



2025 Resident Sentiment

Survey Findings

Goals

Understand current local sentiment about:

1. Natrona County as a place to live or visit
2. Opportunities and challenges on the horizon
3. Lodging tax—how it works and its benefits; derive quantitative and qualitative data with which to gauge local support or opposition about lodging tax, in anticipation of 2026 lodging tax local vote.

Methodology

A digital survey was conducted over two months in the summer of 2025, garnering 364 responses.

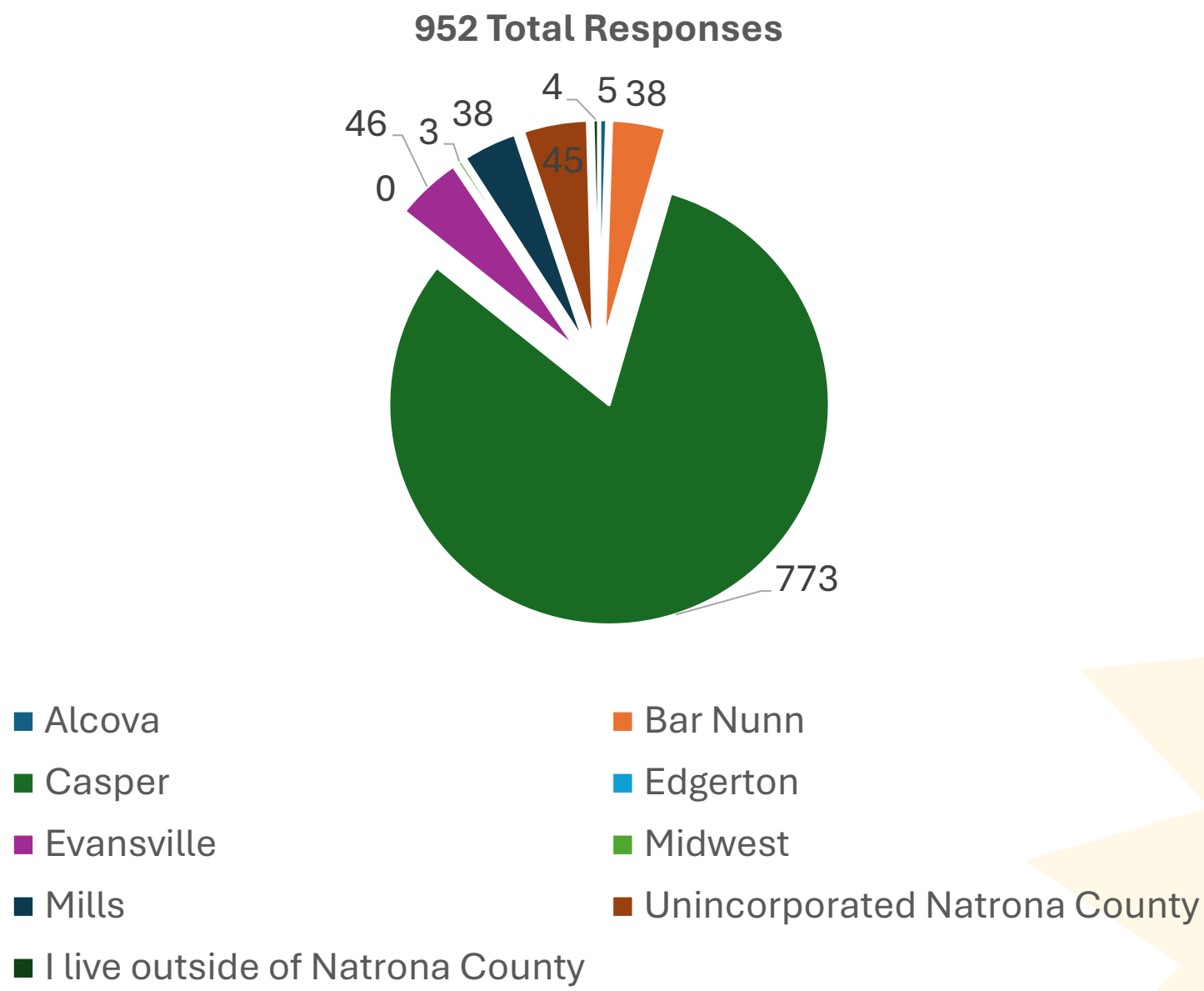
Less than 20% of respondents were over the age of 65, yielding a sample not statistically significant, since most Wyoming voters in the last election when lodging tax was voted on, were over the age of 65.

A hard copy survey was then created and mailed to Natrona County residents over the age of 65.



Response & Findings

Please share **which community in Natrona County** you reside in.

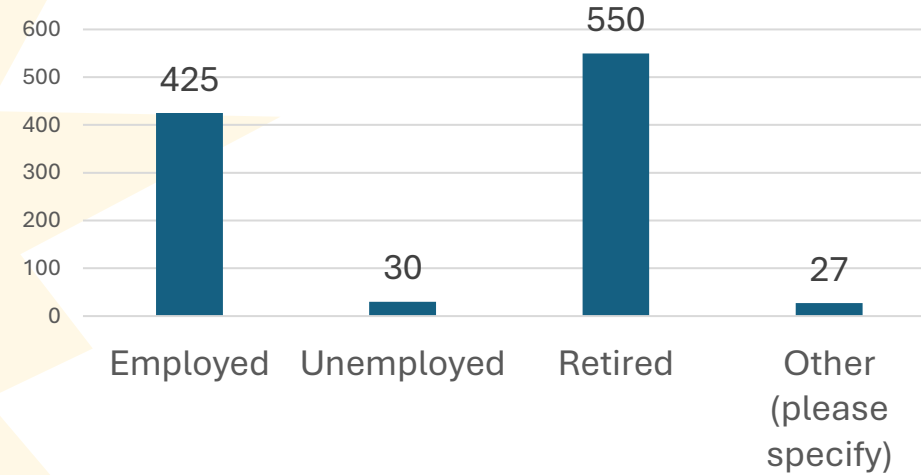


**81% of respondents
live in Casper**

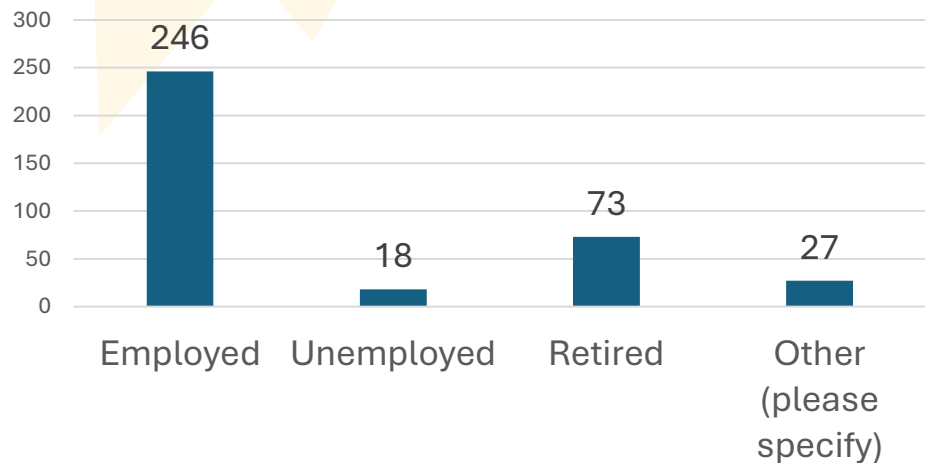
Please indicate your **current employment status**

**53% of respondents
were retired**

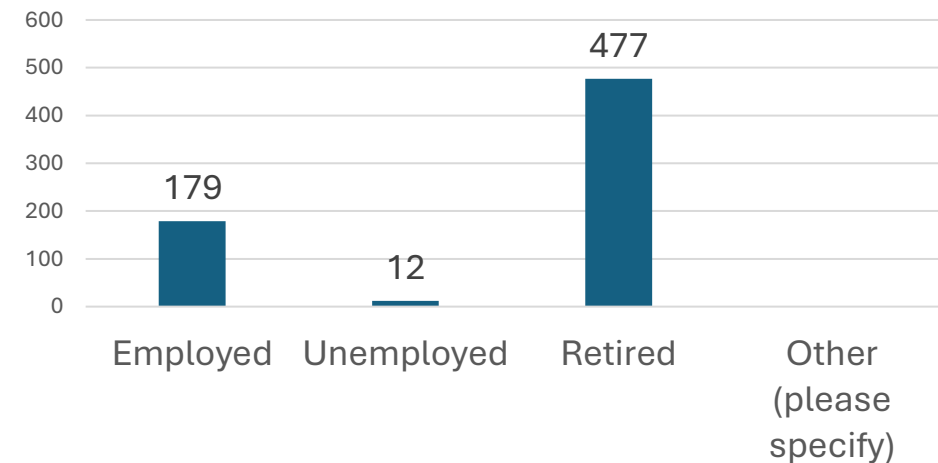
1032 Total Responses



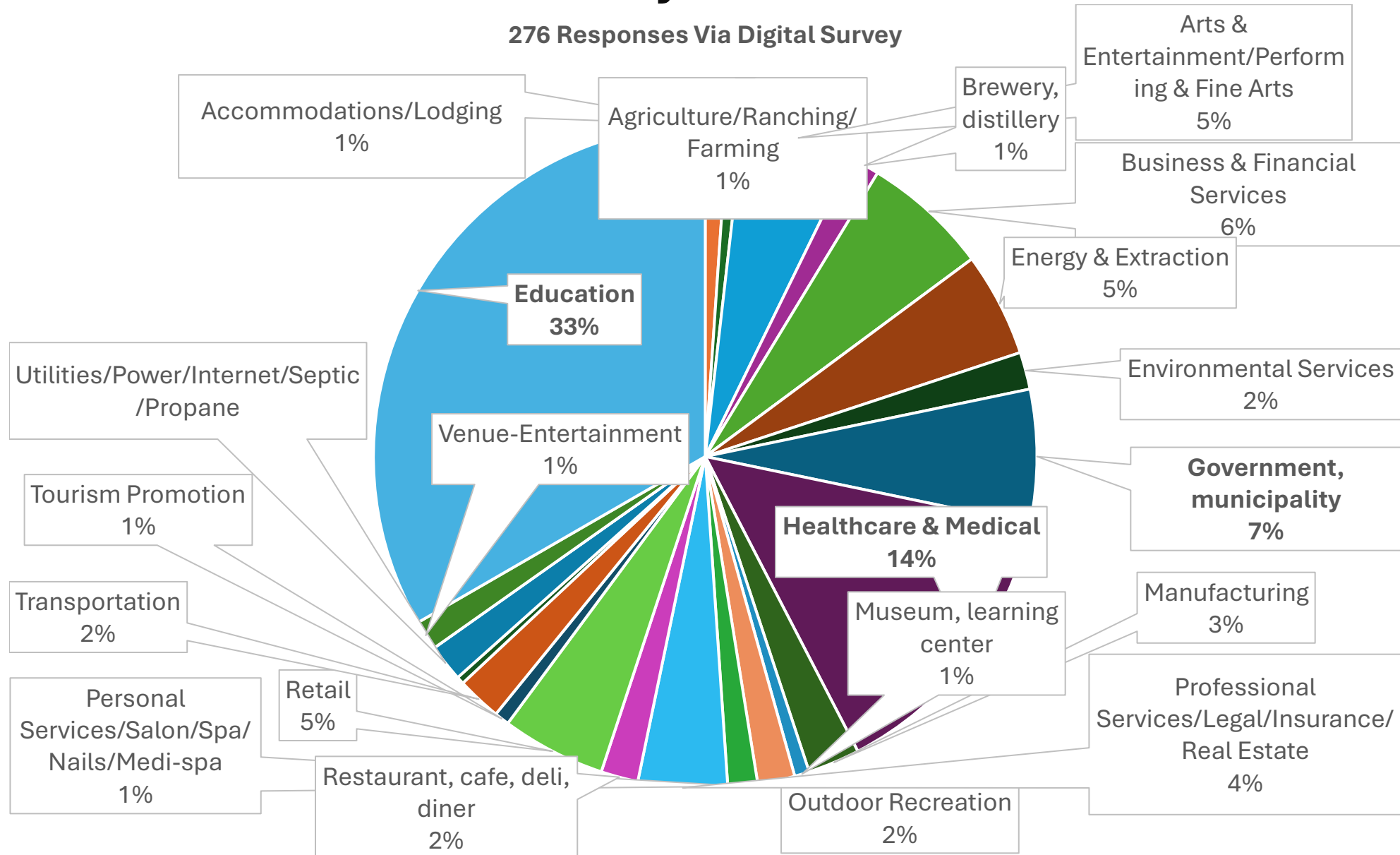
364 Responses Via Digital Survey



668 Response Via US Postal Mail



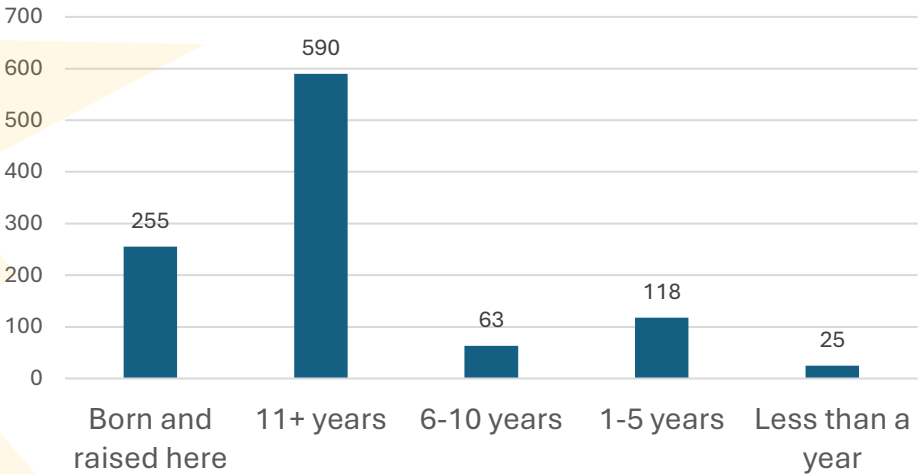
If you are currently employed, please indicate the industry sector that best describes your area of work.



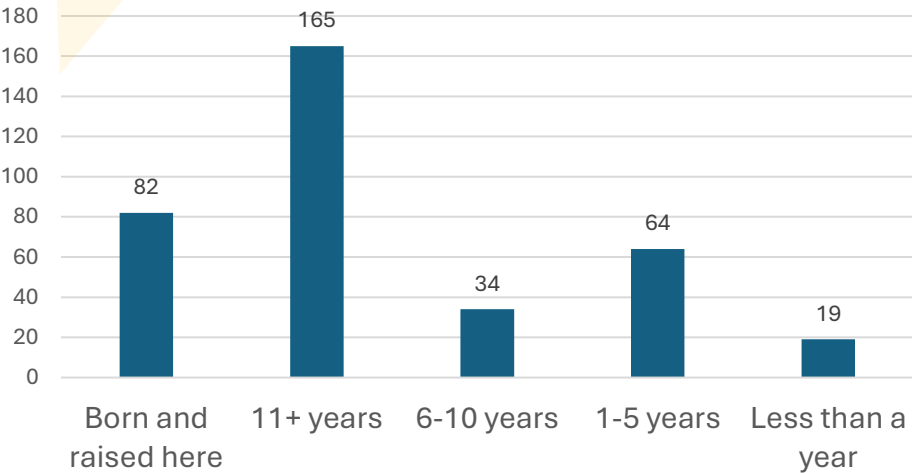
How long have you lived in Natrona County?

**56% of respondents
have lived in Natrona
County for more than
11 years.
24% were born &
raised here.**

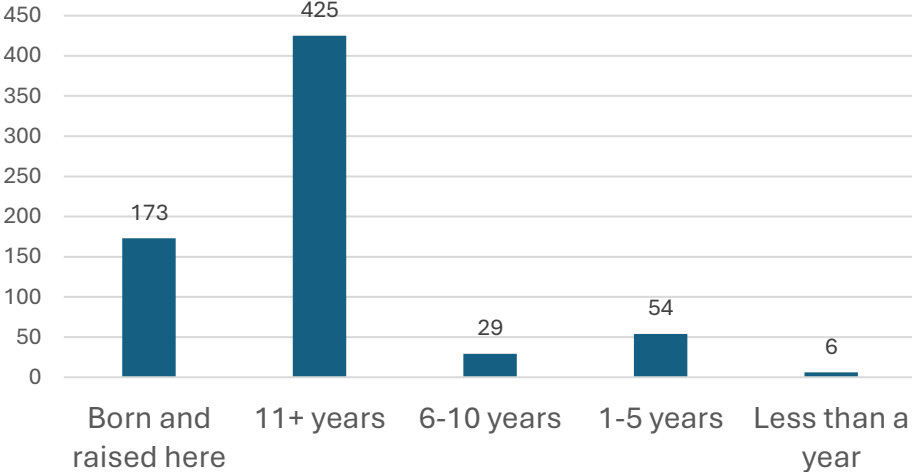
1051 Total Responses



364 Responses Via Digital Survey



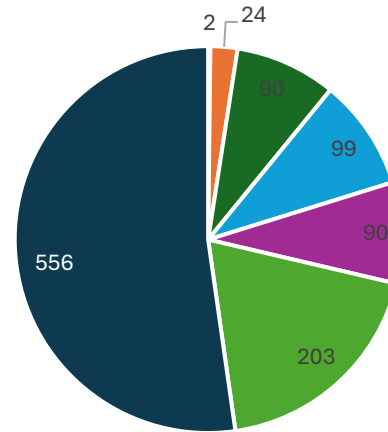
687 Responses Via US Postal Mail



What is your age range?

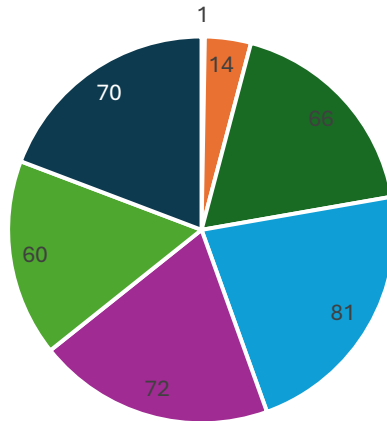
50% of respondents
were over the age of
65.

1116 Responses



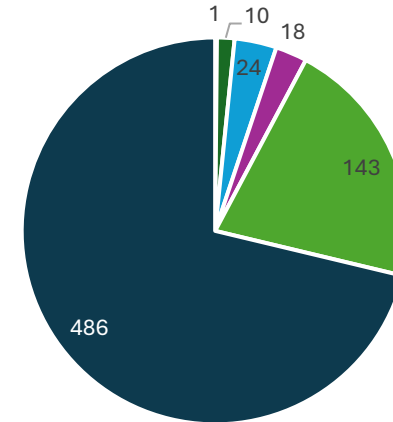
■ Under 18 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

364 Responses Via Digital Survey



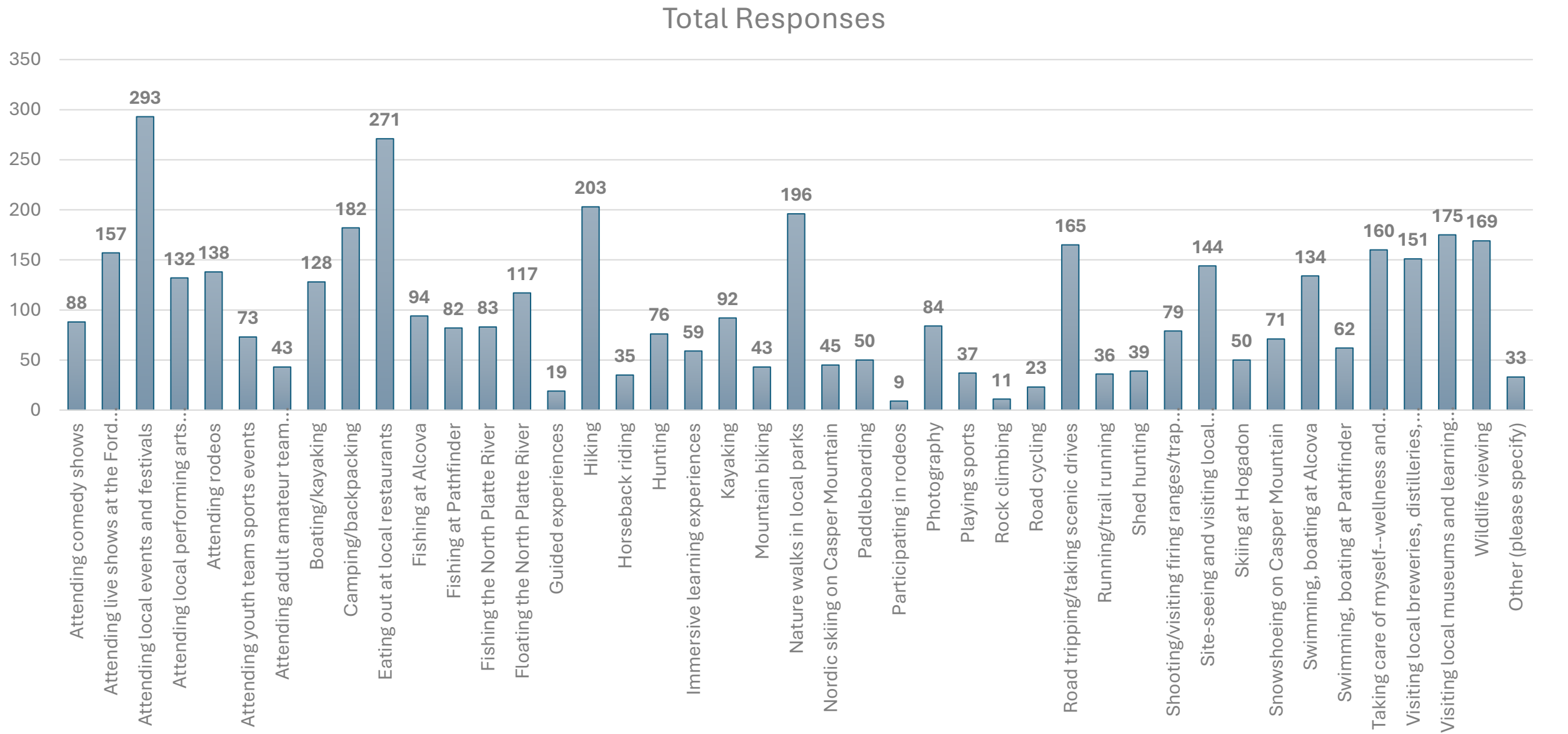
■ Under 18 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

682 Responses Via US Postal Mail



■ Under 18 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

What are your favorite things to do in Natrona County? *(Multiple Choice)*



What experiences are missing from Natrona County that you would love to see added?



What experiences are missing from Natrona County that you would love to see added? *(Write in responses)*

- 136 mentions of needing improved activities for kids, teens & youth
- 132 mentions of needing improved events, concerts festivals & shows
- 92 mentions about improving parks
- 74 mentions of needing improved restaurants & dining
- 52 mentions of needing to improve shopping
- 45 mentions of art-based experiences
- 32 mentions of needing more indoor experiences
- 27 references to maximizing Casper Mountain
- 20 mentions of needing additional airlines improved flights



What is the top challenge facing Natrona County today?

What is the top challenge facing Natrona County today?

(Write in responses)

- 83 mentions of increased crime and violence
- 69 mentions of homelessness growth
- 66 mentions of lack of housing/affordable housing
- 56 mentions of government mismanagement
- 49 mentions about roads and infrastructure
- 41 mentions about lack of quality healthcare and hospital
- 35 mentions of property taxes being too high
- 34 mentions of drugs and addiction
- 33 mentions about lack of jobs
- 27 mentions about quality education, schools and teachers
- 10 mentions about nuclear development



What is the biggest opportunity on the horizon for Natrona County that community leaders should take advantage of for the betterment of the community?



What is the biggest opportunity on the horizon for Natrona County that community leaders should take advantage of for the betterment of the community? (Write in responses)

- 92 mentions of creating new jobs, economic development and supporting businesses
- 63 mentions of natural areas, outdoor and mountain-based opportunities
- 61 mentions of events, festivals and concerts
- 51 mentions of activities for youth/kids
- 44 mentions of sports venues, attractions and experiences
- 27 mentions of expanding tourism
- 25 mentions of growth
- 25 mentions of nuclear development and Radiant
- 22 mentions of recreation
- 23 mentions of downtown
- 21 mentions of energy production
- 14 mentions of David Street Station
- 14 mentions of healthcare and medical
- 11 mentions of air service expansion

(Write in responses)



What provides you and/or your family with the most quality of life in Natrona County that should be preserved for future generations? *(Write in responses)*

- 301 mentions of nature, natural areas, outdoor recreation, camping, hiking, biking and walking trails
- 161 mentions of Casper Mountain
- 130 mentions of parks
- 72 mentions of river access
- 68 mentions of open spaces
- 60 mentions of safety
- 53 mentions of Alcova & Pathfinder reservoirs
- 50 mentions of recreation
- 49 mentions of local history and museums
- 44 mentions of access to public lands and the outdoors
- 40 mentions of small-town vibe/feel & local friendliness
- 39 mentions of natural beauty

What words best describe **what makes Natrona County unique?**



What words best describe what makes Natrona County unique?

(Write in responses)

- 213 mentions of the friendly people
- 126 references to Casper mountain
- 79 mentions of small town/big city juxtaposition
- 73 mentions of community
- 48 mentions of open spaces
- 37 mentions of Wyoming
- 37 mentions of wind
- 29 mentions of central location
- 23 mentions of western or cowboy culture
- 21 mentions of being clean
- 19 mentions of being safe



Please indicate how welcome you believe **Natrona County** guests feel when they visit our area.



61 out of 100

Please indicate **how safe you believe Natrona County guests feel when they visit our area.**



72 out of 100

Please indicate **how easy it is for guests to find their way around Natrona County when they visit the area.**



71 out of 100

**Please indicate how readily you believe guests can
locate parking when visiting the area.**



68 out of 100

Please indicate your agreement with the following statement:

Lodging tax is paid by visitors.



93% Agree

7% Disagree

Please indicate your agreement with the following statement:

Lodging tax funds tourism promotion and community development that helps support local quality of life.



91% Agree

9% Disagree

Please indicate your agreement with the following statement:

Visitors who generate lodging tax by staying in paid lodging accommodations in Natrona County also generate sales tax through their expenditures while in the area.



97% Agree

3% Disagree

Please indicate your agreement with the following statement:

Visitor-generated sales tax helps fund local quality of life through essential services such as fire, police and emergency medical services.



89% Agree

11% Disagree

Please indicate your agreement with the following statement:

Visit Casper provides an essential, valuable community service by supporting the economic health of Natrona County through tourism promotion and community support.



91% Agree

9% Disagree

Key Takeaways

Natrona County locals want improved:

1. Experiences for young people
2. Festivals and events
3. Parks
4. Restaurants

Key Takeaways

Natrona County locals are most concerned about the following challenges:

1. Crime and violence
2. Homelessness growth
3. Lack of housing/affordable housing
4. Government mismanagement

Key Takeaways

Natrona County locals are most excited about the following opportunities:

1. New jobs, economic development and supporting businesses
2. Natural areas, outdoor and mountain-based opportunities
3. Events, festivals and concerts
4. Activities for youth/kids
5. Sports venues, attractions and experiences

Key Takeaways

Natrona County locals want the following preserved for future generations most:

1. Nature, natural areas, outdoor recreation, camping, hiking, biking and walking trails
2. Casper Mountain
3. Parks
4. River access
5. Open spaces

Key Takeaways

The majority of Natrona County locals value tourism despite many still not understanding how it works and benefits them directly. Visit Casper needs to invest in local two-way communication with peers in the community to arm them with facts with which to make informed decisions about tourism, hospitality and lodging tax.

The background of the slide is a light beige color with a pattern of thin, wavy, golden-brown lines that resemble topographic map contour lines. These lines are more densely packed in some areas and more spread out in others, creating a sense of depth and texture.

Questions?

VISIT *Casper*