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**Jefferson County Visitors Survey
June - December, 2004**

Prepared by:

The Jefferson County Visitors Committee

The University of Nebraska Rural Initiative

And

University of Nebraska Cooperative Extension – Jefferson County



Jefferson County Visitors Survey

June - December, 2004

Introduction

Between the months of June and December, 2004, the Jefferson County Visitors Committee, with the assistance of the University of Nebraska's Rural Initiative and Nebraska Cooperative Extension, conducted a survey of visitors to Fairbury and the Jefferson County area.

The survey was designed to provide information related to the activities and experiences of tourists and other visitors to the Jefferson County area, especially as related to the hospitality industry.

Survey Design

Survey crews were assigned to locations where Jefferson County visitors are known to congregate. They were instructed to approach individuals at each venue with a very brief checklist designed to determine if the individual was a Jefferson County resident or an out-of-town visitor. Non-residents were asked if they were willing to complete a questionnaire related to their Jefferson County visit. Those who agreed to complete the survey were given copies of an explanatory letter, the survey instrument, and a pre-addressed, stamped envelope. Surveys were to be returned to the Fairbury Chamber of Commerce for later analysis.

The investigators set a goal of 150 completed surveys for the project. The process in fact netted 145 useable surveys, representing 390 total visitors.

Limitations of the Data

Visitor surveys differ from other forms of survey research in that it is impossible for the investigators to identify all of the members of the potential study population, and it is therefore impossible to draw a true random sample to poll. For this study, the investigators chose to address this problem by sampling locations and times and polling visitors who happened to be at a particular venue at a particular time.

While the 145 respondents do indeed provide us with valuable information regarding the experiences and perceptions of Jefferson County visitors, the fact that we do not know the actual size of the study population means that we cannot properly place confidence intervals around their responses. That is, it is not possible for us to say that X% of all visitors (plus or minus some level of statistical confidence) have a given opinion or characteristic based upon what we know of the opinions and characteristics of the study group.

The reader should interpret the results of this study with the above statistical limitations in mind.

All percentages have been rounded to the nearest whole percent.

Characteristics of the Respondents

- The survey returned 145 useable questionnaires, representing 390 total visitors.
- Surveys were most often completed by female visitors (61%).
- Respondents ranged in age from 22 to 77-years. The median age of the respondent group was 55-years, and the modal age was 65-years (11 respondents).
- Respondents most often characterized their household as being a couple with grown (or no) children (50%).
- The next most common household description was that of a two-parent family with children (20%).
- Single persons and single parents were also represented, but in smaller numbers (totaling less than 16%).
- More than 10% of those responding characterized their household as “other” (12%). This could reflect any number of living arrangements.
- Respondents most often indicated that their place of residence was Lincoln (15%), Beatrice (10%) or Omaha (3%), Nebraska. The remaining 72% of respondents identified 86 different communities as their home.
- Respondents came from 20 states.
- The most common state of residence was Nebraska (54%). Kansas was home to 15% of the respondents, while Colorado, Iowa and Missouri combined were reported as the residence of another 13% of those responding.
- Other states represented were: Arizona, Georgia, Indiana, Massachusetts, Michigan, Minnesota, New York, Ohio, Oklahoma, Tennessee, Texas, West Virginia, Wisconsin and Wyoming.
- Respondents were in general well educated, with 72% reporting that they had received at least some advanced education and 32% indicating that they had obtained a four-year college degree or beyond. By comparison, roughly 25% of Nebraskans over the age of 25 years have obtained a college degree. Only one respondent reported having not completed high school.
- Respondents reported a range of household income levels. This is often seen as a personal or sensitive question, and 19 respondents (13%) chose not to answer it. Of those who did respond, 14% reported incomes of over \$75,000. The most commonly reported income level was between \$25,000 and \$40,000 (37%). Incomes below \$25,000 were reported by 13% of those responding. In all cases, these responses are reasonably similar to those of the average Nebraska Household.

Characteristics of the Jefferson County Visits

- For 84% of those responding, Jefferson County was their final destination.
- Respondents most often indicated that their reason for being in Jefferson County was to attend a festival or event (41%). This is hardly surprising since just over one-third of all surveys were distributed during Flea Markets.
- Other commonly cited reasons for visiting Jefferson County were “touring and passing through” (12%), “personal” activities (11%) and general leisure activity (9%).
- Most respondents were traveling with one other person (49%) or in a group of four (16%).
- Only one respondent reported being part of a larger (12 person) visitor group.
- When the one large group is excluded, the average group size was 2.6 persons.
- Among overnight visitor groups, the average size was nearly identical, at 2.8 persons.
- RV groups tended to be the smallest, averaging only 2 persons per visitor party.
- Visitors to the Jefferson County area can generally be described as middle age or older.
- The most frequently reported age group was between 56 and 70 years of age.
- Respondents reported persons of that age in their group 52% of the time.
- The next most commonly reported age group was 40 to 55-years (41%).
- In total, 294 (60%) of the 490 visitors described in the survey were over the age of 40.
- Respondents reported traveling with children age 12-years or younger 14% of the time.
- Respondents reported traveling with teen age children 9% of the time.
- Respondents reported traveling with persons over 70-years of age 16% of the time.
- The majority of those responding (54%) planned on spending at least one night away from home during their trip, and nearly all of those (94%) reported that they would spend at least one night in Jefferson County.
- This represented a total of 75 visitor groups, and 206 individual visitors.
- Of those planning to spend the night in Jefferson County, 79% planned on two or more nights.
- The average length of stay in Jefferson County was estimated at 2.5 nights.
- Just over half of the respondents who were spending the night were staying in a hotel or motel (51%).
- An RV or motor home accounted for an additional 34% of overnight lodging plans.
- Small numbers of overnight visitors planned on tenting, or staying with friends or relatives.
- No respondents reported plans to stay in a bed and breakfast facility.

Reasons for Selecting Lodging

The 75 respondents who reported that they were spending the night in Jefferson County were asked what lodging attributes influenced their choice of accommodations.

- A good value for the price was identified as being either important or very important to the lodging choice of 92% of those responding to this question.
- Not just value, but an economy price was identified as important or very important by 71% of the respondents.
- Cable television was identified as important or very important by 67% of the respondents.
- Also frequently identified as important or very important in the respondents' lodging selection were previous experience (62%), daily (as opposed to longer term) rental rates (60%), a unique experience (59%) and a nature setting (56%).

Because a relatively high proportion of those spending the night in Jefferson County were staying in recreational vehicles, it is interesting to examine their lodging priorities separately.

- Value for the price was again the item most often listed as important or very important by the RV group (85%).
- However, equally likely to be identified as important or very important was a nature setting (85%)
- Also frequently identified as important or very important by RV guests were a "unique" experience (83%), historical or architectural significance (75%), economy pricing (69%) and the availability of daily rates (64%).

Visitor Spending

- Respondents estimated that their parties would spend a total of over \$16,600 while they were in Jefferson County.
- The average respondent estimated that their party would spend \$96.80 while in Jefferson County (one extreme estimate of \$2,700 was excluded from this average).

Respondents estimated average *total party expenditures* of:

- \$37 for lodging (for those spending the night)
- \$21 for bars and restaurants
- \$15 for transportation (including fuel)
- \$ 7 for groceries
- \$27 for shopping
- \$ 9 for miscellaneous items
- Overnight visitor parties estimated that they spent approximately \$138 total, and \$100 on non-lodging related items per visit.
- On a per person basis, overnight visitors spent 56% more on non-lodging items while in Jefferson County than did single day visitors: \$36 compared to \$23 per person. (It is

however important to remember that the spending of overnight guests may be spread over several days.)

- Twenty-two respondents indicated that their party would spend no money at all in Jefferson County.
- Parties traveling in RVs, even though spending the night, spent slightly less than the average visitor party, estimating total expenditures of \$85, with \$67 of that being spent on non-lodging related items.
- However, on a per person basis, their spending was very similar at \$35. This is, of course, because the average RV group consisted of only 2 persons.
- RV travelers estimated that their average expenditure for lodging fees would be only \$18, and ten of these respondents estimated that they would incur no such expenses at all.
- RV travelers estimated that their average transportation related expenditure would be \$29.
- Respondents representing the 25 RV groups estimated that they would have total expenditures of \$2,125 while in Jefferson County.

Planning in Advance

- The average respondent indicated that their visit was planned 71-days in advance. This was somewhat skewed by 18 respondents who had made plans as much as a full year ahead of their visit.
- Planning ahead was fairly typical, with 44% of those responding that they had planned their visit 30-days or more prior to arriving in Jefferson County.
- Respondents indicated that they had planned their visit 24-hours or less before arriving in Jefferson County only 9% of the time.
- Respondents who spent the night had planned for the trip an average of 90 days in advance.
- However, overnight visitors who made lodging reservations typically did so only 24-days prior to their visit.

Again, this number is skewed by the small number of visitors who made reservation anywhere from 90-days to a year ahead of their visit.

- In fact, most overnight visitors (67%) indicated that they had made lodging reservations 24-hours or less before their visit, or had sought lodging upon their arrival.
- Of the 36 visitors who indicated that they were staying in a motel, 12 had not made reservations before arriving.
- Of the 23 visitors who indicated that they were staying in an RV, 22 had not made reservations before arriving.

Return Visitors

- The majority of survey respondents (81%) were repeat visitors, indicating that they had visited Jefferson County on one or more previous occasions.

- A very small number of the repeat visitor group (8%) indicated that they are regular visitors, having been in Jefferson County 20 times or more over the last 5 years.
- Another 28% of repeat visitors indicated that they were in Jefferson County once or twice a year (between 5 and 10 visits over the last five years).
- Very occasional repeat visitors (less than annual) made up 21% of the respondent population.
- Among visitors spending the night in an RV, 64% reported having made previous visits to Jefferson County.
- Among repeat visitors, 59% reported 10-year or longer histories of visiting the community, while 25% of the repeat visitors responding have been coming to Jefferson County for three or fewer years.
- Over one-third (37%) of the repeat visitors reported having made 10 or more lifetime trips to Jefferson County.

Perceptions of Return Visitors

Responding return visitors were asked to identify changes that they perceived as having occurred in Jefferson County in the time that they have known it.

- More than one-third (39%) of respondents indicated that the overall Jefferson County visitor experience has improved, while most (55%) felt that the overall experience was unchanged.
- Only a small number (3%) felt that the overall visitor experience had declined.
- Similar results were found for most of the individual items listed for evaluation. Most commonly seen as “improved” were access (42%), attraction opportunities (37%), hospitality and service (35%), general attractiveness (34%) and the natural environment (32%).
- A sizeable percentage of respondents reported *declines* in the areas of restaurant selection (23%) and shopping opportunities (27%).

Complete responses for these questions can be found in Table 1 at the end of this report.

Importance of Community Attributes

Respondents were asked to rate 26 community attributes as to their importance in the selection of Jefferson County as a destination or stopping point. Those attributes that *more than half* of the respondents labeled as either *important or very important* to their decision to visit Jefferson County included:

- Natural Environment (77%)
- Outdoor Experience (70%)
- Small Town Feel (69%)
- Festival or Event (65%)
- Rock Creek Station (62%)

- Scenic Drives (61%)
- Historical Tour (60%)
- Oregon Trail (60%)
- Shopping (56%)
- Antiques (55%)
- Lakes, Streams Rivers (52%)

Those attributes identified as *not important or not very important* by 75% or more of those responding included:

- Golf Course (89%)
- Bed & Breakfast (88%)
- Fitness Center (85%)
- Mausoleum (80%)

Rating of Community Attributes

Respondents were asked to rate their experience of the same 26 Jefferson County attributes *IF* they had in fact had experience with that item. The Jefferson County attributes most often rated as *good or very good* included:

- Natural Environment (89%)
- Festival or Event (87%)
- Outdoor Experience (84%)
- Small Town Feel (83%)
- Rock Creek Station (81%)
- Antiques (75%)
- Historical Tour (77%)
- Oregon Trail (77%)
- Scenic Drives (73%)
- Crystal Springs Campground (69%)
- Rock Island Depot (65%)
- Lakes, Streams, Rivers (63%)
- Wildlife/Bird Viewing (61%)

The Jefferson County attributes most often rated as *not good or not very good* included:

- Golf Course (73%)
- Bed & Breakfast (69%)
- Entertainment/Nightlife (68%)
- Fitness Center (67%)
- Mausoleum (55%)
- Hiking Biking Trails (50%)

In general, respondents appeared to get what they expect from a trip to Jefferson County, rating as good or very good those community attributes that were important to them when selecting a

destination, and rating as not good or not very good those items that were less important to them. It appears that visitors to Jefferson County do not come in search of things that the community is not well able to provide.

On the one hand, this is good in that it helps to define attractions that are likely to result in satisfying experiences for visitors. It also helps to identify those attractions that might benefit from additional attention and improvement as resources permit. On the other hand, the results may seem disappointing if attractions in which the community finds particular pride are either unknown or unappreciated. In both cases, there is a marketing lesson to be learned.

There appears to be a “prairie history” theme within these responses. Visitors to Jefferson County seem to enjoy the small town ambience and natural setting that they find there, and to be pleased with the historical attractions that the community provides. The responses related to the Rock Island Depot are especially interesting in this regard. Since the Depot is a fairly new attraction, it is not surprising that it was not seen as an “important” attraction. However, upon arriving in the community, nearly 2/3 of the visitors who reported having an experience related to the Depot found it to be “good or very good.”

The complete listing of the reported importance and rating of all 26 items can be found in Tables 2 and 3 at the end of this report.

- The weather was seen as good to excellent by 66% of those responding (7 persons complained that it was “poor”).

Planning to Return

- More than one-third (41%) of respondents indicated that it was likely or very likely that they would return to Jefferson County. Only ten respondents indicated that they would definitely not be back.
- Of the respondents who indicated that they would return, 79% felt that they would do so within the year, and 84% within two-years.
- The most popular season for hypothetical visits was autumn. 74% of those interested in returning indicated that they would be interested or very interested in a fall visit.
- Respondents also indicated that they would be interested or very interested in returning in the summer (72%), spring (70%).
- Winter visits were considerably less appealing with only 36% indicating that they would be interested or very interested in visiting during that season. Note, however, that this still represents over 1/3 of those who plan to return to the Jefferson County.

Learning about Jefferson County

Respondents were asked what information resources helped them to become aware of Jefferson County.

- A previous visit or visits was the most frequently identified method of learning about Jefferson County. Respondents indicated that such experience was important or very important to creating awareness of the community 71% of the time.
- Information or recommendations received from friends or relatives were reported as being important or very important in creating awareness of Jefferson County 55% of the time.
- The nine information sources offered and the proportion of respondents indicating that they were either *important or very important* to creating awareness of Jefferson County were:
 - Previous Visits (71%)
 - Friends/Relatives (55%)
 - Articles/Documentaries/News (37%)
 - State Tourism Information (37%)
 - Area Chamber/Tourist Information (31%)
 - Newspaper/Magazine Ads (30%)
 - Radio/TV Ads (24%)
 - Internet (20%)
 - Other (17%)
 - Sport Show (10%)
- When asked if they were interested in receiving information and updates about Jefferson County through electronic mail, (72%) of respondents indicated that they were **not**.
- Of those who indicated that they were interested in such information and updates, 86% felt that it should be provided by a single organization or source rather than by individual businesses.
- When asked if they would like to receive specific kinds of information about activities and opportunities in Jefferson County, people indicated slightly more interest, albeit for a small number of items. The information items listed and the proportion of respondents interested in receiving such information were:
 - Festivals and Events (24%)
 - Arts/Cultural Activities (16%)
 - Special Shopping/Sales (15%)
 - Area Conditions (9%)

Planning Their Trip to Jefferson County

Respondents were asked to rate the importance of the same nine-information resources in planning this particular trip to Jefferson County. Previous visits and information received from friends and relatives continued to be the items most often identified as important or very important.

Information sources rated as *important or very important* to plans for their current trip were:

- Previous Visits (71%)
- Friends/Relatives (55%)
- Articles/Documentaries/News (40%)
- State Tourism Information (37%)
- Area Chamber/Tourist Information (33%)
- Newspaper/Magazine Ads (28%)
- Radio/TV Ads (23%)
- Internet (20%)
- Other (17%)
- Sport Show (10%)

These data suggest that the most productive time to provide information regarding Jefferson County to people is while they are there. However, to reach the maximum number of potential visitors, a broad and balanced marketing scheme will be required.

Jefferson County's Appeal to Others

Respondents were asked to estimate how appealing Jefferson County might be to various types of visitors.

The majority of respondents felt that Jefferson County would be seen as appealing or very appealing by an array of audiences. According to the respondents, Jefferson County would be seen as *appealing or very appealing* by:

- Seniors (69%)
- People Similar to Self (68%)
- Couples (W/O Children) (58%)
- Men (56%)
- Women (55%)
- Sports Persons (54%)
- Children (37%)
- Young Professionals (20%)
- College Age Persons (20%)

The July Flea Market

Thirty-two (22%) of the surveys returned were completed by persons attending the July Flea Market. As a major annual event, the Flea Market warrants specific analysis. However, it must be remembered that the sample size is quite small, and the confidence interval that can be placed around these results is therefore relatively large.

Characteristics of Flea Market Visitors

- The survey 32 useable questionnaires during the Flea Market, representing 85 total visitors.
- Surveys were most often completed by female visitors (75%).
- Respondents ranged in age from 22 to 71-years. The median age of the respondent group was 47-years (8-years younger than the average respondent).
- Respondents most often characterized their household as being a couple with grown (or no) children (47%).
- The next most common household description was that of a two-parent family with children (31%, compared to only 20% of all visitors).
- Respondents most often indicated that their place of residence was Lincoln (25% compared to 15% of all visitors), Beatrice (22% compared to 9.7% of all visitors). The remaining 53% of respondents identified 15 different communities as their home.
- Most Flea Market attendees were from Nebraska (72%).
- Kansas was home to 22% of persons surveyed during the Flea Market.
- Only two other states (Michigan and Texas) were represented.
- Flea Market respondents reported a range of household income levels, but were slightly less likely to be found in the upper ranges than was the average respondent. Of the 30 respondents who answered this question, 7% reported incomes of over \$75,000. The most commonly reported income level was between \$25,000 and \$40,000 (47%). Incomes below \$25,000 were reported by 9% of those responding.
- More than 1-in-4 (28%) Flea Market visitors planned to spend the night away from home in the course of their trip.
- One-third of those spending the night were traveling in an RV.
- Only 1 respondent indicated that they planned to stay in a motel. Camping and staying with friends or relatives were both more common. Consequently, estimates for lodging expenditures were very low, with most respondents indicating no planned expenditures at all.
- Nearly all visitors to the Flea Market (97%) indicated that Jefferson County was their final destination.

- Most visitors to the Flea Market (88%) had come to Jefferson County specifically for that event.
- The great majority of Flea Market visitors (94%) had visited Jefferson County before, with 28% indicating at least 10 visits over the past five-years.
- Most Flea Market visitor parties consisted of two persons (50%) or in a group of three (22%).
- The average group size was 2.7 persons.
- Flea Market visitors were somewhat younger than the average visitor to Jefferson County, and were more likely to travel with children.
- The most frequently reported age group was between 40 and 55 years of age.
- Respondents reported persons of that age in their group 50% the time.
- The next most commonly reported age group was 56 to 70 (41%).
- Respondents reported traveling with children age 12-years or younger 22% of the time.
- Respondents reported traveling with teen age children 19% of the time.
- Respondents reported traveling with persons over 70-years of age 13% of the time.
- All Flea Market visitors indicated that it was likely that they would return (47%) or that they might return (53%).
- Half of those responding indicated that if they did return, they would do so this year.

Importance of Community Attributes for Flea Market Visitors

When asked to rate the importance of 26 community attributes as to their importance in the selection of Jefferson County as a destination or stopping point, items related to the flea market such as a “Festival or Event,” “Antiques” and “Shopping” were predictably rated quite high. Those attributes that *more than half* of the respondents labeled as either ***important or very important*** to their decision to visit Jefferson County included:

- Festival or Event (87%)
- Antiques (73%)
- Shopping (63%)
- Natural Environment (61%)
- Small Town Feel (57%)
- Rock Creek Station (52%)

Also frequently mentioned as important or very important were:

- Outdoor Experience (47%)
- Scenic Drives (45%)
- Oregon Trail (43%)
- Historical Tour (41%)

Rating of Community Attributes by Flea Market Visitors

When asked to rate their experience of the same 26 Jefferson County attributes *IF* they had in fact had experience with that item. The Jefferson County attributes most often rated as *good or very good* by Flea Market attendees included:

- Festival or Event (88%)
- Natural Environment (86%)
- Antiques (75%)
- Rock Creek Station (74%)
- Outdoor Experience (72%)
- Small Town Feel (65%)
- Oregon Trail (65%)
- Historical Tour (53%)
- Rock Island Depot (53%)
- Shopping (52%)
- Scenic Drives (50%)

These findings are for the most part very encouraging. Most visitors to the Flea Market found what they were looking for, and in fact often found their expectations to be exceeded, or were at least pleasantly surprised by what they found. This can be seen in the case of outdoor experiences, the Oregon Trail and the Rock Island Depot. However, there appear to have been occasional disappointments, as in the case of shopping.

Flea Market Visitor Spending

- Flea Market respondents estimated that their parties would spend a total of \$2,919 while they were in Jefferson County.
- The average respondent estimated that their party would spend \$91.09 while in Jefferson County (about \$7 less than the average visitor).
- Flea Market respondents planned to spend nearly half of their money (\$42.88) shopping.

Planning Their Trip to the Flea Market

Respondents were asked to rate the importance of information resources in planning this particular trip to Jefferson County. Previous visits and information received from friends and relatives continued to be the items most often identified as important or very important.

Information sources rated as *important or very important* to plans for their current trip were:

- Previous Visits (71%)
- Friends/Relatives (56%)
- Articles/Documentaries/News (44%)

- Newspaper/Magazine Ads (40%)
- Area Chamber/Tourist Information (36%)
- State Tourism Information (29%)
- Radio/TV Ads (28%)
- Internet (21%)
- Other (10%)
- Sport Show (8%)

Except for a somewhat greater influence of print ads, the use of trip planning aids among Flea Market attendees are very similar to those reported by the general population of Jefferson County visitors.

36% of Flea Market visitors indicated that they would be interested in receiving electronic information related to future festivals and events. Interest in other types of information was much lower.

Selected Tables

Table 1
Perceptions of Change by Repeat Visitors to Jefferson County

Reported Change In:	% Indicating Improvement	% Indicating No Change	% Indicating Decline	Number Responding to This Question
Natural Environment	32.3	61.6	6.1	99
Lodging Quality	19.0	71.4	9.5	84
Recreational Opportunities	33.3	59.4	7.3	96
Shopping Opportunities	26.8	51.5	21.6	97
Attraction Opportunities	36.6	55.9	7.5	93
Restaurant Selection	20.4	56.3	23.3	103
Access In/Around Area	42.1	54.7	3.2	95
General Attractiveness	33.7	59.2	7.1	98
Hospitality/Service	34.7	63.2	2.1	95
Overall Visitor Experience	38.8	58.2	3.1	98

Table 2**Importance of Jefferson County Attractions, Activities and Facilities**

IMPORTANCE of:	% Indicating Important or Very Important	Total Number Responding to This Question
Natural Environment	76.6	128
Outdoor Experience	70.3	128
Village/Small Town Feel	68.8	128
Festival or Event	65.4	130
Rock Creek Station	62.0	129
Scenic Drives	60.6	132
History/Historical Tour	60.2	128
Oregon Trail	60.2	128
Shopping	56.0	125
Antiques	55.0	129
Area Lakes, Streams, Rivers	51.9	129
Rock Island Depot	48.4	122
Area Has Lots of Attractions	48.4	122
Crystal Springs Campground	46.8	126
Specific Restaurant	44.8	125
Museums	44.6	121
Near Friends/Relatives	40.3	124
Bird/Wildlife Viewing	38.3	128
Architecture	37.5	120
Fishing/Hunting	36.2	130
Hiking/Biking Trails	32.6	129
Entertainment/Night Life	28.3	120
Mausoleum	20.4	113
Fitness Center	15.4	123
Bed & Breakfast	12.4	121
Golf Course	10.8	120

Table 3**Ratings of Jefferson County Attractions, Activities and Facilities**

RATING of:	% Rating Good or Very Good	Total Number Responding to This Question
Natural Environment	88.8	107
Festival or Event	87.0	77
Outdoor Experience	83.9	93
Village/Small Town Feel	82.8	87
Rock Creek Station	81.0	84
History/Historical Tour	77.2	79
Oregon Trail	77.2	79
Antiques	74.7	83
Scenic Drives	72.9	96
Crystal Springs Campground	69.1	68
Rock Island Depot	65.1	63
Near Friends/Relatives	64.5	62
Area Lakes, Streams, Rivers	63.2	76
Bird/Wildlife Viewing	60.6	66
Shopping	59.8	82
Museums	59.3	59
Fishing/Hunting	59.0	61
Mausoleum	55.3	46
Architecture	54.5	66
Area Has Lots of Attractions	52.9	68
Specific Restaurant	52.8	72
Hiking/Biking Trails	50.0	64
Fitness Center	32.7	49
Entertainment/Night Life	32.1	56
Bed & Breakfast	31.0	42
Golf Course	27.5	40