DAY TRIP TRAVEL DESTINATIONS
A MARKET RESEARCH STUDY

Prepared for
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EXECUTIVE SUMMARY

The City of Hillsdale is located in rural Michigan near the Ohio and Indiana borders boasting a proud heritage and actively building for its future. The area is graced with scenic vistas of rolling farmlands, charming downtown areas and shopping along with many tranquil lakes and ponds for outdoor recreational activities. This research project was conducted on behalf of the Hillsdale Tax Increment Financial Authority in order to identify business and recreation needs of visitors seeking a destination location. Results from a mail survey of residents within a radius of 130 miles of Hillsdale County (excluding Hillsdale County) will help the TIFA board determine the most effective advertising and marketing methods for the discovered target market.

City officials are seeking to better understand what attracts current customers to its retail stores, local events, and available activities, as well as to gain further knowledge into the target market’s traveling preferences. One objective of this study is to measure the awareness and interest level of Hillsdale County’s current offerings. Demographic data on residents who currently travel to Hillsdale and their reasons for doing so will help to satisfy this objective. This data will also help to reach the second objective, which is to determine the perceived reputation of Hillsdale from adults between 25 and 75 years of age with a minimum reported yearly income of $30,000. The last two objectives written by the marketing research team are to measure the perceived interest and number of people with the propensity for travel and to gather demographics of respondents with special interest in those that are or would travel to Hillsdale.

Due to the nature of this research project, the research team first conducted exploratory research utilizing secondary sources focusing on several studies, which included a study on the decision-making process for recreational trips, the characteristics that make up a destination city, and the current reputation of Hillsdale County. Papers and studies were found from various databases including the Hillsdale Municipal Newsletter and a summary of these findings in reported later in this document.

Following the secondary research analysis, the research team developed a 19 question survey containing questions beneficial in addressing the research objectives and providing useful feedback to the client. The address list was obtained from usadata.com and the survey was mailed to randomly selected 2,500 potential respondents. From the sample of the population surveyed, a total of 184 surveys were returned, two being incomplete, yielding a 7.28 percent response rate.

The survey’s results showed that 84.3 percent of respondents had not visited Hillsdale County in the last 12 months. However, 95.5 percent of respondents (171) said they do enjoy taking weekend/days trips and 52.5 percent said they generally take 4 or more of these trips per year, which shows the opportunities and potential
for tourism in Hillsdale County. When asked, which activities they had attended or participated in over the last 12 months, approximately 145 respondents checked both restaurants and shopping. The most common events or activities respondents intend to participate in include retail restaurants, shopping, historical locations, and outdoor concert. There was a moderately strong relationship between the number of times respondents had visited Hillsdale County or the City of Hillsdale and their satisfaction level.

Survey analysis yielded informative conclusions. Demographically, in order to achieve the greatest chance of success, marketing efforts should be targeted towards individuals who are married and between the ages of 45 and 65, who do not have a child still living at home. In total, 75.2 percent of respondents stated a willingness to travel anywhere from one hour to at most two hours for a weekend/day trip. Based on this information, Hillsdale’s message frequency should be amplified within that radius, emphasizing the city’s offerings. Based on the respondent’s future willingness to participate and their past participation, options such as historic locations, lake events, outdoor concerts and weekend sporting events are highly recommended and showed to have the most positive feedback. Options such as a bed and breakfast on the lake could be very appealing for these middle-aged, married individuals who can get away for a weekend without any worries.

Moreover, all-day events on the lake could attract many people within the two-hour radius, resulting in a wider range of demographics, whether that is a young couple, a family of four, or a married couple without children at home. Restaurants scored the lowest cumulative average in terms of future willingness to drive two hours to participate in, and 36 percent of respondents said they would only be willing to spend between $50 and $75 on dining for a whole weekend/day trip. Therefore, investing in a moderately priced restaurant may be successful within the City of Hillsdale.
BACKGROUND

Hillsdale is a small city in southern Michigan. As of the 2010 census, the city population was 8,305, including 2,970 households and 1,686 families residing within the city borders. Hillsdale is run as a council-manager government and is the home of Hillsdale College, a private liberal arts college, founded in 1844, known for its academic excellence and institutional independence. Hillsdale was a booming railroad town in the late 1800s, but this came to an end when the last passenger train left Hillsdale in 1956. However, a number of beautiful Victorian homes and rolling farmlands currently occupy the land. In 1908, the city opened its first public library and in 1934, Hillsdale Municipal Airport went into business.

The city is situated mostly within Hillsdale Township, but is a municipality governed independently of the township. According to the United States Census Bureau, the city has a total area of 6.19 square miles. The median age is 30.2 years and the median household income is $34,695. About 5.5 percent of families and 10.3 percent of the population were classified below the poverty line.

The City of Hillsdale Tax Increment Finance Authority works as a committee to promote economic viability and community revitalization by providing incentives to business and property owners. Currently, the committee is seeking to enhance visitor experiences and attract more visitors to Hillsdale, Michigan. At present, Hillsdale offers hotels and bed and breakfasts, downtown shops and restaurants. The city seeks to determine demand for additional services of potential visitors who have visited Hillsdale College within the last year.
RESEARCH OBJECTIVES

Develop a questionnaire to find out what events, activities, or landmarks would encourage people to make a day/weekend trip to Hillsdale County. Specifically:

1. Measure awareness/interest level of Hillsdale County’s current offerings.
2. Determine the perceived reputation of Hillsdale from adults between 25 and 75 years of age and with a minimum reported yearly income of $30,000.
3. Measure perceived interest and number of people with the propensity for travel.
4. Gather demographics of respondents with special interest in those that are currently or would travel to Hillsdale.
SECONDARY RESEARCH

Due to the nature of this research project, the research team conducted exploratory research utilizing secondary sources focusing on several studies which included a study on the decision-making process for recreational trips, the characteristics that make up a destination city, and the current reputation of Hillsdale County. There is a high elasticity of demand for pleasure trips. The value placed by the customer on his use of the resort must equal or exceed the cost of the journey to and from it, on the usual assumption that travelling is a disutility. In one study, the destination’s environment was the primary factor for visits (social and cultural features) followed by the destination’s service infrastructure (transportation, food and lodging services).

Similarly, another study suggested the destination’s image directly influenced attribute satisfaction; destination image and attribute satisfaction were both direct antecedents of overall satisfaction; and overall satisfaction and attribute satisfaction in turn had a direct and positive impact on destination loyalty.

Based on a tourists’ day-trips study, data concluded hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel.

Word-of-mouth recommendations have the greatest impact on a new tourist’s consideration of that location. Tourists are likely to develop destination loyalty when the location’s reality exceeds their expectations.

By far, the most successful tourism towns seem to be those blessed by nature with pre-existing, recreational opportunities and natural assets. History and heritage also play important roles. A college or university can contribute significantly to tourism opportunities. And easy interstate access (19 of the 40 cities were within 10 miles of an interstate highway), as well as proximity to large metropolitan areas, favor tourism towns. Small town leaders who want to promote tourism may apply these strategies: (1) invent attractions and broadly appealing activities; and (2) design a message about those attractions, addressing individual emotional and psychological needs. Small towns become tourist destinations for several reasons. Successful tourism depends on analyzing and understanding the marketing motivations of a target audience. The Baby Boomer and Generation X groups make up the largest number of travelers and also tend to spend the most money.

Please see the appendices for references and the full report.
METHODOLOGY

Definitions of the Population and Sample Plan
The population selected for this research study consisted of residents within a two-hour radius of Hillsdale County, not including Hillsdale County itself. The sample size consisted of adults between the ages of 25 and 75 years of age with a minimum reported yearly income of $30,000. The research team mailed 2,500 surveys, anticipating a response rate ranging between 4.00 and 7.00 percent, in order to provide the research team with between 100 and 175 surveys for data analysis.

Questionnaire Development
The Research Team developed a one-page, front and back, 19-question, undisguised questionnaire and cover letter to be mailed to the selected sample of residents that met the criteria stated above. The 19-question survey was developed based on the research objectives in order to obtain the most relevant, beneficial information to the Tax Increment Finance Authority (TIFA) committee. The questionnaire contains a screening question in order to filter out irrelevant and unqualified respondents. The questionnaire is made up of categorical, metric and open-ended questions. The categorical questions are expressed in both dual-choice and multiple-choice format, the metric in both synthetic and non-synthetic symmetric format, and the open-ended response the aided format.

Data Collection Method
The questionnaires were delivered to the recipients utilizing the Hillsdale College mailroom. The team used the college’s non-profit rate to help reduce the significant cost of mailing. The self-administered, direct-mail surveys were mailed on Wednesday, March 21, 2013 with a response deadline of Monday, April 9, 2013. This allowed the respondents a few weeks to complete and return the surveys.

Non-Sampling Error
Of the surveys that were returned, there were only two that could not be used for data analysis. One of the surveys was returned without any information filled out, and another was returned with “deceased” written at the top. There were fifty-five undeliverable surveys. Out of 2,500 direct-mail surveys that were delivered, 182 were completed and used for data analysis.

Sampling Error
Assuming a 95% confidence interval, and a return of 182 surveys, the sampling error is 7.00 percent.
LIMITATIONS

The following represent the limitations encountered with this study:

- Of the 182 usable surveys, some were partially incomplete but were used for data analysis and 55 were returned undeliverable.
- A large percentage of respondents (84.3%) have never visited the City of Hillsdale impacting the sample size for certain questions
- Studies have shown direct mail surveys contain non-respondent bias suggesting those who choose not to respond to a survey may have very different views than those who do respond
FINDINGS

Response Rate
Of the 2,500 surveys mailed, 184 were returned giving an initial response rate of 7.36 percent. Out of the returned surveys, two were incomplete, one was completely blank and another had “deceased” written at the top of the survey. Without the two invalid surveys, 182 surveys were then considered valid for statistical analysis, which results in a net response of 7.28 percent.

Screening Question
1. Do you like to take weekend/day trips?
(No,Yes)

This is a dual-choice, categorical question was chosen with the intention of discovering how many respondents take weekend/day trips.
Of the 182 surveys included in statistical analysis, 171 respondents replied with a “yes” whereas 8 respondents replied with a “no” answer and three respondents did not answer this portion. This yields a 95.5 percent positive and a 4.5 percent negative response rate. The three individuals who did not answer the initial question of the survey were included in the analysis.
Questionnaire Results

2. How frequently do you take weekend/day trips per year?
(0 Times, 1 Time, 2 Times, 3 Times, 4+ Times)

This multiple-choice, categorical question allowed respondents to select how frequently they travelled in the last year. Frequency distribution (percentage) summarization was utilized to analyze the results. Results suggest the majority of respondents (52.5 percent) take four or more weekend/day trips per year, whereas 22.9 percent average three weekend/day trips, 16.2 percent average two weekend/day trips per year, 3.9 percent take one weekend/day trip per year, and 4.5 percent have not taken a weekend or day trip in the last year.
3. In the last 12 months, what is the farthest you have traveled by car for an event, festival, show, or activity? (Check one)

(Less than 30 Minutes, 30-60 Minutes, 60-90 Minutes, 90-120 Minutes, More Than 120 Minutes)

This multiple-choice, categorical question was used to determine how far respondents travel by car to attend an activity.

The majority of the sample, 55 percent, demonstrated a past willingness to travel by car, two hours or more for an event, festival, show or any other activity. Following, 18.9 percent of respondents responded with an answer between 90 and 120 minutes, 16.7 percent responded with an answer between 60 and 90 minutes, 7.8 percent responded with an answer between 30 and 60 minutes, and 1.7 percent responded with an answer of 30 minutes or less. This significant decline in respondents from “120+ Minutes” to “90-120 Minutes” demonstrates that a large portion of the respondents have a past history of travel over an hour for an event.
4. What do you think is a reasonable drive time for a day trip, special event, festival, show, or activity? (Check one)

(Less than 30 Minutes, 30-60 Minutes, 60-90 Minutes, 90-120 Minutes, More than 120 Minutes)

This multiple-choice, categorical question was asked to measure the respondents deemed to be a “reasonable” drive time for a day trip, special event, festival, show, or activity.

Results indicate most respondents consider a reasonable drive time to be 60-90 minutes (39.8 percent), followed by 35.4 percent selecting a 90-120 minute drive time. The shortest and longest drive times were indicated much less frequently.
5. **How likely are you to use overnight lodging at the location of a special event, festival, show, or activity? (Check one)**
   
   (Unlikely-0, Neutral-1, Somewhat Likely-2, Likely-3, Very Likely-4)

<table>
<thead>
<tr>
<th>Variable</th>
<th>AVG</th>
<th>S.DEV</th>
<th>MIN</th>
<th>MAX</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>How likely are to stay at overnight lodging for activity?</td>
<td>2.2</td>
<td>1.1</td>
<td>0</td>
<td>4</td>
<td>180</td>
</tr>
</tbody>
</table>

This question synthetic symmetric, intensity continuum, metric question asked respondents the level of likelihood of staying overnight at the location of a certain event.

The respondent’s average of 2.2 indicated they were between “Somewhat Likely” and “Likely” to use overnight lodging.
6. How much are you willing to spend on each of the following for a weekend/day trip? (Check one)
(Less than $50, $50-$75, $75-$100, $100-$125, $125-$150, $150+)

- **Events:**
  - Less than $50: 35.8%
  - $50-$75: 28.3%
  - $75-$100: 16.8%
  - $100-$125: 4.6%
  - $125-$150: 8.7%
  - $150+: 5.8%

- **Retail:**
  - Less than $50: 39.6%
  - $50-$75: 23.7%
  - $75-$100: 20.7%
  - $100-$125: 8.3%
  - $125-$150: 4.7%
  - $150+: 3%

- **Dining:**
  - Less than $50: 26.9%
  - $50-$75: 36%
  - $75-$100: 20.6%
  - $100-$125: 8.6%
  - $125-$150: 4%
  - $150+: 4%
This question was comprised of a series of multiple-choice, categorical questions. It was chosen with the intention of discovering how much respondents are willing to pay for Events, Retail, Dining, Entertainment, and Lodging during a weekend/day trip.

Analysis indicated the majority of respondents (35.8 percent) demonstrated a willingness to pay less than $50 for an event. In terms of willingness to spend money on retail for a weekend/day trip, a majority (39.6 percent) of respondents were willing to spend less than $50 on retail. Next, a majority (36 percent) of respondents demonstrated a willingness to spend anywhere between $50 and $75 on dining for a weekend/day trip. When it comes to entertainment, a total of 61 percent of respondents specified they would be willing to spend anywhere from $75 or less on entertainment. Lastly, when it comes to lodging, 33.3 percent and 27.5 percent of respondents demonstrated a willingness to spend between $75 to $100, and $100 to $125 on lodging for a weekend/day trip, respectively.

These findings indicate individuals are willing to spend more money on lodging and dining rather than on events, retail, and entertainment during a weekend/day trip.
7. In the last 12 months, which of the following have you attended or participated in? (Check all that apply)

This was a series of dual-choice, categorical question focusing on interests of the target demographic.

Based on the data, a large majority of the sample have traveled to restaurants, shopping and farmer’s markets. Conversely, a significant portion of the respondents have not traveled for hunting, airport fly-ins, running races, scrapbooking, quilting, bike racing, boat racing, or snowmobiling.
8. On a scale from 1 to 5, where 1 is “WILL NOT Participate” and 5 is “WILL Participate”, how likely are you to travel two hours or less for the following events/activities?
(Will Not Participate-1, Might Not Participate-2, Neutral-3, Might Participate-4, Will Participate-5)

Average(s) Analysis Results

Level of Participation in Events

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>3.9</td>
<td>1.1</td>
<td>1</td>
<td>5</td>
<td>177</td>
</tr>
<tr>
<td>Retail Shopping</td>
<td>3.7</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>180</td>
</tr>
<tr>
<td>Historic Locations</td>
<td>3.5</td>
<td>1.2</td>
<td>1</td>
<td>5</td>
<td>175</td>
</tr>
<tr>
<td>Sporting Events</td>
<td>3.5</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>171</td>
</tr>
<tr>
<td>Outdoor Concert</td>
<td>3.4</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>178</td>
</tr>
<tr>
<td>Lake Event</td>
<td>3.3</td>
<td>1.5</td>
<td>1</td>
<td>5</td>
<td>172</td>
</tr>
<tr>
<td>Farmer's Markets</td>
<td>3.3</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
<tr>
<td>Art Shows</td>
<td>2.9</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>175</td>
</tr>
<tr>
<td>Antique Market</td>
<td>2.7</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
<tr>
<td>Car Shows</td>
<td>2.5</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>176</td>
</tr>
<tr>
<td>Races</td>
<td>2.3</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
</tbody>
</table>

This question is a non-synthetic symmetric, N-point anchored, metric question used to gauge the respondent’s participation in the various events.

Averages for the activities ranged from 2.3 to 3.9. Based on this data, respondents are more willing to travel two or less hours for activities such as restaurants, retail shopping, historic locations and sporting events. Conversely, respondents are less willing to travel for activities such as races, car shows, antique markets and art shows.
9. In the last 12 months, how many times have you visited Hillsdale County?
(1 Time, 2 Times, 3 Times, 4 Times, 5+ Times, Have Not Visited)

This question is a multiple-choice, categorical question measuring the number of times respondents have visited Hillsdale County.

Analysis indicated 141 (or 77.9 percent) of respondents have not visited Hillsdale County in the past 12 months. Since the number of respondent visitors is low (21.5 percent), the team has chosen to consider this a screening question when conducting analysis on the question 10 and 14 in order to avoid a skewing of results. Note since the sample size is low, results are less reliable.
10. How satisfied were you with your visit to Hillsdale County?
(Have Not Visited-0, Very Dissatisfied-1, Dissatisfied-2, Neutral-3, Satisfied-4, Very Satisfied-5)

**Average(s) Analysis Results**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction level with visit to Hillsdale County?</td>
<td>4.2</td>
<td>0.7</td>
<td>3</td>
<td>5</td>
<td>41</td>
</tr>
</tbody>
</table>

This is a Synthetic Symmetric, Intensity Continuum, metric question. The team eliminated the “Have not visited” respondents to provide more representative analysis of results. Again, by eliminating the majority of respondents, the data should be viewed less reliably.

These results suggest those who have traveled to Hillsdale County are “Satisfied” with their visit.
11. In the last 12 months, how many times have you visited the City of Hillsdale?  
(1 Time, 2 Times, 3 Times, 4 Times, 5+ Times, Have Not Visited)

This question is a multiple-choice, categorical question measuring the number of times respondents have visited the City of Hillsdale.

Analysis indicated 150 (or 84.3 percent) of respondents have not visited the City of Hillsdale in the past 12 months. Since the number of respondent visitors is low (15.7 percent), the team has chosen to consider this a screening question when conducting analysis on the question 12 and 14 in order to avoid a skewing of results. As before, note since the sample size is low, results are less reliable.
12. How satisfied were you with your visit to the City of Hillsdale?
(Have Not Visited-0, Very Dissatisfied-1, Dissatisfied-2, Neutral-3, Satisfied-4, Very Satisfied-5)

Average(s) Analysis Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction level with visit to City of Hillsdale?</td>
<td>4.2</td>
<td>0.7</td>
<td>3</td>
<td>5</td>
<td>31</td>
</tr>
</tbody>
</table>

This is a Synthetic Symmetric, Intensity Continuum, metric question. The team eliminated the “Have not visited” respondents to provide more representative analysis of results. Again, by eliminating the majority of respondents, the data should be viewed less reliably.

These results suggest those who have traveled to the City of Hillsdale are “Satisfied” with their visit.
13. Please describe your visit to Hillsdale County and/or the City of Hillsdale?

Question 13 Responses:

- Visit Brother
- Pass Through
- Visit College / Campus
- Antiquing
- Visit Relatives
- Basketball Tournament
- Lake Activities
- Car Show
- Country Events
- Auction & Fair
- Restaurant / Craft Show
- Family / County Fair
- Sporting Event
- Visit Lake
- Camping
- Shopping

This open-ended, unaided response option to question 13 allowed respondents to specify their reason for visiting Hillsdale County and/or the City of Hillsdale.

The purpose of this question was to help identify common visit purposes. In general, the common answers revolved around family based activities, whether visiting family, the college campus, the lake or attending the county fair.
14. Based on your experience in Hillsdale County and/or the City of Hillsdale, rate your satisfaction for each of the following categories: Restaurants, Lodging, Shopping, and Events. (Unsatisfied-1, Little Satisfaction-2, Neutral-3, Some Satisfaction-4, Very Satisfied-5)

**Average(s) Analysis Results**

**Level of Satisfaction**

<table>
<thead>
<tr>
<th>Variable</th>
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<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillsdale County/City Events</td>
<td>3.8</td>
<td>0.9</td>
<td>2</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>Hillsdale County/City Shopping</td>
<td>3.7</td>
<td>1.0</td>
<td>2</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>Hillsdale County/City Restaurants</td>
<td>3.6</td>
<td>1.0</td>
<td>2</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Hillsdale County/City Lodging</td>
<td>3.1</td>
<td>1.0</td>
<td>1</td>
<td>5</td>
<td>22</td>
</tr>
</tbody>
</table>

This question is an N-point anchored, Synthetic Symmetric, metric question was used to measure the level of satisfaction among four categories of activities.

Again, the number of respondents is low yielding less reliable data. The level of satisfaction for Hillsdale County/City events averages were between 3.1 and 3.8, which lies between neutral and some satisfaction.

Surprisingly, according to this information, responses averaged either neutral to just below some satisfaction for all four categories. This question scored somewhat lower levels of satisfaction than questions 10 and 12, respondents indicated a “Satisfied” level of satisfaction with their overall visit to the City of Hillsdale and Hillsdale County.
15. Are you: Married, Divorced, Single, Widowed
(1 – Yes, 0 – No)

This question is a dual-choice, categorical question used to gather demographic information of all 182 respondents.

Based on the information, the large majority of individuals are married (81.1%). Only 21.9 percent of respondents identified themselves as being divorced, single or widowed.
16. How many unmarried children, under the age of 18 do you have living at home?
(0 - 0 Children, 1 – 1 Child, 2 - 2 Children, 3 – 3 Children, 4 – 4 Children, 5 – 5 Children, 6 – 6 Children, 6 – More Than 6 Children)

Question 16 is a multiple-choice categorical question used to determine the number of unmarried children living at home.

Out of the total 177 responses, the majority of respondents (70.1 percent) do not have a child under 18 years of age living at home.
17. What is your highest level of education? (Check one)
(1 – Less than HS Diploma, 2 – HS Diploma/GED, 3 – 2 to 4 Yr College Degree, 4 – Post Graduate School)

This multiple-choice categorical question was used to determine the level of education of the respondents.

Analysis illustrates of the 180 total responses, 72.8 percent had at least 2 years of college experience or more.
18. What is your age range?
(0 – less than 25, 1 – 25 to 35, 2 – 35 to 45, 3 – 45 to 55, 4 – 55 to 65, 5 – 65 to 75, 6 – 75 or older)

This next multiple-choice categorical question was chosen to determine the age of respondents.

Analysis indicated the top two age groups were “55-65 Years” (33.3 percent) followed by “45-55 Years” with 31.7 percent.
19. What is your income range? (Check one)
(0 – Less than $30,000, 1 - $30,000 to $59,999, 2 - $60,000 to $89,999, 3 - $90,000 to $119,999,
4 - $120,000 to $149,999, 5 - $150,000 or Higher)

This final multiple-choice categorical question was asked to determine the income range of respondents.

Nearly 61 percent of all respondents earn more than $60,000 per year.
SIGNIFICANCE TESTS

CORRELATION ANALYSIS (A statistical relation between two or more averages such that systematic changes in the value of one variable are accompanied by systematic changes in the other.)

Correlation Analysis Results

<table>
<thead>
<tr>
<th>Satisfaction level with visit to Hillsdale County?</th>
<th>Correlation</th>
<th>Sample Size</th>
<th>Significant?*</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last 12 months, how many times have you visited Hillsdale County?</td>
<td>0.79</td>
<td>165</td>
<td>Yes</td>
<td>Moderate</td>
</tr>
<tr>
<td>*Yes=significantly different from zero at 95% level of confidence.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Correlation Analysis Results

<table>
<thead>
<tr>
<th>Satisfaction level with visit to City of Hillsdale?</th>
<th>Correlation</th>
<th>Sample Size</th>
<th>Significant?*</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last 12 months, how many times have you visited the City of Hillsdale?</td>
<td>0.79</td>
<td>168</td>
<td>Yes</td>
<td>Moderate</td>
</tr>
<tr>
<td>*Yes=significantly different from zero at 95% level of confidence.</td>
<td></td>
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</tr>
</tbody>
</table>

A correlation analysis was conducted to determine if there was a bivariate relationship between the questions: “What was your satisfaction level with your visit to the City of Hillsdale?” and “In the last 12 months, how many times have you visited the City of Hillsdale?” This same analysis was run with the questions regarding Hillsdale County. A final analysis was run between “What is your satisfaction level with your visit to the City of Hillsdale and satisfaction level with your visit to Hillsdale County?”
There was a statistically moderate positive relationship between the number of time respondents times had visited Hillsdale or Hillsdale County in the last 12 months and their overall level of satisfaction with their experience. There was a statistically strong positive relationship between the respondent’s satisfaction level based on their experience with Hillsdale County and also the city of Hillsdale.

These findings suggest two things. First, the more often a respondent visited the City of Hillsdale, the higher their level of satisfaction. Second, the satisfaction level between the City and County are strongly related.

*Note Questions 9 and 11 were reclassified as natural metric questions in order to conduct this analysis.*
SIGNIFICANCE TESTS

LINEAR REGRESSION (A technique in which a straight line is fitted to a set of data points to measure the effect of a single independent variable. The slope of the line is the measured relationship between variables.)

Trimmed Regression Analysis Results (Backward Stepwise)

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Total Cases</th>
<th>176</th>
</tr>
</thead>
<tbody>
<tr>
<td>How likely are you to stay at overnight lodging for activity?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent Variable(s)</th>
<th>Coefficient</th>
<th>Standardized</th>
<th>Significant?*</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is reasonable drive time for an activity?</td>
<td>0.40</td>
<td>0.31</td>
<td>Yes</td>
</tr>
<tr>
<td>How frequently do you take weekend/day trips per year?</td>
<td>0.17</td>
<td>0.16</td>
<td>Yes</td>
</tr>
<tr>
<td>Intercept</td>
<td>0.66</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

*95% level of confidence

A regression analysis was conducted to assess the relationship between the dependent variable (“How likely are you to stay at overnight lodging for activity?”) and other questions.

Analysis revealed there is a moderate positive relationship between the likelihood of a respondent staying at overnight lodging to the drive time to an activity. There is also a weak positive relationship between the likelihood of a respondent staying at overnight lodging to the frequency of weekend/day trips per year. This suggests the respondent’s likelihood to stay at overnight lodging increases as the travel time increases and/or the more frequently respondents take weekend/day trips.

*Note Questions 2 and 4 were reclassified as natural metric questions in order to conduct this analysis.
CONCLUSIONS

The research team found a significant majority (95.5 percent) of respondents demonstrated a willingness and desire to take weekend or day trips, and of those willing, 52.5 percent have taken at least 4 weekend/day trips in the last 12 months and another 22.9 percent who have taken at least 3 weekend/day trips in the last 12 months. When it comes to the respondent’s willingness to drive for a day trip, special event, festival, show or activity, 39.8 percent stated a reasonable drive time of 60-90 minutes and 35.4 percent were willing to travel between 90 and 120 minutes. Averaging all respondent’s likelihood to stay at overnight lodging if needed, data showed an average score of 2.2 which lies between “Somewhat Likely” and “Likely.”

In terms of the respondent’s willingness to spend during a weekend/day trips on categories such as events, retail, dining, entertainment and lodging, 35.8 percent were willing to spend $50 or less on events; 39.6 percent were willing to spend $50 or less on retail; 36 percent were willing to spend between $50 and $75 on dining; 30.8% were willing to spend between $50 and $75 on entertainment; and 33.3 percent were willing to spend anywhere from $75 to $100 for overnight lodging. In total, 28.5 percent of respondents reported a yearly income between $30,000 and $59,999, and 26.6 percent reported a yearly income between $60,000 and $89,999.

With what could be the most important information, respondents demonstrated the highest level of interest and participation when it comes to restaurants and shopping in the last 12 months. Next, respondents were asked to gauge their willingness to participate in activities that involved driving 2 hours less on a scale of 1 to 5, with 1 meaning no interest and 5 meaning a high level of interest. The data showed “restaurants” scored the highest with an average of 3.9, “retail shopping” with an average of 3.7, “historic locations” an average of 3.5, and “outdoor concert” with an average of 3.4.

The biggest issue for Hillsdale Count and the City of Hillsdale was the significant lack of respondents who have never actually visited either the county or the City of Hillsdale itself. Out of all questionnaires received, 78.3 percent of respondents indicated they have not visited Hillsdale County in the last 12 months, and 84.3 percent stated they have not visited the City of Hillsdale.

However, of the respondents who had visited Hillsdale County, they indicated a perceived satisfaction level of “Satisfied,” and those who have visited the City of Hillsdale had an average satisfaction level that fell between “Satisfied” and “Very Satisfied.” Therefore, the level of visit satisfaction is not the issue. The real issue is those individuals who have visited Hillsdale County in the last 12 months reported an average satisfaction level of 3.8 for events, 3.7 for shopping, 3.6 for restaurants and 3.1 for lodging. These numbers
all fall between the level of “Neutral and “Somewhat Satisfied” with “Lodging” having the lowest overall score among the categories.

For those who have actually visited Hillsdale County and/or the city of Hillsdale, they were asked to describe their reasoning for the visit. The most popular answers were: visit the lake and/or lake activities, sporting events/ college events, and visit family for the day.

Demographically, 81.1 percent of respondents stated that they were married, while 70 percent did not have a child living at home that was under 18 years of age. This is important, because it allows for a majority of marketing efforts be placed towards married couples that have disposable income and no restrictions due to an underage child. More specifically, of all respondents who listed an age range, 65 percent fall between the ages of 45 and 65, with an additional 11.7 percent falling between and ages of 35 and 45. Finally, 72.8 percent had at least 2 years of college experience or more. Combined, this information provides a customer profile of a prospective visitor and will allow for more precise segmentation efforts.
RECOMMENDATIONS

After analyzing the conclusions of the research data, the following recommendations can be made:

- **Demographically**, in order to achieve the greatest chance of success, marketing efforts should be targeted towards individuals who are married and between the ages of 45 and 65, who do not have a child still living at home and earn more than $60,000 per year.

- In total, 75.2 percent of respondents stated a willingness to travel anywhere from one hour to two hours for a weekend/day trip. Based on this information, Hillsdale’s message frequency should be amplified within that radius, emphasizing the city's positive aspects.

- Based on the respondent’s past participation, options such as restaurants, shopping, and farmer’s markets showed to have the most positive feedback.

- Restaurants scored the highest cumulative average in terms of willingness to drive two hours; 36 percent of respondents indicated they would be willing to spend between $50 and $75 on dining for an entire weekend/day trip. Therefore, investing in a moderately priced restaurant may be successful within the City of Hillsdale.

- A visitor’s likelihood to stay at overnight lodging increases as the travel time increases and/or the more frequently respondents take weekend/day trips. Over 60 percent of respondents demonstrated a willingness to spend between $75 to $125 on lodging for an entire weekend/day trip. This suggests a possible need for a moderately priced hotel.

- Of those respondents who had visited the area, satisfaction levels of Hillsdale City/County for events shopping, restaurants, and lodging were below “Somewhat Satisfied”, and suggest opportunities for improvements in these areas. In general, respondents were “Satisfied” (4.2 average) with their visit to the City and/or County.
APPENDICES
Tax Increment Finance Authority: Client Proposal

Introduction:

The City of Hillsdale is located in rural Michigan near the Ohio and Indiana borders boasting a proud heritage and is actively building for its future. The area is graced with scenic vistas of rolling farmlands, charming downtown areas and shopping along with many tranquil lakes and ponds for outdoor recreational activities.

Problem Statement/Opportunity Identification:

This study, conducted on behalf of the Hillsdale Tax Increment Finance Authority (TIFA), seeks to identify business and recreation needs of visitors seeking a destination location. Specifically, the study should identify services needed/desired by a demographic traveling within an approximately 130-mile radius. However, this excludes Hillsdale County residents. Data from the study will help city officials formulate an economic planning strategy.

Research Objectives:

Develop a questionnaire to find out what events, activities, or landmarks would encourage people to make a day/weekend trip to Hillsdale County. Specifically:

1. Measure awareness/interest level of Hillsdale County’s current offerings.
2. Determine the perceived reputation of Hillsdale from adults between 25 and 75 years of age and with a minimum reported yearly income of $30,000.
3. Measure perceived interest and number of people with the propensity for travel.
4. Gather demographics of respondents with special interest in those that are currently or would travel to Hillsdale.
Application:

Research results will provide the Hillsdale TIFA with quantitative data that will assist in determining the most efficient way to market to the surrounding areas of Hillsdale County, as well as assessing the target audience’s current level of awareness and views of Hillsdale.

Research Design:

The research team will design a cover letter and direct mail questionnaire to be distributed to names on the list of residents within the designated 130-mile radius of Hillsdale from USAData.com.

Research Process:

1. Proposal submission and review
2. Selection of research company
3. Development of survey
4. Approval of survey
5. Data collection
6. Data tabulation
7. Data analysis
8. Report of findings

Financial Responsibilities: TBD-awaiting further confirmation.

Anticipated Timeline:

After the approval and signature of this document by all parties, the research of the above objectives and statements will begin. A written oral report of findings and suggested strategies will be presented to the client during the final week of April 2013.

Thank you very much for this opportunity! We are honored to assist the TIFA Committee.

Research Team Approval:

Team Members

__________________________________________________________________________ Date:_____________________________

__________________________________________________________________________ Date:_____________________________

__________________________________________________________________________ Date:_____________________________

Client

__________________________________________________________________________ Date:_____________________________

(on behalf of Hillsdale TIFA)
March 19, 2013

Dear Respondent,

As students of Hillsdale College's marketing research class, we are conducting a general research study on tourism and desirable destination characteristics.

Enclosed is a short questionnaire asking a variety of questions about your experiences and preferences for weekend/day trip destinations. Please look over the survey, respond to the questions and mail it back in the enclosed postage paid envelope by April 9, 2013. If you choose to include your contact information, you will be entered win a FREE two-night stay at the Rockwell Lake Lodge in Luther, MI.

You were selected to be part of this study based on your home’s proximity to Hillsdale County. Participation is important since your responses will be used to represent many others in the area. Please be assured all information provided will remain confidential.

The survey should only take about 5 minutes to complete. We hope you will take time to complete this questionnaire and return it by April 9, 2013.

If you have any questions or concerns about completing the questionnaire or about being part of this study, you may contact our project coordinator, Professor Susan King, at 517-607-2416.

Thank you in advance for your cooperation and assistance.

Sincerely,

Lauren Grover
Joseph Buth
Tyler Haggerson
Questionnaire

1. Do you like to take weekend/day trips?        Yes________  No_______

2. How frequently do you take weekend/day trips per year? (Check one)
   - 0 times
   - 1 time
   - 2 times
   - 3 times
   - 4 or more times

3. In the last 12 months, what is the farthest you have traveled by car for an event, festival, show, or activity? (Check one)
   - less than 30 minutes
   - 30 to 60 minutes
   - 60 to 90 minutes
   - 90 to 120 minutes
   - more than 120 minutes

4. What do you think is a reasonable drive time for a day trip, special event, festival, show, or activity? (Check one)
   - less than 30 minutes
   - 30 to 60 minutes
   - 60 to 90 minutes
   - 90 to 120 minutes
   - more than 120 minutes

5. How likely are you to use overnight lodging at the location of a special event, festival, show, or activity? (Check one)
   - Unlikely
   - Neutral
   - Somewhat Likely
   - Likely
   - Very Likely

6. How much are you willing to spend on each of the following for a weekend/day trip? (Check one)
   - Less than $50
   - $50 - $75
   - $75 - $100
   - $100 - $125
   - $125 - $150
   - $150+

<table>
<thead>
<tr>
<th></th>
<th>Events</th>
<th>Retail</th>
<th>Dining</th>
<th>Entertainment</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less</td>
<td>✧</td>
<td></td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
</tr>
<tr>
<td>$50 - 75</td>
<td>✧</td>
<td></td>
<td></td>
<td>✧</td>
<td></td>
</tr>
<tr>
<td>$75 - 100</td>
<td></td>
<td>✧</td>
<td></td>
<td>✧</td>
<td></td>
</tr>
<tr>
<td>$100 - 125</td>
<td></td>
<td></td>
<td>✧</td>
<td>✧</td>
<td></td>
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<tr>
<td>$125 - 150</td>
<td></td>
<td></td>
<td></td>
<td>✧</td>
<td></td>
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<tr>
<td>$150+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. In the last 12 months, which of the following have you attended or participated in? (Check all that apply):
   - Antiquing
   - County Fair
   - Holiday Events
   - Quilting
   - Art Show
   - Farmers’ Market
   - Hunting
   - Races -Running
   - Boating
   - Fishing
   - Lake Activities
   - Scrapbooking
   - Boat Racing
   - Airport Fly-In
   - Local Bars & Breweries
   - Snowmobiling
   - Camping
   - Shopping
   - Local Music Concerts
   - Youth Sporting Events
   - Car Show
   - Historic Locations
   - Parades
   - Bike Racing
   - Theatre
   - Museum
   - Restaurants
   - None
   - Other (Please Specify) 

   ________________________________
8. On a scale from 1 to 5, where 1 is “WILL NOT Participate” and 5 is “WILL Participate”, how likely are you to travel two hours or less for the following events/activities? (Circle one number for each event/activity)

<table>
<thead>
<tr>
<th></th>
<th>WILL NOT Participate</th>
<th>WILL Participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Event</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Art Show</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Car Show</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Farmer’s Market</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Antique Market</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Retail Shopping</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Races</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Historic Locations</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Sporting Events</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Outdoor Concert</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify): ______________________________________________________________________

9. In the last 12 months, how many times have you visited Hillsdale County? (Check one)
   □ 1 time □ 2 times □ 3 times □ 4 times □ 5 or more times □ Have Not Visited

10. How satisfied were you with your visit to Hillsdale County? (Check one)
    □ Very Satisfied □ Satisfied □ Neutral □ Dissatisfied □ Very Dissatisfied □ Have Not Visited

11. In the last 12 months, how many times have you visited the City of Hillsdale? (Check one)
    □ 1 time □ 2 times □ 3 times □ 4 times □ 5 or more times □ Have Not Visited

12. How satisfied were you with your visit to the City of Hillsdale? (Check one)
    □ Very Satisfied □ Satisfied □ Neutral □ Dissatisfied □ Very Dissatisfied □ Have Not Visited

13. Please describe your visit to Hillsdale County and/or the City of Hillsdale:
______________________________________________________________________________________________
_________________________________________________________________________________

14. Based on your experience in Hillsdale County and/or the City of Hillsdale, rate your satisfaction for each of the following categories:

<table>
<thead>
<tr>
<th></th>
<th>Unsatisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>
Please describe event:_________________________________________________________________

15. Are you:
   - Married
   - Divorced
   - Single
   - Widowed

16. How many unmarried children, under the age of 18 do you have living at home?
   - 0
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - more than 6

17. What is your highest level of education? (Check one)
   - Less than High School Diploma
   - High School Diploma/GED
   - 2-4 Year College Degree
   - Post-Graduate School

18. What is your age range?
   - less than 25
   - 25 to 35
   - 35 to 45
   - 45 to 55
   - 55 to 65
   - 65 to 75
   - 75 or older

19. What is your income range? (Check one)
   - less than $30,000
   - $30,000 to $59,999
   - $60,000 to $89,999
   - $90,000 to $119,999
   - $120,000 to $149,999
   - $150,000 or higher

Thank you for your time and participation. Please respond using the enclosed postage paid envelope before **April 9, 2013**. If you wish to be entered into the drawing for a **FREE two-night stay at the Rockwell Lake Lodge in Luther, MI**, please provide the following (all information is confidential and will not be shared):

Name:

Address:

Email:

Phone:
Weekly Status Reports
Client: Tax Increment Finance Authority

January 29, 2013
In Attendance: Lauren, Tyler, and Joe

1. Internet Research
   The team did individual research on the online advertising of Hillsdale to see what the city is being portrayed as currently. We were presently surprised to see an updated and glossy tourist site.

2. Brainstorming
   We then created a list of the events and places that are attractive about Hillsdale. We are prepared to share a few of these to the client at our first meeting.

February 5, 2013
In Attendance: Lauren, Tyler, and Joe

1. Team Meeting
   During the team meeting, we have decided that it would be best for Lauren Grover to be considered the “team leader” and the one who will continue contact with our client, Tax Increment Finance Authority. Also, we have begun drafting the cover report that will be first checked by Dr. King, then given to the team’s client.

2. Client Meeting Time
   Contact has been made with the team’s client, Tax Increment Finance Authority. The scheduled meeting time with the TIFA committee has been set for Wednesday, February 6th at 5:30pm. As a team, we will meet with the committee on the second floor conference room in City Hall.

February 12, 2013
In Attendance: Lauren, Tyler, and Joe

1. Client Meeting
   The team met with the TIFA board at Central Hall to discuss the details of the questionnaire, the marketing objectives, and the budget.

2. Budget Analysis
   The team put together a budget analysis for the client with three options of questionnaire quantities.

February 19, 2013
In Attendance: Lauren, Tyler, and Joe

1. Draft Client Proposal
   The team drafted the client proposal to be review by Professor King.
2. PERT Chart
A PERT Chart was created to keep the project organized and to uphold deadlines.

February 26, 2013

In Attendance: Lauren, Joe and Tyler

1. Team Contact
The team was finally able to make contact with Mrs. Wolfram with regards to the budget. Mrs. Wolfram concluded that she needed more time to ask the whole TIFA board with regards to their flexibility on the budget.

2. Team Work
Team leader, Lauren Grover, was able to complete the client proposal and it is officially ready to be seen by the TIFA committee. Also, the PERT chart has been completed. Next, as a group we are planning on beginning the secondary research report, all that needs to be done is figuring out the breakdown amongst the group.

3. Visitor Questionnaire
Group member, Joe Buth, has provided an initial page of survey questions that may be used on the final questionnaire. Also, Dr. King was able to provide a draft version of the questionnaire. The version Dr. King has provided the group will be revised, edited and broken down so that the group can finalize a visitor questionnaire, which is to be presented in front of the TIFA committee.

March 5, 2013

In Attendance: Lauren, Tyler, and Joe

1. Secondary Research Report
The team completed the secondary research report and it was edited by Professor King.

2. Distribution List
The distribution list is ready to be ordered from USAData.com upon confirmation of quantity from the client.

3. Cover Letter and Questionnaire
The team scheduled a meeting at 7:30 pm on March 4 to finish the drafted versions of the cover letter and survey to be later reviewed by Professor King.

March 12, 2013

In Attendance: Lauren, Tyler, and Joe

1. Questionnaire and Cover Letter Drafts
The team drafted the questionnaire and cover letter, which were then approved by Professor King.

2. Distribution Quantity Confirmation
The client responded and agreed to fund the distribution of 2500 questionnaires in order to reduce the sample error rate.

3. Ordered Distribution List
   We ordered our distribution list of those within a 130-mile radius of Hillsdale County, excluding Hillsdale County.

March 19, 2013
In Attendance: Lauren, Tyler, and Joe

1. Questionnaire and Cover Letter Editing
   Corrections were made and Lauren met with the TIFA for final editing.

2. Envelopes Ordered
   No. 10 envelopes and BREs were ordered, received and taken to Deb Johnson.

3. Contacts Excel File
   Formatted and sent to Barb Rice.

April 2, 2013
In Attendance: Lauren, Tyler, and Joe

1. Final Editing to Questionnaire and Cover Letter
   Lauren attended the TIFA Board Meeting and made final corrections to the survey with Mrs. Wolfram and Professor King.

2. Envelopes printed
   Addresses were printed on the envelopes.

3. Envelopes Stuffed
   2,500 were stuffed and sent to the mailroom.

4. Surveys Mailed
   The envelopes were mailed out according to schedule.

April 9, 2013
In Attendance: Lauren, Joe and Tyler

1. Team Contact
   Team leader, Lauren Grover, has made contact with Mary Wolfram, and currently is in progress to finalize a day to present.

2. Interim Report
Currently, Joe Buth, has begun work upon the group’s final Interim report that will be presented to both Dr. King and the Tax Increment Finance Authority.

3. Excel Data File
   As of last week, Tyler Haggerson has been able to set up a proper excel file containing labels and value codes for each question. Currently, there is data from the first 50 surveys already placed into the excel file. However, there are still around 129 more surveys that need to be taken account for, which will be done by this weekend.
Interim Report

The purpose of the Interim Report is to establish the analysis of the data acquired from the surveys returned. Each question found on the questionnaire is evaluated. The question type, purpose in the research project, and tests to be performed for each question have been identified and detailed in the Interim Report.

1. Do you like to take weekend/day trips?  
   Yes________ No_______
   
   - Relates to research objective of Client Proposal
   - Dual-Choice categorical question
   - Screening question relating to research objectives
   - Use frequency distribution summarization

2. How frequently do you take weekend/day trips per year? (Check one)
   □ 0 times  □ 1 time  □ 2 times  □ 3 times  □ 4 or more times
   
   - Relates to research objective 3 of Client Proposal
   - Multiple-Choice categorical question
   - Use frequency distribution summarization
   - Cross-tabulation with questions 3, 4, 6, 7, 9, 11, 15, 16, 17, 18, 19
   - ANOVA with questions 5, 8

3. In the last 12 months, what is the farthest you have traveled by car for an event, festival, show, or activity? (Check one)
   □ less than 30 minutes  □ 30 to 60 minutes  □ 60 to 90 minutes  □ 90 to 120 minutes  □ more than 120 minutes
   
   - Relates to research objective 3 of client proposal
   - Multiple-choice categorical question
   - Use frequency distribution summarization
   - Cross-tabulation with questions 2, 4, 6, 7, 9, 11, 15, 16, 17, 18, 19
   - ANOVA with questions 5, 8

4. What do you think is a reasonable drive time for a day trip, special event, festival, show, or activity? (Check one)
   □ less than 30 minutes  □ 30 to 60 minutes  □ 60 to 90 minutes  □ 90 to 120 minutes  □ more than 120 minutes
   
   - Relates to research objective 3 of client proposal
   - Multiple-choice categorical question
   - Use frequency distribution summarization
   - Cross-tabulation with questions 2, 3, 6, 7, 9, 11, 15, 16, 17, 18, 19
   - ANOVA with questions 5, 8
5. How likely are you to use overnight lodging at the location of a special event, festival, show, or activity? (Check one)

- Unlikely
- Neutral
- Somewhat Likely
- Likely
- Very Likely

- Relates to research objective 3 of client proposal
- Intensity continuum synthetic metric question
- Use average summarization
- **ANOVA with questions 2, 3, 4, 6, 7, 15, 16, 17, 18, 19**

6. How much are you willing to spend on each of the following for a weekend/day trip? (Check one)

<table>
<thead>
<tr>
<th>Less than $50</th>
<th>$50 - $75</th>
<th>$75 - $100</th>
<th>$100 - $125</th>
<th>$125 - $150</th>
<th>$150+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Relates to research objective 3 and 4 of client proposal
- Series of Multiple-choice categorical questions
- Use frequency distribution summarization
- **Cross-tabulation with questions 2, 3, 4, 7, 15, 16, 17, 18,**
- **ANOVA with question 5**

7. In the last 12 months, which of the following have you attended or participated in? (Check all that apply):

- Antiquing
- County Fair
- Holiday Events
- Quilting
- Art Show
- Farmers’ Market
- Hunting
- Races - Running
- Boating
- Fishing
- Lake Activities
- Scrapbooking
- Boat Racing
- Airport Fly-In
- Local Bars & Breweries
- Snowmobiling
- Camping
- Shopping
- Local Music Concerts
- Youth Sporting Events
- Car Show
- Historic Locations
- Parades
- Bike Racing
- Theatre
- Museum
- Restaurants
- None

- Other (Please Specify)

- Relates to research objective 3 and 4 of client proposal
- Categorical dual-choice question
- Use frequency distribution summarization
8. On a scale from 1 to 5, where 1 is “WILL NOT Participate” and 5 is “WILL Participate”, how likely are you to travel two hours or less for the following events/activities? (Circle one number for each event/activity)

<table>
<thead>
<tr>
<th>Event</th>
<th>WILL NOT Participate</th>
<th>WILL Participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Event</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Art Show</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Car Show</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Farmer’s Market</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Antique Market</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Retail Shopping</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Races</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Historic Locations</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Sporting Events</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
<tr>
<td>Outdoor Concert</td>
<td>1        2  3  4  5</td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify): ______________________________________________________________________

- Relates to research objective 3 and 4 of client proposal
- N-point anchored natural metric question
- Use average summarization
- ANOVA with questions 2, 3, 4, 15, 18, 19
- Generalization if necessary

9. In the last 12 months, how many times have you visited Hillsdale County? (Check one)
   - 1 time
   - 2 times
   - 3 times
   - 4 times
   - 5 or more times
   - Have Not Visited

- Relates to research objective 1 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- ANOVA with questions 10, 12, 14

10. How satisfied were you with your visit to Hillsdale County? (Check one)
    - Very Satisfied
    - Satisfied
    - Neutral
    - Dissatisfied
    - Very Dissatisfied
    - Have Not Visited

- Relates to research objective 2 of client proposal
- Intensity continuum synthetic metric question
11. In the last 12 months, how many times have you visited the City of Hillsdale? (Check one)
   • 1 time   • 2 times   • 3 times   • 4 times   • 5 or more times   • Have Not Visited

   • Relates to research objective 1 of client proposal
   • Multiple-choice categorical question
   • Use frequency distribution summarization
   • ANOVA with questions 10, 12, 14

12. How satisfied were you with your visit to the City of Hillsdale? (Check one)
   • Very Satisfied   • Satisfied   • Neutral   • Dissatisfied   • Very Dissatisfied   • Have Not Visited

   • Relates to research objective 2 of client proposal
   • Intensity continuum synthetic metric question
   • Use average summarization
   • ANOVA with questions 9, 11
   • Regression with questions 10, 14

13. Please describe your visit to Hillsdale County and/or the City of Hillsdale:
    ____________________________________________________________
    ____________________________________________________________

   • Relates to research objective 2 of client proposal
   • Aided open-response question
   • Summarization and generalization

14. Based on your experience in Hillsdale County and/or the City of Hillsdale, rate your satisfaction for each of the following categories:

   Unsatisfied | Very Satisfied
   ----------- | --------------
   Restaurants | Unsatisfied | 1 | 2 | 3 | 4 | 5
   Lodging     | Unsatisfied | 1 | 2 | 3 | 4 | 5
   Shopping    | Unsatisfied | 1 | 2 | 3 | 4 | 5
   Events      | Unsatisfied | 1 | 2 | 3 | 4 | 5

   Please describe event:_____________________________________________________________________________________

   • Relates to research objective 2 of client proposal
   • Intensity-continuum metric question
   • Use average summarization
15. Are you:
- Married
- Divorced
- Single
- Widowed

- Relates to research objective 4 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- Cross-tabulation with questions 2, 3, 4, 6, 7
- ANOVA with questions 5, 8

16. How many unmarried children, under the age of 18 do you have living at home?
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- more than 6

- Relates to research objective 4 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- Cross-tabulation with questions 2, 3, 4, 6, 7
- ANOVA with question 5

17. What is your highest level of education? (Check one)
- Less than High School Diploma
- High School Diploma/GED
- 2-4 Year College Degree
- Post-Graduate School

- Relates to research objective 4 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- Cross-tabulation with questions 2, 3, 4, 6, 7
- ANOVA with question 5

18. What is your age range?
- less than 25
- 25 to 35
- 35 to 45
- 45 to 55
- 55 to 65
- 65 to 75
- 75 or older

- Relates to research objective 4 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- Cross-tabulation with questions 2, 3, 4, 6, 7
- ANOVA with questions 5, 8
19. What is your income range? (Check one)
- less than $30,000
- $30,000 to $59,999
- $60,000 to $89,999
- $90,000 to $119,999
- $120,000 to $149,999
- $150,000 or higher

- Relates to research objective 4 of client proposal
- Multiple-choice categorical question
- Use frequency distribution summarization
- Cross-tabulation with questions 2, 3, 4, 6, 7
- ANOVA with questions 5, 8
## Marketing Research Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.10 Envelopes</td>
<td>$39*5</td>
<td></td>
</tr>
<tr>
<td>Cover Letters</td>
<td>$28.00</td>
<td></td>
</tr>
<tr>
<td>Surveys</td>
<td>$28.00</td>
<td></td>
</tr>
<tr>
<td>BREs</td>
<td>$251.71</td>
<td></td>
</tr>
<tr>
<td>Undeliverables</td>
<td>$0.05*55</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$2.75</td>
<td>Check to Hillsdale College</td>
</tr>
<tr>
<td></td>
<td>$505.46</td>
<td></td>
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<tr>
<td>Distribution List</td>
<td>$104.13</td>
<td>PAID</td>
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<tr>
<td>Presentation Materials</td>
<td></td>
<td></td>
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<tr>
<td>Large Binder</td>
<td>$8.47</td>
<td>Check to Lauren Grover</td>
</tr>
<tr>
<td>4 Binders</td>
<td>$19.04</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$27.51</td>
<td></td>
</tr>
</tbody>
</table>
Thank You Letter

Dear Mrs. Mary Wolfram and the TIFA Board,

It was our pleasure to collaborate with you and your staff on our Marketing Research project. Thank you for taking time out of your busy schedule to meet with us and give us the guidance needed to survey destination travelers. We hope our project exceeded your expectations and that our survey and its findings have given you valuable information that will aid you in future endeavors made by the City of Hillsdale.

Sincerely,

Lauren Grover                         Tyler Haggerson                    Joseph Buth
Secondary Research Report

Objective
The purpose of this research report is to present secondary research to the client, Mary Wolfram of Hillsdale Tax Increment Financial Authority. The information gathered will aid in advising the client on formulating a brand strategy for Hillsdale County.

Summary
Due to the nature of this research project, we contracted secondary research from several different areas including a study on the decision-making process for recreational trips, the characteristics that make up a destination city, and the current reputation of Hillsdale County.

Research Method
Online searches were conducted for each section of the report. Papers and studies were found from various databases as well as the Hillsdale Municipal Newsletter.

Section 1 – How Do People Choose Between Destinations?

Recreational Trip Generation

This paper attempts to analyze demand for day and half-day pleasure trips to a holiday area, by means of a model describing the generation of trips to alternative recreation facilities and holiday resorts. The main purpose is to make a cross-section analysis of a single year’s traffic data in order to determine how much of the observed variations in trip demand during a single year can be attributed to a few simple factors affecting relative journey costs. The first assumption made is that, where no charge is made for the use of a recreation site or beauty spot, the demand for its services is a function of its attractiveness (in terms of its facilities) and the relative cost of reaching it. There is a high elasticity of demand for pleasure trips. Thus the most important factors influencing the number of trips to a beauty spot or holiday area made from particular towns are:

(a) the relative attractiveness of the resort compared with other resorts accessible from the same town
(b) the money cost of travel to it and other resorts
(c) the journey time expended in reaching it and other resorts
(d) the population of the town
(e) the level of car ownership in the town

* (a), (b), and (c) are interrelated since the value placed by the customer on his use of the resort must equal or exceed the cost of the journey to and from it, on the usual assumption that travelling is a disutility.
Section 2 – What Makes A Destination City?

The Destination Product and Its Impact on Traveler Perceptions

With the constantly growing interest and competitiveness among destination cities, how a tourist perceives the experience is of immense importance. When measuring a tourists’ overall experience, the visitor’s perceptions of quality, value and intent to return should be considered. In this scholarly article done by Peter Murphy, he hypothesizes that certain attributes and destination effects can influence the tourist experience and perceptions of quality and value. A reference in the article stated that the destination’s environment was the primary factor (social and cultural features), and the destination’s service infrastructure the secondary factor (transportation, food and lodging services). In a study of Victoria, British Colombia, Murphy found that the two primary constructs of a destination product – its overall environment and its constructed infrastructure – could be linked to tourists’ perceptions of quality and value of the experience. Consequently, these aspects, especially quality, were directly related to the intent to return.

An Examination of Destination Loyalty: Difference between First-Time and Repeat Visitors

In this scholarly article written by the Journal of Hospitality & Tourism Research, the findings revealed that (a) repeat visitors reported higher levels of revisit and referral intentions (used to infer destination loyalty) compared with first-time visitors and (b) previous experiences moderated the relationship between tourist satisfaction and destination loyalty – satisfaction played a more important role in leading to loyalty for first-timers than for repeaters. In order to properly measure and gain more knowledge on the repeater segment: how repeat visitors develop loyalty differently from first-time visitors, how previous experiences can affect visitors’ image perception and future behavior, and how repeat and first-time visitors’ perceptions of destination image and satisfaction may influence their loyalty. This article concludes that destination image directly influenced attribute satisfaction; destination image and attribute satisfaction were both direct antecedents of overall satisfaction; and overall satisfaction and attribute satisfaction in turn had a direct and positive impact on destination loyalty.
Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations

This study examines the role of cognitive and affective destination-image components in the formation of destination preferences from a multi-attribute perspective. To start off, destination image is defined as the sum of beliefs, ideas, and impressions individuals have of attributes and/or activities available at a destination and is the formation of overall mental pictures of that destination. According to consumer research, consumers’ attitudes toward a product, in this case Hillsdale, are influenced by the combined results of predisposed images and post-visit perceptions. The user’s perception of attributes of a product can be referred to as its stereotypic image. In order to become a destination city, Hillsdale must obtain a positive stereotypic image to be successful. Finally, as suggested by several authors, tourists’ decision-making is culturally driven, and to a greater extent, influenced by their motivations.

http://jtr.sagepub.com/content/46/2/183.1.full.pdf+html

Building the Rural Economy With High-Growth Entrepreneurs

Entrepreneurs create economic growth in their communities by forming new businesses. Each year during the past decade, more than half a million businesses were started that added new jobs in the United States. Because entrepreneurs are such a wellspring of growth in the economy, many rural policymakers have shifted their long-time focus of recruiting existing firms to developing new entrepreneurs. Hillsdale could very well become a hub for entrepreneurs starting off due to Hillsdale’s current economic level. In addition to creating jobs, entrepreneurs often raise local incomes and add to local wealth. This increase of incomes and wealth could very well lead to an increase in Hillsdale’s stereotypic image. On page 48, Table 1 lists major innovations in the 20th century by U.S. small firms. Frozen foods and helicopters are among the major innovations that Hillsdale could easily capitalize on. Entrepreneurs add jobs, raise incomes, create wealth, improve quality of life of citizens, and help rural communities operate in the global economy. Hillsdale can capitalize on this idea of entrepreneur growth, resulting in a better economy and more travel to the area.

http://www.kc.frb.org/Publicat/econrev/Pdf/3q02hend.pdf

Hotel Location and Tourist Activity in Cities

In this article, Noam Shoval, tracked the movements of 557 tourists’ day-trips using GPS loggers. The study concluded that hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. Accommodation houses, including hotels, motels, hostels, guest houses, bed and breakfasts, and other commercial enterprises represent temporary homes away from home for tourists, and as such, are the focal point from which most tourism activity emanates in a destination. There is virtually no research on the impact of hotel location upon tourist behavior; however, hotel
location should have a profound impact on tourist movements. If Hillsdale were able to land a well-known hotel chain, then that could act as a starting point for other businesses to one day call Hillsdale “home.”


**An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model**

In this study on tourism management, Yooshik Yoon and Muzaffer Uysal discuss the various factors that create a desire to travel in an individual. They identify two primary motivations for travel: push motivation and pull motivation. Push motivations create the desire to travel in the first place, while pull motivation is the driving factor behind a tourist’s destination choice. Yoon and Uysal offer various structures tourists use to measure satisfaction, and submit that word-of-mouth recommendations have the greatest impact on a new tourist’s consideration of that location. Tourists are likely to develop destination loyalty when the location’s reality exceeds their expectations. Attractive destinations will create pull factors that match the consumer’s perceived need and exceed their expectations once they arrive.


**The Hong Kong Tourist Satisfaction Index**

This article discusses tourist satisfaction with various industries in Hong Kong and presents a model for measuring consumer satisfaction accurately. The authors, Haiyan Song and Robert van der Veen, develop six factors that impact how a visitor conceptualizes a destination. These factors are attractions, hotels, immigration, restaurants, retail shops, and transportation. Each contributes to a tourist’s overall destination satisfaction, which they then use to compare with their expectations and with their ideal vacation. Song and van der Veen state that an increase in one category (a new hotel, better transportation, new shops on main street, etc.) has a significant positive impact on the overall destination satisfaction. The authors also cite an earlier study that suggests it is five times more expensive to attract new visitors to a location than it is to attract a tourist with some degree of loyalty; once individuals have destination loyalty they are likely to come back with little persuasion.


**The American College Town**

In this article from *The Geographical Review*, Blake Gumprecht analyzes college towns and identifies what makes them attractive for businesses. Factors that apply to college towns include a lower than average median age, a transient population, a highly-educated population, high family income, and low unemployment. In most college
towns, the college itself is a center of activity – the hub of a wheel from which other commerce radiates. Commercial districts around college towns are characterized by desire to cater specifically to the college community. This includes coffeehouses, bookstores, pizzerias, bicycle shops, record stores, copy shops, and laundromats. The most conspicuous difference is the increased number of bars in college towns. Gumprecht notes that college towns are being marketed as retirement destinations, especially for alumni of the college. Many college towns experience yearly population growth despite static enrollment figures. Finally, Gumprecht points out that the fastest growing college towns are the ones with characteristics once thought unattractive – traffic, sprawl, and chain-stores are helping to grow college towns faster than ever before.

http://www.jstor.org/stable/30033889?seq=14&search=yes&searchText=towns&searchText=small&list=hide&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dsmall%2Btowns%26Search%3Dsearch%26gw%3D%26prq%3Dtravel%2Bcities%26hp%3D26acc%3Don%26aori%3Da%26wc%3Don%26fc%3Doff&prevSearch=&item=2&ttl=209003&returnArticleService=showFullText&resultsServiceName=null

Section 3 – What is Keeping Travelers from Hillsdale?

Cleaning Up The Town: Serious Problems Need Serious Attention

One of the main findings uncovered by the previously mentioned studies is that “attractiveness” of a town can be detrimental to its visitor population. In this article, the term “blight” is stated as Hillsdale Council’s 2nd priority after the streets. Blight is described as a broken down car in a front yard, the falling down commercial building, a dilapidated house, a front porch stacked with junk, etc. You can’t drive down any street in the city without seeing several examples of blight. Cities, not even an hour away from Hillsdale, don’t have this issue, which makes them a much more attractive destination. There are laws against blight, but they are not enforced. If this is what visitors and potential residents see, we can’t expect many revisits or a growth in travel to the area. This newsletter discusses steps to outlaw blight and what individuals can do to help the movement.

### Glossary of Terms

**ANOVA (Analysis of Variance)**

A method of statistical analysis used to determine differences among the means of two or more groups on a variable. The independent variables are usually categorical, and the dependent variable is usually a metric.

**Bivariate Correlation**

Measures the relationship between two variables.

**Bell curve**

A frequency distribution statistics.

**Categorical**

Labels used for grouping.

**Confidence Level**

Provides an estimated range of values which is likely to include an unknown population parameter, the estimated range being calculated from a given set of sample data.

**Correlation**

A common statistical analysis, usually abbreviated as r, which measures the degree of relationship between pairs of interval variables in a sample. The range of correlation is from -1.00 to zero to +1.00. It shows a non-cause and effect relationship between two variables.

**Crosstabs**

Statistical technique that establishes an interdependent relationship between two tables of values, but does not identify a causal.

**Dependent Variable**

A variable that receives stimulus and measured for the effect the treatment has had upon it.

**Differences between Two Groups**

A statistical analysis used to find significant differences between two groups comparing percentages.

**Differences between Two Variables**

A statistical analysis used to find significant differences between two groups comparing averages.
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis</td>
<td>A tentative explanation based on theory to predict a causal relationship between variables.</td>
</tr>
<tr>
<td>Independent Variable</td>
<td>A variable that is part of the situation that exist from which originates the stimulus given to a dependent variable.</td>
</tr>
<tr>
<td>Mean</td>
<td>The average score within a distribution.</td>
</tr>
<tr>
<td>Median</td>
<td>The center score in a distribution.</td>
</tr>
<tr>
<td>Metric</td>
<td>Natural numbers or synthetic levels of measurement.</td>
</tr>
<tr>
<td>Mode</td>
<td>The most frequent score in a distribution.</td>
</tr>
<tr>
<td>Probability</td>
<td>The chance that a phenomenon has a of occurring randomly. As a statistical measure, it shown as p (the &quot;p&quot; factor).</td>
</tr>
<tr>
<td>Qualitative Research</td>
<td>Empirical research in which the researcher explores relationships using textual, rather than quantitative data.</td>
</tr>
<tr>
<td>Quantitative Research</td>
<td>Empirical research in which the researcher explores relationships using numeric data.</td>
</tr>
<tr>
<td>Random sampling</td>
<td>Process used in research to draw a sample of a population strictly by chance, yielding no discernible pattern beyond chance.</td>
</tr>
<tr>
<td>Range</td>
<td>The difference between the highest and lowest scores in a distribution.</td>
</tr>
<tr>
<td>Regression</td>
<td>The relationship between a dependent variable and one or more independent variables.</td>
</tr>
<tr>
<td>Sampling Error</td>
<td>The degree to which the results from the sample deviate from those that would be obtained from the entire population, because of random error in the selection of respondent and the corresponding reduction in reliability.</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>A measure of variation that indicates the typical distance between the scores of a distribution and the mean; it is determined by taking the square root of the average of the squared deviations in a given distribution.</td>
</tr>
</tbody>
</table>
DAY TRIP TRAVEL DESTINATIONS
CITY OF HILLSDALE:
A MARKET RESEARCH STUDY

Prepared for:
Mary Wolfram and the T.I.F.A Board

Prepared by:
Lauren Grover
Tyler Haggerson
Joseph Buth

OVERVIEW

- Determine perception of current services
- Identify attractive services, events or activities
- Gain further knowledge into the target market’s travel preferences
RESEARCH OBJECTIVES

1) Measure awareness/interest level of Hillsdale County's current offerings

2) Determine the perceived reputation of Hillsdale from adults between 25 and 75 years of age and with a minimum reported yearly income of $30,000

3) Measure perceived interest and number of people with the propensity for travel

4) Gather demographics of respondents with special interest in those that are currently or would travel to Hillsdale

LIMITATIONS

- Secondary Research Material
  - Of the 2,500 surveys sent out, 55 were undeliverable
  
- Of the 182 usable surveys, some were not entirely filled out
  - Affects quality of data analysis

- In total, 84% of respondents have never visited the City of Hillsdale
  - May have been unable to adequately answer a portion of the survey
  - Could have skewed a certain portion

- Non-Respondent Bias
  - Those not responding may have differing opinions than those choosing to respond
METHODOLOGY

- Questions developed based on research objectives and matched to one of the four objectives

- 19 Questions include:
  - Categorical: dual choice, multiple choice, and a screening question
  - Metric, natural and synthetic scale
  - Open-ended, free-response

- Population selection
  - Two-hour radius outside of Hillsdale County
  - Age: 25 to 75
  - $30,000 minimum annual income

METHODOLOGY CONTINUED

- Data Collection
  - Self-Administered mail surveys
  - Survey mail date: March 21, 2013
  - Survey return deadline: April 9, 2013

- Results
  - Net Response Rate: 7.28%
  - Sample Error: 7.00%
  - 182 usable surveys

- Evaluation Techniques
  - Summarization: Averages & Frequency Distribution
  - Significance Tests (95% Confidence)
    - Relationship Test: correlation Analysis and Linear Regression
1) DO YOU LIKE WEEKEND/DAY TRIPS?

2) HOW FREQUENTLY DO YOU TAKE WEEKEND/DAY TRIPS PER YEAR?
3) In the last 12 months, what is the farthest you have traveled by car for an event, festival, show, or activity?

![Bar chart showing travel times]

4) What do you think is a reasonable drive time for a day trip, special event, festival, show, or activity?

![Bar chart showing drive times]
5) HOW LIKELY ARE YOU TO USE OVERNIGHT LODGING AT THE LOCATION OF A SPECIAL EVENT, FESTIVAL, SHOW, OR ACTIVITY?

<table>
<thead>
<tr>
<th></th>
<th>Unlikely</th>
<th>Neutral</th>
<th>Somewhat Likely</th>
<th>Likely</th>
<th>Very Likely</th>
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<tr>
<td>1</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>3</td>
<td></td>
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<tr>
<td>4</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Max.</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>How likely are you to stay at overnight lodging for activity?</td>
<td>2.2</td>
<td>1.1</td>
<td>0</td>
<td>4</td>
<td>180</td>
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</tbody>
</table>

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

<table>
<thead>
<tr>
<th></th>
<th>Less Than $50</th>
<th>$50-$75</th>
<th>$75-$100</th>
<th>$100-$125</th>
<th>$125-$150</th>
<th>$150+</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>1</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How much are you willing to spend for a weekend/day trip for EVENT??
6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

![Chart showing spending distribution for retail and dining.](chart.png)
6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

- ENTERTAINMENT:
  - <50: 30.2%
  - 50-75: 30.8%
  - 75-100: 20.9%
  - 100-125: 8.1%
  - 125-150: 4.7%
  - 150+:

- LODGING:
  - <50: 4.1%
  - 50-75: 14%
  - 75-100: 33.3%
  - 100-125: 27.5%
  - 125-150: 14%
  - 150+: 7%
7) IN THE LAST 12 MONTHS, WHICH OF THE FOLLOWING HAVE YOU ATTENDED OR PARTICIPATED IN?

---

8) ON A SCALE FROM 1 TO 5, WHERE 1 IS “WILL NOT PARTICIPATE” AND 5 IS “WILL PARTICIPATE”, HOW LIKELY ARE YOU TO TRAVEL TWO HOURS OR LESS FOR THE FOLLOWING EVENTS/ACTIVITIES? (CIRCLE ONE NUMBER FOR EACH EVENT/ACTIVITY)

<table>
<thead>
<tr>
<th>variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>3.9</td>
<td>1.1</td>
<td>1</td>
<td>5</td>
<td>177</td>
</tr>
<tr>
<td>Retail Shopping</td>
<td>3.7</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>180</td>
</tr>
<tr>
<td>Historic Locations</td>
<td>3.5</td>
<td>1.2</td>
<td>1</td>
<td>5</td>
<td>175</td>
</tr>
<tr>
<td>Sporting Events</td>
<td>3.5</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>171</td>
</tr>
<tr>
<td>Outdoor Concert</td>
<td>3.4</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>178</td>
</tr>
<tr>
<td>Lake Event</td>
<td>3.3</td>
<td>1.5</td>
<td>1</td>
<td>5</td>
<td>172</td>
</tr>
<tr>
<td>Farmer’s Markets</td>
<td>3.3</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
<tr>
<td>Art Shows</td>
<td>2.9</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>175</td>
</tr>
<tr>
<td>Antique Market</td>
<td>2.7</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
<tr>
<td>Car Shows</td>
<td>2.5</td>
<td>1.3</td>
<td>1</td>
<td>5</td>
<td>176</td>
</tr>
<tr>
<td>Races</td>
<td>2.3</td>
<td>1.4</td>
<td>1</td>
<td>5</td>
<td>174</td>
</tr>
</tbody>
</table>
7 & 8) OPEN-ENDED RESPONSES

NASCAR (5)
BBQ / Garage Sale
Winery (4)
Family events (5)
Hunting
Camping
Fishing
Canoeing/Kayaking

9) IN THE LAST 12 MONTHS, HOW MANY TIMES HAVE YOU VISITED HILLSDALE COUNTY? (CHECK ONE)
10) HOW SATISFIED WERE YOU WITH YOUR VISIT TO HILLSDALE COUNTY? (CHECK ONE)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction level with visit to Hillsdale County?</td>
<td>4.2</td>
<td>0.7</td>
<td>3</td>
<td>5</td>
<td>41</td>
</tr>
</tbody>
</table>

11) IN THE LAST 12 MONTHS, HOW MANY TIMES HAVE YOU VISITED THE CITY OF HILLSDALE? (CHECK ONE)

- 84.3% Have Not
- 6.7% 1 Time
- 5.1% 2 Times
- 2.2% 3 Times
- 1.7% 5+ Times
12) HOW SATISFIED WERE YOU WITH YOUR VISIT TO THE CITY OF HILLSDALE? (CHECK ONE)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unsatisfied</td>
<td>Little Satisfied</td>
<td>Neutral</td>
<td>Mostly Satisfied</td>
<td>Very Satisfied</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction level with visit to city of Hillsdale?</td>
<td>4.2</td>
<td>0.7</td>
<td>3</td>
<td>5</td>
<td>31</td>
</tr>
</tbody>
</table>

13) PLEASE DESCRIBE YOUR VISIT TO HILLSDALE COUNTY AND/OR THE CITY OF HILLSDALE

Open-ended Responses:
- Visit friends/relatives
- Pass through
- Visit college
- Car show
- Lake activities
- Business
- Hiking
- Shopping
- Craft show
- County Fair
- Sporting event
- Restaurant
- Camping
- Antiquing
- Farme/Flea market
14) BASED ON YOUR EXPERIENCE IN HILLSDALE COUNTY AND/OR THE CITY OF HILLSDALE, RATE YOUR SATISFACTION FOR EACH OF THE FOLLOWING CATEGORIES:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>MIN</th>
<th>MAX</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>3.8</td>
<td>0.9</td>
<td>2</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>Shopping</td>
<td>2.7</td>
<td>1.0</td>
<td>2</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>Restaurants</td>
<td>3.6</td>
<td>1.0</td>
<td>2</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Lodging</td>
<td>3.1</td>
<td>1.0</td>
<td>1</td>
<td>5</td>
<td>22</td>
</tr>
</tbody>
</table>

15) ARE YOU: MARRIED, SINGLE, DIVORCED OR WIDOWED?

- Married: 81.1%
- Divorced: 6.7%
- Single: 8.3%
- Widowed: 4.9%
16) HOW MANY UNMARRIED CHILDREN, UNDER THE AGE OF 18 DO YOU HAVE LIVING AT HOME?

- No Child: 70.1%
- 1 Child: 11.5%
- 2 Child: 10.7%
- 3 Child: 6.3%
- 4 Child: 4%

17) WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? (CHECK ONE)

- <HS Diploma: 1.1%
- HS Diploma: 26.1%
- 1-4 Years College: 40.5%
- Post-Grad: 32.2%
18) WHAT IS YOUR AGE RANGE?

19) WHAT IS YOUR INCOME RANGE? (CHECK ONE)
### SIGNIFICANCE TESTS: CORRELATION ANALYSIS

*(A statistical relation between two or more variables such that systematic changes in the value of one variable are accompanied by systematic changes in the other.)*

**Correlation Analysis Results**

<table>
<thead>
<tr>
<th>Satisfaction level with visit to Hillsdale County? With... Last 12 months, how many times have you visited Hillsdale County?</th>
<th>Correlation</th>
<th>Sample Size</th>
<th>Significant?</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.79</td>
<td>165</td>
<td>Yes</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

**Correlation Analysis Results**

<table>
<thead>
<tr>
<th>Satisfaction level with visit to City of Hillsdale? With... Last 12 months, how many times have you visited the City of Hillsdale?</th>
<th>Correlation</th>
<th>Sample Size</th>
<th>Significant?</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.79</td>
<td>168</td>
<td>Yes</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

*Yes=significantly different from zero at 95% level of confidence.

### SIGNIFICANCE TESTS: CORRELATION ANALYSIS

*(A statistical relation between two or more variables such that systematic changes in the value of one variable are accompanied by systematic changes in the other.)*

**Correlation Analysis Results**

<table>
<thead>
<tr>
<th>Satisfaction level with visit to Hillsdale County? With... Satisfaction level with visit to City of Hillsdale?</th>
<th>Correlation</th>
<th>Sample Size</th>
<th>Significant?</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.82</td>
<td>165</td>
<td>Yes</td>
<td>Strong</td>
</tr>
</tbody>
</table>

*Yes=significantly different from zero at 95% level of confidence.*
SIGNIFICANCE TESTS: LINEAR REGRESSION

(A technique in which a straight line is fitted to a set of data points to measure the effect of a single independent variable. The slope of the line is the measured impact of that variable.)

Trimmed Regression Analysis Results (Backward Stepwise)

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Total Cases</th>
<th>1.76</th>
</tr>
</thead>
<tbody>
<tr>
<td>How likely are to stay at overnight lodging for activity?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent Variable(s)</th>
<th>Coefficient</th>
<th>Standardized</th>
<th>Significant?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is reasonable drive time for an activity?</td>
<td>0.40</td>
<td>0.31</td>
<td>Yes</td>
</tr>
<tr>
<td>How frequently do you take weekend/day trips per year?</td>
<td>0.17</td>
<td>0.18</td>
<td>Yes</td>
</tr>
<tr>
<td>Intercept</td>
<td>0.66</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

*95% level of confidence

CONCLUSIONS AND RECOMMENDATIONS

- Marketing efforts should be targeted towards individuals who are married and between the ages of 45 and 65, who do not have a child still living at home and earn more than $60,000 per year

- 75.2 percent stated a willingness to travel anywhere from one hour to two hours for a weekend/day trip

- Restaurants, shopping and farmer’s markets showed to have the most positive feedback
CONCLUSIONS AND RECOMMENDATIONS

- Investing in a moderately priced restaurant may be successful within the City of Hillsdale
- There is a possible need for a moderately priced hotel in Hillsdale
- Satisfaction levels of Hillsdale City/County for events shopping, restaurants and lodging suggest opportunities for improvements in these areas

THANK YOU!

Please feel free to ask questions at this time.