



Resident Perceptions of Tourism Survey

Beaufort Regional Chamber of Commerce
&
Low Country and Resort Islands Tourism Institute
at USC Beaufort

Lowcountry and Resort Islands
Tourism Institute

Survey conducted and analyzed by
LRITI @ USC Beaufort
July 2016

Dr. John Salazar

Dr. Nancy Hritz

Dr. Carey Fitzgerald

James Duffy

Dipl.-Soz. Anton Abraham

Nicole Hinnant

1. Are you willing to participate?

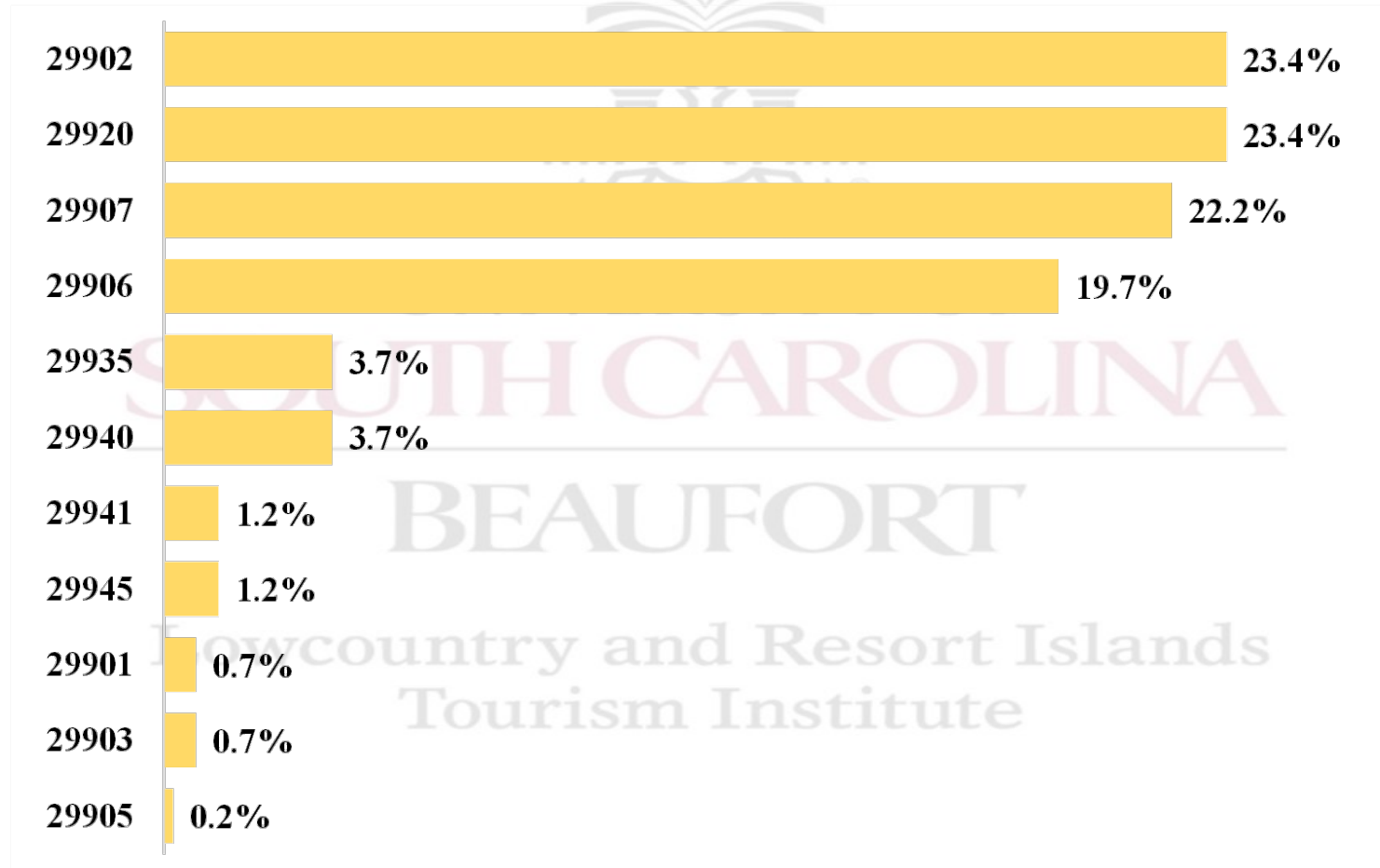
	Response Percent	Response Count
Yes	100.0%	432
No	0.0%	0

	Count	Success rate
Total number of attempts	15,500	
completed surveys	1,000	6.5%

2. What is your zip code?

	Response Percent	Response Count
29902	23.4%	101
29920	23.4%	101
29907	22.2%	96
29906	19.7%	85
29935	3.7%	16
29940	3.7%	16
29941	1.2%	5
29945	1.2%	5
29901	0.7%	3
29903	0.7%	3
29905	0.2%	1

2. What is your zip code?



3. For the items below, please rate your level of agreement with each statement.


	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	T2B%	Rating Average
Tourism benefits small businesses in my area.	2.6%	5.3%	11.9%	25.6%	54.7%	80.2%	4.24
Tourism has created more jobs for my area.	3.0%	6.0%	23.0%	24.8%	43.2%	68.0%	3.99
Tourism led to more cultural opportunities such as festivals, art, and other theatrical performances for my community.	5.6%	6.7%	14.8%	35.5%	37.4%	72.9%	3.92
Meeting tourists from other places outside my own is a valuable experience.	4.6%	10.4%	20.6%	28.8%	35.5%	64.3%	3.80
Tourism has resulted in traffic congestion, noise and pollution	3.5%	16.9%	21.8%	22.7%	35.0%	57.8%	3.69
Tourism has provided amenities such as a wide range of restaurants, activities and other attractions I may not have had access to otherwise.	7.0%	11.4%	20.4%	32.3%	29.0%	61.3%	3.65
Tourism has resulted in positive impacts on the cultural identity of my community.	6.0%	12.8%	21.1%	33.6%	26.5%	60.1%	3.62
Our public facilities are kept at a high standard due to tourism	6.0%	12.3%	29.2%	34.3%	18.1%	52.4%	3.46
Tourism has increased my property values.	15.3%	16.2%	34.8%	19.7%	13.9%	33.6%	3.01
I pay less in taxes due to tourism in my area.	15.6%	16.5%	39.8%	14.7%	13.5%	28.1%	2.94
Construction of tourist facilities has destroyed the natural environment	16.9%	31.6%	25.1%	17.2%	9.3%	26.5%	2.70

4. For the items below, please rate your level of agreement with each statement.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	T2B%	Rating Average
Overall, I believe the tourism industry is important to my area.	4.0%	3.3%	12.3%	31.4%	49.1%	80.5%	4.18
I support tourism in my area.	5.8%	5.8%	12.6%	34.9%	40.9%	75.8%	3.99
Overall, the positive benefits of tourism outweigh the negative impacts of tourism.	3.7%	5.8%	17.7%	36.1%	36.6%	72.7%	3.96
We should try to attract more visitors to our community.	10.7%	9.7%	24.4%	31.3%	23.9%	55.2%	3.48

BEAUFORT
Lowcountry and Resort Islands
Tourism Institute

5. Please indicate your gender:



	Response Percent	Response Count
Male	37.8%	163
Female	62.2%	268

BEAUFORT
Lowcountry and Resort Islands
Tourism Institute

6. Please indicate your age:

	Response Percent	Response Count
19 years or younger	0.2%	1
20-24 years	1.4%	6
25-29 years	1.2%	5
30-34 years	2.3%	10
35-39 years	1.6%	7
40-44 years	1.6%	7
45-49 years	5.6%	24
50-54 years	5.6%	24
55-59 years	8.4%	36
60-64 years	10.9%	47
65-69 years	17.6%	76
70 years and over	39.0%	168
Not applicable	4.6%	20

7. Please indicate your race or ethnicity:

	Response Percent	Response Count
Caucasian	76.8%	331
African American	13.2%	57
Hispanic	0.7%	3
Asian/Pacific Islander	0.2%	1
Other	2.8%	12
Not applicable	6.3%	27

Lowcountry and Resort Islands
Tourism Institute

8. Please indicate your marital and family status:

	Response Percent	Response Count
Married	70.3%	303
Single	10.4%	45
Widowed	10.2%	44
Divorced	3.9%	17
Separated	0.9%	4
Living as married	0.2%	1
Not applicable	3.9%	17

Tourism Institute

9. Do you have children under 18 living at home?

	Response Percent	Response Count
Yes	9.8%	42
No	90.2%	386

10. Which of the following describes your annual household income?

	Response Percent	Response Count
Under \$24,999	2.8%	12
\$25,000-\$34,999	4.7%	20
\$35,000-\$49,999	5.6%	24
\$50,000-\$74,999	10.9%	47
\$75,000-\$99,999	8.4%	36
\$100,000-\$149,999	10.5%	45
\$150,000-\$199,999	3.5%	15
\$200,000 or more	4.7%	20
Not applicable	49.1%	211

11. What percentage of your income is derived from the tourism industry?

	Response Percent	Response Count
0%	71.7%	309
1-25%	8.4%	36
26-50%	2.8%	12
51-75%	0.0%	0
76-100%	0.7%	3
Not applicable	16.5%	71

Lowcountry and Resort Islands
Tourism Institute

12. Before you became a resident of the area, were you a tourist/visitor yourself?

	Response Percent	Response Count
Yes	42.2%	182
No	57.8%	249

13. If you were a tourist, where did you move from?



13. If you were a tourist, where did you move from?

Atlanta	8.29%	15
Virginia	5.52%	10
New York	4.97%	9
Ohio	4.97%	9
Greenville	3.87%	7
Massachusetts	3.87%	7
North Carolina	2.76%	5
Washington DC	2.76%	5
Michigan	2.76%	5
New Jersey	2.21%	4
California	2.21%	4
Indiana	2.21%	4
Rhode Island	1.66%	3
South Carolina	1.66%	3
Florida	1.66%	3

14. How many visits did you make to the area before you became a resident?

	Response Percent	Response Count
1 visit	9.5%	17
2 visits	11.2%	20
3 visits	10.1%	18
4 visits	10.1%	18
5 visits	11.7%	21
6 visits	7.3%	13
7 visits	2.8%	5
8 visits	0.6%	1
9 visits	0.0%	0
10 or more	36.9%	66

15. Are there any other comments or perceptions about tourism in your community you would like to share?



15. Are there any other comments or perceptions about tourism in your community you would like to share?

Beaufort	16.48%	30
Community	7.14%	13
Hilton Head	4.95%	9
Benefit	3.85%	7
Nice	3.85%	7
Congestion	2.75%	5
Great Job	1.65%	3
Hunting Island	1.65%	3
Natural Environment	1.65%	3
Love	1.65%	3
Activities	1.65%	3
Road	1.65%	3
Natural Beauty	1.10%	2
Port Royal	1.10%	2
Boundary Street	1.10%	2

For More Information:

Contact Dr. John Salazar
843-208-8217

jsalazar@uscb.edu

<https://www.facebook.com/lriti.uscb>

LinkedIn: Lowcountry and Resort
Islands
Tourism Institute at USCB