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Havre Community Survey

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Case Study Report 2008-5

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Introduction

The purpose of this study was to provide Havre community planners with an understanding of their visitors and the total money spent in Havre. The population of interest was visitors to Havre.

Methods

Surveys were given to visitors to Havre at motels and the mall by volunteers. The survey consisted of 32 questions (see Appendix A). People willing to fill out the survey were given a clipboard, pen, and a survey. Volunteers collected completed surveys.

Limitations

The small sample size (n=155) makes the results less reliable in generalizing to the entire population of Havre visitors. ITRR was not responsible for data collection in this study, therefore the figures given here cannot be validated by ITRR.

Results

Of the 155 respondents, 34 were from Montana and 121 were from out of state or country (see Tables 1 and 2). The mean group size was 3.60. Of those who responded to the survey, 134 reported that they spent a night or nights away from home. The mean of nights away from home was 5.88. The mean number of nights spent in Montana was 3.86 and 2.71 was the mean number of nights spent in Havre. Results of all other questions in this survey can be found in Appendix B.

Table 1: Out-of-state Respondents

Washington	4
Wisconsin	4
Kansas	2
Idaho	1
Illinois	1
Arizona	1
Minnesota	1
Nebraska	1
Ohio	1
Oklahoma	1
South Dakota	1
Vermont	1
Wyoming	1

Table 2: Foreign Respondents

Alberta, Canada	51
Saskatchewan, Canada	27
Ontario, Canada	5
British Columbia, Canada	4
Manitoba, Canada	1
England	1
Thailand	1

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Havre in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The mean expenditure was figured according to the number of respondents who reported actually spending money in each individual category. The mean expenditure for each category can be found in Table 3 along with the percentage of people who reported that they spent money in that category. The mean total expenditure for all respondents was \$719.24. The total reported expenditure for respondents of this survey was \$112,201.

Table 3- Expenditure Data: Money Spent in Havre

Expenditure Category	Mean expenditures of people who reported that they spent money in these categories	% of respondents who reported spending money in each category
Motel/Hotel/B&B	\$195.45	82%
Campground	\$7.50	15%
Restaurant/Bar	\$115.60	83%
Groceries/Snacks	\$76.94	57%
Gasoline	\$101.37	79%
Local transportation	\$.74	17%
Auto rental	\$7.78	17%
Retail goods	\$310.32	62%
Gratuity	\$23.05	51%
Entertainment/Recreation	\$103.02	37%
Licenses, entrance fees, admissions	\$11.78	17%
Mean Expenditure Total	\$719.24	-
TOTAL Contribution	\$112,201.00	-

Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix C.

Havre Community Survey

Q1 What state/province/country are you from?

IF YOU ARE NOT FROM CANADA PLEASE SKIP TO QUESTION 6

Q2 If you are from Canada, through which ports of entry do you enter Montana? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> <i>Rossville</i> | <input type="checkbox"/> <i>Willow Creek</i> |
| <input type="checkbox"/> <i>Chief Mountain</i> | <input type="checkbox"/> <i>Climax/Turner</i> |
| <input type="checkbox"/> <i>Carway/Piegan</i> | <input type="checkbox"/> <i>Monchy/Morgan</i> |
| <input type="checkbox"/> <i>Del Bonita</i> | <input type="checkbox"/> <i>West Poplar River/Opheim</i> |
| <input type="checkbox"/> <i>Coutts/Sweetgrass</i> | <input type="checkbox"/> <i>Coronach/Scobey</i> |
| <input type="checkbox"/> <i>Aden/Whitlash</i> | <input type="checkbox"/> <i>Big Beaver/Whitetail</i> |
| <input type="checkbox"/> <i>Wild Horse</i> | <input type="checkbox"/> <i>Regway/Raymond</i> |

Q3 Of the 14 ports of entry on the Montana/Canadian border, 11 have limited hours of operation. Does the limited access affect the number of times you visit Montana?

- Yes*
 No

Q4 Do the limited hours of operation affect the length of your stay?

- Yes*
 No

Q5 Would you stay longer if the port you typically use was open 24 hours/day?

- Yes*
 No

Q6 What was your primary purpose for visiting Havre? (Check only one box)

- Vacation/recreation/pleasure*
 Visit friends/relatives
 Just passing through
 Shopping
 Business/convention/meeting

Q7 Where there any other purposes for your visit to Havre? (Check all that apply)

- Vacation/recreation/pleasure*
 Visit friends/relatives
 Just passing through
 Shopping
 Business/convention/meeting
 None

On this trip, how many total nights did your group stay?(enter "0" if no nights)

Q8 **Away from home**

Q9 **In Montana**

Q10 **In Havre**

Q11 **While in Havre, in what type of accommodation(s) did you stay? (Check all that apply)**

- Hotel/Motel*
- Public land camping*
- Private campground*
- Home of friend/relative*
- Second home/condo/cabin*
- Rented cabin/home*
- Resort/condominium*
- Guest ranch*
- Vehicle in parking lot*

Q12 **What option best describes the group with whom you traveled to Havre?**

- Self*
- Couple*
- Immediate Family*
- Extended Family*
- Family & friends*
- Friends*
- Business Associates*
- Organized group/club*

Q13 **Including you, how many people were in your group?**

Q14 **Please indicate what age groups are represented in your group (Check all that apply).**

- | | |
|---|---|
| <input type="checkbox"/> <i>0-5 years</i> | <input type="checkbox"/> <i>35-44 years</i> |
| <input type="checkbox"/> <i>6-10 years</i> | <input type="checkbox"/> <i>45-54 years</i> |
| <input type="checkbox"/> <i>11-17 years</i> | <input type="checkbox"/> <i>55-64 years</i> |
| <input type="checkbox"/> <i>18-24 years</i> | <input type="checkbox"/> <i>65-74 years</i> |
| <input type="checkbox"/> <i>25-34 years</i> | <input type="checkbox"/> <i>75 and over</i> |

Expenditures- Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family, if applicable) spent in Havre for items in each of the following categories.

Accomodations

Q15 Motel/Hotel/B&B _____

Q16 Campground _____

Food

Q17 Restaurant/Bar _____

Q18 Groceries/Snacks _____

Transportation

Q19 Gasoline _____

Q20 Local transportation _____

Q21 Auto rental _____

Retail/Services

Q22 Retail goods _____

Q23 Gratuity _____

**Q24 Entertainment/
Recreation** _____

**Q25 Licenses, entrance
fees, admissions** _____

Q26 How long ago did you make plans to visit Havre?

- Today*
- 1-7 days ago*
- 1-4 weeks ago*
- 1-6 months ago*
- over 6 months ago*

Q27 How did you hear about Havre? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> <i>Word of mouth</i> | <input type="checkbox"/> <i>Magazine</i> |
| <input type="checkbox"/> <i>Newspaper</i> | <input type="checkbox"/> <i>Billboard</i> |
| <input type="checkbox"/> <i>Radio</i> | <input type="checkbox"/> <i>Internet</i> |
| <input type="checkbox"/> <i>TV</i> | |

Q28 When are you likely to return to Havre?

- | | |
|--|---|
| <input type="checkbox"/> <i>Within the next year</i> | <input type="checkbox"/> <i>After 5 years</i> |
| <input type="checkbox"/> <i>Next year</i> | <input type="checkbox"/> <i>Never</i> |
| <input type="checkbox"/> <i>Within 5 years</i> | <input type="checkbox"/> <i>Not decided</i> |

Q29 What is your gender?

- Male*
 Female

Q30 What best describes your annual household income in US dollars? (Check only one)

- | | |
|--|--|
| <input type="checkbox"/> <i>Less than \$20,000</i> | <input type="checkbox"/> <i>\$80,000 to 99,999</i> |
| <input type="checkbox"/> <i>\$20,000 to 39,999</i> | <input type="checkbox"/> <i>\$100,000 to 149,999</i> |
| <input type="checkbox"/> <i>\$40,000 to 59,999</i> | <input type="checkbox"/> <i>\$150,000 to 199,999</i> |
| <input type="checkbox"/> <i>\$60,000 to 79,999</i> | <input type="checkbox"/> <i>\$200,000 and over</i> |

Q31 Please tell us what you liked about the community of Havre.

Q32 Please tell us what you did not like about the community of Havre.

Appendix B: Results

Havre Community Survey

**If you are from Canada, through which ports of entry do you enter Montana?
(Check all that apply)**

3.2% <i>Roosville</i>	9.0% <i>Willow Creek</i>
3.2% <i>Chief Mountain</i>	10.9% <i>Climax/Turner</i>
3.8% <i>Carway/Piegan</i>	3.8% <i>Monchy/Morgan</i>
4.5% <i>Del Bonita</i>	1.3% <i>West Poplar River/Opheim</i>
20.5% <i>Coutts/Sweetgrass</i>	0.6% <i>Coronach/Scobey</i>
1.9% <i>Aden/Whitlash</i>	1.3% <i>Big Beaver/Whitetail</i>
32.1% <i>Wild Horse</i>	1.9% <i>Regway/Raymond</i>

Of the 14 ports of entry on the Montana/Canadian border, 11 have limited hours of operation. Does the limited access affect the number of times you visit Montana?

- 36.5% *Yes*
- 25.0% *No*

Do the limited hours of operation affect the length of your stay?

- 41.7% *Yes*
- 19.9% *No*

Would you stay longer if the port you typically use was open 24 hours/day?

- 44.9% *Yes*
- 16.0% *No*

What was your primary purpose for visiting Havre? (Check only one box)

- 32.1% *Vacation/recreation/pleasure*
- 8.3% *Visit friends/relatives*
- 14.7% *Just passing through*
- 26.3% *Shopping*
- 27.6% *Business/convention/meeting*

Where there any other purposes for your visit to Havre? (Check all that apply)

- 28.8% *Vacation/recreation/pleasure*
- 9.0% *Visit friends/relatives*
- 13.5% *Just passing through*
- 32.7% *Shopping*
- 10.3% *Business/convention/meeting*
- 23.7% *None*

While in Havre, in what type of accommodation(s) did you stay? (Check all that apply)

- 84.6% *Hotel/Motel*
- 1.3% *Public land camping*
- 1.3% *Private campground*
- 3.2% *Home of friend/relative*
- 0.0% *Second home/condo/cabin*
- 0.6% *Rented cabin/home*
- 0.0% *Resort/condominium*
- 0.6% *Guest ranch*
- 3.2% *Vehicle in parking lot*

What option best describes the group with whom you traveled to Havre?

- 11.5% *Self*
- 37.2% *Couple*
- 19.2% *Immediate Family*
- 1.3% *Extended Family*
- 5.1% *Family & friends*
- 9.6% *Friends*
- 12.8% *Business Associates*
- 1.9% *Organized group/club*

Please indicate what age groups are represented in your group (Check all that apply).

- | | |
|--------------------------|--------------------------|
| 7.1% <i>0-5 years</i> | 17.3% <i>35-44 years</i> |
| 12.8% <i>6-10 years</i> | 39.1% <i>45-54 years</i> |
| 12.8% <i>11-17 years</i> | 35.9% <i>55-64 years</i> |
| 9.0% <i>18-24 years</i> | 10.3% <i>65-74 years</i> |
| 21.8% <i>25-34 years</i> | 3.2% <i>75 and over</i> |

How long ago did you make plans to visit Havre?

- 16.7% *Today*
- 38.5% *1-7 days ago*
- 23.1% *1-4 weeks ago*
- 15.4% *1-6 months ago*
- 5.1% *over 6 months ago*

How did you hear about Havre? (Check all that apply)

- 61.5% *Word of mouth*
- 8.3% *Newspaper*
- 8.3% *Radio*
- 3.8% *TV*
- 2.6% *Magazine*
- 1.9% *Billboard*
- 12.8% *Internet*

When are you likely to return to Havre?

- 67.3% *Within the next year*
- 9.0% *Next year*
- 3.2% *Within 5 years*
- 0.6% *After 5 years*
- 1.9% *Never*
- 15.4% *Not decided*

What is your gender?

- 51.3% *Male*
- 48.1% *Female*

What best describes your annual household income in US dollars? (Check only one)

- 1.3% *Less than \$20,000*
- 12.8% *\$20,000 to 39,999*
- 20.5% *\$40,000 to 59,999*
- 20.5% *\$60,000 to 79,999*
- 7.7% *\$80,000 to 99,999*
- 11.5% *\$100,000 to 149,999*
- 4.5% *\$150,000 to 199,999*
- 6.4% *\$200,000 and over*

Appendix C: Open-Ended Responses

Please tell us what you liked about the community of Havre:

Good business shopping represented. Agricultural, Whalen Tire, Domestic, Auto Supply

The AmericInn Hotel is our favorite, especially the pool, turn over (no back of survey)

This hotel is very nice. We chose it because it appeared to be the nicest one available. The staff were very pleasant and accommodating with the exception (case #3 of 157)

People, shopping, Big R

Distance

People, shopping

Shopping

Shopping, medical facilities

nice pleasant small town people

They are mostly friendly people

Shopping

It's cheap

People are friendly and helpful- have friends here now! Shopping is pretty great compared to where we live in smaller community

The young lady that asked me to do this survey

N/A

nice people

People are very nice and helpful. Shopping is great!! Herbergers

Friendly, interesting- a sleeper

Small town living/guns and pickups

Lots of services offered

Friendly people, Big R

This is an amazingly friendly town and it is beautiful. What's not to like? Came for a job interview, so expenses were paid.

The people are friendly

great hotel- AmericInn

I love the AmericInn- quiet, restful and friendly! The carousel shop in the atrium has wonderful, gently used children's clothing. Murphy's Irish Bar-great food!

Shopping

Havre is a friendly community that is always welcoming. I enjoy the shopping

Not a far drive from home to do some shopping that has a different variety than we get at home. Friendly people

Shopping, friends

Service attitude of people-personable

The people are friendly and nice. The casino (northern wing) is a big asset

Friendly and helpful people. Improving the streets

Very friendly and accommodating people in stores, shops and restaurants

Friendly service

Friendly

Friendly people, small town atmosphere, easy to get around, nice hotels

Beneath the streets fair

Nice people

Not here long enough to say

Quiet, comfortable

Friendly people who my son associates with. Extremely friendly folks at the Uncle Joe's restaurant. Great staff at the AmericInn

Small yet has decent shopping. Different atmosphere.

very friendly

Nice people

The road

most people were friendly, staff at the townhouse were great

Friendly folks

Good friends, nice people, descent shopping

Friendly people

quiet, friendly people. good shopping for its size. scenic backdrop and lovely drive from the north

friendly

Good to get away

friendly, accommodating

Nice place for a weekend getaway. Good selection of motels, restaurants

Very friendly, nice shopping

hotels, restaurants, wal-mart

Friendly atmosphere

friendly

close to Canada, nice Walmart/Kmart, Big R

quiet and friendly

Everything

Good shopping, good schools (middle), good hotels, the MSU-N

delightful, friendly, clean

Friendly people, great food, great accommodations for the money

very nice accommodations at AmericInn

scenery, friendly people, variety of services

walmart supercentre

Nice people

enter the US to North Dakota

friendly and helpful

Our family

Good shopping and friendly people

Shopping, friendly people

Nothing really

Friendly

I live in Sunburst, so Havre has everything we could need.

Nice town, nice people, scenery

The Best Western Motel- excellent. The scenery-mountains, open spaces

Friendly, helpful people

Very friendly

Very friendly

easier to travel around, western atmosphere

Helpful people at Best Western Great Northern Inn

Clean, quiet, nice people

I didn't

Neat old heritage, modern shopping centers, rustic scenery entering city

So historical, interesting, and fun

Western and Native America. Not prejudice to Native Am

Friendly to Native Americans. Western/Old fashioned styling

good shopping, interesting history, friendly people

Selection of motels, restaurants and shopping!

enter US through North Dakota

The mountains and the lake

Clean, helpful, friendly, shopping, good food

very helpful and friendly

very friendly- many smiles

Great small town service

Easy to shop and find things

Good atmosphere, people are very polite. Understanding of road construction

self contained

Very friendly people. Excellent AmericInn motel stay- extra touches (coffee, cookies, breakfast selection) Very clean, much appreciated (cleaning and casino staff)

People are very nice and clean town

restaurants like 4 B's

older homes

friendly

I was traveling from Chicago to Calgary. No time to see much of Havre

The people

Good shopping, friendly people, very courteous

Good shopping

People- Uncle Joe's restaurant, MSUN

Close proximity to my residence. Excellent food and service. Good shopping, prices very reasonable

Being a rail fan, I enjoyed the railway features

Great hospitality! Friendly people! Small town atmosphere in a medium sized town. Excellent service, fine food, an American city I'd be proud to live in!

Friendly people

It's like home-town in Alberta

Friendly people, cheaper prices, tons of shopping, site seeing, historic house district, this wonderful hotel-Best Western, canton rice, those gambling machines that take your money, stores that take Canadian

People are friendly- especially the desk clerk at the motel

Small community college

Please tell us what you did not like about the community ...

Road construction

Uncle Joe's steakhouse was the most unpleasant experience of our two month vacation. The food was cooked bone dry and as tough as shoe leather. When we sent it back we were treated like scam artists and the waitress was abused by Uncle Joe b/c she was clearly very upset (see case#3 of 157)

Street work

Border crossing hours

Road work

Construction

Road Work

roads

Not much shopping. No places to go

grumpy people

Nothing, this place is grrreat

N/A

construction

Nothing

The road construction through Havre. The flow of traffice was slow and it took forever to get to the other side of town.

Road construction

guns and alcohol

Construction on main street. R-calf supporters

Well, the road construction, but that won't last forever and it's to better the community- so, while annoying, will be great in the long run!

Not very clean, dirty looking town

Construction on Hwy2! It is sad to see small businesses closing

was all good

There isn't anything that stands out.

nothing

Road construction

Road construction (this is unavoidable)

Poor street conditions

road construction!

construction

construction

construction

Roadwork on highway but hopefully completed before the summer tourist season. Restaurant staff was slow

The roads! Hwy 2 and most of the side roads- little or no care to the infrastructure to the back/side roads

No transportation to casino

construction- but I know it's temporary

They weren't finished

There are a couple real grumps within a couple of restaurants we visited

The road

construction of road

work on Main Street

the road construction (bad in the rain)

Nothing, great place

somewhat limited as to selection of shopping choices

Construction through downtown

there used to be more ladies clothing shops in the mall

construction

The lack of good housing for lease and high price of utilities. Everything seems to be 70+ years old

nothing to dislike

construction work going on

Restaurants other than fast food seem to be associated w/ casino. It turns out all right but was initially a concern with small children

n/a

Almost everything

Construction on main highway made it difficult to access businesses

The construction has taken quite some time

Nothing open after 10:00pm

Nothing

construction, but that's everywhere. had a fun time

Driving through town

Dust, road work

It was boring

Nothing yet

Roads, friendly to small business

Roads

Understand the reasons but road construction is going to be nice when finished

Main street

Lack of entertainment

construction

construction, although necessary

Construction on main road, extremely hard on car, not to mention stress of other drivers not knowing where they are driving due to construction

Little tourist information. Tourist information was not open. Would like to have seen some tourist attractions hard to find school facilities

Didn't see the Town- would like to some day. Nice open spaces- good roads. We would like to return again- spring or fall.

Still (?) up road in main street

Could do without all the construction

construction

The road work- why not have a detour down passed the vets club then back onto main road, close the main street until work is done. The work would be done quicker and the businesses back to normal sooner

Lots of construction, a necessary evil

No trees

it was all good

Hwy 2 Construction

The road construction

Friendly and helpful people

Absolutely nothing

Construction

There is sooo little choice in restaurants, no Italian, chinese, no mexican. I'm a pasta person and I have yet to find good pasta. Needs a Victoria's secret. Stores and restaurants shut down too early. Tipping- People get paid to do that job, so why do I have to give some of my winnings to someone else. All us canadians are cheap like that, eh?

The Northern Winds casino- we were told it was in Havre- but 14 miles south and then we had very bad luck

all the construction