

**VI. Your Attitudes About Land Use and Zoning Issues**

With regard to Forest County, please place a check mark on the line best identifying your response to the following statements that address zoning.

26. Land use planning implemented at the local level increases local control of local development issues.  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
27. There needs to be land-use planning in Forest county  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
28. There needs to be more cooperation among communities in planning for growth  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
29. Use of private land -should be based on what the owner wants rather than being restricted by zoning  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
30. Provision should be made for adequate public access to lakes  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
31. Zoning restrictions hurt more than they help an area  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
32. It is important to attract new population  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
33. It is important to attract new industry  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----
34. The population should stay the same  
strongly agree      agree      disagree      strongly disagree  
I-----I----- I-----I-----I-----I-----

**VII. Your Views About Economic Development**

There is much discussion over the direction of economic development in this county. Which of the following economic development projects would you support, for Forest County, if they were funded locally?

35. Please rank the following strategies as a means of improving the quality of life in Forest County.

	Very Important	2	Somewhat Important	3	4	Not Important	5
Growing and harvesting trees	1	2	3	4	5		
Processing trees into wood products	1	2	3	4	5		
Extracting minerals	1	2	3	4	5		
Processing minerals	1	2	3	4	5		
Tourism development	1	2	3	4	5		
Native American Gaming	1	2	3	4	5		
Attracting manufacturing firms	1	2	3	4	5		
Development of retail and service industries	1	2	3	4	5		
Supporting entrepreneurial activities	1	2	3	4	5		
Helping existing businesses remain viable	1	2	3	4	5		
Other (please specify below)	1	2	3	4	5		

**VIII. Demographic Information**

36. How many children do you have living at home? \_\_\_\_\_children
37. What is your gender? \_\_\_\_\_male \_\_\_\_\_female
38. What is your age? \_\_\_\_\_years old
39. How many years of school did you complete? \_\_\_\_\_years of school
40. If you are employed, what do you do for a living? \_\_\_\_\_
41. Please characterize yourself as:  
\_\_\_\_retired and living here year-round  
\_\_\_\_retired and living here seasonally  
\_\_\_\_not retired
42. When you retire, do you plan to live full-time in Forest County?  
\_\_\_\_yes  
\_\_\_\_no, I will continue to be a seasonal resident  
\_\_\_\_no, I will live full-time in Forest County during part of the year and the rest elsewhere  
\_\_\_\_no, I will sell this property not applicable, already retired
43. What was your 1993 before tax annual household income?  
\_\_\_\_Less than \$15,000      \_\_\_\_\$100,000 - \$149,999  
\_\_\_\_\$15,000 - \$29,999      \_\_\_\_\$150,000 - \$199,999  
\_\_\_\_\$30,000 - \$49,999      \_\_\_\_\$200,000 - \$249,999  
\_\_\_\_\$50,000 - \$69,999      \_\_\_\_Greater than \$250,000  
\_\_\_\_\$70,000 - \$99,999



**I. About Your Recreational Home:**

- How did you acquire your recreational property?  
 purchased from non-family member  
 purchased from family member (how long has this property been in the family? \_\_\_\_\_ years)  
 inherited (how long has this property been in the family? \_\_\_\_\_ years)
- How long has the title for this property been in your name? \_\_\_\_\_ years.
- Does this property have a permanent living structure on it? \_\_\_\_\_ yes \_\_\_\_\_ no
- How would you characterize your recreational property when you first purchased it?  
 three season home     four season home     mobile home/trailer     no structure present
- How would you characterize your recreational property now?  
 three season home     four season home     mobile home/trailer     no structure present
- Approximately how much lake frontage do you currently own? \_\_\_\_\_ feet
- Please rank the following items which helped you first learn about Forest County?  

	not important			somewhat important				very important			
friends	0	1	2	3	4	5	6	7	8	9	10
relatives	0	1	2	3	4	5	6	7	8	9	10
visited the region											
on vacation	0	1	2	3	4	5	6	7	8	9	10
drove through the region											
on daytrips	0	1	2	3	4	5	6	7	8	9	10
realtors	0	1	2	3	4	5	6	7	8	9	10
tourism brochures	0	1	2	3	4	5	6	7	8	9	10
television/radio	0	1	2	3	4	5	6	7	8	9	10
other (please specify below)	0	1	2	3	4	5	6	7	8	9	10

- How important were the following reasons in your decision to purchase property in Forest County?  

	not important			somewhat important				very important			
climate	0	1	2	3	4	5	6	7	8	9	10
proximity to primary residence	0	1	2	3	4	5	6	7	8	9	10
quiet, rural atmosphere	0	1	2	3	4	5	6	7	8	9	10
recreational activities	0	1	2	3	4	5	6	7	8	9	10
family/friends in the area	0	1	2	3	4	5	6	7	8	9	10
privacy	0	1	2	3	4	5	6	7	8	9	10
natural amenities	0	1	2	3	4	5	6	7	8	9	10
cost of property	0	1	2	3	4	5	6	7	8	9	10
other (please specify below)	0	1	2	3	4	5	6	7	8	9	10

**II. How You Impact the Local Economy:**

- Please indicate how many days each month you spent in Forest County during the past 12 months. Also, please report how many days and the number of visitors (including non-immediate family and friends) you had at your seasonal home over the past year.

	Number of Days (you and your immediate family)	Number of Days (non-immediate family)	Average Number of Non-immediate Family Users
January	_____	_____	_____
February	_____	_____	_____
March	_____	_____	_____
April	_____	_____	_____
May	_____	_____	_____
June	_____	_____	_____
July	_____	_____	_____
August	_____	_____	_____
September	_____	_____	_____
October	_____	_____	_____
November	_____	_____	_____
December	_____	_____	_____

- The following questions pertain to spending for your immediate family on items used at your recreational home. Please estimate the dollar amount spent for use at your recreational home and the portion purchased in Forest County in the following categories on an annual basis.

	dollar amount spent for use at second home (last 12 months)	percentage purchased in Forest County	reason for not purchasing locally (p=price, q=quality, a=availability, o=other)
EXAMPLE			
groceries/liquor	\$ 50	20 %	p
groceries/liquor	\$ _____	_____ %	_____
restaurants/drinks	\$ _____	_____ %	_____
casinos/gambling	\$ _____	_____ %	_____
gas, auto service	\$ _____	_____ %	_____
recreation (golf, amusements, etc.)	\$ _____	_____ %	_____
recreational equipment (boats, snowmobiles, sporting goods, repair, etc.)	\$ _____	_____ %	_____
building supplies (hardware, plumbing, heating/air conditioning, etc.)	\$ _____	_____ %	_____
general maintenance (lawn, septic, repair, etc.)	\$ _____	_____ %	_____
construction/remodeling	\$ _____	_____ %	_____
household goods (furniture, appliances, etc.)	\$ _____	_____ %	_____
professional services (insurance, legal, financial, etc.)	\$ _____	_____ %	_____
other retail (gifts, souvenirs, clothing)	\$ _____	_____ %	_____

**Appendix B**  
**Forest County Survey Instrument**

For the following questions, please circle the response that best identifies your attitudes.

25. I feel welcome participating in local (county) government decision making.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
26. I believe my views are considered fairly by local (county) government officials.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
27. I feel my input into local (county) decision making is important.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*

**VII. Your Attitudes About Land Use and Zoning Issues**

With regard to Burnett County, please circle the response that best identifies your response to the following statements.

28. Land use planning implemented at the local level increases local control of local development issues.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
29. There needs to be land-use planning in Burnett County.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
30. There needs to be more cooperation among communities in planning for growth.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
31. Use of private land should be based on what the owner wants rather than being restricted by zoning.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
32. Provision should be made for adequate public access to lakes.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
33. Zoning restrictions hurt more than they help an area.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
34. It is important to attract new population.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
35. It is important to attract new industry.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*
36. The population should stay the same.  
*strongly agree*    *agree*    *neutral*    *disagree*    *strongly disagree*

**VIII. Your Views About Economic Development**

37. There is much discussion over the direction of economic development in this county. Which of the following economic development projects do you feel are important for Burnett County?

	Very Important		Somewhat Important		Not Important
Growing and harvesting trees	1	2	3	4	5
Processing trees into wood products	1	2	3	4	5
Tourism development	1	2	3	4	5
Native American Gaming	1	2	3	4	5
Attracting manufacturing firms	1	2	3	4	5
Development of retail and service industries	1	2	3	4	5
Supporting entrepreneurial activities	1	2	3	4	5
Helping existing businesses remain viable	1	2	3	4	5
Other (please specify below)	1	2	3	4	5

**IX. Demographic Information**

38. How many children do you have living at home? \_\_\_\_\_ children
39. What is your gender? \_\_\_\_\_ male    \_\_\_\_\_ female
40. What is your age? \_\_\_\_\_ years old
41. How many years of school did you complete? \_\_\_\_\_ years of school
42. If you are employed, what do you do for a living? \_\_\_\_\_
43. Please characterize yourself as:  
 \_\_\_ retired and living here year-round  
 \_\_\_ retired and living here seasonally  
 \_\_\_ not retired
44. When you retire, do you plan to live full-time in Burnett County?  
 \_\_\_ yes  
 \_\_\_ no  
 \_\_\_ I will continue to be a seasonal resident  
 \_\_\_ no, I will live full-time in Burnett County during part of the year and the rest elsewhere  
 \_\_\_ no, I will sell this property  
 \_\_\_ not applicable, already retired
45. What was your 1994 before tax annual household income?  
 \_\_\_ Less than \$15,000                      \_\_\_ \$100,000 - \$149,999  
 \_\_\_ \$15,000 - \$29,999                    \_\_\_ \$150,000 - \$199,999  
 \_\_\_ \$30,000 - \$49,999                    \_\_\_ \$200,000 - \$249,999  
 \_\_\_ \$50,000 - \$69,999                    \_\_\_ Greater than \$250,000  
 \_\_\_ \$70,000 - \$99,999

**III. Goods and Services in Burnett County**

11. On the list below, please rate the *quality, price and availability* of the services and products in Burnett County, using the following scale: 1 (poor); 2 (average); 3 (good); 4 (excellent). In the last column on the right, please indicate whether or not you would buy more of that particular product or service in Burnett county if these characteristics were improved.

	Quality	Price	Availability	Buy More.?	
Grocery Stores	_____	_____	_____	Y	N
Restaurants	_____	_____	_____	Y	N
Gas, auto services	_____	_____	_____	Y	N
Golf courses	_____	_____	_____	Y	N
Boating facilities	_____	_____	_____	Y	N
Other recreational activities	_____	_____	_____	Y	N
Movie theaters	_____	_____	_____	Y	N
Home improvements	_____	_____	_____	Y	N
Cultural events	_____	_____	_____	Y	N
Household services	_____	_____	_____	Y	N
Household goods	_____	_____	_____	Y	N
Professional Services:					
Banking	_____	_____	_____	Y	N
Legal	_____	_____	_____	Y	N
Medical/Dental	_____	_____	_____	Y	N
Clothing stores	_____	_____	_____	Y	N
Other retail stores	_____	_____	_____	Y	N

12. Are there products or services (in addition to those listed above) that you have difficulty obtaining in Burnett County that you would like to see available? Please be specific:

\_\_\_\_\_

\_\_\_\_\_

13. Please list the top three goods or services (either from the list provided or from your own list in the Question above) that are *most important to you*:

- a.
- b.
- c.

**IV. Your Attitude About the Community Surrounding Your Recreational Home**

For the following questions, please circle the response that best identifies your attitudes.

14. I feel "at home" with year round residents.  
*strongly agree    agree    neutral    disagree    strongly disagree*
15. I am interested in non-lake related issues in Burnett County.  
*strongly agree    agree    neutral    disagree    strongly disagree*
16. The majority of my friends in Burnett County are recreational homeowners.  
*strongly agree    agree    neutral    disagree    strongly disagree*
17. I feel welcome in non-lake related activities in Burnett County.  
*strongly agree    agree    neutral    disagree    strongly disagree*

**V. Your Attitudes About Local Quality of Life**

With regard to the recreational home community in Burnett County, please circle the number that most closely reflects your response to the following questions.

	Much Better	Somewhat Better	The Same	Somewhat Worse	Much Worse
18. Compared with five years ago, the quality of life in Burnett County is now	1	2	3	4	5
19. Compared with five years ago, the quality of life for your family is now	1	2	3	4	5
20. In the next five years, the quality of life in Burnett County will be	1	2	3	4	5
21. In the next five years, the quality of life for your family will be	1	2	3	4	5
22. The overall financial situation of Burnett County compared with five years ago is	1	2	3	4	5
23. The financial situation of your family compared with five years ago is	1	2	3	4	5

**VI. Your Attitudes About Community Issues**

24. Please examine the following elements of life in the Burnett County area and circle the number that most closely corresponds to the LEVEL OF IMPORTANCE and the LEVEL OF SATISFACTION you associate with each of the services provided.

	Level of Importance					Level of Satisfaction				
	Very Important		Neutral		Very Unimportant	Very Satisfied		Neutral		Very Unsatisfied
Medical Facilities	1	2	3	4	5	1	2	3	4	5
Law Enforcement	1	2	3	4	5	1	2	3	4	5
Fire Protection	1	2	3	4	5	1	2	3	4	5
Streets & Roads	1	2	3	4	5	1	2	3	4	5
Bridges	1	2	3	4	5	1	2	3	4	5
County Roads	1	2	3	4	5	1	2	3	4	5
Clean Drinking Water	1	2	3	4	5	1	2	3	4	5
Libraries	1	2	3	4	5	1	2	3	4	5
Public Schools	1	2	3	4	5	1	2	3	4	5
Town/Village Services	1	2	3	4	5	1	2	3	4	5
County Services	1	2	3	4	5	1	2	3	4	5
Job Opportunities	1	2	3	4	5	1	2	3	4	5
Shopping Facilities	1	2	3	4	5	1	2	3	4	5
Environmental Quality	1	2	3	4	5	1	2	3	4	5
Public Health Services	1	2	3	4	5	1	2	3	4	5
Dental Services	1	2	3	4	5	1	2	3	4	5
Housing	1	2	3	4	5	1	2	3	4	5
Solid Waste Disposal	1	2	3	4	5	1	2	3	4	5
Recycling	1	2	3	4	5	1	2	3	4	5

**I. About Your Recreational Home:**

1. How did you acquire your recreational property?  
 purchased from non-family member  
 purchased from family member (how long has this property been in the family? \_\_\_\_ years)  
 inherited (how long has this property been in the family? \_\_\_\_ years)
2. How long has the title for this property been in your name? \_\_\_\_ years.
3. Does this property have a permanent living structure on it?  yes  no
4. How would you characterize your recreational property when you first purchased it?  
 three season home  four season home  mobile home/trailer  no structure present
5. How would you characterize your recreational property now?  
 three season home  four season home  mobile home/trailer  no structure present
6. Approximately how much lake frontage do you currently own? \_\_\_\_ feet
7. Please rank the following items which helped you first learn about Burnett County:

	not important		somewhat important		very important
friends	1	2	3	4	5
relatives	1	2	3	4	5
visited the region on vacation	1	2	3	4	5
drove through the region					
on daytrips	1	2	3	4	5
realtors	1	2	3	4	5
tourism brochures	1	2	3	4	5
television/radio	1	2	3	4	5
other (please specify below)	1	2	3	4	5

8. How important were the following reasons in your decision to purchase property in Burnett County?

	not important		somewhat important		very important
climate					
proximity to primary residence	1	2	3	4	5
quiet, rural atmosphere	1	2	3	4	5
recreational activities	1	2	3	4	5
family/friends in the area	1	2	3	4	5
privacy	1	2	3	4	5
natural amenities	1	2	3	4	5
cost of property	1	2	3	4	5
other (please specify below)	1	2	3	4	5
	1	2	3	4	

**II. Your Activities in Burnett County and Their Impact on the Local Economy:**

9. Please indicate how many days each month you spent in Burnett County during the past 12 months. Also, please report how many days and the number of visitors (including non-immediate family and friends) you had at your seasonal home over the past year.

	Number of Days (you and your immediate family)	Number of Days (non-immediate family)	Average Number of Non-immediate Family Users
January	_____	_____	_____
February	_____	_____	_____
March	_____	_____	_____
April	_____	_____	_____
May	_____	_____	_____
June	_____	_____	_____
July	_____	_____	_____
August	_____	_____	_____
September	_____	_____	_____
October	_____	_____	_____
November	_____	_____	_____
December	_____	_____	_____

10. In the first column, please estimate how many times per year you engage in the following activities while living in Burnett county. In the second column, please estimate your annual spending on each activity while in Burnett county:

Activity	#times/year	Estimated Annual \$ Spent in Burnett County
Boating	_____	_____
Fishing	_____	_____
Golfing	_____	_____
Other recreational activities (please list below)		
Eating out at restaurants	_____	_____
Going to movies	_____	_____
Grocery shopping	_____	_____
Other retail shopping (gifts, souvenirs, etc.)	_____	_____
Using community services (e.g., public library)	_____	_____
Attending cultural events (e.g., plays, concerts)	_____	_____
Participating in volunteer activities (e.g. lake ass'n)	_____	not applicable
Home improvements and repairs	_____	_____
Using professional services (banking, legal, etc.)	_____	_____
Using personal services (medical, dental)	_____	_____
Hiring household services (e.g., lawn care, cleaning)	_____	_____
Other (Please specify)	_____	_____
	_____	_____
	_____	_____

**Appendix A**  
**Burnett County Survey Instrument**

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homeowner demand. In assessing expenditure patterns of recreational homeowners, this study showed significant annual spending in these sectors; much more than annual spending in the traditionally defined tourism spending categories of food/drink, lodging, and miscellaneous retail.

Given the proximity of recreational homeowner activities to forest land and to bodies of water, there are inevitable impacts of these activities on regional environmental attributes. This is particularly true for water quality attributes given older, decaying septic systems that are in need of replacement and their proximity to ground water, lakes and rivers.

Recreational homes make up a surprisingly large share of the total number of housing units found in rural portions of Northern Wisconsin and Minnesota. Much of what happens in these regions is influenced by the activities of these homeowners. This report represents an initial attempt to integrate the activities of these stakeholders into the regional development policy discussion.

units of government in providing solid waste disposal, medical facilities and law enforcement would be indicated by results of this study. Units of government should be encouraged to maintain the high quality of service provided in fire protection, environmental quality and clean water.

#### **IV. Discussion and Policy Implications**

Overall, this project set out to develop a better understanding of recreational homeowners and local residents of a rural region with a high incidence of recreational homes. We have maintained that social, economic, and environmental issues of these regions are better addressed through a more complete understanding of the complex interactions that occur in amenity-rich regions. Given this understanding, better contributions to the regional development policy discussion can be made. Although this study focused on a two small regions in Northern Wisconsin, generalizations can be made to other regions throughout the Great Lakes States with similarly high levels of recreational homes.

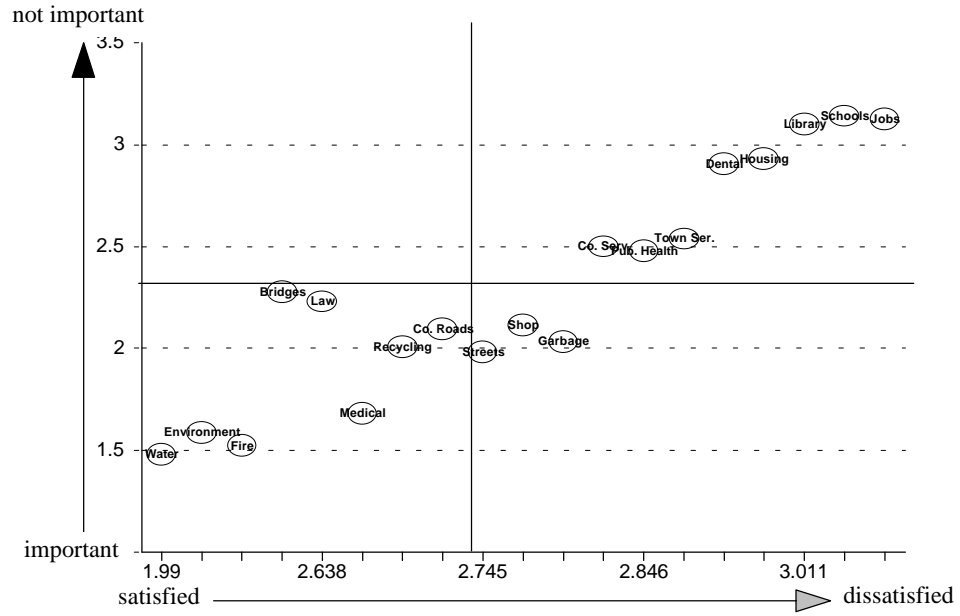
The recreational homeowner is an important source for supporting local business activity. Whereas most use of recreational homes occurred during the summer, a surprising amount of use occurred during the fall, winter and spring months. On average, recreational homeowners spent between \$2,400 and \$3,400 locally per year on items directly used or attributed to their recreational home. Percentages purchased locally ranged from 14 to 70 percent with a significant amount of money spent on construction/remodelling and food/drink.

There are important marketing implications to the analysis of the information sources used by recreational homeowners in identifying regions to purchase recreational properties. This is particularly relevant to lakes regions in Wisconsin and Minnesota. There are broader benefits to tourism marketing than the initial attraction of visitors to a region. These benefits should be incorporated into efforts to assess promotional effectiveness.

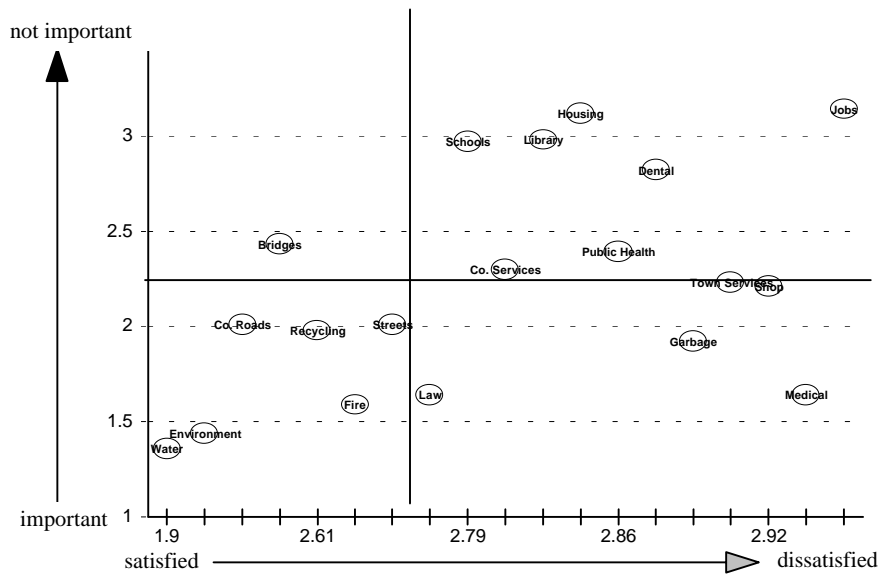
The complexity of the situation with respect to community integration and equity issues requires a full understanding of recreational homeowners, their impacts locally, and interactions with the local economy, socio-political structure, and natural environment. Communities either experiencing or wishing to promote growth and development in recreational home ownership would benefit from a better understanding of recreational homeowners and their local impacts.

It is fair to say that recreational homeowners are important local stakeholders and an important component of the regional economies surrounding areas with high levels of recreational homes. They provide an important demand source for local retail business activity. Recreational homeowners are rarely addressed with respect to the tourism industry. In fact, the tourism industry would be wise to acknowledge less traditional business sectors such as construction, real estate, and finance. We have found that in rural amenity-rich regions, these sectors are heavily influenced by recreational

**Figure 15. Importance-Performance of Locally Provided Public Goods and Services: Burnett County recreational homeowners**



**Figure 16. Importance-Performance of Locally Provided Public Goods and Services: Forest County recreational homeowners**



#### **4. Publicly Provided Local Goods and Services: Measures of Importance-Performance**

Importance-performance analysis (IPA) is an often used measure to explore directions for future development policy. Attributes dealing with the effectiveness of local development policy can be investigated using this technique. It is also often used to measure marketing performance and image analysis at the community level<sup>9</sup>. Applying IPA to local attributes is typically accomplished through a set of survey questions which rank items on two scales; one for importance (how important is the attribute) and one for performance (or how satisfied respondents are with the current situation). The results take the form of attribute evaluations falling into quadrants based upon the importance-performance analysis grid. These grid quadrants include (1) high priority/low performance, (2) high priority/high performance, (3) low priority/low performance, and (4) high performance/low priority. Those attributes ranked as high priority/high performance are items of managerial success. Attributes ranked as high priority/low performance can be thought of as items needing significant additional managerial effort.

This study assessed 19 locally available publicly provided goods and services using IPA. Results are developed from a set of questions that asked respondents to rank these goods and services for level of importance and level of satisfaction. These goods and services included infrastructure (roads, water, solid water disposal), public safety (fire, police, medical), community services (libraries, schools) and general community attributes (job opportunities, shopping facilities, environmental quality, housing, etc.). The survey instrument used an importance scale from 1 (very important) to 5 (very unimportant) and a satisfaction scale from 1 (very satisfied) to 5 (very unsatisfied). On both scales, 3 was identified as "neutral." We were particularly interested in comparative results of importance-performance from the two sample populations. Results are summarized for Burnett County in Figure 15 and for Forest County in Figure 16.

Quadrants are delineated based on grand means of performance-satisfaction measures. These are represented by the vertical and horizontal lines. The interpretation of these importance-performance grids, accounting for scale differences, follows the norm with quadrant 1 (lower right hand quadrant) signifying high priority/low performance and quadrant 2 (lower left hand quadrant) signifying high priority/high satisfaction.

The level of importance placed on government goods and services appears to be associated with individual needs. Schools and job opportunities, for example, are much less important to recreational homeowners since they are not year-round residents. County roads, on the other hand, are heavily used by recreational homeowners in accessing their recreational property and are considered to be generally more important. It appears that more effort by

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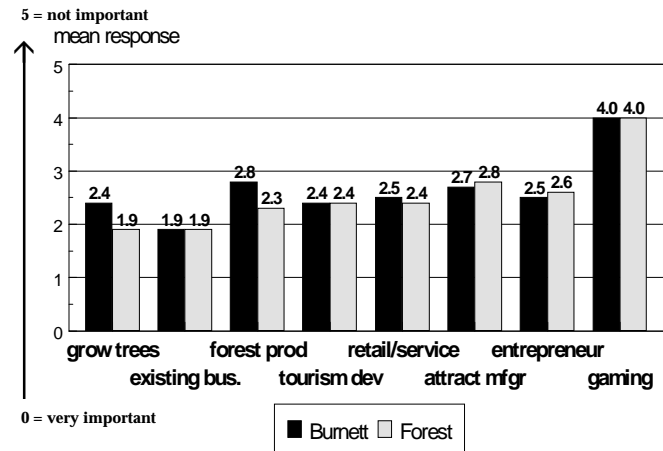
<sup>9</sup> A complete discussion of importance-performance analysis can be found in Chon et al. (1991), Havitz et al. (1991), and Evans et al. (1989). Tourism researchers have applied the technique to recreation/tourism services (Geva and Goldman, 1991) and visitor satisfaction (Masterson, 1991).

Another factor involves the level of spatial competition existing locally. Increasingly, retail activity is concentrating in “retail hubs.” Close proximity to one of these hubs weakens the ability to capture dollars. Furthermore, convenience and the nature of the good or service also appears to play significant roles in the ability to capture spending in rural areas. For many recreational homeowners it is far more convenient to purchase the product at their permanent residence and transport the item to their recreational home. Also, expenditures on some items, such as dining out, have a much greater potential to be captured locally.

Identifying expenditure patterns of recreational homeowners is the first step in developing an estimate of economic impact. Whereas expenditures provide a gross measure of total receipts, local economic impact is concerned with how these gross receipts are distributed within the community. Involved with this are further leakages of dollars for intermediate business purchases, payments made for business taxes, payroll expenses, and return on investment. The potential economic impact of recreational homes on local markets does appear to be significant and warrants serious consideration when designing local economic development strategies.

Recreational homeowners in both counties were questioned about their attitudes toward local economic development strategies. Specifically, respondents were asked to rank economic development strategies they would support, if these strategies were funded locally. Each strategy was ranked on a scale of 1 to 5 with 1 signified as very important and 5 corresponding to not important. The list of economic development strategies included generally accepted and available options for increasing business activity locally. The two survey instruments used a similar question with the exception of mineral extraction and processing, which was not included in the Burnett County survey. This was omitted due to the lack of mineral activity in Burnett County. Aggregate results of this section of the survey are summarized in Figure 14.

Figure 14. Attitudes Regarding Economic Development Strategies



Recreational homeowners clearly differed in their enthusiasm for specific economic development strategies. In general, the respondents from both counties had similar absolute rankings of development strategies with the exception of forestry activities. Recreational homeowners in Forest County ranked growing and harvesting trees and processing trees into wood products as most important with lower levels of enthusiasm suggested by the Burnett County respondents. Whereas this could be due to differing environmental perceptions of Burnett County recreational homeowners, it could also result from the generally lower forestry activity levels in Burnett County when compared to Forest County.

**Table 2. Average Annual Household Expenditures and Portion Spent Locally (Burnett and Forest Counties)<sup>8</sup>.**

Spending Category	Burnett County		Forest County	
	Annual avg. expenditure (1994 dollars)	Locally spent (percent)	Annual avg. expenditure (1994 dollars)	Locally spent (percent)
Construction and Remodeling				
- construction/remodeling			\$ 1,756.98	4.0 %
- building supplies (hardware, plumbing, HVAC, etc.)		100.0 %	1,017.71	51.3
- home improvements and repair	\$1,294.36			
Food and Drink				
- groceries/liquor	586.79	100.0	956.85	48.0
- restaurants/drinking establishments	475.47	100.0	336.50	70.5
Recreation and Recreation Equipment				
- recreation (golf, amusements, etc.)			198.81	38.6
- recreational equipment (boats, snowmobiles, sporting goods, repair, etc.)			593.22	30.7
- boating	169.44	100.0		
- fishing	119.93	100.0		
- golfing	81.07	100.0		
- movies	2.58	100.0		
Automobile and Home Furnishing				
- gas and automobile service			348.27	52.4
- household goods (furniture, appliances, etc.)			229.46	15.3
- general maintenance (lawn, septic, repair, etc.)			211.42	49.4
Professional Services and Other				
- professional services (insurance, legal, financial, etc.)	225.54	100.0	391.44	14.2
- personal services (medical, dental, etc.)	25.62	100.0		
- household services	47.21	100.0		
- miscellaneous retail items (gifts, souvenirs, clothing)	412.00	100.0	137.01	36.9
- attending cultural events	4.13	100.0		
- casinos/gambling			<u>94.14</u>	34.0
TOTAL Average Annual Expenditure	- na -		\$ 6,177.67	
Locally spent	\$ 3,444.14		\$ 2,359.70	

na = not available

<sup>8</sup> Due to the manner in which expenditure data was collected, direct comparisons are difficult. With the exception of travel related expenses, however, there is general overlap with the types of expenditures identified by category.

### **3. Related Economic Development Issues**

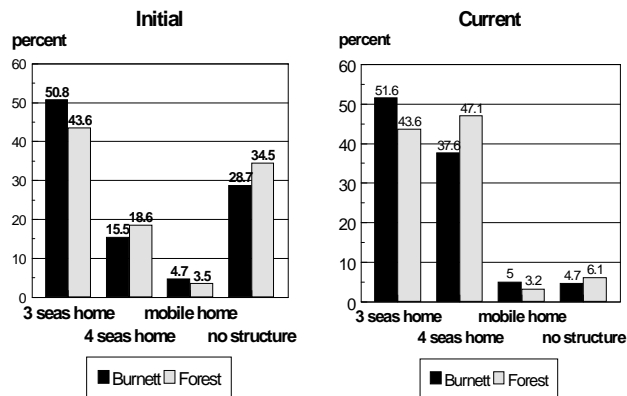
There are many issues related to the economic impact of recreational homeowners on local regions. This section outlines the beginning of work required to address these concerns and remains preliminary and difficult to generalize. The basis for our conclusions regarding economic impact begins through a comparative assessment of expenditures made annually by recreational homeowners and residents of the two Northern Wisconsin counties. The discussion then proceeds to differential attitudes and perceptions of local economic development strategies held by recreational homeowners and residents.

Survey respondents reported, on an annual basis, spending for items used at their recreational home. Due to different survey administration, the questions asked in Burnett County differed from those asked in Forest County. In both expenditure sections, the question specified that spending estimates should be reported for only the immediate family. It is important to note that many expenditures for recreational homes occur outside of the local region. For this reason, we were interested in estimating both the total expenditure and the portion that can be spent within the local market where the recreational home is located. The Forest County survey instrument asked respondents to estimate the percentage of total expenditure purchased in Forest County. The Burnett County survey instrument did not ask for total expenditure rather a specific amount spent in Burnett County. Reasons for not purchasing locally were provided on both instruments and included (1) price, (2) quality, (3) availability, and (4) other. Also, the categories listed on the survey instruments differed. Results of the expenditure estimation are summarized in Table 2.

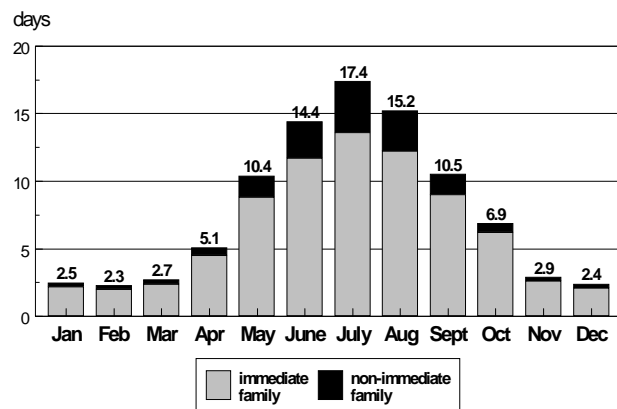
Recreational homeowner spending during 1994, given the categories listed in the survey instrument, was concentrated in construction/remodeling and building supplies. Albeit difficult to compare, recreational homeowners in both counties identified some aspect of construction/remodeling as the primary expenditure category (roughly \$1,300 in Burnett County and \$2,800 in Forest County). This comprised roughly 40 percent of local spending in both counties. It is interesting to note that whereas over 50 percent of the building supplies were reported to be purchased locally (in Forest County), only 24 percent of the construction/remodeling purchases were local. This information is not available for Burnett County.

Estimates of annual household expenditures represent potential local sales. The ability of local retail markets to capture the potential sales reported here hinges on several factors. One factor includes the strength of the local market itself. If there exists highly developed local markets, the ability to capture these dollars is enhanced. Oneida or Washburn counties, for example, may have a greater ability to capture these dollars due to the presence of Rhinelander and Spooner respectively. Unfortunately, many rural Wisconsin counties with a high number of recreational homes do not have very well developed local retail and service markets. When asked why dollars were not spent locally, recreational homeowners in both counties most frequently identified lack of available retail opportunities.

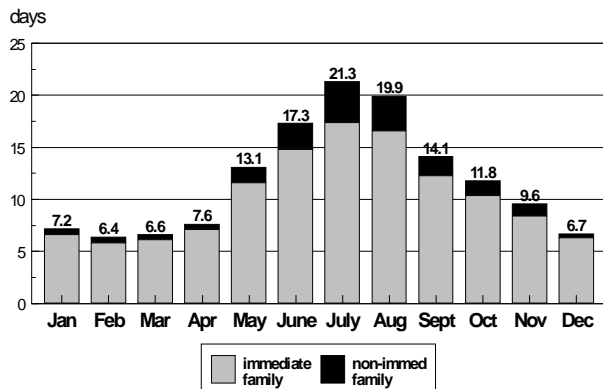
**Figure 11. Presence of Structures on Recreational Property**



**Figure 12. Monthly Recreational Home Usage - Burnett County, Wisconsin; 1994 (number of days used per month by family and friends)**



**Figure 13. Monthly Recreational Home Usage - Forest County, Wisconsin; 1993 (number of days used per month by family and friends)**



The development of recreational properties provide demand sources for local realtors, construction/remodeling businesses, retail and service businesses. We looked at how this development took place over time. Recreational homeowners were asked to characterize buildings found on their recreational property when they first purchased it as well as the buildings' status currently. Development items, in this study, included the presence and type of structures available on the property as well as other attributes such as amount of waterfront, etc. These attributes are summarized in Figure 11. Results suggest that Burnett County recreational properties are relatively less developed compared to those found in Forest County. Over 50 percent of the Burnett County recreational homes were still characterized as "3 season." Forest County had relatively higher values for "4 season," or winterized structures. The upgrading of buildings was initially identified in earlier focus groups with Forest County residents as an important trend associated with recreational homes over time. Survey results substantiate this claim in both Burnett and Forest counties. Indeed, whereas the presence of 3 seasonal homes and mobile homes appears to remain steady over time<sup>7</sup>, the "four season home" and "no structure present" categories show dramatic change over time.

Usage of recreational homes in Northern Wisconsin exhibits seasonal fluctuations. This is evident from the use distributions found in Figure 12 (Burnett County) and Figure 13 (Forest County). As expected, the majority of recreational home use occurs in the summer with a peak during July. Burnett County recreational homes had relatively lower usage levels throughout the year when compared to Forest County. During July, recreational homes in Burnett County were used, on average, just over 17 days. Forest County recreational properties, on the other hand, were used a total of over 21 days. A lull in usage occurs in the winter with the month of least usage occurring in February. Usage during this trough period declines to an average of slightly more than 2 days in Burnett County and 6 days in Forest County. We continue to be interested by the higher level of usage of recreational homes in the winter than previously thought. Between December and April, usage of recreational homes remains relatively steady at 6 or 7 days per month.

<sup>7</sup> The survey instruments did not allow conclusive results on this topic in either county. The statement that no change occurred in the number of respondents with 3 season homes and mobile homes masks the shifts between building categories. For instance, if the number of respondents indicating building upgrades from "no structure present" to "mobile home" are equal to the number with building upgrades from "mobile home" to "3 season home," the result would be the same thereby masking upgrades.

respondents ranked friends as the most important (average ranking of 5.1). Relatives and shorter day-trips were also ranked as important in identifying the region for locating a recreational home. Implications of this include the linkage between short-term destination vacationers and recreational home buying activities and the transitions made between traditionally defined tourism and recreational homes.

It would be reasonable to assume that decision criteria used in purchasing recreational property would be associated with information used in identifying the region as a location for recreational property. Respondents were asked, using the same scale (0 - not important to 10 - very important)<sup>6</sup>, to rank the importance of decision criteria in locating recreational property. Decision criteria ranked included physical characteristics of the region as well as social and economic criteria. A summary of responses to this set of questions can be found in Figure 9. Those criteria ranked as important included quiet, rural atmosphere, recreational activities, privacy, and natural amenities. Given the differences in distances to metropolitan areas, Burnett County recreational homeowners identified proximity to primary residence significantly more important when compared to Forest County recreational homeowners. Of generally less importance as criteria used to purchase recreational property are items such as climate, and family/friends.

The manner in which recreational property is acquired has general importance to those interested in marketing strategies. Survey respondents were asked to identify how and when they acquired their recreational property. Responses are summarized in Figure 10. For comparison purposes, responses to the length of ownership question are also included. The average length of ownership for recreational homeowners was slightly longer in Forest County (16.5 years) compared to Burnett County (15.3 years). Most recreational homeowner respondents in both counties purchased their recreational property from non-family members (roughly 80 percent). Almost 10 percent of the respondents indicated that they purchased property from family members. Less than 10 percent of recreational homeowner respondents indicated that they had inherited the property. Differences in recreational home acquisition between counties was not significant.

Figure 9. Reasons for Purchasing Recreational Property

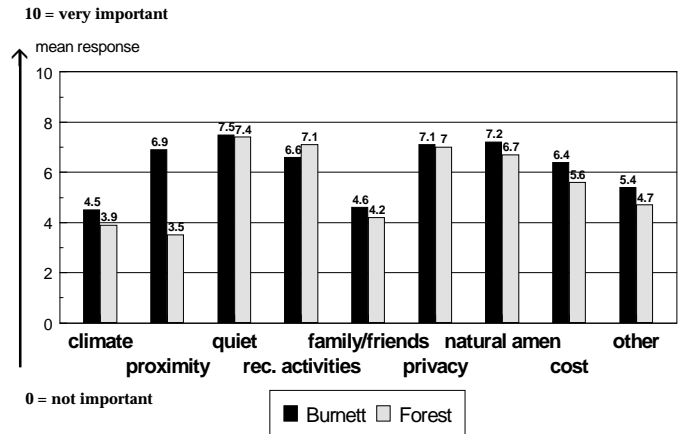
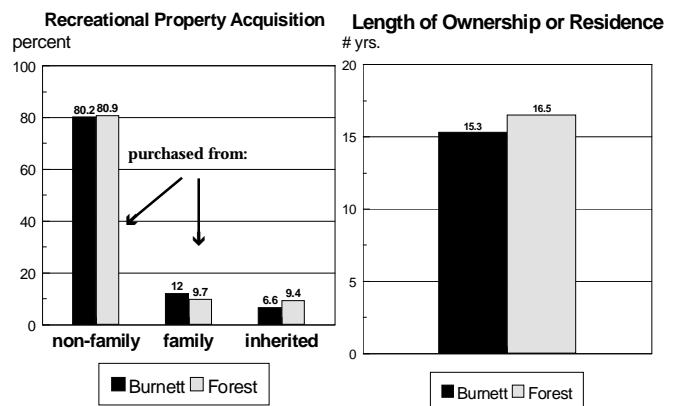
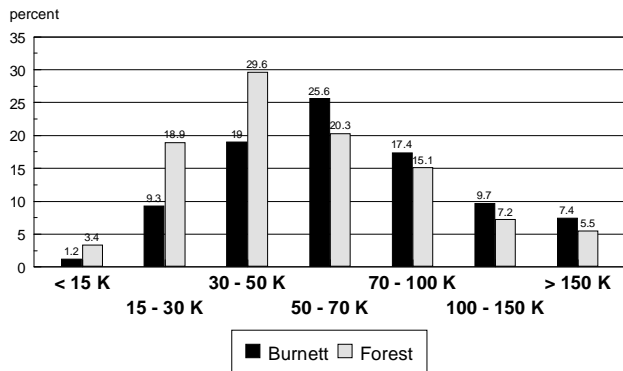


Figure 10. Origin and Length of Recreational Property Ownership



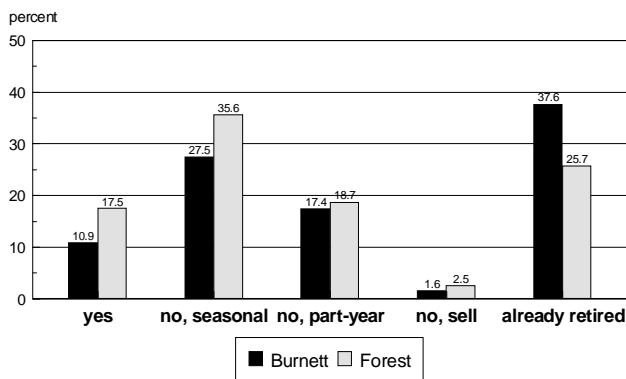
<sup>6</sup> Once again, the scale differed between the two county survey instruments but results reported correct for the discrepancy.

**Figure 6. Annual Household Income of Survey Respondents**



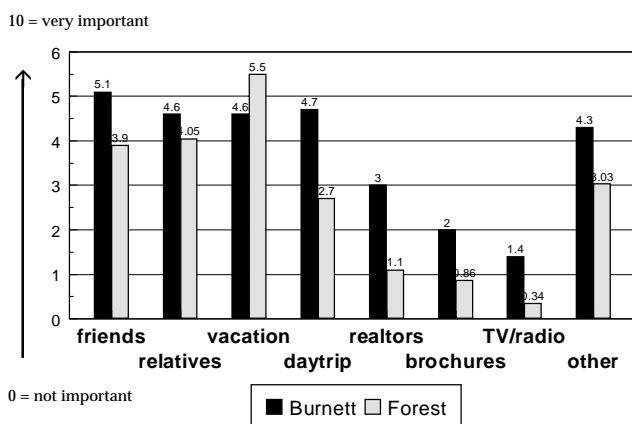
Annual household incomes of the two groups was somewhat different. In general, the Burnett County recreational homeowner group had higher before-tax annual household incomes when compared to Forest County recreational homeowners. Respective income distributions are summarized in Figure 6<sup>4</sup>. Note that whereas most Forest County recreational homeowners were categorized in the \$30,000 to \$50,000 range, most Burnett County recreational homeowners were categorized in the \$50,000 to \$70,000 range. The income distribution between the two counties was significantly different with Burnett County shifted toward higher incomes.

**Figure 7. Retirement Intentions of Survey Respondents**



There are interesting differences between the two groups with regard to the extent of retirees and retirement intentions. Responses to a set of questions regarding retirement options are summarized in Figure 7 and reflect the groups' interest in becoming full-time residents following retirement. Clearly, Burnett County has a higher proportion of recreational home retirees when compared to Forest County. This does not show up in age difference but is most probably related to the generally higher incomes of Burnett County recreational homeowners. Higher incomes could allow relatively earlier retirement ages leading to the presence of more retirees. Generally similar patterns of interest are shown between the two counties after accounting for the extent of already retired recreational homeowners.

**Figure 8. Source of Initial Regional Information Used by Recreational Homeowners Prior to Acquiring Recreational Property.**



**2. Recreational Property: Acquisition, Ownership, and Usage**

This research effort dealt specifically with characteristics of recreational property. These characteristics included the manner in which recreational homeowners' learned about the region, length of ownership, method of acquisition, and usage of the recreational property. Respondents were asked to rank items that helped them first learn about their respective region on a scale of 1 (not important) to 10 (very important)<sup>5</sup>. Items included contact with friends and relatives, previous travel through the region on vacations and daytrips, realtors, and other regional promotion materials. Responses to this set of questions are summarized in Figure 8. Interestingly, it appears that Forest County has been more clearly associated with vacations compared to Burnett County. Overall, Forest County respondents identified past vacations in the region as most important (average ranking of 5.5) in learning about the region while Burnett County

<sup>4</sup> Due to the earlier administration of Forest County survey instruments, the Forest County incomes represent 1993 annual before tax household incomes. Burnett County incomes represent 1994 annual before tax household incomes. Even though some of the difference in incomes are explained by inflated household wages, there still appears to be generally higher income levels in Burnett County.

<sup>5</sup> The Burnett County survey used a scale of 1 to 5 and results were adjusted to match the Forest County scale of 0 to 10.

Initially, a mail survey was designed and sent to Forest County recreational homeowners during late 1994. A similar survey was sent to recreational homeowners in Burnett County during early 1995. The intention of these two efforts was to develop data to compare responses both among recreational homeowner groups and with a companion survey instrument designed for local residents. Although similar in structure, there were minor differences in the manner in which questions were asked. The local resident survey was only done in Forest County and results for these comparisons are reported in the companion report (see Report G3651).

Survey instruments were developed, pre-tested, and mailed to randomly selected households within the two groups using a modified Dillman approach (1978). Exhibits of these two survey instruments and cover letters can be found in Appendix A. These two groups included recreational homeowners in Forest and Burnett counties using lakeshore association rosters and property tax records. Initial first-class mailings were followed-up with post card reminders (exhibit found in Appendix A). Non-respondents were then re-sent complete mailings. Response rates varied between the two groups. Of 439 delivered surveys sent to recreational homeowner primary residences in Forest County, 347 valid and complete surveys were returned for a response rate of 79 percent. Of 847 delivered surveys to Burnett County recreational homeowner primary residences, 256 valid and complete surveys were returned for a response rate of 30.2 percent.

### III. Descriptive Results of the Case Studies

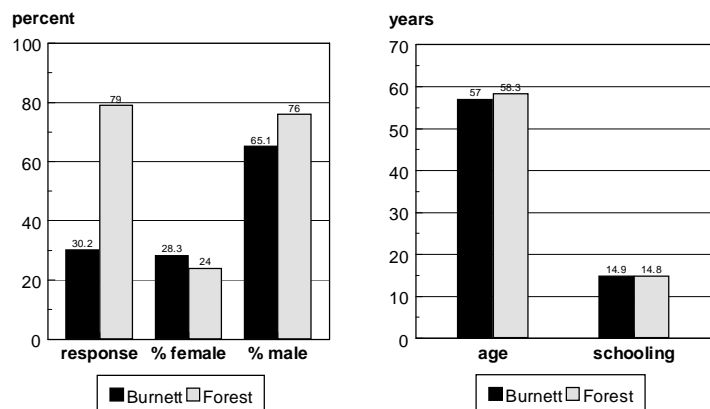
#### *Descriptive Survey Results*

Descriptive data from the surveys of recreational homeowners and residents are organized into six sections. These include (1) demographics, (2) characteristics of recreational property, (3) related economic development issues, (4) publicly provided local goods and services, (5) attitudes toward community involvement and local land use, and (6) local quality of life measures.

#### **1. Demographics of Survey Respondents**

A total of 1,286 surveys were delivered to the two sample populations. The overall response rate to the survey was 46.9 percent (603 valid responses). Characteristics of survey respondents are summarized in Figure 5. The surveys were mailed to lakeshore association members (generally considered to be the owners of record). Survey respondents were predominantly male (76 percent in Forest county and 65 percent in Burnett County). The average age of 57 and 58.3 years for each of the two counties was not significantly different. Educational attainment of the two groups did not differ significantly. Both Burnett and Forest County recreational homeowners average educational attainment was almost 15 years.

Figure 5. Gender, Age, and Educational Attainment of Survey Respondents



sons provided us with a capacity to understand the process communities experience as they move from a vacation site to a retirement location. We believe it is important to consider the context when evaluating social and economic contributions of recreational home ownership for rural communities. Previous work in this area has not considered how the contextual effects may influence these research issues.

Specifically, objectives of the research project included:

- ◆ To identify the social, political and economic contributions recreational homeowners make to local communities.
- ◆ To assess how recreational homeowners influence growth politics and growth management efforts in rural communities.
- ◆ To determine what factors communities need to consider in choosing recreational home development as an economic development strategy.

Efforts to address these objectives are on-going. This report presents findings-to-date and includes both descriptive results as well as special topics addressed in further detail. This report is organized to present research methods and then proceed into descriptive results. The report concludes with policy implications generated from our limited experience with the recreational housing phenomena in Wisconsin and Minnesota.

## II. Research Methods Used

Data for the survey and interview portions of this study examined implications of recreational housing on economic, social, and environmental aspects of Burnett and Forest counties in Northern Wisconsin. Burnett County, located in Northwestern Wisconsin, experiences significant pressure from the Twin Cities. Forest County, located in Northeastern Wisconsin, was selected due to its rural character and the large extent of recreational homes. According to the 1990 Census of Housing, both counties had roughly 50 percent of their total housing units classified as recreational (seasonal and occasional use). Recreational homes in both of these counties are typically found around inland lakes and streams. Burnett County has a total year-round population of just over 13,000 and is located approximately 80 miles from the Minneapolis - St. Paul metropolitan area (total population approximately 2,000,000). Grantsburg is the largest population center in Burnett County with approximately 1,200 people; the County Seat is Siren, population 800. In Forest County (population 8,500), Crandon is both the County Seat and the largest municipality with a population of about 1,900 people. Other municipalities in Forest County include Wabeno, Laona, and Hiles. The closest metropolitan area to Forest County is Green Bay (population 90,000) and the adjacent Fox River Valley (total population approximately 250,000) which is located roughly 100 miles to the southeast.

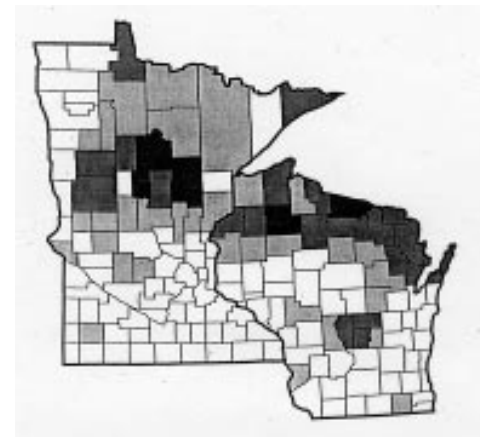
Wisconsin. Also, as saturation of lakes took place during the 1980's remodeling and expansion of existing homes replaced new development. As evidence of this, we offer the dramatic growth in local building permits issued while the number of lots has remained stagnant. It would appear that saturation has occurred throughout most of Wisconsin on developable waterfront (lakes and river frontage) property. There are simply fewer lots to develop along waterways. This would logically have the effect of increased land prices for those remaining undeveloped lots and general upward pressure on the value of existing recreational properties. Notwithstanding, demand for recreational properties appears to remain high while supply of new units remains steady or is exhibiting growth declines. The affect of this situation for the future would appear to lead to a conclusion of continuing escalations in recreational property price.

Generalizations of recreational housing impacts from secondary data are difficult. These limitations provided an important impetus for the survey work reported in this document. For example, information that helps us understand the issues associated with how recreational homes are integrated into local development policy cannot be obtained from secondary data sources. When looked at in relation to total numbers of housing units available locally, the importance of recreational homes to regional development becomes more focused. This is apparent in presenting data on recreational homes relative to total number of housing units at the county-level during 1990. These data are summarized in Figure 4. In Wisconsin, Vilas and Sawyer Counties have more than 50 percent of the total housing units found locally are classified as recreational (USDC, Census of Housing, 1990). This is also found in the lakes region of Central Minnesota.

Our perspective of the economic, social and environmental development in regions with high numbers of recreational homes is incomplete without a better understanding of recreational homeowners, their impacts locally, and their interactions with the local economy, socio-political structure, and natural environment. This research addresses several important sociological, economic, and political questions regarding this form of local development. A critical issue surrounding recreational housing concerns the economic impact of this type of development in rural areas. What are the consequences of recreational home development for retail markets? To what extent do recreational home owners purchase goods and services locally? What percentage of these recreational home owners plan on eventually becoming full-time residents? What are the consequences of recreational homes for property tax values and real estate taxes in these localities? Finally, what are the implications of recreational home ownership for public service delivery in rural communities?

In an effort to address these issues, we attempted to collect comparable data for two counties in which recreational homes are an important component of the local housing situation. These compari-

**Figure 4. Percentage of total housing units classified as recreational; 1990, Wisconsin**



Recreational housing unit as percent of all units

- 0% to 10%
- 10% to 25%
- 25% to 50%
- 50% to 100%

### ***Objectives of the Recreational Housing Project***

Table 1. Recreational housing trends for Wisconsin Counties (1970-1990)

	All Units 1970	Recre- ational 1970	Percent Recre- ational 1970	All Units 1980	Recre- ational 1980	Percent Recre- ational 1980	All Units 1990	Recre- ational 1990	Percent Recre- ational 1990	Ranking		
										1970	1980	1990
Wisconsin	1472323	91364	6.21	1860555	137059	7.37	2055774	150601	7.33			
Adams	5242	1651	31.50	8840	3477	39.33	12418	5949	47.91	9	8	6
Ashland	6516	814	12.49	7750	1104	14.25	8371	1442	17.23	25	26	24
Barron	12673	1478	11.66	17142	2520	14.70	19363	2895	14.95	27	24	26
Bayfield	6789	2568	37.83	9637	3977	41.27	10918	4430	40.58	7	7	8
Brown	45198	477	1.06	62283	408	0.66	74740	346	0.46	69	70	70
Buffalo	4597	167	3.63	5499	260	4.73	5586	206	3.69	45	41	43
Burnett	6698	3220	48.07	10249	5255	51.27	11743	5870	49.99	2	3	3
Calumet	7884	355	4.50	10434	412	3.95	12465	311	2.49	41	44	48
Chippewa	14999	1047	6.98	19221	1258	6.54	21024	1138	5.41	33	35	38
Clark	9913	611	6.16	12367	668	5.40	12904	1008	7.81	36	37	35
Columbia	14367	1417	9.86	17805	1457	8.18	19258	1557	8.08	30	32	34
Crawford	5207	301	5.78	6716	650	9.68	7315	833	11.39	37	30	30
Dane	92430	856	0.93	126257	1000	0.79	147851	825	0.56	70	68	69
Dodge	21786	952	4.37	26968	1098	4.07	28720	950	3.31	42	42	45
Door	10779	3458	32.08	15306	5348	34.94	18037	6392	35.44	8	13	11
Douglas	16882	2051	12.15	20110	2712	13.49	20610	3068	14.89	26	27	27
Dunn	8972	309	3.44	11868	272	2.29	13252	374	2.82	48	53	47
Eau Claire	21209	351	1.65	28960	387	1.34	32741	363	1.11	61	64	55
Florence	2118	984	46.46	3334	1697	50.90	3775	1860	49.27	3	4	5
Fond du Lac	25874	837	3.23	31699	881	2.78	34548	859	2.49	49	49	49
Forest	4583	1956	42.68	6860	3422	49.88	7203	3576	49.65	6	5	4
Grant	14451	503	3.48	18163	703	3.87	18450	431	2.34	46	46	50
Green	8889	166	1.87	11317	148	1.31	12087	154	1.27	59	65	61
Green Lake	6859	1015	14.80	8186	1075	13.13	9202	1537	16.70	22	28	25
Iowa	6150	213	3.46	7517	359	4.78	8220	453	5.51	47	39	37
Iron	3747	1174	31.33	5084	1988	39.10	5243	1945	37.10	10	9	10
Jackson	5649	529	9.36	6907	518	7.50	7627	893	11.71	31	33	29
Jefferson	19198	834	4.34	23990	935	3.90	25719	940	3.65	43	45	44
Juneau	6954	775	11.14	9743	1660	17.04	11422	2436	21.33	28	23	20
Kenosha	39099	2580	6.60	47418	2258	4.76	51262	2275	4.44	35	40	39
Kewaunee	5888	168	2.85	7015	210	2.99	7544	324	4.29	53	48	40
LaCrosse	25433	269	1.06	33297	290	0.87	38239	228	0.60	68	66	68
LaFayette	5358	81	1.51	6286	132	2.10	6313	71	1.12	63	56	63
Langlade	7819	1598	20.44	9825	2351	23.93	10825	2594	23.96	20	19	19
Lincoln	9809	2062	21.02	12738	2789	21.90	13256	2521	19.02	18	20	23
Manitowoc	25404	406	1.60	30157	681	2.26	31843	557	1.75	62	54	55
Marathon	29771	535	1.80	39775	578	1.45	43774	725	1.66	60	62	57
Marinette	15487	3568	23.04	22456	7339	32.68	25650	8532	33.26	17	15	14
Marquette	4675	1392	29.78	7254	2545	35.08	8035	2773	34.51	13	12	13
Menominee	704	145	20.60	1272	427	33.57	1742	528	30.31	19	14	16
Milwaukee	349732	451	0.13	377980	663	0.18	390715	605	0.15	72	72	72
Monroe	10168	272	2.68	12735	322	2.53	14135	321	2.27	54	52	51
Oconto	11947	3589	30.04	16863	6195	36.74	18832	6666	35.40	12	11	12
Oneida	14977	6505	43.43	23055	10593	45.95	25173	11263	44.74	4	6	7
Outagamie	33613	145	0.43	43915	108	0.25	51923	178	0.34	71	71	71
Ozaukee	15339	199	1.30	22526	177	0.79	26482	223	0.84	67	69	67
Pepin	2357	135	5.73	2886	180	6.24	2919	166	5.69	38	36	36
Pierce	7826	174	2.22	10337	148	1.43	11536	145	1.26	58	63	62
Polk	11799	2978	25.24	16199	3982	24.58	18562	4634	24.96	15	18	18
Portage	13803	586	4.25	19873	665	3.35	22910	685	2.99	44	47	46
Price	6151	1010	16.42	8708	2355	27.04	9052	2378	26.27	21	17	17
Racine	52829	1323	2.50	62572	1122	1.79	66945	951	1.42	55	60	59
Richland	5928	271	4.57	6975	360	5.16	7325	294	4.01	40	38	41
Rock	41814	590	1.41	52090	1009	1.94	54840	497	0.91	64	57	66
Rusk	5476	804	14.68	7137	1380	19.34	7904	1665	21.07	23	22	21
Sauk	13654	926	6.78	17433	1227	7.04	20439	1918	9.38	34	34	32
Sawyer	6452	2797	43.35	11041	5784	52.39	13025	6824	52.39	5	2	2
Shawano	12088	1573	13.01	15278	2234	14.62	16737	1972	11.78	24	25	28
Sheboygan	31207	431	1.38	37356	831	2.22	40695	745	1.83	65	55	54
St. Croix	10376	322	3.10	14921	271	1.82	18519	270	1.46	51	59	58
Taylor	5498	454	8.26	7152	613	8.57	7710	674	8.74	32	31	33
Trempealeau	7639	188	2.46	9706	186	1.92	10097	175	1.73	56	58	56
Vernon	8448	273	3.23	10171	406	3.99	10830	419	3.87	50	43	42
Vilas	9823	5670	57.72	18378	11341	61.71	20225	11632	57.51	1	1	1
Walworth	25773	6125	23.77	33405	7103	21.26	36937	7706	20.86	16	21	22
Washburn	5736	1794	31.28	8724	3391	38.87	9829	3804	38.70	11	10	9
Washington	18692	885	4.73	28420	777	2.73	34382	702	2.04	39	50	52
Waukesha	65232	1888	2.89	92603	1548	1.67	110452	1228	1.11	52	61	64
Waupaca	13974	1552	11.11	18140	2246	12.38	20141	2261	11.23	29	29	31
Waushara	8037	2363	29.40	10402	3073	29.54	12246	3886	31.73	14	16	15
Winnebago	40131	955	2.38	49711	1296	2.61	56123	1145	2.04	57	51	53
Wood	19744	263	1.33	26158	224	0.86	28839	400	1.39	66	67	60

Source: Census of Housing, 1970, 1980 and 1990.

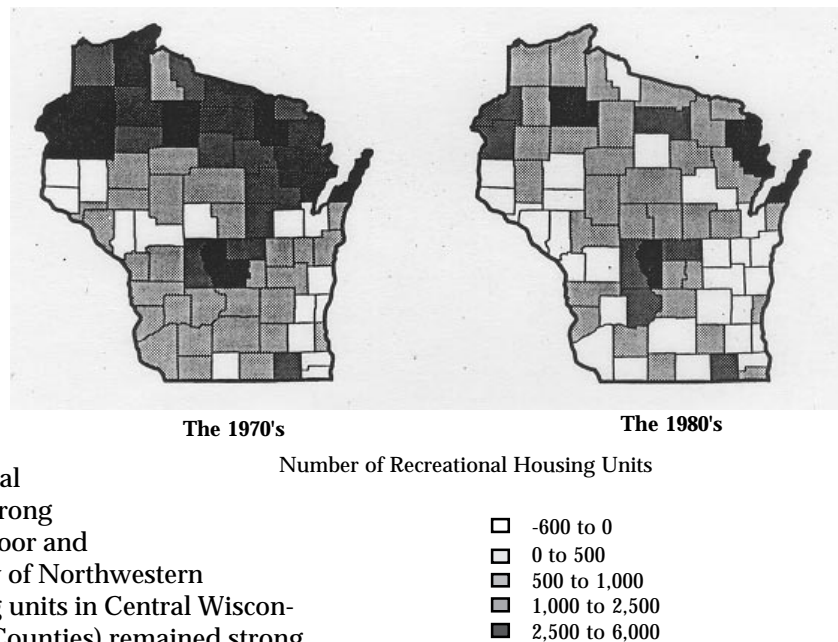
west Central Minnesota, the region surrounding the Ottertail - Park Rapids chain of lakes appears to draw many recreational homeowners from Southern Minnesota and the Plains states of North Dakota, South Dakota, and Nebraska.

Evidence of trends in recreational housing can be obtained by assessment of comparable housing classifications from past Census' years<sup>3</sup>. Data for Wisconsin counties from the 1970, 1980, and 1990 Census of Housing are reported in Table 1. This data is shown by location in Figures 2 and 3. The change in total recreational housing units by county during the decade of the 1970's is shown in Figure 2. For the decade of the 1980's, Figure 3 shows total change by county. Note that the scales on each figure remain the same with the dark shaded counties representing change of greater than 2,500 recreational housing units. The figures clearly show that the 1970's were a period of more dramatic growth in recreational home numbers for Northern and Central Wisconsin as compared to the 1980's. During the 1970's, many counties had growth in recreational home numbers exceeding 2,500 (Sawyer, Vilas, Oneida, Marinette, and Oconto). Although still increasing in absolute terms, the 1980's witnessed a general slow-down in the rate of growth of new recreational homes in Wisconsin. There were no counties experiencing growth numbers exceeding 2,500 recreational homes.

However, growth in numbers of recreational homes during the 1980's continued to be strong in Northeastern Wisconsin (particularly Door and Marinette Counties) and in Sawyer County of Northwestern Wisconsin. Also, new recreational housing units in Central Wisconsin (Adams, Sauk, Juneau, and Waushara Counties) remained strong during the 1980's.

Reasons for this general slow-down in recreational housing growth are not readily apparent from the secondary data. Possible explanations for the general slow-down fall within two categories. The first includes factors exogenous to the Wisconsin recreational housing situation and can be attributed to general housing trends. These include higher interest rates and generally rising costs associated with construction. The second possible explanation has a direct relationship with the current recreational housing situation of

Figures 2 and 3. Change in the number of recreational housing units during the decade of the 1970's and 1980's: Wisconsin



<sup>3</sup> This assessment is limited by the availability of comparable Census data from the 1970 and 1980 Census years with 1990. Important changes in the way housing units were classified occurred between the 1980 and 1990 census. This was particularly true for the manner in which migrant housing was classified. Data presented in Table 1 account for this adjustment to census categories and provide a comparable data set among the three census years.

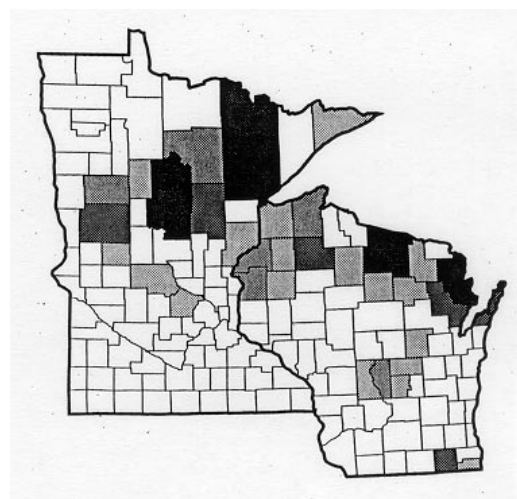
This report is intended to revisit and build upon the issues surrounding recreational homes. It is part of a larger project intended to provide baseline data and contribute to policy discussions dealing with regional development implications of recreational homes in the Great Lakes States. This report is a companion to "Recreational homes and regional development: A case study from the Upper Great Lake States" (G3651). The companion report addresses both second homeowners and year-round residents of a region in which recreational homes are prominent. This report, on the other hand, compares and contrasts recreational homeowners in two Northern Wisconsin counties. Again, our interests focus on developing a better understanding of how recreational homes contribute to development of amenity-rich rural regions.

### Recreational Housing Trends

The data available from the U.S. Census of Housing do not have a separate category for recreational homes. For our purposes, we have considered recreational homes to be a combination of (1) seasonal housing units and (2) housing units held for occasional use<sup>1</sup>. This method of identifying recreational homes includes housing units vacant at the time of census taking (month of April) and/or units occupied by persons with primary residence elsewhere. Examples of these housing units include waterfront cottages, hunting cabins, and full-scale four season homes occupied by non-local residents.

Using this method to identify recreational homes, it is clear that Minnesota and Wisconsin have regions with high numbers of recreational homes. The number of recreational housing units by county for Wisconsin and Minnesota is reported in Figure 1<sup>2</sup>. Note from this figure that distinct regions where recreational housing exists can be identified. It is not surprising that this region generally follows from the amount of water frontage (lakes or rivers) available locally.

Figure 1. Recreational housing units by county for Wisconsin and Minnesota; 1990



Number of Recreational Housing Units

- 0 to 2,000
- 2,000 to 4,000
- 4,000 to 6,000
- 6,000 to 8,000
- 8,000 to 12,000

Recreational regions differ in terms of market area due to proximity to populations centers. The high incidence of recreational homes in Northern Wisconsin appears to be made up of two distinct markets. In Northwestern Wisconsin, high recreational housing incidence is thought to result from the Twin Cities as a primary market. Recreational property in Northeastern Wisconsin, on the other hand, appears to draw people primarily from the Fox River Valley. The Central Wisconsin region follows the Wisconsin River and draws recreational homeowners from Madison and Milwaukee. The Southeastern Wisconsin region surrounding Lake Geneva appears to draw large numbers of recreational homeowners from the Chicago area. In Minnesota, the Bemidji to Brainerd region draws many Twin Cities residents seeking recreational property. In North-

<sup>1</sup> This manner of identifying recreational homes follows the method used by Tordella (1977).

<sup>2</sup> In this study, we focus on Minnesota and Wisconsin. The issues in these two states are, most probably, similar to issues dealt with in the portions of Michigan, Iowa, Illinois, Indiana, and Ohio with large numbers of recreational homes. It is important to note that a separate study of recreational homes was conducted in Michigan with similar results. Interested readers are referred to the work of Dan Stynes and JiaJia Zheng (1995).

construction. Following the initial development, however, total expenditures fell dramatically. The Pennsylvania study assessed home maintenance expenditures, taxes paid, and demand for public services but did not examine the retail market impacts of food, recreational equipment, amusements, and related expenditures. It is logical to expect these expenditures to increase with the use of developed properties. This shift in spending is supported by another study (Powers and Cooper 1976) that found large expenditures for personal services, utilities, taxes, insurance and major recreational equipment purchases were made. These expenditures were often made in local communities.

Many rural communities have made the transition from vacation or overnight sites to recreational homes. There is concern that a second transition, that of converting a recreational home to a retirement home will have important implications for public services needs. Retirement motivations in recreational homeownership have been shown to be significant (Feitelson 1991), particularly for waterfront properties. Not sufficiently addressed in the literature, however, are issues regarding the implications of this trend for regional planning with regard to public service provision, environmental zoning, and land use.

These issues are a potential source of conflict (Girard and Gartner 1993). For example, Garkovich (1982) argues that different interest groups mobilize to participate in the negotiation over plans and zoning. In most cases, social scientists have examined these issues by looking at the social and economic characteristics of those supporting and opposed to land use and zoning (cf. Christenson 1978; Geisler and Martinson 1976; Huddleston and Krauskopf; Hutcheson and Snow 1986; Pratt and Rogers 1986).

The recreational homeowner is distinctly different from developers and permanent residents of highly recreational home-dependent communities (Gartner and Chappelle 1988; Ragatz and Gelb 1970; Tombaugh 1970). This difference is particularly evident when assessing income and educational attainment but it also extends to attitudes and perceptions about land use, environmental impact, and future development (Gartner 1987; Batie and Mabbs-Zeno 1985). Whereas these studies commonly speculate about the degree of compatibility among groups, there has not been unified work undertaken to identify solutions that alleviate the potential conflict over land use controls, growth promotion, and environmental protection.

There has been rapid growth in recreational housing in the past few decades (Ragatz and Gelb 1970; Spotts 1991; USDC 1970; 1980). Much of the growth of recreational housing in the region may be related to investments by retirees; weekend retreats converted to year round retirement homes. The social and economic contribution of retirees to rural communities has only recently received any level of attention (see Deller 1994; Summers and Hirschl 1985). The literature on the social and political aspects of this form of development is far less advanced than the economic literature.

## Recreational homeowners and regional development: A comparison of two Northern Wisconsin counties

### I. Introduction

Recreational homes provide an important leisure opportunity for those who own and use them. Such homes make up a substantial component of the total housing stock of many amenity-rich rural regions. The use of recreational homes by non-locals is an important source of demand for local business activity in regions with high incidence of recreational homes. These local economic contributions of recreational homeowners include property taxes, construction and retail expenditures, and other spending for recreational activities. The economic, social, and environmental consequences of recreational homes at the community level have been shown to be important (Jordan, 1980; Girard and Gartner, 1993; Gartner and Chappelle, 1988; Gartner, 1987). Communities either experiencing or wishing to promote growth and development in recreational home ownership could benefit from a better understanding of recreational homeowners and their local impacts.

The growth and maintenance of recreational housing in many rural communities in Wisconsin and Minnesota raises several important issues. Most of the communities in the region continue to be dependent upon natural resources for their economic base and have had varying levels of success at diversifying their local economy. Many of these communities use development strategies to promote themselves as a vacation site, as a destination for tourists, or as a retirement destination area. Throughout amenity-rich regions, recreational homes play a key role in community development strategies. The development and use of recreational housing contributes additional jobs and income to host communities.

Recreational homes and their interaction with local communities has tended to be overlooked in research and policy discussions. During the 1960's and 1970's a flurry of research on the topic was conducted, but little comprehensive analysis has been done since. The recreational housing phenomenon prevalent in Wisconsin and Minnesota provides important community development issues and opportunities. Whereas there have been numerous studies conducted on various aspects of this topic, there is a need to update the knowledge base and to develop outreach programming to address current and future needs.

Recreational housing can make both social and economic contributions to communities. Much of the work examining these contributions in the Upper Great Lakes States is relatively dated (Somersan et al. 1975; Enosh et al. 1973; Tordella 1975). It is not unusual to expect that economic contributions and public service needs of recreational homeowners have changed over time. An earlier study in Pennsylvania (Economic Research Service 1970) showed that initial development of rural lakeshore real estate generated significant private expenditures that remained in the local area and supported local business activity. This economic impact is particularly strong for initial investments in property purchases and home

