VISITORS' VIEWS OF THE OCONTO

WATERFRONT

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SUMMARY

Is the Oconto waterfront important to visitors? What do visitors spend in Oconto? What would they like to see improved? Where do they come from? To find out answers to these questions, 564 visitors were surveyed during a week in August and another week in October of 1992. The parties visiting Oconto were surveyed at three local restaurants, a boat ramp, two museums, the Chamber of Commerce information stop, a motel, and campground.

On average, each party surveyed spent almost $29 per day per visit to Oconto. Those surveyed also indicated visiting Oconto on average 3.5 times per year. It was estimated that the 564 visitors spent $102,474 in Oconto during the year. The increase in average daily expenditures from $21 for day visitors to $49 for overnight visitors indicates the potential impact from increasing the length of stay in Oconto.

Current work on expanding the overnight lodging capacity in Oconto will likely pay dividends to the community. The increased local spending of overnight visitors compared to day visitors suggests additional economic activity will occur.

While those who came to Oconto to fish spent more than those who did not, about 70% of those who came to Oconto did not fish. The efforts to highlight the improved fishing in Oconto may be important, the community should not lose sight of the very important non-fishing visitor.

The spending of visitors' dollars in many different types of businesses and their interest in having even more businesses in the community suggests that the current and potential economic impact on the local economy is broad.

The visitors came from 31 states and three countries. More than half (56%) came from Wisconsin (and 2 out of 3 of these lived in the northeast). Twenty percent were from Michigan, with those from the Upper Peninsula accounting for 4 out of 5 visitors. Only eight percent were from Illinois.

Twenty-nine percent surveyed stayed overnight, the balance were either on a trip for that day only (34%), en route elsewhere (34%), or staying outside the area (3%).

One in four indicated that the primary wage earner in their family was retired (in October, this jumped to almost one in two). If the wage earner was still working, he/she was most likely a professional or an executive.

Most (43%) came to take part in recreational activities. Sixteen percent were visiting friends or relatives, and 14% were on business. The balance indicated they were in the Oconto area for some other reason.

The activity most commonly undertaken by visitors was dining, followed by sightseeing, fishing and walking. Next came boating, then swimming and picnicing. Given the number of persons indicating they dined in Oconto (even among those not surveyed at restaurants), marketing Oconto's restaurants may prove worthwhile.

The most visited locations were all waterfront locations. By far the highest on the list was the breakwater area, followed by City Docks and Holtwood Park.

The 564 visiting parties were asked to prioritize the ways in which Oconto could spend money to make their visit more enjoyable. Respondents were asked to pick three out of twelve options provided. The rankings, in order, for how Oconto should spend money to enhance visitors' experience were: shore fishing spots, boat launches, picnic spots/tables, wildlife observation points, community appearance, informational signs, hiking trails, number of businesses for visitors, bike paths, mark river for navigation, marina facilities, and transportation from harbor to downtown.

These choices were similar to the residents' survey. Shore fishing spots received strong support in both the resident and visitor surveys, while water transportation from the harbor to the downtown received little interest in either survey. Yet, 26% of the boaters supported this idea.

Increasing wildlife and observation points was strongly supported by both residents and visitors. Yet less than 10% of either group reported visiting the Oconto wetlands areas, where the chance of viewing wildlife is probably higher than many other parts of the community. It appears the wetlands areas have the potential of attracting additional visitors and lengthening the stay of those who already visit. Greater community emphasis on the wetlands areas could increase the impact of visitors.

Several points are useful for the community to keep in mind. Many of the most frequently mentioned improvements are eligible for assistance from State or Federal sources. Shore fishing remains a priority for Wisconsin Department of Natural Resources cost-share funding, and the City has various locations where such facilities could be built. Boat launches have been improved, and some have speculated that there will never be enough capacity to please many of those who use these facilities. Still, funds remain for improvements here as well, and Oconto has used these funds in the past.

Perhaps the most important aspect of the survey was the interest in observing wildlife expressed by both visitors and residents. Oconto's unique position in the midst of a large, State-owned wildlife marsh adjacent to the Great Lakes provides abundant opportunity for residents and visitors alike to enjoy. There may well be opportunity, at a cost the community can afford, to develop observation points that could attract many and add to the quality of life of the residents as well.

I. SURVEY IMPLEMENTATION

The Oconto visitor survey consisted of twenty-two questions given to 564 persons between August 12, 1992 and October 9, 1992 within the limits of the City of Oconto, Wisconsin. Survey locations included the Beyer Home Mansion, which is a museum; a boat ramp at Breakwater Park which is a popular access point for fishing on Green Bay; Holtwood Campground, a municipally owned campground at the center of the city; the Oconto Motel; the Woerbroeck House which contains a small exhibit related to the Copper Culture Mounds State Park Archeological Site; the Z Cheese shop which provides visitors with chamber of commerce information; and 3 restaurants: Hardees, The Brothers Three, and Wayne's Family Restaurant.

Despite the relatively cool weather which characterized the summer and fall of 1992, the periods chosen contained some of the warmer and sunnier days of 1992. A week in August was chosen to get responses from typical summer visitors to Oconto. The October dates were designed to elicit responses from visitors during the "shoulder" season.

The surveys were provided to the managers of the locations who either distributed the surveys themselves or asked their workers to approach people they thought were visitors, inquire if they were from outside the area, and, if so, ask if one of the party would fill out a survey form. Those who distributed surveys to respondents also retrieved them.

Twenty percent of all the surveys were filled out on the first day of the survey, and 79.6% of all surveys were completed during the August implementation timeframe. Visitations in Oconto were assumed to be higher during the summer months.

Still, there is no reason to believe that the frequency of surveys implemented by date necessarily corresponds to total visitations by date. August 12 is a Wednesday, and the decline in surveys executed during the following Saturday and Sunday may be the result of diminished novelty with the survey itself on the part of those immediately responsible for executing it, or for other reasons.

The survey responses by location are shown in TABLE 2. Note that over half (59%) of all surveys are taken at restaurants. With no prior knowledge of who the visitors might be, there is no basis to determine statistical representativeness of this sample.

TABLE 1

SURVEY DATES

	Day of			Cumulative	Cumulative
08/12/92	Wed	101	20.0	101	20.0
08/13/92	Thur	81	16.0	182	36.0
08/14/92	Fri	43	8.5	225	44.6
08/15/92	Sat	59	11.7	284	56.2
08/16/92	Sun	56	11.1	340	67.3
08/17/92	Mon	31	6.1	371	73.5
08/18/92	Tues	31	6.1	402	79.6
		415			
10/02/92	Fri	13	2.6	415	82.2
10/03/92	Sat	17	3.4	432	85.5
10/04/92	Sun	8	1.6	440	87.1
10/05/92	Mon	30	5.9	470	93.1
10/06/92	Tues	16	3.2	486	96.2
10/07/92	Wed	3	0.6	489	96.8
10/08/92	Thur	14	2.8	503	99.6
10/09/92	Fri	2	0.4	505	100.0
		103			

Date Not Specified = 59

TABLE 2

SURVEY LOCATIONS

			Cumulative	Cumulative
Beyer Home (museum)	17	3.0	17	3.0
Boat Ramp	84	14.9	101	17.9
Brothers 3 (restaurant)	27	4.8	128	22.7
Hardees (restaurant)	146	25.9	274	48.6
Holtwood	17	3.0	291	51.6
Oconto Motel	69	12.2	360	63.8
Wayne's (restaurant)	159	28.2	519	92.0
Woerrbroeck	5	0.9	524	92.9
Z Cheese (Chamber info. center)	40	7.1	564	100.0

III. CHARACTERISTICS OF THOSE SURVEYED

Each visiting party was asked about the age composition of their party. The ages of Oconto visitors broke into roughly three equal age groups and at least three fourths of the respondents were in parties of two or fewer people. Twenty-eight percent of those responding to these questions indicated that there was one or more persons in their party under 18 years of age. Of those with members under 18, three fourths (75.4%) of the parties contained only one or two such individuals. Thirty-five percent responded that their party included members aged 18 through 61. Eighty-six percent of these had one or two such party members. Thirty-seven percent had individuals in their party with ages 62 or more, and 85.6% of these parties had only one or two such members.

The survey also asked the occupation of the primary family wage earner in the party. One quarter of those answering indicated that person was retired. Professionals and executives were also strongly represented.

The fall visitor to Oconto was much more likely to be retired (almost half of those surveyed in October were retired) than the summer visitor.

TABLE 3

OCCUPATION OF VISITORS

Occupation	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Executive	58	11.8	58	11.8
Production	33	6.7	91	18.5
Truck Driver	32	6.5	123	25.1
Retired	126	25.7	249	50.7
Other	24	4.9	273	55.6
Technical	16	3.3	289	58.9
Retail	9	1.8	298	60.7
Farming	8	1.6	306	62.3
Trades	44	9.0	350	71.3
Handler	20	4.1	370	75.4
Professional	94	19.1	464	94.5
Clerical	8	1.6	472	96.1
Sales	19	3.9	491	100.0

Question Not Answered = 73

IV. CHARACTERISTICS OF THE TRIP TO OCONTO

Respondents were asked how many days they were spending in Oconto on the trip during which they were surveyed to provide some information on length of stay.

While the average length of stay was 3.5 days, almost 5% of the visitors spent more than a week. Excluding people who indicated 30 or more days reduces the average length of stay to 1.8 days.

The large number of day visitors (69.4%) confirms the relatively local nature of visitors to Oconto. It should be noted that lodging accommodations are scarce in Oconto which may tend to send some overnight visitors elsewhere, or the scarce lodging may reflect a small market for overnight visitors because most visitors come for a day only. The survey did not pursue that question so the reason is unclear.

TABLE 4

LENGTH OF STAY

# Days	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	275	69.4	313	69.4
2	39	9.8	314	79.3
3	33	8.3	347	87.6
4	13	3.3	360	90.9
5	6	1.5	366	92.4
6	6	1.5	372	93.9
7	6	1.5	378	95.5
8	2	0.5	380	96.0
10	2	0.5	382	96.5
14	3	0.8	385	97.2
15 or more	11	2.8	396	100.0

Question Not Answered = 168

Respondents were also asked how many trips to Oconto they took in the past 12 months. The median was 3.5 visitations and the mean was 8.5 visitations. These 476 respondents made 4,046 visits to Oconto during the last 12 months.

TABLE 5

NUMBER OF VISITS TO OCONTO LAST 12 MONTHS

# Trips	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	136	31.9	323	31.9
2	48	11.3	184	43.2
3	34	8.0	218	51.2
4	31	7.3	249	58.5
5	15	3.5	264	62.0
6	24	5.6	288	67.6
7	3	0.7	291	68.3
8	12	2.8	303	71.1
9	1	0.2	304	71.4
10	20	4.7	324	76.1
12	19	4.5	343	80.5
14	5	1.2	348	81.7
15	9	2.1	357	83.8
16	1	0.2	358	84.0
20 or more	68	16.0	476	100.0

Question Not Answered = 138

Respondents were queried about whether they were staying overnight in Oconto. Those answering the question in the affirmative were provided three different lodging choices. Those responses are shown in TABLE 6. Motel/hotel dominated the lodging choice. Given the few motel units available in close proximity to Oconto, this might indicate more motel rooms could increase the number of overnight vistors dramatically.

TABLE 6

WHERE OVERNIGHT VISITORS STAYED LOCALLY

			Cumulative	Cumulative
Campground	40	25.0	40	25.0
Friend	41	25.6	81	50.6
Motel/Hotel	79	49.4	160	100.0

Those who indicated they were not staying overnight in the Oconto area were asked to choose from three possibilities. The first option was that they were on a day trip only, that is, staying at their normal residence with a trip to Oconto. Another possibility was to indicate that they were enroute elsewhere; that is, Oconto was not their destination. The final opportunity was to indicate that they were staying overnight but their lodging was somewhere other than the Oconto area. The respondents were equally split between either visiting Oconto as a trip during the day or enroute elsewhere when they stopped in Oconto (TABLE 7). A relatively small number indicated that they were staying at lodging outside of the Oconto area.

TABLE 7

BREAKDOWN OF THOSE NOT STAYING OVERNIGHT IN OCONTO AREA

			Cumulative	Cumulative
Day Trip	184	47.9	184	47.9
En Route	183	47.7	367	95.6
Lodging Elsewhere	17	4.4	384	100.0

The large numbers of respondents indicating they were not staying overnight may be because of the survey's execution. Only 15.2% were surveyed at lodging establishments (Holtwood Campground and the Oconto Motel) and large numbers of people were surveyed at locations where transients might be expected (restaurants). Another explanation lies in the relative scarcity of lodging units in Oconto which may discourage overnight visitors. Finally, the origins of most Oconto visitors was relatively close.

If we assume that the survey respondents are representative of the visitors to Oconto, then 70.6% of the visitors to Oconto are not staying overnight in Oconto. This has substantial implications to Oconto businesses and represents an untapped visitors market.

When asked the reason for their visiting Oconto more than 2 out of 5 indicated the reason was to recreate. The second most common response selected by more than one in four was "other." No clear pattern of responses characterized "other," but the footnote to TABLE 8 gives some indication. Visiting friends or relatives accounted for one in six visitations, with business accounted for one in seven. The reasons visiting parties gave for visiting Oconto are tabulated in TABLE 8.

TABLE 8

PURPOSE OF VISIT TO OCONTO

Why Visiting	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Business	74	13.9	74	13.9
Other*	144	27.0	218	40.9
Recreation	227	42.6	445	83.5
Visit Friends/Relatives	88	16.5	533	100.0

Question Not Answered = 31

* Some "other" responses include house hunting, bus tour, en route to Green Bay or Upper Penninsula, see houses, shopping, etc.

V. ACTIVITIES UNDERTAKEN AND PLACES VISITED

TABLES 9 and 10 show the frequency of activities undertaken by those not staying overnight (Day Visitors) in the Oconto area and those staying overnight, respectively.

A distinction can be made between those for whom Oconto is their destination for the day and those headed elsewhere. Those in Oconto for just the day most frequently went fishing, dining, and sightseeing in that order. Those enroute elsewhere or lodging outside the area mention dining, sightseeing, and walking most frequently as the activities in which they participated.

TABLE 9

OCONTO DAY-VISITORS ACTIVITIES*

	Day	Enroute Elsewhere	Lodge Outside Area
Sightseeing	49	54	8
Swimming	7	12	5
Rafting	2	2	1
Golfing	9	7	1
Fishing	84	21	4
Bicycling	6	5	2
Canoeing	4	5	1
Dining	76	100	10
Picnicing	12	12	3
Walking	18	22	6
Birding	10	9	2
Comm. Event	22	8	0
Boating	32	13	3
Hunting	12	3	1
Other**	16	17	2

* Multiple responses permitted.

** Some "other" activities include bingo, auction, and shopping.

Visitors spending the night in Oconto most frequently mentioned dining as an activity. Campers mentioned fishing second, while walking was the second most frequent activity for those staying with friends or relatives, and sightseeing was second for those staying at a motel. Third most frequently mentioned activity by motel guests was fishing, while those visiting friends or relatives mentioned sightseeing. Campers indicated that their third most frequent activity was tied between sightseeing and walking.

TABLE 10

OCONTO OVERNIGHT VISITORS ACTIVITIES*

	Camping	Friends	Motel
Sightseeing	17	20	28
Swimming	10	14	5
Rafting	5	2	1
Golfing	3	6	4
Fishing	19	17	15
Bicycling	9	6	2
Canoeing	4	1	1
Dining	22	23	49
Picnicing	14	8	4
Walking	17	21	12
Birding	8	6	5
Comm. Event	5	7	7
Boating	14	15	5
Hunting	1	2	0
Other**	4	4	7

* Multiple responses permitted.

** Some "other" activities include bingo, auction, and shopping.

Combining both groups provides the overall frequency of various activities. Dining is most common, not surprising with more than half of the surveys conducted in restaurants, followed by sightseeing and fishing. A high proportion of the non-restaurant respondents also indicate dining activities. This suggests that dining may be an activity that attracts more visitors than anticipated, or at a minimum it is a significant part of the visit.

Over the years, substantial resources have been expended to attract the considerable number of those wanting to fish in the Oconto area, but improving sightseeing in Oconto might be a community activity with substantial returns for a relatively small investment. Providing easy directions to all of those areas unique to Oconto may well increase visitations and increase both the time spent in the community and the resulting economic activity undertaken.

TABLE 11

COMBINED VISITOR ACTIVITIES*

	Total Day	Total Overnight	Total Visitors**
Sightseeing	113	65	183
Swimming	24	29	56
Rafting	5	8	14
Golfing	17	13	32
Fishing	109	51	168
Bicycling	13	17	33
Canoeing	10	6	16
Dining	186	94	290
Picnicing	27	26	56
Walking	46	50	100
Birding	21	19	42
Comm. Event	30	19	49
Boating	48	34	85
Hunting	16	3	21
Other***	35	15	51

* Multiple responses permitted.

** Total visitors column may not equal sum of total day and total overnight because some did not respond to the day/overnight quesiton.

*** Some "other" activities include bingo, auction, and shopping.

When asked where people went within the community, the responses indicate a significant attraction to the waterfront. Both those with a day trip to Oconto as their primary purpose, and those lodging outside the Oconto area indicated visiting the waterfront area frequently (see TABLE 12). The most mentioned area visited is the breakwater. This corresponded with a survey conducted of Oconto area residents. One could argue that the premier attraction of Oconto for residents and visitors alike was its unique access to Lake Michigan's Green Bay. Those en route elsewhere visited "other" places, presumably restaurants, and historical sites that are advertised on approaches to Oconto.

TABLE 12

OCONTO DAY VISITORS ATTRACTIONS*

	Day Only	En Route	Lodge Out.
Breakwater Park	85	10	5
Holtwood Campground	24	10	2
City Park	23	7	4
Marina	18	4	3
Beyer Home	14	12	3
Copper Culture Park	16	12	1
City Docks	31	6	1
Marsh	18	4	1
Other**	22	19	1

* Multiple responses permitted.

** "Other" included restaurants, community theatre, circus, fall colors, courthouse, stores, etc.

Those staying overnight also visited waterfront areas. Campers, not surprisingly, frequented Holtwood campground, the breakwater area and City Docks, in that order. Those staying with friends or relatives most often visited the City Docks area, followed equally by the Breakwater Park and City Park, all waterfront locations.

TABLE 13

OCONTO OVERNIGHT VISITORS ATTRACTIONS*

	Camping	Friend	Motel
Breakwater Park	23	18	21
Holtwood Campground	33	8	4
City Park	12	18	10
Marina	7	8	10
Beyer Home	6	5	9
Copper Culture Park	13	5	9
City Docks	15	19	13
Marsh	6	7	7
Other**	5	8	3

* Multiple responses permitted.

** "Other" included restaurants, community theatre, circus, fall colors, courthouse, stores, etc.

The dominance of the Breakwater Park as an Oconto attraction is evident in TABLE 14. Even a quarter of the day visitors, including those just en route, visit the Park. Note the drop off in other attractions by day visitors. The suggestions for improved signage (TABLES 23-25) could add to this volume. For overnight visitors "other" attractions are generally waterfront locations.

TABLE 14

COMBINED VISITOR ATTRACTIONS
(Multiple responses permitted.)

	Total Day		Total Overnight		Total Visitors*	
	#	%	#	%	#	%
Breakwater Park	100	26.0	62	38.8	169	31.1
Holtwood	36	9.4	45	28.1	86	15.8
City Park	34	8.9	40	25.0	78	14.3
Marina	25	6.5	25	25.0	51	9.4
Beyer	29	7.6	20	12.5	52	9.6
Copper Culture Park	29	7.6	27	16.9	58	10.7
City Docks	38	9.9	47	29.4	87	16.0
Marsh	23	6.0	20	12.5	44	8.1
Other**	42	10.9	16	10.0	59	10.8
N (from TABLES 6 & 7)	384		160		544	

* Total visitors column may not equal sum of total day and total overnight because some did not respond to the day/overnight quesiton.

** "Other" included restaurants, community theatre, circus, fall colors, courthouse, stores, etc.

VI. TRIP EXPENDITURES

To gain some idea of the economic impact of visitors on the Oconto economy each survey respondent was asked to indicate their party's daily expenditures in the following categories:

Grocery Store
Gas/Service Station
Hardware Store
Clothing Store
Recreation Spending (Bait, Boat Rentals, Sporting Goods, Licenses, etc.)
Restaurants
Hotel/Motel/Campground
Antique/Souvenir/Gift

Responses exceeding $100 in any single category were excluded, and those indicating zero in any category were included in calaculating any of the averages reported in this section, unless otherwise noted. Also, nonresponses were counted as zero spending and included except were noted in TABLE 16.

The average expenditures are shown in TABLE 15. How the average visitor dollar is spent is displayed in Figure 1.

TABLE 15

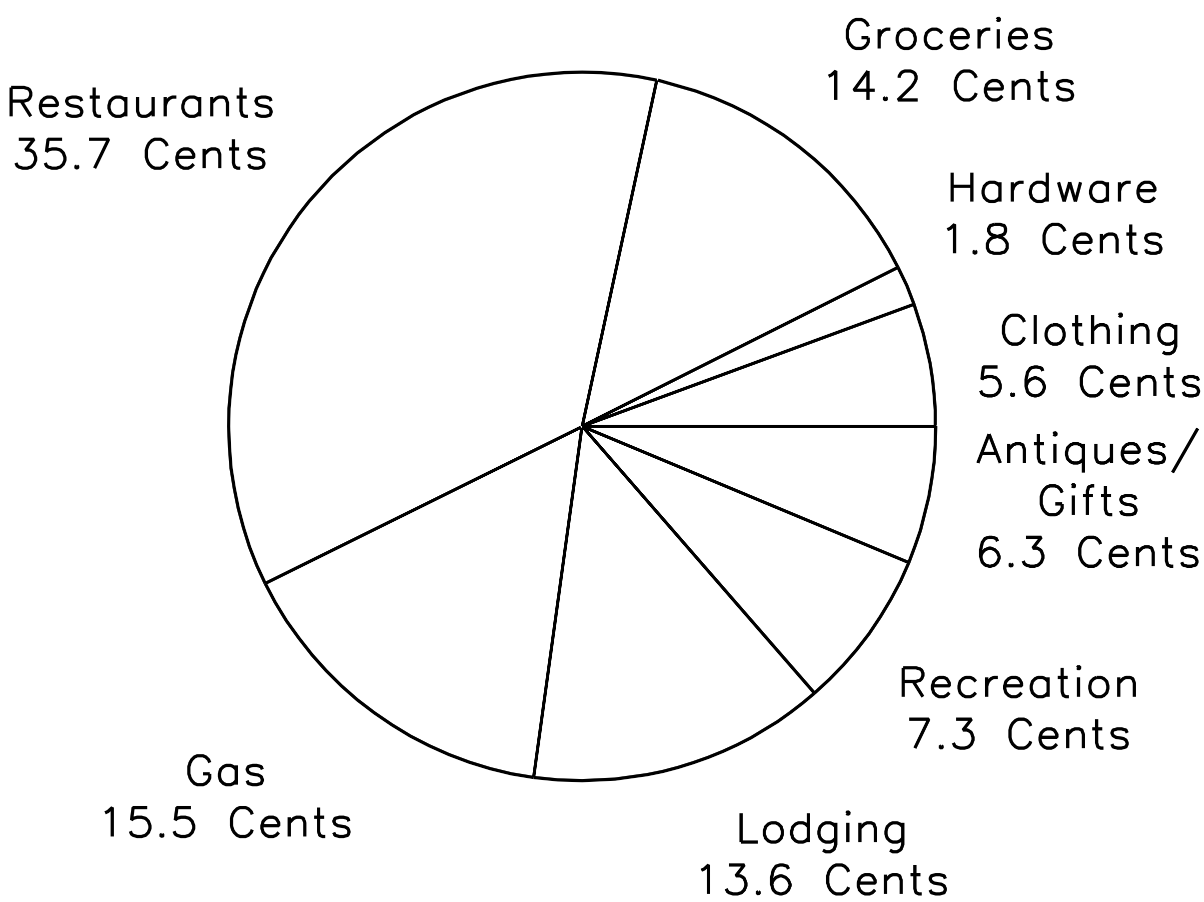
AVERAGE EXPENDITURES OF ALL VISITORS*
(N = 564)

Expenditure Categories	Maximum	Mean
Total Expenditures	$210	$28.84
Grocery	$ 75	$ 4.10
Gas	$ 60	$ 4.46
Hardware	$ 50	$ 0.53
Clothing	$ 85	$ 1.61
Recreation	$ 60	$ 2.11
Restaurant	$ 70	$10.30
Lodging	$ 70	$ 3.91
Antiques/Gifts	$ 75	$ 1.82

* Includes nonresponses as $0.

FIGURE 1

THE AVERAGE VISITOR'S DOLLAR IN OCONTO IS SPENT AS



Factoring out those who did <u>not</u> report any expenditure in certain categories, the results are presented in TABLE 16. As an example, for the visitor surveyed who spent any money in hardware stores (26 of those surveyed), the average expenditure was $11.42. The hardware spending by these 26 parties ranged from $2.00 to $50.00. If a visitor reported either zero dollars spent at hardware stores or left the answer blank, their response was not used for the data in TABLE 16.

TABLE 16

AVERAGE EXPENDITURES FOR ONLY VISITORS WHO REPORTED A PURCHASE IN THAT CATEGORY

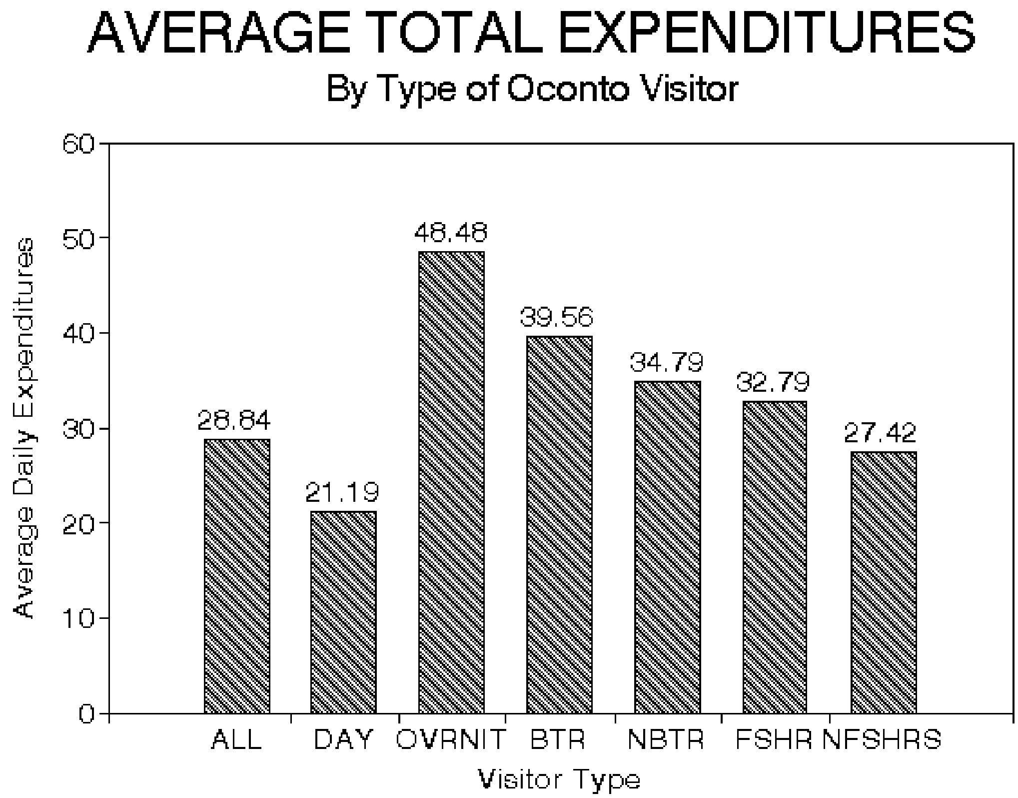
Expenditure Categories	N	Minimum	Maximum	Mean
Total Expenditures	414	$ 1	$210	$39.36
Grocery	131	$ 0	$ 75	$17.54
Gas	166	$ 2	$ 60	$15.10
Hardware	26	$ 2	$ 50	$11.42
Clothing	30	$ 4	$ 85	$30.20
Recreation	93	$ 1	$ 60	$12.66
Restaurant	325	$ 1	$ 70	$17.92
Lodging	78	$ 7	$ 70	$28.53
Antiques/Gifts	43	$ 2	$ 75	$24.05

If the average expenditure rate was that reported in TABLE 15, then these visitors spent $102,474 in Oconto over the last 12 months. There were 564 visitors (TABLE 2), they spent $28.84 per day per visit (TABLE 16), made 3.5 visits (TABLE 5) over the last 12 months, and stayed 1.8 days per trip (TABLE 4). Note the more conservative estimates were used for number of trips and length of stay because of the few extremely large numbers reported.

Obviously other assumptions would create different estimates. If all those surveyed could be induced to spend money at the average total expenditure rate ($39.36) reported in TABLE 16 they would have spent $ 139,854 in Oconto over the last 12 months.

The survey data provide information on potential visitor markets for Oconto. On the next few pages the average daily expenditures for potential visitors are summarized.

FIGURE 2



DAY = day visitor only
DVRNIT = overnight visitor
BTR = boater
NBTR = non-boater
FSHR = fisher
NFSHRS = non-fisher

TABLE 17 shows the expenditures of day visitors (those who did not stay overnight in Oconto). The average (mean) expenditures are shown in the right-hand column. Day visitors expenditures are heavily influenced by people surveyed at the restaurants (71 percent of the total sample were day visitors and 90 percent of the restaurant visitors were day visitors). The importance of this is day visitors spent less than the typical overnight visitor (TABLE 18).

TABLE 17

AVERAGE EXPENDITURES OF ALL DAY VISITORS
(N = 384)

Expenditure Categories	Maximum	Mean*
Total Expenditures	$210.00	$21.19
Grocery	$ 60.00	$ 3.07
Gas	$ 60.00	$ 3.80
Hardware	$ 20.00	$ 0.31
Clothing	$ 85.00	$ 1.46
Recreation	$ 40.00	$ 1.38
Restaurant	$ 60.00	$ 9.35
Lodging	$ 0.00	$ 0.00
Antiques/Gifts	$ 75.00	$ 1.82

* Nonresponse included as $0.

The same data for those staying overnight is provided in TABLE 18. The increased impact on the community of overnight visitations is dramatic. Almost all expenditure categories at least doubled when the party stayed overnight.

TABLE 18

AVERAGE EXPENDITURES OF ALL OVERNIGHT VISITORS
(N = 160)

Expenditures Categories	Maximum	Mean*
Total Expenditures	$185.00	$48.48
Grocery	$ 75.00	$ 6.63
Gas	$ 60.00	$ 6.11
Hardware	$ 50.00	$ 1.09
Clothing	$ 60.00	$ 2.13
Recreation	$ 50.00	$ 3.44
Restaurant	$ 70.00	$13.25
Lodging	$ 70.00	$13.74
Antiques/Gifts	$ 50.00	$ 2.09

* Nonresponse included as $0.

To gain some idea of the impact of overnight visitors, if the 384 day visitors (TABLE 17) had spent at the overnight visitor rate of $48.48 (TABLE 18), and had made 3.5 visits (TABLE 5) they would have contributed an additional $65,157 to the Oconto economy. While, this may not sound substantial, remember this is for the 384 day visitors who happened to be surveyed, not the many more who actually visited Oconto during the year.

Examining the survey data further indicates that people surveyed at the restaurants spent an average of $2.52 per day per visit more than those surveyed at nonrestaurant sites (TABLES 19 & 20). Visitors to Oconto who fished averaged spending $5.37 per day per visit more than those who did not indicate they fished while in Oconto (TABLES 21 & 22). While, it is too easy to make more of these differences than justified, it does indicate that if Oconto chose to actively attract specific types of visitors there are likely to be economic benefits to the community that may offset the cost of that additional effort.

TABLE 19
AVERAGE EXPENDITURES BY ALL RESPONDENTS SURVEYED AT NONRESTAURANT SITES
(N = 391)

Expenditure Category	Maximum	Mean*
Total Expenditures	210	$28.23
Grocery	75	$ 3.73
Gas	60	$ 4.08
Hardware	50	$ 0.52
Clothing	85	$ 1.35
Recreation	60	$ 2.09
Restaurant	70	$ 9.91
Lodging	70	$ 5.29
Antiques/Gifts	50	$ 1.26

* Nonresponse included as $0.

TABLE 20
AVERAGE EXPENDITURES BY ALL RESPONDENTS AT RESTUARANT SITES
(N = 173)

Expenditure Category	Maximum	Mean*
Total Expenditures	200	$30.75
Grocery	50	$ 4.94
Gas	60	$ 5.34
Hardware	20	$ 0.55
Clothing	75	$ 2.20
Recreation	50	$ 2.16
Restaurant	60	$11.52
Lodging	35	$ 0.91
Antiques/Gifts	75	$ 3.13

* Nonresponse included as $0.

TABLE 21

AVERAGE EXPENDITURES BY ALL VISITORS WHO DID NOT FISH
(N = 396)

Expenditure Category	Maximum	Mean*
Total Expenditures	210	$27.42
Grocery	60	$ 3.37
Gas	50	$ 3.79
Hardware	35	$ 0.39
Clothing	85	$ 1.72
Recreation	50	$ 0.99
Restaurant	70	$10.85
Lodging	64	$ 4.41
Antiques/Gifts	75	$ 1.90

* Nonresponse included as $0.

TABLE 22

AVERAGE EXPENDITURES BY ALL VISITORS WHO FISHED
(N = 168)

Expenditure Category	Maximum	Mean*
Total Expenditures	178	$32.79
Grocery	75	$ 5.82
Gas	60	$ 6.09
Hardware	50	$ 0.86
Clothing	50	$ 1.33
Recreation	60	$ 4.80
Restaurant	50	$ 9.35
Lodging	70	$ 2.86
Antiques/Gifts	50	$ 1.68

* Nonresponse included as $0.

VII. PREFERENCES FOR COMMUNITY IMPROVEMENT

Respondents were provided 12 choices for community improvement plus an "other" category. Each respondent was asked to indicate three choices, and to give their top priority a "1," their second priority a "2," and their third priority a "3." Given the variety and number of non-conforming responses (e.g., multiple 1s, 2s, and 3s), the results were simply tabulated for all responses without adjusting for priorities to determine which were the most frequently mentioned. While the intention was to have respondents pick only their top three choices, the data in TABLES 23-25 needs to be interpreted as X% indicated this choice was one they supported.

Nonresponse to the questions used to allocate respondents to particular sub-categories could mean the sum of the parts will not equal the total.

TABLE 23

FACILITY INVESTMENT PREFERENCES BY DAY/OVERNIGHT VISITOR

TOTAL	%	OVERNIGHT	%	DAY	%
Shore Fishing	23.1	Community Appearance	23.8	Boat Launch	22.8
Boat Launch	21.8	Wildlife Observation Sites	23.0	Shore Fishing	22.1
Picnic Spots	21.8	Picnic Spots	23.0	Picnic Spots	21.2
Wildlife Observation Site	21.5	Shore Fishing	23.0	Wildlife Observation Site	20.8
Community Appearance	19.5	Hiking Trails	23.0	Info. Signs	19.0
Info. Signs	19.1	# Businesses for Visitors	21.8	Hiking Trails	17.3
Hiking Trails	18.9	Info. Signs	20.6	Community Appearance	16.8
# Businesses for Visitors	18.6	Boat Launch	18.7	# Businesses for Visitors	16.8
Bike Path	15.1	Bike Path	17.5	Marina Facilities	16.8
River Markers	15.1	River Markers	14.9	River Markers	14.0
Marina Facilities	14.9	Marina Facilities	10.6	Bike Paths	13.6
Water Transport	11.9	Water Transport	10.1	Water Transport	12.7
Other	4.8	Other	9.4	Other	3.1
N =	564		160		384

There are noticeable differences between the relatively smaller number of overnight visitors and the larger number of day visitors. The most frequently mentioned improvement by overnight visitors is community appearance. For day visitors, the primary area for improvement is boat launches reflecting the boating/fishing influence (see also TABLES 24 and 25).

Since the surveys indicate people visiting Oconto to fish and not to fish are two substantial categories of visitors their preferences are enumerated in TABLE 24. These data indicate activities the community could pursue to increase either category of visitor. Investments to increase access to Oconto's natural resources (wildlfe, hiking, picnic spots) are of interest.

TABLE 24

FACILITY INVESTMENT PREFERENCES OF THOSE VISITORS FISHING

	Nonfishing	Fishing
Boat Launches	10.1%	49.4%
Picnic Spots/Tables	17.9	31.0
Shore Fishing Spots	14.9	42.3
Informational Signs	15.7	27.4
Bike Paths	11.1	24.4
Hiking Trails	15.9	26.2
Wildlife Observation	21.5	21.4
Marina Facilities	7.8	31.5
Murking River	9.6	28.0
Transportation Harbor to Downtown	8.6	19.6
Community Appearance	18.2	22.6
# Businesses for Visitors	16.2	24.4
Other	5.1	4.2
N =	396	168

Other than the expected interest in investments directly affecting the boating experience, the most interesting aspect of boaters responses is the relative lack of variation among the boaters (20 to 40 percent).

TABLE 25

FACILITY INVESTMENT PREFERENCES OF THOSE VISITORS BOATING

	Boaters	Nonboaters
Boat Launches	49.4%	16.9%
Picnic Spots/Tables	38.8	18.8
Shore Fishing Spots	33.8	20.3
Informational Signs	29.4	17.3
Bike Paths	31.8	12.1
Hiking Trails	32.9	16.5
Wildlife Observation	22.4	21.3
Marina Facilities	36.5	11.1
Marking River	40.0	10.6
Transportation Harbor to Downtown	25.9	9.4
Community Appearance	18.8	19.6
# Businesses for Visitors	27.1	17.1
Other	7.1	4.4
N =	85	479