

UW

Jay Kemmerer  
WORTH Institute

# WIND RIVER VISITORS COUNCIL RESIDENT SENTIMENT SURVEY 2025

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## EXECUTIVE SUMMARY

Fremont County is the second largest county by size, and fifth by population in Wyoming. The county experiences year-over-year increases in visitor spending, employment, and tax revenue in the tourism sector. In addition, Fremont County residents welcomed 508,900 visitors in 2023, more than twelve times the population, and an 8% increase from 2022. Anecdotally, there are some residents of Fremont County that have expressed concern about tourists. However, the county has not completed a formal survey of residents' sentiment regarding tourism. Assessing sentiment in a scientific way can help the destination better understand how tourism is impacting residents, and in what specific ways. Such information can help direct the work of the destinations' efforts to ameliorate or address those impacts in a more targeted way.

In spring and summer 2025, the Jay Kemmerer WORTH Institute and the Wind River Visitors Council designed and distributed a resident sentiment survey designed to assess the impacts of tourism in Wind River Country, which includes both Fremont County and the Wind River Indian Reservation. The survey received 511 total responses from the entire county, with respondents from Hudson, Shoshoni and the Wind River Indian Reservation. The quantity of responses provides a statistically significant response rate. Primary findings included that most Wind River Country residents support tourism overall, with the majority (85.6%) agreeing or strongly agreeing that tourism is good for their local area, and 72.7% agreeing that they want to see tourism thrive in their local area. Areas of concern for some residents include feeling left out of tourism efforts (only 18% agreed that they were included in these decisions) and feeling as though tourist activity degrades natural areas (24.2% of respondents agreed that tourists are respectful of natural areas).

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## BACKGROUND

In January of 2025, Helen Wilson, Krista Lobera, and Hal Herron met with Dr. Dan McCoy, director of the Jay Kemmerer WORTH Institute, about a potential partnership focused on the development, distribution, and analysis of the first resident sentiment survey in Wind River Country.

Through several meetings throughout the spring of 2025, the survey instrument was collaboratively designed with members of the Wind River Visitors Council and the Jay Kemmerer WORTH Institute, and the final survey instrument was distributed to a sample of Wind River Country residents in the summer of 2025, from May—July 2025. The Wyoming Survey and Analysis Center (WySAC) completed the survey distribution, using a random sample of Wind River Country addresses, as well as the survey data processing from both the online submissions and the mailed-in paper completions.

511 responses were collected from both mailed-in paper and online surveys. Of these 511, 214 were from Lander, 189 were from Riverton, 50 were from Dubois, 4 were from Hudson, 15 were from Shoshoni, and 40 were from the Wind River Indian Reservation.

Survey questions were grouped into seven sections of question banks: 1) Overall sentiment regarding tourism, 2) Engagement with tourism, 3) Development and growth of tourism, 4) Economic impact of tourism, 5) Tourism and employment, 6) Quality of life, and 6) Environmental impact. Each section contained 5-7 questions pertaining to each category. These questions align with a nationwide study conducted by Longwoods International in 2024 and allow us to see how Wind River Country residents compare with nationwide averages.



# SURVEY DESIGN & DISTRIBUTION

The survey instrument was designed through several collaborative meetings with project team members from the Wind River Visitors Council and the Jay Kemmerer WORTH Institute throughout the spring of 2025. In these meetings, team members designed the survey structure and content, as well as discussing the distribution strategy.

The Wyoming Survey and Analysis Center (WySAC) was brought onto the project to handle the survey distribution. Using their database, they selected a random sample of 4,000 Wind River Country residents who would receive the survey by mail. The survey packets were sent out in early May 2025 and included an invitation letter that detailed the project, the paper survey, and a QR code option for inclined respondents to take the survey in digital form with a unique access code. One follow-up mailing to remind respondents to complete the survey was mailed out in June 2025. Survey collection closed on July 14, 2025, with 511 responses received. Wind River Country has a population size of ~39,000 residents. With 511 respondents, this gives us a 95% confidence level in our results, with less than 5% margin of error. This low margin of error provides assurance that the responses are representative of the larger population of Wind River Country.

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## RESULTS

### QUESTION BANKS 1-7: RESIDENT SENTIMENT ABOUT TOURISM ACROSS DOMAINS

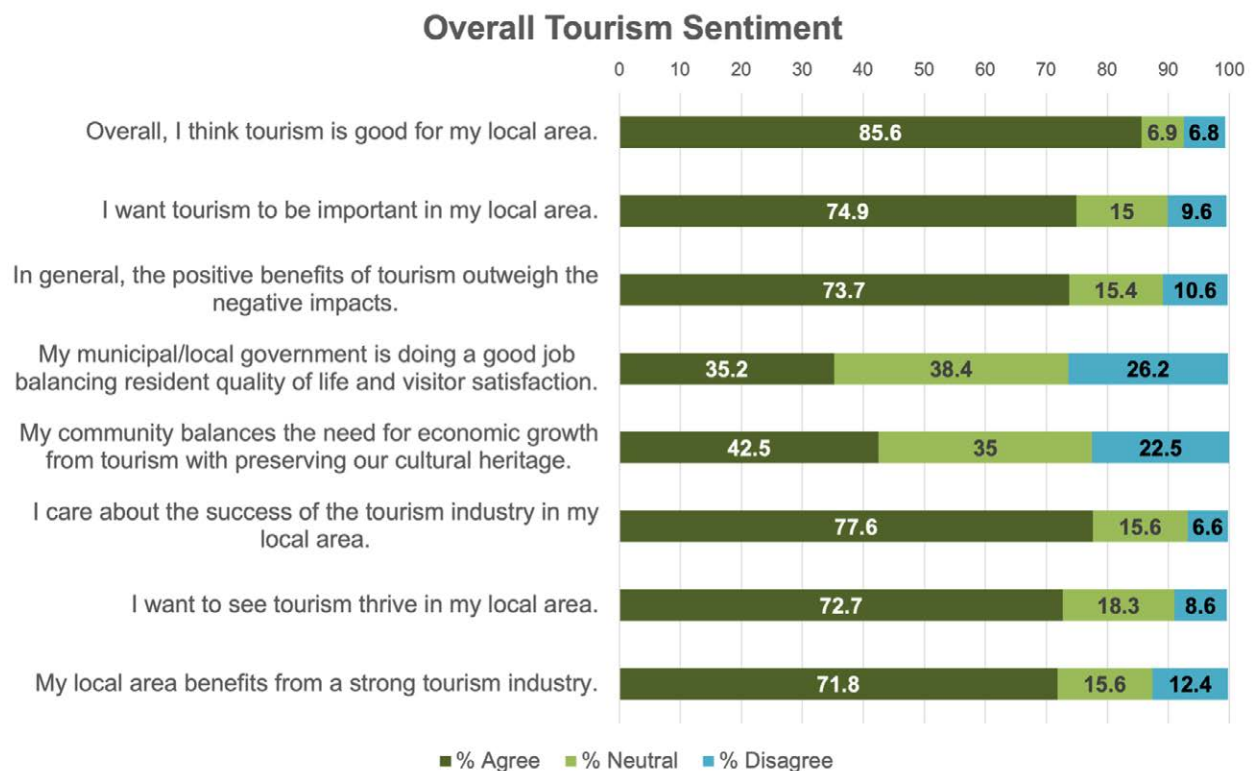
The survey featured seven (7) question banks, each focused on a specific area of tourism. Each question bank had between 3-8 questions considering a specific aspect of that focused area. Each of these questions was on a Likert scale, and respondents selected their level of agreement on a scale from “strongly disagree” to “strongly agree”. To develop an understanding of the data, the questions in each section were averaged to find the mean response for each category (Appendix 1).

The percentages of respondents who selected “Agree” or “Strongly Agree” were combined to find the total agreement for each question, and the percentages of respondents who selected “Disagree” or “Strongly Disagree” were combined for percentage of disagreement. The neutral responses were kept as they were.

Below are the results from each question bank.

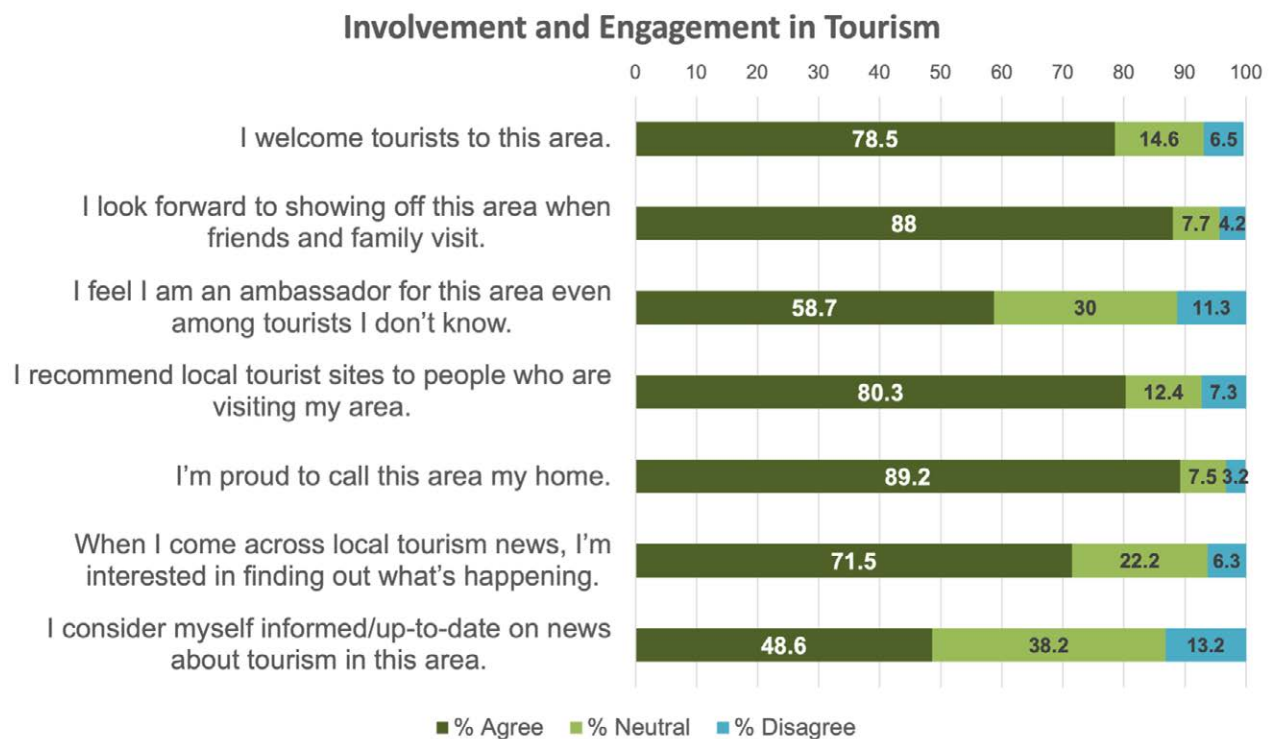
## QUESTION BANK 1: OVERALL TOURISM SENTIMENT

The first question bank asked respondents to consider their overall feelings towards tourism in Wind River Country with a series of questions. Most respondents agreed that tourism is good for their local area (85.6%), and that the positive benefits of tourism outweigh the negative impacts (73.7%). While most questions had majority agreement, two areas did not. The first asked about the success of local government in managing a balance between resident quality of life and visitor satisfaction, and only 35.2% of respondents agreed that their local government does a good job. Additionally, 42.5% of respondents agreed that their community keeps a good balance between tourism growth and preservation of cultural heritage.



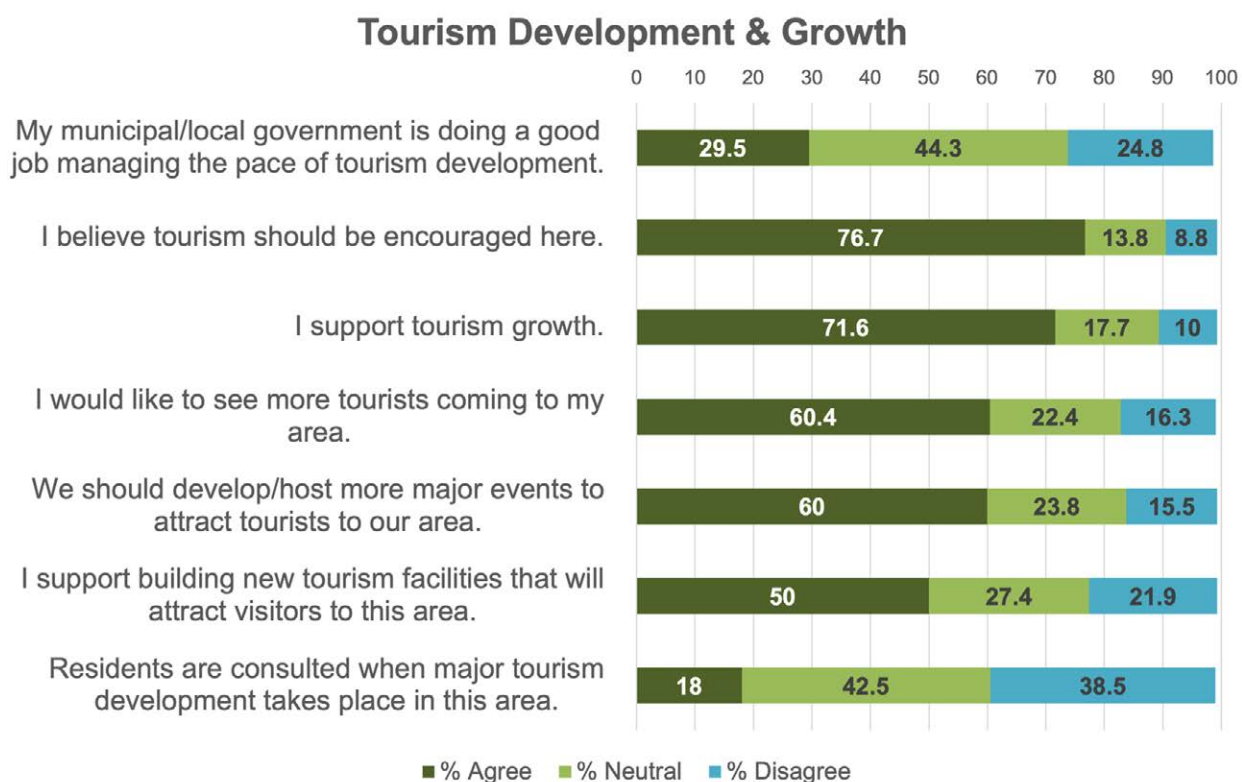
## QUESTION BANK 2: INVOLVEMENT AND ENGAGEMENT WITH TOURISM

Questions in the second bank asked respondents about their engagement and involvement with tourism efforts in Wind River Country. Most questions in this bank had majority agreement, with a large majority of respondents that look forward to showing off the area to friends and family (88%) and that are proud to call the area home (89%). However, only 58.7% of respondents reported feeling like an ambassador for the area, and less than half (48.6%) reported that they feel informed and up to date on tourism news and information in Wind River Country.



### QUESTION BANK 3: TOURISM DEVELOPMENT & GROWTH

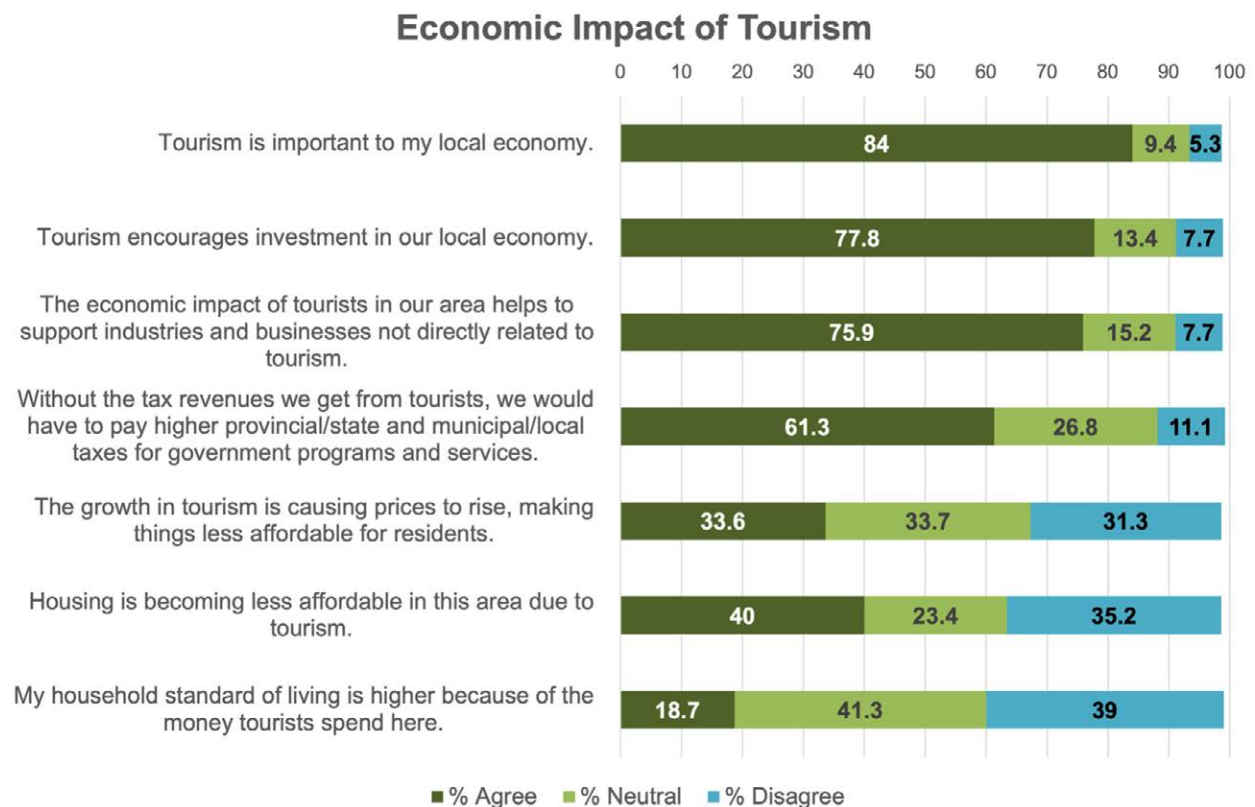
In this question bank, respondents were asked questions about the growth and development of tourism in Wind River Country. While most questions in this bank had majority support, there were some questions that had more disagreement from respondents. For example, when asked if their local government is doing a good job managing the pace of tourism development, only 29.5% of respondents agreed; however, 24.7% of respondents disagreed, with the majority feeling neutral. The other point of contention in this bank appears to be a lack of resident consultation when major tourism development takes place in the area, as only 18% of respondents agreed that residents are consulted, and 38.5% of respondents disagreed.





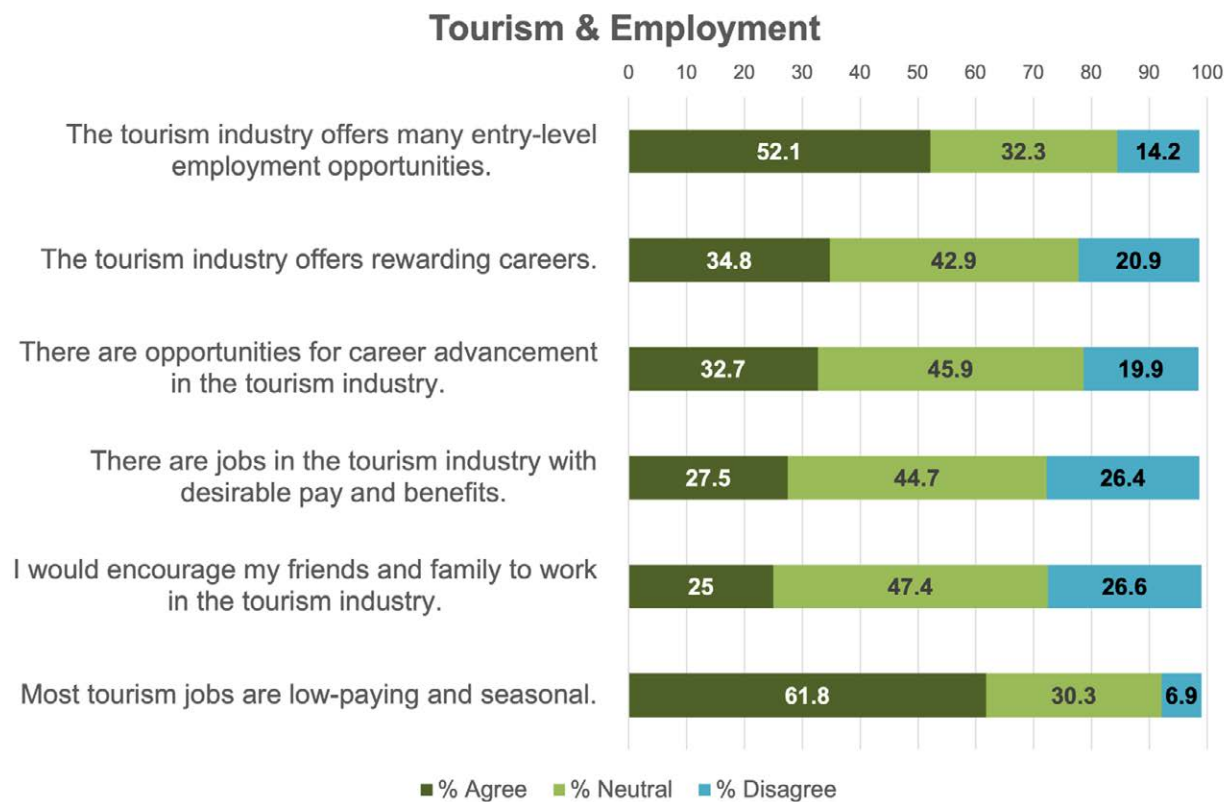
## QUESTION BANK 4: ECONOMIC IMPACT OF TOURISM

The fourth question bank considered the economic impacts of tourism for residents and frames responses through an economic lens. 84% of respondents agreed that tourism is important to the local economy, and 77.8% agreed that tourism encourages investment in the local economy. There was split opinion on growth in tourism causing prices to rise, with 33.6% agreeing that this is true, 33.7% neutral, and 31.5% disagreed with this statement. Opinion on housing affordability was similarly split. Only 18.7% of respondents agreed that their household standard of living has risen due to the money tourists spend in Wind River Country, with 39% disagreeing with this statement.



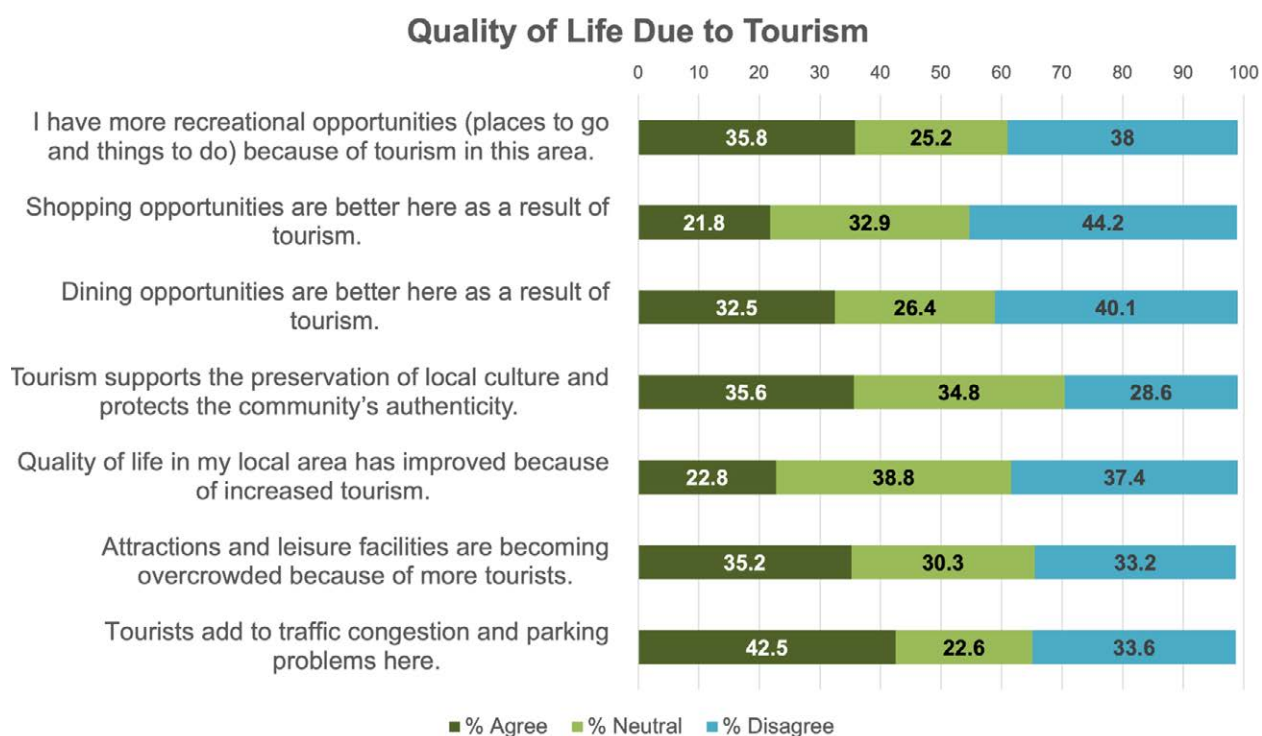
## QUESTION BANK 5: TOURISM & EMPLOYMENT

Question Bank 5 asked questions about how the tourism industry relates to employment in Wind River Country. Most respondents were critical of employment in the tourism industry, with 34.8% of respondents agreeing that the tourism industry offers rewarding careers, and 32.7% of respondents agreeing that there are opportunities for career advancement in the tourism industry. Only 25% of respondents would encourage their friends and family to work in the tourism industry, and 61.8% of respondents agreed that most tourism jobs are low-paying and seasonal.



## QUESTION BANK 6: QUALITY OF LIFE DUE TO TOURISM

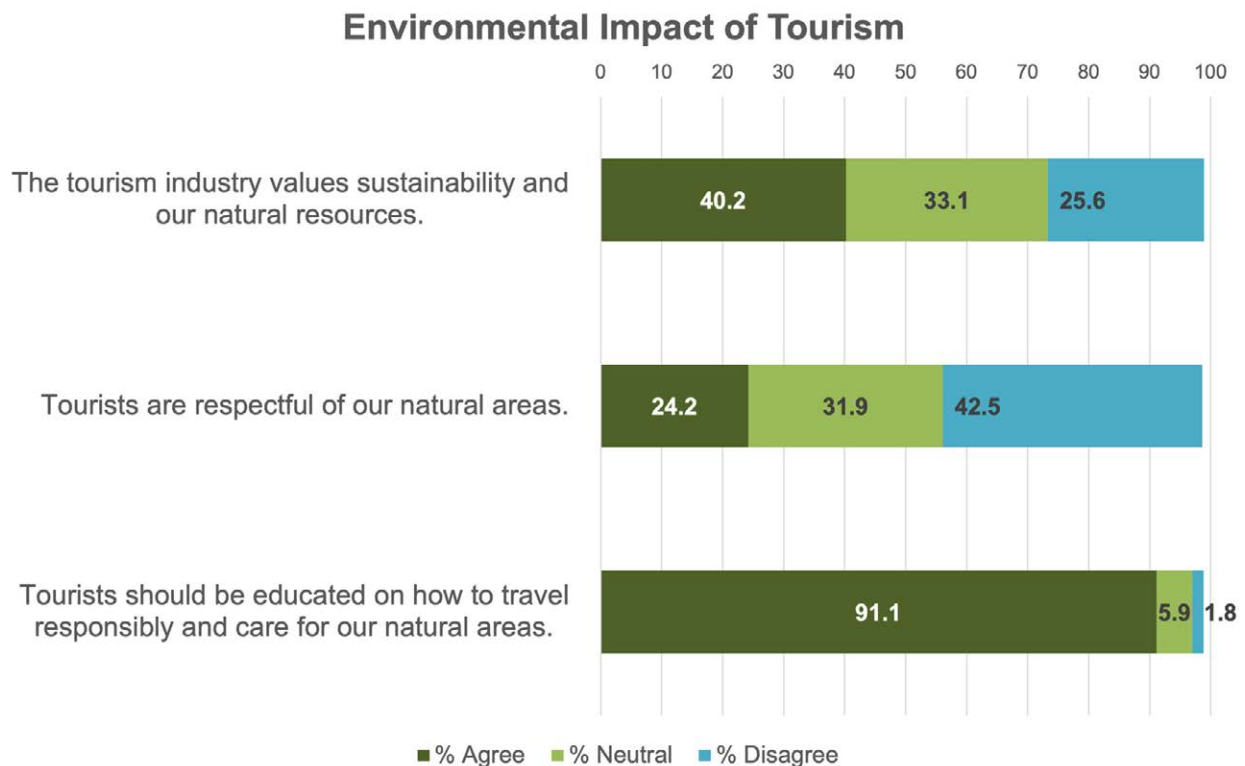
This question bank asked questions about how tourism in Wind River Country has affected resident quality of life. Less than half of respondents agreed with each of the questions in this domain; only 21.8% and 32.5% of respondents agreed that shopping and dining opportunities are better due to tourism (respectively), with 22.8% of respondents agreeing that quality of life in Wind River Country has improved because of increased tourism. However, only 35.2% of respondents agreed that attractions and leisure activities are becoming overcrowded due to more tourists, with 42.5% agreeing that tourists have added to traffic congestion and traffic problems in Wind River Country.





## QUESTION BANK 7: ENVIRONMENTAL IMPACT OF TOURISM

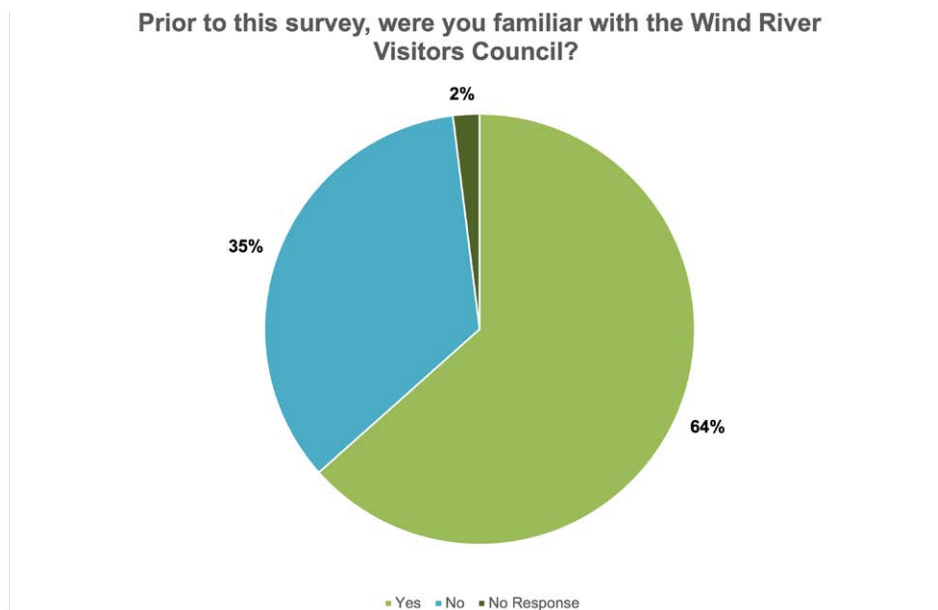
The final domain asked questions about how tourism impacts the natural environment. 40.2% of respondents agreed that the tourism industry as a whole values sustainability and natural resources, with 24.2% of respondents agreeing that tourists are respectful of natural areas (42.5% disagreed with this statement). When asked if tourists should be educated about how to travel responsibly and to care for natural areas, 91.1% (the highest percent agreement across all domains) responded in agreement.



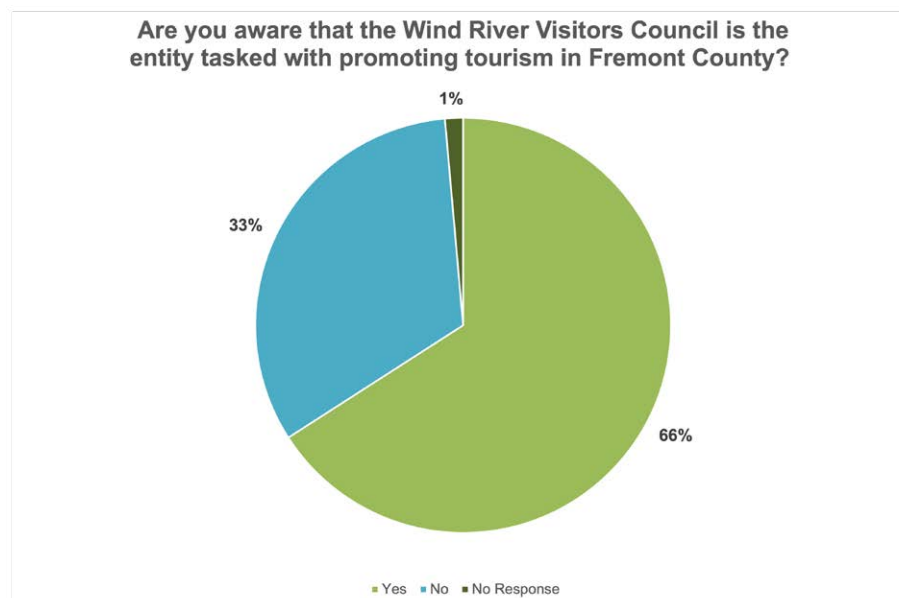
## WIND RIVER VISITORS COUNCIL: RESPONDENT AWARENESS

The next part of the survey focused on the Wind River Visitors Council as an organization, and their duties and responsibilities regarding tourism activities in Wind River Country. Below are the responses.

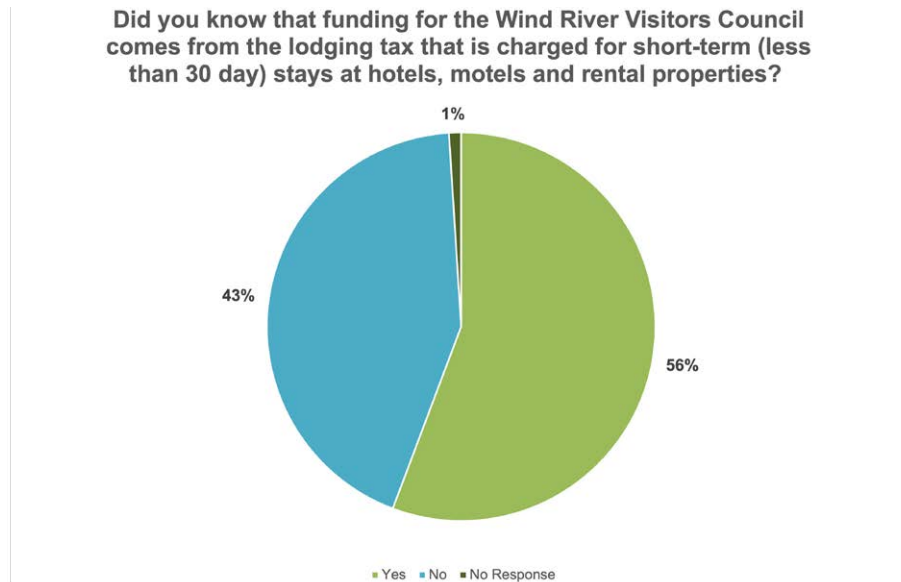
When asked about general awareness of the Wind River Visitors Council, 64% of respondents were aware of the organization prior to taking the survey. 35% responded that they were not.



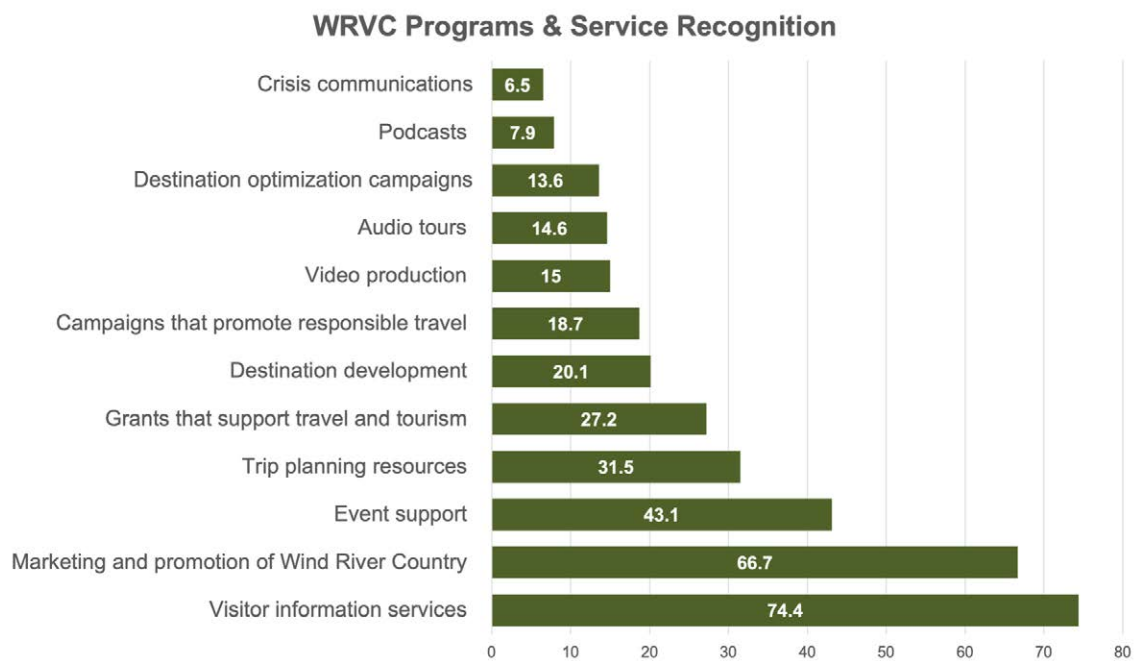
Most respondents (66%) were aware that the Wind River Visitors Council is responsible for promoting tourism in Fremont County. 33% reportedly were not aware of this.



When asked about the funding mechanisms for the Wind River Visitors Council, most respondents (56%) were aware that the funding comes from the lodging tax. 43% of respondents were not aware of this funding mechanism.



Respondents were asked their awareness of the programs and services that the Wind River Visitors Council provides. Of all the services and programs provided, respondents were most aware of visitor information services (selected by 74.4% of respondents), while least aware of crisis communication programs (only 6.5% of respondents selected this option).





## RESPONDENT INFORMATION

*Table 1: Demographics*

<b>Age of Respondents</b>	
Mean	60
Median	62
Range	20-99
<b>Gender</b>	
Male	223 (43.9%)
Female	262 (51.6%)
Prefer not to say	10 (2.0%)
<b>Years of Residency</b>	
Mean	31.71
Median	47
Range	1-93

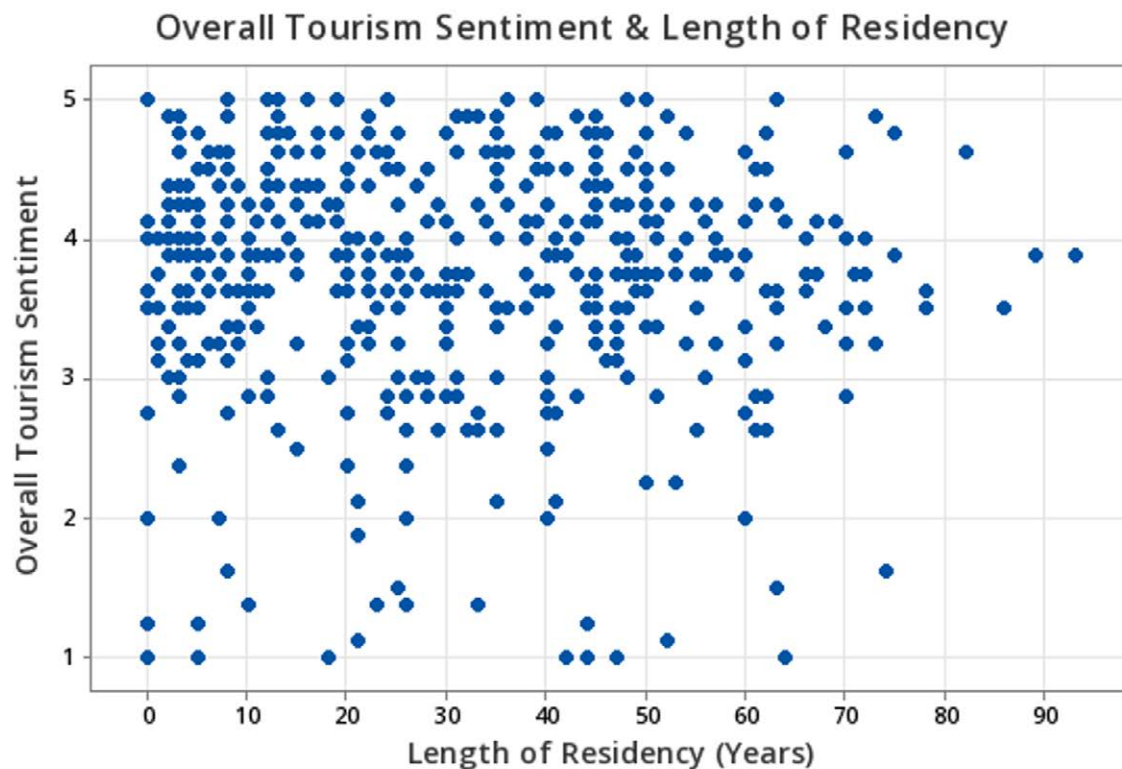
*Table 2. Geographic split of responses*

<b>Town/Municipality</b>	<b>Response Count</b>	<b>Percentage of Total Responses</b>
Arapahoe	1	0.2%
Crowheart	3	0.6%
Fort Washakie	10	2.0%
Kinnear	6	1.2%
Saint Stephens	3	0.6%
<b>TOTAL TRIBAL COUNTS</b>	<b>40</b>	<b>8%</b>
Dubois	50	9.8%
Hudson	4	0.8%
Lander	214	42.1%
Pavillion	13	2.6%
Riverton	189	37.2%
Shoshoni	15	3%
<b>TOTAL NON-TRIBAL COUNTS</b>	<b>468</b>	<b>92.1%</b>

## RESEARCH QUESTIONS

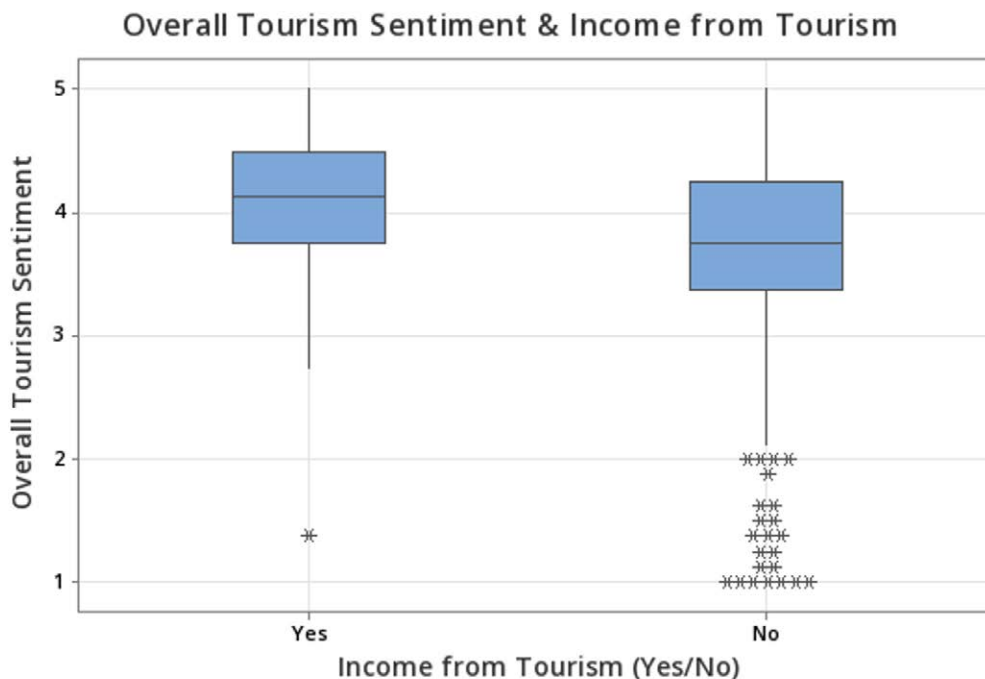
### 1. IS THERE A RELATIONSHIP BETWEEN LENGTH OF RESIDENCY AND OVERALL TOURISM SENTIMENT?

For this question, we calculated the average value of each question in the first question bank for each respondent and graphed those values on a scatterplot along with their reported length of residency. Below is a scatterplot of these data.



While there is no correlation between these variables ( $r^2 = 0$ ), it is still interesting to examine the different clusters of data. For example, while there are positive views towards tourism regardless of length of residency, the more critical responses tend to be clustered towards the left, indicating that those who have lived in Wind River Country for a shorter period are possibly more critical about increased tourism efforts.

## 2. IS THERE A RELATIONSHIP BETWEEN PEOPLE WITH HOUSEHOLD INCOME FROM TOURISM AND OVERALL TOURISM SENTIMENT?



The boxplot above represents the relationship of people who receive or do not receive income from tourism industries and how that compares to their overall tourism sentiment. Only 13% of respondents answered that they receive income from tourism industries, while 85% reported that they do not receive any income from these industries. 2% of respondents did not answer this question. Below is a table with descriptive statistics between these groups for comparison.

Maximum	Q3	Median	Q1	Minimum	Standard Deviation	Mean	N	Income from Tourism
5	4.5	4.125	3.75	1.375	0.638796	4.04	66	Yes
5	4.25	3.75	3.375	1	0.826593	3.72	436	No

The mean response for those who answered 'No' was 3.72, and the mean response for those who reported 'Yes' was 4.04, which suggests that those who receive income from tourism industries may be more likely to have a more positive overall sentiment towards the industry. Answers were more varied for the group who did not receive income from tourism industries, represented by the numerous outliers (marked by the stars on the graph).



### 3. IS THERE IS A RELATIONSHIP BETWEEN REPORTED AGE AND OVERALL TOURISM SENTIMENT?



In the scatterplot above, reported age of respondents is graphed along with the average overall tourism sentiment. While there is no direct correlation between these variables, there is a slight positive relationship between age and average tourism sentiment, with more positive scores clustered on the right side of the graph. Therefore, there is a slight (not a strong) positive relationship between age and overall sentiment, with an  $r^2$  value of 1%.

## OVERALL TOURISM SENTIMENT AND COMMUNITIES IN WIND RIVER COUNTRY

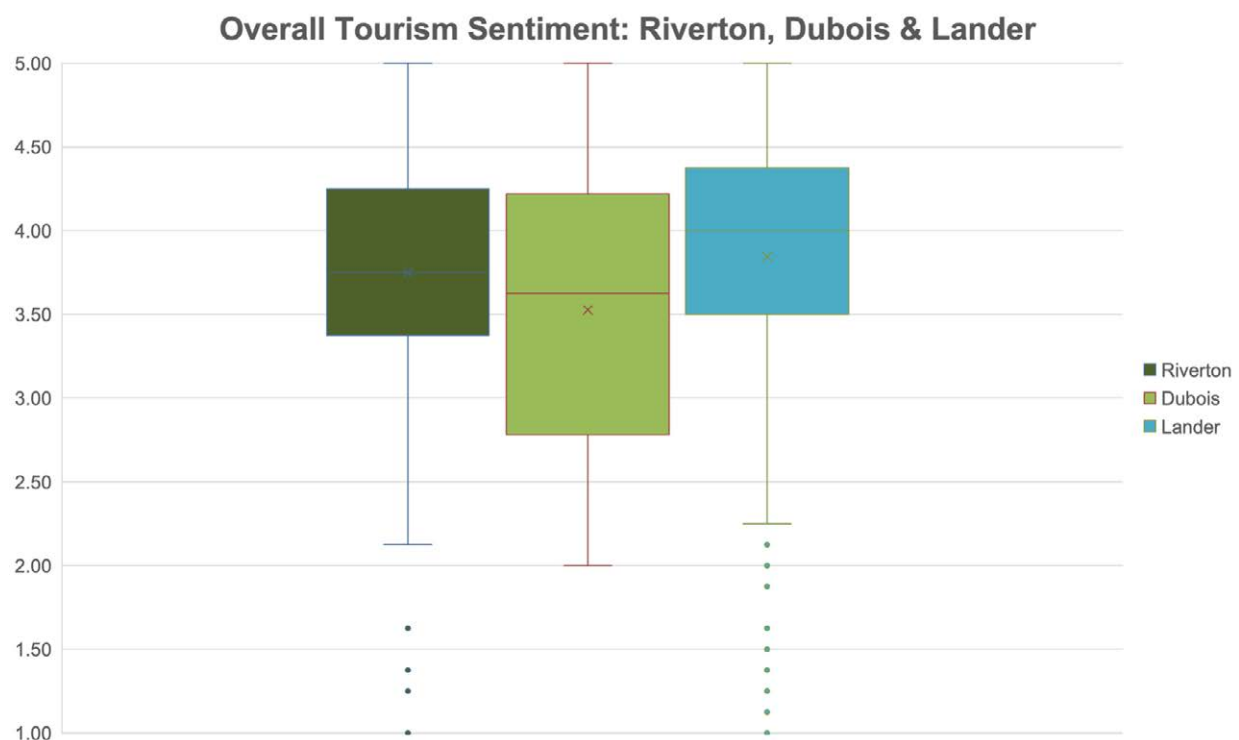
Finally, we compared average sentiment between Lander, Dubois, and Riverton across all six domains (e.g., overall, development and growth, economic impact, tourism and employment, quality of life, and environmental impact). We need to note that this part of the analysis does not assume a statistically significant sample from each city. In other words, we are uncertain that these averages truly represent overall sentiment from each community in Wind River Country.

While our overall sample is statistically representative of Wind River Country, subsample comparisons between cities (e.g., Lander vs. Dubois) should be interpreted with caution. These findings are exploratory and not necessarily generalizable to each city's full population.

Box plot descriptive statistics can be found in the Appendix.

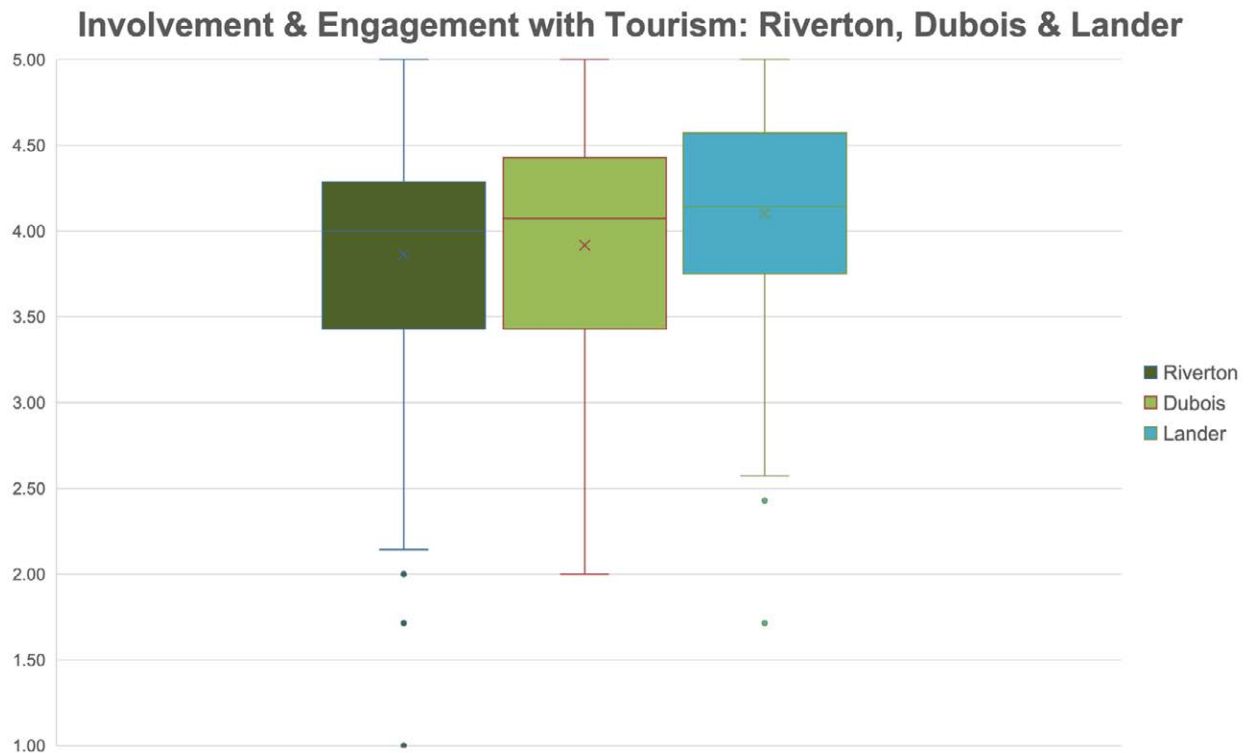
### QUESTION BANK 1: OVERALL TOURISM SENTIMENT

The box plots below show the relationship between the three areas and their overall tourism sentiment scores. Average overall tourism sentiment was highest from Lander residents while respondents from Dubois reported the lowest average score. Riverton's overall sentiment (mean 3.84) fell between the two other communities. Dubois has the largest interquartile spread (1.44), indicating a wider range of average responses, while Riverton and Lander are the same (.875). However, Lander has a higher mean (3.84) compared to Riverton (3.75). Both Riverton and Lander have more outliers than Dubois, likely due to their larger response counts.

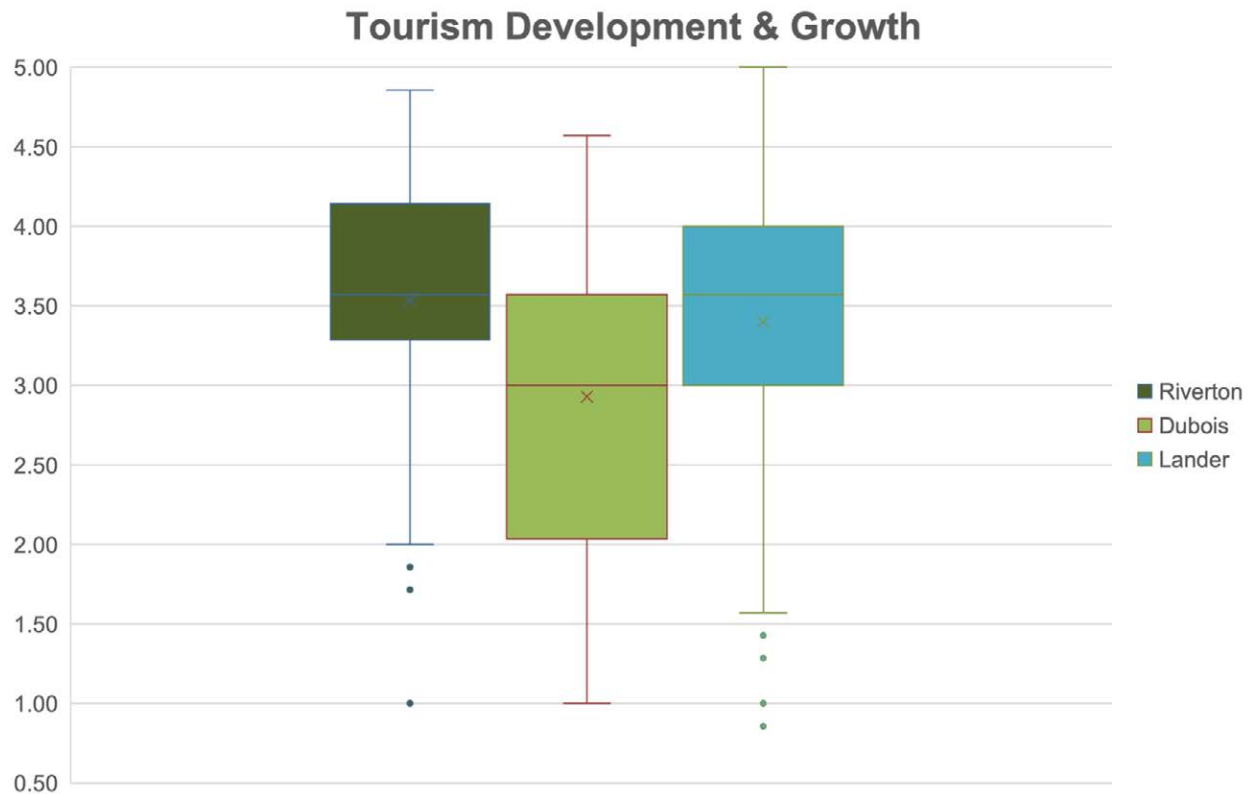


## QUESTION BANK 2: INVOLVEMENT & ENGAGEMENT WITH TOURISM

The box plots below highlights how each area responded to questions about their involvement and engagement with tourism. Lander has the highest mean score overall (4.10), indicating that Lander residents are more involved and engaged with tourism efforts in their area than Dubois (3.92) and Riverton (3.86).



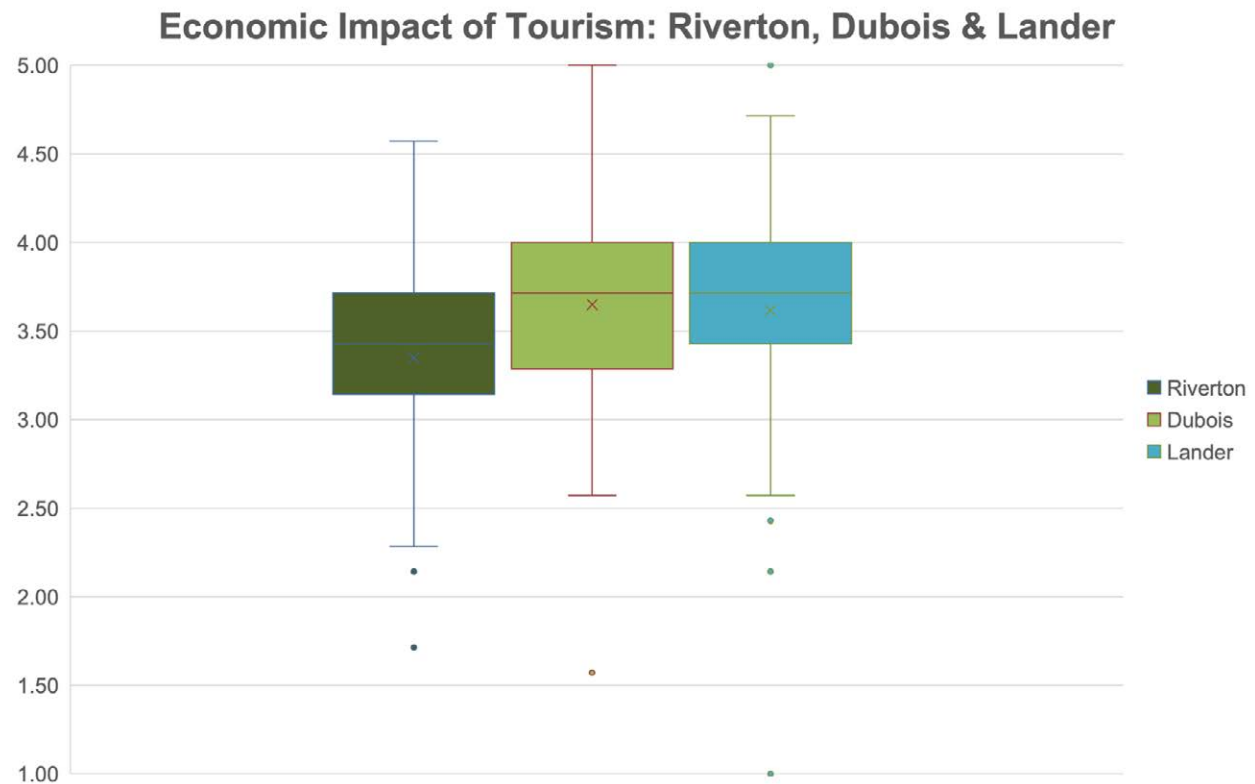
### QUESTION BANK 3: TOURISM DEVELOPMENT & GROWTH



When asked about tourism growth and development, Riverton had the highest average score with a mean of 3.53. Lander respondent scores had a similar average of 3.40, while Dubois had the lowest average score of 2.93. Dubois also had the largest spread of responses, indicating a variety of opinions that include some hesitancy about tourism growth and development in Dubois.

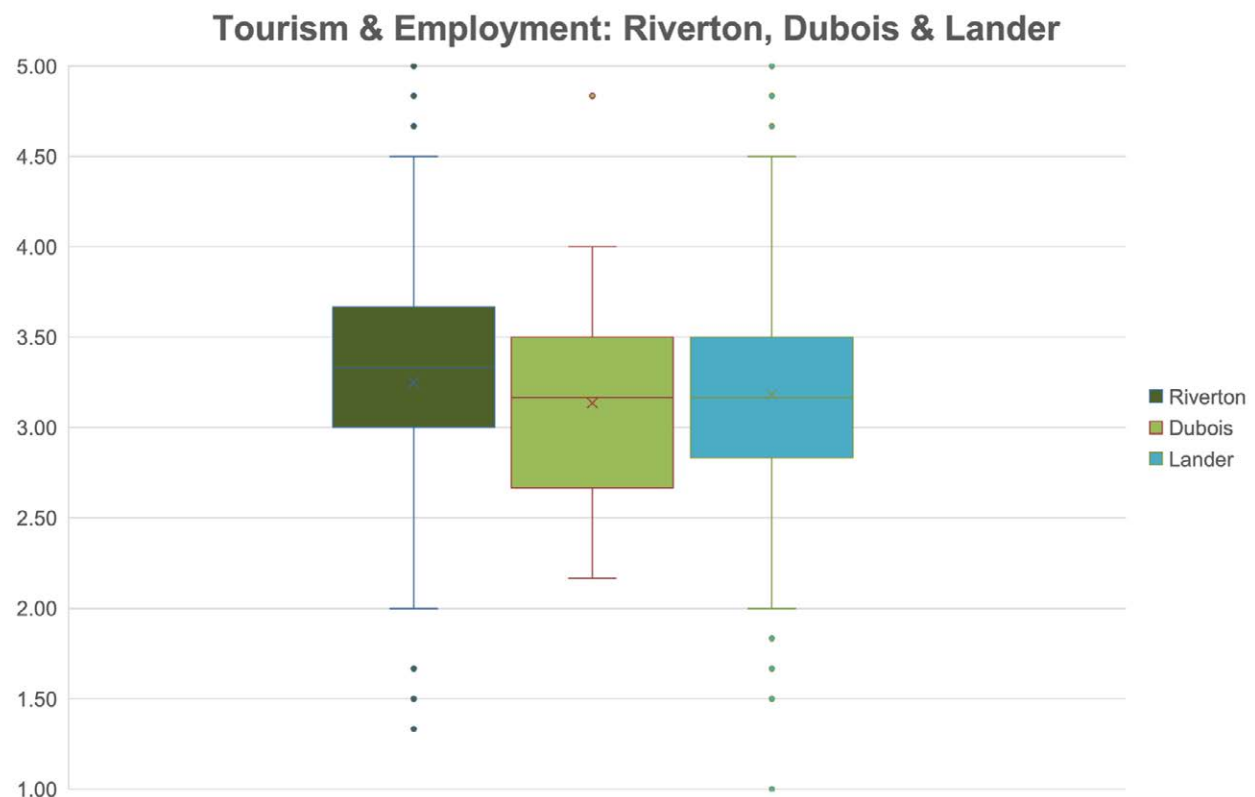


## QUESTION BANK 4: ECONOMIC IMPACT OF TOURISM



Responses from Riverton, Dubois, and Lander residents indicate their opinions about the economic impact of tourism. Riverton has the lowest mean score in this domain (3.35), while Dubois and Lander are higher (3.65 and 3.62, respectively). This indicates that Dubois and Lander may see or feel more economic impact from tourism industries than Riverton.

## QUESTION BANK 5: TOURISM & EMPLOYMENT



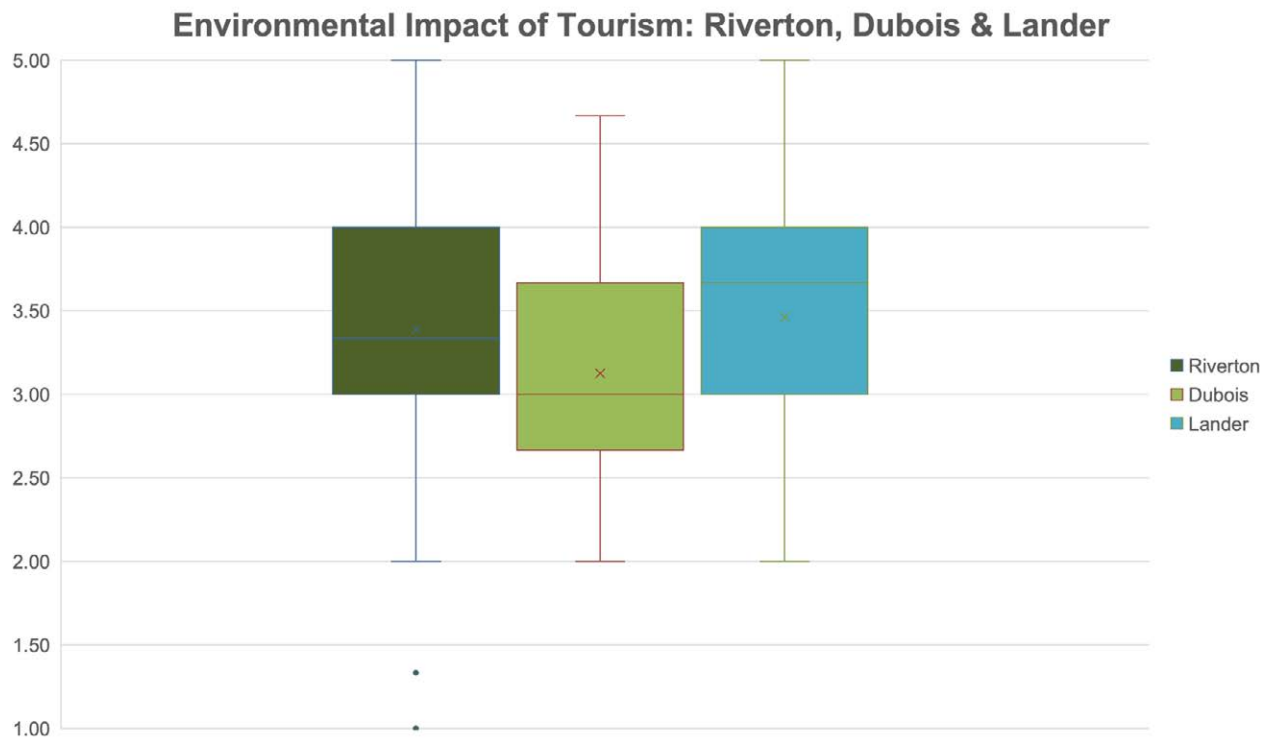
Question bank 5, focused on employment and tourism industries, saw the lowest average scores overall, indicating that residents in each community are skeptical about employment opportunity in these industries. Dubois and Lander reported similar mean scores (3.14 and 3.18, respectively), and Riverton had a higher mean of 3.25. Most responses were within one point value (all interquartile ranges were <1), indicating less variety in response than other domains.

## QUESTION BANK 6: QUALITY OF LIFE DUE TO TOURISM



Question Bank 6 explores residents' quality of life due to tourism, with higher scores indicating a positive change in quality of life. Dubois and Lander appear similar in responses, with mean values of 3.02 and 3.08 respectively. Riverton's mean score is lower, at 2.76, indicating that Riverton residents have seen less growth in quality of life due to tourism.

## QUESTION BANK 7: ENVIRONMENTAL IMPACT OF TOURISM



The last question bank, focused on environmental impacts of tourism, shows similar responses for Lander and Riverton (mean scores of 3.46 and 3.39, respectively) and a lower mean score for Dubois (3.13). Each area had an interquartile range of 1 point, highlighting some variety in responses.

# COMPARISON WITH LONGWOODS INTERNATIONAL NATIONAL SURVEY

To provide additional context for the Wind River Country Resident Sentiment Survey, we compared local results with the findings of the 2024 Longwoods International National Resident Sentiment Study for the United States. This nationally representative study surveys 4,000 U.S. adults annually on their perceptions of tourism, providing a benchmark for understanding how local attitudes align or diverge from national trends.<sup>1</sup>

## KEY SIMILARITIES AND DIFFERENCES:

- **Overall Sentiment:** Wind River Country residents reported higher agreement that tourism is good for their area (85.6%) compared to the national average (64%). Similarly, a higher percentage (72.7%) in Wind River Country said they want to see tourism thrive, compared to 61% nationally.
- **Involvement and Engagement:** Residents in Wind River Country showed stronger pride in their community (89.2%) and greater willingness to share it with visitors than the national average (67% in the Longwoods study). However, only 18% of local respondents felt they were consulted in tourism development, which mirrors national findings (32% agreement).
- **Economic Impact:** Sentiment around the economic benefits of tourism was relatively aligned, with 84% of Wind River Country respondents stating tourism is important to the local economy, compared to 58% nationally. However, local perceptions of tourism improving household standard of living were lower in Wind River Country (18.7%) than in the national results (33%).
- **Quality of Life and Environmental Concerns:** Wind River Country residents were more likely to perceive tourism as contributing to overcrowding and environmental degradation, with only 24.2% agreeing tourists are respectful of natural areas, compared to 40% nationally. However, both groups strongly supported educating tourists on responsible travel (over 90% agreement in Wind River Country and 68% nationally).
- **Tourism Employment:** Wind River Country respondents showed more skepticism about career opportunities in tourism. For example, only 25% said they would encourage friends or family to work in the industry, compared to 40% nationally. Concerns about low wages and seasonality were also more pronounced locally.

<sup>1</sup> Important Methodological Note: While many of the question items were purposefully aligned with those used in the Longwoods study to allow for comparison, there are key differences in methodology. The Longwoods survey uses a large online panel sample stratified and weighted by U.S. Census data, whereas the Wind River Country survey employed a random address-based sampling method with responses gathered both online and through mailed paper surveys. As a result, this comparison should be viewed as illustrative rather than statistically equivalent—a true “apples-to-apples” comparison is not fully achievable.



This comparative analysis highlights both alignment with and divergence from national attitudes and reinforces the value of conducting localized resident sentiment studies. While national benchmarks provide useful perspective, community-specific data is essential for crafting locally resonant tourism strategies and ensuring resident priorities remain central to destination planning.

## WRITTEN COMMENTS

Of the 508 total responses, 39.4% of respondents provided a written comment. Below are the themes of the comments provided by residents with representative quotes.

### CULTURAL & SOCIAL ISSUES

These comments reflect concerns about how tourism impacts community identity, local values, and interactions between tourists and residents, including issues of respect and cultural preservation.

*"I love this area...I want its beauty to be both appreciated by tourists and protected from negative impact by a myopic focus on tourism in a way that could price out locals or detract from its appreciation by those with a longer standing connection to the area. I don't want to see any big ugly buildings, concessions or knick-knack stores dedicated to tourism. Just appreciation of the natural beauty and a focus on preserving and maintaining the beautiful natural sites here with good quality dining, shopping, hotels etc. that are necessary to support our visitors and our community. This is a special place with incredible heritage and I am proud to be a resident and share its natural beauties with my friends and family!"*

### ECONOMIC BENEFITS OR ISSUES

Comments in this category discuss how tourism affects local businesses and employment, with some emphasizing the need for better economic support or diversification.

*"I don't have a problem with the focus of growth of tourism in our town...[However] I don't feel it is being balanced with emphasis on growth of industry which would grow long term residents and jobs that bring wages that would sustain economic stability and tax base increase of the town outside of the tourist season."*

## ENVIRONMENTAL IMPACTS

These responses highlight concerns about tourism's effects on the natural environment, such as trash, pollution, and loss of scenic quality.

*"Tourism is not good for wildlife, from roadkill to habituation. Tourists do not care about the wildlife, only pictures they can get to post on social media."*

## HOUSING CONCERNS

This theme includes concerns about rising housing costs, short-term rentals, and the availability of housing for locals due to increased tourism.

*"I believe that VRBO's and home rentals have changed the quality of life in our town for several reasons. Young families no longer can afford to buy homes and renters are loud and disrespectful of our ecology. The tourism industry has brought wealthy people in buying properties and then wanting to change everything that we love about this area."*

## INFRASTRUCTURE & TRAFFIC

Residents voiced issues around road congestion, inadequate parking, and the need for improved infrastructure to accommodate visitors.

*"Promotion for tourism should be balanced with infrastructure and not increased without consideration for parking, water, sewer, road upkeep. Also... there should be cultural sensitivity. You see many disrespectful people in some of our state and national parks. How can an area with few resources police the increased amount of population?"*

## OTHER/GENERAL

General comments that reference tourism in a broad or ambiguous way without a clear link to a specific theme.

*"Riverton and Lander should supply outdoor swimming facilities and rec centers for their communities."*

## POSITIVE VISITOR EXPERIENCE

These comments express appreciation for the area's beauty and the enjoyment tourism brings, while often warning against overdevelopment.

*"The vast beauty of the Wind River Country needs to be enjoyed by many without overdeveloping the area."*

## TRIBAL & RESERVATION ISSUES

The survey received several comments that specifically relate to tribal lands, tribal tourism enterprises, and the need for respect and preservation of Indigenous culture.

*"Many tourists come to enjoy Native American events, such as Pow Wows. I don't think we (the town of Riverton) receive much benefit and I believe we could promote that culture."*

## CONCLUSION

The results of this inaugural resident sentiment survey provide a valuable snapshot of how Wind River Country residents perceive the impacts of tourism in their communities. Overall, the findings show broad support for tourism, with most respondents recognizing its positive economic contributions and expressing pride in sharing their community with visitors. However, the data also highlight areas for improvement—particularly in resident inclusion in tourism-related decision-making, perceptions of environmental stewardship, and concerns about quality-of-life impacts such as overcrowding and housing affordability.

As the Wind River Visitors Council considers its future strategies, this survey offers a strong foundation for data-informed planning and community engagement. Improving transparency around decision-making, expanding communication about WRVC's efforts, and fostering more resident input into tourism development may help build even stronger community support. Additionally, initiatives that promote responsible visitation, workforce development, and sustainable practices could directly address resident concerns while enhancing the long-term vitality of the region's tourism economy.

Moving forward, the Wind River Visitors Council can use this data to track changes in sentiment over time, adapt messaging and programming, and strengthen the alignment between community values and tourism growth. This report marks an important step in fostering a sustainable and inclusive tourism future for Wind River Country.

# APPENDIX

## 1. TABLE OF AVERAGE RESPONSES, % AGREEMENT, NEUTRAL, AND DISAGREE TO QUESTION BANKS 1-7.

	% Disagree	Neutral	% Agree	Mean Response
<b>Question Bank 1: Overall Sentiment About Tourism</b>				
Overall, I think tourism is good for my local area.	6.3	6.9	85.6	4.19
I want tourism to be important in my local area.	9.6	15	74.9	3.95
In general, the positive benefits of tourism outweigh the negative impacts.	10.6	15.4	73.7	3.87
My municipal/local government is doing a good job balancing resident quality of life and visitor satisfaction.	26.2	38.4	35.2	3.09
My community balances the need for economic growth from tourism with preserving our cultural heritage.	22.5	35	42.5	3.23
I care about the success of the tourism industry in my local area.	6.6	15.6	77.6	3.99
I want to see tourism thrive in my local area.	8.6	18.3	72.7	3.94
My local area benefits from a strong tourism industry.	12.4	15.6	71.8	3.87
Section Overall				3.77
<b>Question Bank 2: Involvement and Engagement with Tourism</b>				
I welcome tourists to this area.	6.5	14.6	78.5	3.99
I look forward to showing off this area when friends and family visit.	4.2	7.7	88	4.36
I feel I am an ambassador for this area even among tourists I don't know.	11.3	30	58.7	3.69
I recommend local tourist sites to people who are visiting my area.	7.3	12.4	80.3	4.00
I'm proud to call this area my home.	3.2	7.5	89.2	4.47

When I come across local tourism news, I'm interested in finding out what's happening.	6.3	22.2	71.5	3.88
I consider myself informed/up to date on news about tourism in this area.	13.2	38.2	48.6	3.45
Section Overall				3.98

### Question Bank 3: Tourism Development & Growth

My municipal/local government is doing a good job managing the pace of tourism development.	24.8	44.3	29.5	3.01
I believe tourism should be encouraged here.	8.8	13.8	76.7	3.94
I support tourism growth.	10	17.7	71.6	3.88
I would like to see more tourists coming to my area.	16.3	22.4	60.4	3.63
We should develop/host more major events to attract tourists to our area.	15.5	23.8	60	3.64
I support building new tourism facilities that will attract visitors to this area.	21.9	27.4	50	3.43
Residents are consulted when major tourism development takes place in this area.	38.5	42.5	18	2.72
Section Overall				3.46

### Question Bank 4: Economic Impact of Tourism

Tourism is important to my local economy.	5.3	9.4	84.0	4.16
Tourism encourages investment in our local economy.	7.7	13.4	77.8	4.01
The economic impact of tourists in our area helps to support industries and businesses not directly related to tourism.	7.7	15.2	75.9	3.97
Without the tax revenues we get from tourists, we would have to pay higher provincial/state and municipal/local taxes for government programs and services.	11.1	26.8	61.3	3.69
The growth in tourism is causing prices to rise, making things less affordable for residents.	31.3	33.7	33.6	3.09
Housing is becoming less affordable in this area due to tourism.	35.2	23.4	40	3.18



My household standard of living is higher because of the money tourists spend here.	39.0	41.3	18.7	2.76
Section Overall				3.55

### Question Bank 5: Tourism & Employment

The tourism industry offers many entry-level employment opportunities.	14.2	32.3	52.1	3.46
The tourism industry offers rewarding careers.	20.9	42.9	34.8	3.18
There are opportunities for career advancement in the tourism industry.	19.9	45.9	32.7	3.17
There are jobs in the tourism industry with desirable pay and benefits.	26.4	44.7	27.5	3.01
I would encourage my friends and family to work in the tourism industry.	26.6	47.4	25	2.97
Most tourism jobs are low-paying and seasonal.	6.9	30.3	61.8	3.69
Section Overall				3.25

### Question Bank 6: Quality of Life Due to Tourism

I have more recreational opportunities (places to go and things to do) because of tourism in this area.	38	25.2	35.8	2.95
Shopping opportunities are better here as a result of tourism.	44.2	32.9	21.8	2.72
Dining opportunities are better here as a result of tourism.	40.1	26.4	32.5	2.88
Tourism supports the preservation of local culture and protects the community's authenticity.	28.6	34.8	35.6	3.06
Quality of life in my local area has improved because of increased tourism.	37.4	38.8	22.8	2.79
Attractions and leisure facilities are becoming overcrowded because of more tourists.	33.2	30.3	35.2	3.10
Tourists add to traffic congestion and parking problems here.	33.6	22.6	42.5	3.20
Section Overall				2.96

### Question Bank 7: Environmental Impact of Tourism

The tourism industry values sustainability and our natural resources.	25.6	33.1	40.2	3.16
Tourists are respectful of our natural areas.	42.5	31.9	24.2	2.70
Tourists should be educated on how to travel responsibly and care for our natural areas.	1.8	5.9	91.1	4.39
Section Overall				3.42

## 2. RIVERTON, DUBOIS & LANDER BOX PLOT DESCRIPTIVE STATISTICS

### 1. OVERALL TOURISM SENTIMENT

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.88	5	4.25	3.75	3.38	1	0.76	3.75	Riverton
1.44	5	4.22	3.63	2.78	2	0.80	3.53	Dubois
0.88	5	4.38	4	3.5	1	0.84	3.84	Lander

### 2. INVOLVEMENT AND ENGAGEMENT WITH TOURISM

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.86	5	4.29	4	3.43	1	0.70	3.86	Riverton
1	5	4.43	4.07	3.43	2	0.70	3.93	Dubois
0.82	5	4.57	4.14	3.75	1.71	0.57	4.10	Lander

### 3. TOURISM DEVELOPMENT & GROWTH

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.86	4.86	4.14	3.57	3.29	0	1.35	3.53	Riverton
1.54	4.57	3.57	3	2.04	1	0.91	2.93	Dubois
1	5	4	3.57	3	0	0.89	3.40	Lander

#### 4. ECONOMIC IMPACT OF TOURISM

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.57	4.57	3.71	3.43	3.14	0	0.66	3.35	Riverton
0.71	5	4	3.71	3.29	1.57	0.63	3.65	Dubois
0.57	5	4	3.71	3.43	0	0.60	3.62	Lander

#### 5. TOURISM & EMPLOYMENT

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.67	5	3.67	3.33	3	0	0.71	3.25	Riverton
0.83	4.83	3.5	3.17	2.67	2.17	0.57	3.14	Dubois
0.67	5	3.5	3.17	2.83	0	0.68	3.18	Lander

#### 6. QUALITY OF LIFE DUE TO TOURISM

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
0.71	4.57	3.14	2.86	2.43	0	0.69	2.76	Riverton
1.04	4.71	3.5	3	2.46	2	0.60	3.03	Dubois
0.82	5	3.54	3.14	2.71	0	0.61	3.08	Lander

#### 7. ENVIRONMENTAL IMPACT OF TOURISM

IQR	Maximum	Q3	Median	Q1	Minimum	StDev	Mean	Variable
1	5	4	3.33	3	0	0.82	3.39	Riverton
1	4.67	3.67	3	2.67	2	0.57	3.13	Dubois
1	5	4	3.67	3	0	0.67	3.46	Lander