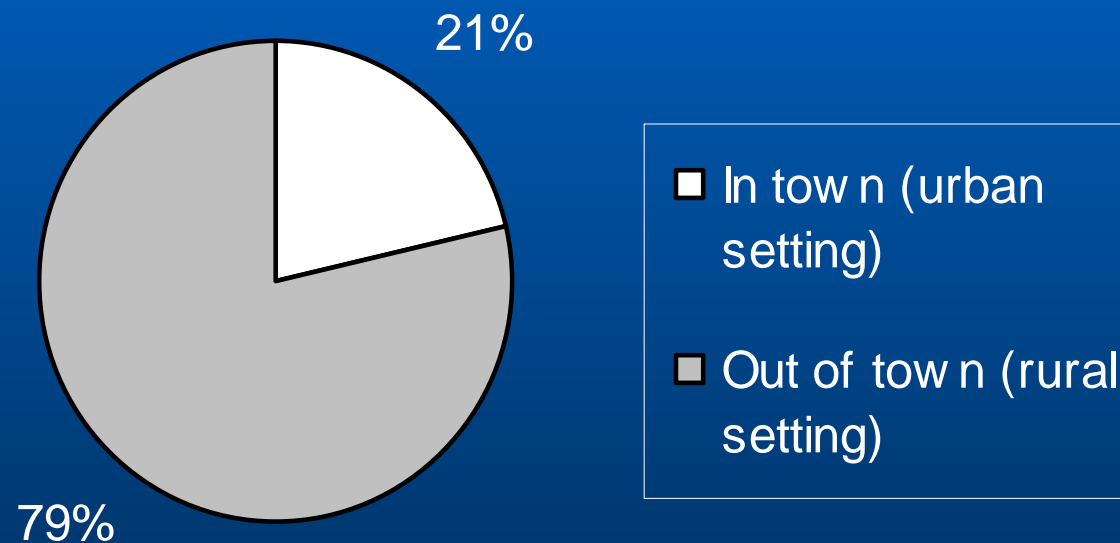
Percentage of respondents who have lived in Michigan for a certain number of years. (n=181)

Mean=44.55



# Demographics

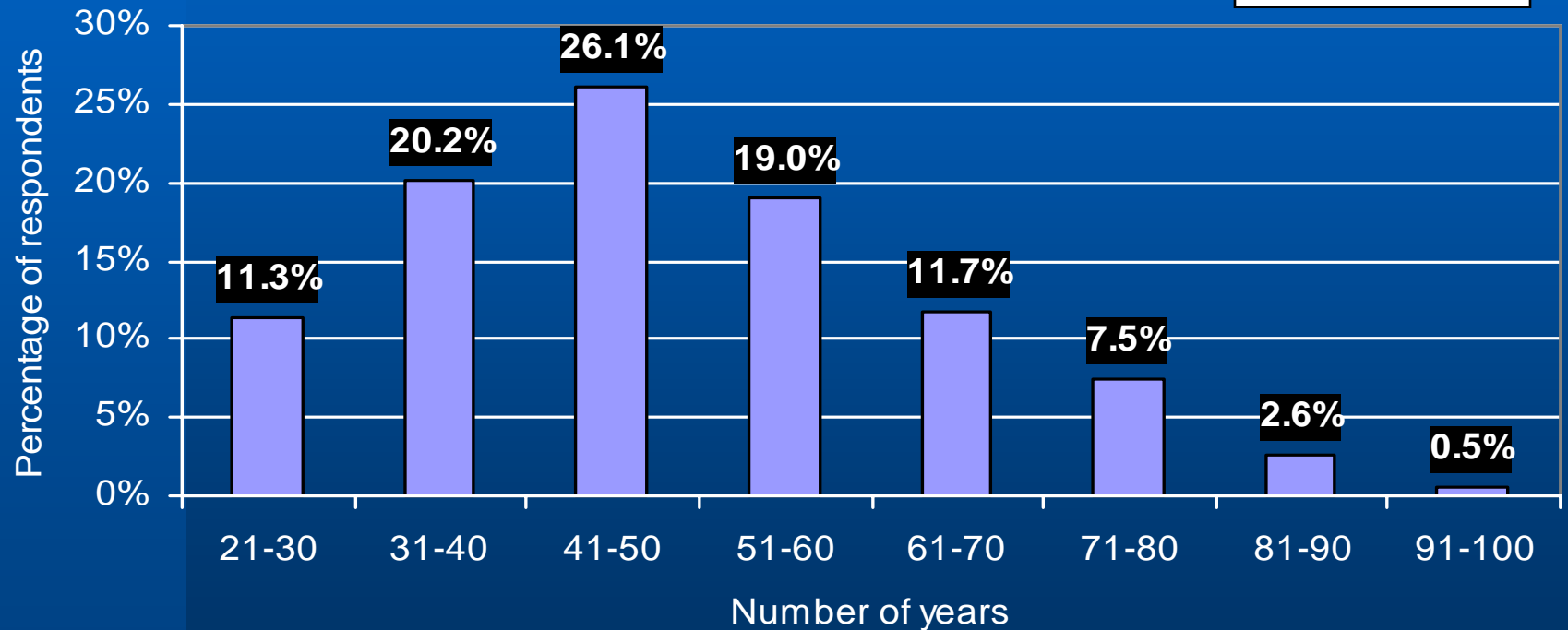
Percentage of respondents who reside in rural or urban settings. (n=182)



# Demographics

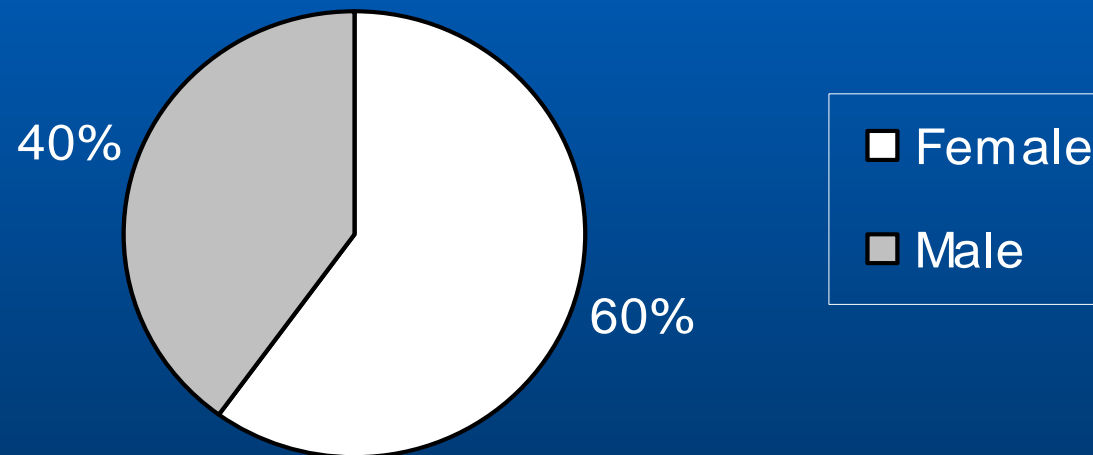
Percentage of respondents who fit into each age category.  
(n=183)

Mean=49.31



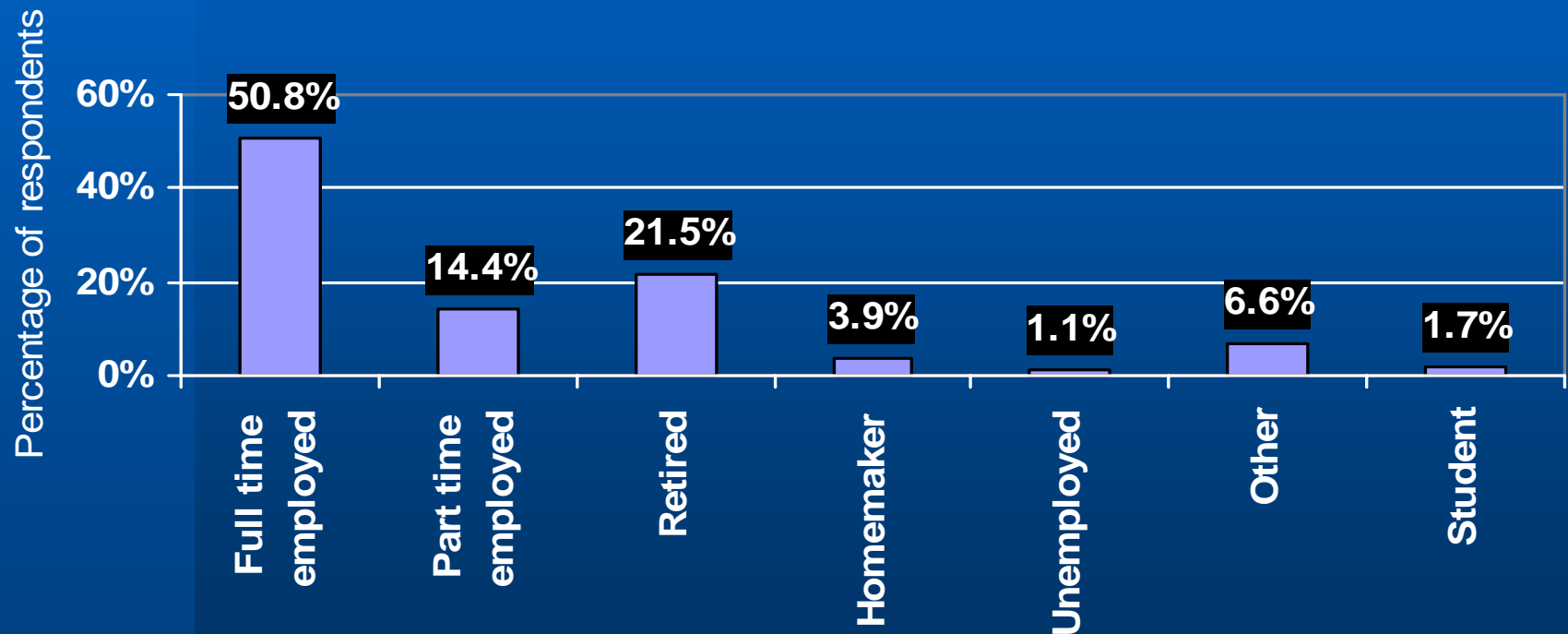
# Demographics

Percentage of respondents who were female or male.  
(n=182)



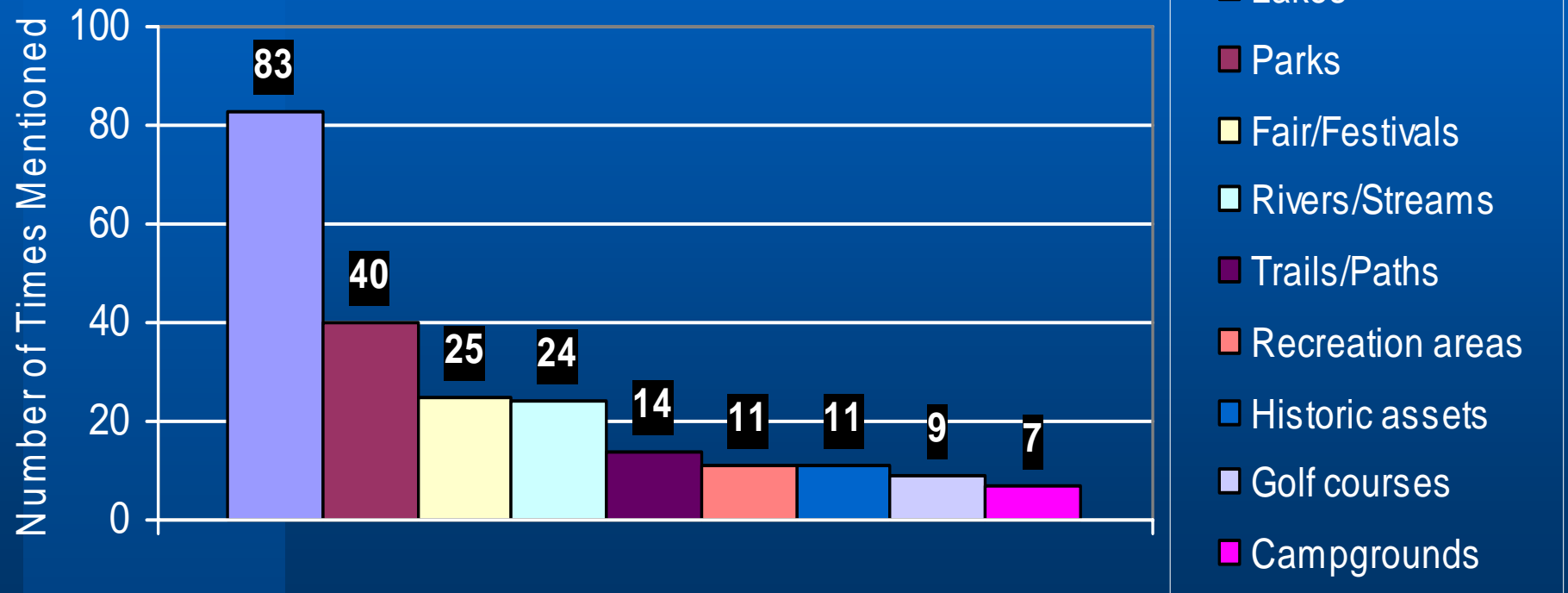
# Demographics

Percentage of respondents who fit into each employment status category. (n=181)



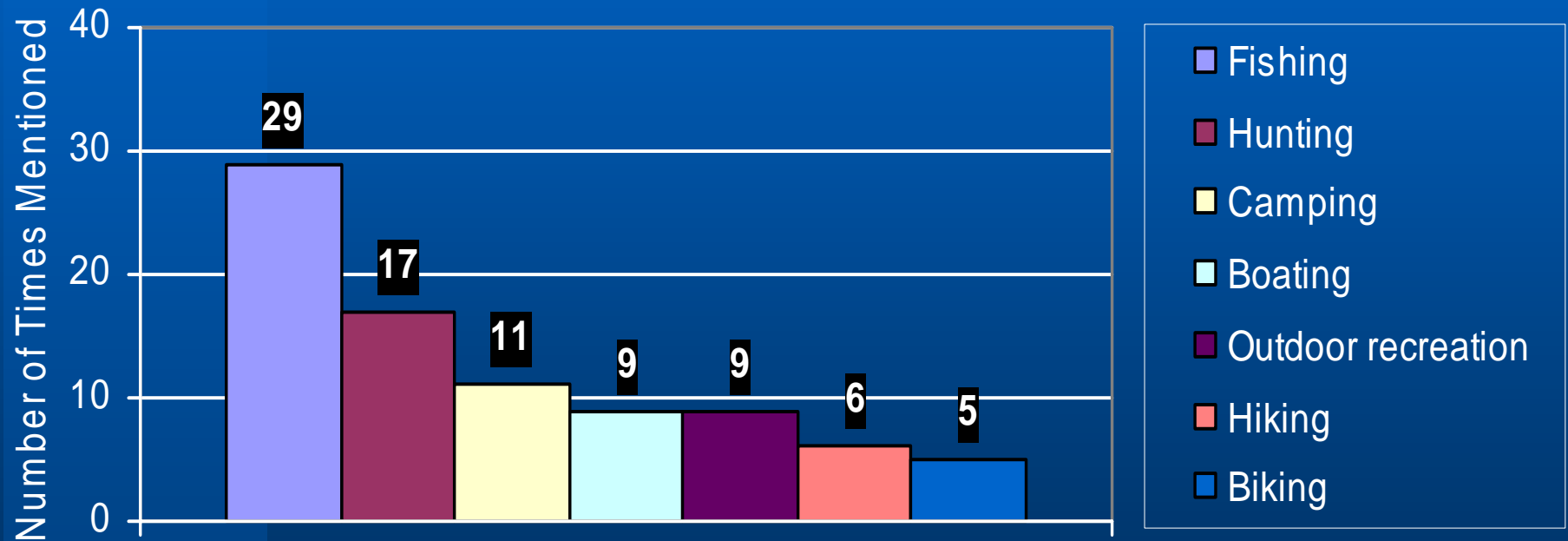
# Perception of the tri-county area

## Attractions Most Frequently Mentioned As County Strengths



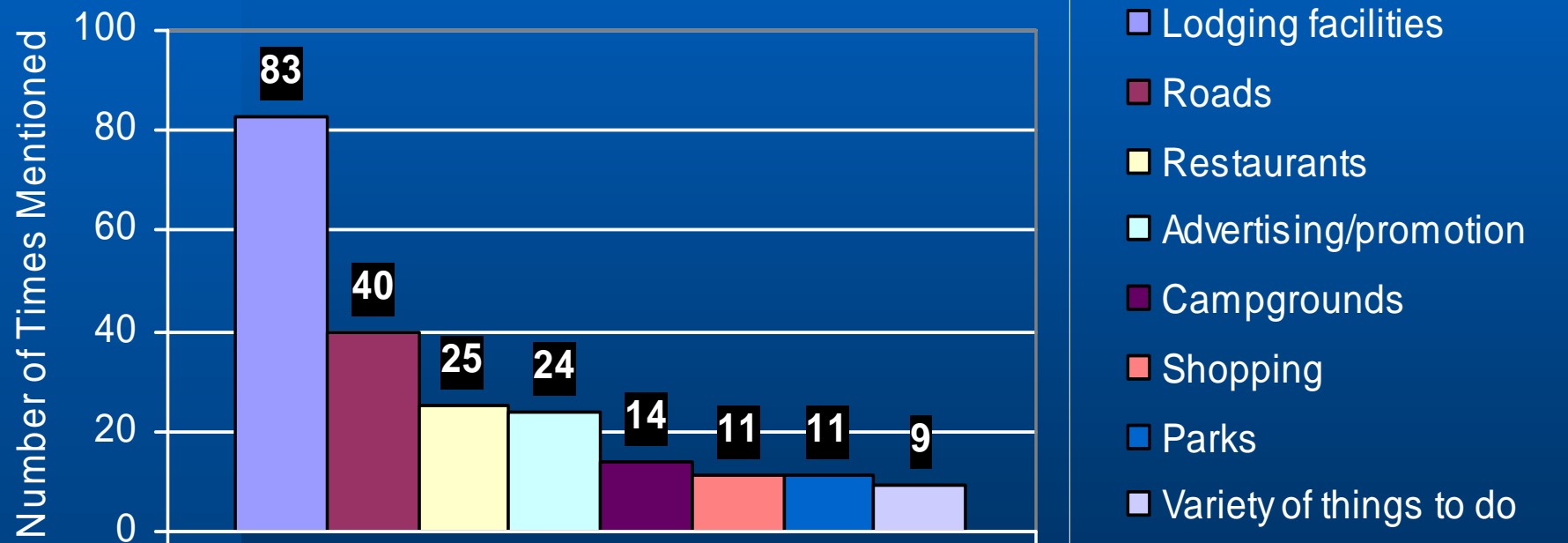
# Perception of the tri-county area

## Activities Most Frequently Mentioned As County Strengths



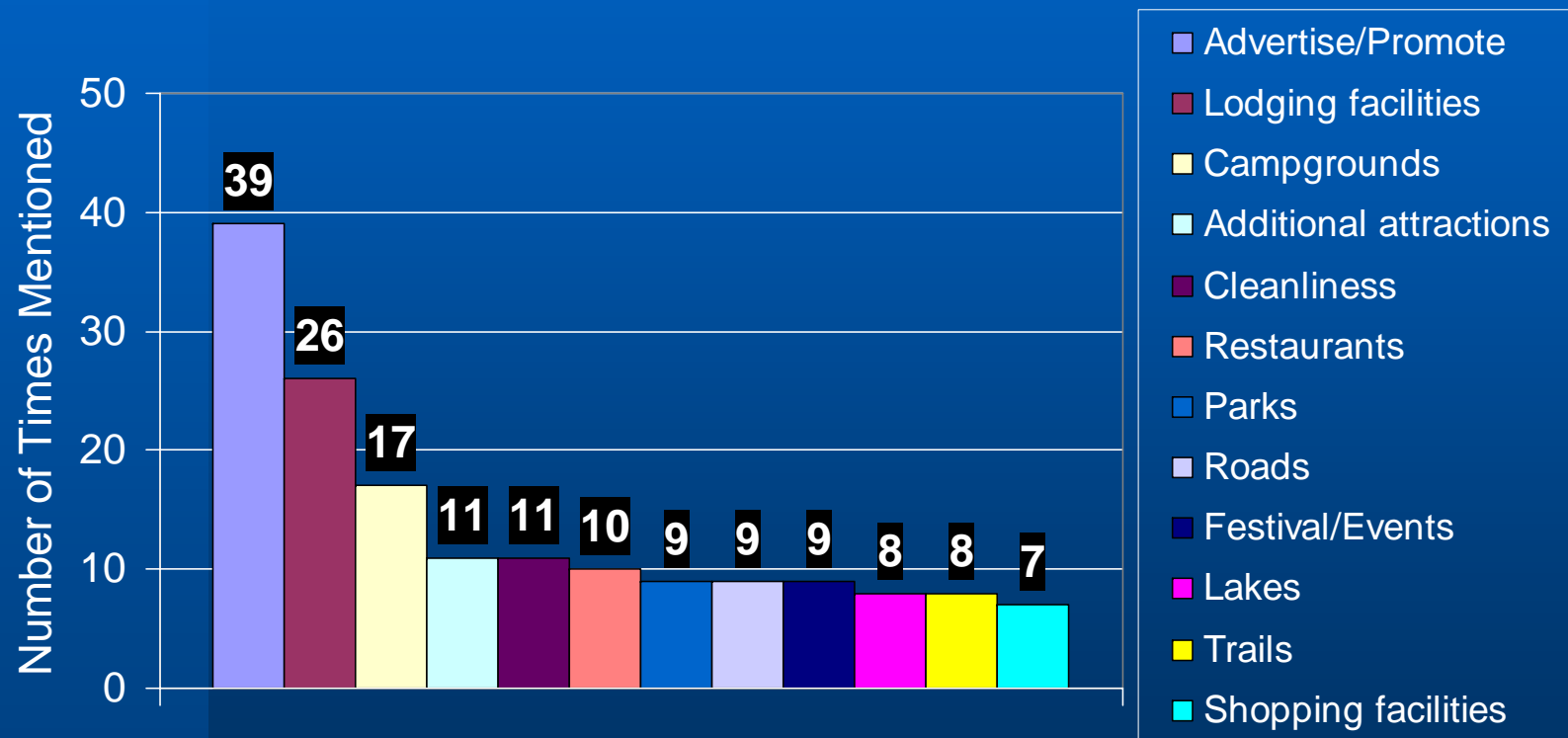
# Perception of the tri-county area

Items Most Frequently Mentioned As County Weaknesses  
(Weakness as "bad", "unkempt", "not enough" or "lacking.")



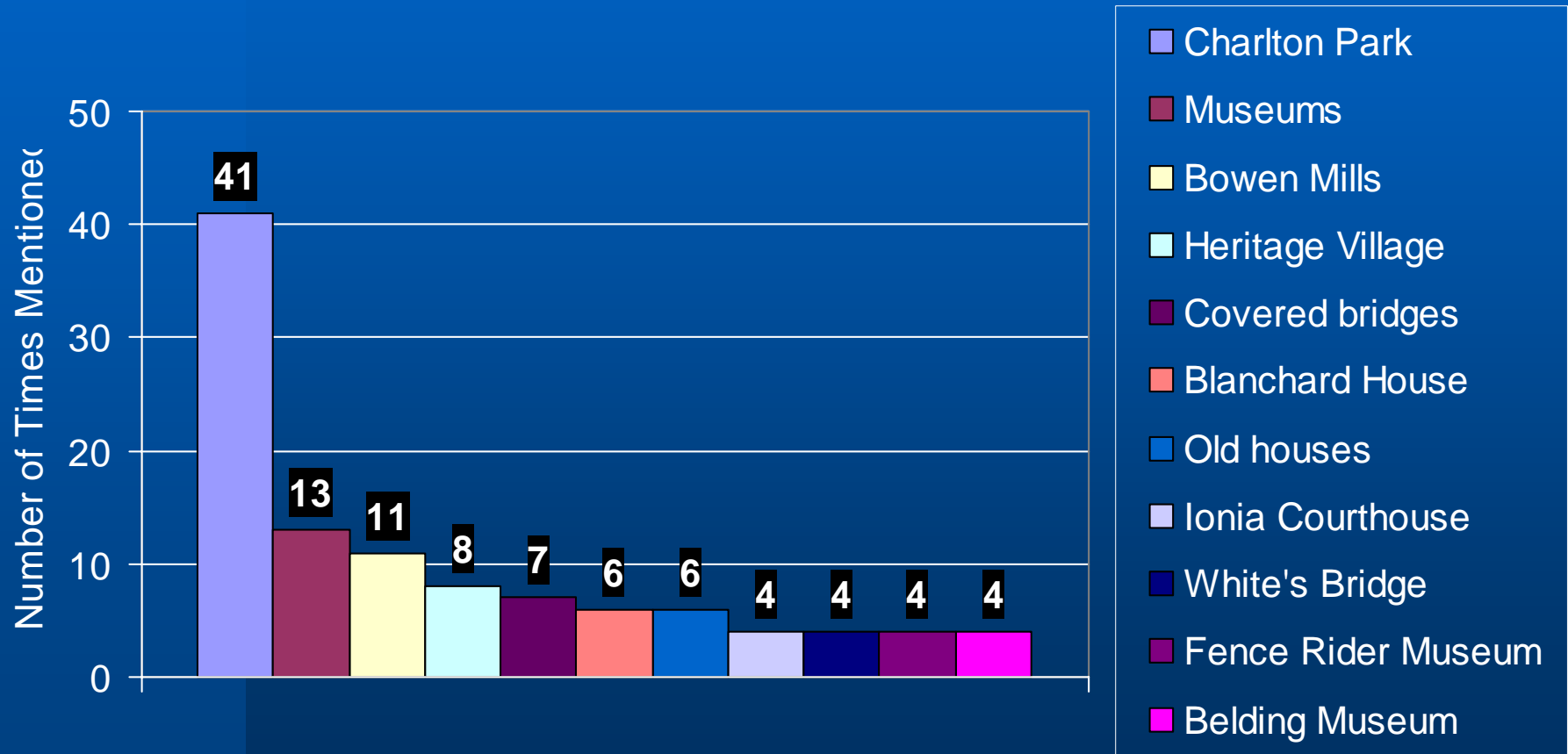
# Perception of the tri-county area

Most Frequently Mentioned Things to be Done to Encourage Visitors to Spend More Time in the Counties



# Perception of the tri-county area

## Most Frequently Mentioned Historical Attractions

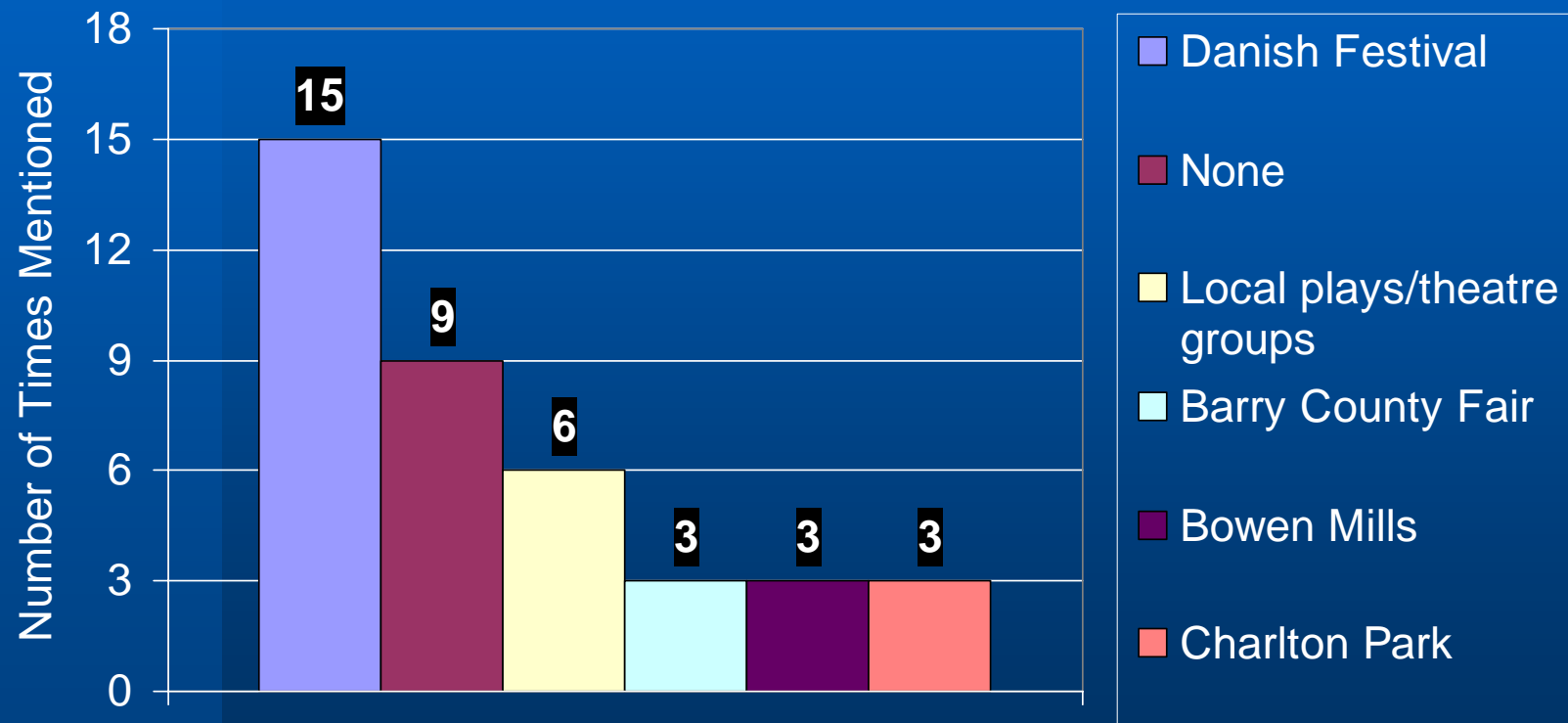


June 30, 2005

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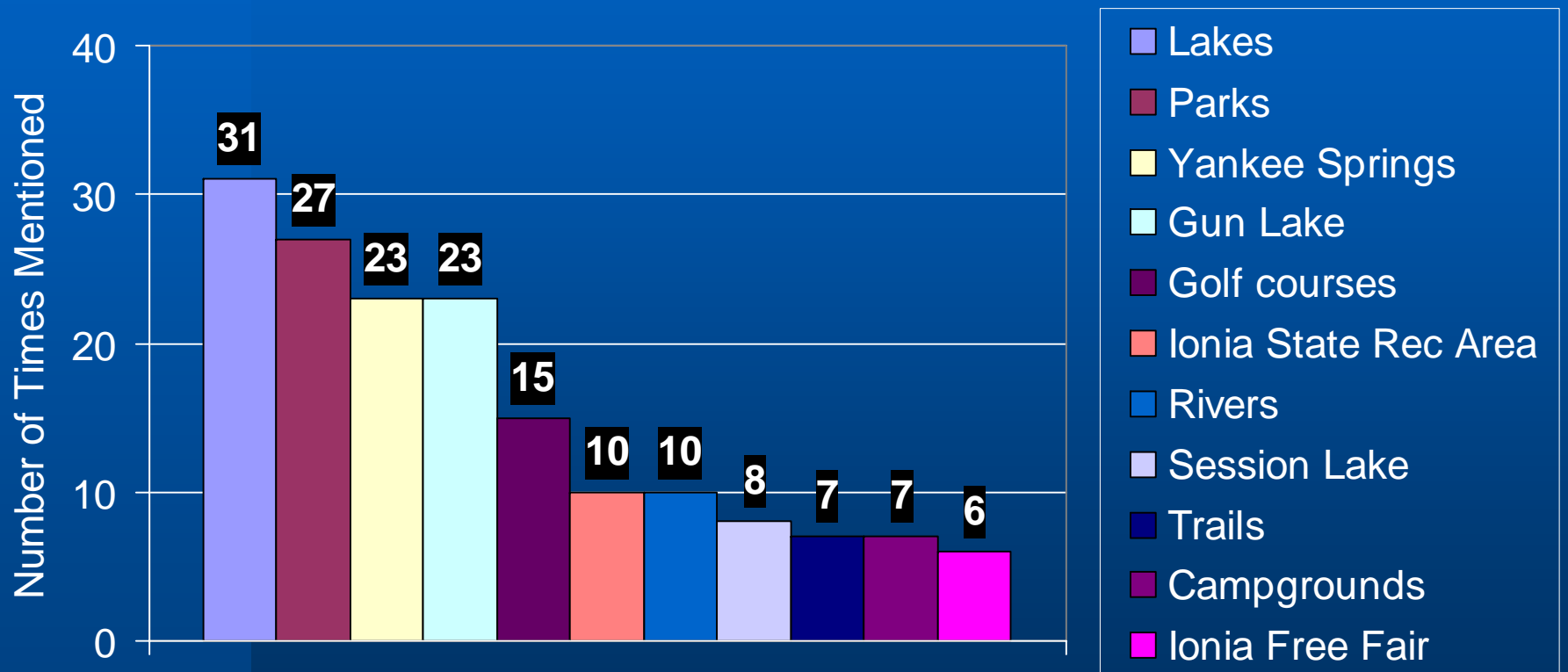
# Perception of the tri-county area

## Most Frequently Mentioned Cultural Attractions



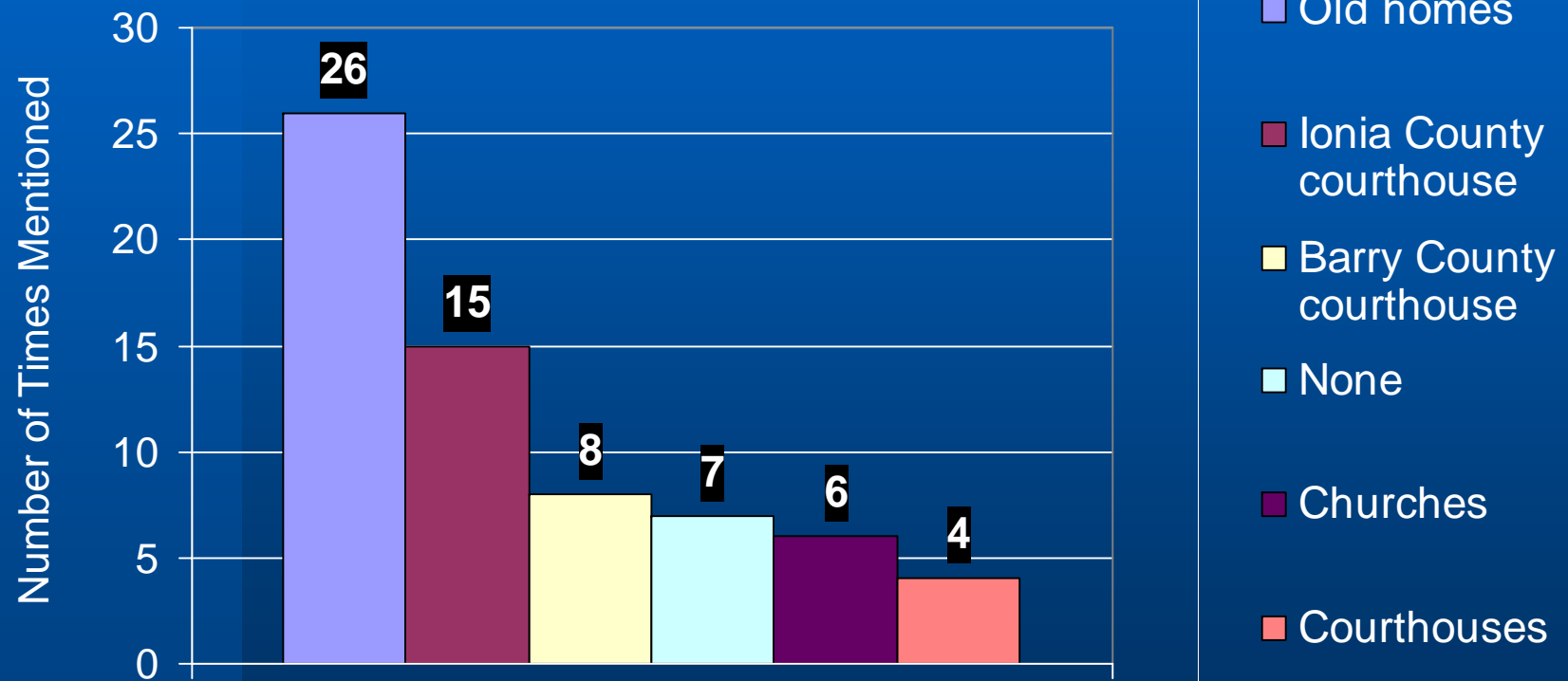
# Perception of the tri-county area

## Most Frequently Mentioned Recreational Attractions



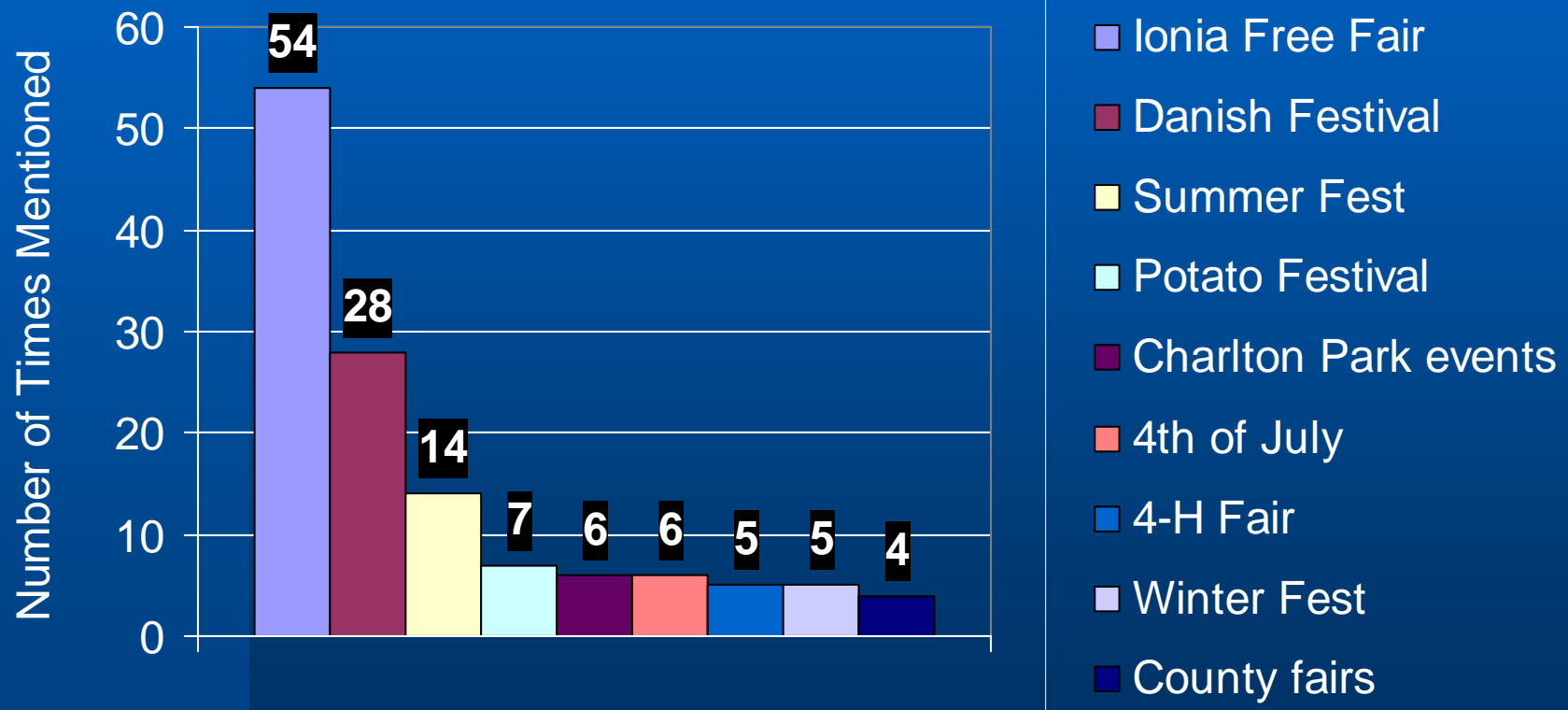
# Perception of the tri-county area

## Most Frequently Mentioned Architectural Attractions



# Perception of the tri-county area

## Most Frequently Mentioned Major Events



# Perception of the tri-county area

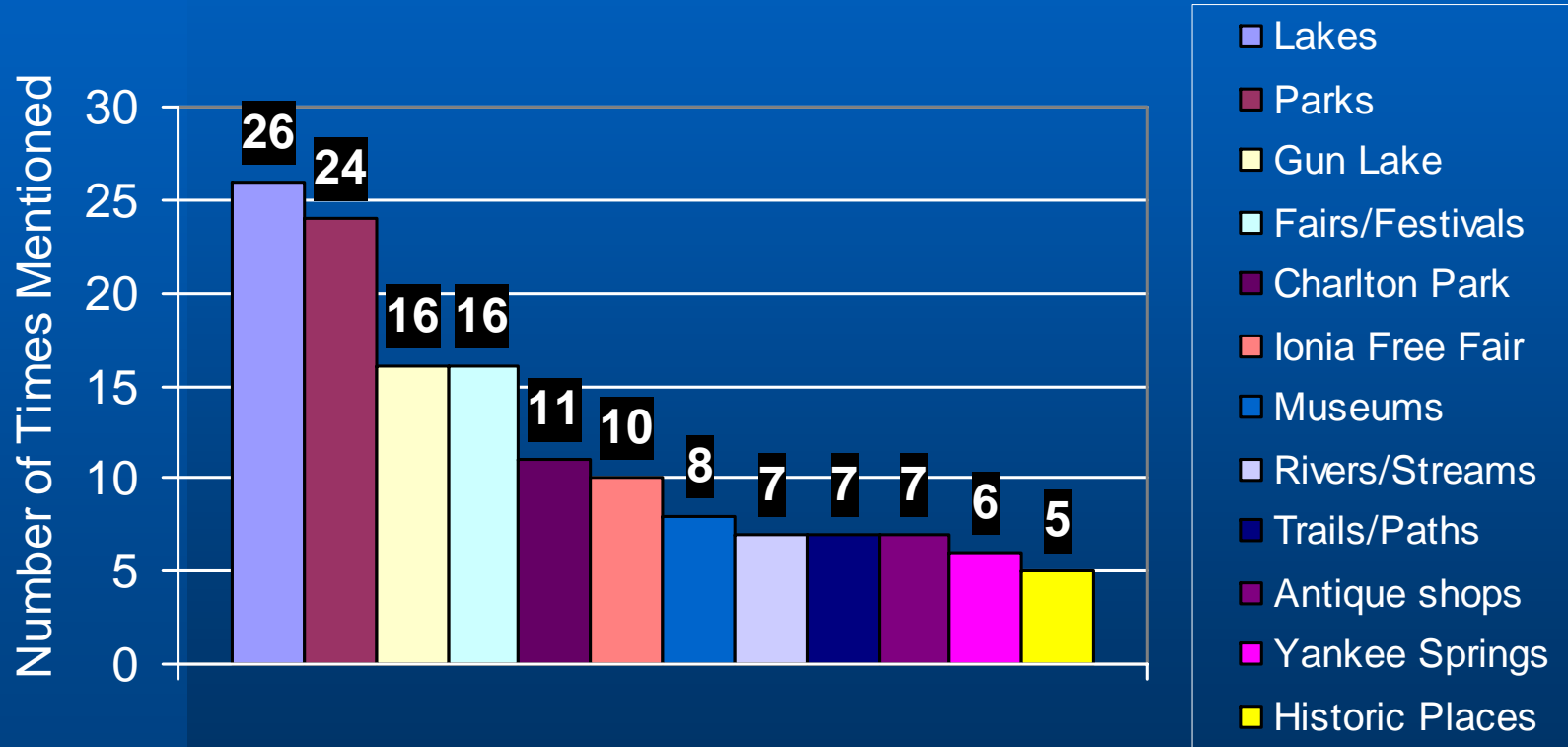
Ratings of the current condition of the elements of quality of life in the tri-county area on a scale from 1 to 4, where 1=Very good condition, and 4=Very poor condition.

## Means ranked from highest to lowest:

2.85 Condition of roads & highways	2.11 Overall cleanliness & appearance
2.64 Museums & cultural centers	2.07 Parks & recreation areas
2.63 Job opportunities	2.03 Education systems
2.23 Traffic congestion	1.99 Safety & security
2.21 Cost of living	1.86 Overall community livability
2.18 Infrastructure	1.78 Emergency services

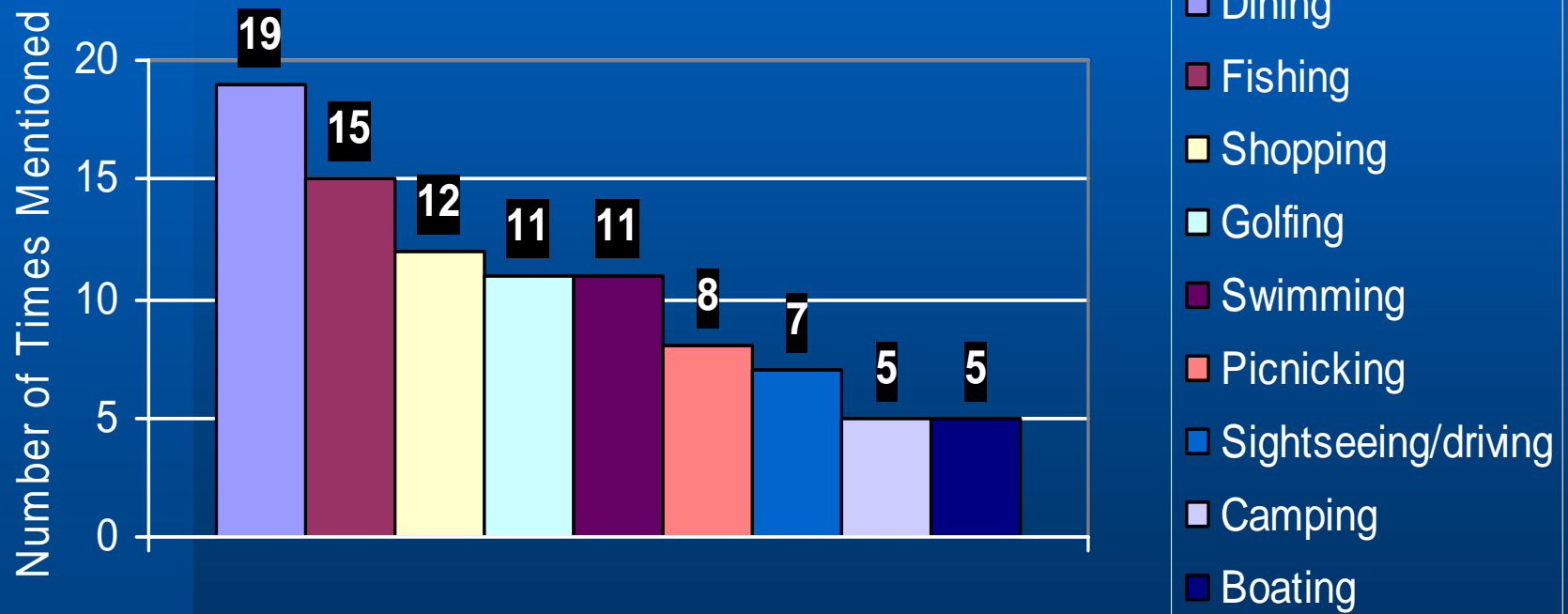
# Perception of the tri-county area

Most Frequently Mentioned Places Where Respondents Take Friends and Family When They Visit



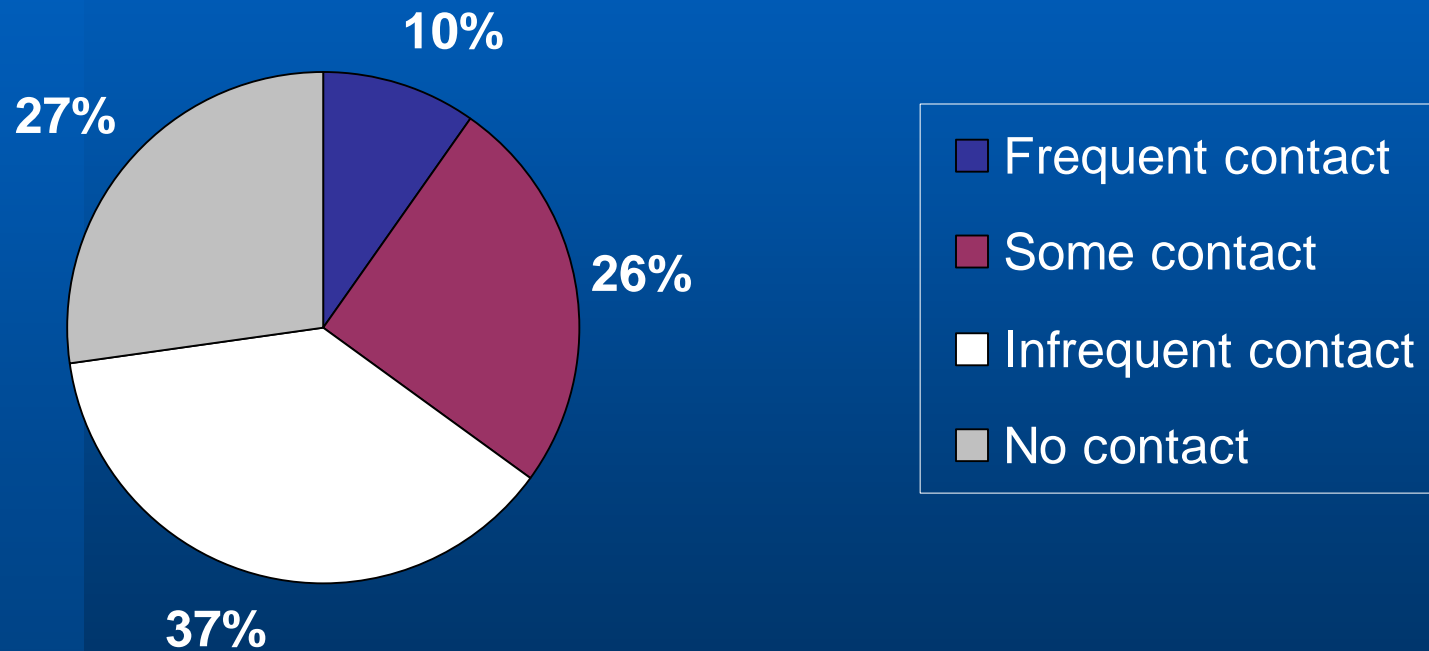
# Perception of the tri-county area

Most Frequently Mentioned Activities That Respondents do with Friends and Family When They Visit



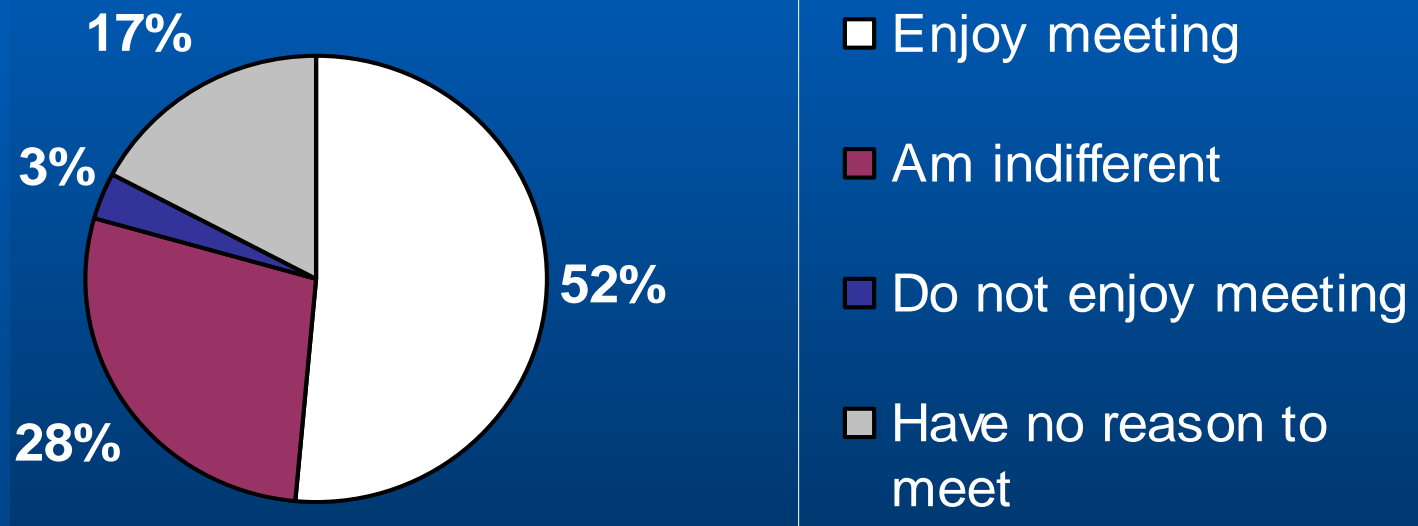
# Attitude towards tourism

Percentage of residents who have various levels of contact with tourists. (n=188)



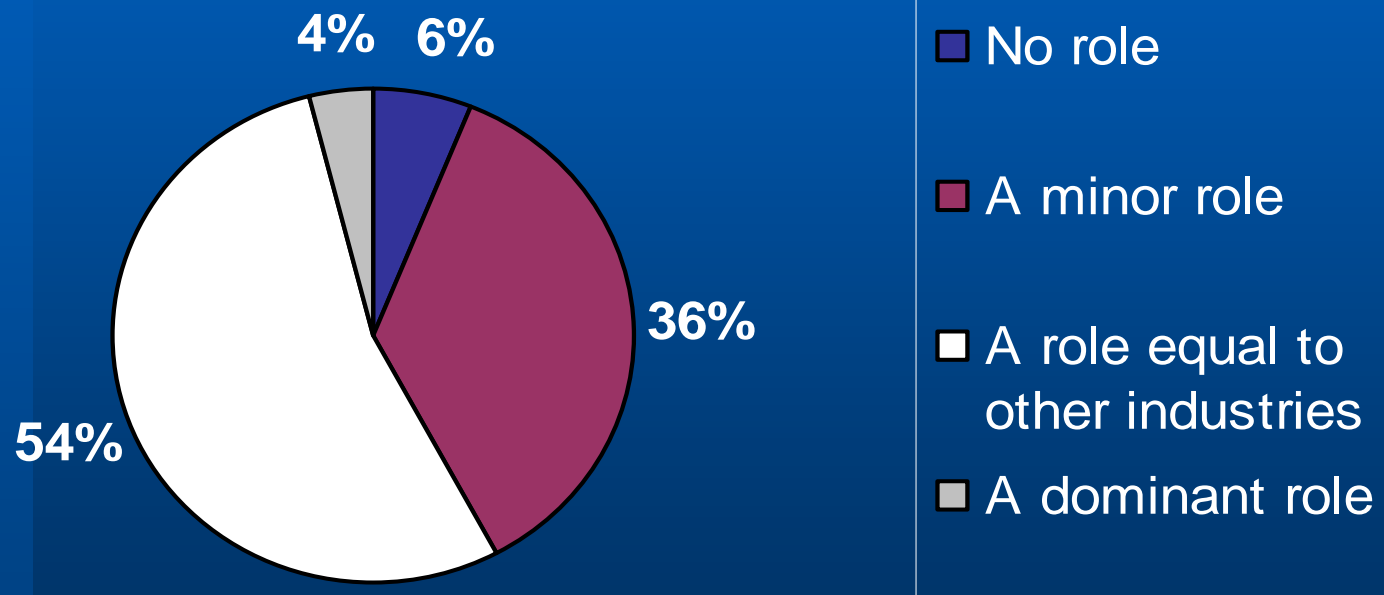
# Attitude towards tourism

Percentage of residents who have various attitudes towards tourists in their county. (n=185)



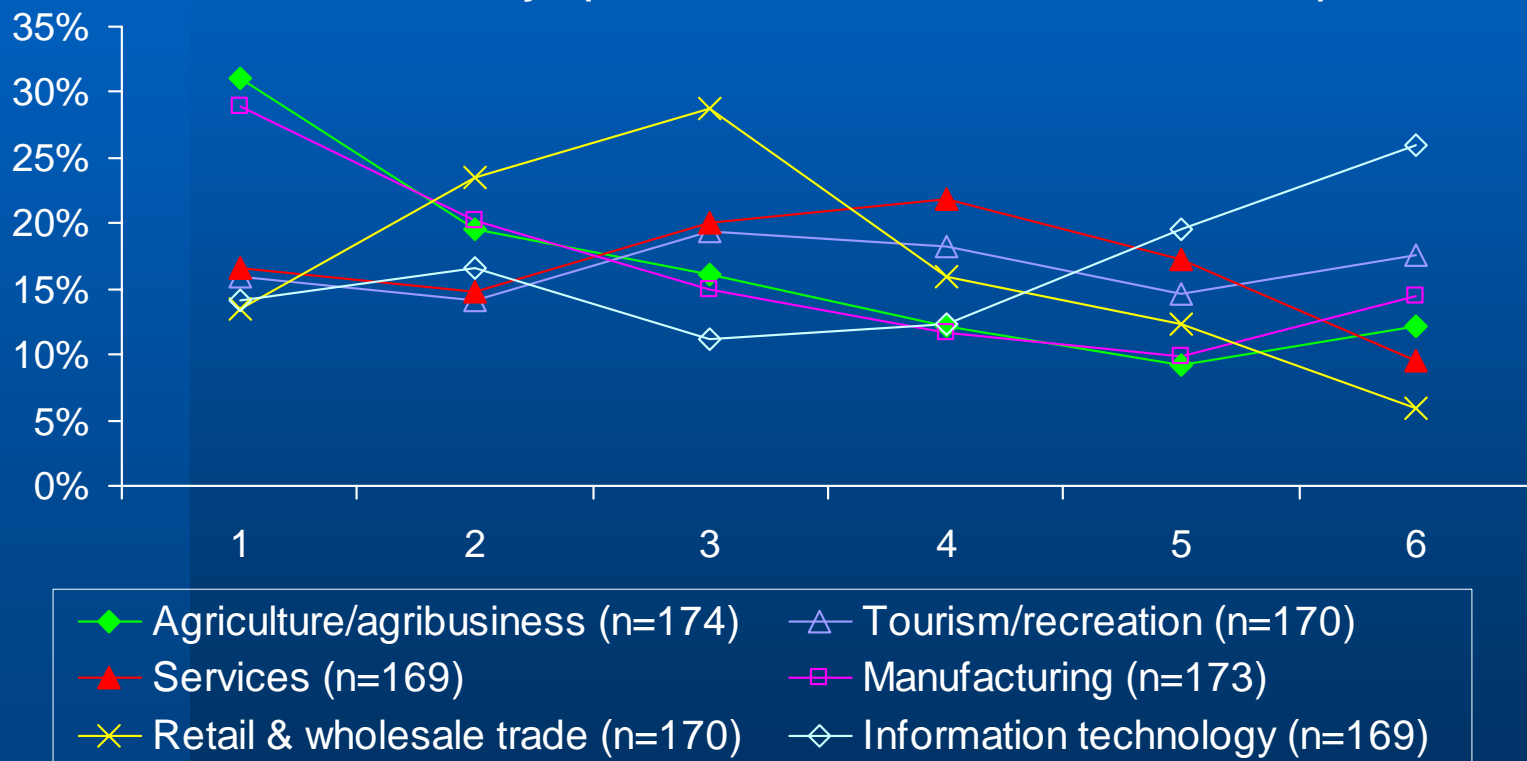
# Attitude towards tourism

Percentage of residents who think tourism should have various roles in the economy of their county.  
(n=183)



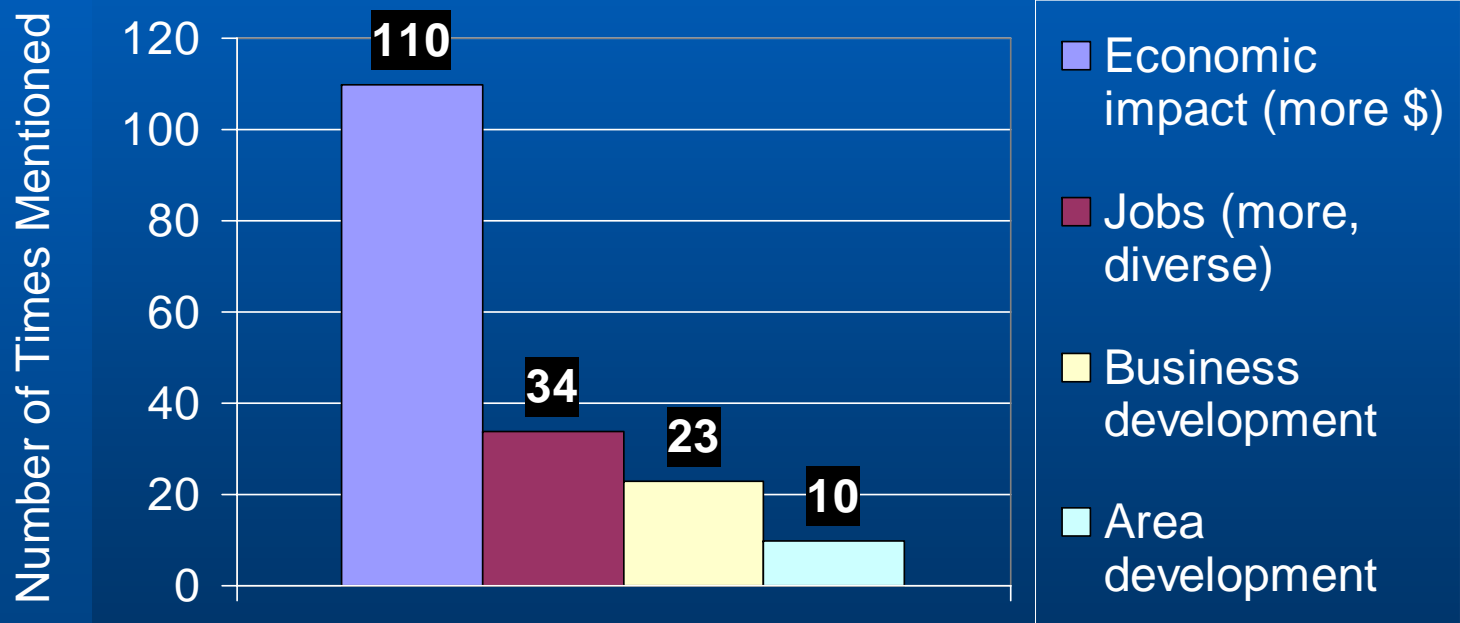
# Attitude towards tourism

Percentage of residents rating various industries on a desirability scale relating to future economic development in their community. (1=Most Desirable, 6=Least Desirable)



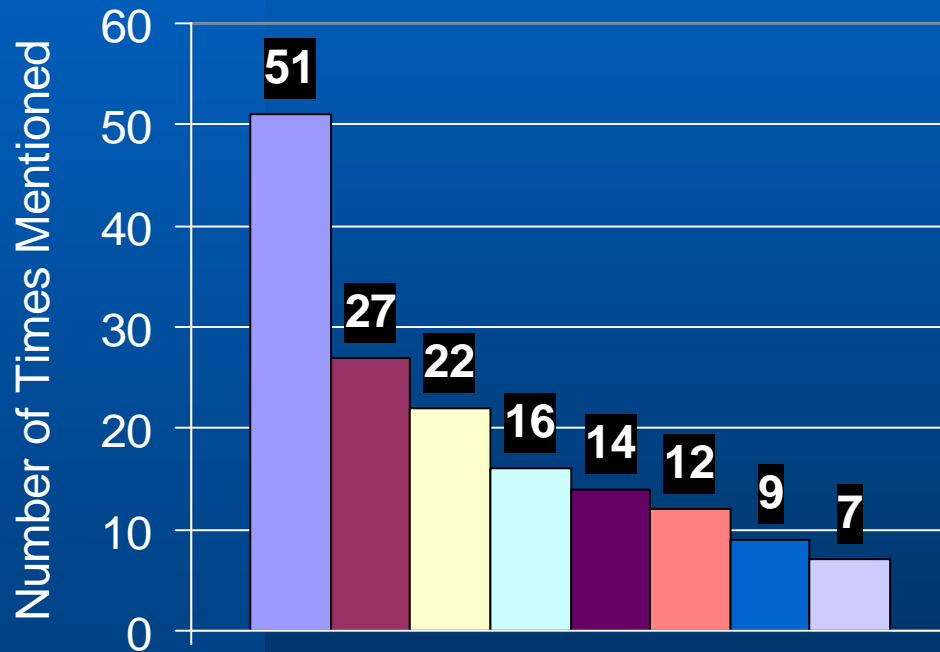
# Attitude towards tourism

## Most Frequently Mentioned Advantages of Increased Tourism in the Counties



# Attitude towards tourism

## Most Frequently Mentioned Disadvantages of Increased Tourism in the Counties



- More traffic/congestion
- Overcrowding/population
- None
- Pollution (noise, litter)
- Wear on roads
- Decreased quality of life
- Overuse of resources
- Illicit acts (crime)

# Attitude towards tourism

Level of support for development of area attractions in Barry, Ionia and Montcalm counties on a scale from 1 to 4, where 1=No additional development, 2=Maintain for local use only, 3=Limited development, 4=Intensive development.

## Means ranked from highest to lowest:

3.24 Camping	2.91 Farm markets/agricultural tourism
3.23 Hotels, motels, B&Bs	2.84 Antiques & crafts shopping
3.16 Hiking & biking trails	2.81 Yankee Springs Recreation Area
3.16 Museums & cultural sites	2.79 Ionia Free Fair
3.10 Restaurants	2.76 Hunting & fishing
3.06 Historic sites	2.69 Heritage Village
3.02 Community festivals	2.47 Danish Festival
3.01 Public access lakes	2.38 Golf courses
2.99 Ionia State Recreation Area	2.18 Mid Michigan Motorplex

# Attitude towards tourism

Level of agreement with tourism related statements on a scale from 1 to 4, where 1=Strongly agree, and 4=Strongly disagree.

**Means ranked from lowest to highest:** (Slide 1 of 2)

It is important that the residents of my county are involved in decisions about <b>tourism</b> .	1.55
<b>Tourism</b> increases opportunities to meet people of different backgrounds and cultures.	1.88
I am concerned about the potential disappearance of open space in my county.	1.92
Increased <b>tourism</b> would help my county to grow in the right direction.	1.94
I would support land use regulations to help manage future growth in my county.	1.95
I'd rather live in my county than anywhere else.	2.00
My county is a good place to invest in new <b>tourism</b> development.	2.06
If I had to move away from my county, I would be very sorry to leave.	2.08
I think the future of my county looks bright.	2.08
I believe most of the jobs in the <b>tourism</b> industry pay low wages.	2.11

# Attitude towards tourism

Level of agreement with tourism related statements on a scale from 1 to 4, where 1=Strongly agree, and 4=Strongly disagree.

**Means ranked from lowest to highest:** (Slide 2 of 2)

<b>Tourism</b> promotion by the state of Michigan benefits my county economically.	2.12
There is an adequate amount of undeveloped open space in my county.	2.20
The overall benefits of <b>tourism</b> outweigh the negative impacts.	2.24
I believe jobs in <b>tourism</b> offer opportunities for advancement.	2.24
If <b>tourism</b> increases in my county, the overall quality of life for residents will be improved.	2.39
Decisions about how much <b>tourism</b> there should be in my county are best left to the private sector.	2.68
<b>Tourists</b> do not pay their fair share for the services they use.	2.73
If <b>tourism</b> increases in my county my income will increase or be more secure.	2.88
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	2.93
I will benefit financially if <b>tourism</b> increases in my county.	2.99