

NC I-95 Visitor/Non-Visitor Image/Perception Survey Results

Have you ever visited a community (Roanoke Rapids/Weldon, Halifax, Rocky Mount, Bailey, Wilson, Lucama, Kenly, Smithfield/Selma, Benson, Dunn, Fayetteville, Fort Bragg or Lumberton) along the NC I-95 Corridor?

Visited Region	Number of Respondents	Percentage of Respondents
Yes	504	54.0
No	430	46.0
Total	934	100.0

Reasons for Not Visiting

Why did you not visit?

(N=430)

Reason	Number of Respondents	Percentage of Respondents
No time	103	24.0%
Insufficient funds	27	6.3%
Went to another location	205	47.7%
Plans changed	52	12.1%

Visit Profile

When did you last visit a community along the NC I-95 Corridor?

Year	Number of Respondents	Percentage of Respondents
2007	138	34.0
2006	103	25.4
2005	43	10.6
2004	19	4.7
2003	18	4.4
2002	11	2.7
2001	14	3.4
2000	9	2.2
Before 2000	51	23.9
Totals	406	100.0

Which communities did you visit? Please identify up to three (3) communities.

(N=410)

Community	# of Rsp	% of Rsp.	% of Resp.
Fayetteville	143	20.0	34.9
Rocky Mount	114	15.9	27.8
Smithfield/Selma	78	10.9	19.0
Fort Bragg	71	9.9	17.3
Roanoke Rapids/Weldon	50	7.0	12.2
Lumberton	48	6.7	11.7
Wilson	35	4.9	8.5
Dunn	24	3.4	5.9
Halifax	17	2.4	4.1
Benson	10	1.4	2.4
Raleigh	8	1.1	2.0
Cumberland	5	0.7	1.2
Kenly	4	0.6	1.0
Bailey	3	0.4	0.7
Four Oaks	3	0.4	0.7
Hope Mills	3	0.4	0.7
Myrtle Beach	3	0.4	0.7
New Bern	3	0.4	0.7
Raeford	3	0.4	0.7
Robeson	3	0.4	0.7
Sanford	3	0.4	0.7
Winston-Salem	3	0.4	0.7
Asheville	2	0.3	0.5
Chapel Hill	2	0.3	0.5
Enfield	2	0.3	0.5
Goldsboro	2	0.3	0.5
Greensboro	2	0.3	0.5
Greenville	2	0.3	0.5
Halifax County	2	0.3	0.5
Johnston County	2	0.3	0.5
Kill Devil Hill	2	0.3	0.5

Community	# of Rsp	% of Rsp.	% of Resp.
Kinston	2	0.3	0.5
Nags Head	2	0.3	0.5
Richmond	2	0.3	0.5
Wilmington	2	0.3	0.5
Apex	1	0.1	0.2
Ashville	1	0.1	0.2
Atlantic Beach	1	0.1	0.2
Averasboro	1	0.1	0.2
Avon	1	0.1	0.2
Beaufort	1	0.1	0.2
Bennettsville	1	0.1	0.2
Boone	1	0.1	0.2
Brunswick	1	0.1	0.2
Cameron	1	0.1	0.2
Camp Drum	1	0.1	0.2
Carolina Beach	1	0.1	0.2
Charleston	1	0.1	0.2
Charlotte	1	0.1	0.2
Cherry Point	1	0.1	0.2
Clayton	1	0.1	0.2
Coats	1	0.1	0.2
Coco Beach	1	0.1	0.2
Concord	1	0.1	0.2
Cumberland County	1	0.1	0.2
Durham	1	0.1	0.2
Elizabethtown	1	0.1	0.2
Elm City	1	0.1	0.2
Erwin	1	0.1	0.2
Fairfax	1	0.1	0.2
Florence	1	0.1	0.2
Gastonia	1	0.1	0.2

Community	# of Rsp	% of Rsp.	% of Resp.
Havelock	1	0.1	0.2
Hickory	1	0.1	0.2
Julian	1	0.1	0.2
Lake James	1	0.1	0.2
Lake Lure	1	0.1	0.2
Laurinburg	1	0.1	0.2
Lucama	1	0.1	0.2
Mt Airy	1	0.1	0.2
Nashville	1	0.1	0.2
North Carolina Beaches	1	0.1	0.2
Northern North Carolina	1	0.1	0.2
Ocracoke	1	0.1	0.2
Pine Level	1	0.1	0.2
Pinehurst	1	0.1	0.2
Pope AFB	1	0.1	0.2

Community	# of Rsp	% of Rsp.	% of Resp.
Randolph County	1	0.1	0.2
Red Springs	1	0.1	0.2
Salvo	1	0.1	0.2
Santee Cooper	1	0.1	0.2
Savanna	1	0.1	0.2
Southern Pines	1	0.1	0.2
Spring Lake	1	0.1	0.2
St Paul	1	0.1	0.2
Wade	1	0.1	0.2
Warsaw	1	0.1	0.2
Washington	1	0.1	0.2
Wendell	1	0.1	0.2
Wilson County	1	0.1	0.2
Totals	715	100.0	174.4

Was your last visit to a community(ies) along the NC I-95 Corridor a day visit or an overnight visit?

Day Visit	Number of Respondents	Percentage of Respondents
Yes	234	50.4
No	230	49.6
Totals	464	100.0

How long did your visit last?

Day Visit Length (avg.) = 5.39 hours

Overnight Visit Length (avg.) = 3.83 nights (along I-95 Corridor)

If you stayed overnight, in which community did you stay?

Where Stayed	Number of Respondents	Percentage of Respondents
Fayetteville	75	36.8
Rocky Mount	33	16.2
Fort Bragg	16	7.8
Roanoke Rapids/Weldon	16	7.8
Smithfield/Selma	14	6.9
Lumberton	9	4.4
Dunn	5	2.5
Wilson	5	2.5
Benson	3	1.5
New Bern	3	1.5
Cameron	2	1.0
Halifax	2	1.0
Raleigh	2	1.0
Sanford	2	1.0
Apex	1	0.5
Asheville	1	0.5

Where Stayed	Number of Respondents	Percentage of Respondents
Atlantic Beach	1	0.5
Enfield	1	0.5
Fuquay-Varina	1	0.5
Goldsboro	1	0.5
Greensboro	1	0.5
Kenly	1	0.5
Lake James	1	0.5
Lake Lure	1	0.5
Nags Head	1	0.5
Richmond	1	0.5
Salvo	1	0.5
Santee Cooper	1	0.5
Savannah	1	0.5
Wade	1	0.5
Windsor	1	0.5
Totals	204	100.0

Visit Details

How many times have you visited any of the various communities along the NC I-95 Corridor in the last three (3) years?

Num Visits Last 3 Yrs	Number of Respondents	Percentage of Respondents
0	98	21.4
1	100	21.8
2	63	13.7
3	64	13.9
4	24	5.2
5	23	5.0
6 to 10	54	11.8
11 to 15	15	3.3
>15	18	3.9
Totals	459	100.0
Mean	3.84*	

What type of transportation did you use to get to any of the various communities along the NC I-95 Corridor on your last trip?

Transportation Type	Number of Respondents	Percentage of Respondents
Private Vehicle	380	84.3
Rented Vehicle	39	8.6
RV	14	3.1
Airline	8	1.8
Coach/Bus	5	1.1
Motorcycle	3	0.7
Train	2	0.4
Totals	451	100.0

What was the primary purpose of your last trip to a community along the NC I-95 Corridor?

Primary Purpose	Number of Respondents	Percentage of Respondents
Leisure	152	33.6
Pass-Thru	144	31.8
Visiting Friends and Relatives	103	22.7
Business/Corporate	31	6.8
Military Related	8	1.8
Moving to area	7	1.5
Visiting Colleges	5	1.1
Wedding	2	0.4
Medical	1	0.2
Totals	453	100.0

Main Activities

During your last visit to a community(ies) along the NC I-95 Corridor, what were the five (5) main activities in which you participated?

	1	2	3	4	5	Top 5	Not Top 5
Activity	Percentage of Respondents						
Sightseeing	6.0	10.1	8.1	6.2	5.4	35.7	64.3
Dining experience	7.1	8.1	8.9	5.4	4.0	33.5	66.5
Visiting friends and relatives	15.7	3.0	3.0	1.6	3.0	26.2	73.8
Outlet shopping	5.4	6.2	5.2	4.8	3.6	25.0	75.0
Family/recreational vacation	8.1	5.0	4.0	3.6	2.6	23.2	76.8
Historical/heritage sites	5.6	5.4	4.0	4.0	3.2	22.0	78.0
Outdoor recreation/trails/parks	2.4	3.8	3.2	3.4	2.2	14.9	85.1
Visitor information/advice	2.6	2.2	4.0	2.8	3.4	14.9	85.1
Natural environment	1.6	3.2	4.2	3.0	2.6	14.5	85.5
Museums	1.4	3.4	3.2	3.4	2.6	13.9	86.1
Special event	1.8	2.2	1.2	2.8	2.2	10.1	89.9
Antiques shopping	1.6	2.8	1.8	2.0	1.8	9.9	90.1
Family reunion	2.0	1.0	1.8	0.8	1.8	7.3	92.7
Golf	3.4	0.6	1.4	1.2	0.8	7.3	92.7
Festivals/fairs	0.6	1.6	0.8	1.4	0.8	5.2	94.8
Active military purposes	2.6	0.8	0.4	0.2	1.0	5.0	95.0
Meeting/convention	1.2	0.6	0.8	0.4	1.0	4.0	96.0
Corporate business	1.6	0.6	0.2	0.2	1.0	3.6	96.4
Government business	0.8	0.6	0.6	0.4	1.0	3.4	96.6
Sports events	0.8	0.8	0.4	0.8	0.6	3.4	96.6
Agri-tourism activities	0.8	0.2	0.8	0.2	1.0	3.0	97.0
Fishing/hunting	0.6	0.8	0.8	0.4	0.4	3.0	97.0
Cultural performances	0.0	0.8	0.4	0.6	0.8	2.6	97.4
Group tours	0.2	0.6	0.4	0.2	1.0	2.4	97.6
Performing arts/theatre/concert	0.4	0.2	0.2	0.8	0.8	2.4	97.6
Boating/sailing	0.2	0.2	0.4	0.2	0.2	1.2	98.8

Are there any attractions, facilities or services you feel need to be added to enhance your NC I-95 Corridor visitor experience or that would entice you to visit?

Extra Attractions Needed	Number of Respondents	Percentage of Respondents
Yes	93	11.6
No	252	31.3
Don't Know	459	57.1
Total	804	100.0

Please describe the types of attractions, facilities, and/or services that you would like to see added in the NC I-95 Corridor to improve it as a visitor destination.



Attraction	Non-Visitors		
	Visitors (N=48)	Visitors (N=23)	All (N=71)
Percentage of Respondents			
Better street signs/directional signage (also announce attractions/sites well in advance)	8.9	6.5	8.2
Higher quality hotels	7.6	0.0	5.5
More rest areas	6.3	9.7	7.3
Better restaurants	5.1	3.2	4.5
Amusement park	3.8	6.5	4.5
Camping	3.8	0.0	2.7
More information/advertise area more	3.8	9.7	5.5
Preservation of historical sites	3.8	0.0	2.7
Family entertainment	2.5	0.0	1.8
More recreational facilities	2.5	0.0	1.8
More shopping	2.5	0.0	1.8
Museums	2.5	3.2	2.7
Patrol I-95 more to keep it safe	2.5	0.0	1.8
Rest stops that are clean and patrolled	2.5	0.0	1.8
Battleground sites with visitor centers	1.3	9.7	3.6
Better maintenance of I-95	1.3	0.0	0.9
Better roads	1.3	0.0	0.9
Better traffic flow along I-95	1.3	0.0	0.9

Attraction	Non-Visitors		
	Visitors (N=48)	Visitors (N=23)	All (N=71)
Percentage of Respondents			
Cheaper hotels	1.3	0.0	0.9
Children's activities	1.3	3.2	1.8
Civil War driving tour improvements (guides and signs)	1.3	0.0	0.9
Clean up area	1.3	0.0	0.9
Cultural events	1.3	0.0	0.9
Fewer billboards	1.3	3.2	1.8
Golf	1.3	0.0	0.9
Historical tours	1.3	3.2	1.8
Jazz Clubs	1.3	0.0	0.9
Malls with entertainment	1.3	0.0	0.9
Minor league baseball	1.3	0.0	0.9
More B&B options	1.3	0.0	0.9
More children's activities	1.3	0.0	0.9
More dining variety	1.3	0.0	0.9
More free attractions	1.3	0.0	0.9
More gas stations	1.3	0.0	0.9
Movie theaters	1.3	0.0	0.9
Nightlife	1.3	0.0	0.9
No smoking laws	1.3	0.0	0.9
Package deals	1.3	0.0	0.9

	Visitors (N=48)	Non- Visitors (N=23)	All (N=71)
Attraction	Percentage of Respondents		
(hotels with outlet shopping)			
Parks and trails accessible from I-95	1.3	0.0	0.9
Promote closeness to beaches more	1.3	0.0	0.9
Rest stops that have facilities for short stay travelers to shower, relax, etc.	1.3	3.2	1.8
Tennis	1.3	0.0	0.9
Tours	1.3	0.0	0.9
Visitor Centers need longer hours	1.3	0.0	0.9
water park	1.3	0.0	0.9
Wawa	1.3	0.0	0.9
Wi-Fi Service	1.3	0.0	0.9
Affordable golf packages	0.0	3.2	0.9

	Visitors (N=48)	Non- Visitors (N=23)	All (N=71)
Attraction	Percentage of Respondents		
Direct access to small towns, etc.	0.0	3.2	0.9
Factory tours	0.0	3.2	0.9
Gardens	0.0	3.2	0.9
Historical markers	0.0	3.2	0.9
More affordable outlet shopping	0.0	3.2	0.9
More visitor centers	0.0	6.5	1.8
Musical entertainment	0.0	3.2	0.9
Specialty shops specific to area	0.0	3.2	0.9
Sporting events	0.0	3.2	0.9
Waterfront attractions/spaces	0.0	3.2	0.9
Totals	100.0	100.0	100.0

Images and Perceptions

What images or appeals come to your mind when you think of the communities along the NC I-95 Corridor as a visitor destination?

Image	Non-Visitors		
	Visitors (N=277)	Visitors (N=132)	All (N=409)
% of Respondents			
Natural Environment (beautiful and well preserved)	10.9	11.4	11.0
Friendly people	4.2	2.4	3.6
Historical	4.2	6.2	4.8
Rural	3.5	1.9	3.0
Convenient (good facilities, easy access from Interstate)	3.2	0.0	2.2
Countryside/Farms	2.5	2.4	2.5
None	2.3	5.2	3.3
Outlet Malls	1.8	0.0	1.2
Small towns	1.8	3.3	2.3
Wildflowers	1.8	0.5	1.4
History	1.6	0.5	1.2
Peaceful	1.6	0.5	1.2
Trees	1.6	4.7	2.6
Green	1.4	2.4	1.7
Highways (good and well maintained)	1.4	0.5	1.1
Military bases	1.4	0.0	0.9
Beaches	1.2	2.8	1.7
Billboard signs	1.2	0.0	0.8
Clean	1.2	1.9	1.4
Fort Bragg	1.2	0.9	1.1
Relaxing	1.2	0.0	0.8
Rest stops	1.2	0.0	0.8
Shopping	1.2	0.0	0.8
Trash on highways	1.2	0.0	0.8
Culture of area	0.9	0.5	0.8
Food	0.9	0.9	0.9

Image	Non-Visitors		
	Visitors (N=277)	Visitors (N=132)	All (N=409)
% of Respondents			
Hills	0.9	0.5	0.8
Pine trees	0.9	0.0	0.6
Restaurants	0.9	0.5	0.8
Slow pace	0.9	0.5	0.8
Traffic (congested, confusing roads)	0.9	0.9	0.9
Golf	0.7	1.4	0.9
Laid back feeling	0.7	0.9	0.8
Outdoor activities	0.7	0.0	0.5
Parks	0.7	0.9	0.8
Pleasant	0.7	0.0	0.5
Quaint	0.7	0.9	0.8
Welcoming/Warm	0.7	0.5	0.6
A route to the Outer Banks	0.5	0.0	0.3
Agricultural	0.5	0.0	0.3
Antique shops/antiques	0.5	0.0	0.3
BBQ	0.5	0.0	0.3
Churches (historical)	0.5	0.0	0.3
Civil War Sites	0.5	3.8	1.6
Coast destinations	0.5	0.9	0.6
Family (personal)	0.5	0.9	0.6
Fishing	0.5	0.0	0.3
Flat	0.5	0.0	0.3
Forests	0.5	0.5	0.5
Golf courses	0.5	0.9	0.6
Hospitable	0.5	0.0	0.3
Lots to see and do	0.5	0.0	0.3
Mountains	0.5	4.3	1.7
Museums	0.5	0.0	0.3

Image	Non-Visitors (N=132)			Image	Non-Visitors (N=132)		
	Visitors (N=277)	All (N=409)	% of Respondents		Visitors (N=277)	All (N=409)	% of Respondents
Nice drive	0.5	0.5	0.5	Fall leaves	0.2	0.5	0.3
Not a visitor destination	0.5	0.9	0.6	Family recreation	0.2	0.0	0.2
Old houses	0.5	0.0	0.3	Fayetteville	0.2	0.5	0.3
Outdoors	0.5	0.0	0.3	Flowers	0.2	0.5	0.3
Quality of life	0.5	0.0	0.3	Fun	0.2	0.0	0.2
Quiet	0.5	0.0	0.3	Gated properties/communities	0.2	0.0	0.2
Reenactment of events	0.5	0.0	0.3	God's Country	0.2	0.0	0.2
Run down	0.5	0.0	0.3	Historic Houses/Towns	0.2	0.0	0.2
Sand	0.5	0.0	0.3	Home	0.2	0.0	0.2
Small	0.5	0.0	0.3	Hot	0.2	0.0	0.2
South of the Border	0.5	0.9	0.6	Hunting	0.2	0.0	0.2
Southern hospitality	0.5	0.9	0.6	I-95	0.2	0.0	0.2
Sun/Sunny	0.5	0.5	0.5	Indian heritage	0.2	0.0	0.2
Well developed area (planning and maintenance included)	0.5	1.4	0.8	Interesting	0.2	0.5	0.3
Affordable	0.2	0.5	0.3	JR's	0.2	0.0	0.2
Architecture beautiful	0.2	0.0	0.2	Lack of road signage	0.2	0.0	0.2
Attractive neighborhoods	0.2	0.0	0.2	Lakes	0.2	0.5	0.3
Avoid I-95 when possible	0.2	0.0	0.2	Limited good dining opportunities	0.2	0.0	0.2
Bad impatient drivers	0.2	0.0	0.2	Little community identity—just an Interstate	0.2	0.0	0.2
Benefits of cities without being in one	0.2	0.0	0.2	Lots of amenities	0.2	0.5	0.3
Bentonville Battleground	0.2	0.0	0.2	Lots of services	0.2	0.0	0.2
business people	0.2	0.0	0.2	Low end	0.2	0.0	0.2
Busy	0.2	0.0	0.2	Low key	0.2	0.0	0.2
Camping	0.2	0.0	0.2	Lumbee Indians	0.2	0.0	0.2
Chain stores/restaurants	0.2	0.0	0.2	Lumberton	0.2	0.0	0.2
Cities	0.2	0.0	0.2	markets	0.2	0.0	0.2
Coastal plain	0.2	0.0	0.2	Mobile Homes	0.2	0.0	0.2
Crime	0.2	0.0	0.2	Modern	0.2	0.0	0.2
Downtown areas	0.2	0.0	0.2	New hotels/motels	0.2	0.0	0.2
Dreary	0.2	0.0	0.2	No different than along any other Interstate	0.2	0.0	0.2
Enjoyable	0.2	0.0	0.2				

	Visitors (N=277)	Non- Visitors (N=132)	All (N=409)
Image	% of Respondents		
Not a lot to do	0.2	0.5	0.3
not congested	0.2	0.0	0.2
Not crowded	0.2	0.0	0.2
Not too commercialized	0.2	0.0	0.2
Old facilities along an old Interstate	0.2	0.0	0.2
Old*	0.2	0.0	0.2
Open spaces	0.2	0.5	0.3
peanuts	0.2	0.0	0.2
People	0.2	0.0	0.2
Piedmont	0.2	0.0	0.2
Plantations	0.2	0.0	0.2
quick	0.2	0.0	0.2
Rapidly changing	0.2	0.0	0.2
Route to Ocean and Myrtle Beach	0.2	0.0	0.2
Rural roads	0.2	0.0	0.2
Rustic	0.2	0.0	0.2
Safe	0.2	0.0	0.2
Sandhills	0.2	0.0	0.2
Sea breezes	0.2	0.0	0.2
seafood	0.2	0.0	0.2
Serene	0.2	0.0	0.2
Shabby	0.2	0.0	0.2
Signage telling you what is available in that community	0.2	0.0	0.2
Smithfield Hams	0.2	0.0	0.2
South	0.2	0.0	0.2
Southern Charm	0.2	0.5	0.3
Speed traps	0.2	0.0	0.2
Sprawling	0.2	0.5	0.3
State Police	0.2	0.0	0.2
Sunrises	0.2	0.0	0.2
Sunsets	0.2	0.0	0.2
Theater complex in	0.2	0.0	0.2

	Visitors (N=277)	Non- Visitors (N=132)	All (N=409)
Image	% of Respondents		
Roanoke Rapids			
Thriving	0.2	0.0	0.2
Too touristy (crowded, overbuilt, etc.)	0.2	0.0	0.2
Traditional/old fashioned	0.2	0.9	0.5
Unattractive	0.2	0.0	0.2
Unspoiled	0.2	0.5	0.3
visiting local sites	0.2	0.0	0.2
Visitor Centers are great	0.2	0.0	0.2
Want to see more	0.2	0.0	0.2
Water	0.2	0.0	0.2
atmosphere	0.0	0.5	0.2
Basic	0.0	0.5	0.2
Boring	0.0	0.5	0.2
Camping along ocean	0.0	0.5	0.2
Classic	0.0	0.5	0.2
Coast is beautiful	0.0	0.5	0.2
Comfortable	0.0	0.5	0.2
Community oriented	0.0	0.5	0.2
Commuter friendly	0.0	0.5	0.2
Cool air	0.0	0.5	0.2
Crowded	0.0	0.5	0.2
down to earth	0.0	0.5	0.2
Easily accessible from elsewhere	0.0	0.5	0.2
Farmers markets	0.0	0.5	0.2
Furniture	0.0	0.9	0.3
horses	0.0	0.5	0.2
Inland	0.0	0.5	0.2
Long, boring road	0.0	0.5	0.2
Nothing unique	0.0	0.5	0.2
Ocean	0.0	0.5	0.2
Palm trees	0.0	0.5	0.2

	Visitors (N=277)	Non- Visitors (N=132)	All (N=409)
Image	% of Respondents		
Proximity to mountains, beaches and lakes	0.0	0.5	0.2
Retirement communities	0.0	0.5	0.2
Revolutionary War Sites	0.0	0.5	0.2
Similar to home	0.0	0.5	0.2
Skyline	0.0	0.5	0.2
Small diners	0.0	0.5	0.2
Southern	0.0	0.5	0.2
Southern architecture	0.0	0.5	0.2
Southern cuisine	0.0	0.5	0.2

	Visitors (N=277)	Non- Visitors (N=132)	All (N=409)
Image	% of Respondents		
Strip malls	0.0	0.5	0.2
Suburbia	0.0	0.5	0.2
Tourism	0.0	1.4	0.5
Tranquil	0.0	0.5	0.2
Trucks (many)	0.0	0.5	0.2
Unique	0.0	0.5	0.2
Weather is good	0.0	1.9	0.6
Wildlife	0.0	0.5	0.2
Totals	100.0	100.0	100.0

How would you describe the atmosphere or emotional feeling that you experienced or would expect to experience while visiting the various communities along the NC I-95 Corridor?

	Visitors (N=249)	Non- Visitors (N=112)	All (N=361)
Description	% of Respondents		
Friendly	17.1	16.9	17.0
Relaxing/restful/rejuvenating	9.4	7.5	8.8
Welcoming/warm	5.4	6.3	5.7
Peaceful	4.8	5.0	4.9
Good	3.7	1.9	3.1
Homey feeling	3.7	1.9	3.1
Laid back	2.3	2.5	2.3
Rural	2.3	0.6	1.8
Serene	1.7	1.3	1.6
Busy	1.4	0.0	1.0
Comfortable	1.4	0.6	1.2
Family (own)	1.4	0.0	1.0
Historical	1.4	5.6	2.7
Nostalgic	1.4	0.0	1.0
Southern feeling/hospitality	1.4	3.8	2.2

	Visitors (N=249)	Non- Visitors (N=112)	All (N=361)
Description	% of Respondents		
Beautiful	1.1	0.6	1.0
Calming	1.1	1.9	1.4
Enjoyable	1.1	1.3	1.2
Exciting	1.1	0.0	0.8
Fun	1.1	0.0	0.8
Helpful	1.1	1.3	1.2
Nice	1.1	0.6	1.0
Pleasant	1.1	1.3	1.2
Slow pace	1.1	0.6	1.0
Courteous	0.9	0.0	0.6
Hospitable	0.9	2.5	1.4
Quiet	0.9	1.9	1.2
Wonderful	0.9	0.0	0.6
Bland	0.6	0.0	0.4
Boring	0.6	0.0	0.4

Description	Non-Visitors (N=112)		
	Visitors (N=249)	All (N=361)	
% of Respondents			
Clean	0.6	1.9	1.0
Community spirit	0.6	0.6	0.6
Fast drivers	0.6	0.0	0.4
Frustrating	0.6	0.0	0.4
Happy	0.6	1.9	1.0
Interesting	0.6	0.6	0.6
Not a visitor destination	0.6	0.6	0.6
Not safe	0.6	0.0	0.4
Old fashioned	0.6	0.0	0.4
Quality of life	0.6	0.0	0.4
Small town feeling	0.6	1.3	0.8
Tranquil	0.6	0.0	0.4
Uncooperative	0.6	0.0	0.4
Accessible	0.3	0.0	0.2
Awesome	0.3	0.0	0.2
Breathtaking	0.3	0.0	0.2
Bucolic	0.3	0.0	0.2
Carefree	0.3	0.0	0.2
Charming	0.3	0.0	0.2
Commercial	0.3	0.0	0.2
Considerate	0.3	0.0	0.2
Cozy	0.3	0.0	0.2
Crowded	0.3	0.0	0.2
Cultural	0.3	0.0	0.2
Depressing (because troops in Iraq)	0.3	0.0	0.2
Disappointing	0.3	0.0	0.2
Dowdy	0.3	0.0	0.2
Down to earth	0.3	0.0	0.2
Dreary	0.3	0.0	0.2
Each area is different/distinct	0.3	0.0	0.2
Easy to navigate	0.3	0.0	0.2
Entertaining	0.3	0.0	0.2

Description	Non-Visitors (N=112)		
	Visitors (N=249)	All (N=361)	
% of Respondents			
Escape	0.3	0.6	0.4
Family friendly	0.3	1.3	0.6
Fast paced	0.3	0.6	0.4
Feeling of caution	0.3	0.0	0.2
Festivals	0.3	0.0	0.2
Fresh	0.3	0.6	0.4
Good and bad memories	0.3	0.0	0.2
Good times	0.3	0.0	0.2
Great	0.3	0.0	0.2
Hate to leave	0.3	0.0	0.2
Homesick	0.3	0.0	0.2
Honesty	0.3	0.0	0.2
Inviting	0.3	0.6	0.4
Jazzy	0.3	0.0	0.2
Kindness	0.3	0.0	0.2
Lagging	0.3	0.0	0.2
Let down (because of growth and expansion)	0.3	0.0	0.2
Natural	0.3	0.0	0.2
No character or special appeal	0.3	0.0	0.2
Not interesting	0.3	0.0	0.2
Not tourist friendly	0.3	0.0	0.2
Nothing to see there	0.3	0.0	0.2
Ok feeling	0.3	0.0	0.2
Old south	0.3	0.0	0.2
Outdated	0.3	0.0	0.2
Polite	0.3	0.6	0.4
Positive	0.3	0.6	0.4
Poverty	0.3	0.0	0.2
Quaint	0.3	1.3	0.6
Run down	0.3	0.6	0.4
Rushed	0.3	0.0	0.2

	Visitors (N=249)	Non- Visitors (N=112)	All (N=361)
Description	% of Respondents		
Safe	0.3	2.5	1.0
Satisfying	0.3	0.0	0.2
Soft, hazy, light	0.3	0.0	0.2
Subdued	0.3	0.0	0.2
Torn between agriculture, tourism and industry	0.3	0.0	0.2
Touristy	0.3	0.0	0.2
Traditional	0.3	0.0	0.2
Traffic	0.3	0.0	0.2
Unattractive adult entertainment billboards	0.3	0.0	0.2
Unfriendly people	0.3	0.0	0.2
Urban	0.3	0.0	0.2
Vibrant	0.3	0.0	0.2
Weird feeling not being from area	0.3	0.0	0.2
Well developed	0.3	0.0	0.2
Well planned, developed and maintained area	0.3	0.0	0.2
Wide open	0.3	1.3	0.6
Adventurous	0.0	0.6	0.2
Appreciative of sacrifices (military)	0.0	0.6	0.2
Blue collar	0.0	0.6	0.2
Casual	0.0	0.6	0.2

	Visitors (N=249)	Non- Visitors (N=112)	All (N=361)
Description	% of Respondents		
Different way of live	0.0	0.6	0.2
Exploratory	0.0	0.6	0.2
Interstate atmosphere (same as anywhere)	0.0	0.6	0.2
Long and tiring	0.0	0.6	0.2
Memories	0.0	0.6	0.2
Modern	0.0	0.6	0.2
Not too busy	0.0	0.6	0.2
Not too urban	0.0	0.6	0.2
Nothing distinct	0.0	0.6	0.2
Patriotic	0.0	0.6	0.2
Pleasurable	0.0	0.6	0.2
Reflective	0.0	0.6	0.2
Rewarding	0.0	0.6	0.2
Route to somewhere else	0.0	0.6	0.2
Small town	0.0	1.3	0.4
Stimulating	0.0	0.6	0.2
Tired	0.0	0.6	0.2
Tolerant	0.0	0.6	0.2
Tourism well accepted	0.0	1.3	0.4
Unique	0.0	0.6	0.2
Vague	0.0	0.6	0.2

Please list up to three (3) distinctive or unique tourist attractions that you can think of along the NC I-95 Corridor?

Attraction	Percentage of Respondents			Attraction	Percentage of Respondents		
	Visitors (N=178)	Non-Visitors (N=49)	All (N=227)		Visitors (N=178)	Non-Visitors (N=49)	All (N=227)
Outlet Mall/Shopping	15.6	4.5	13.2	Pope Air Force Base	0.5	0.0	0.4
Fort Bragg	15.1	5.5	13.0	Raleigh	0.5	0.9	0.6
Ava Gardner Museum	4.4	1.8	3.8	Selma Railroad	0.5	0.0	0.4
Civil War Sites	4.2	4.5	4.3	State Parks	0.5	0.9	0.6
Restaurants/Dining	3.4	3.6	3.4	Theme parks	0.5	0.0	0.4
South of the Border	3.4	5.5	3.8	Age of the small towns	0.3	0.0	0.2
Golf/Golf Courses	3.1	8.2	4.3	Agriculture	0.3	0.0	0.2
Bentonville Battlefield Site	2.9	2.7	2.8	Arboretums	0.3	0.0	0.2
Historic Halifax	1.6	0.0	1.2	Atmosphere	0.3	0.0	0.2
Museums	1.6	1.8	1.6	Hinnant Winery in Pineville	0.5	0.0	0.4
Antique Shopping	1.3	0.9	1.2	Ball park in Wilson	0.3	0.0	0.2
Rest stops	1.3	0.0	1.0	Barbeque	0.3	0.9	0.4
Beautiful scenery	1.0	1.8	1.2	Billboards	0.3	0.0	0.2
JR Cigars	1.0	0.0	0.8	Blueridge Mountains	0.3	0.9	0.4
Mountains	1.0	2.7	1.4	boating	0.3	0.0	0.2
Beaches	0.8	4.5	1.6	boiled peanuts	0.3	0.0	0.2
Historical Sites	0.8	2.7	1.2	Burlington Hot Air balloons Show	0.3	0.0	0.2
Kings Dominion	0.8	0.0	0.6	Cafe Risqué	0.3	0.0	0.2
Lumbee Reservation	0.8	0.0	0.6	Cape Fear area	0.3	0.0	0.2
Roanoke Rapids River Canal Museum and Trail	0.8	0.0	0.6	Cape Fear Botanical Gardens	0.3	0.0	0.2
Tobacco museum/farms	0.8	0.9	0.8	Cape Hatteras	0.3	0.0	0.2
Winery	0.8	0.0	0.6	Carolina Crossroad	0.3	0.0	0.2
Averasboro	0.5	0.0	0.4	Carolina Pottery	0.3	0.0	0.2
Battlefields	0.5	1.8	0.8	Charlotte	0.3	0.0	0.2
DeWayne's	0.5	0.0	0.4	Concert Arena	0.3	0.0	0.2
Outer Banks	0.5	2.7	1.0	Cotton Fields	0.3	0.0	0.2
Parks	0.5	0.0	0.4	country ham	0.3	0.0	0.2
Pembroke State College	0.5	0.0	0.4	CSS Neuse	0.3	0.0	0.2
Plantations	0.5	1.8	0.8	Currituck light house	0.3	0.0	0.2
				Daytona Beach	0.3	0.0	0.2

	Visitors (N=178)	Non- Visitors (N=49)	All (N=227)
Attraction	Percentage of Respondents		
DC	0.3	0.0	0.2
Dismal Swamp	0.3	0.0	0.2
Doctors Museum	0.3	0.0	0.2
Dolly Theater	0.3	0.0	0.2
Downtown Fayetteville	0.3	0.0	0.2
Downtown Selma	0.3	0.0	0.2
Emerald Isle	0.3	0.0	0.2
Falls of Neuse	0.3	0.0	0.2
farmers market	0.3	0.0	0.2
Fayetteville	0.3	0.9	0.4
Fayetteville Botanical Gardens	0.3	0.0	0.2
Ferrys	0.3	0.0	0.2
Fishing	0.3	0.9	0.4
Fleming Stadium	0.3	0.0	0.2
Flower Gardens	0.3	0.0	0.2
Future theater complex near Roanoke Rapids	0.3	0.0	0.2
Gateway to the ocean	0.3	0.0	0.2
Gold Rock area	0.3	0.0	0.2
Grand Father Mountain	0.3	0.0	0.2
Great local food always just a few miles off I-95	0.3	0.0	0.2
Greeneville area	0.3	0.0	0.2
Halifax community college	0.3	0.0	0.2
Ham & Yam Festival	0.3	0.0	0.2
Harley Davidson Dealership in Rocky Mount	0.3	0.0	0.2
Hinton Winery	0.3	0.0	0.2
Indian Place	0.3	0.0	0.2
Inland waterway	0.3	0.0	0.2
JFK Museum	0.3	0.0	0.2
Kerr Lake Park	0.3	0.0	0.2
Kid attractions	0.3	0.0	0.2

	Visitors (N=178)	Non- Visitors (N=49)	All (N=227)
Attraction	Percentage of Respondents		
Lake Kerr	0.3	0.0	0.2
Lake Norman	0.3	0.0	0.2
Lakes	0.3	0.0	0.2
Lots of sandy dirty roads	0.3	0.0	0.2
Medoc Mountain State Park	0.3	0.0	0.2
Military	0.3	0.0	0.2
Motels	0.3	0.0	0.2
Multiple access points to Raleigh	0.3	0.0	0.2
Museum and White House of the Confederacy	0.3	0.0	0.2
Myrtle Beach	0.3	0.0	0.2
National park	0.3	0.0	0.2
National Seashore	0.3	0.0	0.2
Natural Bridge	0.3	0.0	0.2
Nature trails	0.3	0.0	0.2
NC State	0.3	0.0	0.2
NC Visitor Centers	0.3	0.0	0.2
Peanut factory	0.3	0.0	0.2
People	0.3	0.0	0.2
Petersburg Battlefield	0.3	0.0	0.2
Pictures	0.3	0.0	0.2
Pinehurst	0.3	0.0	0.2
Raleigh museum	0.3	0.0	0.2
Restaurants Dining	0.3	0.0	0.2
Revolutionary War sites	0.3	0.0	0.2
Roanoke Rapids	0.3	0.0	0.2
Rocky Mount	0.3	0.0	0.2
Rudy Theater (Smithfield)	0.3	0.0	0.2
Selma	0.3	0.0	0.2
Selma antiques district	0.3	0.0	0.2
Smithfield	0.3	0.0	0.2
Smithfield Barbeque	0.3	0.0	0.2

	Visitors (N=178)	Non- Visitors (N=49)	All (N=227)
Attraction	Percentage of Respondents		
state historical	0.3	0.0	0.2
Tarboro walking trail	0.3	0.0	0.2
the beach/lake at I-40 and I-95	0.3	0.0	0.2
the campsites	0.3	0.0	0.2
the place that sells cigarettes!	0.3	0.0	0.2
The river system	0.3	0.0	0.2
The RV Resort at Carolina Crossroads	0.3	0.0	0.2
Top of Rocky Mount	0.3	0.0	0.2
Tours	0.3	0.0	0.2
Truck Stops	0.3	0.0	0.2
UNC Chapel Hill	0.3	0.0	0.2
VA small towns	0.3	0.0	0.2
Weather	0.3	0.0	0.2
Weldon Railroad	0.3	0.0	0.2
Western Amusement Park	0.3	0.0	0.2
Wildflowers	0.3	0.0	0.2
Wilson/Baily	0.3	0.0	0.2
Zoos	0.3	0.0	0.2
Best places to eat	0.0	0.9	0.2
Bird viewing	0.0	0.9	0.2
Birthplace of aviation	0.0	0.9	0.2
Botanical gardens	0.0	0.9	0.2
Carowinds	0.0	0.9	0.2
Churches—historic	0.0	0.9	0.2
Countryside	0.0	0.9	0.2
Events	0.0	0.9	0.2
Festival and art	0.0	0.9	0.2
Fireworks stands	0.0	0.9	0.2
Fort Macon	0.0	0.9	0.2
Fort Sumter and Fort Moultrie in	0.0	0.9	0.2

	Visitors (N=178)	Non- Visitors (N=49)	All (N=227)
Attraction	Percentage of Respondents		
Charleston as well as battery park			
Fort Wagner & Fort Sumter, Charleston	0.0	0.9	0.2
Furniture manufacturers	0.0	1.8	0.4
Gateway to the ocean/Outer Banks	0.0	0.9	0.2
gem mining	0.0	0.9	0.2
Goldsbrough Bridge-Civil War	0.0	0.9	0.2
Good hunting	0.0	0.9	0.2
HighPoint, NC	0.0	0.9	0.2
Hiking trails	0.0	0.9	0.2
Historic Sites	0.0	0.9	0.2
horse farms	0.0	0.9	0.2
Moore's Creek (Revolutionary War)	0.0	0.9	0.2
nature reserve	0.0	0.9	0.2
Naval bases	0.0	0.9	0.2
Nearby fishing	0.0	0.9	0.2
Nice hotels	0.0	0.9	0.2
Old home town places	0.0	0.9	0.2
Quiet camp grounds	0.0	0.9	0.2
Raceway	0.0	0.9	0.2
Research Triangle	0.0	0.9	0.2
Roanoke Island	0.0	0.9	0.2
Salem museums	0.0	0.9	0.2
Savannah	0.0	0.9	0.2
Seashores	0.0	0.9	0.2
The Islands	0.0	0.9	0.2
Waterpark	0.0	1.8	0.4
Whale Watching	0.0	0.9	0.2
Totals	100.0	100.0	100.0

NC I-95 Descriptive Statements

To what extent do you think each of the following statements is descriptive of the NC I-95 Corridor and its communities as a travel destination? Rate each statement on a scale which ranges from Very Undescriptive to Very Descriptive.

Statement	Visitors	Non-Visitors	All Respondents	Sig. Diff.
	Mean Score (5 pt. scale)			p<=0.05
The area contains beautiful nature and scenery	4.10	3.91	4.03	0.024
The area is rich in history and culture	3.97	3.82	3.91	
The overall mood of the area is peaceful and relaxed	3.93	3.80	3.88	
People residing in NC I-95 Corridor communities are warm and friendly	3.96	3.70	3.87	0.001
NC I-95 Corridor communities are easily accessible	3.87	3.60	3.77	0.000
The NC I-95 Corridor is protective of its natural landscape and wildlife	3.73	3.79	3.75	
The area offers affordable accommodation choices	3.75	3.60	3.70	0.034
The area offers a good variety of accommodation choices	3.71	3.65	3.69	
The area offers plenty of opportunities for parks/outdoor recreation	3.69	3.68	3.69	
The destination is affordable	3.80	3.49	3.69	0.000
The area offers a variety of dining experiences	3.69	3.59	3.65	
NC I-95 Corridor communities generally have good weather	3.68	3.57	3.64	0.127
The NC I-95 Corridor is clean	3.64	3.60	3.62	
NC I-95 Corridor communities offer a variety of shopping options	3.67	3.51	3.61	0.037
The NC I-95 Corridor region provides good service quality to its visitors	3.66	3.51	3.61	
The destination offers good value	3.64	3.48	3.58	0.037
The NC I-95 Corridor is a safe region	3.54	3.55	3.54	
The area offers a variety of things to do for families	3.52	3.51	3.52	
Interesting cultural activities are available in the area	3.46	3.51	3.48	
The NC I-95 Corridor has a good reputation as a visitor destination	3.34	3.48	3.39	
The NC I-95 Corridor and its communities are a unique destination	3.33	3.45	3.37	
Well-developed general infrastructure is in place	3.36	3.28	3.33	
The area offers a variety of nightlife and entertainment	3.07	3.25	3.14	0.026

Importance of Destination Items

*Does
shk share
in answers -*

How important to you are the following items when you decide whether or not to visit a particular community destination. Rate each item on a scale which ranges from Very Unimportant to Very Important.

Statement	Visitors	Non-Visitors	All Respondents	Sig. Diff.
	Mean Score (5 pt. scale)			p<=0.05
Offers personal safety	4.36	4.37	4.36	
The destination is clean	4.34	4.33	4.33	
Hospitable, friendly people	4.31	4.30	4.30	
Expanse and beauty of landscape	4.21	4.26	4.23	
Relaxation	4.25	4.20	4.23	
The destination is affordable	4.19	4.28	4.23	
Excellent service quality	4.19	4.23	4.21	
Places of historical or cultural interest	4.16	4.20	4.18	
The destination provides good value	4.15	4.15	4.15	
Good weather	3.98	4.05	4.01	
Interstate highway system with good exits	4.09	3.87	4.00	0.009
Easily accessible	4.04	3.93	3.99	
Excellent reputation	4.00	3.93	3.97	
Existence of parklands	3.86	3.86	3.86	
Interesting cultural activities	3.81	3.90	3.85	
Unique setting	3.85	3.84	3.85	
Lakes and/or rivers	3.76	3.77	3.77	
Varied or unique cuisines/foods	3.74	3.78	3.76	
Well-developed general infrastructure	3.75	3.72	3.74	
Family-oriented setting	3.76	3.70	3.73	
National brand lodging properties	3.63	3.49	3.58	
Shopping options	3.59	3.38	3.51	0.024
Independent lodging properties	3.45	3.45	3.45	
Opportunities for sports leisure activities	3.44	3.30	3.38	
Good nightlife and entertainment	2.98	3.01	2.99	
Availability of theme parks	2.70	2.66	2.68	
Billboards available	2.58	2.47	2.54	
Availability of golfing	2.52	2.20	2.39	0.008

NC I-95 Attractions

For the following NC I-95 Corridor community attractions please indicate if you are aware of them. If you have visited the attraction please rate it.

Attractions	Visitors	Non-Visitors	All Respondents	Sig. Diff
	Mean Score (5 pt. scale)			p<=0.05
Airborne & Special Operations Museum ✓	4.30	3.83	4.27	
Bentonville Battlefield State Historic Site	4.15	3.78	4.11	
General William C. Lee Airborne Museum	4.13	3.83	4.09	
Lumber River State Park	4.06	4.00	4.06	
Historic Halifax	4.11	3.29	4.03	
SE North Carolina Farmers Market	3.98	4.00	3.98	
Cape Fear River Recreational Area	3.98	3.55	3.93	
Fort Bragg Military Base ✓	3.99	3.08	3.91	
Averasboro Civil War Battlefield and Museum	3.92	3.71	3.89	
Carolina Premium Outlets	3.92	3.40	3.87	0.03
Ava Gardner Museum	3.71	4.00	3.76	
Country Doctor Museum	3.85	3.25	3.75	
Jordon Soccer Complex ✓	3.63	4.00	3.73	
Roanoke Canal Museum and Trail	3.76	3.57	3.73	
Carolina Crossroads/Randy Parton Theatre	3.55	4.00	3.65	
Rocky Mount Sports Complex	3.68	3.40	3.63	
Wilson Antique District	3.54	3.40	3.53	
Boykin Cultural Center/Theater of the American South	3.21	4.17	3.50	
Whirligigs/Windmill Farm	3.50	3.50	3.50	
Robeson Planetarium	3.46	3.67	3.48	
Imperial Centre for Arts and Sciences	3.00	4.00	3.17	

Demographics

Where do you live?

Region	Visitors (N=338)	Non-Visitors (N=228)	All Respondents (N=566)
South US	61.8	43.4	54.4
Northeast US	17.5	16.7	17.1
Midwest US	10.1	17.1	12.9
Canada	5.9	14.5	9.4
West US	4.7	8.3	6.2

Origin of Southern Respondents

State/Province	Visitors (N=209)	Non-Visitors (N=99)	All Respondents (N=308)
North Carolina	43.5	15.2	34.4
Virginia	16.7	17.2	16.9
Florida	11.5	15.2	12.7
Texas	4.8	12.1	7.1
Maryland	5.7	5.1	5.5
South Carolina	5.3	2.0	4.2
Georgia	2.4	7.1	3.9
Kentucky	1.9	6.1	3.2
West Virginia	2.4	4.0	2.9
Tennessee	1.0	4.0	1.9
Mississippi	1.0	3.0	1.6
District of Columbia	1.0	2.0	1.3
Louisiana	0.0	4.0	1.3
Oklahoma	1.4	1.0	1.3
Alabama	0.5	2.0	1.0
Delaware	1.0	0.0	0.6

What is your age?

	Mean	N
Visitors	36.0	300
Non-Visitors	32.9	207
All Respondents	34.7	507

What is your marital status?

	Visitors	Non-Visitors	All Respondents
Marital Status			
Single	9.9	13.3	11.3
Married	76.6	70.1	73.9
Separated	1.7	1.9	1.8
Widowed	1.7	0.5	1.2
Divorced	8.6	12.3	10.1
Domestic Partnership	1.7	1.9	1.8

What is the highest level of education you have achieved?

	Visitors	Non-Visitors	All Respondents
Education Level	Percentage of Respondents		
Less than 9th Grade	0.0	0.9	0.4
9th to 12th Grade	0.3	0.5	0.4
High School Graduate	8.2	8.5	8.3
Some College/University	18.8	19.9	19.2
Trade School Graduate	3.9	4.7	4.3
Associate Degree	11.2	6.6	9.3
Bachelor's Degree	30.3	33.6	31.7
Graduate or Professional Degree	27.3	25.1	26.4

Which of the following best describes your race or ethnicity?

	Visitors	Non-Visitors	All Respondents
Race	Percentage of Respondents		
White	93.4	94.8	94.0
Black or African American	4.5	0.9	3.0
American Indian or Alaska Native	0.9	0.4	0.7
Asian	0.3	3.5	1.6
Native Hawaiian or Other Pacific Islander	0.3	0.0	0.2
Hispanic or Latino (of any race)	0.6	0.4	0.5

What is your gender?

	Visitors	Non-Visitors	All Respondents
Gender	Percentage of Respondents		
Male	49.9	42.3	46.7
Female	50.1	57.7	53.3

What is your military status?

	Visitors (N=327)	Non-Visitors (N=227)	All Respondents (N=554)
Status	Percentage of Respondents		
Active Duty	0.3	1.3	0.7
Retired/Veteran	20.5	12.8	17.3
Not Applicable	74.6	85.5	79.1
Reservist	0.9	0.0	0.5
DOD Civilian	0.9	0.0	0.5
Military Dependent	2.8	0.4	1.8

Into which of the following categories does your household income fall?

Household Income Level	Visitors	Non-Visitors	All Respondents
	Percentage of Respondents		
<\$25k	3.8	4.8	4.2
\$25,000-\$50,000	16.5	22.8	18.9
\$50,001-\$75,000	22.2	26.3	23.8
\$75,001-\$100,000	21.8	22.2	22.0
\$100,001-\$125,000	14.2	12.6	13.6
\$125,001-\$150,000	10.3	6.0	8.6
>\$150k	11.1	5.4	8.9