Oneida County Tourism Study

David Trechter
Shelly Hadley
Denise Parks

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Finally, we would like to thank the Oneida County visitors who took the time to complete a questionnaire.
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Executive Summary

From mid-2017 through early 2018, two, somewhat parallel, surveys gathered data focused on tourism in Oneida County.

- An on-line survey designed and deployed by the consulting firm Pilch & Barnet.
- Intercept surveys developed by Myles Alexander and the Survey Research Center at UW-River Falls, with data collected by volunteers in Oneida County.

The Survey Research Center (SRC) analyzed the data gathered by these surveys and our results are summarized in this report.

The Pilch and Barnet On-Line Survey

The Pilch and Barnet consulting team developed and deployed an on-line survey, collecting data between January 16, 2018 and February 1, 2018. We will refer to the analysis of these 960 responses as “the consultants’ survey.”

In addition to describing the consultants’ survey results, the SRC looked for differences in the preferences based on the respondent’s:

- Gender – men versus women
- Age – those younger than 55 versus those 55 and older
- Income – those from households with annual incomes of less than $75,000 versus those from households with $75,000 or more in annual income
- Target Market – the consultants identified 10 markets based on the home zip code of the respondent. There were sufficient data to compare the responses of those from the Chicagoland, the Twin Cities, Milwaukee, Madison, Fox Valley, and Iowa markets

Respondents were given a long list of 34 activities and asked which they liked to do when on vacation (Figure 1). They could identify as many as they would like and all 960 respondents identified at least one activity they like to do when on vacation. This appears to be a fairly active group as the average respondent identified 11 activities in which they like to engage when on vacation. By far, the activities most frequently done while on vacation are eating out at restaurants (81%) and relaxing (76%).

The SRC identified three groups or clusters of activities based on what the 960 respondents to the consultants’ survey said they like to do (Table 1).

- “Sedate Pastimes” include antiquing, the arts, fall color tours, family attractions, festivals, museums shopping, visiting historical sites and wildlife watching. Each of these items have at least two other activities in the cluster that have 20% or more cross-over appeal. This means that at least one in five people who selected one activity in the cluster also identified two other activities in the cluster they like to do. Festivals seem to be a key activity in the sedate pastime family because this is something many respondents said they like to do and it has high correlations with four other factors in this family. Sedate
pastimes appeal significantly more to women, those older than 55, and those from households with annual incomes less than $75,000. Respondents from the Milwaukee and Fox Valley target markets were significantly more interested in fall color tours than those from other market areas.

- **“Motor Sports”** include riding ATVs, fishing, hunting, ice fishing, motor boating, snowmobiling, swimming and water skiing. Fishing and motor boating seem to be the key activities for this group because of fishing’s overall popularity and motor boating’s links to all other factors in the family except hunting. This family has activities in multiple seasons. Marketing efforts to promote motor sports should focus on younger men from relatively affluent households since these groups appear to be significantly more interested in doing these activities when on vacation. The only market-area difference found was that respondents from the Chicagoland and Iowa markets were more interested in water skiing than those from other markets.

“Silent Sports” includes biking, canoeing/kayaking/paddleboarding (paddle sports), cross country skiing/snowshoeing, downhill skiing, hiking, and zipline/adventure sports. Paddle sports are the hinge activity for this group with relatively high overall popularity and links to all but one (downhill skiing) of the other activities in the family. This activity family also has multi-season appeal. Younger and wealthier vacationers, with a slight focus on women, are groups more likely to respond to information about these silent sport options. There were no statistically significant differences across the target markets in terms of preferences for any of the silent sports.

More than half of the respondents to the consultants’ survey said they prefer hotel/motel or resort accommodations when on vacation (Figure 2). Within the less commonly preferred types of accommodations, younger respondents and women were significantly more interested in lodging in bed and breakfasts and vacation homes; higher income respondents were more interested in renting or owning a vacation home. In terms of the target markets, respondents from the Fox Valley and Madison were significantly more interested in hotels/motels, those from the Twin Cities in hotels/motels and motorhome/campers, and those from Chicagoland and Iowa in owning their own vacation home.

There was a high level of awareness of Oneida County among the respondents to the consultant’s survey; 96% said they had heard of Oneida County. In all the target markets, at least 90% of respondents said they had heard of Oneida County. Approximately nine of every ten respondents said they’d heard of Rhinelander, Minocqua, and Tomahawk (Figure 3). Approximately three-quarters of respondents had heard of Lake Tomahawk, Woodruff, and Three Lakes. Only between half and two-thirds had heard of Hazelhurst, Pelican Lake and Sugar Camp.

- Generally, those interested in sedate pastimes were significantly less aware of most places in Oneida County (those interested in fall color tours are exceptions to this generalization).
- Motor sports enthusiasts are generally significantly more aware of the Oneida County places.
Those interested in silent sports, especially biking, paddle sports, and cross country skiing are more aware of the places in Oneida County.

In general respondents from Milwaukee and the Fox Valley were significantly more aware of specific places in Oneida County and those from the Twin Cities significantly less so.

Large majorities of consultant survey respondents associate Oneida County with the terms “northwoods” (91%) and “relaxing” (89%) (Figure 4).

- Sedate pastime-focused respondents were significantly more likely to describe Oneida County as secluded, historical, and charming.
- Motor sport enthusiasts more often used relaxing, active, adventurous, northwoods, community spirit and friendly to describe the County.
- Those interested in silent sports associated Oneida County with active, wild, adventurous, and natural.
- Northwoods and relaxing were more resonant with respondents from Milwaukee; those from Iowa associated the County with community spirit, friendly and charming; Chicagoland respondents linked Oneida with relaxing, community spirit and charming.

There was no clear dominant descriptor when respondents were asked to imagine Oneida County as a person and select the family descriptor that they felt best matched how they felt about the County; “don’t know” was the most frequently chosen response (Figure 5).

More than two-thirds of the respondents to the consultant’s survey had already vacationed in Oneida County and nearly one-quarter more said they would like to vacation there (Figure 6). Only 5% indicated they have no plans to vacation in Oneida County.

- Significantly lower proportions of those interested in several of the sedate pastime activities had previously vacationed in Oneida County.
- In contrast, significantly higher proportions of almost all of those interested in motor sport activities (hunting was the exception) had previously vacationed in the County.
- Within the silent sport family, only paddle sport and cross-country skiing/snowshoeing enthusiasts were more likely to have already vacationed in Oneida County.
- Chicagoland respondents were significantly more likely to say they’ve already vacationed in Oneida County. While those from the Twin Cities market were significantly less likely to have previously vacationed in the County, they had the highest proportion of respondents who said they want to vacation in Oneida.

Almost all respondents to the consultants’ survey (97%) said they felt welcomed in Oneida County (Figure 7). The relatively small number of those who articulated why they didn’t feel welcomed in the County tended to focus on their sense that residents didn’t really like tourists very much. But, the overwhelming majority of comments about whether they felt welcomed or not were positive (Table 2). In sum, the welcome mat is (mostly) out in Oneida County, but there is room for further improvement.
Opinions of Previous Oneida County Vacationers

The 670 respondents who said they had already vacationed in Oneida County were asked, in a follow-up question, how old they were when they first vacationed in the County. Nearly half of the 567 people who responded to this question said they first vacationed in Oneida County when they were children (Figure 8). Significantly higher proportions of respondents from Chicagoland first visited Oneida County as children, those from Iowa as young adults, and those from the Twin Cities as adults or seniors. Significantly higher proportions of those interested in motor sports first visited Oneida County as children or young adults. There were few significant differences in the age of first visiting the County for those interested in sedate pastime or silent sports.

Over half the respondents could be considered regular visitors to the County; nearly 40% of the respondents said that they vacation in Oneida County several times a year and another 13% said they visit annually (Figure 9). However, 40% of respondents with an historic connection to the County are now irregular visitors – 18% have vacationed there once or twice, 15% a few times over the past few years, and 9% said they used to go there more regularly in the past.

- Sedate pastime enthusiasts have, generally, been less frequent visitors to the County.
- Those interested in most motor sports (hunting is the exception) visit Oneida County significantly more frequently
- Silent sport enthusiasts generally visit the County at fairly average frequencies, though significantly higher proportions of those interested in downhill skiing and paddle sports reported visiting several times a year.
- Given differences in distance from Oneida County, it is somewhat surprising that there is not a significant difference in the frequency with which respondents from the target markets have vacationed there.

Very few people appear to vacation in Oneida County alone (Figure 10). A bit more than 40% of respondents visit the County as part of a smaller group and slightly more than one-quarter vacation either with one other person or as part of a group of five or more. Few activities in the sedate pastimes and silent sport clusters attracted groups that differed significantly in size from the average. In contrast, significantly higher proportions of those interested in motor sport activities (fishing, motor boating, snowmobiling, swimming and water skiing), vacationed in Oneida County in groups of five or more. Visitors from Chicagoland and Iowa were significantly more likely to visit the County in groups of five or more.

For those who reported already having vacationed in Oneida County, summer (93%) was the most popular season to have vacationed there, followed by fall (77%), winter (62%), and spring (58%) (Figure 11).

- Sedate pastimes – there were relatively few significant differences in when respondents who enjoy these activities (compared to those who don’t) said they had vacationed in Oneida County.
• Motor sports – significantly higher proportions of almost all of those interested in these activities reported visiting Oneida in all four seasons (the sole exception was that hunters were no more likely than non-hunters to have visited in summer).
• Silent sports – higher proportions of those interested in most of these activities also reported vacationing in the County in all four seasons (downhill skiers were only more likely to have vacationed in Oneida County in winter).
• Significantly higher proportions of respondents from Iowa had visited Oneida County in winter and more of those from Chicagoland during summer. Twin City visitors, probably because lower proportions have visited the County at all, were less likely to report having visited in either winter or summer.

Most respondents who have vacationed in Oneida County spent a week or less there (Figure 12). There were no differences in length of vacation based on demographic characteristic or target market.

• Sedate pastimes – those interested in museums spent fewer days on vacation in Oneida County, but those interested in shopping spent more days.
• Motor sports – ATV/UTV riders, motor boat enthusiasts, snowmobilers, and swimmers spent more time in Oneida.
• Silent sports – there were no statistically significant differences in the length of Oneida County vacations for any of the silent sport activities.

About two-thirds of the respondents said they had stayed overnight in Minocqua and more than four out of ten had stayed in Rhinelander (Figure 13). About three-quarters or more had visited Minocqua and Sugar Camp.

• Sedate pastimes – for the most part, those attracted to these activities were less likely to have stayed overnight in several Oneida County places. In terms of day-trips, those interested in antiquing, fall colors, and wildlife watching visited more places in the County.
• Motor sports – because they visit more often and for longer stays, there were many instances in which significantly higher proportions of motor sport enthusiasts reported having stayed in many Oneida County places. People interested in all these activities were also more likely to have reported making day trips to all or almost all of the Oneida County places listed.
• Silent sports – the main difference is with respect to those interested in paddle sports, who were significantly more likely to say they had stayed in several towns in Oneida. Within this group, paddle sport and cross country skiers/snowshoers were more likely to have made day trips to the towns across Oneida County.
• There were relatively few differences in the proportion of respondents from the different target markets who reported having stayed overnight in the various places in Oneida County. With respect to day-trips, the main pattern observed is the lower proportion of Twin Cities respondents who had visited many of these Oneida County places – no doubt because they are less likely to have previously visited the County.
About half the respondents said that their busy schedules or a lack of vacation time are the primary barriers to visiting Oneida County during another season (Figure 14). The few statistically significant differences suggest that busy schedules and lack of vacation time are more important to silent sports and motor sports, while the weather is more of an impediment in the sedate pastime category. Barriers did not vary significantly across the target markets.

When asked about things they would like to do while on vacation but can’t when in Oneida County, the largest number of respondents said they missed a specific type of restaurant (Figure 15). The challenge with this response is that it is likely that the 114 who tagged this as a missing element in Oneida County’s portfolio will have many different types of restaurants in mind.

- Sedate activities – 10% or more of those interested in antiquing, art, and family attractions felt Oneida County came up short with respect to these activities.
- Motor sports – Even though motor sport enthusiasts visit Oneida County more often, stay longer, and go to more places, significantly higher proportions of many in this group identified things they found lacking in Oneida. As a generalization, these enthusiasts just want greater availability of all these types of activities. But, with rare exceptions, 10% or fewer of motor sport enthusiasts said Oneida County was lacking opportunities to enjoy them.
- Silent sports – there were relatively few activities within this group that enthusiasts said they couldn’t do in Oneida County; some would like more opportunities for biking, hiking or downhill skiing.
- There were no important differences across the target markets in terms of things respondents felt they could not do in Oneida County.

The dominant factors that prevent people from spending longer vacations in Oneida County are linked to time; a lack of more vacation days or schedules that are over-full (Figure 16). There were few significant differences among the motor sport and silent sport activities in terms of barriers to extending the number of days spent on vacation in Oneida County. Busy schedules were more important and personal finances less important to some in these groups (snowmobilers and hikers). Those interested in sedate activities were, in general, less constrained in extending the number of days spent in Oneida by a lack of vacation time but more so by personal finance or busy schedule issues. There were no statistically significant differences across the target markets in terms of barriers preventing longer vacations in Oneida County.

**Opinions of Those Interested in an Oneida County Vacation**

An open-ended question asked those who said they’d not yet vacationed in Oneida County, but were interested in doing so, what was keeping them from doing so. Their responses fell into familiar categories: lack of time and money, they just haven’t yet vacationed there and/or don’t know why they haven’t (Table 3).

For those who’ve not previously vacationed in Oneida County, summer and fall are equally attractive, followed by spring (Figure 17). Winter, by a wide margin was the season that was least attractive to this group of potential Oneida County visitors.
- Sedate pastimes – summer and fall appear to be an easier sell to those interested in the activities in this group.
- Motor sports – somewhat surprisingly, significantly higher proportions of those interested in many of motor sports and who’ve not yet vacationed in the County, were less interested in visiting during spring and summer.
- Silent sports – those interested in several silent sports also indicated a significantly lower propensity to vacation in Oneida County in spring and summer.
- Twin City respondents were significantly more likely to say they’d like to visit the County in spring, summer or fall.

The average respondent who has not yet visited Oneida County (but is interested in doing so) consults between three and four information sources when planning a vacation. By far, the most common information resource used by this group was the internet (Figure 18).

- Those interested in sedate pastimes are, by far, the most avid users of travel planning information.
- Those interested in motor sports are the counterpoint to those interested in sedate pastimes; there is no source of information that is more frequently used by these enthusiasts.
- Silent sport enthusiasts, again, fall between sedate pastimes and motor sport participants in terms of accessing information about vacations.
- Twin City respondents were more avid users of the internet, review websites, the Wisconsin state tourism site, and recommendations from family and friends.

Those Not Interested in an Oneida County Vacation

This, relatively small, set of respondents were not interested in vacation in Oneida County (50 respondents). They were likely to say that “personal limitations” (lack of time, money, or vacation days) (30%), or a lack of interesting things to do (24%), were the causes of their disinterest in a vacation in Oneida County (Figure 19). Nearly one-quarter of the people who said they are not interested in vacationing in Oneida County gave some other reason and many of these said they just didn’t know much about the County. Perhaps because of the small number of respondents in this group, there are no statistically significant differences in vacationing in Oneida County across the three clusters of activities we’ve identified. There were also no differences across the target markets with respect to not being interested in an Oneida County vacation.

Demographic Profile of Consultants’ Survey Respondents

Respondents to this survey were somewhat older, heavily skewed toward women, and somewhat more affluent than average (Table 5).

About one-quarter of the respondents to the consultants’ survey lived in the Milwaukee target market and about one-eighth lived in each of the Madison, Fox Valley and Chicagoland markets (Table 6).
The Three-Season Intercept Survey

In the second part of this study, data were collected from tourists visiting the County during the summer, fall and winter of 2017-2018. A total of 206 intercept surveys were completed, with nearly half being completed during the winter season, one-third in summer and the remaining fifth during fall (Figure 20). There was insufficient data from the intercept survey to meaningfully examine response differences by target market.

Half of those interviewed visit the County several times a year, another 30% visit at least once a year, and only about one-in-ten people interviewed said it was their first visit (Figure 21). Tourists interviewed in winter (68%) and summer (41%) were significantly more likely to say they visit the County several times a year compared to those interviewed in fall (27%).

Survey responses were presented with a list of activities similar to the consultants’ survey and asked which they were going to do while on vacation in Oneida County (Figure 22). Eating out, relaxing, fishing, visiting friends and family, and shopping were, by far, the most common activities intercept survey respondents said they did while on vacation in Oneida County.

The three families of activities identified in the consultants’ survey are only weakly seen in the intercept data. There are several probable reasons for this. First, there were only about one-fifth as many respondents to the intercept survey as there were for the consultants’ survey. As the number of observations increase, the likelihood of finding statistically significant correlations between activities also goes up. Further, in the intercept survey, there were too few observations of a number of activities in our three clusters to include in our statistical analysis. Second, respondents were asked what activities they were going to do during that particular visit. This precludes the correlation of a number of activities. For instance, swimming and ice fishing were included in the motor sports category in the consultants’ survey analysis, but it is unlikely that an intercept survey respondent is going to report doing both of those activities during a given visit to Oneida County. Third, it is likely that once in Oneida County, people will engage in activities that they may not have planned to do on their vacation. For instance, someone going to Oneida County to engage in a paddle sport over a hot summer weekend is very likely to have a swim to cool off.

There are a number of instances in the intercept survey data when we get the expected high correlations between activities in a given activity cluster (Table 6). There are also instances in which the lack of a correlation makes complete sense (paddle sports and hiking are unlikely to be done during the same visit that a silent sport enthusiast is going to engage in cross country skiing or snowshoeing). But there are also a number of interesting or unexpected results in the intercept survey data. Going to a festival or other special event was not significantly correlated with any of the other sedate pastime activities. Cross country skiing is negatively correlated with most of the sedate pastime activities, meaning that cross country skiers are less likely to dine out, relax, shop, or visit friend/families while in Oneida County to enjoy the snow.

Not surprisingly, there were a substantial number of activity participation rate differences based on the season in which the respondent was visiting Oneida County:
• People are much more likely to engage in paddle sports, fish, go motor boating, relax, shop, and watch wildlife in the summer or fall.
• Visitors were more likely to swim in the summer.
• Festivals were more likely to be attended in the fall.
• Cross country skiing/snowshoeing, ice fishing and snowmobiling were done primarily in winter.

Roughly one-third of the 189 people who answered a question asking what would encourage them to visit Oneida County during another season said that they already did so and a similar proportion said they would do so if they had more vacation time (Figure 23). The season a tourist was interviewed had little impact on the impediments to coming back to the County in another season. There were no broad patterns of differences in barriers to visiting in another season across our three groups of activities.

More than half of those interviewed said that a lack of vacation time is what precludes a longer stay in the County (Figure 24). There were relatively few significant differences with respect to how groups of respondents responded to this question of barriers to extending their Oneida vacation.

The average group size was about 4.5 people. One-third of the respondents were traveling as a group of two, but more than one-quarter had 6 or more in their party (Figure 25). The average size of the group varied significantly across the seasons; summer had the largest average group size (5.35 people) compared to fall (4.9) and winter (3.83 people). Larger vacation groups were associated with people engaged in paddle sports, fishing, motor boating, and swimming.

Those interviewed were asked what activities they like to do while on vacation that aren’t available to them in Oneida County as an open-ended question and 107 provided a response (Table 7). About one-fifth of the responses were a variant of there is nothing that I want to do on vacation that I can’t find in Oneida County.

• Comments associated with sedate pastimes included needing more activities for children (“Small child (elementary school age) activities”), more shopping opportunities (“Open shops in winter”), and more dining options (“Independent bakery for donuts, breads, and coffee cakes”).
• Comments associated with the silent sport group included extending bike trail options (“More improved bike trails for every season. Develop network bike trails to Antigo.”), snow sports (“All good - like snow shoe racing”), and hiking (“Camping and hiking - all good”).
• Motor sport family respondents focused on hunting (Would like to hunt wolves. Long waits for bear and bobcat), ATVs (ATV trails to other counties) and ice fishing (Ice fishing, need more thrift stores- like to have a list).

Nearly half of the intercept respondents fell into the 35 – 54 age category (Figure 26) and skewed slightly older, with about one-third being 55 or older compared to about one-in-five being younger than 35.
Conclusions

These studies suggest that the motor sport cluster is the foundation of the tourism economy in Oneida County. Those who engage in these activities visit the County more often, stay longer, come in bigger groups and stay/visit more places. This group is dominated by younger men from relatively affluent households. It may be difficult to extend the visits of motor sport enthusiasts who’ve already visited Oneida County because of time constraints they face. Further, these results indicate that motor sport enthusiasts who’ve not previously visited Oneida County are less intense users of typical sources of information about vacationing in the County. Thus, expanding tourism among this group may be challenging.

In terms of the target markets, Oneida County appears to have relatively high name recognition in the Fox Valley, Milwaukee and Chicagoland markets and substantial numbers of visitors from those markets. The number of observations from the Twin Cities is small, so the reliability of the estimates for that market are not as strong. But, it appears that Twin Cities respondents’ awareness of Oneida County is relatively low, but they appear open to the idea of vacationing in the County.

Sedate pastime consumers come to Oneida County less frequently and tend to stay for less time. They also indicated that they know less about the County than the other groups, but are more avid users of vacation planning information sources. While this group of potential vacationers seem to have the time and might be easier to reach with information, they also seem to have more financial constraints and greater worries about the weather.

Silent sport enthusiasts consistently fall between the other two groups in terms of knowledge of the area and the depth of engagement with the County. They also face significant time constraints to spending more time in Oneida County.
Survey Purpose

This report summarizes the results of two data-gathering efforts designed to provide insights into tourism in Oneida County:

- An on-line survey designed and deployed by the consulting firm Pilch & Barnet.
- Intercept surveys developed by Myles Alexander and the Survey Research Center, with data collected by volunteers in Oneida County.

The analysis to follow will look at each of these surveys in turn. The general pattern of analysis will be to describe the overall results for a question, then, if feasible, look to see if there are statistically significant differences in responses based on demographic variables, sets of activities the respondent enjoys doing, and target market.

The Pilch and Barnet On-Line Survey

The Survey Research Center (SRC) at UW-River Falls does not know how Pilch and Barnet promoted the survey and, hence, the nature of the population represented by these data. Based on the date stamps, we know that data collection began on January 16, 2018 and ended on February 1, 2018. We will refer to these data as “the consultants’ survey.” After eliminating responses that included too few responses to be useful, there were 960 responses to this survey. A numeric summary of responses to this survey is included as Appendix B1.

The consultants’ survey had three demographic variables: gender, age, and income. Given the distribution of ages in the respondents, the SRC split them into two groups, those younger than 55 and those 55 and older. With respect to income, the SRC split the sample into lower (under $75,000 in annual household income) and higher ($75,000+ in annual income) income groups.

Pilch and Barnet identified 10 target market areas based on the zip code of the respondents. The SRC created an 11th category for those whose zip codes were outside of the 10 market areas. A total of 233 respondents (27% of those who provided their zip code), fell into the “Other” category. Further, several of the 10 markets identified by the consultants (southwest Wisconsin (which included Eau Claire and La Crosse), northern Minnesota (including Duluth), and Upper and Lower Michigan) had too few observations to be statistically valid. The 30 responses from those area were also included in “Other.” In the analysis to follow, we will look for significant differences across the following markets: Chicagoland, the Twin Cities, Milwaukee, Madison, the Fox Valley and Iowa.

Vacation Activities

Respondents were given a long list of 34 activities and asked which they liked to do when on vacation. They could identify as many as they would like and all 960 respondent identified at least one activity they like to do when on vacation. This appears to be a fairly active set of respondents as the average respondent identified 11 activities in which they like to engage when on vacation. Figure 1 (next page) shows that, by far, the activities most frequently done while on vacation are eating out at restaurants (81%) and relaxing (76%). About half or more of the
respondents said that, while on vacation, they like to attend festivals/fairs/special events (63%),
go on fall color tours (61%), fish (52%), shop (51%), watch wildlife (49%),
canoe/kayak/paddleboard (48%), visit friends/family (48%), visit historical sites (46%), or go
swimming (46%). A relatively small number of respondents (18) identified things not on the list
of activities, including backpacking, attending sporting events, and photography (see Appendix
A – Question 2).
The SRC identified “families” of activities by looking for instances when at least 20% of respondents who said they like to do Activity X said they also like to do Activity Y. In Table 1 (page 4), we identify three families of activities with substantial cross promotional opportunities: sedate pastimes, motor sports, and silent sports. Each cell within a family group indicates the proportion of cross-identification of activities. For instance, 27% of the people who said they like to go antiquing when on vacation also like to go to art galleries, 20% also like to go to museums and 23% also like to shop.

Figure 1 and Table 1 should be considered in tandem. Figure 1 identifies the activities people say they like to do while on vacation. In Table 1, we’ve excluded the things that virtually all tourists are going to do (eat out and relax) or things over which Oneida County has no control (visiting friends and family). In Table 1, we’ve bolded the top items from Figure 1 in each of the “families of activities.”

The “Sedate Pastimes” group includes antiquing, the arts, fall color tours, family attractions, festivals, museums shopping, visiting historical sites and wildlife watching. Each of these items have at least two other activities in the family that have 20% or more cross-over appeal. Festivals seem to be a key activity in the sedate pastime family because it ranks high in Figure 1 and has high correlations with four other factors in the family (fall color tours, family attractions, shopping and visiting historical sites).

The “Motor Sports” family includes riding ATVs, fishing, hunting, ice fishing, motor boating, snowmobiling, swimming and water skiing. Fishing and motor boating seem to be the key activities for this group because of fishing’s overall popularity (Figure 1) and motor boat’s links all other factors in the family except hunting. This family has activities in multiple seasons.

The “Silent Sports” family includes biking, canoeing/kayaking/paddleboarding (paddle sports), cross country skiing/snowshoeing, downhill skiing, hiking, and zipline/adventure sports. Paddle sports are the hinge activity for this group with relatively high overall popularity (Figure 1) and links to all but one (downhill skiing) of the other activities in the family. This activity family also has multi-season appeal.
## Table 1: Families of Activities – Consultants’ Survey Responses

<table>
<thead>
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<th>Sedate Pastimes</th>
<th>Antiquing</th>
<th>Arts</th>
<th>Fall Color</th>
<th>Family Attractions</th>
<th>Festivals</th>
<th>Museums</th>
<th>Shopping</th>
<th>Visit Historical Sites</th>
<th>Wildlife Watching</th>
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</tr>
<tr>
<td>Festivals</td>
<td></td>
<td></td>
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<td>24%</td>
<td></td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td>Museums</td>
<td>20%</td>
<td>25%</td>
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<td></td>
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</tr>
<tr>
<td>Shopping</td>
<td>23%</td>
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<td></td>
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<td></td>
<td></td>
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<td>Visit Historical Sites</td>
<td>21%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Wildlife Watching</td>
<td>27%</td>
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<table>
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<tr>
<th>Motor Sports</th>
<th>ATV/UTV Riding</th>
<th>Fishing</th>
<th>Hunting</th>
<th>Ice Fishing</th>
<th>Motor Boating</th>
<th>Snowmobiling</th>
<th>Swimming</th>
<th>Water Skiing</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATV/UTV Riding</td>
<td></td>
<td>24%</td>
<td>24%</td>
<td>26%</td>
<td>26%</td>
<td>28%</td>
<td>40%</td>
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<tr>
<td>Fishing</td>
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<td></td>
<td></td>
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<tr>
<td>Hunting</td>
<td>24%</td>
<td>24%</td>
<td>38%</td>
<td>28%</td>
<td>48%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Ice Fishing</td>
<td>26%</td>
<td>38%</td>
<td>48%</td>
<td></td>
<td>21%</td>
<td>28%</td>
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<td></td>
</tr>
<tr>
<td>Motor boating</td>
<td>26%</td>
<td>28%</td>
<td>48%</td>
<td>21%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>40%</td>
<td></td>
<td></td>
<td>28%</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>24%</td>
<td></td>
<td></td>
<td>25%</td>
<td>29%</td>
<td>25%</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>Water Skiing</td>
<td></td>
<td></td>
<td></td>
<td>38%</td>
<td>29%</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silent Sports</th>
<th>Biking</th>
<th>Canoeing, Kayaking or Paddle Boarding</th>
<th>Cross Country Skiing or Snowshoeing</th>
<th>Downhill Skiing</th>
<th>Hiking</th>
<th>Zipline/Adventure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking</td>
<td></td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Canoeing etc.</td>
<td>35%</td>
<td></td>
<td></td>
<td>34%</td>
<td></td>
<td>35%</td>
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<tr>
<td>Cross Country Ski etc.</td>
<td>35%</td>
<td>34%</td>
<td></td>
<td>22%</td>
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</tr>
<tr>
<td>Downhill Skiing</td>
<td></td>
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<td></td>
<td></td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Hiking</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Zipline</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
</tr>
</tbody>
</table>
Demographics/Markets and Families of Activities

Sedate Pastimes. Comparing the preferences of men vs. women, those younger than 55 to those 55 and older, and those from households reporting more or less than $75,000 of annual income, the SRC found the following statistically significant differences:

- **Women vs. Men.** Women compared to men are significantly more interested in all of the vacation activities included in the “sedate pastimes” group: antiquing (29% of women identified antiquing as something they like to do on vacation vs. 21% of men), the arts (23% vs. 15%), fall color tours (65% vs. 54%), family attractions (45% vs. 33%), festivals (69% vs. 53%), museums (35% vs. 22%), shopping (60% vs. 33%), visiting historical sites (50% vs 42%), and watching wildlife (53% vs 42%).

- **Those under/over 55.** There are many fewer statistically significant differences and slightly less consistency in the preferences for sedate pastimes based on the age of the respondent: those older than 55 were more likely to say that while on vacation they like to: go antiquing (30% vs 23% of those younger than 55), take in the arts (24% vs. 15%), and take in fall color tours (67% vs. 55%). It is not surprising that those under 55 were more interested in family attractions (51% vs. 32%).

- **Those earning more/less than $75,000.** Those from households with less than $75,000 in annual income were more likely to say that, while on vacation, they like to visit museums (36% vs. 29%) and historical sites (52% vs, 43%).

Thus, the demographic profile most likely to be receptive to the marketing of these “sedate pastimes” are older women, from households earning less than $75,000 per year.

The only significant difference across the consultants’ target markets was that fall color tours were more popular than average among respondents from the Milwaukee and Fox Valley areas.

Motor Sports. The demographic profile of those favoring the motor sports family of activities is dominated by the age variable:

- **Those under/over 55.** Compared to those older than 55, younger respondents were significantly more likely to say they like to ride ATVs/UTVs (24% vs. 17%), go fishing (55% vs. 48%) or ice fishing (22% vs. 13%), go hunting (16% vs. 9%), go snowmobiling (45% vs. 30%), go swimming (55% vs. 38%), and go water skiing (44% vs. 18%).

- **Those from households with more than $75,000.** Respondents from higher income households were significantly more likely to ride ATVs/UTVs (26% vs. 16%), go motor boating (45% vs. 30%), go snowmobiling (29% vs. 12%), go swimming (42% vs. 20%), and go water skiing (32% vs. 19%).

- **Gender.** Women, compared to men, were less likely to go hunting (10% vs. 18% of men) or snowmobiling (17% vs. 27%), but more likely to go swimming (50% vs. 38%).

These data suggest that marketing efforts to promote motor sports should focus on younger men from relatively affluent households.
Again, there were few significant differences across target markets in terms of preferences for these motor sports. Water skiing was significantly more popular among respondents from Chicagoland and Iowa.

Silent Sports. The demographic profile of silent sport enthusiasts is somewhat more mixed but is dominated by younger and wealthier respondents:

- **Income.** Those with incomes greater than $75,000 per year were more likely to say they like to bike (37% vs 28%), do paddle sports (58% vs. 46%), and ski cross country (23% vs. 13%) or downhill (8% vs 5%).
- **Age.** Those younger than 55 were more likely to say they like to do paddle sports (59% vs. 39%), go downhill skiing (10% vs. 3%), and go zip-lining (23% vs. 9%).
- **Gender.** Women were more likely to say they like to hike (46% vs. 36%) and, surprisingly, go zip-lining (18% vs. 12%), but less likely to go downhill skiing (5% vs. 9%).

Younger and wealthier vacationers, with a slight focus on women, are more likely to respond to information about these silent sport options.

There were no statistically significant differences across the target markets in terms of preferences for any of the silent sports.
Accommodation Preferences

On-line respondents were asked to indicate their preferred accommodations when on vacation and could select as many options as applied. Figure 2 indicates that more than half the 960 respondents who answered this question said they prefer hotel/motel or resort accommodations.

The other options included in this question appealed to about one-quarter or less of the respondents. Twenty-one people specified other types of accommodations that included cabins, staying with friends or family and camping in a state park/forest (See Appendix A, Question 1).

There were a number of differences in the preferences of demographic subgroups:

- Those under 55 expressed higher levels of preference for bed and breakfast and vacation homes of family or friends and those under 45 had stronger preferences for renting a home, tenting, and Airbnb options.
- Women, compared to men, expressed stronger preferences for bed and breakfast, renting a home, staying in a motorhome and Airbnb.
- Preferences for staying in a motorhome or a tent declined with annual household income but preferences for renting a home or owning one’s own vacation home increased with the respondent’s income.

Lodging preferences also differed somewhat across target markets. Higher than average interest in:

- Hotels/Motels – respondents from the Fox Valley, Madison, and the Twin Cities.
- Motorhomes/Campers – respondents from the Twin Cities.
- Own Vacation Home – respondents from Chicagoland and Iowa.
Awareness of Oneida County and Its Cities

There was a high level of awareness of Oneida County among the respondents to the consultant’s survey; 96% said they had heard of Oneida County. Significantly higher proportions of respondents from the Milwaukee and Fox River Valley markets were aware of the County and those from Iowa less aware, though in all markets 90% or more said they knew of Oneida.

There is somewhat less awareness of specific places in Oneida County. As Figure 3 illustrates, approximately nine of every ten respondents said they’d heard of Rhinelander, Minocqua, and Tomahawk. Approximately three-quarters of respondents had heard of Lake Tomahawk, Woodruff, and Three Lakes. Only between half and two-thirds had heard of Lake Tomahawk, Pelican Lake and Sugar Camp. Only 1% of the respondents had heard of none of these places and, on average, these respondents said they had heard of nearly 7 of these 9 places.

**Figure 3: Percent Respondents Who've Heard of Oneida County Places, 2018**

![Bar chart showing awareness of places in Oneida County](chart.png)

Awareness by Demographic/Market Group. Higher proportions of respondents older than 55 were aware of many of the places listed in Figure 3: Lake Tomahawk (82% of those older than 55 vs. 74% of younger respondents), Hazelhurst (68% vs. 58%), Pelican Lake (62% vs. 54%), Rhinelander (96% vs. 92%), and Woodruff (82% vs. 71%). Bearing in mind the demographics attracted to the families of activities noted above, the lower level of awareness of Oneida County places by those under 55 is an unfavorable outcome for the motor and silent sport groups but favorable for the sedate pastime group of activities.

Respondents from higher income groups, compared to those from households earning less than $75,000 per year, were more aware of many of the places listed in Figure 3: Lake Tomahawk
(83% vs. 74%), Hazelhurst (67% vs. 59%), Minocqua (93% vs. 90%), Sugar Camp (53% vs. 46%), Tomahawk (90% vs. 84%) and Woodruff (82% vs. 71%). Higher income groups were more attracted to both the silent and motor sport families of activities.

There were only two significant differences in awareness of places in Figure 3 based on the gender of the respondent: men were more aware of Hazelhurst (69% vs. 61%) and Woodruff (82% vs. 74%) than women were.

In terms of familiarity with the places in Figure 3, respondents from Milwaukee and the Fox Valley were significantly more aware of many of these places (Minocqua, Pelican Lake, Rhinelander, Three Lakes, Tomahawk, and Woodruff). For some reason those from Chicagoland were particularly aware of Sugar Camp and those from Iowa of Hazelhurst. The Twin Cities, in contrast, are significantly less aware of ALL of the places in Figure 3. Those from Madison and Iowa were less familiar with Pelican Lake and Sugar Camp.

In terms of awareness of places within Oneida County within our families or clusters of activities:

- **Sedate Pastimes** – those who are interested in fall color tours are significantly more aware of all of the places listed in Figure 3 than those who did not select this as an interest. However, awareness of Oneida County places is significantly lower for those interested in the arts (Lake Tomahawk, Tomahawk, and Woodruff), family attractions (Rhinelander, Sugar Camp, Three Lakes), museums (Lake Tomahawk, Hazelhurst, Minocqua, Sugar Camp, Three Lakes, Tomahawk, and Woodruff), and visiting historical sites (Lake Tomahawk, Hazelhurst, Minocqua, Sugar Camp, Three Lakes, Tomahawk, and Woodruff). To the extent that these Oneida County places have these attractions, promoting them in conjunction with fall color tours might be a useful approach.

- **Motor Sports** – enthusiasts for the activities in the motor sports family are generally significantly more aware of the Oneida County places shown in Figure 3 than those not interested in motor sports.

- **Silent Sports** – in general, those interested in silent sports, especially biking, paddle sports, and cross country skiing are more aware of the places in Oneida County shown in Figure 3. The major exception is those interested in zipline/adventure tourism were significantly less aware of Oneida County and several places in the County (Rhinelander, Sugar Camp, and Woodruff).

**Oneida County Descriptors**

Respondents were provided a list of 14 words (Figure 4, next page) and asked which they associate with Oneida County. All but 30 of the 960 respondents in the dataset analyzed by the SRC selected at least one of these 14 words and the average respondent selected more than 6 words.
As Figure 4 indicates, large majorities associate Oneida County with the terms “northwoods” and “relaxing.” Majorities also said that Oneida County is “natural,” “friendly,” and “serene.” About half said the County is “charming” and “cozy.” Interestingly, only one in twenty respondents associated Oneida County with “upscale.”

Respondents could also specify other descriptors not on the list and 34 respondents did so (Appendix A Question 5). Eight used miscellaneous neutral (coffee shops, fishing) or positive (fun, great goat cheese, out of this world) terms, eight used negative words (dirty, pricy, unsafe), four mentioned Native Americans, and five characterized the county as beautiful or scenic.

There are relatively few differences across demographic groups in terms of words they associate with Oneida County:

- Women compared to men were more likely to say Oneida County has community spirit (32% vs. 23%), is cozy (49% vs. 37%) and charming (49% vs. 40%), but less likely to apply the northwoods label (87% vs. 92%).
- Those under 55 were more apt to use wild (33% vs. 22%) and secluded (41% vs. 34%), but less likely to select friendly (55% vs 65%).
- Respondents from households earning $75,000 or more were more likely to use serene (62% vs. 50%) and northwoods (93% vs. 85%) when describing Oneida County, but less likely to say it is historic (20% vs. 26%).

There were also a handful of differences across the target markets in the words associated with Oneida County:

- Higher proportions of those from Milwaukee associated Oneida with relaxing and northwoods.
Higher proportions of respondents from Iowa linked the County to community spirit, friendly, and charming.

Those from Chicago were more likely to associate relaxing, community spirit and charming with Oneida County.

Significantly lower proportions of those from the Twin Cities associated Oneida with relaxing, community spirit, northwoods, or charming.

In terms of words that respondents in the three activity clusters apply to Oneida County:

- Those more interested in “sedate pastimes” were significantly more likely to describe Oneida County as **secluded** (all nine activities except antiquing), **historical** (all activities except festivals and family activities), and **charming** (all activities except arts). Respondents interested in museums and visiting historical sites were significantly less likely to associate Oneida County with relaxing and those interested in the arts, museums and visiting historical sites were less likely to apply northwoods to the County.

- Those interested in motor sports had the largest number of significantly different word associations with Oneida County. The words with significantly higher appeal within this group of activities were **relaxing** (all except hunting had significantly higher association), **active** (all except swimming), **adventurous** (all except swimming), **northwoods** (all except swimming), **community spirit** (all except ATV/UTV and hunting) and **friendly** (all except hunting and swimming).

- “Silent sport” enthusiasts were significantly more likely to associate Oneida County with the descriptors **active** (all 6 activities), **wild** (all except downhill skiers), **adventurous** (all except bicyclists), and **natural** (all except downhill skiers and zip liners).

Respondents were also asked to imagine Oneida County as a person and select the family descriptor that they felt best matched how they felt about the County. As Figure 5 indicates, the most popular answer was “Don’t Know.” The other message from Figure 5 is that there is nothing approaching a common anthropomorphic label for Oneida County.

![Figure 5: Anthropomorphic Descriptor of Oneida County, 2018](image-url)

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t Know</td>
<td>19%</td>
</tr>
<tr>
<td>Wise Grandfather</td>
<td>18%</td>
</tr>
<tr>
<td>Kind Grandmother</td>
<td>13%</td>
</tr>
<tr>
<td>Carefree Child</td>
<td>13%</td>
</tr>
<tr>
<td>Friendly Mother</td>
<td>13%</td>
</tr>
<tr>
<td>Soft-spoken Father</td>
<td>7%</td>
</tr>
<tr>
<td>Long-lost Cousin</td>
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<tr>
<td>Hip Aunty</td>
<td>4%</td>
</tr>
<tr>
<td>Rambunctious Uncle</td>
<td>3%</td>
</tr>
<tr>
<td>Goofy Brother</td>
<td>1%</td>
</tr>
<tr>
<td>Chill Teenager</td>
<td>1%</td>
</tr>
<tr>
<td>Sassy Sister</td>
<td>1%</td>
</tr>
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</table>
**Vacation Experiences in Oneida County**

**Experiences and Intentions about Vacationing in Oneida**

Respondents were asked which statement best described them: I’ve vacationed in Oneida County, I’ve wanted to vacation in Oneida County but haven’t yet, I’ve never vacationed in Oneida County and don’t have plans to do so. More than two-thirds of the respondents to the consultant’s survey had already vacationed in Oneida and nearly one-quarter more said they would like to vacation there (Figure 6). Only 5% indicated they have no plans to vacation in Oneida County.

![Figure 6: Oneida County Vacation Experience, 2018](image)

Men (76% vs. 67%) and those from households earning at least $75,000 (78% vs. 62%) were more likely to say they had already vacationed in Oneida County. It is encouraging that the proportion of women and those from lower income households who indicated they have little interest in vacationing in Oneida is between five and six percent. This indicates that the County doesn’t face more than the average amount of resistance to vacationing in Oneida County among the demographic groups less likely to have already vacationed there.

Those from the Chicagoland market were significantly more likely to say they’ve already vacationed in Oneida County. While those from the Twin Cities market were significantly less likely to have previously vacationed in the County, they had the highest proportion of respondents who said they want to vacation in Oneida. More than twice the proportion of Fox River Valley respondents as average said they had no intent to vacation in Oneida County.

In terms of the families of activities:

- Significantly fewer respondents interested in the “sedate pastimes” of the arts (60% of those interested in the arts vs 74% of those not interested in the arts), going to museums (59% vs 77%), and visiting historical sites (59% vs. 78%), had vacationed in Oneida County.
• Significantly higher proportions of those interested in all the motor sport activities other than hunting had previously vacationed in Oneida County: ATV/UTV (79% of ATV/UTV riders vs. 69% of those not interested in riding ATVs/UTVs), fishing (79% vs. 63%), ice fishing (82% vs 69%), motor boating (86% vs. 62%), swimming (76% vs. 68%) and water skiing (85% vs. 67%).

• With respect to silent sports, significantly higher percentages of those interested in paddle sports (79% of paddle sport enthusiasts vs 64% respondents not interested in this activity) and cross-country skiing/snowshoeing (83% vs 69%) have previously vacationed in Oneida County.

It stands to reason that tourists are unlikely to vacation in a place they do not feel welcomed. As Figure 7 indicates, almost all respondents said they feel welcomed in Oneida County.

![Figure 7: Feel Welcomed in Oneida County](image)

Though still small, twice the proportion of respondents under 55 (4%), compared to those older than that (2%), said they did not feel welcomed in Oneida County. Compared to the average, more than twice the proportion of Fox River Valley respondents said they did not feel welcomed in Oneida County (7%). With respect to our clusters of activities, those interested in ziplining (silent sports) were three times as likely (6%) to say they didn’t feel welcomed in the County as those not interested in this activity. On the positive side, a significantly higher proportion of those interested in fishing felt welcomed in the County compared to those not interested in fishing (2% vs. 4%).

The question about feeling welcomed in Oneida County was followed up with an open-ended question asking them why, or why not, they felt welcomed in the County. The SRC processed 914 comments and Table 2 (next page) provides a summary of the categories of comments into which we classified them. The full text of these comments are available in Appendix A, Question 20.

Clearly the vast majority of the comments are positive or neutral. The small number of comments about feeling unwelcomed in the County (13) are probably the most instructive.
Many of the comments revolved around a sense that Oneida County residents don’t really like tourists very much:

*Most of the time we feel welcome but some places make us feel they hate tourists although I’ve been visiting all my life, and parents and grandparents too. It feels to us like we aren’t tourists.*

*The Three Lakes Locals are very unfriendly to Illinois vacationers.*

Another comment in this group took the County to task for what the writer saw as inadequate signage, saying Oneida should be “...making it easy for tourists to find sites without having to look too hard.” Finally, there were a few comments indicating a lack of a welcoming feeling from non-majority groups (Native Americans, people with disabilities, minorities generally).

### Table 2: Why/Why Not People Feel Welcomed in Oneida County

<table>
<thead>
<tr>
<th>Category</th>
<th># Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly</td>
<td>311</td>
</tr>
<tr>
<td>Ambiance of Wisconsin/Northwoods/Midwest</td>
<td>72</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>54</td>
</tr>
<tr>
<td>Good/Nice Place</td>
<td>50</td>
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<tr>
<td>Welcome</td>
<td>50</td>
</tr>
<tr>
<td>People Nice/Kind/Great</td>
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</tr>
<tr>
<td>Businesses are Welcoming</td>
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<tr>
<td>Never Been There</td>
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<tr>
<td>Visit Frequently</td>
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<tr>
<td>Atmosphere/Feel/Mood</td>
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<tr>
<td>Don’t Feel Unwelcomed</td>
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</tr>
<tr>
<td>Relaxing/Laid Back</td>
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</tr>
<tr>
<td>Love Area</td>
<td>19</td>
</tr>
<tr>
<td>Small Town Feel</td>
<td>19</td>
</tr>
<tr>
<td>Beauty of the Area</td>
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</tr>
<tr>
<td>Lots of Activities</td>
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</tr>
<tr>
<td>Friends/Family</td>
<td>16</td>
</tr>
<tr>
<td>Good Advertising Materials</td>
<td>15</td>
</tr>
<tr>
<td>Feels Like Home Away from Home</td>
<td>15</td>
</tr>
<tr>
<td>Live in Area/Second Home</td>
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</tr>
<tr>
<td>Tourist/Vacationer Comments</td>
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</tr>
<tr>
<td>Don’t Know</td>
<td>14</td>
</tr>
<tr>
<td>Fun</td>
<td>14</td>
</tr>
<tr>
<td>Unwelcome Feelings</td>
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</tr>
<tr>
<td>People</td>
<td>9</td>
</tr>
<tr>
<td>Not Applicable/Not Sure</td>
<td>9</td>
</tr>
<tr>
<td>Positive Word of Mouth</td>
<td>5</td>
</tr>
</tbody>
</table>

In sum, the welcome mat is (mostly) out in Oneida County, but there is room for further improvement.
**Previous Oneida County Vacationers**

Based on a respondent’s answer to the question summarized in Figure 6, they were sent to different question sequences. In this section, we will summarize the responses of those who said they had already vacationed in Oneida County. We will then summarize the responses of those who’ve not yet vacationed in the County but would like to do so. Finally, we’ll look at the reasons given by those not interested in vacationing in Oneida.

**Age of First Oneida County Vacation**

The 670 respondents who said they had already vacationed in Oneida County were asked, in a follow-up question, how old they were when they first vacationed in the County. Answer options for this question were as a child (under 18 years old), a young adult (18 – 24), an adult (25 – 64), or in retirement (65+). As Figure 8 indicates, nearly half of the 567 people who responded to this question said they first vacationed in Oneida County when they were children. About one-third of the respondent first vacationed in Oneida County when they were adults and only 2% vacationed in the County for the first time after they had reached traditional retirement age. These results indicate that Oneida County tourism benefits from the legacy of past family vacations, but seems to be doing a reasonable job of attracting adults who lack a historic connection to the County.

![Figure 8: Age First Vacationed in Oneida County](image)

There were significant (and somewhat complicated) differences in the age of first vacation in Oneida County across the three demographic groups we’ve been examining:

- Women were much more likely to have vacationed in Oneida County for the first time as an adult (33% vs. 27%) and men when they were young adults (24% vs. 16%).
- Those under 55 were much more likely to have first vacationed in Oneida County as a child (62% vs. 35%), while those over 55 were more likely to have vacationed there for the first time as an adult (42% vs. 20%).
Those from households with less than $75,000 in income more likely first vacationed in Oneida County as a child (52% vs. 47%) and those from more affluent homes as an adult (34% vs. 28%).

Across the target markets:

- Those from Chicagoland were more likely to have first visited the County as children; those from Iowa, the Twin Cities and Madison significantly less likely to have done so.
- Respondents from Iowa were significantly more likely to have visited as a young adult.
- Those from the Twin Cities were more likely to report having first visited Oneida in middle age or as seniors. Madison respondents were also more likely to have visited in middle age.

With respect to our activity clusters, there were no statistically significant differences in the age at which silent sport enthusiasts, compared to respondents not interested in those activities, first vacationed in Oneida County, and only one for the sedate pastimes (museum visitors were significantly older when they first vacationed in the County). All of those preferring motor sports were significantly more likely to have first vacationed in Oneida County as a child (fishing, hunting, ice fishing, motor boating, swimming, and water skiing) or young adult (ATV/UTV and snowmobiling).

**Frequency of Oneida County Vacations**

Respondents who had vacationed in Oneida County were asked how frequently they have done so and 567 provided input. The answer options were not strictly linear or unique. Respondents could indicate that they had vacationed in Oneida: once or twice, a few times every few years, once a year, several times a year, they used to vacation there more regularly in the past, or “other”. As Figure 9 (next page) indicates, nearly 40% of the respondents said that they vacation in Oneida County several times a year and another 13% said they visit annually. Thus, over half the respondents could be considered regular visitors to the County. There is also a healthy proportion of respondents who have an historic connection to the County but are, at best irregular visitors to Oneida. The more than 40% of respondents who have vacationed in Oneida County once or twice (18%), a few times every few years (15%), or who used to visit more regularly in the past (9%) represent growth potential for the County’s tourism sector.

Forty-five respondents chose “other” to describe the frequency with which they visit Oneida County. Ten of these were current residents of the County, another dozen offered variants of “many times or frequently,” and nine could have selected the “several times a year” answer option based on what they wrote.

Male respondents appear to be more regular visitors to Oneida County; 59% of men reported vacationing in the County once or several times a year compared to only 49% of women. Women, on the other hand were disproportionately represented in the “I used to vacation there more in the past (11% of women vs. 5% of men).
Given differences in distance from Oneida County, it is somewhat surprising that there is not a significant difference in the frequency with which respondents from the target markets have vacationed there.

In terms of those interested in the three clusters of activities:

- Those interested in the sedate pastimes of going to museums (27% of museum goers vs. 41% of those who don’t engage in that activity) or visiting historical sites (29% vs. 44%), were significantly less likely to have visited Oneida County several times a year and more likely to say they have been to the County once or twice.

- For all activities except hunting, motor sport enthusiasts were significantly more likely to have vacationed in Oneida County several times a year: ATV (50% of ATV vs. 34% non-ATV participants), fishing (45% vs. 28%), ice fishing (48% vs. 35%), motor boating (49% vs. 28%), snowmobiling (53% vs. 33%), swimming (41% 35%), and water skiing (53% vs. 31%).

- Those interested in the silent sport activities of downhill skiing (61% of these skiers vs. 36% of non-downhill skiers) and paddle sports (43% vs. 31%) were significantly more likely to say they have visited Oneida County several times a year.

Respondents who said they don’t often vacation in Oneida County were asked to indicate what keeps them from doing so. The 370 who answered this question provided 449 comments. Many of their comments fall into categories that will appear later in this report: lack of time (46 comments), lack of vacation time (39), the distance they’d need to travel to get to Oneida (67), and financial constraints they face (61). There were also a substantial number of miscellaneous comments (58), only some of which seem to fit the question, or expressed a desire to go to different places and do different things (48). Some specific suggestions of things that might attract them to the county that were mentioned included:

“Need more history.....maybe a hiking trail with logging history markers or Native American markers.”
You guys need more geocaches.....maybe a geotour

Would like to rent a snowmobile this winter

See Appendix A, Question 11 for the complete list of other comments.

**Size Vacation Group**

Respondents were also asked to estimate the size of the group with whom they typically vacationed in Oneida County. Answer options included vacationing there alone, with a spouse/partner/friend, as a small group of friends or family (3-4 people) or as a larger group (5 or more people). Figure 10 indicates that very few people appear to vacation in Oneida County alone. A bit more than 40% of respondents visit the County as part of a smaller group and slightly more than one-quarter vacation either with one other person or as part of a group of five or more.

![Figure 10: Average Size of Party Vacationing in Oneida County](image)

The gender and age of the respondent had a significant bearing on the size of the party with which a respondent said they typically vacation in Oneida County. Women, were much more likely to say their typical party included 3-4 people (46% vs. 35% of men), whereas men were more typically vacationed in Oneida County with one other person (36% vs. 23%). With respect to age, those under 55 were twice as likely as those older than that to vacation in Oneida in a party of five or more (38% vs. 19%). Those older than 55, perhaps reflecting empty nest status, were much more likely to travel to Oneida County with one other person (37% vs. 20%).

Respondents from the Fox River Valley were much more likely to vacation in Oneida County with one other person, those from Madison were more likely to have an average party size of 3-4 people and those from Chicagoland or Iowa tended to come in groups of 5 or greater.

Among the sedate pastimes, only respondents interested in family activities were significantly more likely to vacation in Oneida County in groups of five or more (36% vs. 22%). Among
silent sports, only paddle sport enthusiasts tended to visit Oneida County in groups of five or more (33% vs. 21%). In contrast, for all except hunting and ice fishing, motor sports tended to attract larger groups of visitors. There were significant differences in the percent of those interested in fishing (32% of fishing enthusiasts vs. 21% of those who don’t fish while on vacation), motor boating (37% vs. 19%), snowmobiling (38% vs. 24%), swimming (38% vs. 17%) and water skiing (44% vs 20%) who vacationed in Oneida County in groups of five or more.

**Seasons Visiting Oneida County**

Those who reported having previously vacationed in Oneida County (Figure 6) were asked the seasons during which they have travelled to the County (Figure 11). For those who have already vacationed in Oneida County, summer (93%) was the most popular season to have vacationed there, followed by fall (77%), winter (62%), and spring (58%).

![Figure 11: Oneida County Seasonal Vacation Experiences](image)

In terms of respondents who said they had previously vacationed in Oneida County, those from households with $75,000 or more in income, compared to lower income households, were more likely to say they have vacationed in the County in all four seasons. Men, compared to women, were more likely to report having vacationed in Oneida County during winter and spring and those younger than 55, compared to older respondents, were more likely to have vacationed in winter.

Significantly higher proportions of respondents from Iowa had visited Oneida County in winter and more of those from Chicagoland during summer. Twin City visitors, probably because lower proportions have visited the County at all, were less likely to report having visited in either winter or summer.

In terms of the three clusters of activities, no doubt in part because the motor and silent sport families have activities that more completely span the year, they also have many more significant
differences with respect to the seasons respondents said they have already vacationed in Oneida County.

- Sedate pastimes – there were relatively few significant differences in when respondents who enjoy these activities (compared to those who don’t) said they had vacationed in Oneida County, but they also swing in both directions. Those interested in antiquing, fall colors and watching wildlife were significantly more likely to say they had vacationed in Oneida during the spring and fall. Those interested in going to museums were less likely to have vacationed in Oneida in any of the four seasons, and those interested in visiting historical sites were less likely to have visited in winter, summer or fall.

- Motor sports – with one exception, respondents interested in ATV riding, fishing, hunting, ice fishing, motor boating, snowmobiling, swimming and waterskiing were significantly more likely than those not interested in these activities to report vacationing in Oneida County in all four seasons. The lone exception is that hunters were no more likely to report vacationing in the County during the summer.

- Silent sports – those interested in biking, paddle sports, cross country skiing/snowshoeing, and hiking were significantly more likely to report having vacationed in Oneida County in all four seasons. Downhill skiers were more likely to have vacationed there in the winter, compared to those not interested in this activity.

Duration of Vacations in Oneida County

As Figure 12 indicates, most respondents who have vacationed in Oneida County spent a week or less there. Because the data are skewed to the right, a better indicator of central tendency is the median (half the respondents spent more days than this value and half spent fewer). For the 606 people who answered this question, the median vacation stay in the County was 5 days.

Figure 12: Number of Days on Vacation in Oneida County

There were no significant differences in the length of vacations spent in Oneida County based on the gender, age, or income level of respondents or the target market in which they live.
In terms of the families of activities:

- **Sedate pastimes** – those interested in museums spent fewer days on vacation in Oneida County (5.6 days vs. 7.5 days), but those interested in shopping spent more (7.8 days vs. 6.1 days).
- **Motor sports** – ATV/UTV riders (8.6 days vs. 6.5 days), motor boat enthusiasts (7.9 days vs. 6.3 days), snowmobilers (8.4 days vs. 6.5 days), and swimmers (7.9 days vs. 6.2 days), spent more time in Oneida County than their counterparts did.
- **Silent sports** – there were no statistically significant differences in the length of Oneida County vacations for any of the silent sport activities compared to respondents not interested in these activities.

**Places Vacationers Visited or Stayed**

Those who had previously vacationed in Oneida County were presented with a list of places in the County and asked to indicate those they visited or stayed overnight. Figure 13 summarizes the responses to these two questions. The top (red) bar shows the percentage of respondents who said they had visited a given place in Oneida County and the bottom (blue) bar shows the percent who had stayed overnight in that place. The data are sorted in descending order of the percent who had stayed in a given place.
About two-thirds of the respondents said they had stayed overnight in Minocqua and more than four out of ten had stayed in Rhinelander. One-quarter or fewer of the respondents had stayed overnight in any of the other places listed in Figure 13.

Much higher proportions of respondents had made day-trips to many of the places listed in Figure 13. About three-quarters or more had visited Minocqua and Sugar Camp. Between about one-half and two-thirds said they had visited Three Lakes, Rhinelander, Hazelhurst, and Lake Tomahawk. Between about one-quarter and one half had visited Woodruff, Tomahawk, and Pelican Lake.

There are few demographic differences with respect to where different groups have stayed overnight while on vacation in Oneida County

- Women were less likely to say they had stayed in Minocqua (41% vs 52% of men), Tomahawk (13% vs. 20%) or Hazelhurst (8% vs. 13%).
- Those over 55 years of age were less likely to have stayed in Three Lakes (13% vs. 22% of younger respondents).
- Those from households with more than $75,000 in annual income were more likely to have stayed in Minocqua (52% vs. 38% from lower income households) and Tomahawk (18% vs. 13%).

Respondents from the Fox River Valley were significantly more likely to have stayed overnight in Rhinelander or Three Lakes. Overnights in Rhinelander was less common among those in the Twin Cities, Chicagoland, and Iowa markets. Those from the Twin Cities or Iowa were also less likely to have lodged in Three Lakes.

With respect to the activity clusters:

- Sedate pastimes – for the most part, those attracted to these activities were less likely to have stayed overnight in several of these Oneida County places; Minocqua (museum goers), Three Lakes (museum goers, those interested in the arts, and those interested in historical sites), Woodruff and Hazelhurst (museum goers), and Tomahawk (museum goers and shoppers). Significantly higher proportions of those interested in antiques said they’d stayed in Lake Tomahawk and more of those interested in fall colors in Minocqua.
- Motor sports – because they visit more often and stay longer, there were many instances in which significantly higher proportions of motor sport enthusiasts reported having stayed in these Oneida County places. For example, other than motor boating, significantly higher proportions of those interested in all the other motor sports reported staying overnight in Rhinelander and Three Lakes, all except motor boating, swimming, and waterskiing in Tomahawk and Lake Tomahawk, and all but hunting, swimming and motor boating in Minocqua.
- Silent sports – the main difference is with respect to those interested in paddle sports who were significantly more likely to say they had stayed in Lake Tomahawk, Minocqua, Rhinelander, Three Lakes, Hazelhurst, and Tomahawk. Bicyclists were more likely to have stayed in Minocqua and Tomahawk and cross country skiers/snowshoers in Minocqua, Rhinelander and Tomahawk.
For virtually all places in Figure 13, men and respondents from households with more than $75,000 in annual earnings were significantly more likely to report visiting them. On average, about 10% more men (than women) and higher income (compared to those with household earnings less than $75,000) reported visiting all these places.

Those from Chicago are significantly more likely to have made day trips to Minocqua, Rhinelander, Woodruff, and Tomahawk. Fox River Valley respondents were more likely to say they visited Pelican Lake and Three Lakes. Again, because lower proportions have visited the County, respondents from the Twin Cities were less likely to have visited Minocqua, Pelican Lake, Rhinelander, Three Lakes, Woodruff, and Tomahawk. It was less likely that visitors from Madison (Minocqua, Rhinelander, Three Lakes, and Woodruff), Iowa (Pelican Lake, and Three Lakes) and Fox Valley (Minocqua and Tomahawk) made daytrips to a number of Oneida County places.

In terms of the activity clusters:

- Day trips to most of the places in Figure 13 were significantly more common for those interested in antiquing and significantly less common for those interested in museums and historical sites. Those interested in fall colors were more likely to have made day trips to Rhinelander, Three Lakes, Woodruff, Hazelhurst and Sugar Camp. Those interested in watching wildlife are more likely to have visited Rhinelander, Hazelhurst and Sugar Camp.

- There are eight activities in the motor sports family and nine places about which a respondent was asked if they had made a day trip (72 possible pairings of places and activities). For 71 of those pairings, motor sport enthusiasts were significantly more likely to report having made a day trip to that place. The sole exception was water skiing at Pelican Lake. Thus, motor sport enthusiasts come to Oneida County more often, stay longer, and go more places!

- For silent sports, those interested in paddle sports and cross country skiing/snowshoeing were significantly more likely to have made day trips to all or virtually all of the places listed in Figure 13. Bicyclists were more likely to report day trips to Three Lakes and Hazelhurst and downhill skiers to Minocqua. As with most segments of this report, paddle sports appear to be the key to marketing this set of activities.
Barriers to Adding Oneida County Vacation Time

Respondents who said they had vacationed in Oneida County were asked several questions about expanding the time they spend on vacation in the County.

Figure 14 shows their response to a question asking what might keep them from visiting Oneida County during a different season. More than half the 602 respondents said that their busy schedule or a lack of more vacation time are the primary barriers to visiting Oneida County at another point in the year. Only four percent said that Oneida’s lack of things they like to do was an impediment.

More than half the 80 people who selected “other” to the question of visiting in a different season said they visit Oneida County in all seasons (34), the question was not applicable (7), or that nothing is preventing them. See Question 16 in Appendix A for a complete list of these comments.

Different demographic groups have different barriers:

- Women are more concerned about the weather, men are more likely to note their busy schedule.
- Significantly higher proportions of those under 55 said a lack of vacation time and their busy schedule were barriers; those over 55 were more concerned about the weather.
- Between 21% and 23% of those from households earning less than $75,000 said a busy schedule, lack of vacation time, the weather and personal finances were barriers. Those from higher income households were much more likely to cite a busy schedule.

Barriers did not vary significantly across the target markets.

There were relatively few statistically significant differences across our activity clusters in terms of barriers to vacationing in Oneida County in another season. The few there were suggest that
busy schedules and lack of vacation time are more important to silent sports (biking and cross country skiing/snowshoeing) and motor sports (ATV riding and snowmobiling), while the weather is more of an impediment in the sedate pastime category (antiquing and fall color tours).

**Activities Not Available in Oneida County**

Respondents were also asked what things they would like to do but can’t when vacationing in Oneida County. Respondents had a list of activities very similar to those in Figure 2. Only 466 responded to this question and Figure 15 shows the actual number of responses by activity.
The average respondent identified a bit more than 2 of the 34 activities listed in Figure 15 as things they’d like to do but can’t while on vacation in Oneida County. Recall that they identified an average of more than 11 things they like to do while on vacation (Figure 2). By a wide margin, the largest number of respondents missed a specific type of restaurant. The challenge with this response is that it is likely that the 114 who tagged this as a missing element in Oneida’s portfolio will have many different types of restaurants in mind. Other than restaurants, the only other activities in Figure 15 mentioned by 10% or more of the respondents are ATV/UTV riding and festivals/fairs.

While a large number of people used the “other” option to add comments (139), many of these didn’t add much. Many people said variants of “I can do everything I want” (49 comments), there was nothing they missed (47), or they were unsure (12). Some of the more substantive comments were dog sledding, music concerts or other night-time entertainments, micro-breweries, and a woodcarvers shop. See Question 17 in Appendix A for the complete list.

There are a handful of significant differences across our demographic groups in terms of things they feel they can’t do while on vacation in Oneida County. The only ones that seem worth reporting are that compared to women, men feel there is a lack of opportunities for ATV/UTV riding (12% vs. 7% of females), snowmobiling (9% vs. 3%), and downhill skiing (6% vs. 3%). Those under 55 feel there are too few nightlife (6% vs. 3% of those over 55) and snowmobiling (7% vs. 4%) opportunities. For all other statistically significant differences, 5% or fewer respondents in the given demographic slice felt Oneida County was lacking that activity.

There were no important differences across the target markets in terms of things respondents felt they could not do in Oneida County.

We also looked at the correlations between what respondents said they like to do on vacation (Question 2) and what they like to do but are unable to do so in Oneida County (Question 17) for each of the three clusters of activities:

- There were a handful of significant correlations among the sedate activity group: 12% of those who like to go antiquing said they couldn’t do so in Oneida, 11% of those who like art felt they couldn’t satisfy this in the County. Those seeking family attractions felt Oneida County came up short with respect to those type of attractions (11%) and with respect to festivals (8%). A small proportion (6%) of those who enjoy festivals felt shopping opportunities in Oneida were in short supply and 9% of those who like to watch wildlife felt there were too few festivals and fairs available in the County.

- The SRC thought that given the relatively high frequency of visiting, the longer stays, the multiple seasons during which they vacation, and the larger number of County places visited, that there would be few instances where motor sport enthusiasts felt they couldn’t exercise their interests in these activities. We were wrong. ATV riders felt they couldn’t do enough ATV riding or snowmobiling. Those interested in fishing noted shortage of opportunities to go ATV riding, fishing, hunting, snowmobiling and water skiing. Those interested in hunting said they had a hard time fulfilling their interests in fishing, hunting, ice fishing, and snowmobiling. Those interested in ice fishing noted a lack of ATV opportunities, hunting, ice fishing, snowmobiling and waterskiing. Motor boating
enthusiasts said Oneida County lacks opportunities for ATV riding, hunting, snowmobiling and water skiing. Snowmobilers noted too few ATV riding, hunting and snowmobiling options. Those interested in swimming felt Oneida lacks opportunities for fishing, hunting and ice fishing. Finally, water skiers said they couldn’t exercise their interests in ATV riding, fishing, and hunting. With rare exceptions, 10% or fewer of those who like these activities said Oneida was lacking opportunities to enjoy them.

- In terms of silent sports, there were only three significant correlations. Cross country skier/snowshoers felt they couldn’t exercise their interests in biking or hiking and downhill skiers felt they couldn’t do that sport in Oneida County.

Finally, respondents were asked what keeps them from adding days to their vacations in Oneida County. They could say they would need more vacation time, a less busy schedule, more money, better Wi-Fi and internet connectivity, more things that interest them in the County, or other. Figure 16 summarizes 606 people who responded to this question. While personal finances are important to one-fifth of the respondents, the dominant factors that prevent people from spending longer vacations in Oneida are linked to time; a lack of more vacation days or schedules that are over-full.

A total of 34 people used the “Other” option on this question. Of the 34 comments, seven said nothing prevented them from adding days, another seven said work demands, five live in or near Oneida County and three were put off by weather conditions. A complete list of these comments are included in Question 18 in Appendix A.

Men were more likely to say that busy schedules and money were impediments to longer stays in Oneida County and women more likely to note a lack of vacation time. Those under 55 were more likely to note a lack of vacation time than were older respondents. Not surprisingly, respondents from households with less than $75,000 were more likely to cite personal finances as a barrier to spending more time in Oneida while the more affluent felt their schedules were too busy to spend more time in the County.
There were no statistically significant differences across the target markets in terms of barriers preventing longer vacations in Oneida County.

Interestingly, for motor and silent sports, there were few significant differences with respect to barriers to staying longer in Oneida County. Snowmobilers (compared to those who don’t engage in this activity) were more likely to say their busy schedule prevents a longer stay and less likely to say their personal finances are constraining. Hikers were more likely to say their busy schedule and a lack of vacation days restrict their stay in the County but also are less constrained by a lack of money. With respect to the sedate pastime family of activities, personal finance (antiquing, fall colors, and festival goers) or busy schedules (the arts, museum enthusiasts) were the primary constraints and those who like these activities were less likely to be constrained by a lack of vacation time.
**Those Interested in an Oneida County Vacation**

We noted in Figure 6 that 23% of the respondents to the consultants’ survey had not vacationed in Oneida County, but were interested in doing so. Those respondents were asked a series of follow-up questions.

In an open-ended follow-up questions, respondents were asked to indicate what is preventing them from planning a vacation to Oneida County. The SRC split the 233 comments received into the issue categories shown in Table 3. The open-ended responses tend to fall into familiar categories; lack of time and money or that they just haven’t yet vacationed there and/or don’t know why they haven’t. There is a modest amount of lack of awareness and of competition from other vacation destinations indicated by Table 3.

<table>
<thead>
<tr>
<th>Table 3: Barriers to Oneida County Vacation</th>
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<td>Oneida Vacation Barrier</td>
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<td>Personal Finances</td>
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<td>Time</td>
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<td>Time and Money</td>
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<td>Other Places to Visit</td>
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<td>Lack Awareness of Area/Activities</td>
<td>18</td>
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<td>Lack Vacation Time</td>
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<td>Not Gotten Around to it Yet</td>
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<td>Nothing/Not Sure</td>
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<td>Busy Family Schedule</td>
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<td>Distance</td>
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<td>Accommodations that Meet Needs</td>
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<td>Health Issues</td>
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<tr>
<td>Miscellaneous</td>
<td>16</td>
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**Seasonal Preference for Oneida County Vacation**

For those who’ve not previously vacationed in Oneida, summer and fall are equally attractive, followed by spring (Figure 17). Winter, by wide margin was the season that was least attractive to this group of potential Oneida County visitors.
For respondents who had not yet vacationed in Oneida County, but want to, there were no differences across demographic groups in their interest in vacationing in the County during winter. In all other seasons, those from households with less than $75,000 in annual income, compared to more affluent families, were more interested in vacationing in Oneida. Relative to men, significantly higher proportions of women who’ve not yet vacationed in Oneida County but want to, are interested in doing so in summer and fall. Thus, the most fertile ground for turning those aspiring to vacation in Oneida County into actual vacationers in the County appear to be women and those with somewhat lower household incomes. In some ways, this is an indicator of past success with these groups’ opposites (men and more affluent households).

Because they were less likely to have previously vacationed in Oneida, but said they were interested in doing so, Twin City respondents were significantly more likely to say they’d like to visit the County in spring, summer or fall.

In terms of our families of activities:

- **Sedate pastimes** – summer and fall appear to be an easier sell to those interested in the activities in this group. Significantly higher proportions of those interested in the arts, festivals, visiting museums or historical sites, and shopping are interested in vacationing in Oneida County during summer than respondents not interested in these activities. In fall, significantly higher proportions of those interested in the arts, fall color tours, festivals, and visiting museums or historical sites were interested in vacationing in the County. In contrast, the idea of vacationing in Oneida during winter is a turn-off for those interested in the arts and only attracts more of those interested in fall color or local festivals. Spring vacations in Oneida appeals to those interested in the arts, visiting museums, and visiting historical sites.

- **Motor sports** – There were no statistically significant differences between motor sport enthusiasts and those who don’t engage in these activities in terms of their interest in visiting Oneida County in winter. However, in spring, those interested in motor boating and water skiing were less inclined to vacation in the County than those who are not interested in these activities. In summer, lower proportions of those interested in fishing, motor boating, snowmobiling, and waterskiing are interested in vacationing in the County and in fall that applies to those interested in fishing, ice fishing, motor boating, snowmobiling, and water skiing.

- **Silent sports** – these enthusiasts fall between sedate pastimes and motor sports in terms of when those who’ve not yet vacationed there but would like to spend time in Oneida County. Significantly higher proportions of those interested in cross country skiing, hiking and zip line/adventure tourism said they’d like to vacation in the County in winter. Though statistically significant, the proportions of those interested in these activities who said they’d like to vacation in Oneida in winter were under 10%. In spring and summer, those interested in silent sports indicated a lower propensity to vacation in Oneida County. In summer, that was true for paddle sports and cross country skiing enthusiasts and in fall it was true for bikers, paddlers, and cross country skiers.
Information Sources Used to Plan Vacations

Those interested in vacationing in Oneida County were asked if they use the resources shown in Figure 18 when planning a vacation. A total of 212 people identified at least one resource they use. The average person in this group consults between three and four of these resources when planning a vacation. A majority of respondents in this group of aspiring Oneida County vacationers said they rely on internet searches (89%), the state of Wisconsin’s tourism website (63%) and the word of mouth recommendations of friends and family when planning a get-away. Slightly fewer than half of these respondents said they use review websites like Trip Advisor. A third or fewer said they use social media, community or regional websites, newspapers or magazines, travel shows, bloggers or trade/sport shows when planning a vacation. A small number (5) people identified other planning sources they use (e.g. AAA, local travel brochures, material from local chambers of commerce).

![Figure 18: Vacation Planning Resources Used](image)

In terms of demographics, women (compared to men) are more avid users of internet searches, review websites, and the recommendations of family and friends. Those from households reporting less than $75,000 in annual income were significantly more likely to rely on internet searches, review websites, social media, newspapers and magazines, the Wisconsin state tourism website, the recommendations of family and friends, and television programs. With respect to age, those under 55 are significantly more likely to use social media and travel blogs in planning a vacation, while older respondents are more likely to say they use trade/sport shows.

Twin City respondents were more avid and Chicagoland residents less likely users of the internet, review websites, the Wisconsin state tourism site, and recommendations from family and friends.
In terms of the activity clusters,

- Those interested in sedate pastimes are, by far, the most avid users of most of the information sources listed in Figure 18. Those interested in art, museums, and visiting historical sites are particularly intense users of information to plan vacations with significantly higher usage of all of the sources of information except trade shows.
- Those interested in motor sports are the counterpoint to those interested in sedate pastimes. Compared to those not interested in motor sports, there is no source of information that is more frequently used by motor sport enthusiasts.
- With respect to silent sports, paddle sport and cross country ski/snowshoe enthusiasts use many of the information sources significantly less intensively (internet searches, review websites, the Wisconsin state tourism website, the recommendation of family and friends) but those interested in zip line adventures use several more intensively (internet searches, social media, travel blogs, and recommendations of family and friends).

**Those Not Interested in an Oneida County Vacation**

There was a small proportion (5%) who said they had not previously vacationed in Oneida County and do not plan to do so (Figure 6). These respondents were asked if their reluctance to vacation in the County stemmed from personal limitation (time, money, vacation days), it being too far from where they live, if Oneida doesn’t offer enough that interests them, if they already have a similar vacation spot, or if there was some other reason (Figure 19).

![Figure 19: Why Not Interested in Oneida County Vacation](image)

Figure 19 suggests that this group of respondents is quite different than those who have already vacationed in Oneida County and those who haven’t but are interested in doing so. While personal limitations are the largest factor, this is far from a dominant one and more than one in five said Oneida County doesn’t offer enough that interests them, if they already have a similar vacation spot, or if there was some other reason (Figure 19).
Figure 19 said they just didn’t know much about Oneida County, though one said the only time they get to the County is for funerals, which might not be the best marketing message!

There was no single place/area identified in the “I already have a similar vacation spot (please specify)” answer option. Places mentioned included Bayfield, Vilas County, The Dells, Door County, Oconto County, Eagle River/St. Germain, Land O’ Lakes and Turtle Lake.

The only statistically significant difference across demographic variables is that those from household earning less than $75,000 were much more likely to cite personal limitations and those from households earning more were more likely to select “other” as their reason for not being interested in vacationing in Oneida County.

There were no differences across the target markets with respect to why respondents were not interested in an Oneida County vacation. Similarly, there were no statistically significant differences across the three clusters of activities. Given the relatively small number of people expressing no interest in vacationing in Oneida County, the lack of statistically significant differences is not surprising.

**Demographic Profile of Consultants’ Survey Respondents**

Demographically, the respondents to the consultant’s survey were (Table 4):

- Somewhat older. There is a disproportionate representation of those in the 55-64 age group and relatively few younger than 35. For example, those under 35 represented 29% of the adult population of Wisconsin in 2016 (compared to 11% of the consultants’ sample) and those in the 55-64 were 17% (vs. 33% in this sample).
- Skewed heavily toward females. We would expect the underlying adult population in the target markets to be roughly 50% male and 50% female rather than one-third male and two-thirds female.
- Somewhat more affluent than average. The median household income in Wisconsin is slightly less than $55,000 per year. Only 27% of the households in the sample had income under $50,000, so unless most of the 24% in the $50,000 - $74,999 category are clustered very near the bottom of this range, it is likely that the sample is somewhat better off than the typical Wisconsin household.

<table>
<thead>
<tr>
<th>Table 4: Demographic Profile of Consultants’ Survey Respondents, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>$1,000s</td>
</tr>
<tr>
<td>Household Income</td>
</tr>
</tbody>
</table>
In terms of the zip code, based on the consultants’ target markets, Table 5 shows the number of respondents in each of the target markets identified by Pilch and Barnet. About one-quarter of the respondents to the consultants’ survey who provided their zip code lived in the Milwaukee target market and about one-eighth lived in each of the Madison, Fox Valley and Chicagoland markets. From there it is a steep drop to Iowa and the Twin Cities. As noted, the SRC added Southwest Wisconsin, northern Minnesota and both the upper and lower peninsulas of Michigan to the “Other” group when we looked for differences across these target markets.

<table>
<thead>
<tr>
<th>Market Area</th>
<th>Number</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>246</td>
<td>28%</td>
</tr>
<tr>
<td>Madison</td>
<td>106</td>
<td>12%</td>
</tr>
<tr>
<td>Fox Valley</td>
<td>101</td>
<td>12%</td>
</tr>
<tr>
<td>Chicagoland</td>
<td>100</td>
<td>11%</td>
</tr>
<tr>
<td>Iowa</td>
<td>32</td>
<td>4%</td>
</tr>
<tr>
<td>Twin Cities</td>
<td>25</td>
<td>3%</td>
</tr>
<tr>
<td>Southwest WI</td>
<td>17</td>
<td>2%</td>
</tr>
<tr>
<td>MI Lower</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>MN North</td>
<td>3</td>
<td>0%</td>
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<tr>
<td>MI Upper</td>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>233</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>873</strong></td>
<td></td>
</tr>
</tbody>
</table>
The Three-Season Intercept Survey

The second component of this study consisted of a one-page “intercept” survey. Volunteers in Oneida County approached tourists and asked them a short series of questions that paralleled those discussed in the consultants’ survey. Data were collected from tourists visiting the County during the summer, fall and winter of 2017-2018. A total of 206 intercept surveys were completed. As Figure 20 indicates nearly half of the 206 surveys were completed during the winter season, one-third in summer and the remaining fifth during fall.

More than one-third of those interviewed in the intercept survey were from zip codes outside of the 10 target markets identified by the consultants and only three (Chicagoland, Milwaukee, and Madison) had more than 20 observations. Because of this paucity of data, the SRC has not analyzed the intercept responses across target markets.

Visitors were asked how often they visit Oneida County and Figure 21 (next page) shows that half of those interviewed visit the County several times a year and another 30% visit at least once a year. Slightly more than one-in-ten people interviewed (22 people) said it was their first visit.
The only “demographic” data collected in the intercept was the age of the respondent. The SRC will also look for differences across season.

In terms of frequency of visiting Oneida County, tourists interviewed in winter (68%) and summer (41%) were significantly more likely to say they visit the County several times a year compared to those interviewed in fall (27%). The age of the respondent was not related to the frequency with which respondents said they visit Oneida County.

**Activities Done During Oneida County Vacation**

Survey enumerators asked visitors what activities they were doing during their vacation in the County. Respondents could choose activities from a list similar to the consultants’ survey (Figure 2). The list included 25 activities plus an “other” category. Omitted, from the consultants’ survey were, fall color tour, ecotourism, horseback riding, zipline/adventure sports, golf, nightlife, arts, traveling with a pet, and family attractions (Figure 22, next page).

All but two of the 206 people interviewed selected at least one of the activities shown in Figure 22 and the average respondent said they were going to do about four activities while in Oneida County. Eating out, relaxing, fishing, visiting friends and family, and shopping were, by far, the most common activities intercept survey respondents said they did while on vacation in Oneida County. Camping, golf, and work-related reasons (six each) were the most frequently mentioned “other” activities respondents were going to be doing during their visit to Oneida. The full list of other activities mentioned are in Appendix B, Question 2.

Figure 22 reports the number of respondents who said they were doing each of these activities to highlight the relatively few who reported doing many of these activities. In the analysis to follow, we will focus on activities that at least 20 respondents said they were going to do while in Oneida County. When there are few participants in an activity, the reliability of the statistical analysis is much lower.
When analyzing the consultants’ survey data, the SRC identified three families of activities (sedate pastimes, motor sports and silent sports). This classification is only weakly seen in the intercept data. There are several probable reasons for this. First, there were only about one-fifth as many respondents to the intercept survey as there were for the consultants’ survey. As the number of observations decreases, the likelihood of finding statistically significant correlations between activities also goes down. Further, in the intercept survey, there were too few observations of a number of activities to include in our statistical analysis (e.g. antiquing, visiting historical sites, and going to museums from the sedate pastime group were excluded). Second, respondents were asked what activities they were going to do during that particular visit. This precludes the correlation of a number of activities. For instance, motor boating and ice fishing were included in the motor sports category in the consultants’ survey analysis, but it is very unlikely that an intercept survey respondent is going to report doing both of those activities during a given visit to Oneida County. Third, it is likely that once in Oneida County, people will engage in activities that they may not have planned to do on their vacation. For instance,
someone going to Oneida County to engage in a paddle sport over a hot summer week-end is very likely to have a swim to cool off.

In Table 6 (next page), we show correlations greater than 20% between activities with at least 20 participants. A 20% correlation, again, means that at least one-in-five people who said they were going to do activity X were also going to do activity Y. We’ve also shaded the cells where we might expect correlations to have been high and significant based on our three clusters of activities. Finally, we added some activities (dining out, relaxing, visiting friends/family) to the sedate activities family.

In Table 6 we see a number of instances when we get the expected high correlations between activities in a given cluster. There are also instances in which the lack of a correlation makes complete sense (paddle sports and hiking are unlikely to be done during the same visit that a silent sport enthusiast is going to engage in cross country skiing or snowshoeing).

There are also a number of interesting or unexpected results in Table 6. Going to a festival or other special event was not significantly correlated with any of the other sedate pastime activities but was correlated with motor boating. Cross country skiing is negatively correlated with most of the sedate pastime activities (and fishing), meaning that cross country skiers are less likely to dine out, relax, shop, or visit friend/families (or fish) while in Oneida County to enjoy the snow. The highest correlations are between swimming and paddle sports (43.4%) and swimming and hiking (39.6%).

There is only one statistically significant difference in activity participation based on the age of the respondent. Those in Oneida County to snowmobile were significantly more likely to be in the 25-34 age group.

Not surprisingly, there were a substantial number of activity participation rate differences based on the season in which the respondent was visiting Oneida County:

- People are much more likely to engage in paddle sports, fish, go motor boating, relax, shop, and watch wildlife in the summer or fall.
- Visitors were more likely to swim in the summer.
- Festivals were more likely to be attended in the fall.
- Cross country skiing/snowshoeing, ice fishing and snowmobiling were done primarily in winter.
Table 6: Families of Activities – Intercept Survey Responses

<table>
<thead>
<tr>
<th></th>
<th>Paddle Sports</th>
<th>Cross Country Skiing</th>
<th>Dine Out</th>
<th>Festival</th>
<th>Fishing</th>
<th>Hike</th>
<th>Ice Fish</th>
<th>Motor Boat</th>
<th>Relax</th>
<th>Shop</th>
<th>Snowmobile</th>
<th>Swim</th>
<th>Visit Friends/Family</th>
<th>Wildlife Watching</th>
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</thead>
<tbody>
<tr>
<td><strong>Sedate Pastimes</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Dining Out</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.355</td>
<td>0.22</td>
<td>0.292</td>
<td>0.207</td>
<td></td>
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<tr>
<td>Festival</td>
<td></td>
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<td></td>
<td></td>
<td>0.262</td>
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</tr>
<tr>
<td>Relaxing</td>
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<td>0.355</td>
<td></td>
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<td></td>
<td></td>
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<td>Shopping</td>
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<tr>
<td>Visit Friends/Family</td>
<td>-0.207</td>
<td>0.207</td>
<td></td>
<td></td>
<td>0.248</td>
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<tr>
<td>Wildlife Watching</td>
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<td>0.233</td>
<td>0.345</td>
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<tr>
<td><strong>Motor Sports</strong></td>
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<tr>
<td>Fishing</td>
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<td></td>
<td></td>
<td>0.218</td>
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<td>Ice Fish</td>
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<td>0.218</td>
<td>0.367</td>
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<td></td>
<td>0.269</td>
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<tr>
<td>Snowmobile</td>
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<td></td>
<td>0.227</td>
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<tr>
<td>Swim</td>
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<td>0.377</td>
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<tr>
<td><strong>Silent Sports</strong></td>
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</tr>
<tr>
<td>Paddle Sports</td>
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<td></td>
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<td>0.339</td>
<td>0.367</td>
<td>0.224</td>
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<td></td>
<td></td>
<td></td>
<td>0.434</td>
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<tr>
<td>Cross Country Ski/</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Snowshoe</td>
<td>-0.221</td>
<td>0.221</td>
<td>-0.209</td>
<td>-0.288</td>
<td>-0.25</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>-0.207</td>
<td></td>
</tr>
<tr>
<td>Hike</td>
<td>0.339</td>
<td></td>
<td></td>
<td></td>
<td>0.367</td>
<td>0.245</td>
<td>0.396</td>
<td>0.396</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.233</td>
<td></td>
</tr>
</tbody>
</table>
Barriers to Visiting Oneida County More/Longer

Respondents were asked what would encourage them to return to Oneida County during another season with answer options of I already come in a different season, more vacation time, more money, more to do that interests me, other, and nothing. Respondents could select all that apply; the similar question in the consultants’ survey asked them to select one option.

Roughly one-third of the 189 people who answered this question said that they already visit in another season and a similar proportion said they would do so if they had more vacation time (Figure 23). About one in six respondents said that money or some other factor was constraining. Six of the 33 who said Oneida County needed more that interested them, mentioned something to do with snowmobiling but no other activity had more than four comments. The full set of open-ended comments are included in Appendix B, Question 3.

There were few statistically significant differences in the barriers preventing respondents from visiting Oneida County during another season based their age or the time of year they were interviewed. Those interviewed in the winter were more likely to say they already visit Oneida in another season (32% vs 16% of summer visitors and 20% of fall visitors). The proportion who said they would need more activities that interests them declines with the age of respondent, but the proportion of those who said nothing could encourage them to visit in another season was dramatically higher among those 65 and older (32% vs. 8% of those 64 or younger).

There were a few statistically significant differences across activities as to things that would encourage them to vacation in Oneida County in another season:

- More vacation time was a bigger issue for those interested in paddle sports, motor boating, relaxing, swimming and watching wildlife.
- More money was an issue for those in Oneida County to relax but significantly less of an issue for cross country skiers/snowshoers.
- A lack of things that interest them was a bigger issue for cross country skiers/snowshoers but significantly less for fishermen.
- Significantly higher proportion of fishermen said nothing could encourage them to visit in another season, which is surprising given the pattern of responses from this group reported in other parts of this analysis.

A second and related question asked respondents, “What would encourage you to extend your stay in Oneida County?” Answer options were: more vacation time, more money, more to do that interest me, other, and nothing. People could select as many as applied. Three-quarters of those who answered this question selected only one factor that is impeding a longer vacation in Oneida and the average number of factors was 1.3. Figure 24 shows that more than half of those interviewed said that a lack of vacation time is what precludes a longer stay in the County. Between one-quarter and one-third said more money would help or that nothing would encourage them to stay longer. The 36 “Other” answers to this question were fairly dispersed: hunting-related options (5 comments), retirement (4), and dining options (4) were the top categories. See Appendix B, Question 4 for a complete list of these comments.

![Figure 24: What Would Encourage Longer Oneida County Visit](image)

Again, there were relatively few significant differences with respect to how groups of respondents responded to this question of barriers to extending their Oneida County vacation. Lack of vacation time was significantly more constraining in summer than in the other seasons (64% selected this in summer vs. 48% in winter and 35% in fall) and, as one might expect, was much less of an issue for those over 65. Lack of money as a constraint declined with the age of the respondent. For reasons that are unclear, significantly higher proportions of winter respondents (27%) said there was nothing that would encourage a longer stay than visitors in fall (15%) or summer (8%).

In terms of the factors in Figure 24 as they relate to the main activities in which respondents said they were engaging while in Oneida County:
- More vacation time was selected significantly more frequently by those who said they were in Oneida to engage in paddle sports, eating out, fishing, shopping, snowmobiling, swimming, visiting friends and family, and watching wildlife.
- More money was significantly more important to those who were in the County to dine out, relax, snowmobile or swim. For cross country skiers/snowshoers, lack of money was selected significantly less often.
- Nothing could encourage longer stays for a significantly higher proportion of those there to cross country ski. In contrast, significantly lower proportions of those in the County to relax, go snowmobiling, swim, visit friends/family, or watch wildlife selected this option.

Size of Vacation Groups

Figure 25 summarizes the information gathered from the 202 respondents who provided the number of people in their vacation group. The average group size was about 4.5 people. One-third of the respondents were traveling as a group of two, but more than one-quarter had six or more in their party. The average size of group varied significantly across the seasons; summer had the largest average group size (5.35 people) compared to fall (4.9) and winter (3.83 people). There was not a statistically significant relationship between the age of the respondent and the size of the vacation group.

![Figure 25: Size of Vacation Group](image)

There were a few statistically significant differences in the size of the vacation group across the major activities in which visitors said they were engaging while in Oneida County. Cross country skiing/snowshoeing were the “odd-ball” in that there was a negative correlation between this activity and group size. This means that generally those engaged in this activity were there with smaller groups. In contrast larger vacation groups were associated with people engaged in paddle sports, fishing, motor boating, and swimming.
Activities Unavailable in Oneida County

Those interviewed were asked what activities they like to do while on vacation that aren’t available to them in Oneida County as an open-ended question and 107 provided a response. The SRC coded these responses into the categories shown in Table 7. About one-fifth of the responses were a variant of there is nothing that I want to do on vacation that I can’t find in Oneida County. The next three categories in Table 7 are composites that group all comments that reference an activity associated with one of the three clusters of activities we have discussed throughout this report. The 18 comments in the sedate pastime group includes comments about needing more activities for children (“Small child (elementary school age) activities”), more shopping opportunities (“Open shops in winter”), and more dining options (“More food vendors- streetside”). The silent sport group included comments about extending bike trail options (“More improved Bike Trails for every season. Develop network bike trails to Antigo.”), snow sports (“All good- like snow shoe racing”), and hiking (“Camping and hiking- all good”). In the motor sport family respondents said things like:

- Would like to hunt wolves. Long waits for bear and bobcat
- ATV trails to other counties
- Ice fishing, need more thrift stores- like to have a list

The entertainment category is also a heterogeneous set of things including desires for a comedy club, karaoke, and maybe more music options. The “natural impediments” are things about which Oneida County can do little or nothing (icy roads, distance from the respondent’s residence, lack of snow, lack of more waterfalls). The complete list of comments are included in Appendix B.

<table>
<thead>
<tr>
<th>Table 7: Unavailable Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing Lacking</td>
</tr>
<tr>
<td>Sedate Pastime Activities</td>
</tr>
<tr>
<td>Silent Sport Activities</td>
</tr>
<tr>
<td>Motor Sport Activities</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>Natural Impediments</td>
</tr>
<tr>
<td>Vacation Elsewhere</td>
</tr>
<tr>
<td>Keep Same</td>
</tr>
<tr>
<td>Casino</td>
</tr>
<tr>
<td>Racing</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>
**Intercept Demographics**

The only two demographic-related variables collected in the intercept survey were the person’s home zip code and the age group into which they fell.

Nearly half of the intercept respondents fell into the 35 – 54 age category (Figure 26) and skewed slightly older, with about one-third being 55 or older compared to about one-in-five being younger than 35.

![Figure 26: Age of Intercept Respondents](image)

In terms of the zip code, based on the consultants’ target markets, Table 8 shows that there were more people interviewed who live outside the target markets (73) than in any of the ten areas identified by the consultant. Only the Milwaukee, Chicagoland, and Madison markets had more than 20 surveys completed.

<table>
<thead>
<tr>
<th>Market Area</th>
<th>Number</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>44</td>
<td>21%</td>
</tr>
<tr>
<td>Chicagoland</td>
<td>28</td>
<td>14%</td>
</tr>
<tr>
<td>Madison</td>
<td>28</td>
<td>14%</td>
</tr>
<tr>
<td>Fox Valley</td>
<td>18</td>
<td>9%</td>
</tr>
<tr>
<td>Twin Cities</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Southwest WI</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>Iowa</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>MI Upper</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>MN North</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>MI Lower</td>
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<td>0%</td>
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<tr>
<td>Other</td>
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<td>35%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>206</strong></td>
<td></td>
</tr>
</tbody>
</table>
Conclusions

The two portions of this study, generally, produce similar results. There appear to be three clusters of activities that Oneida County might promote to prospective visitors. We have labelled these **sedate pastimes** (antiquing, the arts, fall color tours, family attractions, festivals, museums shopping, visiting historical sites and wildlife watching), **motor sports** (riding ATVs, fishing, hunting, ice fishing, motor boating, snowmobiling, swimming and water skiing), and **silent sports** (biking, canoeing/kayaking/paddleboarding (paddle sports), cross country skiing/snowshoeing, downhill skiing, hiking, and zipline/adventure sports).

**Sedate Pastimes**

These activities pastimes appeal significantly more to women, those older than 55, and those from households with annual incomes less than $75,000. This group of potential Oneida County vacationers are less familiar with Oneida County, probably because they are also significantly less likely to have previously vacationed there, vacationed there less often, and spent shorter times in the County. They associate the County with being sedate, historical and charming. Given their interests, these descriptors are largely positive. Sedate pastime visitors are more likely to have made day-trips to various places in the County and less likely to have stayed overnight. Finances were more likely to be an issue preventing longer vacations and weather preventing vacationing in a different season for this set of visitors. From a marketing standpoint, festivals seem to be the key factor in this family because of the overall popularity of this activity and its high correlation with other activities in the cluster.

Those interested in sedate pastimes who’ve not yet vacationed in Oneida County are most interested in a summertime visit. These potential vacationers are the most avid users of travel planning information, which should facilitate any efforts Oneida County mounts to get information about the County in front of them.

**Motor Sports**

Younger men from relatively affluent households appear to be significantly more interested in doing these activities when on vacation. Motor sport enthusiasts are significantly more aware of the County because they are more likely to have vacationed there, done so frequently, stayed longer, and visited in multiple seasons. The words they associate with the County align positively with their interests – relaxing, active, adventurous, northwoods, community spirit and friendly. This group of people are more likely to have stayed in multiple towns in Oneida County and made day trips to all the places about which they were asked. Busy schedules and lack of vacation time constrain motor sport enthusiasts from longer stays in Oneida or visits during another season. Fishing and motor boating seem to be the core activities for this cluster.

Surprisingly, motor sport enthusiasts who’ve not yet vacationed in Oneida County were significantly less interested in visiting during spring and summer. These potential visitors are less intensive users of travel information, including recommendations from friends and family. So, while the preceding paragraph makes the case that motor sport are Oneida County’s tourism
foundation, it is not clear how the County would go about informing these non-visitors who are interested in motor sports what is available in Oneida.

Silent Sports

Younger and wealthier vacationers, with a slight focus on women, are the people most likely to participate in silent sports. This group also has a relatively high level of awareness of the County and its places and describe the county as active, wild, adventurous and natural. This group of respondents were more likely than those in the sedate pastime group but less likely than motor sport enthusiasts to have vacationed in Oneida County. Like motor sport participants, silent sport enthusiasts are more likely than average to have visited the County in multiple seasons. Within this group the key group of those interested in paddle sports were more likely to have lodged in and visited multiple Oneida communities. Like motor sport practitioners, busy schedules and a lack of vacation time constrain silent sport enthusiasts from longer stays in Oneida and or visits in a different season. These data suggest focusing cross-promotions that connect paddle sports to other activities in this cluster.

Silent sport enthusiasts who’ve not yet vacationed in Oneida County were also significantly were less interested in visiting during spring and summer. Silent sport enthusiasts, again, fall between sedate pastimes and motor sport participants in terms of accessing information about vacations.

Target Markets

In terms of the target markets, Oneida County appears to have relatively high name recognition in the Fox Valley, Milwaukee and Chicagoland markets and substantial numbers of visitors from those markets. The number of observations from the Twin Cities is small, so the reliability of the estimates for that market are not as strong. But, it appears that Twin Cities respondents’ awareness of Oneida County is relatively low, but they appear open to the idea of vacationing in the County.

Intercept Surveys

The intercept survey results only weakly supported the three clusters of activities hypothesis just discussed. The SRC argued that this is probably because of the relative paucity of intercept data, the improbability of engaging in seasonal-specific activities during a single visit (e.g. motor boating and ice fishing), and the fact that vacationers are likely to engage in activities they may not have planned to do while on vacation, just because the opportunity to do so presented itself.
Appendix A – Written Responses to Consultants’ Survey

Question 1. What kind of vacation accommodations do you like? 21 “Other” Responses.

Cabin(s) 12x
- Cabin/Cabin Rental/Cabins/Rustic Family Cabin 11x
- Cabin-we use KOA's quite a bit. Roughing it with a roof.

Stay with family/friends 3x
- I have family and friends still living in Wisconsin so I'd stay with them.
- Staying with family
- Staying with family or friends.

Campground 2x
- Campground in a State forest
- State Park campground

Hotel 2x
- Hotel/motel with a bar nearby.
- Wheelchair accessible hotels or resorts at allow cats

Miscellaneous 2x
- Time share
- Warm places
Question 2. Which activities or qualities do you prefer to associate with your vacations?  

30 “Other” Responses

Activities or Qualities Miscellaneous 18x
- Backpacking
- Beach
- Cooking over a campfire as well.
- Hot air balloons
- Ice sculptures
- Love everything Wisconsin! The beautiful green landscape touching the bright blue sky, the honest, hardworking people. The birds, animals, fishing, bike paths, and serenity.
- Love flea markets
- Mountain Biking
- Photography
- Riding the back roads of Oneida Co
- Rock climbing
- Restaurants- local "unknown” treasures off beaten path
- Spend time in town where my family is from in the Northwood’s.
- Sporting events (Brewers, Bucks, Packers)
- Watch sports - Brewers, Badgers and Packers
- Would like to rent snowmobile and not have to trailer.
- Yoga
- Zoos

Motorcycle Riding 4x
- Motorcycle riding/Motorcycling (2x)
- Motorcycle riding on dirt roads
- Motorcycling on and off road

Waterfalls 3x
- Waterfalls 2x
- Waterfall hiking and photography

Brewery/Wine Tours 3x
- Breweries brew pubs and distilleries
- BREWERY/WINERY TOURS
- Winery tours

Ice Skating/Hockey 2x
- Ice Hockey
- Ice skating
Question 5. What words do you associate with Oneida County? 34 Other Responses

Miscellaneous Neutral or Positive Words 8x
- Coffee shops
- Fishing
- Fun
- Generally relaxing to get away from the city
- Great goat cheese
- Love shopping
- Out of this world!!!
- Snowmobiling

Miscellaneous Negative Words 8x
- Dirty
- Minocqua too touristy
- Pea
- Pricey
- Towns are dying
- Uhhhhh
- Unsafe
- Woefully behind.

Don’t Know/NA/Nothing 7x
- Don’t know/None/Nothing (3x)
- Don’t know. I’m not sure I’ve been there. I’ve heard of it.
- I am not familiar with Oneida/Never heard of Oneida County (2x)
- Never vacationed there, not applicable

Beautiful/Scenic 5x
- Scenic 2x
- Beautiful, Scenic, Inspiring
- Beauty, Family, LOVE!
- Inviting and beautiful

Native American/Reservation 4x
- Native American 2x
- Gambling, American Indian reservations
- Reservation

Lakes 2x
- The best lakes anywhere!
- Lakes
Question 9. How many times have you vacationed in Oneida County? 45

“Other” Responses

Many Times/Frequently 12x
- Many times 2x
- 50 or so
- Every year since 1970
- Frequently
- Many times! We have a cottage on Pelican Lake.
- More than 50 times
- My life, family cottage
- Over 40 years
- Since I was 5 and now I am 74! Have only missed 2 years of not spending time in my favorite Northwood’s!!
- Since I was a child...47 years.
- Year Round as we have a place in the Rhinelander area.

Current Resident 10x
- I live here 4x
- Many times and now a resident
- Own a home there
- Prior to moving home to be with my aged mother in 2010 would get there 3-4 times a year, usually summer/fall
- Resident now
- Used to vacation here regularly and now have moved here full time
- We bought a second home last March

Several Times a Year 9x
- 2 times a year
- 7 trips up between May and November
- At least once a month, sometime twice ;)
- At least once or twice a year but would love to visit more
- Couple times a month
- Have vacation home in Vilas, go to Oneida often
- Most weekend’s summer. And most weekends in winter when there is snow.
- Once a year with family, other times with friends
- Usually 2-3 times a year
Once a Year 5x
- At least once a year since I was born (1980)
- Every summer during my childhood, once per year for a short time now. Would like to spend more time.
- Every year since I was 1. Used to vacation 3 weeks per year, now only one, but if I could more often I would.
- initially camped with family ...now I vacation there 1 week every year@ a resort
- Yearly since I was a child

Miscellaneous 3x
- Born there
- I really don't remember
- My grandparents lived in Rhinelander so, we went to Oneida County a lot. They would bring us to the surrounding cities a lot.

A Few Times Every Few Years 2x
- Used to live 4 miles from Minocqua, now vacation every few years. My heart is still here and would love to move back.
- Used to live there. Now vacation every few years.

Extended Stay 2x
- 1 to 2 months at a time, hopefully more/longer in future
- All summer season.

Used to Live There 2x
- Lived there. Lake Tomahawk.
- Used to live there
Question 11. What keeps you from vacationing in Oneida County more regularly?

449 Other Comments

**Time 85x**
- Time (General) 46x
  - Time 33x
  - Finding the time
  - Just finding available weekends to get to the cabin.
  - Lack of time
  - Limited free time
  - Limited time
  - Need more time
  - No time
  - Not enough time
  - Personal time
  - Stay in Vilas county and don't have enough time to take a second vacation
  - Time constraints
  - Time restraints
  - Time. But I'm up north a lot in the summer, but quite as often in the winter

- Vacation Time/Time Off From Work 39x
  - Time off (from work) 8x
  - Not enough vacation days/time 5x
  - Available vacation time 2x
  - Vacation time 2x
  - Enough time away from work
  - Getting time off
  - Haven't had vacation time
  - Having to take time off of work.
  - Need more time off work.
  - Not enough time off work
  - Not enough vacation time from work
  - Only so much vacation time from work.
  - Time. Not enough vacation time off
  - Time. Retiring soon so that will change
  - Too much time at the office, not enough vacation!
  - Vacation days
  - Vacation days available
  - Vacation time at work
  - Vacation Time Limited
  - Vacations in Oneida County are a must! More time off of work would allow us to vacation more in Oneida County.
  - We do every year! I wish I had more time off work!
  - Work. Can't get enough time off
  - Available vacation days.
  - Vacation time from work
  - Not enough vacation time
Distance 67x
- Distance from . . . 34x
  o Distance from home 3x
  o Distance from Milwaukee 2x
  o Distance - I am in NE Iowa
  o Distance about 5 hours away
  o Distance from current home (4.5 hrs.)
  o Distance from home (Janesville)
  o Distance from Nebraska!
  o Distance from Oneida County
  o Distance. We live south of St. Louis, MO.
  o The distance from my home mainly. My husband is from the south and the winters are not his favorite. But I am very close to convincing him that we will be retiring there :-)
  o I live far away now (Pennsylvania) and have a larger family, so the travel costs getting there are significant.
  o I live 11 hours away
  o Live in PA.
  o Live out of state
  o Live too far away now

- Distance Miscellaneous
  o Commute
  o Distance to travel.... number of times our family gets together
  o Don't drive that far by myself anymore so I wait for my children to take me.
  o Driving time.
  o I don't drive that far by myself anymore.
  o I go once a year...distance keeps me from going more often.
  o long drive
  o Sometimes we go twice a year - distance mostly
  o The drive up, only have one day off a week
  o The drive/distance to get there
  o too far away for a weekend
  o Too far to go
  o Travel proximity
  o We live 1000 miles away
  o We live too far away now.

Personal Finances 61x
- Money 37x
  o Money 33x
  o Extra money
  o Lack of money
  o Money for rental
  o Not enough money to travel

- Costs 9x
  o Cost 7x
  o Rising Costs of Lodging
  o The cost to fly up there
• Expense 5x
  o Expense 4x
  o Expense of and access of air travel, and lodging during summer months

• Finances 4x
  o Finances 3x
  o Personal financials

• Pricing 3x
  o Flight prices from the U.K.
  o Price
  o Gas Prices

• Personal Finances Miscellaneous 3x
  o $ Funds
  o Just budgeting constraints

Miscellaneous 58x
• Crescent lake
• Don't travel as much as I would like
• Family dynamics have changed (divorced, kids are working teens now) Aging pets and my health. I would be back more if I could. I love it up there!
• Family live in County. Enjoy swimming, kayaking, hiking.
• Family ties
• Fishing, hiking the great outdoors
• Free weekends
• Fresh air and carefree
• Fun times with friends and family.
• Good location for family get-togethers
• I grew up in Racine, WI and my family has a cabin up north that we would visit as much as possible. I even went to college in WI just so I could keep going up north. Ten years ago I moved to Colorado. As it turns out, there are hardly any lakes. Here people call reservoirs lakes and they are extremely expensive to use and so crowded that it's not even fun. I purchased a pontoon boat and had to pay $150 for a permit to use the one reservoir nearby. You have to wait in line at the boat ramp, both to get in and get out. When on the water, there are so many motorboats of partiers buzzing around that you can't fish or relax. I keep returning to Oneida County for the lakes. Calm, quiet, beautiful, peaceful and full of decent fish! Oh, and FREE!
Miscellaneous (continued)

- I like to vacation there in the summer months. It is so beautiful. I go way south for some of the winter.
- I really hope to win the survey - it would motivate me to go there.
- I share the cabin with my brother and sister and they live in Wisconsin.
- I vacation several times per year.
- I'm retiring very soon and in the market for a year round home to retire. This in Oneida County. Also, have previously lived in Hazelhurst.
- It's a beautiful part of our country
- Keeping up with Family tradition.
- Kids in college
- Last year was our first trip to Wisconsin, and we went to Minocqua to shop and sight-see. We're planning on vacationing up there more often.
- Love the area!!
- Minocqua
- Mostly just time and getting everyone "on board". My husband works 2 jobs and when he gets vacation days he is so tired that he just wants to use those days to stay home and relax (and sleep in his own bed.) Hopefully some day we will get back up north. :)
- Moved
- Moved out of the state.
- Moved to Eagle River - Vilas County
- Nice place to relax and unwind
- Now live along a lake as full time residence
- Once a year is just perfect for us
- Only have summer home and live far distance away.
- Outdoor activities, lack of door county Chicago crowd
- Peaceful
- Planning
- Planning it
- Poorly maintained roadways
- Proximity of new home in Vilas.
- Proximity to my home. I live closer here than to other more "exotic" locations, but I as I get older I am more interested in finding more things to do closer to home.
- Retired don't travel as much as we did when we were younger
- Snow , Good Food , Good people
- Terrible mosquitos!!
- The beauty of the outdoors and the friends we have made over the years
- The fact that we just discovered it recently, we will definitely be back!
- The lakes and scenery
- The lakes, scenery, restaurants and the people.
- The Three Lakes area
Miscellaneous (continued)

- The woods and lakes
- Travel
  - Used to live in Woodruff so I know the area and I have friends there.
  - Vacation there 1-2 times a year! :)
- Very friendly and relaxing
- Very pretty, nice people
- Walleye and pike never numbers
- We are now retired
- We are there often!
- We love it!!!!
- We love to vacation up north
- Wilderness
- Work did...now retired.

Desire to go to Different Places/Do Different Things 48x

- Been there, done that.
- Desire to visit other places, mainly. But we are regular visitors to Oneida Co., making at least 10 trips a year there.
- I enjoy visiting many other places in WI too.
- I let my husband choose where we go and we move around northern WI.
- I like to explore new places as well as go back to ones I know.
- I like to see new places
- I'm finding myself going elsewhere. Not due to not liking Oneida County anymore, but wanting to experience other places.
- I've seen the things I've wanted to see.
- Like overseas tours
- Live in WI and like to get to new places
- Lots of places to visit in the US.
- Many other intriguing places in Wisconsin to visit that we've never been to
- Many other places of interests
- Many other places to vacation in WI
- Many other places to visit!
- Need to travel to other places because of family being there.
- Now vacation in Iron county
- Now vacationing in Vilas County
- Other adventures
- Other areas to visit
- Other ATV trails to tackle!
- other interests
- Other locations
Desire to go to Different Places/Do Different Things (continued)

- Other places in Wisconsin such as The Dells
- Other places to see
- Other plans
- Other travel options
- our desire to see new places
- Right now we stay in Iron County and go on day trips from our resort.
- So many places to go
- Too many other nice places to see So little time
- Too many other places to see
- Too many places to enjoy!
- Travel elsewhere in Wisconsin to explore locations we have not previously visited.
- Traveling abroad.
- Traveling to other places in this wonderful state.
- Try different areas
- Unfortunately, we have family in southern Wisconsin.
- Vacationing other places
- Visiting other places
- Wanting to explore new places.
- We also have friends in Vilas and Florence Countries that we like to visit.
- We have a camper in a campground year 'round and don't venture too far away, unless there is something worthwhile to visit.
- We like to vacation in other parts of Wisconsin. So we come up every other year. I have been coming up since a little girl. I got married in boulder junction.
- We retired to Town of Rome. Nekoosa WI and have lakes near us now not the big city of Milwaukee. We love going UP NORTH though because now only 3 hours away.
- We typically go to Door County
- We usually visit Door County
- We vacation in Vilas County as we own property there.

Work 33x

- Work/Work schedule 23x
- Job 3x
- I'm there about 3 - 4 times per year. The only thing that keeps me from visiting more is my pesky job! I would love to quit my job up move up permanently.
- Job commitments
- Only my work schedule keeps me from visiting Oneida County more often!
- That darn work continues to get in the way...HA!
- Work and schedule availability being so limited... and because it's a few hours away.
- Work commitments at home
- Work responsibilities
Busy Schedule 23x

- Life 2x
- Busy doing other things and going other places
- Busy kids sports schedules
- Busy life
- Busy with family
- Children's activities.
- Currently in veterinary medical school with busy schedule
- Daily grind
- Family commitments
- Just had a baby! :)
- Kids schedules
- Life has been getting in the way
- My work schedule
- Other commitments
- Other family activities
- To busy doing the flea market circuit to actually vacation but in the Northwood’s several times all summer
- Too busy running a business and hard to get away
- Too busy.
- We are very busy at home.
- family commitments
- Other commitments

Nothing/Not Sure 21x

- Nothing/Not Sure/None 10x
- Nothing - I do vacation there regularly!
- Nothing I come to Oneida county 3-4 times a year
- Nothing in particular
- Nothing, we try to get up there as often as possible. We just bought a vacation home in November in Rhinelander and just love it and the area.
- Nothing, I bought a piece of property there so I can live there in my retirement
- Nothing, I still would.
- Nothing, vacation there every summer
- Nothing, we are there at least once a month
- Nothing. I come here several times a year.
- Nothing. I plan on it again when the timing is right!
- Nothing. We vacation in Oneida County at our cottage more than seven times annually.

Used To Go to Oneida but No Longer Go 11x

- Family no longer resides near Oneida County.
- Go somewhere else now because of family
- I haven't been there in many years
- I used to attend Hodag Country Music Festival and I no longer do.
- I used to go with my family almost every summer, but now I'm more on my own so I'm just waiting to go back!
Used To Go to Oneida but No Longer Go (continued)

- I'm on a fixed income. I don't drive that far by myself much anymore. I go when my kids and Grandkids invite me to go with them. I used to live in Arbor Vitae and I love the North woods. If I had family there I would be living there now. I miss it.
- Maybe family isn't there anymore
- My children are now young adults and vacation on their own.
- My grandparents had a home in Lake Tomahawk and that's where we vacationed. They've since passed and the home is no longer in the family. I would love to go back and relive memories and create new ones.
- My grandparents used to live there. They have since past away and I have not been back since. Would love to go back.
- No longer have family cottage.
- Our family cabin was sold this past summer.

Locating Accommodations (to Meet Specific Needs) 11x

- Accommodations for my dogs
- Finding a place that suits all amenities we desire.
- Finding places to stay
- Finding the right place to stay-on a Lake, pets allowed, priced in budget
- Lack of more upscale accommodations
- Lack of premium accommodations.
- Not having a good place to stay at.
- Pet friendly accommodation options
- Places booked before we can all pick vacation.
- Would appreciate higher end property rentals.
- Would like to find resorts that offer more ability to rent a cabin for less than a week in June or July. 4-5 days is max we can get away right now

Own a Vacation Home or Cabin in the Oneida Area 6x

- Built vacation home near Presque Isle WI
- Cabin
- Currently live on a small lake in central Wisconsin
- I have a cabin in Vilas co.
- Used to vacation every year, loved it so much we bought a cabin there 4 years ago!
- While working it was available time and distance from home. Now that I've retired we've purchased a vacation home so we can spend our summers in Oneida Cty.

Weather Conditions 6x

- Lack of snow! 2x
- Bad weather and dangerous roads in winter
- It's generally kind of cold up there/The Cold 2x
- The winter weather
Lack of Awareness 6x
- Don't know where to go
- knowing facilities & activities better
- Knowledge of opportunities there.
- Lack of awareness of available private homes
- Not always aware of activities available or celebrations.
- Unsure of availability in lodging

Suggestions 6x
- Lack of attractions
- Need more history.....maybe a hiking trail with logging history markers or Native American markers.
- The camping/hiking is nice but need more activities/attractions for out of town visitors
- Not enough events/organized activities outside of Minocqua.
- You guys need more geocaches.....maybe a geotour.
- Would like to rent snowmobile this winter

Currently Live in Oneida 4x
- I live here now. ;)
- I moved there
- Liked it so much I moved here. So it's not a vacation anymore
- Moved here

Health/Accessibility Issues 3x
- Age, surgery
- Health
- We have moved to Texas. Also, when we visited in the past we always camped. Due to disability we either need to find wheelchair accessible hotels/resorts or a wheelchair accessible RV. As in all areas of the US that we visit, the travel industry's idea of what accessible is and what is ACTUALLY accessible and meets the needs of those in wheelchairs or other accessibility issues is quite different. For us to drive over 1,800 miles to Oneida County, I need to know that when I get there, my accessibility needs will be met. We love camping but so many barriers still exist for those in wheelchairs.
Question 14. In which community or communities have you stayed overnight?  45

Other Responses

- St Germain 9x
  - Plus:
    - o St. Germain (not in Oneida, but close to OC trails and rec)
    - o St. Germain (right on the boarder)
- Harshaw 4x
- Lac du Flambeau 4x
- Arbor Vitae 2x
- Boulder Junction 2x
- Can't remember 2x
- Eagle River 2x
- Land O Lakes 2x
- Presque Isle 2x
- Blue Lake
- Cassian
- Conover
- Crandon
- Hazelhurst
- Echo
- Lynne
- Pardee lake
- Phelleps
- Post lake
- Summit Lake
- Town of Cassian
- Usually camping or resort near these communities
- Willow Flowage

Question 16 What prevents you from visiting Oneida County during another season?  80

Other Responses

I/We Visit in All Seasons 34x

- I/We Visit in all Seasons 25x
- I have visited in all seasons, but the summer offers the most variety of things to do
- I like all seasons, but I especially like summer and autumn
- Never I'm here always
- Not much happening in spring that appeals to us
- Nothing, we go every season!
- Nothing. I visit during every season.
- Nothing. We love it year round
- Nothing...I'm there year round
- We visit in all seasons, just not your coldest month - January.
Miscellaneous 17x
- Cottages not winterized
- Finding the right place to stay
- I don't like winter
- Weather factors
- I live here
- I live here now.
- Like to go places I haven't been
- Prefer overseas tours
- Schedule mostly but we are trying to get up there once a month or more.
- Family
- Maybe airport
- Unsure of what we would do while there
- We stay in Vilas County
- We would love to come in winter when the lakes are frozen and lots of snow!
- Access from East Coast

Nothing 16x
- Nothing 10x
- No reason, go mainly for snow
- Nothing prevents me 4x
- Nothing, we are there as much as we can be. Absolutely love it!

Not Applicable 7x

Distance 3x
- Distance
- I don't drive that far by myself anymore.
- Live out of state

Work 3x
- Work 2x
- Work schedule
Question 17. What do you wish you could do but can’t while vacationing in Oneida County? 139 Other Responses

I Do All Available/Everything I Want 49x

- All are available 6x
- All are provided!
- Can do any of those
- Can do everything I want to.
- Can't think of everything, they have it all
- Could do all
- Doesn't prevent me from doing what I want
- From the list above there's nothing we can't do in Oneida County
- Has everything I expect.
- Has everything we like
- Has most of what we want to get away
- have been able to do what we wanted
- I always do what I plan to
- I always find things to do.
- I am sure I can do most of these in the area if I look. Just haven't had the chance to yet.
- I can and do, enjoy almost all
- I can do what I want there
- I do all
- I do all the things I want to do
- I do everything that I want to do while I'm there
- I do everything that I wish to do while there
- I do everything we want to do. It is perfect there! Three Lakes is our perfect destination
- I don't think there's anything that I can't do.
- I enjoy all
- I feel like I could do all those things if I was up there for a long enough vacation, but here's only so much time.
- I like everything that I do there
- I love it all!
- I think all of these things are available in Oneida County
- I truthfully don't think there is anything we are able to do in Oneida County.
- Oneida has everything that I enjoy and then some.
- Oneida has everything we enjoy doing
- Pretty much can do all of the above there is nothing I miss
- There is nothing that we can't do there!
- There is plenty available
- This list is complete for all I have done or want to.
- Was able to do what I wanted
- We can do everything we want in that area.
- We do any and everything that we wish - nothing holds us back but ourselves.
- We do it all
- We never run out of things to do.
- When on vacation I make sure I do what I wanted to do.
- You could do all the above if you wanted too
- You have everything covered
None/Nothing 47x

No Comment/Not Applicable/Not Sure 12x

Miscellaneous 31x
- Age keeps us from doing a lot of things
- Dog Sledding
- Don't understand the question. Why can't I do these things? Physically unable or these things are not available to do there???. No time to do them when I am there? No money to do them?
- Farmers market
- Figure skate
- Geocaching
- I take full advantage of the area.
- Items checked are not accessible to me.
- Lay on a sand beach
- Live music concerts, just not as large as Hodag
- Micro-breweries
- Micro-brewery tap house
- More available trails would be nice. Utilizing some snowmobile routes
- More bike trails
- Need more hotels
- Nightlife like theatre or concerts
- Not too familiar with all available activities
- Question is unclear; should be able to explain why "can't"
- Ride ATVs on more of the snowmobile trails and roads
- Shooting sports
- Sporting events
- State parks
- The pet accommodations can be less desirable
- There are no restrictions for me
- TIME
- Try to feel safer but can’t
- We wing it most of the time.
- Wheelchair accessible tours or attractions
- When in Oneida County I accomplish my goals.
- Would like to see a shop for woodcarvers. Supplies and tools and finished products
- Zumba
Question 18. What prevents you from adding more days to your stay in Oneida County? **34 Other Responses**

**Work 7x**
- Work 2x
- JOB
- Not retired yet
- Still employed full time south of the WI border :(  
- Two weeks is the most my employer will let me be away at a time
- Work schedule

**Nothing 7x**

**Miscellaneous 7x**
- Again, schedule but we do try to get up there once a month or more.
- ALL 3 reasons above when we were vacationing here
- Lack of available home to rent
- My husband.
- Need snowmobile rental close to Pointe resort where we stay
- other areas to tackle
- Right place to stay for reasonable cost

**Need to go Home 5x**
- Gotta go home sometime
- Have to come home to keep up with mail, family, etc.
- My home in Vilas
- Need to be home occasionally in the summer
- Usually by day 3 or 4 there is a level of homesickness that kicks in for everyone vacationing with me. It's almost more of an anxiety like they feel by this time in the vacation that they are abandoning their "chores" and responsibilities and don't want to get behind. It’s hard for my family to relax but up north is about as close as it gets.

**Current Resident or Live Near By 5x**
- I still live here
- Literally live here
- Live close by near lakes also
- Own a vacation home in Elcho, so we don’t need to stay overnight.
- Well, I live here now.

**Weather Conditions 3x**
- Cold weather
- We choose not to be there during the winter. At our age we don't enjoy the weather so we wouldn't participate in the winter outdoor activities. Staying indoors doesn't seem so inviting.
- Weather
Question 20. Do you feel welcome in Oneida County? Why or why not? 941 Responses

Friendly 311x
- Variants of Friendly People/Place 180x
- Everyone is friendly 12x
- Everyone is very friendly 8x
- People are always friendly 8x
- Good/great people 7x
- Heard it is/seems like it would be friendly 6x
- Most people are friendly 5x
- Very friendly area/place 3x
- Everyone is very friendly and welcoming 2x
- Happy people 2x
- Always friendly and inviting.
- Because generally everyone is very nice and friendly.
- Comfortable n friendly people
- Cozy, friendly
- Everyone from locals to visitors seem friendly
- Everyone has been kind
- Everyone I have had contact with from Oneida County has been nothing but friendly and welcoming.
- Everyone is always friendly. Even being from Illinois, I always feel like a local.
- Everyone is always so much nicer and more friendly
- Everyone is extremely friendly and personable
- Everyone is friendly and helpful. Last time I was there, I had car problems and everyone was very helpful.
- Everyone is friendly and it feels like home. It's a simple way of life with the pleasures of modern day amenities if needed.
- Everyone is friendly and pretty relaxed.
- Everyone is friendly and summer and fall are great
- Everyone is friendly and welcoming.
- Everyone is friendly, new neighbors just stop by and introduce themselves....
- Everyone is pretty friendly in the Northwood’s
- Everyone is relaxed and friendly.
- Everyone is so friendly no matter where you go.
- Everyone is so kind and "down to earth".
- Everyone is so welcoming and friendly.
- Everyone is super friendly
- Everyone is wonderful and inviting.
- Everyone I've encountered has always been pleasant
- Everyone living in the area is friendly and respectful.
Friendly (continued)

- Everyone say hello!
- Everyone was so friendly and welcoming while we were there.
- Everyone we met was very friendly and very helpful
- Everywhere I go, where it be a bar, restaurant, or store, the staff and people are always friendly.
- Everywhere I've been there everyone is friendly and accommodating
- Family friendly
- Friendly environment, close to nature.
- Friendly folk when snowmobiling through county.
- Friendly folks where we are vendors
- Friendly outdoors activities, always kind
- Friendly people at all venues I have been to.
- Friendly people, especially in tourist areas.
- Friendly people, places and things
- Friendly, Down Home People.
- Have had no problems with friendliness
- Have never met anyone who wasn't friendly and outgoing towards me in many ways.
- I have meet more people in Oneida County than I have at home.
- I like the waving at people when driving in neighborhoods. Just friendly in general
- It seems like a family friendly place
- It's a special place and so friendly
- It's a great friendly place with awesome people
- It's a very friendly county with a lot to offer
- It's a very friendly laid back atmosphere and just so peaceful.
- It's friendly and accommodating.
- Kind people
- Local people are always friendly and welcoming. We feel as if we are part of the community every time we visit.
- Most people are very friendly and over the years we have met people we can call friends
- Most people seem friendly and welcoming
- Native Americans are always pleasant.
- Oneida County is one of the most friendly places we have visited. They truly make you feel like you are local and appreciate your presence.
- People are always friendly and helpful.
- People are open and friendly
- People are so friendly and neighborly.
- People are very friendly and knowledgeable
- People are very friendly and seem to care about their fellow people.
- People in smaller communities are generally more friendly
- People seem friendly and helpful
Friendly (continued)

- People would be friendly
- Personable place to visit
- Rarely have I met anyone unfriendly or rude.
- Residents are friendly and welcoming.
- Seems like an open and friendly place.
- Some many nice people up there.
- The locals are friendly for the most part
- The locals are really friendly and helpful
- The locals are the best, have made so many friends over the years
- The majority of people are nice and friendly
- The majority of the people there are very friendly.
- The owners of the businesses and the residents extend friendliness.
- The people are friendly, kind, helpful and just fun to be around.
- The people of Oneida County have always been friendly and open to my family and myself.
- The people who live and work in the area are always very friendly.
- Warm friendly people and establishments

Ambiance of Wisconsin/Northwoods/Midwest 72x

- Wisconsin 47x
  - I feel welcome everywhere in Wisconsin 14x
  - Wisconsin is friendly 10x
  - It's Wisconsin 9x
  - Assume it has the Wisconsin hospitality attitude...tourist welcome
  - Because we are Wisconsinites so we take care of one another.
  - I feel welcome all over Wisconsin. I have driven through Oneida County several times and just haven't taken much time to stop.
  - I like Wisconsin in general
  - I love Wisconsin
  - I'd love to see Wisconsin
  - I'm white; luckily, I'm welcome just about everywhere in WI
  - It is Wisconsin, pine trees and sand
  - We love Wisconsin traveling
  - Well it's in Wisconsin
  - Wisconsin feels like home
  - Wisconsin is a friendly state tourists are treated well
  - Wisconsin is friendly and welcoming. Oneida County is an integral part of WI
  - Yes! It’s Wisconsin. How can one not feel welcomed!
• Northwood’s/Up North 18x
  o Up North friendly 4x
  o Its "Up North" 2x
  o Friendly, welcoming people in the Northwood’s!
  o Great Northwood’s feel!
  o I always feel welcome in the north woods.
  o It's "Up North"! Everyone is welcome! People are wonderful, the area is beautiful and there is SO much to do!
  o Just the feel of up north, people are more nicer
  o Northern WI is very welcoming
  o Northern Wisconsin is my happy place!
  o Nowhere like the Northwood’s!
  o The entire Northwood’s community is welcoming. If I had my way I would be able to find a good paying job there and move permanently
  o The Northwood’s is a pretty welcoming place to being with.
  o The Northwood’s is like home
  o We love vacationing up North!

• Midwest 4x
  o Friendly people in the Midwest
  o Midwestern hospitality
  o Midwesterners are very welcoming
  o Most Midwest towns are friendly and welcoming, :)

Miscellaneous 51x
• Just do 4x
• No reason 2x
• Because 2x
• Interesting question - sometimes yes, other times no. We just bought a place in Woodruff, I'd say for the most part businesses are not welcoming, pretty much take the tourists for granted, now as a property owner, I find my $3000/year for non-lake property taxes to be very high for the area - town officials seem apathetic and inattentive to local issues...we'll see. Most restaurants - we've been very pleased with the hospitality
• 3 lakes is less snooty then other towns
• Because of the survey
• Can be in a remote lake area and return to civilization in short time-
• Due to health issues, appreciate availability of quality emergency medical services.
• Fairly affordable
• Good food
• Great hospitality
• Have visited before we bought in other area
• I have never had a bad experience other than accidentally driving into what seemed like a Christian cult campsite/resort that weirded me out
Miscellaneous (continued)

- I have no idea why I'd feel welcomed there. I feel welcomed in any city??
- I have noticed a lot of "for Sale" signs on businesses which is a little disconcerting.
  Things Change.
- I only pass through on the way to Iron county
- I would hope so.
- If it was closer, I would go.
- If you have a survey for me to fill out, I think that means you are inviting more tourism to your area.
- I'm a Sconnie
- I'm originally from Rhinelander and moved to the Green Bay area for college and stayed. We actually just bought lake property outside Rhinelander in hopes to move back in the next 5 yrs. or so. I think Rhinelander has a lot to offer, (hospital, YMCA, major shopping outlets, etc.), but could do so much more to attract tourism. You have a newly remodeled main street. Farmer's Market? Why isn't that held there? It would bring more people to the downtown area. Feature more local bands. Your store fronts on brown need a major facelift and why not try to bring in more antiquing businesses like Tomahawk has...sorry but their main street has better little shops than Rhinelander. More festivities like the side walk chalk contest day. Lots of people and the businesses benefited too! The light show at Hodag Park are the types of things Rhinelander needs to focus on! I do realize that all this takes volunteers.
- It's close to other area's I go to.
- It's on our way to our cabin in Land O Lakes - we usually just stop to get gas, etc.
- Just cause casinos don't like
  Just like Northern MN
- Law enforcement harasses you more just because you have family there
- Lifestyle I live is similar
- No good reason
- No particular reason
- Normal people I can relate to there.
- Not as populated as some other locations
- Not retired yet
- Only been there once and had no problems.
- Prices are reasonable
- Reputation
- The Northwood’s are unique and beautiful and I have roots there because we camped in Lake Tomahawk for many years with my family and I have many fond memories of those experiences as a child
- The sense of community is overwhelming, but there isn't one main attraction that everybody wants to see/do so that separates the community, but also builds tighter knit sub-communities.
- They would like my money
Miscellaneous (continued)

- Too many other places to go
- Too many people focused on hunting and not enough conservation and wildlife appreciation.
- Town is a shell of what it used to be.
- Usually stay at same resort where everyone else is a regular.
- We know it's there.
- We would like to move to Three Lakes on the water but can't afford it.
- Wonderful people in Hazelhurst especially McEwen’s Hilltop
- Would like to move my family there. It is beautiful and the people are kind. Therapeutic.

Good/Nice Place 50x

- It is a good/great/nice area (to visit) 23x
- Looks/sounds like a nice place to visit 3x
- Looks good 2x
- Sounds like a wonderful place 2x
- A nice place - just too far for a quick weekend getaway
- I think it would be a great to visit
- I think it would be a nice place to visit.
- I think we'd be a good match!
- It awesome
- It is a very nice place to visit, lots to do and see and also quiet and relaxing.
- It is comfortable and friendly outdoorsy but still everything you want is there
- It looks like an amazing place to visit and explore. I feel people in the area are extremely nice and are easy to have a conversation with.
- It sounds peaceful
- It's a perfect mix of old and familiar and new and interesting. The area has struck a nice balance of keeping things familiar while at the same time updated and modern.
- I've gone mainly in the summer, and it feels like such a magical place in the summer.
  Lots to do, fresh air, and spending time with the people you're with. Places, like restaurants, the staff is friendly, and there are certain spots to hit every time I used to go. It's become a familiar memory in the more recent years I have visited, so I feel very welcome. It has a homey vibe to it.
- I've heard it's a nice place to visit.
- I've heard it's just a really friendly, outdoorsy, super Sconnie area!
- looks like a super friendly place to visit
- My favorite place
- Seems like an amazing place
- Seems like it would be a good place to visit!
- Seems safe
- The whole place is so inviting
Welcome 50x

- Everyone is (always) welcoming! 20x
- Yes 2x
- Absolutely feel welcome in Oneida County. Refreshing, welcoming people of all ages!
- Also you feel so welcome and happy here
- Always a great place to go and get away
- Because we are frequent visitors we have gotten to know people and are always welcomed with open arms.
- Effort appears to be made to welcome guests
- I feel welcome because there are many options for enjoyment for all ages.
- I haven't visited Oneida County enough to feel welcomed.
- I'm sure they welcome visitors!
- It seems like a location open to welcoming visitors
- It seems very welcoming
- It's a peaceful, welcoming place. I've always felt comfortable there.
- Looks like a welcoming place
- Looks welcoming
- Most everyone is very welcoming. Always enjoy
- My times in Oneida co (though limited) I felt welcomed.
- Of course we do
- Oneida County is a very welcoming place to visit.
- Open and inviting
- People are very welcoming
- people are welcoming and usually in a good mood
- So welcoming!!!
- The few times we are able to make it up each year, we have built relationships with locals and business owners have begun to know us and welcome us like locals.
- The people are always welcoming and will help you with any questions you have even if it's their favorite fishing spot!
- The towns are very welcoming to visitors.
- They appear to be welcoming
- Very down to earth there and so are the people as they seem welcoming that way.
- Very hospitable and welcoming people
- Warm and welcoming atmosphere.
Nice/Kind/Great 45x

- Variations of People are (Very, Always) Nice 24x
- People are great 3x
- I'm sure the people are nice 2x
- Always wonderful
- I have found that when I am in the area folks are very nice and happy to help.
- It's just nice.
- Just a nice and friendly place to vacation
- Nice people ran resort
- Nice, friendly people
- People are nice there, but life can be hard.
- They are known as nice people.
- Very nice people, very friendly and helpful
- We've met very nice people.
- People are just kind
- The people are great
- The people are wonderful
- People who are from the area are helpful, kind and frequently offer suggestions willingly. You automatically feel like family.
- Very kind outgoing people.
- Whenever I have visited I was treated kindly.

Businesses are Welcoming 29x

- A very friendly area, all the people working in shops, restaurants, stores, make you feel very welcome.
- Bars/restaurant folks are normally very friendly and welcoming
- Business owners are always welcoming and polite.
- Businesses are very friendly.
- Businesses try to be accommodating.
- Can always find a place run with a smile
- Customer service is very welcoming
- Everyone in several businesses are always welcoming and nice!
- Friendly businesses
- Friendly locals, especially business owners.
- Friendly resort owners. Warm greetings at golf courses and stores.
- Friendly shopkeepers
- Friendly staff where we have stayed in Minoqua.
- Friendly workers at places we visit
- Great restaurants
- Happy with services
- Most people know that tourism helps support the area, so businesses are very welcoming and locals are a little annoyed.
- Mostly friendly business owners.
- Overall yes - those working in the community enjoy visiting with us who are from out of town.
- People are now more friendly in businesses than they used to be.
Businesses are Welcoming (continued)

- People in stores and restaurants are friendly.
- Shop owners are always very friendly!
- Small businesses always seem friendly when we are there
- Small businesses are very welcoming.
- Sometimes store hours don't fit my visiting. Ex... closed on Mondays and Tuesdays
- The business owners and employees seem friendly
- The people are great and those at the Minocqua Chamber are the BEST. I use the chamber as my info source and they have never failed me.
- The people at establishments we've been to were always welcoming and helpful.
- The shops/restaurants are all welcoming

Never Been There 27x

- Variants of Never Been There 26x
- I have not been, but my relatives have and told me that it is a wonderful place to visit. (And that I should)

Visit Frequently/Coming for a Long Time 26x

- Born and raised here 2x
- Been coming for 40 years. Family tradition
- Been coming up for a long time, know a lot of people from the area.
- Been going for 64 years
- Been going to Minocqua since 1973, love the area.
- Been vacationing there yearly since young. Know the sites and places
- Have visited area since small child, great-grand parents homesteaded in area and still have relatives that live in county. Currently volunteer host in state campground.
- I grew up going there and still love returning every year!
- I grew up in Three Lakes. I know and love the area. Feel very comfortable coming "home".
- I grew up there
- I have been returning to Oneida more and more in recent years and have finally started making local friends. It is always the highlight of my year to meet up with them.
- I have been visiting here my entire life, and never have I felt unwelcome.
- I visit quite frequently
- I've been vacationing there at our cabin all my life (50+ years)
- I've been vacationing there since I was born. The Northwood’s feel like a second home to me.
- I've grown up there & know several people in my community
- My family has been coming to Hazelhurst for 3 generations, we always feel welcome.
- My family has had a cabin there since the 1920s. It is a part of my family.
- My husband has vacationed in three lakes since he was a little child
- Property in family for decades. Know lots of people
Visit Frequently/Coming for a Long Time (continued)

- Used to live there
- Visit every fall
- Visited summers as a child
- We visit every year. Love the area. The most magical part of the country!
- Yes, I grew up in Minocqua.....at least until I was 12. Have always gone back because I love it there.

The Atmosphere/Feel/Mood 22x

- Charming outdoorsy area
- Cheerful atmosphere
- Comfy, friendly, up north feeling
- Cozy atmosphere
- Culture of the people living there
- Warm environment
- Everyone's always in a better mood when they're surrounded by nature and fresh air.
- Good environment
- Good vibes
- I enjoy the atmosphere
- It feels like the people are happy to have me there.
- It's familiar. Some places hardly change.
- Quaint
- Seems inviting
- Still a down to earth county

- It's like going to your beloved grandparents’ house. It's always inviting and warm. It's relaxing, peaceful and cozy. It's Up North what more can you say!?? No other place like it! :)
- Natural charm and friendliness It seems to feel like you are in another world So many vacation locations are just the same old chain restaurants, stores, unfriendly people.....no awe or wonder
- Such a great sense of community in this area.
- That "up north piece of mind" makes me at ease
- Up north feel
- Very family oriented
- Warm vibe
- Warm will

Don’t Feel Unwelcomed/No Reason Not Too/Why Wouldn’t I? 24x

- I don't feel unwelcome, but I could feel more welcomed
- No reason not to feel welcome 10x
- I don't feel unwelcome 3x
- Why not 2x
- Haven't had any real negative experiences.
- It’s not like I’ve been run out of town!

- Nobody bothered me
- Nobody's told me to leave...
- Well, I don't feel unwelcome
- Why wouldn't I
- Why wouldn’t I feel welcome? It's in my home state
- I've never been unwelcomed to Oneida County.
- Never had any trouble.
Relaxing/Laid Back 22x

- Relaxing (place/environment) 6x
- Laid back 4x
- Casual, Laid Back feeling
- I feel it would be relaxing care free place. No judgements on how you go about your day or what you look like.
- It's a laid back relaxing area
- Nature is relaxing and nonjudgmental
- Once I arrive in Oneida cty, I become relaxed & happy
- Oneida County is a very relaxing and cozy place to visit.
- No matter how many people or how much traffic there is, there a huge overwhelming dance of calm when we enter the north woods! All the businesses and community help to carry that calmness.
- Relaxed environment, haven't been since we have had terror attacks though
- Relaxed friendly people
- Seems like a chill place to explore nature
- Slower lifestyle
- The Northwood’s has such a relaxed community.

Love Area 19x

- Love it 7x
- Love the feeling of being "up north!" 4x
- I have always loved the North Woods. It’s so peaceful.
- I love it there in the summer
- I love Oneida County.
- It is definitely Gods Country. Love it there. Can't wait until we retire. Planning on moving there. The crazy people go south. The adventurous go North.
- Love Lake Tomahawk area. Always feel welcomed no matter where you visit in that area. Always relaxing and fun small community events.
- Love the area as well as the people.
- LOVE THE PEOPLE AND THE NORTHWOODS
- Love the trees & lakes and memories of time spent there as a child & younger adult growing up. Always relaxing
Small Town Feel 19x

- I like/love the small town feel
- Home town feel and everyone was nice
- Small family oriented town. Everyone is always pleasant and welcoming
- Small home town feeling where everyone is nice
- Small town cozy feeling. Everyone is very pleasant.
- Small town feel with nice people in all the shops I deal with.
- Small town feel, caters to out-of-towners, never had any complaints.
- Small town welcoming community.
- We love the small town atmosphere, everyone is so friendly and welcoming.

Beauty of the Area 18x

- Beautiful...
- Gorgeous
- Scenic
- I love the natural beauty.
- It is a beautiful place that is very inviting.
- Appealing area
- picturesque views

Lots of Activities 16x

- Community with lots of stuff to do
- Good fishing!
- Good fishing--nice resorts--good eating places
- Great mix of Northwood’s with plenty to do.
- Have things to do that I want to do!
- It is a great area with plenty to do or nothing at all
- It is a very inviting fun time because of the activities and the people who live there who make a visit entertaining.
- It's a nice area but being single, there isn't much that interests me there.
- Lots of options of things to do!
- Love it up there so many things to see places to eat
- Many activities available, along with great shops and restaurants.
- There is always so much that Oneida County has to offer.
- There is always something to do.
- There is so much to do and see.
- Variety of activities.
- Well maintained trails
Family & Friends 16x
• Family and/or friends live/lived there 14x
• I attended Lakeland Union High School so I have some roots that keeps me coming back. Old friends, exploring old and new areas, and visiting the area more than when I actually lived there. Attending the festivals, flea markets, local restaurants, etc. are so special to me.
• Our neighbors. They are extremely friendly and a wealth of information of what do and where to go in the area.

Advertising/Marketing 15x
• Advertisements for there
• Advertising is welcoming
• Commercials
• From advertisements and emails received.
• I do, but only from the advertisements, which are my only base of reference so far.
• I see ads and Facebook things that make it seem like a great place to visit and that encourage people to come there
• Information gathered displays Oneida County as warm and inviting
• Received lots of invitations to come
• Seems very inviting with all of the ads that I've seen
• The commercials I've seen are very welcoming
• The email they send makes it sound appealing
• The marketing demonstrates a friendly, fun place
• Their website seems welcoming
• Your newsletters always feel welcoming.
• Keep advertising the county

Feels Like Home/Home Away From Home 15x
• Home away from home 5x
• Feels like home 4x
• Homey
• I always feel like I'm home when I reach Minocqua.
• I grew up in WI and it's always like coming back home.
• It's like coming home! I’ve been visiting for 55 years and love it
• Very friendly place that makes you feel at home only better
• We love the Minocqua area and consider it out home away from home! The people are kind and welcoming, and we love the community feel.
Live There/Live in the Area/Second Home 15x

- Everyone is so inviting. I have been coming to Oneida County since I was a toddler and have always considered it my second home.
- Have cabin in Harshaw
- I live here
- I live in Brown County, so I have passed through. Seems like a nice area.
- I own property there
- It is my second home that allows me to escape reality and go to the Northwood’s to enjoy God's amazing creation!
- Its home
- It's my second home.
- It's our second home, in our family since the 60s
- This is home! This is where my heart is.

Tourist/Vacationer Comments 15x

- An area for tourists, should be welcoming.
- As a tourist, we should always feel welcome.
- Everyone is on vacation
- Everyone seems to be on vacation from another area
- It's for tourist
- Places expect visitors/tourists.
- Some towns like Minocqua act to good for tourist and don't treat people that great
- Sure you want my tourism
- They like the tourists.
- They obviously accommodate tourists
- They understand tourists.
- They understand vacationers
- Tourists are the lifeblood of many of these towns.
- Town looks inviting. They appear to want tourism in their area.
- Vacation culture

Don’t Know 14x

Fun 14x

- Fun/fun place to visit 9x
- Enjoyed
- Full of fun activities!
- Fun activities and wonderful chamber director
- Fun businesses, but cities are spaced far apart.
- I had a wonderful time there
Unwelcome Feelings 13X

- I feel welcome once I have gotten to know a community, but it's not as welcoming as it could be. Oneida County needs to increase its signage in each town/city directing me to places such as the downtown or a museum or an art center. You go to other tourist areas and there is an abundance of signage (such as Baraboo) making it easy for tourists to find sites without having to look too hard. Oneida County really needs to add more signage. Also, cities like Rhinelander are really not that inviting to enter. The welcome sign is easy to miss and the rest of the way in looks a little like an industrial park or abandoned gas stations.
- I mostly feel welcome but as a Native American the anti-Indian sentiments can be annoying at times.
- Most of the time we feel welcome but some places make us feel they hate tourists although I've been visiting all my life, and parents and grandparents too. It feels to us like we aren't tourists
- Most of the time, yes. Sometimes feel like an outsider
- Not always. Locals tend to view us as FIBs though we aren't. My husband grew up in Rhinelander but we live in La Crosse now. Just get the feeling that if they don't know you, locals just tolerate you and have no interest in getting to know you.
- Only when we bring up accessibility issues do people or businesses turn on you. I generally approach accessibility issues with suggestions on how they could become more accessible and therefore welcoming. Many people and businesses give lip service and no action, while others are insulted that I brought up my accessibility issues and rights to them. Many act like I should just adapt to the norm, if only that was a possibility!
- Police can be overly or “underly” aggressive
- The Three Lakes Locals are very unfriendly to Illinois vacationers.
- There does not seem to be a lot of diversity or acceptance of minorities.
- Very "clickish" community.

People 9x

- The people 2x
- I've met some great people
- Other vacationers like us
- Outgoing people
- People are salt of the earth
- people are the same everywhere
- Stay at same place each year good people nice to see every year, like extended family
- The people and natural beauty are inviting and welcoming.

Not Applicable/Not Sure 9x

Positive Word of Mouth 5x

- I have friends in Appleton and they have told me pleasant things about Oneida County.
- I hear it's very friendly and welcoming
- I've seen and heard that it is nice to vacation
- From my research and word of mouth.
- Heard a lot of good things about it
Question 21. What is preventing you from planning a vacation to Oneida County?

233 Other Responses

Personal Finances 44x
- Variants of Lack of Money 35x
- Cost 4x
- Didn't have a lot of money as I have to have someone come & take care of the ranch too.
- I don't have much money at all. My savings account was wiped out by medical bills and my inability to run my small business.
- I'm a student so money is very, very tight
- Just moved to Wisconsin need inexpensive travel ideas
- Money, can't seem to ever save enough without having something happen to use up my savings.

Time 46x
- Variants of Available/Free Time 38x
- Finding the right time to go when it's not so crowded
- Finding time and getting organized and planning it
- Have not made the time but will be there for a music event soon now!
- Taking the time to go. Keep pushing to the next time.....
- Time but now that we are in our retirement years, we can begin to explore!
- Time concerns. (Not enough vacation time)
- Timing and planning.
- Timing. Getting vacation time the same weeks as my husband.

Time AND Money 25x
- Time and money 24x
- Money and time since we child care for our 3 grandsons.
Other Places to Visit 19x

- Other places to visit 2x
- Always go to Price County!
- Friends in Ashland County
- I usually go a bit further north. Eagle River area. Have a cabin 20 mi from there. Many many years.
- I vacation in Lincoln county
- My father has a cottage in Forest County, so it becomes kind of an easy default place to go.
- Not everyone in the family agrees to visit there
- Nothing at all. There are just so many places to visit in Wisconsin. It's on my list.
- Other adventures
- Other locations because of family time
- Other vacations
- Other Wisconsin counties
- Priority of places to go. There are so many we have not been.
- Too many other places to visit
- Usually go to Vilas County for snowmobiling. Would like to go to Oneida for that or summertime activities one day.
- Usually vacation in Vilas County
- We have cabin elsewhere
- When we go to Wisconsin we spend our time in Rib Lake, Taylor County.

Lack of Awareness About the Area and Local Activities 18x

- Don't know what kind of things there are to do there
- Don't know much of what's there
- Have not looked to see what the area has to offer
- Haven't heard much of it before
- I don't know enough about it. Is it a good place for tubing?
- I only picked that choice, because it was the best of the three choices. I've only heard of the city and don't know anything about it except that there may be a casino there.
- I'm not familiar with this area of WI.
- just not knowing the area well
- Lack of knowledge about the county
- Need more information on how to make it happen
- Never heard of it
- Not enough info to plan
- Not knowing enough about Oneida County to vacation there
- Not sure exactly what to do there.
- Not sure what to do there and where to stay.
- Not sure where to go
- Not sure where to go and what there is to do.
- Unsure of attractions
Work/Lack of Vacation Time from Work 16x

- Work 5x
- Time off 2x
- Time off work 2x
- Busy with work
- Job related
- Lack of vacation time in past.
- Lack of vacation time.
- Limited vacation days
- Vacation time
- Work schedule

Miscellaneous 16x

- Boyfriend
- Divorced
- Finding someone to go.
- Haven't come across a really good package or "deal".
- Haven't made the time to plan the trip.
- I would love to visit
- I'm currently in Florida during the winter months but when I get back to Wisconsin in April, I will have time to plan a vacation to Oneida County.
- never went there
- No idea on where to go for the time available
- No reason really
- Planning a time to go around events in the area
- Poor Wi-Fi
- Spent working weekend in Rhinelander with daughter years ago in off season but haven't went on vacation yet
- Transportation
- We haven't taken a vacation since 2013.
- Wrong time of year for me

Have Not Gotten Around to Taking a Vacation in Oneida County 14x

- It is on a long list of places we'll go
- It's on the list!
- Just have not found opportunity.
- Just haven't planned that one yet
- Just haven't booked anything yet since I'm not sure the best place to go!
- Just haven't gotten to it :-(
- Just haven't gotten to it yet.
- Just haven't had the chance yet
- Just haven't had the chance yet. Newly retired so it's now in my future plans
- Just never booked anything.
- Laziness on getting on computer to look for location to accommodate my group of 18.
- So many options in Wisconsin, just haven't gotten to Oneida yet.
- So many places to vacation in WI- I just haven't made it to Oneida County yet
- Went other places in WI but we'll get there.
Not Sure/Nothing 10x
- Nothing/Not sure/Nothing in particular 9x
- Nothing, I've been around and through. Maybe lunch or a drink. Haven't stayed yet.

Busy Family/Schedule 9x
- Always busy, don't have time.
- Busy
- Busy Lifestyle- perhaps I should start planning a road trip and get away for a while.
- Family
- Family responsibilities
- I'm busy a lot but would travel there someday
- Just too busy to go
- Organizing schedules
- Too busy yet

Distance 9x
- Distance 5x
- Distance from Texas
- Distance long ways away
- Too far from home to haul camper or motorcycle.
- Travel distance

Finding Accommodations to Meet My Needs 4x
- Accommodations seem too expensive.
- Accommodations we found better in other areas, more choices
- Finding a reasonably priced cottage located on a good musky lake
- Finding place that allows dogs

Health Issues 3x
- Health issues in the past 2 years. Hoping to make a summer visit this year.
- Recent family illness
- Waiting for my wife and myself to recover from some medical issues
Question 23. What resources do you use when planning a vacation? 5 Other Responses

- AAA
- Ads via mail or email
- County travel brochures
- I used to live in Minocqua as a child.
- I usually request info from the area's Chamber of Commerce-brochures

Question 26 Why not interested in vacationing in Oneida County? 12 Other Responses

- Do not know where it is or what it is like.
- Don't know anything about it
- Don’t know enough
- DON'T KNOW ENOUGH ABOUT WHAT IS IN THE AREA
- Don't know what is offered
- Don't really know
- Have not explored what is available to do there yet
- Haven't gotten to it yet!
- I have no current plans for vacation. Maybe I'll go there in the future.
- Only time we get to that area is for funerals.
- Unfamiliar with it. If there was an option that said never heard of it but would consider going I would have selected that.
- Wasn't really aware

Question 29 What interests you that is not available in Oneida County? 25 Other Responses

- Not sure 3x
- Don't know 2x
- ?
- City activities
- Do not know this place
- Don't really know what's there
- Dunno
- Family
- Free money
- Good Food
- High end amenities
- I don’t know what is even in Oneida county
- I just think of it as rural - no big stores, etc.
- Many things to do in a limited area.
- Modern businesses
- Nice buildings
- Not applicable since unaware of the area
- Nothing
- Pet friendly lodging
- Probably nothing
- Seems like they have a little bit of everything
- Theatre
Question 30 What is your similar vacation spot? 8 Other Responses

- Bayfield
- Door County
- Land O Lakes
- Oconto County
- St Germain or Eagle River
- Turtle Lake
- Vilas county
- Wisconsin Dells
## Appendix B – Written Responses to Intercept Survey

**Question 2. What are you doing during this visit?**

### 47 Other Responses

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping</td>
<td>6 responses</td>
</tr>
<tr>
<td>Camp fences</td>
<td>4x</td>
</tr>
<tr>
<td>Camp fires, cook out</td>
<td>1x</td>
</tr>
<tr>
<td>Camping and golfing</td>
<td>1x</td>
</tr>
<tr>
<td>Golf</td>
<td>6 responses</td>
</tr>
<tr>
<td>Golf/Golfing</td>
<td>5x</td>
</tr>
<tr>
<td>Golf, blues cruise</td>
<td>1x</td>
</tr>
<tr>
<td>Work</td>
<td>6 responses</td>
</tr>
<tr>
<td>Business/Work</td>
<td>3x</td>
</tr>
<tr>
<td>Work here, shop here</td>
<td>2x</td>
</tr>
<tr>
<td>Working at our second home</td>
<td>1x</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>4 responses</td>
</tr>
<tr>
<td>Family vacation at resort</td>
<td>2x</td>
</tr>
<tr>
<td>Visiting friends</td>
<td>1x</td>
</tr>
<tr>
<td>Funeral</td>
<td>2x</td>
</tr>
<tr>
<td>Motorcycling</td>
<td>4 responses</td>
</tr>
<tr>
<td>Rented bike at Mel's</td>
<td>2x</td>
</tr>
<tr>
<td>Motorcycling</td>
<td>2x</td>
</tr>
<tr>
<td>Water sports</td>
<td>2 responses</td>
</tr>
<tr>
<td>Jet ski, bars</td>
<td>1x</td>
</tr>
<tr>
<td>Water ski show</td>
<td>1x</td>
</tr>
<tr>
<td>Traveling with pet</td>
<td>2 responses</td>
</tr>
<tr>
<td>Dog park</td>
<td>1x</td>
</tr>
<tr>
<td>Walking our family dog</td>
<td>1x</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>19 responses</td>
</tr>
<tr>
<td>Beef-a-rama</td>
<td>1x</td>
</tr>
<tr>
<td>Berry picking</td>
<td>1x</td>
</tr>
<tr>
<td>Bonfires</td>
<td>1x</td>
</tr>
<tr>
<td>Came for the hodag!</td>
<td>1x</td>
</tr>
<tr>
<td>Opening cabin</td>
<td>1x</td>
</tr>
<tr>
<td>Frog catching</td>
<td>1x</td>
</tr>
<tr>
<td>Garage saling</td>
<td>1x</td>
</tr>
<tr>
<td>Go carts. Bowling</td>
<td>1x</td>
</tr>
<tr>
<td>Helper association member</td>
<td>1x</td>
</tr>
<tr>
<td>Horseriding</td>
<td>1x</td>
</tr>
<tr>
<td>Just flew in from a trip</td>
<td>1x</td>
</tr>
<tr>
<td>Reading</td>
<td>1x</td>
</tr>
<tr>
<td>Running</td>
<td>1x</td>
</tr>
<tr>
<td>Shooting range</td>
<td>1x</td>
</tr>
<tr>
<td>Soccer</td>
<td>1x</td>
</tr>
<tr>
<td>Parks - state park, wine tasting</td>
<td>1x</td>
</tr>
<tr>
<td>Traveling through to up</td>
<td>1x</td>
</tr>
<tr>
<td>Winery tour</td>
<td>1x</td>
</tr>
<tr>
<td>Ziplining</td>
<td>1x</td>
</tr>
</tbody>
</table>
Question 3. What would encourage you to return to Oneida County during another season? **37 Other Responses**

*Snowmobile-related 6 responses*
- Snowmobiling 2x
- If I owned snowmobile
- Several winter sports, snowmobile
- Snowmobiling
- Snowmobiling trails

*Bicycle-related 2 responses*
- Bike Trails
- Biking, cross country skiing

*Children’s activities 2 responses*
- More kid activities 2x

*Fishing-related 2 responses*
- Fishing
- Musky Fishing, Guide Service

*Friends and Family 4 responses*
- Family
- family need
- Friendships in the area
- Mother in law

*Cabin in area 2 responses*
- Cabin in Vilas Co.
- Lake cabin

*Racing 2 responses*
- Likes Races
- Races

*Weather comments 3 responses*
- Less snow
- Warm sun
- Weather

*Hunting 2 responses*
- Hunting
- More hunting harvest permits. More deer

*Miscellaneous 12 responses*
- Come up a lot
- Cross country skiing
- Distance
- Events
- Fall colors sometimes
- Free beer
- Kayaking
- Live Music
- Love the Northwoods
- More cheap lodging
- More restaurants
- Used to live here
Question 4. What would encourage you to extend your stay in Oneida County? 36

Other Responses

Hunting Options 5 Responses
- More hunting opportunities
- More hunting opportunities
- More often harvest permits
- Expanded ruffed grouse, managed forests/trails
- Hunting

If Retired 4 Responses
- Retirement 4x

Dining Options 4 Responses
- Better/More/Affordable restaurants 3x
- Pizza haven

Better Weather 3 Responses
- Good weather
- Shorter winter
- Weather

ATV Riding 3 Responses
- ATV access to shops + restaurants in and around Rhinelander
- ATV trails to the north from Enterprise
- More ATV trails

Biking 3 Responses
- Bike friendly, more biking in urban
- If I brought my bike
- If I knew more about biking and hiking here

Family/Friends 3 Responses
- Brother rent cabin longer
- Family
- Visit family

Owning Property 2 Responses
- Owning property
- Thinking about moving up

Miscellaneous 9 Responses
- Already come up 3-4 times per month
- Closer to home, more flights to Rhinelander
- Company events
- Coupons
- If hosts included individual camp. Fish
- Kayaking
- More Hodag activities
- More snow
- Watch our birds too sometimes
Appendix C1 – Quantitative Summary of Combined Responses to Intercept Survey

1. How often do you come to Oneida County? [Ask as an open-ended question. Record the appropriate response.]

<table>
<thead>
<tr>
<th></th>
<th>First Visit</th>
<th>Several Times/Year</th>
<th>Once a Year</th>
<th>Once Every Few Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>15%</td>
<td>41%</td>
<td>33%</td>
<td>11%</td>
</tr>
<tr>
<td>Fall</td>
<td>7%</td>
<td>27%</td>
<td>59%</td>
<td>7%</td>
</tr>
<tr>
<td>Winter</td>
<td>9%</td>
<td>68%</td>
<td>16%</td>
<td>6%</td>
</tr>
</tbody>
</table>

2. What are you doing during this visit? (Mark all that apply.)

<table>
<thead>
<tr>
<th>Summer</th>
<th>Fall</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antiquing</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>ATV/UTV</td>
<td>12%</td>
<td>0%</td>
<td>5%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Biking</td>
<td>13%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Canoeing</td>
<td>22%</td>
<td>22%</td>
<td>4%</td>
<td>43%</td>
<td>63%</td>
</tr>
<tr>
<td>Cross country skiing or snowshoeing</td>
<td>0%</td>
<td>0%</td>
<td>39%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Dining or eating at restaurants</td>
<td>49%</td>
<td>54%</td>
<td>48%</td>
<td>52%</td>
<td>37%</td>
</tr>
<tr>
<td>Downhill skiing</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Festival or another special event</td>
<td>12%</td>
<td>32%</td>
<td>18%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Fishing</td>
<td>43%</td>
<td>39%</td>
<td>26%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Gambling at casino</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Hiking</td>
<td>25%</td>
<td>17%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Hunting</td>
<td>3%</td>
<td>2%</td>
<td>9%</td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td>Ice Fishing</td>
<td>1%</td>
<td>0%</td>
<td>21%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Industry tour</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Motor boating</td>
<td>25%</td>
<td>29%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Museums or exhibits</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>33%</td>
</tr>
<tr>
<td>Relaxing</td>
<td>43%</td>
<td>63%</td>
<td>15%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Sailing</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Shopping</td>
<td>52%</td>
<td>37%</td>
<td>10%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>31%</td>
<td>12%</td>
<td>8%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Swimming</td>
<td>10%</td>
<td>0%</td>
<td>2%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Visit historical sites</td>
<td>3%</td>
<td>0%</td>
<td>33%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Visiting family or friends</td>
<td>3%</td>
<td>0%</td>
<td>33%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Water skiing</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Wildlife watching</td>
<td>24%</td>
<td>17%</td>
<td>3%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Other: (list)</td>
<td>21%</td>
<td>15%</td>
<td>13%</td>
<td>Other: (list)</td>
<td>21%</td>
</tr>
</tbody>
</table>

3. What would encourage you to return to Oneida County during another season? (Mark all that apply.)

<table>
<thead>
<tr>
<th>Summer</th>
<th>Fall</th>
<th>Winter</th>
<th>I already come to Oneida County during another season</th>
<th>More vacation time</th>
<th>More money</th>
<th>More to do that interests me</th>
<th>Other (list)</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>33%</td>
<td>22%</td>
<td>9%</td>
<td>19%</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td>37%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44%</td>
<td>23%</td>
<td>10%</td>
<td>9%</td>
<td>13%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See Appendix B
4. What would encourage you to extend your stay in Oneida County? (Mark all that apply.)

<table>
<thead>
<tr>
<th></th>
<th>More vacation time</th>
<th>More money</th>
<th>More to do that interest me</th>
<th>Other (list)</th>
<th>See Appendix B</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>64%</td>
<td>34%</td>
<td>1%</td>
<td>15%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>37%</td>
<td>24%</td>
<td>10%</td>
<td>5%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Winter</td>
<td>48%</td>
<td>29%</td>
<td>5%</td>
<td>15%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

5. Think of the activities you like to do on vacation. [Pause] What do you like to do that isn’t available to you in Oneida County?

See Appendix B

6. What is your home zip code? See Appendix B

7. Including yourself, how many people are in your vacation group?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3 - 4</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>2%</td>
<td>39%</td>
<td>21%</td>
<td>38%</td>
</tr>
<tr>
<td>Fall</td>
<td>10%</td>
<td>20%</td>
<td>23%</td>
<td>48%</td>
</tr>
<tr>
<td>Winter</td>
<td>13%</td>
<td>35%</td>
<td>24%</td>
<td>28%</td>
</tr>
</tbody>
</table>

8. Which of these age ranges includes you?

<table>
<thead>
<tr>
<th></th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 – 54</th>
<th>55 - 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>3%</td>
<td>14%</td>
<td>39%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Fall</td>
<td>0%</td>
<td>15%</td>
<td>63%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Winter</td>
<td>5%</td>
<td>15%</td>
<td>47%</td>
<td>23%</td>
<td>9%</td>
</tr>
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</table>