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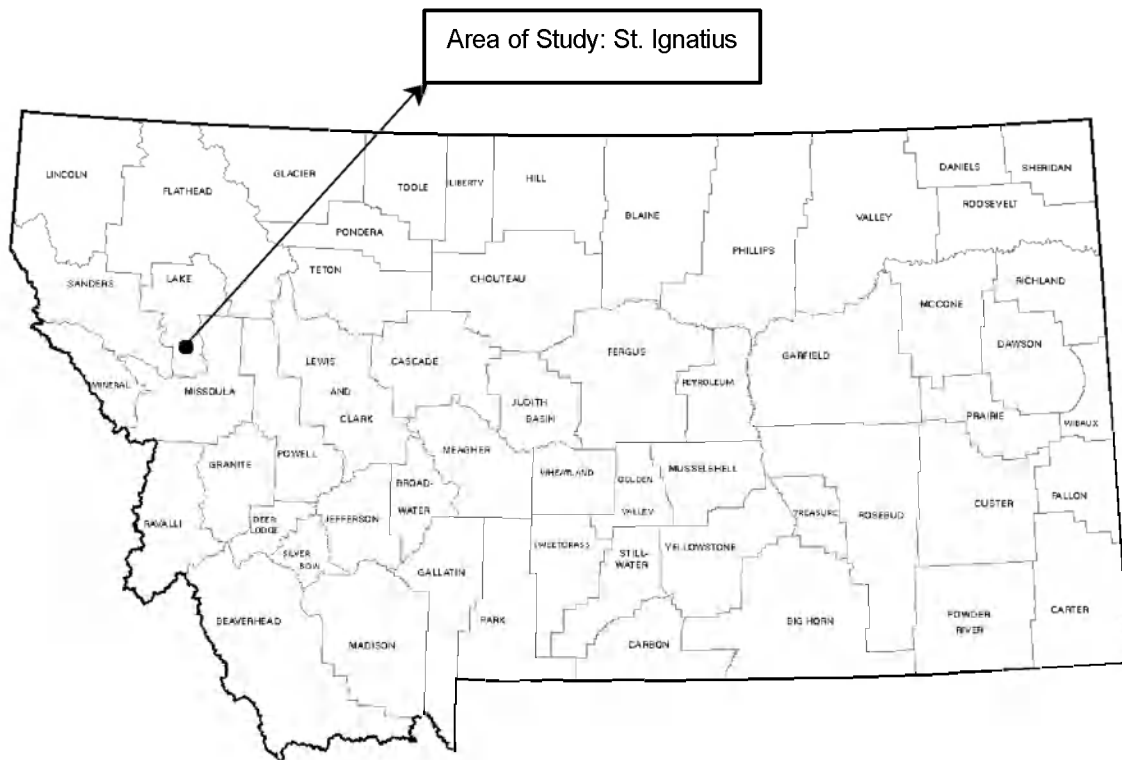
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# St. Ignatus, MT Resident Attitudes:

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Exploring Tourism Development Potential  
CTAP 2002-2003



**St. Ignatius, MT Resident Attitudes:**  
Exploring Tourism Development Potential  
CTAP 2002-2003

Prepared by

Jim Wilton  
Thale Dillon

Research Report 2003-4  
March 2003

## Executive Summary

This report presents information about tourism in St. Ignatius, Montana. The report offers estimated travel volume and traveler characteristics for visitors to Lake County, where St. Ignatius is located. The report also includes the results of a St. Ignatius resident attitude survey, providing residents' opinions and attitudes regarding tourism and tourism development in the state and in the Mission Valley, along with the results of a statewide survey for comparative purposes.

A mail-back questionnaire was administered to a randomly selected sample of 317 St. Ignatius households during October and November 2002, and to a statewide sample of 1,000 Montana households during the same period in 2001. The survey sequence was initiated by mailing a pre-survey notice letter to all selected households. The survey mailing itself was followed by a reminder/thank-you postcard a week later. Two weeks after mailing the postcard, a replacement survey was sent to those households who had not yet responded. A response rate of 43% was obtained.

### ***NONRESIDENT VISITORS (2001 Nonresident Survey Data and 2002 Visitor Estimates):***

- In the summer season of 2001, over 2.1 million travel groups visited Montana. Of those, approximately 344,500 (16%) passed through Lake County.
- Over \$1.8 billion was spent statewide in 2002 by nonresident travelers. This figure amounts to approximately \$1,994 for every Montana resident.
- In Lake County, nonresident visitors spent almost \$17 million, or about \$627 per county resident.
- Travelers to Lake County stayed in the state twice as long as statewide visitors.
- Lake County visitors traveled mainly as couples, but also as families.
- Overnight visitors to Lake County were less likely than statewide visitors to stay in a hotel or motel, but more than twice as likely to stay in a private campground.
- The majority of Lake County overnight visitors had an annual income of \$60,000 or more, similar to statewide visitors.
- Close to half of overnight visitors to Lake County found the Internet to be the most useful information source to plan their trip.
- Sixty-four percent of overnight visitors to Lake County were in Montana primarily for vacation, while 18 percent were in the state primarily to visit friends and relatives.
- Vacationers in Lake County were attracted to Montana primarily because of Glacier National Park.
- Camping in developed areas was the most popular activity for overnight visitors to Lake County, followed by day hiking and shopping.
- Visitors to Lake County spent the largest portion of their money on groceries and snacks, and on retail goods.

### ***RESIDENT CHARACTERISTICS AND ATTITUDES ABOUT TOURISM (2002 Resident Attitude Data):***

- Respondents from St. Ignatius have resided in their community (26 years) and in the state (36 years) for about the same length of time as the statewide sample.
- Montana natives comprised 53 percent of the St. Ignatius sample.
- The largest portion (30%) of St. Ignatius respondents earns their household income in the education sector.
- The majority of St. Ignatius respondents feel tourism should have a role equal to other industries in the local economy, and ranked the tourism and recreation industry 4<sup>th</sup> on a list of eight desired economic development options.
- Most St. Ignatius respondents work in places that they perceive supply little or none of their products or services to tourists or tourist businesses.
- While less than one-fifth of St. Ignatius respondents have frequent contact with tourists, over two-thirds enjoy interacting with tourists.
- St. Ignatius respondents have a slightly stronger attachment to their community than do statewide respondents. Both groups are somewhat concerned about the future of their communities.

- Eighty-two percent of St. Ignatius respondents feel that the population in the area is increasing, and of those, the majority feels it is increasing at the right rate.
- St. Ignatius respondents feel that tourism can enhance their quality of life by improving the condition of job opportunities, as well as road conditions, and park and recreation areas.
- The respondents of St. Ignatius are more supportive of tourism development than the statewide sample.
- Respondents feel strongly that any decision about tourism development should involve local residents and not be left entirely to the private sector.
- Overall economic benefit is perceived as the primary advantage of increased tourism in St. Ignatius, while increased traffic and crowding are seen as the leading disadvantages.

***RESPONSE HIGHLIGHTS OF QUESTIONS GENERATED BY ST. IGNATIUS RESIDENTS  
(2002 Survey Data):***

- St. Ignatius respondents value the area's scenery and the town's friendly small-town atmosphere and would like to see these characteristics continued into the future.
- St. Ignatius respondents dislike the crime and drugs in the area, as well as its run-down appearance.
- Respondents feel industry/business is the primary characteristic missing from the area.
- About half of the respondents believed that local artists, especially Native American, had the potential for tourism promotion.
- Ninety-one percent of St. Ignatius respondents feel the Mission Mountains should be promoted.
- Respondents indicated that the most popular way to attract passers-by was through advertising signage.
- The majority of respondents agreed that the best way to make St. Ignatius more attractive to visitors is through establishing a visitor center.
- Respondents were very favorable to festivals, new park facilities, and an amphitheater for tourism promotion or development.

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## Introduction

This report is intended to provide a profile of current visitors to St. Ignatius, as well as resident attitudes regarding tourism and the travel industry in the area. It combines the results of three different studies and is presented in two sections.

Section one contains local nonresident visitor profiles, as well as profiles for statewide visitors. The visitor profiles were developed using research conducted by ITRR during the summer of 2001<sup>1</sup>. Due to sample size limitations, data are only available at the county level. For this reason, local profile information is provided for Lake County rather than St. Ignatius. The profile was developed from the subset of surveys submitted by nonresident travelers spending a night in the county.

The second part of this report, Section two, contains an assessment of resident attitudes toward tourism and the travel industry in St. Ignatius. This assessment is the result of a mail-back questionnaire obtained from households in St. Ignatius. It is provided side by side with the same information collected at the state level in 2001 to provide a comparison between resident opinions toward tourism in St. Ignatius and in Montana as a whole.

Funding for this research came from the Lodging Facility Use Tax. Copies of this report can be downloaded from ITRR's web site ([www.forestry.umt.edu/itr](http://www.forestry.umt.edu/itr)) at no charge.

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<sup>1</sup> Nickerson, N. and T. Dillon. 2002. Nonresident Summer Visitor Profile. Research Report 20025, Institute for Tourism and Recreation Research, School of Forestry, The University of Montana, Missoula, MT. 35pp.



## Section 1: The Nonresident Travel Study

### Methodology

Travelers to Montana during the summer season of 2001 (June 1-September 30) were intercepted for the Nonresident Travel Study. The traveler population was defined as those travelers entering Montana by private vehicle or commercial air carrier during the study period, and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons traveling in a plainly marked commercial or government vehicle such as a scheduled or chartered bus, or semi truck. Also excluded were those travelers who entered Montana by train. Other than these exclusions, the study attempted to assess all types of travel to the state.

Data were obtained through a mail-back diary questionnaire administered to a sample of intercepted travelers in the state. During the four-month study period, 7,362 questionnaires were delivered to visitor groups (Table 1). Usable questionnaires were returned by 2,931 groups, resulting in a response rate of 40 percent. A sample of 481 respondent groups traveled through Lake County in the summer of 2001.

**Table 1: Sample Sizes and Response Rates for the 2001 Summer Nonresident Travel Study**

Questionnaires delivered	7,362
Usable questionnaires returned	2,931
Nonresident Travel Study response rate	40%
Lake County sample size	481
Percent of nonresident sample	16%

### A Profile of Current Summer Visitors

ITRR nonresident travel estimates report that approximately 2,153,200 groups visited Montana during the 2001 summer season<sup>2</sup>. Data from the 2001 nonresident survey indicate that each travel group averages 2.5 people. It was estimated that 16 percent, or 344,500 of those groups passed through Lake County, and that 10 percent of those who traveled through spent at least one night in the county.

#### Group Characteristics

This section on travel group characteristics for Lake County was obtained from visitors who spent at least one night in the area. There were some differences between the travel groups staying overnight in Lake County and the statewide sample (Table 2).

**Lake County:** Most Montana visitors who spent at least one night in Lake County traveled as couples (44%), while 33 percent traveled with family. Eighty-four percent of overnight travelers had visited Montana before this trip, while 19 percent had previously lived in the state. Visitors stayed in the state for an average of almost 9 nights, and the largest portion of summer visitors chose to spend their nights at a private campground (34%). More than half (60%) of respondents indicated having an income of over \$60,000 per year, with 22 percent making over \$100,000 and only 6 percent making less than \$20,000.

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<sup>2</sup> The total number of travelers is estimated each year, while the profile of visitors is only re-evaluated every few years. Therefore, this report presents traveler characteristics that are estimated from data collected in the summer of 2001, applied to the estimated number of travelers and their total economic impacts for 2002.

**Statewide:** For overnight visitors to the state as a whole, the largest portion traveled as couples as well (41%), followed by those who traveled as family (32%). Seventy-six percent were repeat visitors, while only 16 percent had previously lived in the state. Average length of stay equaled 4.2 nights, half that of Lake County visitors. A typical overnight visitor to Montana was most likely to stay in a hotel or a motel (46%) and have an income exceeding \$60,000 per year. A full 21 percent indicated making over \$100,000 per year, while 7 percent indicated making less than \$20,000 per year.

**Table 2: Characteristics of Nonresident Summer Visitors**

	Lake County*	Statewide
<b>Group Type</b>		
Couple	44%	41%
Family	33%	32%
Alone	6%	14%
Friends	8%	6%
Family & friends	9%	5%
Business associates	--	1%
Organized group	--	1%
<b>Have previously visited Montana</b>	84%	76%
<b>Have previously lived in Montana</b>	19%	16%
<b>Nights spent in Montana</b>	8.7	4.2
<b>Accommodations used in Montana**</b>		
Private campground	34%	14%
Hotel or motel	22%	46%
Home of friend or relative	20%	16%
Public campground	14%	11%
Private cabin/2 <sup>nd</sup> home	6%	4%
Guest ranch	1%	<1%
Resort/condo	--	3%
Rented cabin/home	--	3%
Other	3%	3%
<b>Income</b>		
Less than \$20,000	6%	7%
\$20,000 to \$39,999	16%	17%
\$40,000 to \$59,999	18%	25%
\$60,000 to \$79,999	21%	20%
\$80,000 to \$99,999	17%	11%
Over \$100,000	22%	21%

Source: ITRR 2001 Nonresident Study

\* Characteristics of Montana visitors who stayed at least one night in Lake County.

\*\* Percentages do not add to 100 because respondents could indicate more than one response category.

**Origin of Nonresident Visitors:** Overnight visitors to the state as well as to Lake County were from a variety of origins (Table 3). Readers should bear in mind that sample size for Lake County is small and the reported rankings may not precisely represent the origin of nonresident overnight visitors. However, they were included in order to provide a cross-section of the overnight visitor respondents in Lake County. Overnight visitor respondents in Lake County came primarily from California, followed by Utah and Germany. For statewide overnight visitors, Washington was the most common state of origin, followed by California, Idaho and Minnesota.

**Table 3: Top Five Places of Origin of Montana Nonresident Summer Visitors**

Rank*	Lake County**	Statewide
1	California	Washington
2	Utah	California
3	Germany	Idaho
4	AZ, MA	Minnesota
5	BC, IL, MI, MN, OR, WA	ALB, CO, ND, OR, UT, WY

Source: ITRR 2001 Nonresident Study

\* 1=highest frequency

\*\*Small sample size may not be generalizable to the greater population.

## Information Sources

Nonresident travel groups, including those visitors who did not spend a night, indicated which information sources were used as planning tools for their trip *prior* to arriving in Montana, as well as while they were *visiting* Montana. Also, respondents indicated which of the sources were most useful to them. A list of nine pre-trip and five Montana information sources was included in the questionnaire (Tables 4 and 5).

**Lake County:** Thirty-one percent of visitors to Lake County did not use any of the listed sources prior to their trip (Table 4). The three *most frequently used* sources of travel information were the Internet (46%), AAA (27%), and travel guide books (21%). The *most useful* sources of travel information used prior to arriving in Montana were the Internet (47%), AAA (13%), and National Park brochures (11%).

**Statewide:** Thirty-four percent of statewide visitors did not use any of the nine listed information sources prior to travel. However, 43 percent used the Internet, 26 percent used AAA, and 18 percent used National Park brochures. The *most useful* sources of information used prior to travel included the Internet (38%), AAA (25%), and travel guide books (10%).

**Table 4: Sources of Information Used *Prior* to Visiting Montana**

Information Sources	Lake County		Statewide	
	All Sources*	Most Useful Source	All Sources*	Most Useful Source
The Internet	<b>46%</b>	<b>47%</b>	<b>43%</b>	<b>38%</b>
AAA	<b>27%</b>	<b>13%</b>	<b>26%</b>	<b>25%</b>
Travel guide book	21%		14%	<b>10%</b>
National Park brochure	14%	<b>11%</b>	18%	7%
Chamber or visitor bureau	13%	%	9%	5%
Information from private businesses	8%	%	9%	7%
Montana Travel Planner	6%	%	9%	6%
Travel agency	2%	%	4%	3%
1-800 State travel number	—	%	2%	1%
None of the sources	<b>31%</b>	N/A	<b>34%</b>	N/A

Source: ITRR 2001 Nonresident Study

\* Visitors could indicate more than one information source.

**Bold** percentages indicate top three responses.

**Lake County:** Visitors were also asked where they received travel information while *visiting* Montana (Table 5). The travel information sources that were used included visitor information centers (44%), highway information signs (34%), and brochure racks (29%). However, out of overnight visitors to Lake County, 27 percent used none of the sources listed. Visitors also indicated what source was the *most useful* while traveling in Montana. Forty-seven percent of respondents stated that visitor information centers were most helpful, followed by highway signs (24%) and service people (19%).

**Statewide:** Thirty-four percent of statewide visitors indicated that while *visiting* Montana, they did not use any of the information sources listed. However, 35 percent obtained travel information from highway information signs. Other prominent information sources were service persons (30%) and brochure racks (28%). Of the information sources used while in Montana, statewide visitors indicated that the *most useful* were persons in visitor information centers (29%), highway information signs (26%), and service persons (24%).

**Table 5: Sources of Information Used While Visiting Montana**

	Lake County		Statewide	
	All Sources*	Most Useful Source	All Sources*	Most Useful Source
Information center person	<b>44%</b>	<b>47%</b>	27%	<b>29%</b>
Highway information signs	<b>34%</b>	<b>24%</b>	<b>35%</b>	<b>26%</b>
Brochure racks	<b>29%</b>	--	28%	18%
Service person (motel, restaurant, gas station, etc.)	28%	<b>19%</b>	<b>30%</b>	<b>24%</b>
Billboards	18%	--	12%	5%
None of these sources	27%	N/A	<b>34%</b>	N/A

Source: ITRR 2001 Nonresident Study

\*Visitors could indicate more than one information source.

**Bold** percentages indicate top three responses.

### **Purposes of Summer Trip**

Nonresident travel groups were asked their reasons for traveling to Montana. Many visitors had more than one reason, and were thus asked to identify their *primary* reason for coming to the state as well (Table 6).

**Lake County:** Ninety-one percent of Lake County visitors indicated that vacation was one reason for traveling to Montana. Other frequently cited reasons included visiting family or friends (41%) and passing through the state (20%). With respect to Lake County overnight visitors' *primary* reason for visiting the state, almost two-thirds (64%) were in Montana primarily on vacation. A considerably smaller portion (18%) were in the state *primarily* to visit family or friends, while 16 percent were mainly passing through.

**Statewide:** Close to three-fourths (72%) of statewide visitors cited vacation as one reason for their trip to Montana. Also frequently mentioned were passing through (30%) and visiting family or friends (28%). Statewide travelers most frequently cited vacation as their *primary* reason for visiting Montana (52%). Passing through the state (21%) and visiting family or friends (15%) were also indicated as *primary* reasons.

**Table 6: Reasons for Traveling to Montana**

	Lake County		Statewide	
	All Reasons*	Primary Reason**	All Reasons*	Primary Reason**
Vacation	<b>91%</b>	<b>64%</b>	<b>72%</b>	<b>52%</b>
Passing through	<b>20%</b>	<b>16%</b>	<b>30%</b>	<b>21%</b>
Visit family or friends	<b>41%</b>	<b>18%</b>	<b>28%</b>	<b>15%</b>
Business	--		8%	7%
Shopping	5%		6%	1%
Other	4%		7%	4%

Source: ITRR 2001 Nonresident Study

\* Visitors could indicate more than one reason.

\*\* Percentages may not add to 100 due to rounding.

**Bold** percentages indicate top three responses.

## Montana Attractions

Respondents who indicated that one purpose for their trip was vacation were asked what attracted them to Montana as a vacation destination. They were asked to check all pertinent attractions, and then indicate one *primary* attraction (Table 7).

**Lake County:** Many Lake County vacationers were attracted by more than one of the state's many features. The top Montana attractions were rivers and lakes (51%), the mountains (49%), Glacier National Park, and camping (47% each). Glacier National Park (37%) was by far the most popular *primary* attraction for Lake County overnight visitors.

**Statewide:** Statewide visitors were also attracted to Montana for many reasons. The top attractions to Montana included the mountains (42%), Yellowstone National Park (39%), and open space (32%). The most frequently cited *primary* Montana attractions for statewide visitors were Yellowstone National Park (22%), Glacier National Park (19%), and visiting family and friends (12%).

**Table 7: Attractions of Montana as a Vacation Destination**

	Lake County		Statewide	
	Attractions*	Primary Attraction**	Attractions*	Primary Attraction**
Rivers/lakes	<b>51%</b>	7%	30%	2%
Mountains	<b>49%</b>	<b>16%</b>	<b>42%</b>	11%
Camping	<b>47%</b>		18%	2%
Glacier National Park	<b>47%</b>	<b>37%</b>	27%	<b>19%</b>
Visiting family and friends	41%	<b>27%</b>	19%	<b>12%</b>
Open Space	40%		<b>32%</b>	10%
Wildlife	34%		25%	1%
Yellowstone National Park	26%		<b>39%</b>	<b>22%</b>
Fishing	17%		14%	4%
Hiking	16%		16%	1%
Special Events	5%		6%	4%
Lewis and Clark	4%		8%	2%
Native American Culture	4%		8%	1%
Other Montana history	3%		10%	3%
Plains	2%		7%	1%
Hunting		7%		
Other	4%		8%	4%

Source: ITRR 2001 Nonresident Study

\* Visitors could indicate more than one attraction.

\*\* Percentages may not add to 100 due to rounding.

**Bold** percentages indicate top three responses.

With a few exceptions, differences in vacation attractions indicates how Lake County visitors generally prefer enjoying various outdoor attractions by substantially larger margins than statewide vacationers. It is also interesting to note how many more visitors to Lake County chose visiting family and friends compared to statewide visitors.

## Visitor Activities

Some differences can be seen among the activities participated in by statewide visitors and by overnight visitors to Lake County (Table 8).

**Lake County:** Camping in developed areas was the most popular activity among those visitors spending a night in Lake County (55%). Other popular activities included day hiking (54%), and shopping (51%).

**Statewide:** For all visitors to the state, shopping topped the list of recreational activities (39%). Wildlife watching (36%) was popular as well, as were day hiking (33%) and picnicking (29%).

**Table 8: Recreational Activity Participation**

	Lake County*	Statewide*
Camping (developed area)	<b>55%</b>	23%
Day hiking	<b>54%</b>	<b>33%</b>
Shopping	<b>51%</b>	<b>39%</b>
Picnicking	50%	29%
Wildlife watching	39%	<b>36%</b>
Visiting other historic sites	28%	26%
Visiting museums	23%	20%
Special event/festivals	21%	11%
Canoeing/kayaking	19%	3%
Fishing	16%	16%
Motor boating	16%	4%
Visiting Lewis and Clark sites	15%	15%
Nature studies	13%	12%
Gambling	12%	8%
Golfing	8%	7%
Off-road/ATV	8%	3%
Visiting Native American sites	7%	14%
Water skiing	6%	1%
Sailing/windsurfing	5%	<1%
River floating/rafting	4%	7%
Sporting event	4%	3%
Camping (primitive areas)	3%	9%
Mountain Biking	3%	3%
Road Biking	1%	3%
Backpacking	--	4%

Source: ITRR 2001 Nonresident Study

\* Visitors could indicate more than one activity.

**Bold** percentages indicate top three responses.

This recreational activity list indicates that visitors to Lake County are involved in more outdoor activities than the overall statewide group. This may be partly due to their significantly longer length of stay (8.7 nights) in Lake County compared to 4.2 nights for statewide visitors.

### **Economic Characteristics**

Information about the number of visitors to an area and how much they spend during their visit is useful for planning purposes. While travel group characteristics are based only on groups who spent a night in Lake County during the summer, economic information is more inclusive and represents all groups who spent money in the county throughout the entire year (Table 9).

**Lake County:** Nonresident spending in Lake County was nearly \$17 million in 2002, less than 1 percent of all nonresident spending in Montana. Nonresidents spent the equivalent of \$627 per county resident, slightly less than a third of the state per-capita average.

**Statewide:** Nonresident visitors spent over to \$1.8 billion in the state in 2002. This amounted to about \$1,994 per state resident.

**Table 9: Expenditures by Nonresident Travelers in Lake County and in Montana\***

Distribution of Expenditures	Lake County	Statewide
Groceries, snacks	<b>34%</b>	8%
Retail sales	<b>26%</b>	<b>21%</b>
Restaurant, bar	<b>18%</b>	<b>20%</b>
Gas and oil	13%	<b>23%</b>
Lodging, campgrounds, etc.	8%	15%
Auto rental and repair, transportation	--	6%
Guides/outfitters	--	3%
Licenses, entrance fees	--	2%
Miscellaneous services	1%	1%
Total travel groups to sample area, 2001	825,000	4,084,000
Total expenditures in sample area, 2001 (2002\$)	\$16,861,000	\$1,803,500,000
Population (2001 census estimate)	26,906	904,433
Per capita expenditures in sample area, 2001 (2002\$)	\$627	\$1,994

Source: ITRR 2001 Nonresident Study; Montana Census and Economic Information Center<sup>3</sup>.

\* Economic information updated 01/23/03; percentages may not add to 100 due to rounding.

**Bold** percentages indicate top three responses.

Differences in expenditure distribution show that Lake County visitors spend considerably more money on groceries, snacks, and retail goods. This suggests that Lake County visitors often focus on more costly goods and services, which is likely due to their higher incomes than that of statewide visitors. Also, the high percentage of expenditures for groceries and other retail sales likely reflects the high levels of camping and other outdoor related activities visitors to Lake County engage in.

<sup>3</sup> MT Department of Commerce, Census and Economic Information Center. Table CO-EST2001-07-27: Time series of Montana Population Estimates by County. Accessed at [http://ceic.commerce.state.mt.us/demog/estimate/pop/county/cty\\_annualseries\\_00to01](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/cty_annualseries_00to01).

## Section II: The Resident Attitude Study

### Methodology

A mail-back questionnaire was administered to a sample of St. Ignatius residents in the fall of 2002. A similar survey (although lacking St. Ignatius-specific questioning) was distributed to a statewide sample in the fall of 2001 and those results are reported here as well. The distribution followed Dillman's Tailored Design Method (TDM)<sup>4</sup> to ensure maximum response rates. The 2001 state survey achieved a response rate of 40 percent, while in 2002, the St. Ignatius resident attitude survey achieved 43 percent response.

The survey administration sequence was initiated by mailing a pre-survey notification letter to a randomly selected sample of 317 St. Ignatius households<sup>5</sup>, as well as 1,000 Montana households. The letter informed recipients of the upcoming survey and alerted them to the appearance of a questionnaire in their mailbox in the near future. Shortly thereafter, a questionnaire was mailed to the same households, along with a cover letter stating in more detail the purpose and nature of the study. For the sake of random selection, the letter also requested that the adult with the most recent birthday be the one to complete the questionnaire.

One week following the questionnaire mailing, a postcard was sent to all selected households. This served the dual purpose of thanking respondents for their efforts if they had already returned their questionnaire, and reminding those who had set it aside to complete it and return it. After two more weeks, replacement questionnaires were sent to those households that had not yet responded to the first questionnaire mailing. Included this time was a different cover letter addressing some concerns respondents may have that so far had kept them from responding. The cut-off day for accepting returned questionnaires was four weeks following the last mailing. The survey instrument is included in Appendix A.

A non-response bias check was not conducted at the conclusion of the sampling effort. Such bias checks generally take the form of a telephone interview to determine if those in the sample who did not respond to the questionnaire differ on key issues from those who did respond. In this case, the key questions where opinions may have differed involve statements of support for tourism development. These key questions could only be answered after considering other questions asked in the survey. It was therefore not possible to develop a condensed telephone non-response questionnaire.

The reader is cautioned to bear in mind that the results presented are the opinions of only 43 percent (113 households) of the St. Ignatius residents polled (Table 10). It is assumed that respondents did not differ from non-respondents in their opinions.

Because the age distribution of the survey respondents differed from the July 1, 2001 Montana census estimates of age groups<sup>6</sup>, responses were weighted to more closely reflect the population of St. Ignatius. The results presented in this report reflect the adjusted dataset.

**Table 10: Sample Sizes and Response Rates for 2001/2002 Resident Attitude Survey**

	St. Ignatius	Statewide
Resident questionnaires mailed out	317	1,000
Undeliverable questionnaires	56	189
Usable resident questionnaires returned	113	328
Resident Attitude Study response rate	43%	40%

<sup>4</sup> Dillman, Don A. 2000. *Mail and Internet Surveys: The Tailored Design Method*. John Wiley & Sons, Inc. New York, NY.

<sup>5</sup> 317 surveys were sent out rather than the usual 500 because that was the maximum number of valid addresses available for purchase for the town of St. Ignatius.

<sup>6</sup> MT Department of Commerce, Census and Economic Information Center. *Table CO-EST2001-07-27: Time series of Montana Population Estimates by County*. Accessed at [http://ceic.commerce.state.mt.us/demog/estimate/pop/county/cty\\_annualseries\\_00to01](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/cty_annualseries_00to01).



## St. Ignatius Residents' Attitudes

When a community pursues tourism as a development strategy, the goals of that effort generally include an improved economy, more jobs for local residents, community stability, and ultimately, a stable or improved quality of life for the community's residents. Understanding residents' perceptions of the conditions of their surroundings and tourism's influence on those conditions can provide guidance toward appropriate development decisions.

Residents of an area may hold a variety of opinions about tourism and other forms of economic development. They may have both positive and negative perceptions of the specific effects of tourism. Attitudes and opinions are good measures for determining the level of support for community and industry actions. The resident opinion questionnaire addressed topics that provide a picture of perceived current conditions and tourism's potential role in the community.

### **Respondent Characteristics**

**Age and gender:** Respondents were asked to indicate their gender as well as their age (Table 11).

**St. Ignatius:** Thirty-five percent of respondents to the St. Ignatius survey were male, the average age was 48 years, and respondents ranged in age from 19 to 94 years.

**Statewide:** Of respondents to the statewide survey, 53 percent were male, compared to the actual statewide ratio of 50 percent. The average age was 47 years, with the age range spanning 18 to 94 years.

**Table 11: Age and Gender Characteristics**

	<b>St. Ignatius</b>	<b>Statewide</b>
Average age	48 years	47 years
Minimum age	19 years	18 years
Maximum age	94 years	94 years
Percent male	35%	53%
Percent female	65%	47%

**Residence:** Survey subjects were asked if they were born in Montana, as well as how long they had lived in their state and in their community. St. Ignatius respondents were asked how long they had lived in the Valley (Tables 12 and 13).

**St. Ignatius:** Fifty-three percent of St. Ignatius respondents were native Montanans (Table 12). On average, they had lived in St. Ignatius for 26 years and in the state for 36 years. Twenty-four percent of respondents had lived in St. Ignatius longer than 40 years (Table 13), while 27 percent had lived there 10 years or less.

**Statewide:** Similar to St. Ignatius, a little over half of statewide respondents were born in Montana. On average, they had lived in their community for 24 years and in the state for 33 years. Twenty-one percent had lived in their community longer than 40 years, while 34 percent had lived there for 10 years or less.

**Table 12: Residency Characteristics**

	St. Ignatius	Statewide
Born in Montana	53%	53%
Mean years lived in community	26 years	24 years
Mean years lived in Montana	36 years	33 years

**Table 13: Community Residency**

	St. Ignatius	Statewide
10 years or less	27%	34%
11 to 20 years	27%	16%
21 to 30 years	15%	16%
31 to 40 years	7%	13%
41 to 50 years	11%	11%
51 to 60 years	4%	3%
61 years or more	9%	7%

**Employment Status:** Employment status, job type, and sector of employment can all influence support for tourism development. Therefore, it is likely that the more dependent a person is financially on the travel industry, the greater their support for tourism (Table 14).

**St. Ignatius:** The largest portion of respondents to the St. Ignatius resident attitude survey derived their income from the education sector (30%), followed by professional and service sectors (19% each). Other sizeable income sources included construction (18%), forestry or forest products, health care, and wholesale/retail trade (15% each). Eight percent of respondents indicated that they were employed in the travel industry, however, employees in the service and retail sectors are likely to be part of this industry as well.

**Statewide:** The most common sources of household income for statewide respondents were the education and service sectors (18% each). Other sources of household income included health care (17%), wholesale/retail trade and professional (15% each). Approximately three percent of statewide households derived some portion of their household income from the travel industry. As may be the case for St. Ignatius, some of the statewide respondents who indicated that they are employed in the service and retail sectors may in fact be part of the travel industry.

**Table 14: Source of Household Income**

Sector	Percent of households deriving income from sector*	
	St. Ignatius	Statewide
Education	<b>30%</b>	<b>18%</b>
Professional	<b>19%</b>	15%
Services	<b>19%</b>	<b>18%</b>
Construction	18%	13%
Forestry or forest products	15%	5%
Health care	15%	<b>17%</b>
Wholesale/retail trade	15%	15%
Agriculture	14%	13%
Manufacturing	13%	--
Restaurant or bar**	11%	6%
Transportation, communication or utilities	9%	8%
Armed Services	8%	4%
<b>Travel industry</b>	<b>8%</b>	<b>3%</b>
Clerical	5%	7%
Finance, Insurance or Real Estate (FIRE)	3%	6%
Other	4%	6%

\* Households can earn income from more than one source.

\*\* Contrary to common belief, the "Restaurant/bar" category does not technically belong in the Service sector according to the Standard Industrial Classification index. It is part of the Wholesale/Retail Trade sector in Table 16 as "Eating and Drinking Places". For clarity, it is included here as a separate category.

**Bold** percentages indicate top income sources.

Considerably higher percentages of St. Ignatius residents derive income from education, forest products, and the travel industry than statewide respondents. Furthermore, St. Ignatius residents show higher sector percentages overall suggesting that they more often derive income from multiple sectors than do statewide residents.

### **Tourism and the Economy**

The local economy and the role tourism and the travel industry should have in it were key issues addressed in the survey. Residents were asked how important a role they felt tourism should have in their community's economy. In addition, they ranked industries on a scale from 1 (most desired) through 8 (least desired) indicating which they felt would be most desirable for their community (Tables 15 and 16).

**St. Ignatius:** The majority (55%) of St. Ignatius respondents believe that the travel industry should have a role equal to other industries in the local economy (Table 15), while 23 percent feel it should have a dominant role. Tourism/recreation ranked fourth (Table 16) behind agriculture/agribusiness, services, and wholesale/retail trade in terms of desirability as an economic development opportunity for the county.

**Statewide:** Sixty-two percent of statewide respondents feel that tourism should have a role equal to other industries in their local economy. Twenty percent believe the industry should have a minor role while 14 percent favor a dominant role. When ranking tourism along with other industry segments according to economic desirability for the community, it placed fifth, behind services, technology, agriculture/agribusiness, and wholesale/retail trade.

**Table 15: Role of Tourism in the Local Economy**

	St. Ignatius	Statewide
No role	4%	4%
A minor role	19%	20%
A role equal to other industries	55%	62%
A dominant role	23%	14%

**Table 16: Most Desired Economic Development**

	St. Ignatius		Statewide	
	Rank	Mean*	Rank	Mean*
Agriculture/agribusiness	1	3.13	3	3.60
Services	2	3.32	1	3.39
Wholesale/retail trade	3	3.68	4	3.71
<b>Tourism/recreation</b>	<b>4</b>	<b>4.15</b>	<b>5</b>	<b>4.22</b>
Technology	5	4.44	2	3.42
Manufacturing	6	4.87	6	4.51
Wood products	6	4.87	7	5.68
Mining	8	7.48	8	7.09

\* Scores represent the mean of responses measured on a scale from 1 (most desired) to 8 (least desired).

Both of these tables together indicate that St. Ignatius residents may see tourism as compatible with their county. Residents see a role for tourism in the economy at about the same overall level as statewide visitors; however, considerably more of them see tourism as having a dominant role. Tourism and recreation ranks higher for St. Ignatius residents than statewide visitors suggesting that it has more potential economic development in the local economy.

### **Dependence on Tourism**

Respondents were asked about the degree to which their place of work relied on tourists for its business. Again, the responses summarized below may be yet another indicator of the identity problem faced by the travel industry in that people do not necessarily realize that their employment is supported by tourist spending (Table 17).

**St. Ignatius:** Ten percent of St. Ignatius respondents indicated that their place of employment provides a majority of their products or services to tourists or tourist businesses. Fifty percent work in places that provide none of their products or services to tourists or tourist businesses.

**Statewide:** Only seven percent of statewide respondents work in places that provide a majority of their products or services to tourists or tourist businesses, whereas the largest portion of respondents (48%) is employed in places that provide none of their products or services to tourists or tourist businesses.

**Table 17: Employment's Dependency on Tourists for Business**

	St. Ignatius	Statewide
My place of work provides <u>the majority</u> of its products or services to tourists or tourist businesses.	10%	7%
My place of work provides <u>part</u> of its products or services to tourists or tourist businesses.	40%	45%
My place of work provides <u>none</u> of its products or services to tourists or tourist businesses.	50%	48%

## Interactions with Tourists

The extent of interaction between tourists and residents can affect the attitudes and opinions residents hold toward tourism in general. In turn, an individual's behavior is a reflection of those same attitudes and opinions. Respondents were asked questions to determine the extent to which they interact with tourists on a day-to-day basis as well as how they enjoy those interactions (Tables 18 and 19).

**St. Ignatius:** When asked about the frequency of their interactions with tourists (Table 18), sixteen percent indicated that they have frequent contact, while 31 percent reported that they have infrequent contact with tourists visiting St. Ignatius. Regarding attitudes towards tourists visiting their area (Table 19), over two-thirds (69%) enjoy interacting with tourists while 25 percent are indifferent about meeting and interacting with them. Six percent of respondents reported that they do not enjoy meeting and interacting with visiting tourists.

**Statewide :** Sixteen percent of statewide respondents reported having frequent contact with tourists visiting their community. Twenty-seven percent indicated that they have somewhat frequent contact with tourists, and 31 percent said they have infrequent contact. Over two-thirds (68%) of statewide respondents reported that they enjoy meeting and interacting with tourists. Twenty-eight percent are indifferent to meeting and interacting with tourists, while 4 percent do not enjoy these interactions.

**Table 18: Frequency of Contact with Tourists Visiting Community**

Degree of Frequency	St. Ignatius	Statewide
Frequent contact	16%	16%
Somewhat frequent contact	32%	27%
Somewhat infrequent contact	22%	26%
Infrequent contact	31%	31%

**Table 19: Attitude Toward Tourists Visiting Community**

Attitude	St. Ignatius	Statewide
Enjoy meeting and interacting with tourists	69%	68%
Indifferent about meeting and interacting with tourists	25%	28%
Do not enjoy meeting and interacting with tourists	6%	4%

Compared to statewide residents, St. Ignatius respondents had more frequent contact with visiting tourists. This likely influenced their generally positive attitudes towards interacting with tourists in their communities, similar to the statewide residents.

## Community Attachment and Change

One measure of community attachment is the length of time and portion of life spent in a community or area. These statistics were reported earlier in the report (Table 12). Other measures are based on opinions that residents have about their community and perceived changes in population levels.

**Community Attachment:** To assess community attachment, respondents were asked to indicate their level of agreement with each of three statements on a scale from -2 (strongly disagree) to +2 (strongly agree). A mean response greater than 0 indicates aggregate agreement with the statement in question (Table 20).

**St. Ignatius:** The Index of Community Attachment (i.e., the mean of the scores for the three community attachment statements) indicates that St. Ignatius respondents are indeed somewhat attached to their community. An average rating of 0.66 indicates these people like where they live. They were positive in their feelings about their community, even in regard to opinions about the future. However, at 0.32, this item

received the lowest score, indicating that residents have less confidence when it comes to the future of St. Ignatius.

**Statewide:** For respondents to the statewide survey, the Community Attachment Index produced a score of 0.60, which is slightly lower than that of St. Ignatius. Still, it is safe to say that Montana residents, in general, are attached to their communities. However, as was the case with St. Ignatius respondents, statewide respondents also rated the future of their community lower than the other items in the index.

**Table 20: Community Attachment Statements**

	St. Ignatius					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I'd rather live in my community than anywhere else.	3%	21%	42%	34%	0.84	4%	18%	51%	27%	0.78
If I had to move away from my community, I would be very sorry to leave.	5%	19%	42%	35%	0.83	3%	22%	47%	29%	0.76
I think the future of my community looks bright.	8%	27%	57%	9%	0.32	8%	31%	48%	12%	0.26
<b>Index of Community Attachment**</b>	<b>0.66</b>					<b>0.60</b>				

\* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* Index score is the mean of the mean scores for the three community attachment statements.

Even though the Index of Community Attachment scores are essentially the same, the differences in the individual mean scores are noteworthy. Higher St. Ignatius mean scores for all three statements indicate that area residents seem more attached to their communities than statewide respondents. However, the low mean scores regarding the future of their community suggests that both St. Ignatius and statewide respondents do not have a very optimistic outlook towards the future of their community.

**Population Change:** To assess residents' perceptions and opinions regarding population change in their community, respondents were asked to indicate if they perceived the population of their community to be changing and, if so, how that change is occurring and at what rate (Tables 21 and 22).

**St. Ignatius:** Twelve percent of St. Ignatius respondents feel that the town's population is not changing at all, while 82 percent feel it is increasing and seven percent feel it is decreasing (Table 21). Of those who feel the town's population is increasing (Table 22), a majority (61%) feels it is increasing at the right rate while 29 percent feel it is increasing too fast. According to the U.S. Census, the population of Lake County increased by 26 percent from 1991 to 2001<sup>7</sup>.

**Statewide:** On the statewide level, 13 percent of respondents feel that the population of their community is unchanging. Sixty-four percent feel the population is increasing, while 23 percent feel it is decreasing. Of those who indicated that the population of their community is increasing, about half (48%) feel this is happening at the right rate. However, a full 50 percent feel this increase is occurring too fast. How residents perceive population changes in the state is naturally a function of where they live in the state. Consequently, the

<sup>7</sup> MT Department of Commerce, Census and Economic Information Center. [Time Series of Montana Intercensal Population Estimates by County: April 1, 1990 to April 1, 2000](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised_ctv_est_9199.pdf), accessed at [http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised\\_ctv\\_est\\_9199.pdf](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised_ctv_est_9199.pdf), and [Table CO-EST2001-02-27 Montana Compositions of Population Change: April 1, 2000 to July 1, 2001](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/ctv_components_00to01.pdf), accessed at [http://ceic.commerce.state.mt.us/demog/estimate/pop/county/ctv\\_components\\_00to01.pdf](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/ctv_components_00to01.pdf).

statewide perception is not necessarily a good measure of comparison for the city-specific perception obtained from the St. Ignatius. However, the statewide population increased by 12 percent between 1991 and 2001<sup>8</sup>.

**Table 21: Perceptions of Population Change**

	St. Ignatius	Statewide
Population is not changing	12%	13%
Population is increasing	82%	64%
Population is decreasing	7%	23%

**Table 22: Rate of Population Change**

	St. Ignatius	Statewide
If you feel the population in your community is <u>increasing</u> , how would you describe the change?		
Population is increasing too fast	29%	50%
Population is increasing at the right rate	61%	48%
Population is increasing too slowly	10%	2%

### ***Current Conditions of and Tourism’s Influence on Quality of Community Life***

The concept of “Quality of Life” can be broken down into several independent aspects, including the availability and quality of public services, infrastructure, stress factors such as crime and unemployment, and overall livability issues such as cleanliness. When evaluating the potential for community tourism development, it is necessary to get an understanding of residents’ opinions of the current quality of life in their community. This approach helps identify existing problem areas within the community, in turn providing guidance to planners and decision-makers. It is also necessary to understand how residents perceive increased tourism will change this current condition. Such perceptions define residents’ attitudes toward this type of community development.

To address this, respondents were asked to rate the current condition of a number of factors that comprise their current level of quality of life using a scale ranging from -2 (very poor condition) to +2 (very good condition). They were also asked to rate how they believed increased tourism would influence these factors. The influence of tourism was rated using a scale of -1 (negative influence), 0 (both positive and negative influence), and +1 (positive influence) (Tables 23 and 24).

**St. Ignatius:** St. Ignatius respondents indicated that they are relatively satisfied with quality of life variables in their community (Table 23). The items receiving the most favorable ratings were emergency services (1.24), overall community livability (1.07), and traffic congestion (0.83). Several items were rated as being in less than good condition, including job opportunities (-1.39), condition of roads and highways (-0.07), and park and recreation areas (-0.04).

Looking at tourism’s potential influence on quality of life (Table 24), museums and cultural centers (0.76) received the highest mean score, followed by education system (0.55), and job opportunities (0.51). The only negative potential influence was traffic congestion (-0.24).

**Statewide:** Overall, statewide respondents were more satisfied with the current condition of quality of life than St. Ignatius respondents (Table 23). Overall livability received the most favorable score (1.27), while job opportunities received the least favorable score (-0.65).

<sup>8</sup> Ibid.

**Table 23: Quality of Life—Current Condition (Scale from -2 to +2)**

	St. Ignatius Mean*	Statewide Mean*
Emergency services	<b>1.24</b>	<b>1.19</b>
Overall community livability	<b>1.07</b>	<b>1.27</b>
Traffic congestion	<b>0.83</b>	0.44
Infrastructure	0.60	0.56
Education system	0.38	0.73
Safety from crime	0.28	1.02
Museums and cultural centers	0.21	0.84
Cost of living	0.19	0.00
Overall cleanliness and appearance	0.08	0.82
Parks and recreation areas	-0.04	<b>1.05</b>
Condition of roads and highways	-0.07	0.31
Job opportunities	-1.39	-0.65

\* Scores represent mean responses measured on a scale from -2 (very poor condition) to +2 (very good condition). The higher the score, the better is the perceived condition of the variable.

**Bold** mean scores indicate three highest scores.

Statewide respondents expect tourism development to have a positive impact (Table 24) on museums and cultural centers (0.82), as well as on job opportunities (0.60), and parks and recreation areas (0.33). Negative influence is expected for five conditions including traffic congestion (-0.60), safety from crime (-0.20), roads and highways (-0.09), cost of living (-0.06), and infrastructure (-0.02).

Statewide respondents also indicated that they expect increased tourism to have both positive and negative impacts on several quality of life variables, including community livability (63%), emergency services (56%), and education system (50%).



**Table 24: Quality of Life—Tourism’s Influence (Scale from –1 to +1)**

	St. Ignatius				Statewide			
	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*
Museums and cultural centers	2%	19%	78%	<b>0.76</b>	1%	16%	83%	<b>0.82</b>
Education system	5%	34%	61%	<b>0.55</b>	9%	50%	41%	0.31
Parks and recreation areas	9%	33%	58%	0.49	13%	40%	47%	<b>0.33</b>
Emergency services	11%	40%	49%	0.37	16%	56%	28%	0.12
Overall cleanliness and appearance	13%	37%	50%	0.37	24%	48%	28%	0.03
Overall community livability	14%	31%	55%	0.41	10%	63%	27%	0.17
Job opportunities	17%	15%	68%	<b>0.51</b>	6%	28%	66%	<b>0.60</b>
Conditions of roads and highways	18%	36%	46%	0.28	38%	34%	28%	-0.09
Safety from crime	26%	41%	33%	0.02	36%	49%	15%	-0.20
Cost of living	27%	33%	40%	0.13	28%	49%	23%	-0.06
Infrastructure	29%	31%	40%	0.11	30%	43%	27%	-0.02
Traffic congestion	45%	36%	21%	-0.24	68%	24%	8%	-0.60

Percentages may not add to 100 due to rounding.

\*Scores represent responses measured on a scale from –1 (negative influence) to +1 (positive influence). The higher the score, the more positive the perceived influence of increased tourism on the condition of the variable.

**Bold** mean scores indicate three highest scores.

Considering both the current condition and tourism’s influence on quality of life, several interesting differences emerge. For St. Ignatius residents, the third highest scored current condition variable (traffic condition) received the lowest mean score when considering tourism’s potential influence upon it. Similarly, but not as dramatically, the most highly scored current condition (overall community livability) for statewide residents became substantially reduced when viewed in terms of the potential influence from tourism. In contrast, current job opportunities scored the lowest for both St. Ignatius and statewide residents, yet they both scored near the top when influenced by tourism. In sum, St. Ignatius and statewide residents recognize that there is a tension between their current quality of life, and how tourism can or will influence those qualities. Some of their current quality of life aspects could be considerably negatively influenced (e.g., traffic congestion), yet other aspects could be greatly enhanced (e.g., job opportunities).

## Perceived Connections Between Tourism and Community Life

### ***Index of Tourism Support***

In addition to tourism's perceived influence on well-being, another method of measuring the degree of support for tourism development is to ask respondents questions specific to the tourism industry and about interactions with tourists. Respondents were asked to indicate their level of agreement or disagreement with a number of tourism-related statements. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates agreement, while a negative score indicates disagreement (Table 25).

**St. Ignatius:** A clear majority (82%) of St. Ignatius respondents agree that tourism promotion and advertising to out-of-state visitors by the state of Montana is a good idea, and would like to see this continued. Sixty-nine percent feel that their community is a good place for tourism investment, while 74 percent indicated that they believe increased tourism will help their community grow in the right direction. Another seventy-four percent of respondents also feel that any negative impacts of tourism are outweighed by its benefits. More than three-quarters (77%) of St. Ignatius respondents feel that tourism promotion by the state benefits their community economically, while 68 percent believe that jobs in the travel industry offer opportunities for advancement. Slightly fewer (67%) feel that overall quality of life for Montana residents will improve with increased tourism. More than half of St. Ignatius respondents (57%) do *not* see a connection between increased tourism in the community and a more secure income for themselves, just as 61 percent do *not* think that increased tourism will lead to any financial benefit on their part. Based on these responses, the St. Ignatius Index of Tourism Support (i.e. the mean of the average scores for each statement) equals 0.34; a score that does indicate support for tourism.

**Statewide:** On the whole, statewide respondents are less supportive of tourism and the travel industry than St. Ignatius respondents. The average score for each statement is almost consistently lower for statewide respondents than it was for St. Ignatius respondents. Eighty-one percent support continued tourism promotion and advertisement to out-of-state visitors, while two-thirds (65%) agree that their community is a good place to invest in tourism development. Sixty-five percent think that increased tourism in the state will help their community grow in the right direction, and 71 percent feel that the overall benefits of tourism outweigh any negative impacts. Tourism promotion by the state of Montana is thought by 78 percent to benefit local communities economically, while 49 percent believe tourism jobs offer opportunity for advancement. Fifty-three percent of statewide respondents think that increased tourism in the state will improve residents' quality of life.

Statewide respondents as well feel that tourism development in their community will not influence them personally in an economic way. Sixty-two percent do not see a connection between increased tourism and an increased or more secure income for themselves, and 70 percent do not think they will benefit financially if tourism were to increase in their community. However, the statewide responses produced an average score of 0.18 in the Index of Tourism Support, indicating that on average, Montana residents are somewhat supportive of tourism development.

The perceived lack of connection between tourism development and personal benefit may be one of the main obstacles currently facing this type of development in the state, and also a reason for the close-to-neutral score on the Index of Tourism Support. Overall, however, Montana residents support continued tourism promotion by the state even though they do not see a direct economic benefit from these efforts.

**Table 25: Index of Tourism Support**

	St. Ignatius					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
Tourism promotion by the state of Montana benefits my community economically.	4%	20%	66%	11%	<b>0.59</b>	5%	17%	61%	17%	<b>0.67</b>
I believe jobs in the tourism industry offer opportunity for advancement.	4%	29%	51%	17%	0.48	10%	41%	43%	6%	0.00
I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	6%	12%	61%	21%	<b>0.78</b>	7%	12%	63%	18%	<b>0.72</b>
The overall benefits of tourism outweigh the negative impacts.	8%	19%	55%	19%	<b>0.59</b>	4%	25%	62%	9%	<b>0.47</b>
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	8%	26%	65%	2%	0.26	10%	37%	49%	4%	0.00
My community is a good place to invest in tourism development.	14%	16%	51%	18%	0.43	9%	26%	51%	14%	0.37
Increased tourism would help my community grow in the right direction.	15%	12%	54%	20%	0.53	8%	27%	53%	12%	0.35
If tourism increases in my community, my income will increase or be more secure.	25%	32%	34%	10%	-0.28	24%	38%	30%	8%	-0.39
I will benefit financially if tourism increases in my community.	25%	36%	29%	10%	-0.36	25%	45%	25%	5%	-0.60
<b>Index of Tourism Support**</b>	<b>0.34</b>					<b>0.18</b>				

Percentages might not add up to 100% due to rounding.

\* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* The Index of Tourism Support is the overall mean of the mean scores for each statement.

**Bold** mean scores indicate three highest scores.

Overall, St. Ignatius respondents show more support for tourism than statewide residents. For each statement, the St. Ignatius response had generally higher agreement than statewide suggesting that they see more of a connection with aspects of tourism development. These more positive perceptions of tourism could help facilitate local efforts in developing tourism-related activities.

## Index of Tourism Concern

The main issues of concern regarding tourism development deal with wage levels as well as crowding. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates agreement, while a negative score indicates disagreement (Table 26).

**St. Ignatius:** The majority (82%) of St. Ignatius respondents believe that most tourism jobs pay low wages. However, less than half (39%) feel that tourists do not pay their fair share for the services they use, while 50 percent agree that vacationing in Montana influences too many people to move to the state. Most (62%) do not feel the state is becoming too crowded because of tourists, while only 26 percent feel that out-of-state visitors limit their access to recreation opportunities. Overall, the Index of Tourism Concern equals -0.03, which suggests that St. Ignatius residents do not have many concerns about tourism development.

**Statewide:** Regarding concern over tourism, statewide respondents show more concern than do St. Ignatius respondents. The statements score higher for statewide respondents for nearly all the statements, indicating a higher level of concern. Eighty percent feel that tourism jobs pay mostly low wages, while 55 percent feel that tourists do not pay their fair share for the services they use. Fifty-one percent feel that a Montana vacation influences too many people to move to the state. However, the majority (57%) does not perceive the state as having a problem with crowding, and 64 percent do not see their recreation opportunities limited by the presence of out-of-state visitors. With fairly low scores in all categories, the overall Index of Tourism Concern for statewide residents is 0.15. This score indicates that there is some level of concern regarding tourism development in the state as a whole; however, the concern is still quite low.

Table 26: Index of Tourism Concern

	St. Ignatius					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I believe most of the jobs in the tourism industry pay low wages.	1%	17%	63%	19%	<b>0.82</b>	2%	18%	58%	22%	<b>0.79</b>
Vacationing in Montana influences too many people to move to the state.	4%	46%	38%	12%	<b>0.09</b>	8%	41%	32%	19%	<b>0.12</b>
Tourists do not pay their fair share for the services they use.	9%	53%	31%	8%	-0.24	4%	41%	38%	17%	<b>0.24</b>
In recent years, Montana is becoming overcrowded because of more tourists.	11%	51%	26%	12%	<b>-0.23</b>	11%	46%	30%	13%	-0.12
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	17%	57%	19%	7%	-0.59	11%	53%	23%	13%	-0.27
<b>Index of Tourism Concern**</b>	<b>-0.03</b>					<b>0.15</b>				

Percentages might not add up to 100% due to rounding.

\* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* The Index of Tourism Concern is the mean of the average scores for each statement. **Bold** mean scores indicate three highest scores.

## Land Use Issues

Montana has a rich land heritage that appeals to residents and visitors alike. A large part of Montana's charm is related to its wide-open spaces and residents are naturally sensitive with respect to how this resource is treated. Respondents were asked to express their agreement or disagreement with several statements related to land use issues, with responses ranging from -2 (strongly disagree) to +2 (strongly agree). A positive score indicates agreement while a negative score indicates disagreement (Table 27).

**St. Ignatius:** Seventy-one percent of respondents agree that there is adequate undeveloped open space in the community while 56 percent are concerned about the potential disappearance of what does exist. Eighty-one percent would support land use regulations to manage growth in the community.

**Statewide:** Among statewide respondents, 59 percent agree that there is adequate undeveloped open space in their community, while sixty percent is concerned about its disappearance. Over three-fourths (78%) of statewide respondents would support some form of land-use regulations to control the types of future growth in their community.

**Table 27: Land Use Issues**

	St. Ignatius					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I am concerned with the potential disappearance of open space in my community.	3%	41%	28%	28%	0.35	7%	33%	37%	23%	0.37
I would support land use regulations to help manage types of future growth in my community.	4%	15%	49%	32%	0.91	7%	15%	57%	21%	0.68
There is adequate undeveloped open space in my community.	6%	24%	59%	12%	0.48	8%	33%	47%	12%	0.21

Percentages might not add up to 100% due to rounding.

\* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

**Tourism-Related Decision-Making**

Residents have strong feelings about participating in decisions that will ultimately affect their community and their own lives. They were asked to respond to two statements related to who should be making decisions about tourism in their community. Again, responses ranged from -2 (strongly disagree) to +2 (strongly agree), with a positive score indicating agreement while a negative score indicates disagreement (Table 28).

**St. Ignatius:** St. Ignatius respondents feel strongly that residents should be involved in decision-making regarding local tourism development. Ninety-nine percent of respondents either agreed or agreed strongly that it is important that residents be involved in decisions about tourism, while 75 percent disagreed that decisions regarding tourism volume are best left to the private sector, emphasizing the desire for public involvement.

**Statewide:** On a statewide level as well, most respondents (92%) feel strongly that residents should be involved in the decision-making process when it comes to tourism development. Most disagree with the statement indicating that these decisions should be left entirely to the private sector (67%), indicating that the public needs to be involved at all levels.

**Table 28: Tourism-related Decision-making**

	St. Ignatius					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Average Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Average Score*
It is important that residents of my community be involved in decisions about tourism.	1%	1%	48%	51%	1.47	2%	6%	51%	41%	1.24
Decisions about how much tourism there should be in my community are best left to the private sector.	34%	41%	18%	8%	-0.74	26%	41%	25%	8%	-0.50

Percentages might not add up to 100% due to rounding.

\* Scores represent responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

**Advantages and Disadvantages of Tourism Development**

To further clarify the perceived benefits and costs of tourism development, respondents were asked what they thought would be the top advantages and disadvantages of increased tourism in their community. These were open-ended questions where respondents provided their thoughts in their own words. The responses were then assigned to general categories to facilitate comparison (Tables 29 and 30).

**St. Ignatius:** The top advantage of tourism identified by St. Ignatius respondents was overall economic benefit (Table 29). Thirty-five percent of respondents indicated increased revenue and financial benefits, new and improved stores and businesses (25%), and job opportunities (20%) as the top advantages. In terms of disadvantages (Table 30), 22 percent identified more traffic as the chief problem caused by tourism growth, followed by crowding and deteriorating quality of life (10% each).

**Statewide:** Statewide respondents also identified improved economic conditions as being the top advantage of increased tourism in their community (84%). In terms of disadvantages, crowding was of concern to a large portion of statewide respondents (20%), as was more traffic (19%), and stress on facilities and services (15%).

**Table 29: Advantages Associated with Increased Tourism**

	St. Ignatius *		Statewide*	
	Number of Responses*	Percent of Responses**	Number of Responses*	Percent of Responses**
Increased revenue/financial benefit	40	35%	236	84%
New and improving stores, businesses	29	25%	--	--
Job opportunities	24	20%	--	--
Growth/improvement in area	8	7%	--	--
No advantage	5	4%	18	6%
More activities	3	3%	--	--
More culture	3	2%	9	2%
Healthier infrastructure	1	1%	5	<1%
New people	1	1%	4	1%
Share with others (sights, nature, etc.)	1	1%	--	--
Increased quality of life	1	<1%	--	--

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

**Table 30: Disadvantages Associated with Increased Tourism**

	St. Ignatius		Statewide	
	Number of Responses*	Percent of Responses**	Number of Responses*	Percent of Responses**
More traffic	24	22%	53	19%
Too many people/crowding	11	10%	57	20%
Deteriorating quality of life	10	10%	--	--
Pollution/noise pollution	8	7%	14	5%
Increased crime, drugs	7	7%	11	4%
Tourists moving here	7	7%	--	--
No disadvantage	6	6%	37	13%
Increased prices, property values	5	5%	11	4%
Stress on facilities and services	5	5%	40	15%
Crowded recreation areas	3	3%	--	--
Overuse of resources, environmental impacts	3	3%	--	--
Catering to tourists	2	2%	--	--
Few beneficiaries	2	2%	--	--
Lack of facilities, services	2	2%	--	--
Commercialization	1	1%	--	--
Disrespect from visitors	1	1%	--	--
Increased restrictions/less freedom	1	1%	--	--
Tourists impede way of life	1	1%	--	--
Deteriorating roads	1	<1%	--	--
Increase in police	1	<1%	--	--
Low-wage jobs	1	<1%	--	--
Too many changes	1	<1%	--	--
Tourists don't pay fair share	1	<1%	--	--

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

## Questions Specific to St. Ignatius

The St. Ignatius CTAP committee was given the opportunity to include questions specific to the region on the Resident Attitude questionnaire. The responses to these questions and other community-specific items are reported below. With one exception, the following are all responses to open-ended questions.

### St. Ignatius Characteristics

The following three items (Tables 31-33) deal with characteristics, both positive and negative, of St. Ignatius. They were asked as open-ended questions to solicit residents' true feelings, and the answers reflect their own wording. The answers are used in the visioning part of the CTAP, where they are considered by residents when making development plans for the future.

**Valued Characteristics of St. Ignatius:** Respondents were asked what characteristics of St. Ignatius they value and would like to see continued into the future (Table 31). At the top of the list was scenic, open spaces (19%), but residents also appreciate the area's small town atmosphere (14%), and the friendly people and sense of community (11%).

**Table 31: Valued Characteristics of St. Ignatius**

Characteristics*	Number of Respondents*	Percent of Responses**
Scenery/open space/wilderness	30	19%
Small town atmosphere	21	14%
Friendly people/sense of community	17	11%
Hunting and fishing	12	8%
Rural lifestyle/family values	12	8%
Clean environment	11	7%
Local history	8	5%
Agriculture	5	4%
Preservation of historical landmarks	4	3%
Uncrowded/low population	4	3%
Culture	3	2%
Town maintenance/clean-up	3	2%
Quiet place to live	2	2%
Acceptance of others (religion, race, etc.)	2	1%
Bison Range	2	1%
Education	2	1%
Native American traditions	2	1%
None	2	1%
Special events (festivals, fairs)	2	1%
Wildlife	2	1%
Lack of development/subdivisions	1	<1%
Low crime	1	<1%
Medical facilities	1	<1%
Museum	1	<1%
Slow growth/no growth	1	<1%
Tourism	1	<1%
Work ethic	1	<1%

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted data set.



**Disliked Characteristics of St. Ignatius:** Planning for desired conditions is one thing, however, one must also be careful to avoid undesirable conditions. To that end, respondents were asked to identify what characteristics of St. Ignatius they dislike and would not like to see continued into the future (Table 32). The primary concern was over crime and drugs (19%), followed by the area's run-down appearance (13%).

**Table 32: Disliked Characteristics of St. Ignatius**

<b>Characteristics*</b>	<b>Number of Respondents*</b>	<b>Percent of Responses**</b>
Crime, drugs	19	19%
Run-down appearance	13	13%
Failure to help others or get along (racism)	6	6%
Lack of employment/low wages	6	6%
More gambling, bars, taverns	6	6%
Subdivisions	5	5%
Welfare/low-income families	5	5%
Commercial development/chain stores	4	4%
Increase in population	4	4%
Closed-mindedness/short-sighted views	3	3%
Rapid growth/crowding	3	3%
Businesses closing	2	2%
Change	2	2%
Destruction of natural beauty	2	2%
Higher cost of living, property values	2	2%
Lack of respect for rights of others	2	2%
None	2	2%
Traffic	2	2%
Tribal-dominated economy	2	2%
Unfriendliness towards visitors	2	2%
"Good old boy" system	1	1%
Lack of cultural activities	1	1%
Lack of education	1	1%
Closing of National Forest (roads, lands)	1	<1%
More laws	1	<1%
Newcomers voting things down	1	<1%
Non-diverse economy	1	<1%
Not keeping up MT history (i.e., buildings)	1	<1%
Pollution	1	<1%

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

**Missing Characteristics of St. Ignatius:** Another facet of planning, in addition to learning what should be kept, is finding out what positive aspects can be developed within the community (Table 33). In response to the question of what is missing from St. Ignatius that residents would like to see in the future, 48 percent identified industry related items. Twelve percent would like to see more recreation areas, while ten percent see jobs with good wages missing from the area.

**Table 33: Characteristics Missing from St. Ignatius**

<b>Characteristics*</b>	<b>Number of Responses*</b>	<b>Percent of Responses**</b>
Industry/business/services/technology	59	48%
Recreation areas	15	12%
Jobs with good wages	12	10%
Activities/programs for youth	10	8%
Nothing	5	4%
Culture, entertainment	4	4%
Better buildings, equipment for students	4	3%
Highway improvements, pedestrian safety	3	2%
Equality for all citizens	2	1%
Old small town atmosphere	1	1%
Swimming pool	1	1%
Tourism, visitor activity	1	1%
Cleanliness	1	<1%
Cooperation among people	1	<1%
History	1	<1%
Land use planning	1	<1%
Medical facility/health care	1	<1%
Native American interest	1	<1%
Population growth	1	<1%
Values (respect, honor, trust)	1	<1%

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

Considering valued, disliked, and missing characteristics of St. Ignatius, all of the top responses center around typical aspects of western, rural communities. In general, St. Ignatius residents value their small, rural culture, dislike the influences the crime and drugs bring, while hoping for the local job base to expand. Any potential plans for tourism development will likely face greater success when they are sensitive to the local characteristics that residents value.

**Better Marketing of St. Ignatius as a Tourist Destination**

The last aspect the St. Ignatius CTAP committee wanted was residents' ideas on how to better market St. Ignatius as a tourist destination. The following tables (34-38) explore different aspects of potential tourism development in the St. Ignatius area.

**Groups Promoting Local Tourism:** When looking to tourism development in an area, it can be a good idea to work with local people who have interests or skills that can be promoted to visitors. To that end, one survey question asked respondents what groups of people in St. Ignatius could be promoted to visitors (Table 34). Artists, especially Native American, were the local group selected by the most respondents (51%), followed by crafts people (12%), and photographers (10%).

**Table 34: Groups Attracting and Visitors to St. Ignatius**

<b>Groups</b>	<b>Number of Respondents*</b>	<b>Percent of Responses**</b>
Artists (esp. Native American)	42	51%
Crafts people	10	12%
Photographers	8	10%
Entertainers	6	8%
Amish	6	7%
Musicians	4	5%
Bird watchers	2	3%
The Purple Mountain Players	1	2%
Writers	1	2%
Hunters	1	1%
Ranchers	1	1%

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

**Promoting the Mission Mountains:** Residents were asked if the St. Ignatius area should promote the view of the Mission Mountains to visitors (Table 35). An overwhelming majority (91%) responded affirmatively.

**Table 35: Promoting the Mission Mountains**

	<b>Yes</b>	<b>No</b>
Should St. Ignatius promote the views of the Mission Mountains?	91%	9%

**Attracting Passers-by:** Respondents were also asked about what methods would be the most effective in convincing passers-by to stop and spend time in the community (Table 36). More than a third (36%) chose advertising signage, followed by more services and amenities (17%), and rest areas/parks/pull-outs (12%).

**Table 36: Ways for Effectively Attracting Passers-by**

	Number of Respondents*	Percent of Responses**
Advertising, signage	33	36%
More services and amenities (e.g., lodging, dining)	16	17%
Rest areas/parks/pull-outs	11	12%
More attractions. Activities, demonstrations	8	8%
Art center	7	8%
Area clean-up	7	7%
Visitor center	4	5%
Easier entry off highway	2	3%
Bright lights	1	1%
Unobstructed views	1	1%
Amusement park	1	<1%

\* Respondents could offer more than one suggestion.

\*\* Percent of responses may not seem to correspond completely with the given number of responses due to the percentages reflecting the weighted dataset.

**Attracting Visitors to St. Ignatius:** Visitors and travelers are often attracted to areas that offer the kinds of goods and services they desire while traveling. Respondents were offered ten different items addressing ways to make St. Ignatius more attractive to visitors (Table 37). Sixty-three percent agreed that a visitor center would attract visitors, as well as city beautification (61%), and more shopping opportunities (59%). Only five percent of respondents felt that nothing is needed in St. Ignatius to attract visitors.

**Table 37: Ways to Make St. Ignatius More Attractive to Visitors**

	Percent Agree*
Visitor center	63%
City beautification	61%
More shopping	59%
More youth activities	58%
More recreation opportunities	55%
Local visitor guide	52%
More hotels/motels	46%
City street improvements	40%
More restaurants	40%
Nothing is needed	5%

**Local Features for Tourism Development:** Residents were also offered nine different existing and potential features of the St. Ignatius area that could be promoted or developed in order to increase tourism visitation (Table 38). For each item, respondents indicated their level of development or promotion they would likely support (1=no additional development or promotion; 4=intensive development or promotion). The feature generating the most support was festivals with a mean score of 3.46, followed by new park facilities (3.33), and an amphitheater (3.28). Jesuit history received the lowest promotional or development support with a score of 2.69.

**Table 38: Potential St. Ignatius Features for Promotion or Development**

	No additional development or promotion	Maintain for local use only	Limited development or promotion	Intensive development or promotion	Mean Score*
Festivals (arts, music, food, etc.)	3%	8%	29%	60%	3.46
New park facilities/playground	5%	16%	21%	59%	3.33
Amphitheater	8%	9%	32%	52%	3.28
Good Old Days	12%	8%	26%	55%	3.24
Native American culture	12%	13%	29%	46%	3.08
Mission church	13%	2%	38%	47%	3.20
Bike paths (St. Ignatius to Ronan)	15%	6%	17%	62%	3.25
Mission Falls area	18%	12%	39%	32%	2.84
Jesuit history	22%	14%	37%	27%	2.69

Taken together, the information from Tables 34-38 help to provide a composite picture of St. Ignatius attitudes towards tourism promotion in the area. These findings suggest that residents of the area believe that the surrounding mountains, people (especially Native Americans), and facilities (existing and future) offer promise for potential tourism development. Combined with earlier findings, the people of St. Ignatius seem open and willing to encourage more tourism in their area.

## General Comments

Respondents were provided with space at the end of the survey form to include their own thoughts and comments. This was an open-ended format with no guidelines as to the topic of the comments, and thus they deal with a wide variety of issues. Unfortunately, there is little consensus among the comments (Table 41). For a list of comments cited verbatim, please see appendix B.

**Table 39: General Comments by St. Ignatius Respondents**

	<b>Count</b>
Need improvements in youth organizations	7
Problem with alcohol and drugs in area	7
Campgrounds would attract visitors	1
Curb racism for the area to prosper as a tourist destination	1
Enjoy visiting with tourists	1
Income from tourism is necessary	1
Need sales tax	1
Need tourism	1
Newcomers try to change the area	1
Respect what we have	1
Share the area and build the economy	1
Some tourism is invasive	1
Tennis court repairs would draw tourists	1
Tourism can benefit the community	1
Tourists pay for road improvements	1

## **Appendix A: St. Ignatius Survey Instrument**

Please include any additional comments below:

## **Resident Attitudes Toward Tourism in the St. Ignatius Area**



**Fall 2002**



**Thank you for your participation!**  
Please place your completed survey in the  
postage-paid envelope and drop it in any mailbox.

**Institute for Tourism and Recreation Research**

The University of Montana  
32 Campus Drive #1234  
Missoula, MT 59812-1234



**PART 1. Please indicate your involvement in the tourism industry in the St. Ignatius area and the role you think it should have in the local economy.**

**1 How much contact do you have with tourists visiting the St. Ignatius area? Please? your answer.**

- Frequent contact
- Somewhat frequent contact
- Somewhat infrequent contact
- Infrequent contact

**2 Which of the following statements best describes your behavior toward tourists in the St. Ignatius area? Please? your answer.**

- I enjoy meeting and interacting with tourists.
- I am indifferent about meeting and interacting with tourists.
- I do not enjoy meeting and interacting with tourists.

**3 Which of the following statements best describes your job? Please? your answer.**

- My place of work provides the majority of its products or services to tourists or tourist businesses.
- My place of work provides at least part of its products or services to tourists or tourist businesses.
- My place of work provides none of its products or services to tourists or tourists businesses.

**4 Compared to other industries, how important a role do you think tourism should have in the St. Ignatius area? Please? your answer.**

- No role
- A minor role
- A role equal to other industries
- A dominant role

**5 What types of economic development would you like to see in the St. Ignatius area? Please rank options 1 through 8, with 1 being the most desired.**

- |                        |   |
|------------------------|---|
| ___ Mining             | ___ Agriculture/Agribusiness            |
| ___ Wood Products      | ___ Retail/Wholesale Trade              |
| ___ Manufacturing      | ___ Services (health, businesses, etc.) |
| ___ Tourism/Recreation | ___ Technology                          |

**6 In your opinion, how is the population changing in the St. Ignatius area? Please? your answer.**

- Population is not changing *(please skip to PART 2)*
- Population is increasing
- Population is decreasing

**6A If you feel the population of the St. Ignatius area is changing, how would you describe the change? Please? your answer.**

- Too fast
- About right
- Too slow

**PART 2. The following questions are specific to the St. Ignatius area. Please share your thoughts and opinions as they will be helpful in making responsible decisions for your community.**

**1 What characteristic of the St. Ignatius area do you value and would like to see continued into the future?**

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**2 What characteristic of the St. Ignatius area would you prefer not to see continued into the future?**

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**3 What is missing from the St. Ignatius area that you would like to see in the future?**

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**4 In the St. Ignatius area, are there groups of people with interest or skills that can be promoted to visitors (i.e. artists, entertainers, bird watchers, etc.)?**

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5 Should the St. Ignatius area promote the view of the Mission Mountains? Please ? your answer.

Yes                       No                       No opinion

6 What methods would be most effective in convincing passers-by on Hwy 93 to stop and spend some time in our community?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7 How can we make our area more friendly to visitors? Please check all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> More restaurants              | <input type="checkbox"/> City street improvements |
| <input type="checkbox"/> More hotels/motels            | <input type="checkbox"/> City beautification      |
| <input type="checkbox"/> More shopping                 | <input type="checkbox"/> Visitor center           |
| <input type="checkbox"/> More recreation opportunities | <input type="checkbox"/> Local visitor guide      |
| <input type="checkbox"/> More youth activities         | <input type="checkbox"/> Nothing is needed        |

8 Listed below are some existing and potential features of the St. Ignatius area that could be promoted or developed in order to increase tourist visitation. For each item, please indicate the level of development or promotion you would be likely to support. Use the response categories below to indicate your opinion.

- 1 = No additional development/promotion**  
**2 = Maintain for local use only**  
**3 = Limited development/promotion**  
**4 = Intensive development/promotion**

Jesuit history	_____	Bike paths (St. Ignatius to Ronan)	_____
Mission Church	_____	New park facilities/playground	_____
Amphitheatre	_____	Native American culture	_____
Good Old Days	_____	Festivals (arts, music, food, etc.)	_____
Mission Falls area	_____		

**PART 3. Questions concerning quality of life in your community.**

1 Please rate the current condition of each of the following elements of quality of life in the St. Ignatius area. Please circle only one response for each item.

	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Don't Know
Emergency services (police, fire, etc.)	-2	-1	1	2	DK
Museums and cultural centers	-2	-1	1	2	DK
Job opportunities	-2	-1	1	2	DK
Education system	-2	-1	1	2	DK
Cost of living	-2	-1	1	2	DK
Safety from crime	-2	-1	1	2	DK
Condition of roads and highways	-2	-1	1	2	DK
Infrastructure (water, sewer, etc.)	-2	-1	1	2	DK
Traffic congestion	-2	-1	1	2	DK
Overall community livability	-2	-1	1	2	DK
Parks and recreation areas	-2	-1	1	2	DK
Overall cleanliness and appearance	-2	-1	1	2	DK

2 Please indicate how you think the following elements of quality of life would be influenced if tourism were to increase in the St. Ignatius area. Please circle only one response for each item.

	Negative Influence	Both Positive and Negative	Positive Influence	No Influence	Don't Know
Emergency services (police, fire, etc.)	-	+/-	+	NI	DK
Museums and cultural centers	-	+/-	+	NI	DK
Job opportunities	-	+/-	+	NI	DK
Education system	-	+/-	+	NI	DK
Cost of living	-	+/-	+	NI	DK
Safety from crime	-	+/-	+	NI	DK
Condition of roads and highways	-	+/-	+	NI	DK
Infrastructure (water, sewer, etc.)	-	+/-	+	NI	DK
Traffic congestion	-	+/-	+	NI	DK
Overall community livability	-	+/-	+	NI	DK
Parks and recreation areas	-	+/-	+	NI	DK
Overall cleanliness and appearance	-	+/-	+	NI	DK

Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in the St. Ignatius area and in the state of Montana. Please circle your answers.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I'd rather live in the St. Ignatius area than anywhere else.	-2	-1	1	2
If I had to move away from the St. Ignatius area, I would be very sorry to leave.	-2	-1	1	2
I think the future of the St. Ignatius area looks bright.	-2	-1	1	2
The St. Ignatius area is a good place for people to invest in new tourism development.	-2	-1	1	2
Increased tourism would help the St. Ignatius area grow in the right direction.	-2	-1	1	2
It is important that the residents of the St. Ignatius area be involved in decisions about tourism.	-2	-1	1	2
Decisions about how much tourism there should be in the St. Ignatius area are best left to the private sector rather than the public sector.	-2	-1	1	2
There is adequate undeveloped open space in the St. Ignatius area.	-2	-1	1	2
I am concerned about the potential disappearance of open space in the St. Ignatius area.	-2	-1	1	2
I would support land use regulations to help manage types of future growth in the St. Ignatius area.	-2	-1	1	2
Tourism promotion by the state of Montana benefits the St. Ignatius area economically.	-2	-1	1	2
If tourism increases in the St. Ignatius area, my income will increase or be more secure.	-2	-1	1	2
I will benefit financially if tourism increases in the St. Ignatius area.	-2	-1	1	2
I support continued tourism promotion and advertising to out-of-state visitors by the State of Montana.	-2	-1	1	2
I believe jobs in the tourism industry offer opportunity for advancement.	-2	-1	1	2
Vacationing in Montana influences too many people to move to the state.	-2	-1	1	2
In recent years, Montana is becoming overcrowded because of more tourists.	-2	-1	1	2
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	-2	-1	1	2
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	-2	-1	1	2
Tourism increases opportunities to meet people of different backgrounds and cultures.	-2	-1	1	2
Tourists do not pay their fair share for the services they use.	-2	-1	1	2
I believe most of the jobs in the tourism industry pay low wages.	-2	-1	1	2
The overall benefits of tourism outweigh the negative impacts.	-2	-1	1	2

4 In your opinion, what is the primary advantage of increased tourism in the St. Ignatius area?

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5 In your opinion, what is the primary disadvantage of increased tourism in the St. Ignatius area?

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**PART 4. Please tell us a little bit about yourself. Keep in mind that this survey is completely confidential.**

1 How many years have you lived in the St. Ignatius area? \_\_\_\_\_ years in the St. Ignatius area

2 How many years have you lived in Montana? \_\_\_\_\_ years in Montana

3 What is your age? \_\_\_\_\_ your age in years

4 Were you born in Montana? Please ? your answer.

( ) Yes ( ) No

5 What is your gender? Please ? your answer.

( ) Male ( ) Female

6 What is your employment status? Please check only one.

( ) Employed ( ) Home maker  
( ) Retired ( ) Unemployed/Disabled

7 Please use the list below to let us know the type of work held by members of your household. Please check all that apply.

( ) Manufacturing ( ) Agriculture ( ) Construction  
( ) Wholesale/retail trade ( ) Health care ( ) Forestry/forest products  
( ) Travel industry ( ) Professional ( ) Armed services  
( ) Education ( ) Clerical ( ) Finance, Insurance or Real Estate  
( ) Services ( ) Restaurant/Bar ( ) Transportation, Communication or Utilities  
( ) Other: \_\_\_\_\_ (please specify)

## **Appendix B: Verbatim St. Ignatius Comments**



The following are comments taken from the back page of the St. Ignatius Resident Attitude Survey. The comments are given verbatim with no interpretation made. Only grammatical corrections have been made where necessary to facilitate understanding, as well as omission of undecipherable handwriting replaced by underscores (\_\_\_\_\_).

- We have a lot more problems with people from Missoula and Kalispell than we do from out-of-staters. The low wages keep most people out but if money was spent on campgrounds that were not overrun by vandals and drunks we could grow without much pain. The tribe could create a lot of well-paying jobs in this area.
- We need a sales tax that is governed by the people not the government! A low tax that can only be changed by the majority vote. That way the tourists pay for our improvements to roads and education.
- Thank you for the time you spent in this survey. Sorry I was so tardy in getting it finished and back to you. Will look forward to hearing from you on the results!
- I feel that the Good Old Days Celebration has become a time for the adults on our community to get drunk and rowdy in front of our impressionable youth.
- St. Ignatius is a beautiful place; it's rare to find a beautiful valley like this. But there is a big problem with alcohol and drugs among the youth. There are kids starting at age 10 and up. One of the reasons are poor influences in and outside the home. Added there isn't really any extra activities to do outside of school. There are outdoor activities at the tribal community fitness center. But there needs to be a great improvement on youth organizations. I think a Native American language facility in St. Ignatius would help the community out. Helping the youth to learn more about Native heritage and the language.
- Tourism in my area has little effect on me. Increased traffic on 93 is bad, but the income it brings to our area is necessary. I spend almost no time in St. Ignatius. I live out of the town and enjoy staying there.
- I would like to see the local and school tennis courts repaired so we can hold tennis tournaments that bring 100 people into town for weekends.
- I can't really say how I feel about this questionnaire, because we're right in the middle of an Indian reservation. And \_\_\_\_\_ there are a lot of things we would like to see happen, but I can't say yes for a whole tribe!
- I did not want to answer this survey because of the way I feel about too many people moving into the area.
- We need tourism to help our stores.
- If the local people here can't get a handle on their own personal prejudices and racism, people will not want to come here. I have watched tribal members harass tourists simply for being white! These tourists will never come back. As long as this is allowed to continue, this will be a mediocre tourist stop. For any business to succeed depends on REPEAT business. I have seen many get run off. I have watched tribal employees make a little pizza for a member and act like they are doing a favor while making an inferior one for me. That's why I don't get pizza from Doug anymore. The tourists will always come. As long as people (employees) are racist and rude, many will not come back. Any business without repeat customers is doomed to fail. I do not practice racism or rudeness and will not tolerate it, and I'm sure tourists will not either! Aloha!
- This survey is a good idea! Thanks for allowing us to participate.
- I write two books that emphasize my feelings about the Mission Valley, in awe of its wonders. If a tourist were to drive north of Missoula till he came over Ravalli to Mission Valley and take in the breathtaking view of the Mission Range to the east (the only range of mountains in the United States that has no foothills), continue on to Buffalo Park which runs lengthwise to the valley. It has a long ridge on top with a road that one can drive the full length of the park and take pictures of the buffalo, deer, antelope or elk. Or go to the Buffalo Roundup once a year. Or see Flathead Lake 30 miles to the north, or notice the size and culture of the valley. I can only express it when I named my book *Wild, Woolly and Majestic*.
- One issue that really bugs me. People from big city move here to "live in the country," building in foothills. Next they are calling wildfire agencies complaining about deer, bears, geese, raccoons—you name it,

coming on to their property. They call the County Commissioners and complain about bumpy, dusty roads. These things happen frequently. Just makes you wonder why they came here in the first place. The above issues were not a problem where they came from. Why do they need to try and remake this beautiful place into the place they just left! I say respect what is here, and leave a small footprint. If there is one single issue that would turn against hyping tourism in the St. Ignatius area (or Montana in general), it would be that of helicopter rides. For several summers prior to summer past (hopefully they went bankrupt!), there was a “see the Missions” commercial helicopter sightseeing outfit from Missoula, stationed near St. Ignatius. Many people were dismayed, and annoyed by the incessant wop wop of this tourist-laden aerial beast. It flew low and slow, including over or near our home. Very annoying at the least. Disruptive to being outdoors and enjoying a life you’ve worked long and hard to create! These folks did not seem to “get it” that what they were doing was very much of an intrusion onto many peoples right to hard earned privacy! This issue alone would serve to “redouble” our strong feelings of negative attitude toward tourism. How would you like to spend all day hiking into the Mission Mountain Wilderness, only to have some tourist geeks flying right over you in some noisy helicopter!

- I came here in 1968, with a teaching contract. I still had two children in school. I planned to stay until they graduated. They had social problems here. They went to Spokane where their two older sisters lived and graduated there. I taught here for 11 years and was H.S. librarian for eight. I started the grade school library while I was teaching. I returned in 1988. My children urged me to move to Spokane. I prefer to stay here. There isn’t much social life here—I go to church and stay active in senior citizens. The school is excellent. Our graduates mostly do well. There are about 10 times as many non-Indians, as Indians on this reservation. I’ve never had any problems because of that.
- I’m not much help with this survey since I’m retired and my only income is Social Security—tourism does not affect my income. When I worked in the public I enjoyed visiting with tourists and hope being friendly had a positive effect.
- This place is full of history and the kindest people. We could awaken it and let the travelers of our world experience something very special and at the same time build a strong economy.
- I think the St. Ignatius area residents should be equal in treatment \_\_\_\_\_. It is a friendly community but divided by race in some instances. We are all God’s children and this is our community.
- Tourism creates both challenges and opportunities. If thoughtfully managed, jobs with possibilities for promotion and environmental and cultural responsibility, tourism can benefit the community.
- The community and the reservation have steadfastly refused to embrace the Indians and their culture. Until they accept the tribe as the economic power they will always be stagnant. The tribe is responsible for over 100 million dollars in this reservation and over 1350 jobs.