

WV Visitors Survey

2004 Aquaculture Forum
WVU Jackson's Mill

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Methodology

- 19,223 Universe Population
- 5,000 Sample Size
- Stratified per State

Response Rate

- 5,000 Surveys Sent Out
- 370 Returned for Bad Address
- 4,630 Total Good Addresses
- 687 Returned Completed
- 14.83% Response Rate
- 43 State + Washington DC Represented
 - Pa., Oh., Va., Md., NC., Top 5

Findings

(Percentage Visiting WV)

- 460 (67%) of Respondents Visited WV
- 223 (33%) of Respondents Did Not

Findings

(Purpose of Visit)

- 254 (49%) Visited for Vacation
- 262 (51%) Visited for Different Reasons
 - Check on Property
 - Snow Ski
 - Camping
 - Casinos

Findings (Travel Party)

- 366 (72%) Visited With Family
- 103 (20%) Visited With Friends
- 38 (8%) Visited By Themselves

Findings

(Length of Stay)

- 89 (18%) Spent Only the Day
- 223 (45%) Spent 2-3 Days
- 105 (21%) Spent 4-5 Days
- 74 (15%) Spent 6 Days and Up

Findings (Lodging)

- 191 (46%) Stayed in Hotel/Motel
- 148 (38%) Camped At Public or Private Park
- 43 (16%) Stayed with Family/Friends

Activities

- 332 Sightseeing
- 197 Shopping
- 146 Hiking
- 54 Camping
- 37 Swimming
- 34 Snow Skiing
- 26 Fishing
- 26 Whitewater Rafting
- 18 Biking
- 18 Hunting
- 16 Golf
- 13 Casinos

Findings (Travel Packages)

Visit A Part of a Travel Package

– 43 (9%) Yes

– 453 (91%) No

Findings

(Travel Packages 2)

Would Like a Package

- 230 (35%) Yes
- 256 (39%) Maybe
- 173 (26%) No

Findings

(Travel Packages 3)

Package Inclusions

- Lodging
 - 410 (85%) Yes
 - 73 (15%) No
- Fishing
 - 240 (49%) Yes
 - 252 (51%) No
- Equipment (All Types)
 - 137 (54%) Bring Own
 - 117 (46%) Rent

Findings (Fishing Experience)

Fishing Experience

- 95 (36 %) Catch and Release
- 70 (27%) Catch and Keep
- 96 (37%) No Preference

Findings (Water Type)

- 10 (4%) Pond
- 49 (19%) Lake
- 30 (12%) Stream
- 21 (8%) River
- 150 (57%) No Preference

Respondent Characteristics (1)

- Marital Status
 - 105 (16%) Single
 - 490 (73%) Married
 - 50 (7%) Divorced
 - 29 (4%) Widowed
- Children
 - 183 (27.15%) Yes

Respondent Characteristics (2)

Age Groups

- 53 (8%) 18-29
- 235 (35%) 30-49
- 234 (35%) 50-64
- 148 (22%) 65 and Up

Respondent Characteristics (3)

Employed

- 368 (55%) Yes
- 87 (13%) No
- 221 (32%) Retired

Respondent Characteristics (4)

Gender

- 366 (54%) Male
- 310 (46%) Female

Respondent Characteristics (5)

Education

- 14 (2%) No High School
- 96 (14%) High School
- 216 (32%) Some College, Assoc. Degree
- 343 (52%) College Graduate or Post Graduate Studies

Respondent Characteristics (6)

Income

- 59 (9%) \$0-24,999
- 63 (9%) \$25,000-34,999
- 120 (17%) \$35,000-49,999
- 149 (22%) \$50,000-74,999
- 187 (27%) 75,000 and Up
- 109 (16%) Did not Respond