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A Comparison of Wisconsin Community Tourism Attitude Surveys of Inland and Coastal Residents

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A COMPARISON OF WISCONSIN COMMUNITY TOURISM ATTITUDE SURVEYS OF INLAND AND COASTAL RESIDENTS

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ABSTRACT

The State of Wisconsin's spending to attract tourism recently increased from $1 million to more than $7 million per year. Many communities are finding themselves ill prepared and equipped to cope with the conflict between servicing of their traditional resident, business and commerce populations and their growing tourist populations. The result of this new interest in tourism can be, at once, a problem and an opportunity for small communities and rural areas in both traditional and non-traditional tourist destinations.

This paper describes a new Tourism Economic Development Study developed by University of Wisconsin-Stout and Wisconsin Bell Telephone Company for the purpose of defining community character and its role in tourism-based economic development. The study will focus upon the results of a tourism product survey in Door County, Wisconsin with additional comparisons to tourism attitudinal surveys in the coastal destinations of the Apostle Islands area, Marinette and Kewaunee Counties. A description of this methodology and sampling techniques will be discussed by the author. Since 1988 a random sample of approximately 7,000 residents, government and business leaders in nine existing or potential destinations have provided economic developers, tourism planners and citizens with a unique research instrument to assess the positive and negative attitudes toward tourism, hospitality, related businesses, and environmental impact of tourism. The data collected have given a new spatial, economic, social and political profile of a community's personality, (atmosphere, character and tone) and tourism product form offered to tourists. The methodology, administration and tourism product and presentation of this popular analytical research tool make it mandatory for any community involved in the pursuit, control or rejection of tourism.

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INTRODUCTION

According to Murphy,

> If tourism is to become the successful and self-perpetuating industry many proponents have advocated, it needs to be planned and managed as a renewable resource industry, based upon local capacities and community decision making. To achieve these objectives will require a more balanced approach to planning and management than has existed in the past. More emphasis is needed on the interrelated nature of tourism development, in terms of its component parts, (physical, economics, and social considerations), its spatial implications, (accessibility, routing, and intervening opportunities), and evolutionary pattern, (development stage and competitiveness). More balance in the decision making process is required between those with funds, (governments, big businesses and banks), and those who have to live with the outcome and are expected to provide the hospitality. More local input and involvement at the planning stage will give destination communities a greater stake in the industry and create a more responsive partnership. Finally, the new approach to tourism development must combine planning, (the initial goal and development strategy) with management (day-to-day, season-to-season operational decisions), because the ability to adjust to changing market or seasonal conditons is of paramount importance in such a competitive business.

Based on these considerations and the commitment to economic development in the state of Wisconsin, Wisconsin Bell initiated a program to assist select communities establish or enhance their approach to tourism. Since 1988, nine communities, clusters of communities or counties, have been analyzed and profiled for the purpose of evaluating their strengths and weaknesses as they relate to tourism. The major objectives of the project were to:

1) Increase the awareness and importance of tourism

2) Establish community support

3) Determine community's strengths and weaknesses

4) Establish and implement a community strategy for increasing

tourism revenues.

The scope of the projects included much more than reviewing any existing tourism activity. The task forces reviewed in detail existing attractions, potential activities, and required support services.

Several groups worked in partnership with Wisconsin Bell. The methodology of the research was divided into two phases; community attitude toward tourism and community inventories. A composite example of the results of the community attitude toward tourism is featured in Table 1. For the purposes of clarity, inland and coastal counties have been delineated in the figure. Comparative analysis of these two classifications continue by tourism analysis and respective sites.

The community attitude survey was developed to be a telephone survey. A total of more than 7,000 survey interviews have been conducted since 1988.

The second phase of the study was to survey businesses involved in tourism. Surveys were developed by the authors to get an inventory of the community's capabilities regarding tourist information and hospitality.

The end result of these two phases is a composite view of the tourism industry as it currently exists and from the perspective of the residents, businesses and organizations involved in their economic sector. These results can establish current norms in the area and begin to indicate areas which can be adjusted to take optimal advantage of the economic opportunities afforded by this growing industry.

An example of a complete survey summary has been included in this paper. The Door County survey was an example of a strongly coastal oriented example of tourism development. The complete survey for each site is available from Wisconsin Bell.

In summary, the survey has been extremely beneficial in assisting communities with their self-evaluation of the resources and opportunities or pitfalls associated with tourism development. In every case thus far, the study has been a catalyst for improved tourism planning and management. The authors believe it is imperative for communities to carefully assess their situation in relation to economically "seeing the shore, while swimming toward or away from tourism" as a tool for economic development.

TOURISM ECONOMIC DEVELOPMENT STUDY CONCEPT AND METHODOLOGY

According to Wally Blevins, executive director, Door County Chamber of Commerce, Door County's experience with the Wisconsin Bell Industry Retention and Expansion Survey was very positive. Upon review of the results the Door County Chamber of Commerce's Economic Development Committee became interested in securing a similar profile of the Tourism Industry in the County because of its stature within the area's economic base.

To say that tourism in Door County is a vital part of the economy of the peninsula is a definite understatement. The Chamber's Economic Development Committee was curious to attempt to find out how vital, the nature of the businesses, their employment levels, expansion plans, problems with government and other information. With that in mind, the Chamber formed a Tourism Economic Development Task Force to try and do what literally no one had done before, namely, take an economic development approach to the study of the tourism industry and determine its impact.

The Chamber contacted Wisconsin Bell to determine if its economic development staff were familiar with any research of a similar nature and found out that Bell had a similar interest which it was pursuing. Wisconsin Bell offered to approach the research on a partnership basis and the Tourism Economic Development Study (TED) was born. Bell and the Chamber worked with the Hospitality and Tourism Department of the University of Wisconsin-Stout to develop survey research instruments to be used in the TED Study.

The methodology of the research was divided into three phases: community attitude toward tourism, surveys of business and community inventories.

The Community Attitude Survey was developed to be a telephone survey which would take not more than 3-4 minutes to complete. It seeks to determine respondent attitudes to such items as jobs created by tourism, tax levels in areas with a tourism economy, attitudes toward hospitality, attitudes toward environmental impacts of tourism, etc.

A random sample of 10% of the households in Door County was generated using local residential telephone listings. Surveys were conducted in the evenings in an attempt to secure optimal number of contacts. A total of 960 survey interviews were conducted.

The second phase of the TED study was to survey businesses in Door County which are involved in tourism. Surveys were developed by Bell, the Chamber and UW Stout of lodging, dining, entertainment and retail businesses in an effort to determine such things as type of business, structure, gross volume, types of marketing, peak and slack periods of business, infrastructural satisfaction, employment levels, salary and benefits and other items.

It was recognized that personal interviews with businesses were the preferrable means of securing this information. However, the sheer number of businesses to be surveyed in Door County and the seasonal nature of many of them precluded the effective administration of interviews. Consequently, it was determined that the surveys would be mailed along with a personal letter from the President of the Chamber and Chairman of the County Board requesting cooperation. Postage paid envelopes were included with the surveys to assist in returning the surveys.

A total of approximately 750 surveys were mailed to businesses in the County which were identified as being wholly or partially oriented to the Tourism industry. There were 283 surveys sent to lodging facilities, 77 to restaurants, 69 to entertainment businesses and 315 to retail businesses. Of these there was a total response rate of 34.3%. There were 99 lodging, 26 restaurants, 21 entertainment and 111 retail surveys returned. That response rate is remarkable in light of the fact that this was a single mailing survey which averaged 12 pages in length and required a minimum of an hour to complete. This response level itself is indicative of the importance placed upon this issue by the business community of Door County.

The third phase of the TED study was an inventory of the community's capabilities regarding tourist information and hospitality. An inventory sheet was prepared for completion of tourism oriented groups, Information Centers, and Chambers of Commerce. The inventory deals with publications, referrals of lodging inquiries, signage, etc. and will provide an assessment of a community's preparedness to handle vacationers and their information requirements.

The end result of these three phases is a composite view of the tourism industry as it currently exists in Door County from the perspective of the residents, businesses and organizations involved in this economic sector. These results can establish current norms in the area and begin to indicate areas which can be adjusted in order to take optimal advantage of the economic opportunities afforded by this growing industry.

I. LODGING

Lodging businesses in Door County can generally be described as small, sole proprietorship/family businesses and relatively new. Survey responses indicate that 65% of lodging facilities in the county were established since 1961 with fully a third established since 1980. Seventy-two percent report less than $100,000 per year in gross volume.

A total of 2330 lodging units were represented in the survey responses. These averaged nightly rental rates of $54 to $86 per night "in-season" and $41.67-$70 per night "off-season".

Two-thirds of the lodging facilities report their occupancy rate to be greater than 81% during July and August. The second busiest two-month period is September and October where 34% of the respondents indicated a greater than 61% occupancy rate. This compares to 10% reporting greater thann 61% in May and June.

Guests appear to stay in Door County either less than 4 nights or for 7 nights or more. Fifty-eight percent reported average lengths of stay of 2-4 nights while 35% reported average stays of seven nights or more. Sixty-two percent of lodging respondents have a minimum stay requirement the most prevalent being for 2 or 3 nights.

Lodging facilities report that a large number of their guests come from outside the state of Wisconsin. Eighty-five percent report that more than 50% of their business is from out-of-state. More than one-fourth (26%) indicate that over 70% of their guests are from out-of-state.

Lodging facilities pay better than minimum wage. The two areas of highest average wages are owner/manager $8.94/hr. and housekeeper $5.64/hr. The lowest average wage areas are Food Service $4.03/hr. and hospitalaity at $4.93/hr. Only 13% of the businesses report that more than 3/4 of their workers are permanent while 54% report that more than 3/4 of their employees are seasonal. Total payrolls less than $15,000 per year while 18% reported payrolls in excess of $50,000 per year.

SUMMARY

The data on lodging to a large extent confirms data generated in the marketing study completed by the Chamber and the University of Wisconsin Recreation Resource Center in 1986. Most notably are that a majority of vacationers staying in lodging are from out of state, July and August are the busiest two-month period, the typical stay is either 2-3 nights or more than a week. This last piece of data is indicative of trends picked up from the marketing study showing 2-3 night stays in resorts, campgrounds and motels with longer stays of 7-11 days at cottages or condo resorts.

More particularly, the initial results showed that lodging businesses are small businesses in the truest sense of the word. They are, by-and-large, relatively young and are individually or family owned and operated. Most accept credit cards and personal checks and have a minimum stay requirement.

Virtually all lodging facilities (90%+) provide maps and area brochures to their guests and have lobby personnel knowledgeable of the area. Over 85% of the businesses belong to one or more business organizations.

Lodging businesses perceive their chief competition to be local. This is perhaps also indicative of Door County's perceived status as a unique end-destination. More than two-thirds of lodging businesses believe that tourism development is having significant impact or will have future impact on their business. The response to this question could be significant in light of planning and environmental discussions in progress in Door County.

Further analysis and recommendations will be presented in the conclusions section of this report.

II. DINING

Door County restaurants are, like lodging facilities, small businesses. They are also fairly young with 71% having been established since 1961 and one-third coming into being since 1980. Forty percent are sole proprietorships and forty percent are corporations or franchises.

Restaurants indicate that their gross volume of business is greater than their colleagues in the lodging business. Eighty-three percent of restaurants report gross volumes greater than $100,000 per year with nearly 42% at $101-200,000 and 29% reporting more than $500,000.

The vast majority of Door County eating establishments are family (46%) or supper club (34%). There is an apparent skew to the responses in that nearly 58% reported serving alcohol with one-third of those serving beer and two-thirds serving liquor. Because of state restrictions on full liquor licensing that percentage rate would appear to represent a slight skewing. Of businesses serving alcoholic beverages (beer, wine, liquor) none reported that alcohol sales accounted for more than 40% of their gross volume. Fifty-four percent responded that alcohol accounted for 20% or less of their volume. Meals in Door County restaurants are reasonable with prices averaging $3.53 for breakfast, $4.13 for lunch and $7.95 for supper. Thirty percent of the respondents to the question reported that dinner prices were greater than $10.00, however. Presumable that group would be composed almost exclusively of supper clubs.

Operationally, 92% of the restaurants in Door County operate 7 days a week, 54% accept reservations, 58% accept credit cards, all accept personal checks. Nearly a third (32%) have more than 100 seats in the dining room, 20% have 20-40 seats, 20% 41-60 seats, and 20% 61-80 seats. Of those reporting bar room capacity, 30% have a capacity for 60 or more, 30% for 20-40 and 30% seat fewer than 20.

Restaurants, like lodging facilities, overwhelmingly (96%) experience seasonal fluctuations. There was unanimity of opinion that July/August is the peak period for business followed by September/October and May/June. There does not appear to be a wide disparity between weekend volume and midweek volume. Just as many restaurants reported doing more than half their business on the weekend as they did during the week (39% each). However, 96% of restaurants report doing more than 25% of their business on weekends compared to 79% which say they do more than 25% of their volume during the week.

The primary competition for Door County restaurants is local. Forty-four percent of the restaurants report that their primary competitors are either making significant inroads into their business or are a future threat.

Salaries in restaurants are well above minimum wage. Average salaries range from $10.48/hr. for owner/manager to $3.62/hr. (excluding tips) for food service. Cooks and bakers average $5.55/hr. Thirty-six percent of restaurants indicate that more than half of their work force is permanent while 36% said that less than 10% of their work force are permanent ·employers. Fifty-four percent responded that more than half of the employees are seasonal.

Reflecting variations in the size of restaurants, 39% said that their payroll was between $20 and 50,000 per year while 44% responded that their payroll was greater than $100,000.

The "typical" restaurant in Door County, if it can be said that there is such a thing, could be said to be a sole proprietorship, catering to families, has a liquor license, is moderately priced, operates 7 days a week, seats 40-60 people, does roughly half its business on weekends and the other half during the week, is a member of one or more business organizations, grosses over $100,000 per year, spends around $50,000 per year on payroll, and believes that tourism development is in the best interest of their business.

Further analysis and recommendations are discussed in the conclusion section of this report.

III. ENTERTAINMENT AND ATTRACTIONS

It is a little more difficult to get a firm handle on Entertainment and Attraction businesses. One reason is that there are fewer of them. Another is that 90% classified themselves as Other. Other would include tours, excursions, charters, etc.

More businesses list their basic fee as more than $20.00 per person than any other fee category which would indicate a significant response rate by charter boats which invariably charge more than $20.00 per person.

Ninety percent of the respondents said that their facility appeals to the general public with 5% specifying families and 5% specifying other. Forty-four percent of the businesses show attendance of fewer than 2,000 people per year while 50% says that they have more than 5,000 people visit their business (39% said more than 10,000).

Like other business categories, attractions experience attendance fluctuations. Peak months are July/August followed by September/October. Attractions have gross volume patterns similar to lodging with half doing less than $50,000 per year. Twenty-eight percent gross from $50,000-200,000 per year and 11% gross more than $500,000.

Competition for attractions is more widely dispersed than in other business categories. Seventy percent report that their competition is local with 15% saying that their competition is within Wisconsin and surprisingly 10% believe that their competition is international. Fifty-nine percent responded that their primary competition has either never been a consideration or has no real impact on their business, a response which is contrary to lodging and dining.

Salaries at attractions range from an average of $10.86/hr. for owners/managers to $3.68/hr. for housekeeping. The second highest payroll category in attractions is "other" which averages $7.28/hr. Presumably "other" would include first mates on charter boats. Forty-seven percent of the attractions responding report annual payrolls of less than $20,000 while 41% report payrolls in excess of $50,000.

SUMMARY

Entertainment and attraction businesses are a necessary component of a tourism economy. The profile of the businesses and business patterns which they experience are similar to other business categories. Visitors enjoy the natural environment but many desire other forms of entertainment as a part of their vacation experience. That entertainment can range from guided tours to ferry-boat rides to charter fishing to miniature golf to amusement centers.

GOVERNMENT RELATIONS

Generally, businesses in Door County are satisfied with governmental services. The vast majority believe that such items and necessary services as sewer, water, streets, police and fire protection are adequate. Sewage treatment has been a significant issue in Door County. Three of the villages in the county are installing sewage treatment systems in 1987. That may account for some of the diminished concern on sewage treatment.

If businesses are dissatisfied with any aspect of government it is in the area of their contact and dealings with public bodies. One-fourth of retailers who have had contact with the zoning board of appeals are dissatisfied with their experience. Additionally, 1/3 of retailers having had contact with the assessors office were dissatisfied. By the same token, of the lodging businesses which have had contact with local officials, one-fourth were dissatisfied with the Planning Commission and one-third were dissatisfied with the Zoning Board of Appeals.

The surveys did not indicate a cause or remedy for the dissatisfaction. It could deal with who prevailed on an issue and the situation could also deal with procedures and zoning and land use planning. Dissatisfaction levels that high are indicative of some sort of problem, however.

COMMUNITY ATTITUDES

The community attitude surveys completed as part of this study indicate a few problem areas regarding perceptions of the tourism industry. For example, only 38% of respondents to the survey indicated that they believe tourism helps lower their tax bill. Forty percent do not believe that more tourists should be encouraged to visit the area.

Only 24% believe that enough is being done to protect the environment. Does 60% believe that tourism makes it more expensive to live here?

Whether these concerns are real or only perceived is largely immaterial. They indicate problem areas which residents of Door County believe to be fact. Some of the perceptions can be changed or altered by educating the public on what the tourism industry actually provides (e.g. jobs, tax base, quality of life). Some of the perceptions may be addressed by marketing to local residents the benefits of hospitality. Some of the perceptions may in fact be accurate signals to the community and business of the need to take corrective actions.

Public education, local marketing and corrective action would appear to be the key ingredients in responding to community attitudes about tourism which are negative. Care is required in determining which method is appropriate in which instance. Liking tourism can't be forced down the throats of the community but the residents of the area can have a stronger partnership role in the nurture and development of this economic sector insofar as it pertains to their livelihood and style of life.

CONCLUSIONS AND RECOMMENDATIONS

The tourism industry in Door County is a major industry and yet it is primarily composed of small businesses. It literally takes some 750 businesses to generate the $100,000,000 plus in direct annual economic benefits.

This survey has provided a profile of that industry. A clearer view of the businesses which make up the tourism industry in Door County is emerging. Tourism oriented businesses in Door County are, by and large, young. The majority are less than 25 years old and a third have been established within the last seven years.

It seems as though tourism has been a mainstay of the county's economy literally forever. While there has been a major tourism presence in the county for most of the 20th century the proliferation of tourism businesses seems to be a recent phenomena. The blossoming of the industry in the 1980's could mean that as many as 250 businesses have come into being in the county this decade (based on an extrapolation of 1/3 of respondents established since 1980 applied to a 750 business universe.) That means that if the typical range of tourism business gross volume is between $50,000 and 100,000 annually then those businesses gross from 12.5 to 25 million per year.

Will development continue to occur at this pace? Who knows. Development will be predicated on market conditions and increased demand. The demand will be strongly influenced by marketing, perception and the physical environment's ability to absorb a greater number of vacationers.

These surveys indicate that the county's busiest season is in July and August. That, of course, is no great surprise. To increase the number of vacationers in the county during those two months would necessitate more development and construction, will require more labor to operate the businesses and increased marketing.

An alternative scenario could see the expansion of tourism's gross volume of business and the number of vacationers in the county by capitalizing on the other two busiest periods September/October and May/June which are generally referred to as the "shoulder seasons". During these times, businesses are open and operating, vacationers are in the county and yet there is "room at the inn".

By identifying consumers who are visiting Door County during this period and targeting similar potential consumers a deeper market penetration could be achieved resulting in a higher volume of business. This higher volume of business would come while incurring no additional capital investment and no additional environmental impact. The significanat negative impact would occur in labor which has been identifed as a problem especially during the "shoulder seasons".

All categories of business indicated a labor supply problem--especially during September and October. Additionally, businesses identified a housing supply problem during July and August. Wage base does not appear to be a problem as average starting wages currently well exceed minimums.

Some potential solutions could include identifying a greater supply of local labor which can be employed from May or June through October and to capitalize on "second income earners" in families especially in the Sturgeon Bay area. Additionally, businesses may wish to look at transportation of employees from southern to northern Door to reduce their costs and assure their availability as well as improving benefit and incentive packages.

Wisconsin school opening dates need to be addressed as a primary means of improving labor availability. To lengthen even by a week the time summer employees are available would be of tremendous help to tourism businesses.

OTHER RECOMMENDATIONS

Many of the comments generated in the community attitude surveys indicated concern over the environment in Door County. They ranged from groundwater and sewage concerns to landscape and natural beauty to density of development and large scale development versus small business. The tourism industry needs to get a stronger message out that it is composed of business owners who are vitally concerned with the environment.

Door County is a tourism end-destination which has capitalized on its natural environment. It is not an "artificially created" destination such as Great America or even Disney World. Obviously any development is an intrusion upon the natural environment which is the base attraction. Any and all demand by consumers creates pressure for development to provide services such as lodging, dining or entertainment.

Tourism development in an area like Door County is a constant balancing act between demand, development and environment. An equilibrium must be maintained. The tourism industry is acutely aware of this paradox and strives to maintain a product where visitors can enjoy the naturally beautiful product of Door County in a fashion which suits the consumer's needs. This equilibrium is precisely why the county's land use planning efforts are supported by the industry. The industry knows that to destroy the natural product, wittingly or unwittingly, is the worst possible disaster which could befall tourism in Door County.

This study has been an effort to profile and assess tourism as an industry. It literally is an unprecedented effort with a methodology which as adapted from existing industrial research techniques and custom designed to serve the needs of this unique economic sector. In order to establish a set of norms with greater utility additional cross tabulation would be most helpful.

Because of this study, the data base exists to analyze such items as per unit income, payroll expense in a per unit basis, payroll to gross volume, marketing expense to volume, retail sales per square foot, industry gross volume to season, restaurant gross volume, wages and location of business, lodging costs by type of unit, etc. Additionally, a "master" profile should be possible which shows such things as number of units, seats, etc. as well as the data on gross volume, employees, seasonal labor shortage, type of product sold, etc. A "master profile" would more fully illustrate the broad scale and sweep of the tourism industry.

CONCLUSION

Tourism is a resource. More specifically it is an economic resource which is both finite and renewable. Being finite and renewable at the same time seems, on the surface, to be contradictory. However, it must be recognized that there is an absolute limit to the number of people who vacation. That number of people is made even more finite by the fact that there are fewer who are prospects to enjoy a specific vacation in a specific location. This, of couse, is a limitation imposed by such factors as distance, consumer preference and product price-point.

Tourism is a renewable resource in that vacationers are often repeat visitors. If Door County protects its natural environment; if businesses provide the kind of lodging, dining, retail and entertainment facilities needed; if the marketing of the county and businesses appeals to the type of consumer who will buy the county's tourism product, then this industry will remain productive and profitable.

Tourism is a major industry in Door County. It provides a substantial amount of income and jobs for business and the people of the county. Research such as this study contributes to a greater understanding of this industry and to the maintenance of its vitality.

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TABLE 1

WISCONSIN COMMUNITY ATTITUDE SURVEY

Tourism Economic Development Study

	INLAND COUNTIES					COASTAL COUNTIES				
	Beaver Dam %	Hudson %	Stevens Point %	Waupaca County %	Avg. %	Apostle Island Country %	Bay Area Marinette %	Kewanee County %	Door County %	Avg. %
1) TOURISM PROVIDES THE KIND OF JOBS OUR AREA NEEDS.										
A	55.3	64.2	63.4	51.1	58.5	78.3	62.6	73.2	77.2	72.8
D	26.9	16.3	19.3	13.1	18.9	11.3	19.6	9.6	13.3	13.5
U	17.7	19.5	17.3	35.8	22.6	10.4	17.8	17.3	9.5	13.8
2) TOURISM HELPS BALANCE THE ECONOMY OF OUR AREA.										
A	76.3	75.2	77.6	70.9	75.0	80.0	79.6	85.5	88.4	83.4
D	12.0	12.9	13.0	15.1	13.3	6.1	14.2	4.9	6.4	7.9
U	11.6	12.0	9.5	14.0	11.8	13.9	6.2	9.6	5.2	8.7
3) MOST OF THE BUSINESS INVOLVED IN TOURISM ARE SMALL.										
A	59.9	59.4	56.1	57.6	58.3	77.4	70.8	68.4	69.4	71.5
D	21.3	21.6	26.4	24.9	23.6	13.0	19.8	18.1	17.1	17.0
U	18.8	19.0	17.5	17.4	18.2	9.6	9.5	13.5	13.4	11.5
4) TOURISM HELPS LOWER OUR TAX BILL.										
A	48.7	38.3	41.9	36.7	41.4	41.7	36.1	48.9	38.3	41.3
D	24.8	27.5	28.4	28.2	27.2	24.3	35.3	21.2	29.9	27.7
U	26.5	34.2	29.6	25.2	28.9	33.9	28.6	29.9	31.8	31.1
5) TOURISM ONLY HELPS BUSINESSES WHICH SELL DIRECTLY TO TOURISTS.										
A	15.7	16.1	15.7	39.9	21.9	19.1	19.1	18.4	20.5	19.3
D	76.4	72.0	76.7	40.8	66.5	73.0	71.6	70.4	68.5	70.9
U	7.9	11.9	7.7	19.2	11.7	7.8	9.2	11.2	10.9	9.8
6) OTHER COMMUNITY SERVICES RECEIVE LESS ATTENTION BECAUSE OF TOURISM.										
A	11.2	12.8	12.8	29.6	16.6	7.8	17.8	17.9	23.9	16.9
D	70.7	69.0	73.0	46.8	64.9	61.7	66.0	66.4	57.6	62.9
U	18.1	18.1	14.2	23.7	18.5	30.4	16.1	15.7	18.6	20.2
7) TOURISM MAKES IT MORE EXPENSIVE TO LIVE HERE.										
A	8.1	18.4	10.4	52.3	22.3	27.8	14.8	27.0	61.6	32.8
D	80.5	63.4	80.1	33.5	64.4	66.1	77.2	64.2	28.8	59.0
U	11.3	18.2	9.5	14.3	13.3	6.1	8.0	8.8	9.6	8.1
8) WE SHOULD ENCOURAGE MORE TOURIST TO COME TO OUR AREA.										
A	90.5	72.4	86.9	45.5	73.8	87.0	86.5	79.9	46.6	75.0
D	4.8	13.3	6.6	27.6	13.1	10.4	9.2	9.6	40.2	17.4
U	4.7	14.3	6.5	26.8	13.1	2.6	4.3	10.6	13.2	7.7
9) VISITORS AND RESIDENTS HAVE A HOSPITABLE ATTITUDE TOWARD										
A	75.4	63.0	79.7	46.2	66.1	76.5	74.6	76.3	73.0	75.1
D	11.0	15.0	8.9	26.2	15.3	11.3	15.3	10.9	12.3	12.5
U	13.6	21.9	11.5	27.6	18.7	12.2	10.1	12.8	14.7	12.5
10) TOURISM INCREASES LITTER IN OUR COMMUNITY										
A	31.7	52.0	30.0	28.0	35.4	36.5	30.8	32.7	46.3	36.6
D	53.3	32.0	54.5	36.8	44.2	47.8	56.3	54.9	43.0	50.5
U	15.0	16.1	15.5	35.2	20.5	15.7	12.9	12.4	10.7	12.9
11) THERE ARE SERVICES AND ACTIVITIES THAT WE WOULDN'T HAVE										
A	57.3	52.6	54.8	40.2	51.2	73.0	54.4	72.0	76.1	68.9
D	32.1	31.0	34.4	18.6	29.0	18.3	33.1	18.0	16.5	21.5
U	10.7	16.3	10.8	41.2	19.8	8.7	12.5	9.9	7.4	9.6
12) TOURISM MAKES THE AREA MORE CROWDED										
A	30.1	58.8	31.9	54.5	43.8	42.6	32.9	54.0	88.6	54.5
D	63.8	31.3	60.2	34.6	47.5	51.3	61.7	39.9	8.2	40.3
U	6.1	9.9	7.9	10.8	8.7	6.1	5.4	6.1	3.1	5.2
13) TOURISM INCREASES CIVIL PRIDE										
A	85.3	71.3	77.0	44.8	69.6	71.3	80.6	76.9	65.8	73.7
D	6.3	11.0	9.1	12.3	9.7	10.4	10.3	9.2	16.4	11.6
U	8.4	17.7	13.9	42.9	20.7	18.3	9.0	13.9	17.7	14.7
14) ENOUGH IS BEING DONE TO PROTECT OUR ENVIRONMENT										
A	16.0	17.3	22.4	47.1	25.7	17.4	22.8	21.4	24.0	21.4
D	69.0	63.8	63.2	31.3	56.8	55.7	56.3	59.8	60.3	58.0
U	15.0	18.9	14.4	21.7	17.5	27.0	20.9	18.8	15.7	20.6
TOTAL SAMPLE SIZE	752	436	1,333	787	827	115	465	901	960	610

Note: A = Agree
D = Disagree
U = Undecided

GRAND TOTAL: 7,186 TELEPHONE INTERVIEWS (Source: Wisconsin Bell Telephone Co. 1989)