



McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU

SUMMER RECREATION SURVEY 2016

Thank you to our partners:



Executive Summary

Over the 2016 summer, Ava Isaacson implemented a summer recreation survey throughout the McCall area. Survey distribution began June 1st and ended September 1st. The purpose of this survey was to provide insight into recreation experiences in the area, as well as provide relevant visitor and resident expenditure information. Two different versions of the survey were drafted to represent visitors and residents of the McCall area. Over 1,000 surveys were collected in New Meadows, McCall, Donnelly, Cascade and surrounding recreational locations.

Results show that the most common recreation activities in the area are: *motorized lake activities, flat-water activities, hiking/backpacking, ATV/UTV riding and mountain biking.*

Methods

Survey collection was done with random sampling throughout the West Central Mountain area. Surveys were distributed at recreational hubs such as: Bear Basin, Brundage, Ponderosa and Cascade Lake State Parks and Jug Mountain Ranch, as well as general leisure locations such as Legacy Park, downtown New Meadows and downtown Donnelly. Breaking up the collection sites honors a random sampling method by not exclusively focusing on recreation areas, as well as not ignoring local hot spots. Surveys were made available in a paper form and handed to individuals to fill out anonymously. In addition, surveys were made available online. The URL link for the survey was emailed to a variety of recreation groups through the West Central Mountains and elsewhere in Idaho. See Appendix A for the two versions of the survey.

Results

60 percent of the surveys were collected in McCall and 25 percent online; the remaining 15 percent were collected in the other locations. 52 percent of the respondents were residents and the remaining 48 percent were visitors, demonstrating an approximately even weighting of local and visitor opinions.

Visitors

A majority of visitors, 77 percent, came for “*Leisure Involving Recreation*”; whereas, 15 percent visited the area for business. **Figure 1** represents results to the question, “*what brings you to the area?*” 39 percent of people reported that they visit the area with their spouse/partner, 38 percent visit with other family members, 32 percent come to the area with friends and 29 percent are visiting with a group or organization.

Figure 1

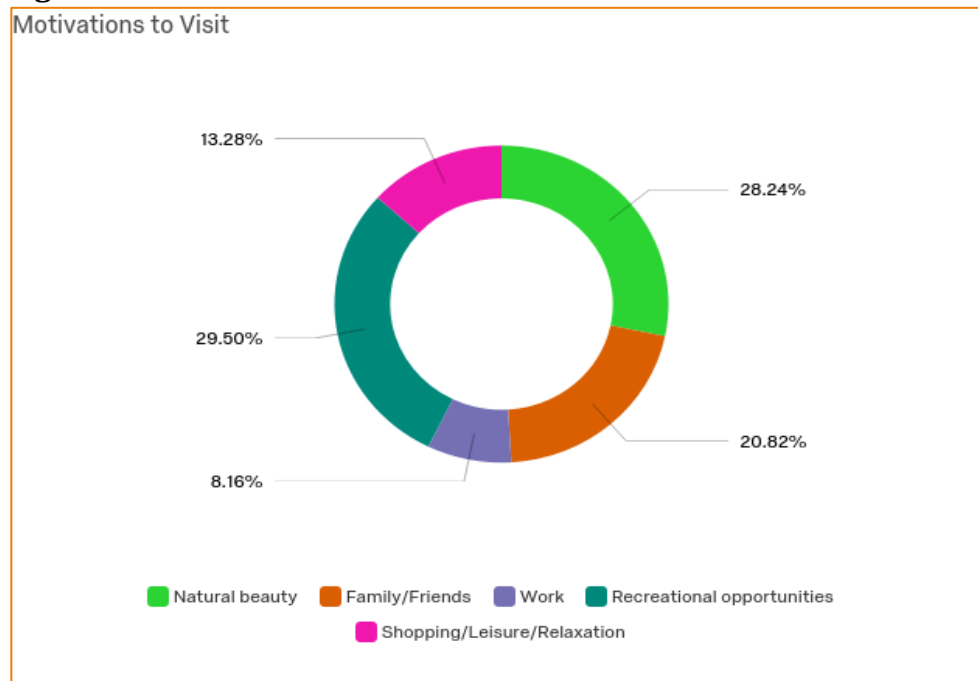


Figure 1: Percentages of responses in relation to reasons for visiting the area.

Over the last three years during any season, most people (57%) have visited the area from one to three times. In addition, while people are visiting, most responded (77%) that they frequent McCall the most; however, 19 percent said that they visit

Cascade. **Figure 2** is a word cloud depicting responses to why people choose to visit McCall, where frequently occurring responses appear larger and darker in the figures. **Figure 3** represents responses for visits to Donnelly. **Figure 4** shows words associated with visitors going to Cascade; and Figure 5 are words related with people visiting New Meadows.

Figure 2



Figure 2: Reasons for visiting McCall. The largest words are those most commonly used.

Figure 3

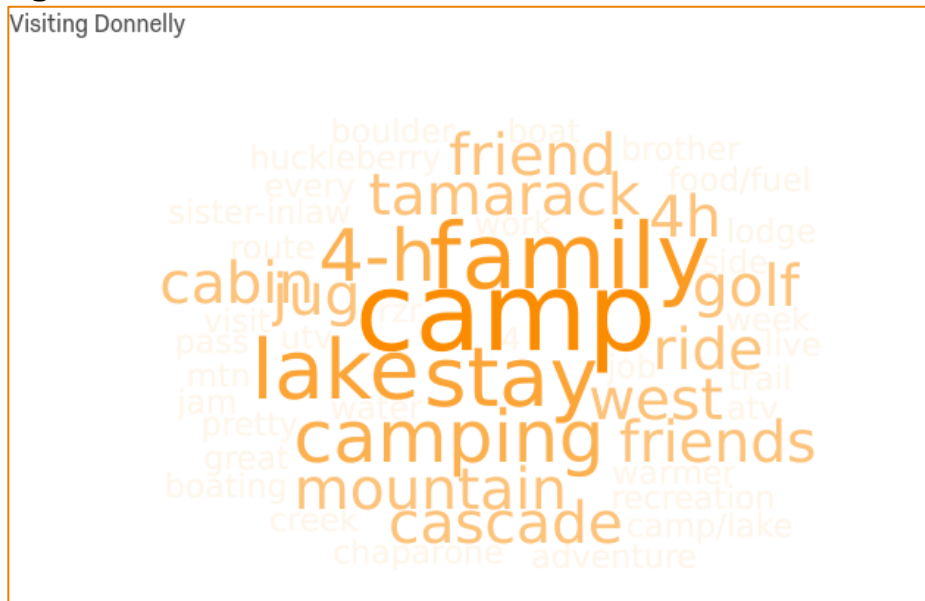


Figure 3: Reasons for visiting Donnelly

visiting the area. 32 percent respondents said they would be willing to pay \$50-100 and another 32 percent, \$100-200 per night for accommodations.

Figure 6

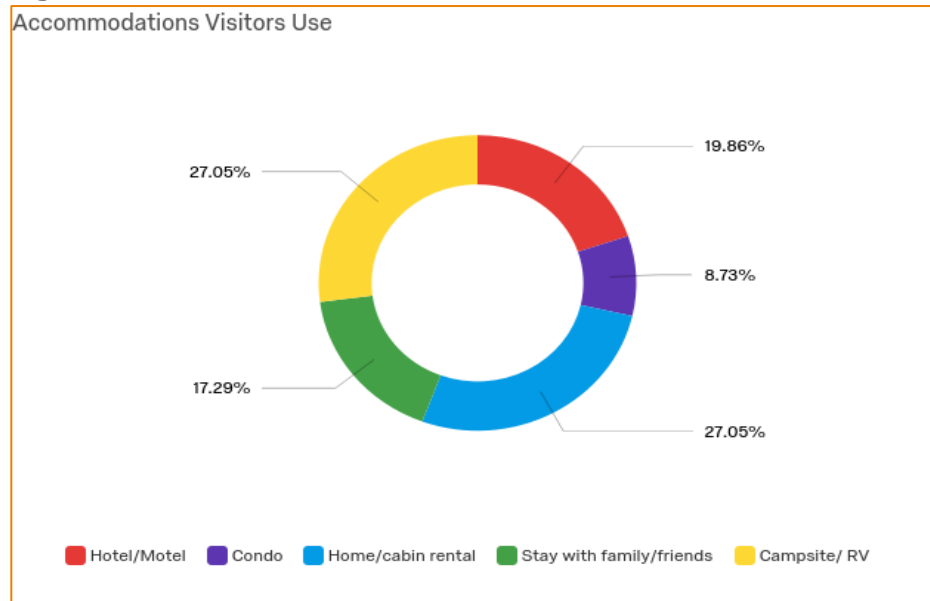


Figure 6: Visitors' responses to accommodations types

In response to “*Time of Planning to Book Your Trip*”, 44 percent of visitors said less than one week; another 16 percent said one to two weeks. In addition, when considering visiting the McCall area, 76 percent of respondents stated that they considered another place within Idaho. **Figure 7** is a word cloud representing some of the places that were considered before deciding on the McCall area. Additionally, respondents were asked *why* they considered another area within Idaho over McCall; **Figure 8** depicts this in a word cloud. 45 percent of visitors considered places outside of Idaho, **Figure 9** represents the out of Idaho responses; **Figure 10** shows the word cloud for reasons people considered another location outside of Idaho. While visiting, 77 percent of people said that the McCall area definitely met their expectations; **Figure 11** shows a word cloud explaining some of the reasons people love the McCall area.

Figure 9



Figure 9: Other places to visit outside of Idaho

Figure 10

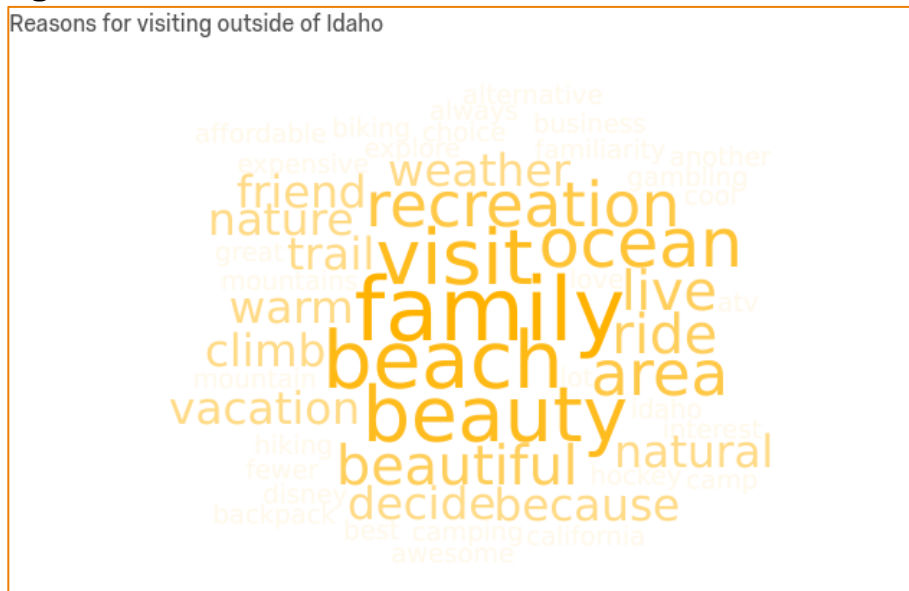


Figure 10: Reasons to visit other places out of Idaho

Figure 11

Figure 11: What visitors love about the area

Residents

For the purpose of the survey, residents included permanent, seasonal and second homeowners; 52 percent of the responses are residents. Of those who identified as seasonal or second homeowners, 74 percent stated that *Recreational Opportunities* is what brings them to the area. *Natural Beauty*, *Work* and *Family/Friends* were the next most chosen reasons for visiting the area at 68 percent, 46 percent and 40 percent respectively. *Shopping/Leisure/Relaxation* is the lowest responded reason for bringing people to the area, with 19 percent of responses. **Figure 12** depicts the responses from seasonal residents about which season they would prefer to visit. In addition, seasonal residents were asked why they prefer to visit during these seasons. Winter is preferred predominantly for skiing, the snow, snowshoeing, snowmobiling, Brundage and Winter Carnival. For spring, the predominate responses were: biking, morels, kayaking, quiet, peaceful, rafting and ATV. Residents who visit in the summer identified reasons such as: hike, lake, summer, work, mountains, boating, weather, fishing, swimming, water and rafting. Finally, the fall motivations are: hunting, hiking, biking, camping, family, fishing, weather and beautiful.

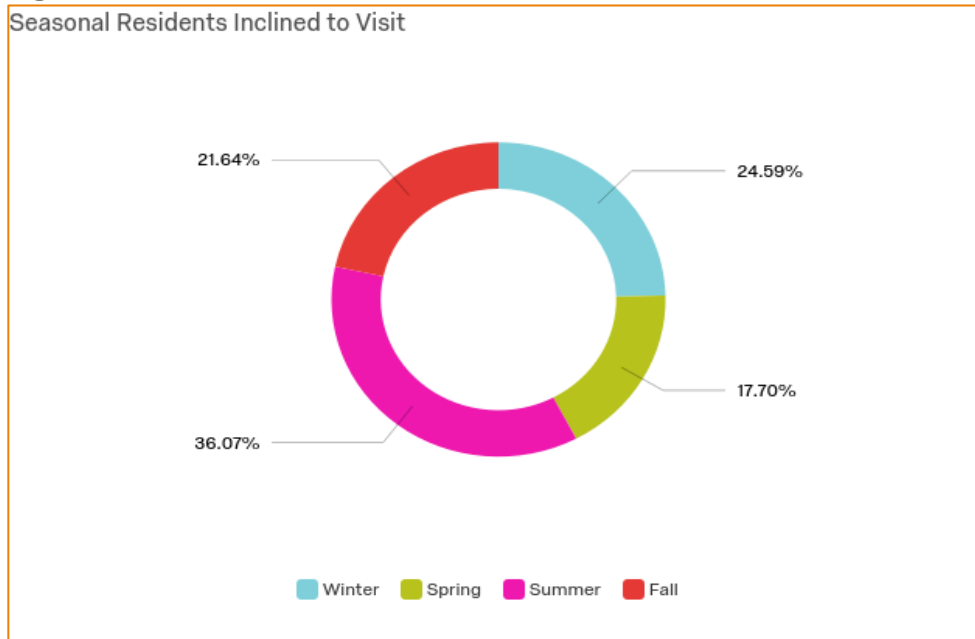
Figure 12

Figure 12: When seasonal residents are visiting

The following results are the responses of people who are year-round residents as well as those who are seasonal or second homeowners. **Figure 13** represents where and when residents recreate. When asked if these individuals would recommend the area to others, 84 percent of people said yes. In relation to the previous survey question, people were asked why they would recommend the area to others. For the majority, which responded yes, the most common reasons for their recommendations are: beautiful, beauty, opportunities, recreation, access, outdoor, people, friendly, natural and area. However, eight percent of those who responded to the question of recommending the area said no; the words associated with this are: too crowded, too many people, keep it a secret.

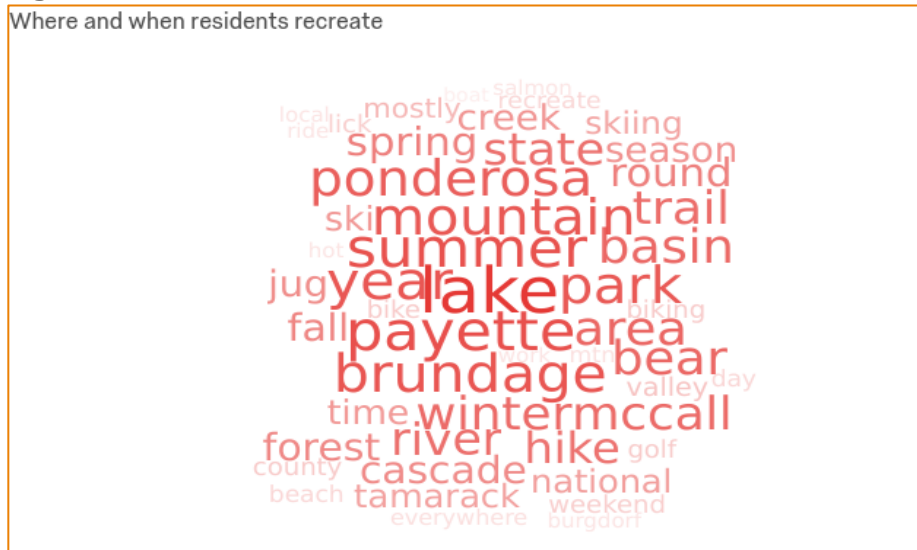
Figure 13

Figure 13: Places and times of year that residents recreate locally

Most of the surveys were collected in McCall, and most of the respondents live or own a second home in McCall, 71 percent. Both Cascade and Donnelly reported that 11 percent of people live or own a second home there, and remaining seven percent live or own a second home in New Meadows. People that own second homes or live here permanently were asked, “*How busy times dictate their desire to recreate*”. Most responses centered on avoiding town during busy holidays and weekends. People indicated that they ventured into more remote locations during busy times. However, some residents said that they enjoyed the busy times and liked being in town with all the visitors around.

Recreationists

The primary purpose for this research was to understand recreation experiences and what recreationists are doing while in the area. Recreation activities in the area that were included on the survey are represented in **Figure 14**, as well as the percentages for participation in these activities. **Figure 15** is the information collected about what recreation activities people consider to be their primary summer recreation activity.

Figure 14

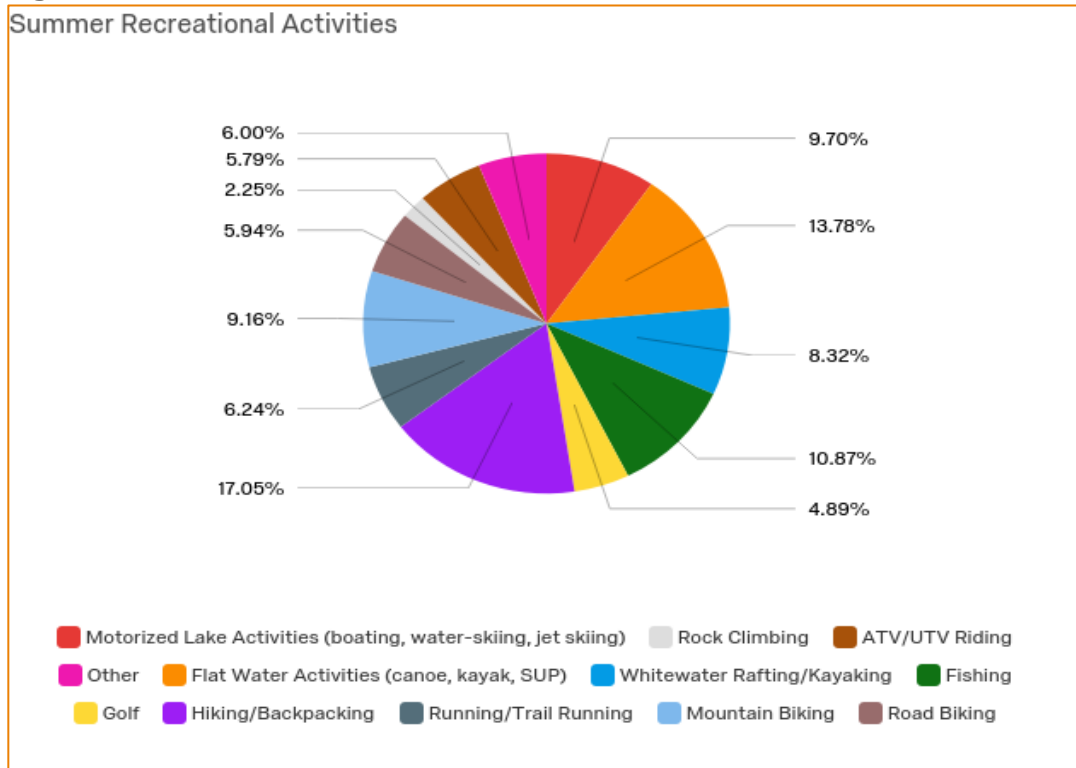


Figure 14: Percentages of summer recreational activities participation

Figure 15

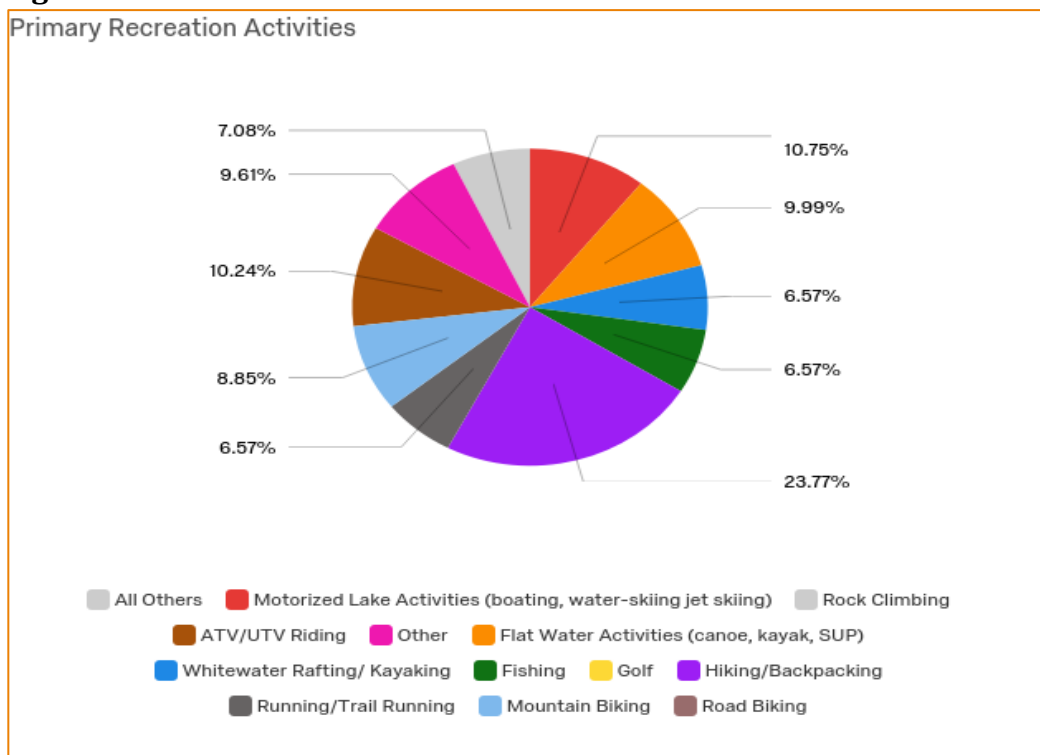


Figure 15: Primary recreation activity percentages

The primary recreation activity chart shows that the major activities for the area are: *Hiking/Backpacking (24%)*, *Motorized Lake Activities (11%)*, *ATV/UTV Riding (10%)*, *Flat Water Activities (10%)* and *Mountain Biking (9%)*. In addition, nearly ten percent of responses were *other*; the following figure (**Figure 16**) depicts these replies as a word cloud.

Figure 16

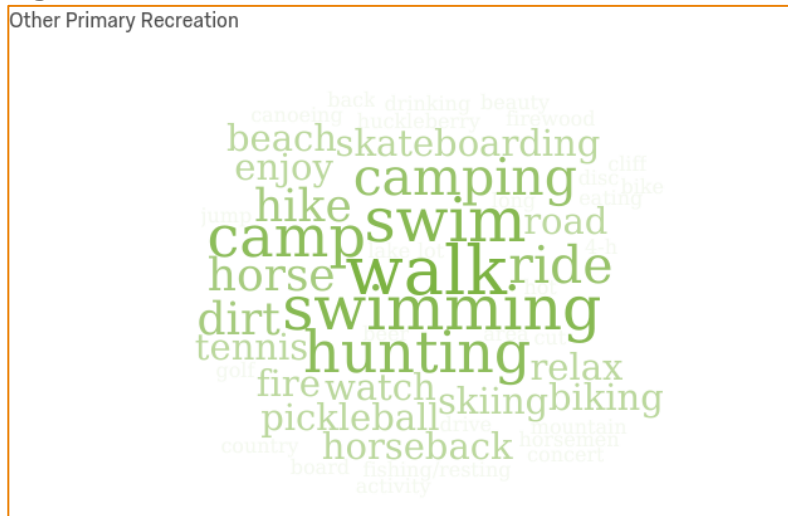


Figure 16: Other recreational activities not listed on the survey

Another survey question asked people to rate their level of expertise within their primary recreation activity. 40 percent of people considered themselves *Advanced* and 39 percent responded as *Intermediate*. Of those who responded to the primary recreation question, 22 percent said they spent 40+ days recreating in the area. 20 percent of people spend 3-7 days recreating in their primary activity. 16 percent of people responded either spending 8-15 or 16 – 25 days participating in their primary recreation activity.

In order to understand influences of recreation, a question asked respondents what impacts them. **Figure 17** is a line graph representing responses to *factors influencing recreation*. Survey respondents were also asked about general experiences while in the area; **Figure 18** depicts this. **Figure 19** is a conclusive cross-table chart indicating the amount of responses for each accommodation type in relation to recreation activity. **Figure 20** is a cross-table of recreation

demographics. **Figure 21**, another cross-table illustrates recreation expenditures and motivations for visiting.

Figure 17

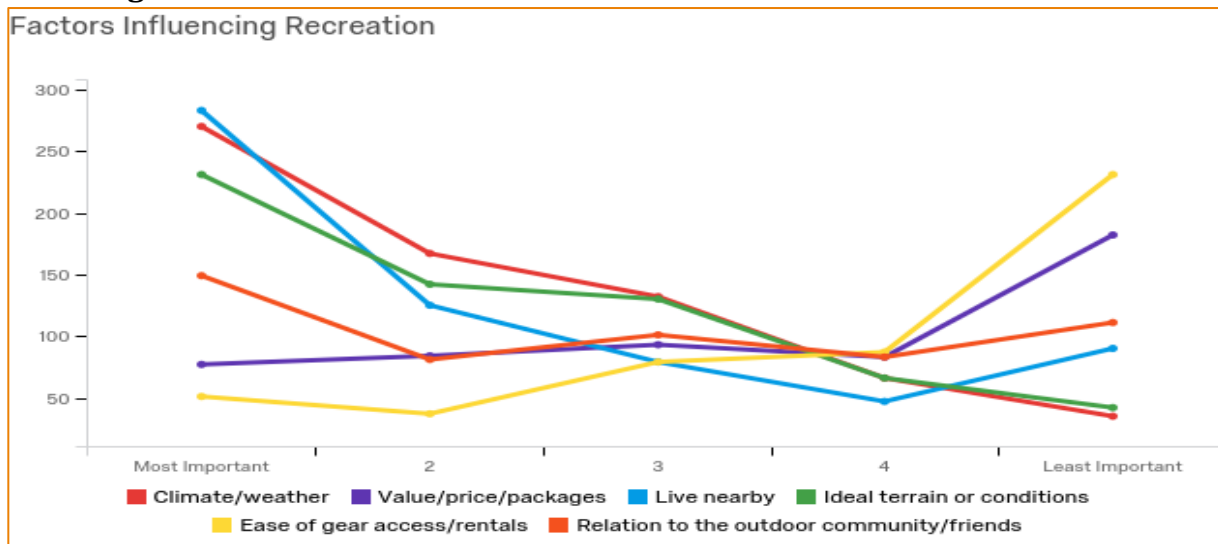


Figure 17: graphs responses to a survey question about recreation influences and factors. The x-axis is the scale of *most important (1)* to *least important (5)* for factors that influence recreation. The y-axis is the number of responses for each influence.

Figure 18

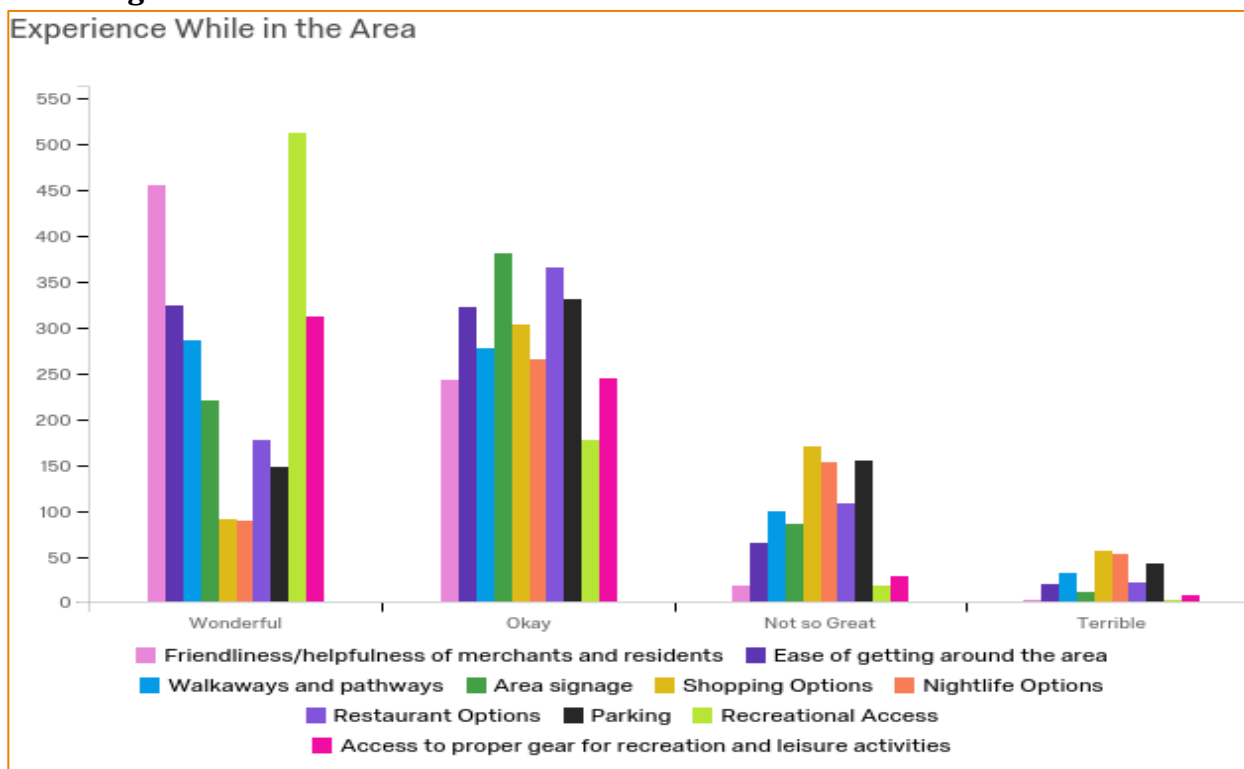


Figure 18: is a graph representing responses of experiences while in the area. The x-axis is possible responses to peoples' experiences *wonderful, okay, not so great* and *terrible*. The y-axis is the number of responses for each category of experience.

Figure 19

Recreation & Accomodations

		From the previous activities you selected, what would you consider your PRIMARY recreational acti...												Total
		Motorized Lake Activities	Flat Water Activities	Golf	Hiking/Backpacking	Running/Trail Running	Mountain Biking	Road Biking	Rock Climbing	Whitewater Rafting/ Kayaking	Fishing	ATV/UTV Riding	Other	
What type of accommodations do you use?	Hotel/Motel	14	17	6	24	3	5	5	0	6	9	12	12	107
	Condo	12	8	2	11	2	2	1	0	1	1	1	6	47
	Home/cabin rental	21	29	7	31	4	11	2	3	10	11	11	11	146
	Stay with family/friends	5	14	4	31	4	8	3	1	11	7	7	6	89
	Campsite/ RV	18	16	0	41	4	12	6	1	6	7	27	13	147
Total		47	55	16	100	13	29	10	5	27	27	37	37	380
What is the average price you are willing to pay per night?	Under \$50	7	7	1	38	2	12	3	2	10	7	18	9	109
	\$50-\$100	8	14	3	32	6	11	2	2	7	10	10	16	119
	\$100-\$200	23	26	7	27	4	5	5	0	9	10	8	9	123
	\$200-\$300	6	2	2	4	0	1	0	0	0	1	0	0	16
	\$300+	4	2	1	0	0	0	0	0	0	0	0	2	9
Total		48	51	14	101	12	29	10	4	26	28	36	36	376

		From the previous activities you selected, what would you consider your PRIMARY recreational acti...
What type of accommodations do you use?	Chi Square	65.07*
	Degrees of Freedom	44
	p-value	0.02

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Figure 19: cross-table depicts accommodations information in correlation to recreation. The numbers represent the amount of responses given to each category made by someone who recreates in a specific activity. Highlighted are the most common recreation activities.

Figure 20

Recreation Demographics

		Which of the following summer activities do you participate in? Select all that apply.												
		Motorized Lake Activities	Flat Water Activities	Whitewater Rafting/Kayaking	Fishing	Golf	Hiking/Backpacking	Running/Trail Running	Mountain Biking	Road Biking	Rock Climbing	ATV/UTV Riding	Other	
Gender	Male	137	171	114	178	88	218	81	151	84	35	94	73	
	Female	176	277	155	177	72	336	123	151	113	40	97	123	
	Total	313	448	269	355	160	554	204	302	197	75	191	196	
Ethnicity	American Indian	3	6	5	2	3	9	5	6	3	2	1	2	
	Black	1	1	0	0	0	0	0	0	0	0	0	1	
	Asian/Pacific Islander	3	8	6	6	5	9	3	4	5	2	3	4	
	White, Caucasian	304	423	255	339	150	528	195	288	187	72	183	183	
	Latino	4	7	3	8	2	8	4	3	3	0	2	5	
	Other	3	5	2	2	2	8	2	5	4	0	1	6	
Total	311	443	267	351	159	548	201	299	195	74	186	194		
Age	18-28	73	107	55	67	23	123	60	55	41	31	41	27	
	29-39	59	98	60	61	25	118	63	79	43	27	24	32	
	40-44	34	43	34	44	16	64	22	34	18	7	13	23	
	45-54	53	77	40	65	28	86	21	61	28	4	35	38	
	55-64	55	80	58	69	38	100	28	50	40	5	42	45	
	65+	39	43	22	49	31	64	9	22	27	1	36	33	
Total	313	448	269	355	161	555	203	301	197	75	191	198		
Family Status	Single, no children	72	111	61	69	30	129	57	55	54	34	32	25	
	Couple, no children	55	88	70	68	25	118	53	74	34	19	43	40	
	Household with children at home	110	148	81	127	49	180	66	114	54	15	57	74	
	Household with children no longer at home	71	95	54	82	51	116	24	51	50	6	53	54	
	Single, no children at home	6	5	3	9	5	11	2	5	5	1	6	4	
Total	314	447	269	355	160	554	202	299	197	75	191	197		
Education Level	High School/GED	27	32	17	40	16	42	11	19	11	7	25	20	
	Some College	88	106	47	104	37	129	39	65	36	17	73	52	
	College Graduate	90	144	91	93	50	177	67	95	64	17	48	56	
	Technical Degree	19	18	11	19	8	19	6	14	6	6	16	12	
	Some Post-Grad	29	41	26	24	14	45	19	24	26	13	11	15	
	Post-Graduate Degree	61	108	78	75	36	143	62	85	54	15	18	42	
Total	314	449	270	355	161	555	204	302	197	75	191	197		
Pre-Tax Annual Household Income	Under \$25K	49	77	45	58	21	95	36	43	33	26	30	25	
	\$25K- \$49,999	32	63	43	55	19	83	26	41	29	17	29	27	
	\$50K- \$74,999	46	73	42	60	22	98	33	55	35	13	35	37	
	\$75K- \$99,999	54	77	44	57	20	82	28	51	31	13	24	31	
	\$100K- \$149,999	53	64	41	51	30	81	37	48	26	4	32	32	
	\$150K- \$249,999	29	35	24	32	20	52	27	32	20	2	16	18	
	\$250K+	16	13	8	10	10	17	5	13	8	0	5	4	
Total	279	402	247	323	142	508	192	283	182	75	171	174		

Figure 20: represents responses from recreationist to demographic questions; highlighted are the most common recreation activities.

Figure 21

Recreation & Expenditures/Reasons to Visit

		Primary Recreation												Total
		Motorized Lake Activities	Flat Water Activities	Golf	Hiking/Backpacking	Running/Trail Running	Mountain Biking	Road Biking	Rock Climbing	Whitewater Rafting/Kayaking	Fishing	ATV/UTV Riding	Other	
While you are here, approximately how much money do you spend on the following items in a day?	Restaurant Meals	36	41	9	66	11	18	8	4	19	18	25	27	268
	Groceries	34	35	7	62	9	15	4	2	19	17	28	23	241
	Snacks	20	26	2	38	5	11	6	1	11	6	14	12	143
	Transportation within the area (gas, repairs, oil, etc.)	24	19	3	37	4	14	3	2	15	12	20	19	162
	Nightlife/Entertainment	7	10	2	16	1	4	3	0	9	7	10	6	75
	Shopping/Retail Purchases	13	19	6	26	5	6	3	0	8	7	11	11	112
	Recreational Activities	24	28	9	42	4	16	4	1	14	10	17	13	175
Total	45	47	15	89	12	28	8	5	25	22	36	34	346	
What brings you to the area?	Natural beauty	30	43	11	68	8	18	9	4	15	20	22	20	249
	Family/Friends	20	33	7	54	9	12	6	3	13	10	17	22	189
	Work	9	7	1	26	3	8	4	1	6	5	6	9	73
	Recreational opportunities	27	41	10	70	7	25	8	4	17	20	32	17	257
	Shopping/Leisure/Relaxation	19	21	6	24	3	3	1	1	7	7	8	17	117
Total	49	57	16	104	13	31	11	6	30	29	36	38	392	

		Primary Recreation
While you are here, approximately how much money do you spend on the following items in a day?	Chi Square	42.81*
	Degrees of Freedom	66
	p-value	0.99

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Primary Recreation
What brings you to the area?	Chi Square	41.57*
	Degrees of Freedom	44
	p-value	0.58

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Figure 21 cross-table indicates responses to spending money on an item during one day, as well as motivations for visiting the area; highlighted, most common activities.

Demographics

The demographics questions were left at the end of the survey as to not alter the quality of responses. 57 percent of respondents were *female*, and 43 percent were *male*. 96 percent of people identified themselves as *White/Caucasian*, two percent *Latino* and two percent *Asian/Pacific Islander*, one percent said *Native American* and less than one percent *Black*. Additionally, one percent responded to *other*. **Figure 22** is a pie chart showing responses to the demographic question of age. **Figure 23** is another pie chart presenting replies about *family status*. In regards to education, 30 percent of people are *college graduates*, 26 percent have completed *some college*, 24 percent indicated they possessed a *post-graduate degree*, nine percent have completed high school or have a GED, eight percent indicated they has *some post-graduate school* and five percent posses a *technical degree*. **Figure 24** presents responses to the question relating to *pre-tax annual household income*. The final two questions of survey were: *Where do you live?* & *Are you a day visitor, overnight visitor, second homeowner, seasonal or permanent resident?* **Figure 25, 26** and **27** are word clouds showcasing responses to *Where do you live?* **Figure 28** is a pie chart of responses to the final demographics question of the survey.

Figure 22

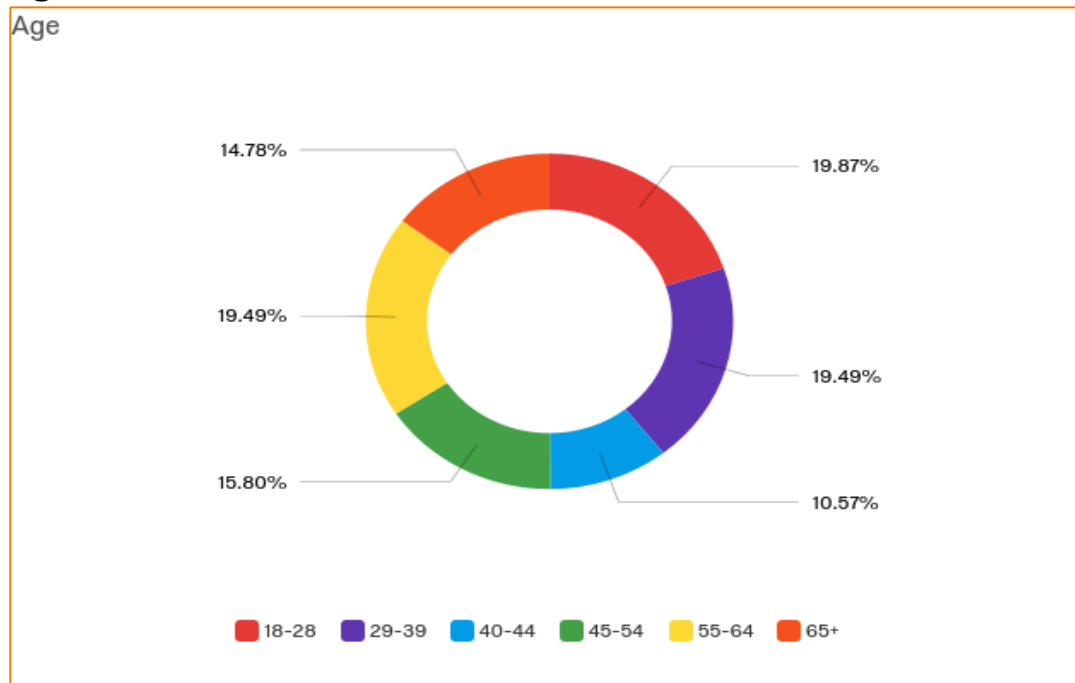


Figure 22: age in the demographics section of the survey.

Figure 23

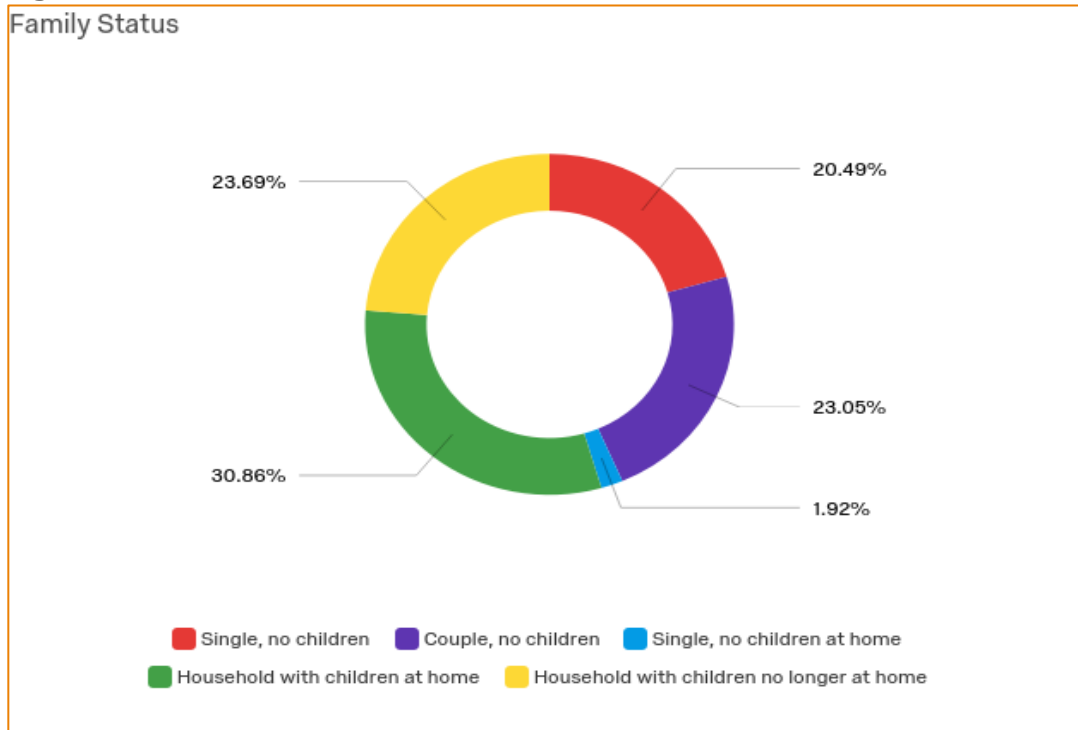


Figure 23: family status

Figure 24

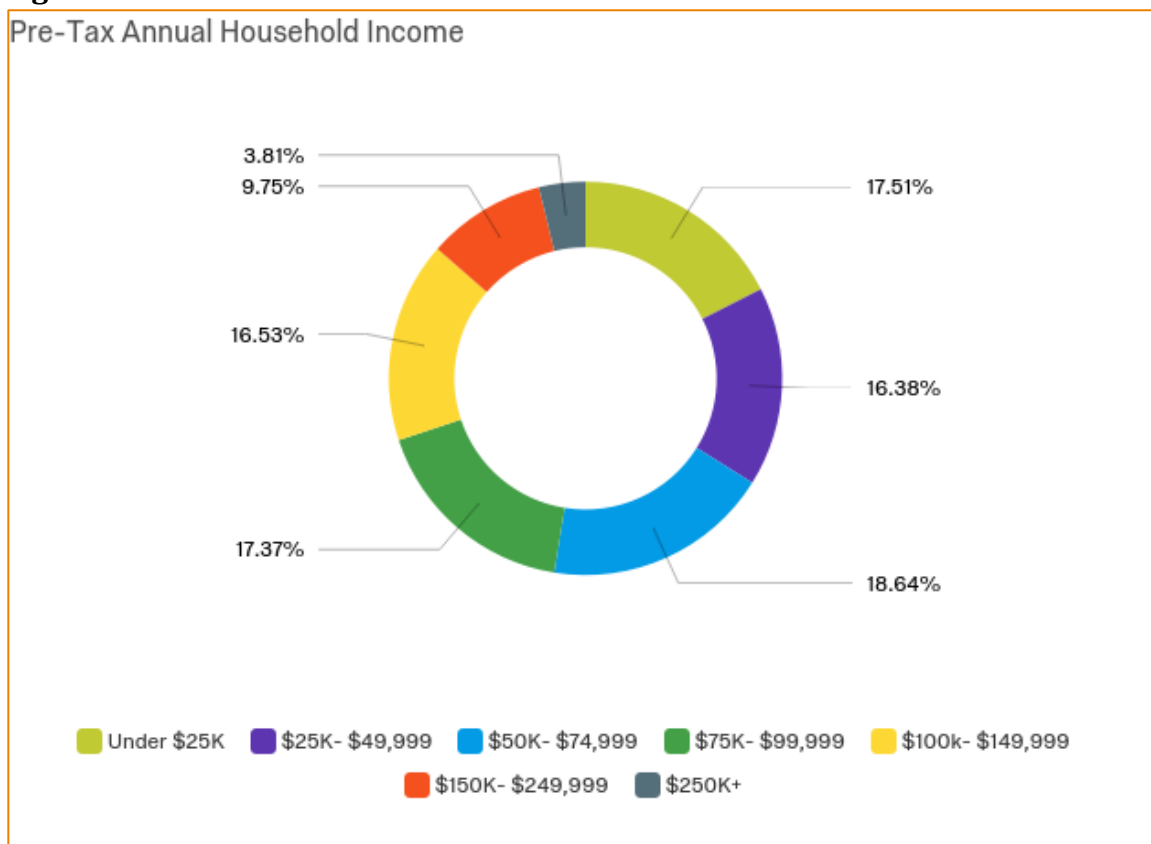


Figure 24: pre-tax annual household income.

Figure 27

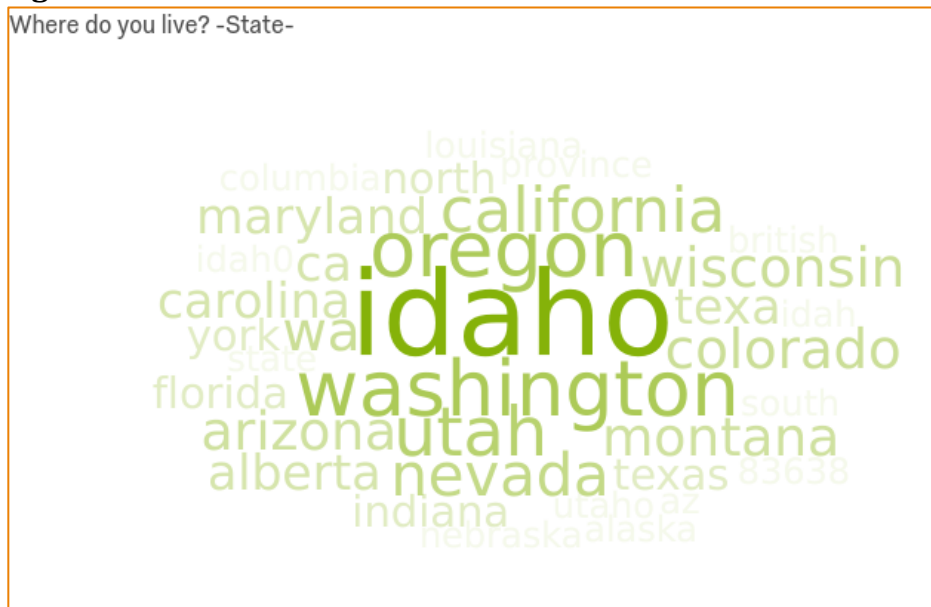


Figure 27: Where do you live? States

Figure 28

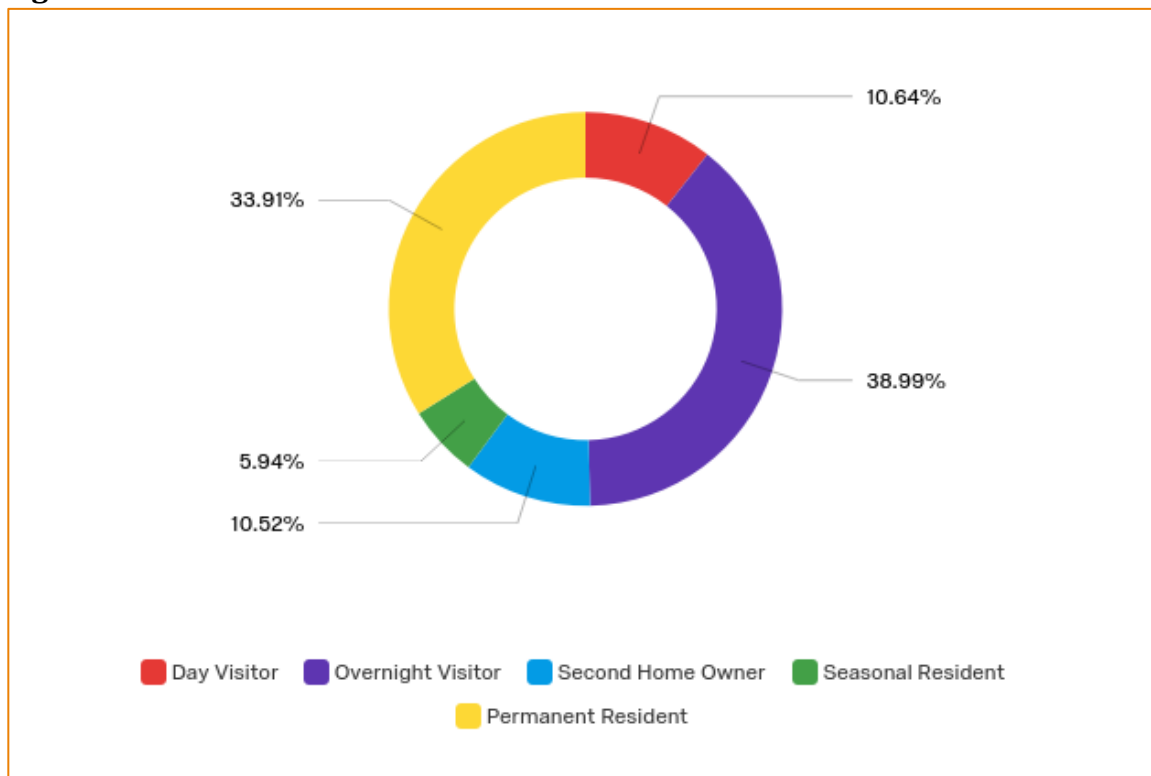


Figure 28: Type of visitors or residents

Conclusion

From the data it is evident that people enjoy recreating in the West Central Mountains. 77 percent of the 1,000 people surveyed said that their expectations of the area were definitely and 84 percent said they would recommend the area to others. People love the area because it is beautiful, there is great access and highly rated friendliness.

Here are *additional comments* and *testimonials of recreation experiences*:

"I lived in McCall for 3 years during graduate school, and return every year to visit family and friends."

"There is a reason it is getting busier each year, McCall is AMAZING!"

"The changes to the downtown area are wonderful! We love McCall!"

"I love the area!"

"McCall and area surrounding offers so much to do. Just to take in the views is amazing alone and it has cost nothing just opening the eyes."

"The weather is here perfect for year round recreation, like no other place in the US or Canada."

"Love how clean water/area is"

"Everything is awesome! I don't leave because there is no reason to."

"Living here has increased my fitness level. I am happier and healthy living here!"

"Valley County is definitely God's Country. It is beautiful and we love living here and would recommend it to anyone."

"Really love McCall area, and have been visiting since 1962. Met my wife at a "Cultural" exchange on the 4th in 1963. We've been married for 50 years."

"Moved here because it's a great place to recreate. As a bonus I found it to be a welcoming and cohesive community."

"Nice and helpful Chamber! Thank you!"

"The friendliest people in one of the most beautiful places I've ever been privileged to live."

"There is more to explore than just McCall."

