

Casper Area Brand Image/Perception Survey of Residents

RESULTS

Do you live in the Casper area (Natrona County)?

This was a screening question. If the person indicated that they did not live in Natrona County they were redirected to the Visitors/Potential Visitors survey. The 1,356 usable responses to this survey were from residents of Natrona County.

How long have you lived in the Casper area?

N=1,351

Number of Years	Number of Respondents	Percentage of Respondents
0	39	2.9
1	27	2.0
2	38	2.8
3	54	4.0
4	38	2.8
5	37	2.7
6 to 10	167	12.4
11 to 15	132	9.8
16 to 20	136	10.1
21 to 25	152	11.3
26 to 30	146	10.8
31 to 35	125	9.3
36 to 40	88	6.5
41 to 45	48	3.6
46 to 50	45	3.3
51 to 55	38	2.8
56 to 60	26	1.9
> 60	15	1.1
Mean	22.32	

How many friends or relatives that do not live in the Casper area visit you each year?

N=1,344

Number of Visitors	Number of Respondents	Percentage of Respondents
0	153	11.4
1	71	5.3
2	159	11.8
3	104	7.7
4	130	9.7
5	171	12.7
6	83	6.2
7	29	2.2
8	52	3.9
9	9	0.7
10	174	12.9
11 to 15	87	6.5
16 to 20	64	4.8
21 to 25	14	1.0
26 to 30	16	1.2
>30	28	2.1
Mean (All)	7.45	
Mean (<=30)	7.01	

Are there any attractions, facilities or services you feel need to be added to enhance the Casper area place/destination experience?

N=1,356

	Number of Respondents	Percentage of Respondents
Yes	1003	74.0%
No	140	10.3%
Don't Know	213	15.7%

Please describe the types of attractions, facilities, and/or services that you would like to see added in the Casper area to improve it as a place/ visitor destination.¹

¹ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

What key images or characteristics (location and/or activity-based) come to mind when you think of the Casper area as a place/visitor destination?²

Image	Percentage of Respondents
Casper Mountain	34.4
Alcova Lake/Pathfinder Reservoir	13.6
Fishing	13.6
Casper Events Center	13.0
North Platte River	12.3
Shopping	10.1
Outdoor recreation/activities	7.8
Hunting	7.1
Eastridge Mall	6.4
Western culture/heritage/history	5.9
Skiing	5.6
Wind	5.4
Mountains	5.3
Oil & Gas Industry	5.3
Restaurants/Dining/Food (good, variety)	5.3
Fort Caspar	4.8
Downtown Casper	4.7
Hogadon Ski Area	4.7
National Historic Trails Center	4.3
Museums (not specified)	3.8
Platte River	3.8
Rodeos (not specified)	3.5
Platte River Parkway	3.3
Centrally located within the state	3.3
Wildlife	3.0
Hiking	2.4
Camping	2.4
Cowboy culture	2.3
Outdoors	2.2
Golf/Golf Courses	2.0
None	2.0
Casper College	2.0
Lakes	2.0
Sporting events	2.0

² The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

How would you describe the atmosphere or mood (personal feelings) that you experience or others would expect to experience while visiting the Casper area?³

Attribute	Percentage of Respondents
Friendly	34.4
Windy (causes negative moods and feelings)	7.8
Boring	7.0
Relaxing	5.9
Outdoorsy	5.1
Welcoming	4.6
Small town feel	4.2
Beautiful	4.1
Happy	4.1
Poor customer service (rude, unfriendly, slow)	4.0
Western	3.8
Family Oriented/Family Friendly	3.6
Fun	3.5
Helpful	3.5
Laid-back	3.0
Peaceful	2.6
Safe	2.6
Bad Drivers (rude, unsafe)	1.9
Unfriendly	1.8
Clean	1.7
Dirty	1.7
Small town feel; big town amenities	1.7
Conservative	1.6
Exciting	1.6
Kind	1.6
Quiet	1.6
Good	1.5
Rude	1.5
Sense of community	1.5
Busy	1.4
Freedom	1.3
Calm	1.1
Comforting/Comfortable	1.1
Slow paced	1.1
Easy going	1.0

³ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Please list up to three distinctive or unique attractions and/or events that you think represent well the Casper area.⁴

Attraction	Percentage of Respondents
Casper Mountain	22.1
Casper Events Center	17.1
College National Finals Rodeo	16.3
Central Wyoming Fair and Rodeo	11.5
National Historic Trails Center	10.2
Fort Caspar	9.3
Hunting/Fishing	8.6
Beartrap Summer Festival	8.3
Rodeos (not specified)	7.8
Alcova Lake/Pathfinder Reservoir	7.3
North Platte River	6.8
Downtown Casper	6.2
Hogadon Ski Area	6.1
Nic Fest	5.6
High School Sports	5.2
Platte River	3.4
Platte River Parkway/Trails	3.4
Shopping	3.0
Eastridge Mall	2.9
Nicolaysen Art Museum	2.8
None	2.7
Outdoor Activities	2.7
Casper College	2.2
Concerts	2.0
Casper Mountain	2.0
Garden Creek Falls	2.0
Mountains	1.7
Skiing	1.7
Museums	1.6
Sporting events	1.3
Farmers Market	1.2
Nordic Ski Trails	1.2
Parade Day	1.1
Platte River fishing	1.1
Oil & Gas Industry	1.1
API Chili Cook-Off	1.0
Casper Whitewater Park	1.0
Rotary Park	1.0

⁴ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

To what extent do you think each of the following statements is descriptive of the Casper area as a place/visitor destination? Rate each statement on a scale which ranges from “Very Undescriptive” to “Very Descriptive.”

Statement	N	Very Undescriptive	Undescriptive	Neither Descriptive nor Undescriptive	Descriptive	Very Descriptive	Mean
		Percentage of Respondents					
The area has wide open spaces	1337	1.3	3.2	9.9	45.8	39.7	4.19
The area contains beautiful nature and scenery	1338	2.0	4.9	10.9	46.6	35.6	4.09
The area offers plenty of opportunities for outdoor recreation	1338	2.2	9.3	11.0	45.6	32.0	3.96
The area is rich in history and culture	1338	2.8	9.8	18.6	45.8	22.9	3.76
Casper is easily accessible	1337	5.4	10.5	17.6	45.7	20.8	3.66
Casper is a safe area	1338	3.2	9.1	23.3	48.7	15.7	3.64
Casper is protective of its natural landscape and wildlife	1336	4.5	12.1	21.4	46.0	16.0	3.57
People residing in Casper are warm and friendly	1341	6.6	11.0	19.7	47.9	14.8	3.53
The overall mood of the area is peaceful and relaxed	1336	5.2	13.1	21.5	46.9	13.2	3.50
The area offers a good variety of accommodation choices	1334	4.3	11.9	25.6	49.1	9.1	3.47
The area offers a variety of dining experiences	1339	7.4	14.7	19.9	43.0	14.9	3.43
The destination is affordable	1337	4.5	11.7	30.1	44.6	9.1	3.42
The area offers affordable accommodation choices	1337	5.7	12.3	32.7	42.6	6.7	3.32
Casper is clean	1339	7.6	15.8	24.7	42.9	8.9	3.30
The area offers year-round activities	1338	8.9	18.5	20.1	39.2	13.3	3.29
Casper is a unique destination	1336	6.7	17.0	31.2	33.8	11.4	3.26
Casper offers a variety of shopping options	1336	7.6	18.2	23.6	42.5	8.2	3.26
The destination offers good value	1336	6.0	17.0	32.6	37.0	7.4	3.23
Casper provides good service quality to its visitors	1334	7.3	17.0	30.8	37.9	7.0	3.20
Well-developed general infrastructure is in place	1337	7.2	19.5	33.9	34.0	5.5	3.11
Casper has a good reputation as a visitor destination	1337	9.8	18.5	36.9	28.2	6.6	3.03
The area offers a variety of things to do for families	1338	11.4	24.3	23.5	32.4	8.4	3.02
Interesting cultural activities are available	1333	11.0	23.7	29.9	31.4	3.9	2.93
The area offers a variety of nightlife and entertainment	1337	20.3	30.1	27.3	18.2	4.1	2.56
Casper has good weather	1339	20.0	28.7	33.4	15.2	2.7	2.52

How important to you are the following items when you decide whether or not to visit a particular place/visitor destination? Rate each item on a scale which ranges from “Very Unimportant” to “Very Important.”

Item	N	Percentage of Respondents					Mean
		Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	
Hospitable, friendly people	1340	0.3	1.0	5.2	44.4	49.1	4.41
Cleanliness of destination	1341	0.4	0.8	6.0	44.3	48.5	4.40
Offers personal safety	1338	0.3	1.1	7.9	42.0	48.7	4.38
Excellent service quality	1339	0.3	0.7	6.3	48.8	43.8	4.35
Value for money	1340	0.6	1.0	7.5	46.5	44.5	4.33
Affordability	1343	0.9	2.0	8.6	41.4	47.1	4.32
Relaxation	1341	0.4	1.3	8.5	47.1	42.7	4.31
Wealth and beauty of landscape	1344	1.3	1.3	9.8	46.6	41.1	4.25
Excellent reputation	1340	0.8	2.0	13.3	48.4	35.5	4.16
Opportunities for sports/leisure activities	1343	1.7	3.3	12.6	48.3	34.2	4.10
Existence of parks and byways	1342	1.1	2.8	16.0	45.7	34.4	4.09
Good inventory of lodging properties	1341	0.7	1.8	13.9	55.3	28.3	4.09
Family-oriented setting	1339	2.8	5.3	13.1	40.3	38.5	4.06
Unique setting	1335	0.5	2.4	19.5	48.8	28.8	4.03
Places of historical or cultural interest	1341	1.7	4.0	15.1	50.9	28.3	4.00
Varied or unique cuisines	1342	1.9	4.9	17.5	43.5	32.2	3.99
Easily accessible	1342	1.5	4.2	17.6	49.0	27.6	3.97
Interesting cultural activities	1340	1.4	4.9	19.0	47.1	27.5	3.94
Good weather	1342	1.0	4.0	25.0	42.8	27.3	3.91
Shopping options	1340	2.2	7.2	19.9	44.6	26.0	3.85
Wide-open spaces	1338	2.0	5.8	26.3	36.8	29.1	3.85
Good nightlife and entertainment	1341	4.2	8.7	20.5	39.6	27.0	3.77
Well-developed general infrastructure	1336	1.7	6.0	26.7	45.4	20.2	3.76
Opportunities for spectator sports events	1341	7.3	11.1	22.5	37.2	21.8	3.55
Availability of theme parks	1340	9.0	13.1	28.9	27.2	21.9	3.40
Availability of golf	1343	36.8	16.7	23.3	15.6	7.6	2.41

Please rate the following Casper area attractions/events on a scale ranging from Poor to Excellent if you have visited them. If you are not aware of the attraction select the “Not Aware Of” option. If you are aware of the attraction but have not visited it, please check the “Aware of but Never Visited” option.

Attraction/Event	N	Not	Aware of But	Visited	Poor	Fair	Average	Good	Excellent	Mean
		Aware Of	Never Visited		Percentage of Respondents					
		Percentage of Respondents			Percentage of Respondents					
College National Finals Rodeo	1341	3.3%	26.5%	70.2%	1.9%	4.4%	8.6%	25.7%	29.6%	4.09
National Historic Trails Center	1341	4.0%	23.9%	72.1%	1.7%	4.5%	9.9%	26.8%	29.1%	4.07
Alcova Lake/Pathfinder Reservoir	1341	0.8%	3.2%	96.0%	2.2%	6.6%	17.9%	40.9%	28.4%	3.90
Platte River Trails	1340	3.8%	13.3%	82.9%	1.9%	6.0%	15.7%	34.7%	24.5%	3.89
North Platte River Recreation	1343	6.8%	16.8%	76.4%	2.2%	6.3%	15.4%	31.9%	20.6%	3.82
Casper Mountain Recreation Areas	1343	1.0%	5.7%	93.3%	3.1%	8.3%	21.4%	36.4%	24.1%	3.75
Nicolaysen Art Museum	1342	2.5%	13.4%	84.1%	3.4%	8.9%	19.2%	33.5%	19.1%	3.66
Fort Caspar	1342	1.1%	13.3%	85.6%	3.4%	9.8%	20.3%	32.3%	19.7%	3.64
Independence Rock	1344	2.2%	11.6%	86.2%	2.8%	10.1%	22.6%	33.9%	16.7%	3.60
Central Wyoming Fair and Rodeo	1347	0.8%	7.3%	91.9%	6.2%	12.2%	21.5%	32.0%	20.0%	3.51
Mormon Handcart Visitors Center	1339	17.4%	37.4%	45.2%	3.0%	6.4%	11.1%	15.2%	9.5%	3.48
Three Crowns Golf Course	1339	4.9%	43.0%	52.1%	3.7%	7.3%	10.7%	21.4%	9.0%	3.47
Casper Events Center	1339	0.8%	2.2%	97.0%	6.3%	13.4%	25.7%	33.8%	17.7%	3.45
Casper Planetarium	1342	3.1%	20.0%	76.9%	5.0%	12.8%	24.0%	25.2%	9.9%	3.29
East Casper Retail	1342	3.3%	2.5%	94.2%	5.8%	15.9%	29.4%	33.3%	9.8%	3.27
Downtown Casper	1343	0.2%	0.6%	99.2%	8.2%	17.5%	27.0%	35.9%	10.6%	3.23
Concerts and Festivals	1342	1.7%	5.0%	93.3%	14.7%	16.8%	23.8%	27.0%	11.0%	3.03
Sporting Events	1340	3.6%	13.1%	83.3%	11.9%	18.5%	23.5%	22.2%	7.2%	2.93
Eastridge Mall	1341	0.1%	0.4%	99.5%	11.5%	23.7%	32.9%	24.8%	6.6%	2.91

Demographics

Where do you live?

N=1,343

Location	Num. of Resp.	% of Resp.
Casper	963	71.7
Casper Mountain	71	5.3
Evansville	64	4.8
Bar Nunn	61	4.5
Mills	38	2.8
Vista West	25	1.9
Paradise Valley	22	1.6
Red Butte	13	1.0
Rural areas outside of Casper	6	0.4
Meadow Acres	5	0.4
Midwest	5	0.4
River West	5	0.4
Unincorporated area	5	0.4
Bessemer Bend	4	0.3
Brookhurst	4	0.3
Westland Park	4	0.3
Dempsey Acres	3	0.2
Homa Hills	3	0.2
Poison Spider area	3	0.2
Powder River	3	0.2
Skyline Ranches	3	0.2
Alcova	2	0.1
Antelope Hills	2	0.1
Coates Road	2	0.1
Cole Creek area	2	0.1
Fort Caspar area	2	0.1
Garden Creek	2	0.1
Gothberg	2	0.1
Jade Hills	2	0.1
Mountain View	2	0.1
Valley Hills	2	0.1
Wolf Creek	2	0.1
Allendale	1	0.1
Centennial Hills	1	0.1
Eastgate	1	0.1
Goose Egg	1	0.1
Hilltop	1	0.1
Indian Springs	1	0.1
Mills	1	0.1
Riverside Acres	1	0.1
Rustic Ridge	1	0.1
South Park Ridge	1	0.1
Washington Park area	1	0.1

What is your age?

N=1,332

Category	Number of Respondents	Percentage of Respondents
18 to 24	97	7.3
25 to 34	374	28.1
35 to 44	297	22.3
45 to 54	240	18
55 to 64	189	14.2
65+	75	5.6
Refuse to Answer	60	4.5
Mean	41.53	

What is your marital status?

N=1,340

Marital Status	Number of Respondents	Percentage of Respondents
Single	271	20.2
Married	902	67.3
Separated	5	0.4
Widowed	30	2.2
Divorced	87	6.5
Domestic Partnership	45	3.4

What is the highest level of education you have achieved?

N=1,339

Education Level	Number of Respondents	Percentage of Respondents
9th to 12th grade	33	2.5
High school graduate	154	11.5
Some college/university	350	26.1
Trade school graduate	41	3.1
Associate degree	193	14.4
Bachelor's degree	336	25.1
Less than 9th grade	3	0.2
Graduate or professional degree	229	17.1

Which of the following best describes your race or ethnicity?

N=1,277

Race/Ethnicity	Number of Respondents	Percentage of Respondents
White	1214	95.1
Hispanic or Latino (of any race)	37	2.9

American Indian or Alaska Native	6	0.5
Asian	6	0.5
Multiracial	6	0.5
Black or African American	5	0.4
Native Hawaiian or Other Pacific Islander	3	0.2
Refuse to Answer	53	4.2

What is your gender?

N=1,318

Gender	Number of Respondents	Percentage of Respondents
Male	491	37.3%
Female	827	62.7%

Into which of the following categories does your household income fall? (Optional)

N=1,169

Income Range	Number of Respondents	Percentage of Respondents
<\$25k	68	5.8%
\$25,000-\$34,999	92	7.9%
\$35,000-\$49,999	131	11.2%
\$50,000-\$74,999	241	20.6%
\$75,000-\$99,999	197	16.9%
\$100,000-\$124,999	175	15.0%
\$125,000-\$149,999	76	6.5%
\$150,000+	133	11.4%
Refuse to Answer	56	4.8%

Casper Area Brand Image/Perception Survey of Community, Business and Visitor Industry Stakeholders

RESULTS

How long have you lived in the Casper area (Natrona County)?

N=83

Number of Years	Number of Respondents	Percentage of Respondents
0	2	2.4
1	3	3.6
2	5	6.0
3	3	3.6
4	2	2.4
5	2	2.4
6 to 10	8	9.6
11 to 15	6	7.2
16 to 20	5	6.0
21 to 25	12	14.5
26 to 30	6	7.2
31 to 35	12	14.5
36 to 40	8	9.6
> 40	9	10.8
Mean	22.49	

Are there any attractions, facilities or services you feel need to be added to enhance the Casper area place/destination experience?

N=83

	Number of Respondents	Percentage of Respondents
Yes	72	86.7
No	5	6.0
Don't Know	6	7.2

Please describe the types of attractions, facilities, and/or services that you would like to see added in the Casper area to improve it as a place/ visitor destination.¹

¹ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

What key images or characteristics (location and/or activity-based) come to mind when you think of the Casper area as a place/visitor destination? ²

Image	Percentage of Respondents
Casper Mountain	27.4
Shopping	19.2
Fishing	12.3
North Platte River	12.3
Casper Events Center	11.0
Wind	11.0
Centrally located within the state	9.6
Western culture/heritage/history	9.6
Alcova Lake/Pathfinder Reservoir	8.2
Hunting	8.2
Platte River	8.2
Restaurants/Dining/Food (good, variety)	8.2
Downtown Casper	6.8
Mountains	6.8
Oil & Gas Industry	6.8
Sporting events	6.8
National Historic Trails Center	5.5
Outdoor recreation/activities	5.5
Rodeos (not specified)	5.5
Casper College	4.1
Eastridge Mall	4.1
Fort Caspar	4.1
Outdoors	4.1
Wide-open spaces	4.1

² The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

How would you describe the atmosphere or mood (personal feelings) that you experience or others would expect to experience while visiting the Casper area? ³

Attribute	Percentage of Respondents
Friendly	38.8
Beautiful	9.0
Poor customer service (rude, unfriendly, slow)	9.0
Helpful	7.5
Historical	6.0
Welcoming	6.0
Freedom	4.5
Kind	4.5
Small town feel	4.5
Western	4.5
Busy	3.0
Diverse	3.0
Happy	3.0
Home	3.0
Hospitable	3.0
Industrial	3.0
Laid-back	3.0
Opportunity	3.0
Pleasant	3.0
Rude	3.0
Slow paced	3.0
Small town feel; big town amenities	3.0
Unfriendly	3.0
Windy (causes negative moods and feelings)	3.0

³ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Please list up to three distinctive or unique attractions and/or events that you think represent well the Casper area.

Attraction	Percentage of Respondents
College National Finals Rodeo	26.1
Casper Mountain	18.8
National Historic Trails Center	18.8
Casper Events Center	15.9
Beartrap Summer Festival	11.6
Central Wyoming Fair and Rodeo	10.1
Hogadon Ski Area	10.1
Hunting/Fishing	10.1
Shopping	10.1
Downtown Casper	8.7
High School Sports	8.7
Platte River Parkway/Trails	8.7
Alcova Lake/Pathfinder Reservoir	7.2
Fort Caspar	7.2
Nicolaysen Art Museum	5.8
Platte River	5.8
North Platte River	4.3
Oil & Gas Industry	4.3
Casper College	2.9
Garden Creek Falls	2.9
Platte River fishing	2.9
Rodeos (not specified)	2.9
Sporting events	2.9
Tate Geological Museum	2.9
Three Crowns Golf Course	2.9

To what extent do you think each of the following statements is descriptive of the Casper area as a place/visitor destination? Rate each statement on a scale which ranges from “Very Undescriptive” to “Very Descriptive.”

Statement	N	Very Undescriptive	Undescriptive	Neither Descriptive nor Undescriptive	Descriptive	Very Descriptive	Mean
		Percentage of Respondents					
The area has wide open spaces	72	0.0	1.4	6.9	38.9	52.8	4.43
The area offers plenty of opportunities for outdoor recreation	72	0.0	4.2	6.9	38.9	50.0	4.35
The area is rich in history and culture	72	1.4	2.8	15.3	50.0	30.6	4.06
The area contains beautiful nature and scenery	72	4.2	4.2	16.7	38.9	36.1	3.99
Casper is a safe area	72	1.4	9.7	18.1	51.4	19.4	3.78
The destination is affordable	72	1.4	6.9	20.8	56.9	13.9	3.75
Casper is easily accessible	72	2.8	11.1	22.2	38.9	25.0	3.72
The area offers year-round activities	72	2.8	9.7	16.7	58.3	12.5	3.68
The overall mood of the area is peaceful and relaxed	72	1.4	4.2	29.2	56.9	8.3	3.67
The destination offers good value	71	1.4	11.3	28.2	38.0	21.1	3.66
The area offers a variety of things to do for families	72	2.8	8.3	20.8	56.9	11.1	3.65
Casper offers a variety of shopping options	72	1.4	15.3	18.1	48.6	16.7	3.64
People residing in Casper are warm and friendly	72	4.2	9.7	16.7	56.9	12.5	3.64
The area offers a good variety of accommodation choices	72	2.8	9.7	20.8	56.9	9.7	3.61
Casper is protective of its natural landscape and wildlife	73	1.4	11.0	26.0	49.3	12.3	3.60
The area offers affordable accommodation choices	72	1.4	11.1	29.2	48.6	9.7	3.54
The area offers a variety of dining experiences	72	6.9	12.5	25.0	40.3	15.3	3.44
Casper provides good service quality to its visitors	72	4.2	11.1	33.3	44.4	6.9	3.39
Casper is a unique destination	72	2.8	16.7	31.9	40.3	8.3	3.35
Casper is clean	72	1.4	19.4	30.6	40.3	8.3	3.35
Interesting cultural activities are available	72	2.8	18.1	30.6	40.3	8.3	3.33
Well-developed general infrastructure is in place	72	2.8	19.4	31.9	37.5	8.3	3.29
Casper has a good reputation as a visitor destination	72	8.3	16.7	37.5	30.6	6.9	3.11
The area offers a variety of nightlife and entertainment	71	19.7	25.4	35.2	18.3	1.4	2.56
Casper has good weather	72	13.9	36.1	33.3	16.7	0.0	2.53

How important to you are the following items when you decide whether or not to visit a particular place/destination? Rate each item on a scale which ranges from “Very Unimportant” to “Very Important.”

Statement	N	Percentage of Respondents					Mean
		Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	
Offers personal safety	72	0.0	1.4	6.9	37.5	54.2	4.44
Cleanliness of destination	72	0.0	0.0	5.6	51.4	43.1	4.38
Hospitable, friendly people	71	0.0	1.4	5.6	46.5	46.5	4.38
Excellent service quality	72	0.0	1.4	5.6	55.6	37.5	4.29
Wealth and beauty of landscape	72	0.0	2.8	6.9	48.6	41.7	4.29
Value for money	72	0.0	1.4	4.2	62.5	31.9	4.25
Easily accessible	72	1.4	0.0	6.9	65.3	26.4	4.15
Good inventory of lodging properties	72	0.0	1.4	12.5	55.6	30.6	4.15
Affordability	71	1.4	2.8	9.9	53.5	32.4	4.13
Excellent reputation	72	0.0	2.8	15.3	50.0	31.9	4.11
Relaxation	72	0.0	1.4	11.1	63.9	23.6	4.10
Unique setting	72	1.4	1.4	16.7	51.4	29.2	4.06
Varied or unique cuisines	72	2.8	4.2	9.7	51.4	31.9	4.06
Places of historical or cultural interest	72	1.4	2.8	16.7	48.6	30.6	4.04
Good weather	72	1.4	4.2	13.9	56.9	23.6	3.97
Interesting cultural activities	72	2.8	4.2	12.5	58.3	22.2	3.93
Opportunities for sports/leisure activities	70	0.0	8.6	15.7	52.9	22.9	3.90
Existence of parks and byways	72	2.8	5.6	19.4	47.2	25.0	3.86
Shopping options	72	2.8	4.2	22.2	52.8	18.1	3.79
Well-developed general infrastructure	71	1.4	1.4	31.0	49.3	16.9	3.79
Family-oriented setting	71	5.6	7.0	22.5	38.0	26.8	3.73
Wide-open spaces	72	4.2	6.9	27.8	40.3	20.8	3.67
Good nightlife and entertainment	71	5.6	9.9	23.9	36.6	23.9	3.63
Opportunities for spectator sports events	71	7.0	12.7	25.4	43.7	11.3	3.39
Availability of theme parks	72	12.5	18.1	40.3	22.2	6.9	2.93
Availability of golf	72	30.6	16.7	23.6	16.7	12.5	2.64

Please rate the following Casper area attractions/events on a scale ranging from Poor to Excellent if you have visited them. If you are not aware of the attraction select the “Not Aware Of” option. If you are aware of the attraction but have not visited it, please check the “Aware of but Never Visited” option.

Attraction/Event	N	Percentage of Respondents								Mean
		Not Aware Of	Aware of But Never Visited	Visited	Poor	Fair	Average	Good	Excellent	
College National Finals Rodeo	70	0.0	18.6	81.4	0.0	1.4	8.6	25.7	45.7	4.42
National Historic Trails Center	70	1.4	15.7	82.9	0.0	4.3	5.7	28.6	44.3	4.36
North Platte River Recreation	70	1.4	22.9	75.7	0.0	2.9	14.3	34.3	24.3	4.06
Platte River Trails	69	0.0	5.8	94.2	1.4	4.3	13.0	49.3	26.1	4.00
Nicolaysen Art Museum	70	0.0	5.7	94.3	1.4	11.4	10.0	40.0	31.4	3.94
Alcova Lake/Pathfinder Reservoir	69	0.0	5.8	94.2	1.4	8.7	17.4	36.2	30.4	3.91
Casper Mountain Recreation Areas	70	0.0	7.1	92.9	0.0	8.6	25.7	31.4	27.1	3.83
Fort Caspar	70	0.0	11.4	88.6	0.0	8.6	17.1	44.3	18.6	3.82
Mormon Handcart Visitors Center	70	14.3	41.4	44.3	0.0	2.9	7.1	30.0	4.3	3.81
Three Crowns Golf Course	70	0.0	32.9	67.1	0.0	7.1	14.3	31.4	14.3	3.79
Casper Events Center	70	0.0	0.0	100.0	1.4	11.4	30.0	41.4	15.7	3.59
Independence Rock	70	0.0	11.4	88.6	0.0	12.9	24.3	38.6	12.9	3.58
East Casper Retail	70	1.4	1.4	97.2	2.9	15.7	20.0	48.6	10.0	3.49
Central Wyoming Fair and Rodeo	70	0.0	10.0	90.0	1.4	10.0	41.4	24.3	12.9	3.41
Downtown Casper	70	0.0	0.0	100.0	2.9	21.4	30.0	31.4	14.3	3.33
Casper Planetarium	70	1.4	20.0	78.6	2.9	12.9	28.6	32.9	1.4	3.22
Sporting Events	69	1.4	10.1	88.5	7.2	13.0	29.0	31.9	7.2	3.21
Concerts and Festivals	70	0.0	7.1	92.9	10.0	14.3	28.6	30.0	10.0	3.17
Eastridge Mall	70	0.0	0.0	100.0	5.7	25.7	37.1	24.3	7.1	3.01

Demographics

Where do you live?

N=69

Location	Number of Respondents	Percentage of Respondents
Casper	54	78.3
Bar Nunn	4	5.8
Red Butte	3	4.3
Bessemer Bend	2	2.9
Alcova	1	1.4
Casper Mountain	1	1.4
Evansville	1	1.4
Glenrock	1	1.4
Homa Hills	1	1.4
Vista West	1	1.4

What is the highest level of education you have achieved?

N=64

Education Level	Number of Respondents	Percentage of Respondents
High school graduate	2	3.1
Some college/university	15	23.4
Trade school graduate	1	1.6
Associate degree	5	7.8
Bachelor's degree	19	29.7
Graduate or professional degree	22	34.4

Which of the following best describes your race or ethnicity?

N=69

Race/Ethnicity	Number of Respondents	Percentage of Respondents
White	66	95.7
American Indian or Alaska Native	1	1.4
Hispanic or Latino (of any race)	1	1.4
Refuse to Answer	1	1.4
Total	69	100

What is your gender?

N=68

Gender	Number of Respondents	Percentage of Respondents
Male	26	38.2
Female	42	61.8

Into which of the following categories does your household income fall? (Optional)

N=59

Income Range	Number of Respondents	Percentage of Respondents
<\$25k	1	1.7
\$25,000-\$34,999	3	5.1
\$35,000-\$49,999	5	8.5
\$50,000-\$74,999	10	16.9
\$75,000-\$99,999	11	18.6
\$100,000-\$124,999	13	22
\$125,000-\$149,999	6	10.2
\$150,000+	10	16.9

In which category below does your firm/organization best fit?

N=68

Category	Number of Respondents	Percentage of Respondents
Professional Services	10	14.7
Real Estate	10	14.7
Government	8	11.8
Education	5	7.4
Nonprofit Association	5	7.4
Health Care	4	5.9
Retail Services	4	5.9
Energy/Oil & Gas	3	4.4
Hotel/Lodging	3	4.4
Manufacturing	3	4.4
Media	3	4.4
Agriculture	2	2.9
Attraction/Event	1	1.5
Transportation	1	1.5
Other	6	8.8

Which category below best describes your position/role within your firm/organization?

N=67

Category	Number of Respondents	Percentage of Respondents
Marketing/Sales Officer	15	22.4
President/CEO/Executive Director	14	20.9
Owner/Operator	9	13.4
General Manager	5	7.5
Staff	3	4.5
Vice President/COO	3	4.5
Communications Manager	2	3
Educator	1	1.5
Retired	1	1.5
Other	14	20.9

Casper Brand Image/Perception Surveys Comparison of Common Questions

Note that tables that have been sorted will have the sorted column's figures in bold. For questions where mean ratings were calculated, the statistically significant difference column indicates whether or not there were differences between the four subgroups and the overall mean at the $p < 0.05$ level.

Please refer to the individual survey reports for details on all survey questions.

Are there any attractions, facilities or services you feel need to be added to enhance the Casper area place/destination experience?

(Q17 Visitors/Potential Visitors survey, Q4 Residents Survey and Q2 Stakeholders Survey)

Response	Visitors (N=158)	Potential Visitors (N=113)	Residents (N=1,356)	Stakeholders (N=83)	All (N=1,721)
Yes	22.8%	8.8%	74.0%	86.7%	65.6%
No	31.6%	34.5%	10.3%	6.0%	13.7%
Don't Know	45.6%	56.6%	15.7%	7.2%	20.8%

If "Yes," please describe?¹

¹ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

What key images or characteristics (location and/or activity-based) come to mind when you think of the Casper area as a place/visitor destination?²

(Q19 Visitors/Potential Visitors survey, Q5 Residents Survey and Q3 Stakeholders Survey)

Image	Visitors	Potential Visitors	Residents	Stakeholders	All
Casper Mountain	14.0%	0.0%	34.4%	27.4%	31.0%
Fishing	12.1%	1.5%	13.6%	12.3%	12.8%
Alcova Lake/Pathfinder Reservoir	5.6%	0.0%	13.6%	8.2%	12.1%
North Platte River	11.2%	1.5%	12.3%	12.3%	11.8%
Casper Events Center	3.7%	0.0%	13.0%	11.0%	11.6%
Shopping	11.2%	0.0%	10.1%	19.2%	10.2%
Outdoor recreation/activities	1.9%	7.5%	7.8%	5.5%	7.2%
Western culture/heritage/history	7.5%	17.9%	5.9%	9.6%	6.7%
Hunting	2.8%	0.0%	7.1%	8.2%	6.5%
Mountains	10.3%	16.4%	5.3%	6.8%	6.3%
Eastridge Mall	2.8%	0.0%	6.4%	4.1%	5.8%
Restaurants/Dining/Food (good, variety)	9.3%	1.5%	5.3%	8.2%	5.6%
Wind	4.7%	0.0%	5.4%	11.0%	5.4%
Skiing	4.7%	3.0%	5.6%	2.7%	5.2%
Oil & Gas Industry	1.9%	0.0%	5.3%	6.8%	4.9%
Downtown Casper	3.7%	0.0%	4.7%	6.8%	4.6%
Fort Caspar	2.8%	1.5%	4.8%	4.1%	4.5%
Hogadon Ski Area	0.9%	0.0%	4.7%	2.7%	4.1%
National Historic Trails Center	2.8%	0.0%	4.3%	5.5%	4.1%
Rodeos (not specified)	4.7%	7.5%	3.5%	5.5%	3.9%
Platte River	3.7%	0.0%	3.8%	8.2%	3.8%
Museums (not specified)	3.7%	0.0%	3.8%	2.7%	3.5%
Centrally located within the state	3.7%	0.0%	3.3%	9.6%	3.5%
Wildlife	1.9%	13.4%	3.0%	2.7%	3.4%
Platte River Parkway	3.7%	0.0%	3.3%	1.4%	3.1%
Cowboy culture	4.7%	10.4%	2.3%	2.7%	2.9%
Hiking	6.5%	4.5%	2.4%	1.4%	2.8%
Camping	2.8%	6.0%	2.4%	0.0%	2.4%
None	1.9%	7.5%	2.0%	0.0%	2.2%
Outdoors	0.9%	1.5%	2.2%	4.1%	2.2%
Wide-open spaces	3.7%	3.0%	1.9%	4.1%	2.2%
Sporting events	0.0%	0.0%	2.0%	6.8%	2.0%
Casper College	0.9%	0.0%	2.0%	4.1%	1.9%
Golf/Golf Courses	0.9%	0.0%	2.0%	2.7%	1.9%
Lakes	0.0%	0.0%	2.0%	1.4%	1.7%
Nightlife/Bars (negative connotations concerning too many bars)	0.9%	0.0%	1.9%	1.4%	1.7%

² The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Image	Visitors	Potential			All
		Visitors	Residents	Stakeholders	
College National Finals Rodeo	0.0%	0.0%	1.9%	1.4%	1.6%
Garden Creek Falls	0.9%	0.0%	1.8%	1.4%	1.6%
Friendly people	6.5%	0.0%	1.2%	0.0%	1.5%
Medical Facilities	0.9%	0.0%	1.5%	1.4%	1.4%
Beartrap Summer Festival	0.9%	0.0%	1.4%	1.4%	1.3%
Central Wyoming Fair and Rodeo	0.0%	0.0%	1.5%	0.0%	1.2%
Accommodations	4.7%	1.5%	0.8%	1.4%	1.2%
Gateway to Yellowstone National Park	0.9%	7.5%	0.9%	0.0%	1.2%
Scenery/Scenic	2.8%	10.4%	0.6%	0.0%	1.2%
Antelope	1.9%	0.0%	1.1%	0.0%	1.1%
Cold Weather	2.8%	3.0%	0.7%	1.4%	1.0%
Movie Theaters	0.0%	0.0%	1.2%	0.0%	1.0%
Small town atmosphere	0.0%	0.0%	1.1%	2.7%	1.0%
Biking/Bike Paths	0.9%	1.5%	1.0%	0.0%	1.0%
Concerts	0.0%	0.0%	1.1%	1.4%	1.0%
Drug and Alcohol Abuse	0.0%	0.0%	1.0%	2.7%	1.0%
Fairgrounds	0.0%	0.0%	1.1%	0.0%	1.0%
State High School Sports Tournament Location	0.9%	0.0%	1.1%	0.0%	1.0%
Cross-country skiing	0.0%	0.0%	1.1%	0.0%	0.9%
Nicolaysen Art Museum	1.9%	0.0%	0.8%	1.4%	0.9%
Boring	0.0%	0.0%	1.0%	0.0%	0.8%
Historical sites/attractions	2.8%	0.0%	0.7%	1.4%	0.8%
High School Sports	0.0%	0.0%	0.9%	0.0%	0.7%
Tate Geological Museum	0.0%	0.0%	0.8%	1.4%	0.7%
Ugly Entryway into the City along I-25	0.0%	0.0%	0.9%	0.0%	0.7%
Beautiful	0.0%	1.5%	0.7%	0.0%	0.7%
Parks	0.9%	0.0%	0.7%	0.0%	0.7%
Recreation	0.9%	0.0%	0.7%	1.4%	0.7%

How would you describe the atmosphere or mood (personal feelings) that you experience or others would expect to experience while visiting the Casper area?³

(Q20 Visitors/Potential Visitors survey, Q6 Residents Survey and Q4 Stakeholders Survey)

Attribute	Visitors	Potential Visitors	Residents	Stakeholders	All
Friendly	39.6%	21.4%	34.4%	38.8%	34.5%
Windy (causes negative moods and feelings)	5.0%	0.0%	7.8%	3.0%	7.0%
Relaxing	8.9%	17.9%	5.9%	1.5%	6.4%
Boring	1.0%	0.0%	7.0%	0.0%	5.9%
Outdoorsy	3.0%	7.1%	5.1%	1.5%	4.8%
Beautiful	5.0%	7.1%	4.1%	9.0%	4.6%
Western	4.0%	12.5%	3.8%	4.5%	4.2%
Welcoming	0.0%	0.0%	4.6%	6.0%	4.1%
Happy	3.0%	3.6%	4.1%	3.0%	3.9%
Poor customer service (rude, unfriendly, slow)	1.0%	0.0%	4.0%	9.0%	3.8%
Small town feel	0.0%	0.0%	4.2%	4.5%	3.8%
Fun	5.9%	0.0%	3.5%	1.5%	3.5%
Helpful	1.0%	1.8%	3.5%	7.5%	3.4%
Family Oriented/Family Friendly	1.0%	1.8%	3.6%	1.5%	3.3%
Laid-back	5.0%	5.4%	3.0%	3.0%	3.3%
Peaceful	3.0%	7.1%	2.6%	0.0%	2.7%
Safe	2.0%	1.8%	2.6%	0.0%	2.4%
Bad Drivers (rude, unsafe)	2.0%	0.0%	1.9%	0.0%	1.7%
Clean	2.0%	1.8%	1.7%	0.0%	1.7%
Small town feel; big town amenities	1.0%	0.0%	1.7%	3.0%	1.7%
Unfriendly	0.0%	0.0%	1.8%	3.0%	1.7%
Dirty	1.0%	0.0%	1.7%	1.5%	1.6%
Exciting	1.0%	3.6%	1.6%	1.5%	1.6%
Freedom	2.0%	3.6%	1.3%	4.5%	1.6%
Quiet	2.0%	3.6%	1.6%	0.0%	1.6%
Conservative	1.0%	0.0%	1.6%	1.5%	1.5%
Kind	0.0%	0.0%	1.6%	4.5%	1.5%
Rude	1.0%	0.0%	1.5%	3.0%	1.4%
Busy	1.0%	0.0%	1.4%	3.0%	1.4%
Calm	2.0%	7.1%	1.1%	0.0%	1.4%
Good	1.0%	0.0%	1.5%	1.5%	1.4%
Historical	5.0%	7.1%	0.5%	6.0%	1.4%
Sense of community	1.0%	0.0%	1.5%	1.5%	1.4%
Slow paced	2.0%	3.6%	1.1%	3.0%	1.4%
Easy going	1.0%	1.8%	1.0%	1.5%	1.1%
Comforting/Comfortable	0.0%	0.0%	1.1%	0.0%	0.9%

³ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Attribute	Potential				
	Visitors	Visitors	Residents	Stakeholders	All
Industrial	2.0%	0.0%	0.8%	3.0%	0.9%
Cowboy culture/ethics	0.0%	0.0%	0.9%	1.5%	0.9%
Growing	1.0%	0.0%	0.9%	1.5%	0.9%
Home	1.0%	0.0%	0.8%	3.0%	0.9%
Hospitable	1.0%	1.8%	0.7%	3.0%	0.9%
Unwelcoming	0.0%	0.0%	0.9%	1.5%	0.9%
C+A76asual	2.0%	0.0%	0.7%	1.5%	0.8%
Cold	0.0%	0.0%	0.9%	0.0%	0.8%
Depressing	0.0%	0.0%	0.9%	0.0%	0.8%
Inviting	1.0%	0.0%	0.9%	0.0%	0.8%
Positive	0.0%	0.0%	0.9%	1.5%	0.8%
Active	1.0%	0.0%	0.8%	0.0%	0.7%
Enjoyable	3.0%	0.0%	0.6%	0.0%	0.7%
Hard working	0.0%	0.0%	0.9%	0.0%	0.7%
Down to Earth	0.0%	1.8%	0.7%	0.0%	0.7%
Nothing to do	0.0%	0.0%	0.8%	0.0%	0.7%

Please list up to three distinctive or unique attractions and/or events that you think represent well the Casper area.⁴

(Q21 Visitors/Potential Visitors survey, Q7 Residents Survey and Q5 Stakeholders Survey)

Attraction	Potential				
	Visitors	Visitors	Residents	Stakeholders	All
Casper Mountain	19.0%	2.7%	22.1%	18.8%	21.2%
Casper Events Center	6.0%	0.0%	17.1%	15.9%	15.8%
College National Finals Rodeo	3.0%	0.0%	16.3%	26.1%	15.4%
Central Wyoming Fair and Rodeo	7.0%	0.0%	11.5%	10.1%	10.9%
National Historic Trails Center	12.0%	0.0%	10.2%	18.8%	10.5%
Fort Caspar	6.0%	8.1%	9.3%	7.2%	8.9%
Hunting/Fishing	12.0%	5.4%	8.6%	10.1%	8.8%
Rodeos (not specified)	13.0%	29.7%	7.8%	2.9%	8.5%
Beartrap Summer Festival	2.0%	0.0%	8.3%	11.6%	7.8%
Alcova Lake/Pathfinder Reservoir	3.0%	0.0%	7.3%	7.2%	6.8%
North Platte River	6.0%	2.7%	6.8%	4.3%	6.5%
Downtown Casper	2.0%	0.0%	6.2%	8.7%	5.9%
Hogadon Ski Area	2.0%	0.0%	6.1%	10.1%	5.9%
High School Sports	3.0%	0.0%	5.2%	8.7%	5.1%
Nic Fest	4.0%	0.0%	5.6%	1.4%	5.1%
Platte River Parkway/Trails	7.0%	0.0%	3.4%	8.7%	3.8%
Platte River	3.0%	2.7%	3.4%	5.8%	3.5%

⁴ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Attraction	Visitors	Potential			All
		Visitors	Residents	Stakeholders	
Shopping	5.0%	2.7%	3.0%	10.1%	3.5%
Nicolaysen Art Museum	7.0%	0.0%	2.8%	5.8%	3.2%
Eastridge Mall	5.0%	0.0%	2.9%	1.4%	2.9%
None	0.0%	10.8%	2.7%	0.0%	2.6%
Outdoor Activities	1.0%	5.4%	2.7%	1.4%	2.6%
Casper College	2.0%	0.0%	2.2%	2.9%	2.2%
Concerts	2.0%	0.0%	2.0%	1.4%	2.0%
Mountains	2.0%	8.1%	1.7%	1.4%	1.9%
Casper Mountain	2.0%	0.0%	2.0%	0.0%	1.8%
Garden Creek Falls	0.0%	0.0%	2.0%	2.9%	1.8%
Skiing	4.0%	2.7%	1.7%	0.0%	1.8%
Museums	1.0%	2.7%	1.6%	0.0%	1.5%
Oil & Gas Industry	2.0%	0.0%	1.1%	4.3%	1.3%
Sporting events	0.0%	0.0%	1.3%	2.9%	1.3%
Farmers Market	0.0%	0.0%	1.2%	1.4%	1.1%
Platte River fishing	0.0%	0.0%	1.1%	2.9%	1.1%
Nordic Ski Trails	0.0%	0.0%	1.2%	0.0%	1.1%
Parade Day	0.0%	0.0%	1.1%	1.4%	1.1%
Tate Geological Museum	2.0%	0.0%	0.8%	2.9%	1.0%
API Chili Cook-Off	0.0%	0.0%	1.0%	1.4%	0.9%
Casper Whitewater Park	0.0%	0.0%	1.0%	1.4%	0.9%
Central location	0.0%	2.7%	0.9%	1.4%	0.9%
North Platte River Recreation	3.0%	0.0%	0.7%	1.4%	0.9%
Rotary Park	1.0%	0.0%	1.0%	0.0%	0.9%
Three Crowns Golf Course	0.0%	0.0%	0.8%	2.9%	0.8%
Cross-country skiing	0.0%	0.0%	0.9%	0.0%	0.8%
Golfing/Golf Courses	1.0%	0.0%	0.7%	1.4%	0.8%
Independence Rock	2.0%	0.0%	0.7%	1.4%	0.8%
Lakes	0.0%	0.0%	0.9%	0.0%	0.8%
Wildlife	3.0%	5.4%	0.5%	0.0%	0.8%
Wind	1.0%	0.0%	0.8%	0.0%	0.8%
Bridle Trail	0.0%	0.0%	0.8%	0.0%	0.7%
Crimson Dawn Annual Midsummer Festival	1.0%	0.0%	0.7%	0.0%	0.7%
Duck Derby	0.0%	0.0%	0.8%	0.0%	0.7%
Parks	1.0%	5.4%	0.6%	0.0%	0.7%
Scenery	4.0%	10.8%	0.2%	0.0%	0.7%

To what extent do you think each of the following statements is descriptive of the Casper area as a place/visitor destination? Rate each statement on a scale which ranges from “Very Undescriptive” to “Very Descriptive.” (Q22 Visitors/Potential Visitors survey, Q8 Residents Survey and Q6 Stakeholders Survey)

Statement	Visitors	Potential Visitors	Residents	Stakeholders	All	Stat. Sig. Diff. p<0.05
	Mean Rating					
The area has wide open spaces	4.15	3.88	4.19	4.43	4.19	Y
The area contains beautiful nature and scenery	4.20	4.12	4.09	3.99	4.09	N
The area offers plenty of opportunities for outdoor recreation	4.07	3.87	3.96	4.35	3.98	Y
The area is rich in history and culture	4.06	3.88	3.76	4.06	3.80	Y
Casper is easily accessible	3.81	3.60	3.66	3.72	3.67	N
Casper is a safe area	3.70	3.66	3.64	3.78	3.66	N
Casper is protective of its natural landscape and wildlife	3.81	3.90	3.57	3.60	3.60	Y
People residing in Casper are warm and friendly	3.97	3.75	3.53	3.64	3.58	Y
The overall mood of the area is peaceful and relaxed	3.92	3.83	3.50	3.67	3.55	Y
The area offers a good variety of accommodation choices	3.62	3.65	3.47	3.61	3.49	N
The area offers a variety of dining experiences	3.65	3.56	3.43	3.44	3.46	Y
The destination is affordable	3.71	3.43	3.42	3.75	3.46	Y
The area offers affordable accommodation choices	3.66	3.56	3.32	3.54	3.37	Y
The area offers year-round activities	3.60	3.58	3.29	3.68	3.35	Y
Casper is clean	3.49	3.73	3.30	3.35	3.33	Y
Casper is a unique destination	3.65	3.67	3.26	3.35	3.31	Y
Casper offers a variety of shopping options	3.46	3.37	3.26	3.64	3.29	Y
The destination offers good value	3.54	3.63	3.23	3.66	3.29	Y
Casper provides good service quality to its visitors	3.65	3.48	3.20	3.39	3.26	Y
Well-developed general infrastructure is in place	3.37	3.23	3.11	3.29	3.14	Y
The area offers a variety of things to do for families	3.59	3.55	3.02	3.65	3.12	Y
Casper has a good reputation as a visitor destination	3.44	3.53	3.03	3.11	3.09	Y
Interesting cultural activities are available	3.49	3.38	2.93	3.33	3.01	Y
The area offers a variety of nightlife and entertainment	3.09	3.41	2.56	2.56	2.63	Y
Casper has good weather	3.03	3.36	2.52	2.53	2.60	Y

How important to you are the following items when you decide whether or not to visit a particular travel destination? Rate each item on a scale which ranges from Very Unimportant to Very Important. (Q23 Visitors/Potential Visitors survey, Q9 Residents Survey and Q7 Stakeholders Survey)

	Visitors	Potential Visitors	Residents	Stakeholders	All	Stat. Sig. Diff.
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Item	Mean Rating					p<0.05
Hospitable, friendly people	4.36	4.22	4.41	4.38	4.40	N
Cleanliness of destination	4.29	4.25	4.40	4.38	4.38	N
Offers personal safety	4.29	4.31	4.38	4.44	4.37	N
Excellent service quality	4.22	4.16	4.35	4.29	4.33	Y
Value for money	4.28	4.23	4.33	4.25	4.32	N
Affordability	4.25	4.23	4.32	4.13	4.30	N
Relaxation	4.20	4.25	4.31	4.10	4.29	Y
Wealth and beauty of landscape	4.43	4.37	4.25	4.29	4.27	N
Excellent reputation	3.99	4.05	4.16	4.11	4.14	N
Existence of parks and byways	4.03	4.10	4.09	3.86	4.08	N
Good inventory of lodging properties	4.02	4.05	4.09	4.15	4.08	N
Opportunities for sports/leisure activities	3.87	3.70	4.10	3.90	4.06	Y
Unique setting	4.00	4.08	4.03	4.06	4.03	N
Places of historical or cultural interest	4.21	4.09	4.00	4.04	4.02	N
Family-oriented setting	3.64	3.87	4.06	3.73	4.01	Y
Easily accessible	3.79	3.78	3.97	4.15	3.96	Y
Varied or unique cuisines	3.60	3.33	3.99	4.06	3.94	Y
Interesting cultural activities	3.92	3.76	3.94	3.93	3.93	N
Good weather	3.83	3.96	3.91	3.97	3.91	N
Wide-open spaces	3.94	4.13	3.85	3.67	3.86	Y
Shopping options	3.39	3.23	3.85	3.79	3.79	Y
Well-developed general infrastructure	3.59	3.43	3.76	3.79	3.74	Y
Good nightlife and entertainment	3.05	2.79	3.77	3.63	3.66	Y
Opportunities for spectator sports events	2.99	2.80	3.55	3.39	3.47	Y
Availability of theme parks	2.53	2.75	3.40	2.93	3.28	Y
Availability of golf	1.98	1.93	2.41	2.64	2.36	Y

Please rate the following Casper area attractions/events on a scale ranging from Poor to Excellent if you have visited them. If you are not aware of the attraction select the “Not Aware Of” option. If you are aware of the attraction but have not visited it, please check the “Aware of but Never Visited” option.

(Q24 Visitors/Potential Visitors survey, Q10 Residents Survey and Q8 Stakeholders Survey)

Visitation Levels and Ratings

	Attraction/Event	N	Not	Aware of But	Visited	Poor	Fair	Average	Good	Excellent
			Aware Of	Never Visited						
			Percentage of Respondents			Percentage of Respondents				
Visitors	Downtown Casper	118	10.2	11.9	77.9	1.7	5.1	22.0	33.1	16.1
	Casper Mountain Recreation Areas	119	21.0	27.7	51.3	0.8	3.4	3.4	27.7	16.0
	Eastridge Mall	117	36.8	13.7	49.5	4.3	9.4	14.5	17.9	3.4
	Fort Caspar	118	23.7	30.5	45.8	0.8	3.4	7.6	19.5	14.4
	East Casper Retail	116	42.2	13.8	44.0	1.7	6.0	13.8	17.2	5.2
	National Historic Trails Center	117	28.2	28.2	43.6	0.9	2.6	2.6	18.8	18.8
	Casper Events Center	117	35.9	21.4	42.7	0.9	2.6	12.0	18.8	8.5
	North Platte River Recreation	118	24.6	33.1	42.3	0.0	2.5	6.8	18.6	14.4
	Independence Rock	116	25.9	31.9	42.2	0.9	2.6	12.1	18.1	8.6
	Platte River Trails	117	31.6	26.5	41.9	0.0	3.4	6.0	18.8	13.7
	Alcova Lake/Pathfinder Reservoir	119	39.5	21.0	39.5	0.8	0.8	5.9	16.8	15.1
	Central Wyoming Fair and Rodeo	119	30.3	35.3	34.4	0.8	2.5	5.9	14.3	10.9
	Concerts and Festivals	117	38.5	29.9	31.6	1.7	6.0	5.1	11.1	7.7
	Sporting Events	118	39.0	29.7	31.3	0.0	5.9	5.9	16.1	3.4
	Nicolaysen Art Museum	117	48.7	22.2	29.1	1.7	2.6	5.1	7.7	12.0
	College National Finals Rodeo	117	40.2	38.5	21.3	0.9	1.7	2.6	6.0	10.3
	Casper Planetarium	118	47.5	32.2	20.3	0.8	2.5	6.8	8.5	1.7
	Mormon Handcart Visitors Center	118	46.6	34.7	18.7	1.7	0.8	3.4	4.2	8.5
	Three Crowns Golf Course	119	61.3	29.4	9.3	0.0	2.5	2.5	4.2	0.0
	Potential Visitors	Fort Caspar	72	50.0	38.9	11.1	1.4	0.0	0.0	5.6
National Historic Trails Center		74	56.8	32.4	10.8	1.4	0.0	1.4	2.7	5.4
Downtown Casper		75	37.3	52.0	10.7	1.3	0.0	1.3	5.3	2.7
Mormon Handcart Visitors Center		74	77.0	13.5	9.5	0.0	2.7	1.4	2.7	2.7
North Platte River Recreation		75	60.0	30.7	9.3	0.0	0.0	2.7	2.7	4.0
Independence Rock		73	57.5	34.2	8.3	0.0	1.4	0.0	4.1	2.7
Alcova Lake/Pathfinder Reservoir		74	73.0	18.9	8.1	0.0	1.4	1.4	4.1	1.4
Casper Mountain Recreation Areas		74	50.0	41.9	8.1	0.0	1.4	1.4	2.7	2.7
Casper Planetarium		75	74.7	17.3	8.0	0.0	1.3	2.7	2.7	1.3
Central Wyoming Fair and Rodeo		75	56.0	36.0	8.0	0.0	0.0	2.7	2.7	2.7
Nicolaysen Art Museum		74	74.3	18.9	6.8	1.4	0.0	0.0	4.1	1.4
East Casper Retail		74	79.7	13.5	6.8	0.0	1.4	1.4	2.7	1.4
Platte River Trails		74	55.4	37.8	6.8	0.0	0.0	1.4	4.1	1.4
Eastridge Mall		75	81.3	12.0	6.7	0.0	0.0	2.7	2.7	1.3
College National Finals Rodeo		74	62.2	31.1	6.7	0.0	0.0	1.4	4.1	1.4
Concerts and Festivals		75	76.0	17.3	6.7	0.0	0.0	2.7	2.7	1.3
Sporting Events	75	74.7	18.7	6.6	0.0	1.3	1.3	2.7	1.3	
Casper Events Center	74	75.7	18.9	5.4	0.0	0.0	2.7	1.4	1.4	

	Attraction/Event	N	Not Aware of But			Percentage of Respondents				
			Aware Of	Never Visited	Visited	Poor	Fair	Average	Good	Excellent
Residents	Three Crowns Golf Course	73	86.3	9.6	4.1	0.0	0.0	1.4	1.4	1.4
	Eastridge Mall	1341	0.1	0.4	99.5	11.5	23.7	32.9	24.8	6.6
	Downtown Casper	1343	0.2	0.6	99.2	8.2	17.5	27.0	35.9	10.6
	Casper Events Center	1339	0.8	2.2	97.0	6.3	13.4	25.7	33.8	17.7
	Alcova Lake/Pathfinder Reservoir	1341	0.8	3.2	96.0	2.2	6.6	17.9	40.9	28.4
	East Casper Retail	1342	3.3	2.5	94.2	5.8	15.9	29.4	33.3	9.8
	Casper Mountain Recreation Areas	1343	1.0	5.7	93.3	3.1	8.3	21.4	36.4	24.1
	Concerts and Festivals	1342	1.7	5.0	93.3	14.7	16.8	23.8	27.0	11.0
	Central Wyoming Fair and Rodeo	1347	0.8	7.3	91.9	6.2	12.2	21.5	32.0	20.0
	Independence Rock	1344	2.2	11.6	86.2	2.8	10.1	22.6	33.9	16.7
	Fort Caspar	1342	1.1	13.3	85.6	3.4	9.8	20.3	32.3	19.7
	Nicolaysen Art Museum	1342	2.5	13.4	84.1	3.4	8.9	19.2	33.5	19.1
	Sporting Events	1340	3.6	13.1	83.3	11.9	18.5	23.5	22.2	7.2
	Platte River Trails	1340	3.8	13.3	82.9	1.9	6.0	15.7	34.7	24.5
	Casper Planetarium	1342	3.1	20.0	76.9	5.0	12.8	24.0	25.2	9.9
	North Platte River Recreation	1343	6.8	16.8	76.4	2.2	6.3	15.4	31.9	20.6
	National Historic Trails Center	1341	4.0	23.9	72.1	1.7	4.5	9.9	26.8	29.1
	College National Finals Rodeo	1341	3.3	26.5	70.2	1.9	4.4	8.6	25.7	29.6
	Three Crowns Golf Course	1339	4.9	43.0	52.1	3.7	7.3	10.7	21.4	9.0
	Mormon Handcart Visitors Center	1339	17.4	37.4	45.2	3.0	6.4	11.1	15.2	9.5
Stakeholders	Casper Events Center	70	0.0	0.0	100.0	1.4	11.4	30.0	41.4	15.7
	Downtown Casper	70	0.0	0.0	100.0	2.9	21.4	30.0	31.4	14.3
	Eastridge Mall	70	0.0	0.0	100.0	5.7	25.7	37.1	24.3	7.1
	East Casper Retail	70	1.4	1.4	97.2	2.9	15.7	20.0	48.6	10.0
	Nicolaysen Art Museum	70	0.0	5.7	94.3	1.4	11.4	10.0	40.0	31.4
	Alcova Lake/Pathfinder Reservoir	69	0.0	5.8	94.2	1.4	8.7	17.4	36.2	30.4
	Platte River Trails	69	0.0	5.8	94.2	1.4	4.3	13.0	49.3	26.1
	Casper Mountain Recreation Areas	70	0.0	7.1	92.9	0.0	8.6	25.7	31.4	27.1
	Concerts and Festivals	70	0.0	7.1	92.9	10.0	14.3	28.6	30.0	10.0
	Central Wyoming Fair and Rodeo	70	0.0	10.0	90.0	1.4	10.0	41.4	24.3	12.9
	Fort Caspar	70	0.0	11.4	88.6	0.0	8.6	17.1	44.3	18.6
	Independence Rock	70	0.0	11.4	88.6	0.0	12.9	24.3	38.6	12.9
	Sporting Events	69	1.4	10.1	88.5	7.2	13.0	29.0	31.9	7.2
	National Historic Trails Center	70	1.4	15.7	82.9	0.0	4.3	5.7	28.6	44.3
	College National Finals Rodeo	70	0.0	18.6	81.4	0.0	1.4	8.6	25.7	45.7
	Casper Planetarium	70	1.4	20.0	78.6	2.9	12.9	28.6	32.9	1.4
	North Platte River Recreation	70	1.4	22.9	75.7	0.0	2.9	14.3	34.3	24.3
	Three Crowns Golf Course	70	0.0	32.9	67.1	0.0	7.1	14.3	31.4	14.3
	Mormon Handcart Visitors Center	70	14.3	41.4	44.3	0.0	2.9	7.1	30.0	4.3

Mean Visitor Ratings by Sample Subgroup

Attraction/Event	Visitors	Potential	Residents	Stakeholders	All	Stat. Sig. Diff. p<0.05
		Visitors				
	Mean Rating					
College National Finals Rodeo	4.08	4.00	4.09	4.42	4.11	N
National Historic Trails Center	4.20	4.00	4.07	4.36	4.09	N
Alcova Lake/Pathfinder Reservoir	4.13	3.67	3.90	3.91	3.91	N
Platte River Trails	4.02	4.00	3.89	4.00	3.90	N
North Platte River Recreation	4.06	4.14	3.82	4.06	3.84	N
Casper Mountain Recreation Areas	4.07	3.83	3.75	3.83	3.77	N
Nicolaysen Art Museum	3.88	3.60	3.66	3.94	3.68	N
Fort Caspar	3.94	4.00	3.64	3.82	3.67	N
Independence Rock	3.73	4.00	3.60	3.58	3.61	N
Central Wyoming Fair and Rodeo	3.93	4.00	3.51	3.41	3.52	N
Mormon Handcart Visitors Center	3.91	3.57	3.48	3.81	3.51	N
Three Crowns Golf Course	3.18	4.00	3.47	3.79	3.49	N
Casper Events Center	3.74	3.75	3.45	3.59	3.46	N
Casper Planetarium	3.38	3.50	3.29	3.22	3.29	N
East Casper Retail	3.41	3.60	3.27	3.49	3.29	N
Downtown Casper	3.73	3.75	3.23	3.33	3.27	Y
Concerts and Festivals	3.54	3.80	3.03	3.17	3.06	Y
Sporting Events	3.54	3.60	2.93	3.21	2.96	Y
Eastridge Mall	3.14	3.80	2.91	3.01	2.93	N

Casper, Wyoming Area Brand Image/Perception Survey of Visitors and Potential Visitors

RESULTS

Do you live in the Casper, Wyoming area (Natrona County)?

This was a screening question. If the person indicated that they live in Natrona County they were redirected to the Residents survey. The 282 usable responses to this survey were from people who reside outside of Natrona County.

Have you ever visited the Casper area?

N=282

	Number of Respondents	Percentage of Respondents
Yes	163	57.8
No	119	42.2
Total	282	100

Why did you not visit? (check all that apply)

N=118

Reason	Number of Respondents	Percentage of Respondents
No time	24	20.3
Insufficient funds	11	9.3
Plans changed	13	11.0
Not enough things to do	5	4.2
Not easily accessible	13	11.0
Lack of knowledge about the area	27	22.9
Perception of state/community experience	3	2.5
Don't know	12	10.2
Went to another location	22	18.6

Other Location (Verbatim Answers)
Cody
Yellowstone
Cody and Yellowstone
Nevada, Arizona, New Mexico, Texas
Jackson Hole & Yellowstone Park
Yellowstone, Nat'l Park
San Antonio
Yellowstone & grand Tetons
Jackson, Wyoming
Yellowstone, Jackson
Explored the northern part of Wyoming...Casper was too far away on my last trip
Cheyenne
Jackson/Yellowstone
Yellowstone, Cody, Buffalo, Sundance
We did visit Yellowstone, but stayed in Livingston, MT.
Yellowstone Park
South Dakota
Yellowstone
I traveled through Wyoming from Texas to Yellowstone that put us at Gardner, Montana.
Jackson Hole, Grand Teton Nat'l Park, and Yellowstone Nat'l Park

Next 12 questions were only asked of those who had visited the Casper area (Natrona County).

When did you last visit the Casper area?

N=156

Last Visit	Number of Respondents	Percentage of Respondents
Oct-Dec 2013	38	10.9%
Jul-Sep 2013	35	9.0%
Apr-Jun 2013	25	9.6%
Jan-Mar 2013	3	0.6%
2012	18	1.3%
2011	7	0.6%
2010	5	0.6%
2005–2009	7	0.6%
2000–2004	4	0.6%
1995–1999	5	0.6%
1990–1994	2	0.6%
Before 1990	7	0.6%

What was the primary purpose of your last trip to the Casper area?

N=163

Purpose	Number of Respondents	Percentage of Respondents
Leisure/Vacation	52	31.9
Business/Corporate/Work	9	5.5
Meeting/Convention	1	0.6
Passing-Thru	39	23.9
Visiting Friends and Relatives	22	13.5
Personal Reasons	14	8.6
Shopping	9	5.5
Sporting Event	3	1.8
Work	3	1.8
Dining	1	0.6
Entertainment	1	0.6
Hunting/Fishing	4	2.5
Camping	1	0.6
Other	4	2.5

Concerning your last visit, was the Casper area your primary destination?

N=163

	Number of Respondents	Percentage of Respondents
Yes	78	47.9
No	85	52.1
Total	163	100

What was your primary destination?

N=80

Destination	Number of Respondents	Percentage of Respondents
Yellowstone National Park	40	50
Cody, WY	5	6.3
Jackson, WY	4	5.0
Billings, MT	2	2.5
Denver, CO	2	2.5
Las Vegas, NV	2	2.5
Montana	2	2.5
Mountain States	2	2.5
Riverton, WY	2	2.5
Canada	1	1.3
Cheyenne, WY	1	1.3
Douglas, WY	1	1.3
Fort Collins, CO	1	1.3
Gillette, WY	1	1.3
Glacier National Park, MT	1	1.3
Grand Junction, CO	1	1.3
Grand Teton National Park, WY	1	1.3
Grey Reef Fishing Resort, WY	1	1.3
Madison, WI	1	1.3
Muddy Gap, WY	1	1.3
North Dakota	1	1.3
Powell, WY	1	1.3
SD/NE	1	1.3
Seattle	1	1.3
Sheridan, WY	1	1.3
Utah	1	1.3
Western USA	1	1.3
Wyoming	1	1.3

What type of transportation did you use to get to the Casper area the last time you visited?

N=163

Type	Number of Respondents	Percentage of Respondents
Personal vehicle	108	66.3
Rented Vehicle	19	11.7
Motorcycle	15	9.2
Company vehicle	13	8
Coach/Bus	7	4.3
Airline (fly/drive)	1	0.6

Which cities and towns in Wyoming did you visit? (Check all that apply)

N=128

City/Town	Number of Respondents	Percentage of Respondents
Cheyenne	61	47.7
Jackson Hole	57	44.5
Cody	54	42.2
Riverton	30	23.4
Thermopolis	30	23.4
Gillette	26	20.3
Laramie	24	18.8
Sheridan	19	14.8
Rawlins	16	12.5
Rock Springs	15	11.7
Evanston	6	4.7

Was your last visit to the Casper area (Natrona County) a day visit or an overnight visit?

N=162

	Number of Respondents	Percentage of Respondents
Day Visit	62	38.3
Overnight Visit	100	61.7

Depending on response, respondent will be asked to either indicate number of hours stayed or number of nights.

How long was your last visit to the Casper area?**Day Visitors**

N=59

Number of Hours	Number of Respondents	Percentage of Respondents
1	8	13.6%
2	12	20.3%
3	6	10.2%
4	8	13.6%
5	5	8.5%
6	6	10.2%
7	1	1.7%
8	5	8.5%
>8	8	13.6%
Mean (All)	5.53	
Mean (<=16 hrs.)	4.33	

Overnight Visitors

N=98

Number of Nights	Number of Respondents	Percentage of Respondents
1	19	19.4%
2	26	26.5%
3	20	20.4%
4	9	9.2%
5	6	6.1%
6	3	3.1%
7	3	3.1%
8 to 14	8	8.2%
>14	4	4.1%
Mean (All)	4.61	4.7%
Mean (<=20)	3.82	3.9%

In what type of accommodations did you stay in the majority of the time during your last visit?

N=100

Type	Number of Respondents	Percentage of Respondents
Hotel/Motel	55	55.0%
Friends/Relatives	27	27.0%
Campground/RV Park	9	9.0%
Cabin	3	3.0%
Lodge	3	3.0%
Bed & Breakfast	1	1.0%
Home	1	1.0%
Rented Apartment	1	1.0%

How many times have you visited the Casper area in the last three years?

N=129

Number of Visits	Number of Respondents	Percentage of Respondents
0	22	17.1
1	41	31.8
2	15	11.6
3	10	7.8
4	6	4.7
5	3	2.3
6 to 10	12	9.3
11 to 15	7	5.4
16 to 20	4	3.1
>20	9	7.0
Mean (All)	10.03	
Mean (<30)	3.65	

During your last visit to the Casper area in which activities/events/services did you participate/attend/use? (Check all that apply)

N=154

Activity/Event/Service	Number of Respondents	Percentage of Respondents
Dining	99	64.3
Shopping	66	42.9
Sightseeing	54	35.1
Vacation	45	29.2
Historical/Heritage Sites	42	27.3
Nature Hiking/Walking	38	24.7
Visiting Friends and Relatives	34	22.1
Visiting Parks and Trails	33	21.4
Wildlife Viewing	32	20.8
Photography	31	20.1
Outdoor Recreation	28	18.2
Entertainment/Nightlife	27	17.5
Camping	21	13.6
Fishing	20	13.0
Airport Services	17	11.0
Arts	12	7.8
Government Business	11	7.1
Hospital/Medical Services	10	6.5
Festivals/Fairs	9	5.8
Sporting Events	8	5.2
Hunting	7	4.5
Special Event	7	4.5
Wedding	7	4.5
Water Sports	6	3.9
Meetings/Convention	5	3.2
Boating/Sailing	4	2.6
Reunion	4	2.6
Biking	3	1.9
Corporate Business	3	1.9
Rodeo	3	1.9
University/College Learning	3	1.9
Industrial Business	2	1.3
Golf	1	0.6
Agriculture	0	0.0
Group/Motorcoach Tour	0	0.0

Rest of questions were asked of all respondents.

***From which of the sources listed below did you obtain information about the Casper area?
(Check all that apply)***

N=155

Visitors

Source	Number of Respondents	Percentage of Respondents
Internet	60	38.7%
Wyoming Travel Guide	52	33.5%
Wyoming Tourism Website	45	29.0%
Friends/Relatives	41	26.5%
Casper, Wyoming Adventure Guide	36	23.2%
Casper Area Convention and Visitors Bureau Website	31	20.0%
State Travel Visitor Center	28	18.1%
Facebook	23	14.8%
Other Word-Of-Mouth	21	13.5%
Other Websites	20	12.9%
Newspaper	15	9.7%
Brochure	14	9.0%
Television	12	7.7%
Email	11	7.1%
Trip Advisor	10	6.5%
Billboard	9	5.8%
Natrona County Website	9	5.8%
Magazine	8	5.2%
Radio	7	4.5%
Chamber of Commerce	6	3.9%
YouTube	4	2.6%
E-Newsletter	3	1.9%
Twitter	3	1.9%
Accommodation	2	1.3%
Consumer Travel Shows	1	0.6%

Potential Visitors

N=116

Potential Visitors	Number of Respondents	Percentage of Respondents
Wyoming Tourism Website	57	49.1%
Wyoming Travel Guide	52	44.8%
Internet	47	40.5%
Other Websites	15	12.9%
Brochure	14	12.1%
State Travel Visitor Center	10	8.6%
Casper, Wyoming Adventure Guide	9	7.8%
Email	9	7.8%
Trip Advisor	9	7.8%
Casper Area Convention and Visitors Bureau Website	8	6.9%
Friends/Relatives	8	6.9%
Other Word-Of-Mouth	8	6.9%
Chamber of Commerce	5	4.3%
E-Newsletter	5	4.3%
Magazine	5	4.3%
Facebook	4	3.4%
Natrona County Website	2	1.7%
Radio	2	1.7%
Television	2	1.7%
YouTube	2	1.7%
Accommodation	1	0.9%
Consumer Travel Shows	1	0.9%
Newspaper	1	0.9%
Twitter	1	0.9%
Billboard	0	0.0%

From which sources would you prefer to obtain information on the Casper area? Please indicate your top three choices.

Visitors

N=153

Source	N	1	2	3	Not Top 3	Top 3
Internet	64	22.2%	9.2%	10.5%	58.2%	41.8%
Wyoming Travel Guide	50	19.0%	7.8%	5.9%	67.3%	32.7%
Wyoming Tourism Website	47	6.5%	10.5%	13.7%	69.3%	30.7%
Casper, Wyoming Adventure Guide	40	10.5%	10.5%	5.2%	73.9%	26.1%
Casper Area Convention and Visitors Bureau Website	30	5.2%	8.5%	5.9%	80.4%	19.6%
Facebook	25	7.2%	5.2%	3.9%	83.7%	16.3%
Friends/Relatives	21	5.9%	4.6%	3.3%	86.3%	13.7%
State Travel Visitor Center	19	2.0%	6.5%	3.9%	87.6%	12.4%
Email	18	2.0%	3.9%	5.9%	88.2%	11.8%
Trip Advisor	16	2.0%	3.3%	5.2%	89.5%	10.5%
Other Websites	13	2.0%	3.3%	3.3%	91.5%	8.5%
Television	11	2.6%	4.6%	0.0%	92.8%	7.2%
Newspaper	10	2.6%	2.6%	1.3%	93.5%	6.5%
Other Word-Of-Mouth	10	1.3%	2.6%	2.6%	93.5%	6.5%
Radio	10	2.6%	2.0%	2.0%	93.5%	6.5%
Natrona County Website	9	1.3%	1.3%	3.3%	94.1%	5.9%
Brochure	8	0.7%	2.0%	2.6%	94.8%	5.2%
Magazine	6	0.0%	0.7%	3.3%	96.1%	3.9%
Chamber of Commerce	5	0.7%	0.7%	2.0%	96.7%	3.3%
E-Newsletter	3	0.7%	1.3%	0.0%	98.0%	2.0%
YouTube	3	0.0%	1.3%	0.7%	98.0%	2.0%
Accommodation	2	0.0%	0.0%	1.3%	98.7%	1.3%
Consumer Travel Shows	2	0.0%	0.0%	1.3%	98.7%	1.3%
Billboard	1	0.0%	0.0%	0.7%	99.3%	0.7%
Twitter	1	0.7%	0.0%	0.0%	99.3%	0.7%

Potential Visitors

N=111

Source	N	1	2	3	Not Top 3	Top 3
Wyoming Travel Guide	52	27.9%	13.5%	5.4%	53.2%	46.8%
Wyoming Tourism Website	51	17.1%	11.7%	17.1%	54.1%	45.9%
Internet	35	12.6%	6.3%	12.6%	68.5%	31.5%
Casper, Wyoming Adventure Guide	28	10.8%	9.9%	4.5%	74.8%	25.2%
Casper Area Convention and Visitors Bureau Website	22	5.4%	6.3%	8.1%	80.2%	19.8%
Brochure	20	8.1%	6.3%	3.6%	82.0%	18.0%
State Travel Visitor Center	16	0.9%	4.5%	9.0%	85.6%	14.4%
Trip Advisor	13	1.8%	6.3%	3.6%	88.3%	11.7%
Email	12	3.6%	4.5%	2.7%	89.2%	10.8%
Chamber of Commerce	10	1.8%	1.8%	5.4%	91.0%	9.0%
Other Websites	9	0.9%	1.8%	5.4%	91.9%	8.1%
Television	9	3.6%	3.6%	0.9%	91.9%	8.1%
Magazine	7	0.9%	3.6%	1.8%	93.7%	6.3%
Facebook	6	0.0%	2.7%	2.7%	94.6%	5.4%
Radio	5	0.9%	0.9%	2.7%	95.5%	4.5%
Friends/Relatives	4	0.9%	1.8%	0.9%	96.4%	3.6%
YouTube	4	0.9%	0.9%	1.8%	96.4%	3.6%
Billboard	3	0.9%	1.8%	0.0%	97.3%	2.7%
E-Newsletter	3	0.9%	0.9%	0.9%	97.3%	2.7%
Accommodation	2	0.0%	0.9%	0.9%	98.2%	1.8%
Natrona County Website	2	0.0%	0.9%	0.9%	98.2%	1.8%
Consumer Travel Shows	1	0.0%	0.0%	0.9%	99.1%	0.9%
Other Word-Of-Mouth	1	0.0%	0.9%	0.0%	99.1%	0.9%
Twitter	1	0.0%	0.9%	0.0%	99.1%	0.9%
Newspaper	0	0.0%	0.0%	0.0%	100.0%	0.0%

Are there any attractions, facilities or services you feel need to be added to enhance your Casper area visitor experience or that would entice you to visit various districts or other communities?

N=158

	Visitors	Potential Visitors
Yes	22.8%	8.8%
No	31.6%	34.5%
Don't Know	45.6%	56.6%

Please describe the types of attractions, facilities, and/or services that you would like to see added in the Casper area to improve it as a place/ visitor destination.

When considering other comparable leisure locations to the Casper area, which cities or regions do you go to? Please identify up to three destinations.

Visitors

N=112

Destination	Num. of Resp.	% of Resp.
Cody, WY	25	22.3
Cheyenne, WY	21	18.8
Jackson Hole, WY	18	16.1
Denver, CO	17	15.2
Yellowstone National Park	16	14.3
Fort Collins, CO	12	10.7
Rapid City, SD	11	9.8
Billings, MT	10	8.9
Laramie, WY	8	7.1
Thermopolis, WY	7	6.3
Lander, WY	6	5.4
Salt Lake City, UT	6	5.4
Sheridan, WY	6	5.4
Buffalo, WY	5	4.5
Grand Teton National Park, WY	5	4.5
Colorado Springs, CO	4	3.6
Riverton, WY	4	3.6
Black Hills, SD	3	2.7
Colorado	3	2.7
Devils Tower, WY	3	2.7
Estes Park, CO	3	2.7
Gillette, WY	3	2.7
Montana	3	2.7
Pinedale, WY	3	2.7
Santa Fe, NM	3	2.7
Bozeman, MT	2	1.8
Florida	2	1.8
Glacier National Park, MT	2	1.8
Glenwood Springs, CO	2	1.8
Missoula, MT	2	1.8
North Dakota	2	1.8
Powell, WY	2	1.8
Saratoga, WY	2	1.8
South Dakota	2	1.8
Steamboat Springs, CO	2	1.8
Albuquerque, NM	1	0.9
Antonito, CO	1	0.9
Arizona	1	0.9
Basalt, CO	1	0.9
Bighorn Mountains	1	0.9
Black Forest, CO	1	0.9
Boston, MA	1	0.9
Boulder, CO	1	0.9

Destination	Num. of Resp.	% of Resp.
Brookings, OR	1	0.9
Canadian Rockies	1	0.9
Creede, CO	1	0.9
Custer, SD	1	0.9
Dakotas	1	0.9
Deadwood, SD	1	0.9
Douglas, WY	1	0.9
Dubois, WY	1	0.9
Durango, CO	1	0.9
Encampment, WY	1	0.9
Ennis, MT	1	0.9
Granby, CO	1	0.9
Grand Junction, CO	1	0.9
Green River, WY area	1	0.9
Hesperia, MI	1	0.9
Houghton Lake, MI	1	0.9
Huston Park Wilderness, WY	1	0.9
Island Park, WY	1	0.9
Kalispell, MT	1	0.9
Kentucky	1	0.9
Keystone, SD	1	0.9
Lake Placid, NY	1	0.9
Lake Tahoe, NV	1	0.9
Lancaster, PA	1	0.9
Las Vegas, NV	1	0.9
Loveland, CO	1	0.9
Medora, ND	1	0.9
Meeker, CO	1	0.9
Midway, CO	1	0.9
Moab, UT	1	0.9
Morro Bay, CA	1	0.9
Mt. Rushmore, SD	1	0.9
Navaho Dam, NM	1	0.9
Nebraska	1	0.9
New England	1	0.9
New Mexico	1	0.9
North Carolina	1	0.9
North Platte, NE	1	0.9
Northern Colorado	1	0.9
Northwest Wyoming	1	0.9
Ogallala, NE	1	0.9
Oklahoma	1	0.9
Old Orchard Beach, ME	1	0.9

Destination	Num. of Resp.	% of Resp.
Pueblo, CO	1	0.9
Rocky Mountain National Park	1	0.9
San Antonio, TX	1	0.9
Sand Lake Dunes, MI	1	0.9
Scottsbluff, NE	1	0.9
Silver Lake, WA	1	0.9
Silverthorne, CO	1	0.9
St. Louis, MO	1	0.9
Sundance, WY	1	0.9
Washington, DC	1	0.9
Western Nebraska communities	1	0.9
Whitefish, MT	1	0.9
Worland, WY	1	0.9

Potential Visitors

N=80

Destination	Num. of Resp.	% of Resp.
Yellowstone National Park	30	37.5%
Jackson Hole, WY	14	17.5%
Cody, WY	9	11.3%
Cheyenne, WY	8	10.0%
Bozeman, MT	5	6.3%
Teton mountains	5	6.3%
Grand Canyon, AZ	4	5.0%
West Yellowstone, MT	4	5.0%
Arizona	3	3.8%
Florida	3	3.8%
Missoula, MT	3	3.8%
Montana	3	3.8%
Rapid City, SD	3	3.8%
South Dakota	3	3.8%
Billings, MT	2	2.5%
Biloxi, MS	2	2.5%
Black Hills, SD	2	2.5%
Branson, MO	2	2.5%
Denver, CO	2	2.5%
Devils Tower, WY	2	2.5%
Livingston, MT	2	2.5%
Maine	2	2.5%
Myrtle Beach, SC	2	2.5%
National Parks	2	2.5%
New Mexico	2	2.5%
Seattle, WA	2	2.5%
Smoky Mountains	2	2.5%
Wind River, WY	2	2.5%
attractions	1	1.3%
beaches	1	1.3%
Big Sky, MT	1	1.3%
Bismarck, ND	1	1.3%
Blue Ridge Mountains	1	1.3%
Browning, MT	1	1.3%
Bryce Canyon, UT	1	1.3%
Cancun, Mexico	1	1.3%
Cherokee, NC	1	1.3%
Colorado	1	1.3%
Deadwood, SD	1	1.3%
Disneyland	1	1.3%
East Glacier, MT	1	1.3%
East Yellowstone	1	1.3%
Gatlinburg, TN	1	1.3%

Destination	Num. of Resp.	% of Resp.
Glacier National Park, MT	1	1.3%
Great Falls, MT	1	1.3%
Great Smoky Mountains	1	1.3%
Gulf Shores, AL	1	1.3%
Hawaii	1	1.3%
Idaho	1	1.3%
Idaho Falls, ID	1	1.3%
Las Vegas, NV	1	1.3%
Maui, HI	1	1.3%
Miami, FL	1	1.3%
Midwest	1	1.3%
Moab, UT	1	1.3%
Mobile, AL	1	1.3%
Mountains	1	1.3%
Mt. Rushmore, SD	1	1.3%
National Historic Trails	1	1.3%
NC Wyoming	1	1.3%
NE Wyoming	1	1.3%
New England	1	1.3%
New Orleans, LA	1	1.3%
North Carolina	1	1.3%
Northwest Wyoming	1	1.3%
Ocean City, Maryland	1	1.3%
Orlando, FL	1	1.3%
Ozark Mountains	1	1.3%
Panama City, FL	1	1.3%
Phoenix, AZ	1	1.3%
Pigeon Forge, TN	1	1.3%
Points of interest	1	1.3%
Rocky Mountains	1	1.3%
Reservations	1	1.3%
Rock Climbing	1	1.3%
Rodeos	1	1.3%
Salt Lake City, UT	1	1.3%
San Francisco, CA	1	1.3%
Santa Fe, NM	1	1.3%
Sedona, AZ	1	1.3%
Sheridan, WY	1	1.3%
Sitka, AK	1	1.3%
Southwest	1	1.3%
Stow, OH	1	1.3%
Thermopolis, WY	1	1.3%
tourist areas	1	1.3%

Destination	Num. of Resp.	% of Resp.
Universal Studios	1	1.3%
Upper Peninsula of Michigan	1	1.3%
Vancouver, BC	1	1.3%
Virginia	1	1.3%
Washington State	1	1.3%
West	1	1.3%
YOSEMITE	1	1.3%
ZION	1	1.3%

What key images or characteristics (location and/or activity-based) come to mind when you think of the Casper area as a place/visitor destination? ¹

Visitors

¹ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Image	% of Resp.
Casper Mountain	14.0
Fishing	12.1
North Platte River	11.2
Shopping	11.2
Mountains	10.3
Restaurants/Dining/Food (good, variety)	9.3
Western culture/heritage/history	7.5
Friendly people	6.5
Hiking	6.5
Alcova Lake/Pathfinder Reservoir	5.6
Accommodations	4.7
Cowboy culture	4.7
Rodeos (not specified)	4.7
Skiing	4.7
Wind	4.7
Casper Events Center	3.7
Centrally located within the state	3.7
Downtown Casper	3.7
Museums (not specified)	3.7
Platte River	3.7
Platte River Parkway	3.7
Wide-open spaces	3.7
Camping	2.8
Clean	2.8
Cold Weather	2.8
Eastridge Mall	2.8
Fort Caspar	2.8
Historical sites/attractions	2.8
Hunting	2.8
National Historic Trails Center	2.8
Scenery/Scenic	2.8
Antelope	1.9
Entertainment	1.9
Nicolaysen Art Museum	1.9
None	1.9
Oil & Gas Industry	1.9
Old West	1.9
Old Yellowstone District	1.9
Outdoor recreation/activities	1.9
People	1.9
Wildlife	1.9

Potential Visitors

Image	Percentage of Respondents
Western culture/heritage/history	17.9
Mountains	16.4
Wildlife	13.4
Cowboy culture	10.4
Scenery/Scenic	10.4
Gateway to Yellowstone National Park	7.5
None	7.5
Outdoor recreation/activities	7.5
Rodeos (not specified)	7.5
Camping	6.0
Hiking	4.5
Old West	4.5
Ranching	4.5
Adventure	3.0
Casper Whitewater Park	3.0
Cold Weather	3.0
Getting away from the South!!!!	3.0
Nature	3.0
Sightseeing	3.0
Skiing	3.0
Wide-open spaces	3.0

How would you describe the atmosphere or mood (personal feelings) that you experienced or would expect to experience while visiting the Casper area?²

Visitors

Attribute	% of Resp.
Friendly	39.6
Relaxing	8.9
Fun	5.9
Beautiful	5.0
Historical	5.0
Laid-back	5.0
Windy (causes negative moods and feelings)	5.0
Western	4.0
Enjoyable	3.0
Happy	3.0
Outdoorsy	3.0
Peaceful	3.0
Bad Drivers (rude, unsafe)	2.0
Casual	2.0
Calm	2.0
Clean	2.0
Creative	2.0
Freedom	2.0
Industrial	2.0
Nostalgia	2.0
Pretty	2.0
Quiet	2.0
Safe	2.0
Slow paced	2.0
Wild west	2.0

² The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Potential Visitors

Attribute	Potential Visitors
Friendly	21.4
Relaxing	17.9
Western	12.5
Beautiful	7.1
Calm	7.1
Historical	7.1
Outdoorsy	7.1
Peaceful	7.1
Adventurous	5.4
Laid-back	5.4
Awe	3.6
Exciting	3.6
Freedom	3.6
Happy	3.6
nature	3.6
Quiet	3.6
Slow paced	3.6
Tired	3.6
A feeling of "country living"	1.8

Please list up to three distinctive or unique attractions and/or events that you think represent well the Casper area.³

Visitors

³ The results are preliminary and subject to change. Table includes the most frequently mentioned responses. Percentages represent the percentage of respondents who gave the response and add up to over 100% as multiple responses were allowed.

Attraction	Percentage of Respondents
Casper Mountain	19.0
Rodeos (not specified)	13.0
Hunting/Fishing	12.0
National Historic Trails Center	12.0
Central Wyoming Fair and Rodeo	7.0
Nicolaysen Art Museum	7.0
Platte River Parkway/Trails	7.0
Casper Events Center	6.0
Fort Caspar	6.0
North Platte River	6.0
Eastridge Mall	5.0
Shopping	5.0
Nic Fest	4.0
Scenery	4.0
Skiing	4.0
Alcova Lake/Pathfinder Reservoir	3.0
College National Finals Rodeo	3.0
High School Sports	3.0
North Platte River Recreation	3.0
Platte River	3.0
Wildlife	3.0
Beartrap Summer Festival	2.0
Casper College	2.0
Casper Mountain	2.0
Concerts	2.0
Downtown Casper	2.0
History	2.0
Hogadon Ski Area	2.0
Independence Rock	2.0
Mountains	2.0
Oil & Gas Industry	2.0
Tate Geological Museum	2.0

Potential Visitors

Attraction	Percentage of Respondents
Rodeos (not specified)	29.7
None	10.8
Scenery	10.8
Cowboys	8.1
Fort Caspar	8.1
Mountains	8.1
Hunting/Fishing	5.4
Outdoor Activities	5.4
Parks	5.4
Wild West	5.4
Wildlife	5.4

To what extent do you think each of the following statements is descriptive of the Casper area as a place/visitor destination? Rate each statement on a scale which ranges from “Very Undescriptive” to “Very Descriptive.”

Visitors

Statement	N	Very Undescriptive	Undescriptive	Neither Descriptive nor Undescriptive	Descriptive	Very Descriptive	Mean
		Percentage of Respondents					
The area contains beautiful nature and scenery	121	0.8	3.3	16.5	33.9	45.5	4.20
The area has wide open spaces	118	1.7	2.5	14.4	41.5	39.8	4.15
The area offers plenty of opportunities for outdoor recreation	121	0.8	5.0	19.8	34.7	39.7	4.07
The area is rich in history and culture	121	1.7	2.5	15.7	48.8	31.4	4.06
People residing in Casper are warm and friendly	118	1.7	4.2	19.5	44.9	29.7	3.97
The overall mood of the area is peaceful and relaxed	118	2.5	4.2	22.0	40.7	30.5	3.92
Casper is easily accessible	118	4.2	4.2	20.3	49.2	22.0	3.81
Casper is protective of its natural landscape and wildlife	120	4.2	5.0	24.2	39.2	27.5	3.81
The destination is affordable	117	0.9	6.0	29.1	49.6	14.5	3.71
Casper is a safe area	118	1.7	6.8	30.5	41.5	19.5	3.70
The area offers affordable accommodation choices	117	0.9	7.7	29.1	49.6	12.8	3.66
Casper is a unique destination	115	0.9	13.0	27.0	38.3	20.9	3.65
Casper provides good service quality to its visitors	117	2.6	6.0	32.5	41.9	17.1	3.65
The area offers a variety of dining experiences	120	1.7	8.3	28.3	46.7	15.0	3.65
The area offers a good variety of accommodation choices	115	2.6	7.8	31.3	41.7	16.5	3.62
The area offers year-round activities	118	1.7	6.8	36.4	39.8	15.3	3.60
The area offers a variety of things to do for families	119	3.4	5.9	33.6	42.9	14.3	3.59
The destination offers good value	118	1.7	9.3	35.6	39.8	13.6	3.54
Casper is clean	119	5.0	13.4	21.8	47.1	12.6	3.49
Interesting cultural activities are available	117	1.7	12.8	32.5	41.0	12.0	3.49
Casper offers a variety of shopping options	121	2.5	10.7	36.4	38.8	11.6	3.46
Casper has a good reputation as a visitor destination	117	4.3	8.5	38.5	35.9	12.8	3.44
Well-developed general infrastructure is in place	118	2.5	7.6	46.6	36.4	6.8	3.37
The area offers a variety of nightlife and entertainment	118	1.7	19.5	51.7	22.0	5.1	3.09
Casper has good weather	117	8.5	20.5	35.9	29.1	6.0	3.03

Potential Visitors

Very Undescriptive	Undescriptive	Neither Descriptive nor Undescriptive	Descriptive	Very Descriptive
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Statement	N	Percentage of Respondents					Mean
The area contains beautiful nature and scenery	73	2.7	1.4	16.4	39.7	39.7	4.12
Casper is protective of its natural landscape and wildlife	72	2.8	2.8	20.8	48.6	25.0	3.90
The area has wide open spaces	72	2.8	1.4	25.0	47.2	23.6	3.88
The area is rich in history and culture	73	2.7	1.4	27.4	42.5	26.0	3.88
The area offers plenty of opportunities for outdoor recreation	70	2.9	1.4	28.6	40.0	27.1	3.87
The overall mood of the area is peaceful and relaxed	69	1.4	1.4	29.0	49.3	18.8	3.83
People residing in Casper are warm and friendly	71	1.4	1.4	35.2	45.1	16.9	3.75
Casper is clean	70	1.4	1.4	37.1	42.9	17.1	3.73
Casper is a unique destination	72	1.4	1.4	37.5	48.6	11.1	3.67
Casper is a safe area	68	1.5	1.5	39.7	44.1	13.2	3.66
The area offers a good variety of accommodation choices	71	1.4	1.4	33.8	57.7	5.6	3.65
The destination offers good value	72	1.4	4.2	40.3	38.9	15.3	3.63
Casper is easily accessible	73	1.4	5.5	37.0	43.8	12.3	3.60
The area offers year-round activities	71	4.2	4.2	35.2	42.3	14.1	3.58
The area offers a variety of dining experiences	71	1.4	4.2	38.0	49.3	7.0	3.56
The area offers affordable accommodation choices	70	1.4	1.4	45.7	42.9	8.6	3.56
The area offers a variety of things to do for families	69	4.3	4.3	36.2	42.0	13.0	3.55
Casper has a good reputation as a visitor destination	68	1.5	7.4	39.7	39.7	11.8	3.53
Casper provides good service quality to its visitors	69	1.4	4.3	47.8	37.7	8.7	3.48
The destination is affordable	70	1.4	4.3	51.4	35.7	7.1	3.43
The area offers a variety of nightlife and entertainment	70	0.0	8.6	48.6	35.7	7.1	3.41
Interesting cultural activities are available	71	2.8	9.9	43.7	33.8	9.9	3.38
Casper offers a variety of shopping options	70	1.4	5.7	52.9	34.3	5.7	3.37
Casper has good weather	72	0.0	11.1	47.2	36.1	5.6	3.36
Well-developed general infrastructure is in place	70	2.9	11.4	50.0	31.4	4.3	3.23

How important to you are the following items when you decide whether or not to visit a particular place/visitor destination? Rate each item on a scale which ranges from “Very Unimportant” to “Very Important.”

Visitors

Item	N	Percentage of Respondents					Mean
		Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	
Wealth and beauty of landscape	118	0.0	0.8	6.8	40.7	51.7	4.43
Hospitable, friendly people	118	0.0	0.0	7.6	48.3	44.1	4.36
Cleanliness of destination	117	0.0	0.0	12.0	47.0	41.0	4.29
Offers personal safety	119	0.0	0.8	11.8	44.5	42.9	4.29
Value for money	120	0.0	1.7	9.2	48.3	40.8	4.28
Affordability	120	1.7	2.5	7.5	45.8	42.5	4.25
Excellent service quality	118	0.0	0.0	13.6	50.8	35.6	4.22
Places of historical or cultural interest	119	0.0	0.8	16.0	44.5	38.7	4.21
Relaxation	119	0.0	1.7	12.6	49.6	36.1	4.20
Existence of parks and byways	119	1.7	2.5	19.3	43.7	32.8	4.03
Good inventory of lodging properties	119	1.7	0.0	18.5	54.6	25.2	4.02
Unique setting	119	0.8	1.7	18.5	54.6	24.4	4.00
Excellent reputation	116	0.0	0.9	23.3	51.7	24.1	3.99
Wide-open spaces	119	0.0	4.2	24.4	44.5	26.9	3.94
Interesting cultural activities	119	0.8	6.7	14.3	56.3	21.8	3.92
Opportunities for sports/leisure activities	118	1.7	3.4	25.4	44.9	24.6	3.87
Good weather	120	0.8	1.7	25.0	59.2	13.3	3.83
Easily accessible	119	0.8	5.0	25.2	52.1	16.8	3.79
Family-oriented setting	117	5.1	9.4	26.5	34.2	24.8	3.64
Varied or unique cuisines	118	1.7	10.2	33.1	36.4	18.6	3.60
Well-developed general infrastructure	118	0.0	8.5	33.9	47.5	10.2	3.59
Shopping options	119	3.4	14.3	32.8	38.7	10.9	3.39
Good nightlife and entertainment	117	7.7	22.2	33.3	30.8	6.0	3.05
Opportunities for spectator sports events	118	7.6	17.8	49.2	18.6	6.8	2.99
Availability of theme parks	120	20.8	25.0	38.3	11.7	4.2	2.53
Availability of golf	116	44.8	25.9	19.0	6.9	3.4	1.98

Potential Visitors

Item	N	Percentage of Respondents					Mean
		Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	
Wealth and beauty of landscape	75	5.3	0.0	4.0	33.3	57.3	4.37
Offers personal safety	77	3.9	1.3	9.1	31.2	54.5	4.31
Cleanliness of destination	77	3.9	1.3	2.6	50.6	41.6	4.25
Relaxation	77	2.6	0.0	9.1	46.8	41.6	4.25
Affordability	77	3.9	2.6	7.8	37.7	48.1	4.23
Value for money	77	3.9	0.0	3.9	53.2	39.0	4.23
Hospitable, friendly people	76	3.9	0.0	6.6	48.7	40.8	4.22
Excellent service quality	76	3.9	0.0	7.9	52.6	35.5	4.16
Wide-open spaces	76	3.9	1.3	13.2	40.8	40.8	4.13
Existence of parks and byways	77	3.9	0.0	14.3	45.5	36.4	4.10
Places of historical or cultural interest	78	5.1	0.0	7.7	55.1	32.1	4.09
Unique setting	77	3.9	1.3	13.0	46.8	35.1	4.08
Excellent reputation	76	2.6	2.6	14.5	47.4	32.9	4.05
Good inventory of lodging properties	78	3.8	1.3	15.4	44.9	34.6	4.05
Good weather	78	2.6	1.3	17.9	53.8	24.4	3.96
Family-oriented setting	77	5.2	6.5	18.2	36.4	33.8	3.87
Easily accessible	76	3.9	1.3	26.3	50.0	18.4	3.78
Interesting cultural activities	76	2.6	2.6	27.6	50.0	17.1	3.76
Opportunities for sports/leisure activities	74	4.1	2.7	31.1	43.2	18.9	3.70
Well-developed general infrastructure	75	2.7	6.7	41.3	44.0	5.3	3.43
Varied or unique cuisines	76	5.3	10.5	39.5	35.5	9.2	3.33
Shopping options	75	4.0	17.3	37.3	34.7	6.7	3.23
Opportunities for spectator sports events	75	14.7	18.7	41.3	22.7	2.7	2.80
Good nightlife and entertainment	76	14.5	23.7	32.9	26.3	2.6	2.79
Availability of theme parks	76	14.5	22.4	43.4	13.2	6.6	2.75
Availability of golf	76	44.7	25.0	25.0	2.6	2.6	1.93

Please rate the following Casper area attractions/events on a scale ranging from Poor to Excellent if you have visited them. If you are not aware of the attraction select the “Not Aware Of” option. If you are aware of the attraction but have not visited it, please check the “Aware of but Never Visited” option.

Visitors

Attraction/Event	N	Percentage of Respondents								Mean
		Not Aware Of	Aware of But Never Visited	Visited	Poor	Fair	Average	Good	Excellent	
National Historic Trails Center	117	28.2	28.2	43.6	0.9	2.6	2.6	18.8	18.8	4.20
Alcova Lake/Pathfinder Reservoir	119	39.5	21.0	39.5	0.8	0.8	5.9	16.8	15.1	4.13
College National Finals Rodeo	117	40.2	38.5	21.3	0.9	1.7	2.6	6.0	10.3	4.08
Casper Mountain Recreation Areas	119	21.0	27.7	51.3	0.8	3.4	3.4	27.7	16.0	4.07
North Platte River Recreation	118	24.6	33.1	42.3	0.0	2.5	6.8	18.6	14.4	4.06
Platte River Trails	117	31.6	26.5	41.9	0.0	3.4	6.0	18.8	13.7	4.02
Fort Caspar	118	23.7	30.5	45.8	0.8	3.4	7.6	19.5	14.4	3.94
Central Wyoming Fair and Rodeo	119	30.3	35.3	34.4	0.8	2.5	5.9	14.3	10.9	3.93
Mormon Handcart Visitors Center	118	46.6	34.7	18.7	1.7	0.8	3.4	4.2	8.5	3.91
Nicolaysen Art Museum	117	48.7	22.2	29.1	1.7	2.6	5.1	7.7	12.0	3.88
Casper Events Center	117	35.9	21.4	42.7	0.9	2.6	12.0	18.8	8.5	3.74
Downtown Casper	118	10.2	11.9	77.9	1.7	5.1	22.0	33.1	16.1	3.73
Independence Rock	116	25.9	31.9	42.2	0.9	2.6	12.1	18.1	8.6	3.73
Concerts and Festivals	117	38.5	29.9	31.6	1.7	6.0	5.1	11.1	7.7	3.54
Sporting Events	118	39.0	29.7	31.3	0.0	5.9	5.9	16.1	3.4	3.54
East Casper Retail	116	42.2	13.8	44.0	1.7	6.0	13.8	17.2	5.2	3.41
Casper Planetarium	118	47.5	32.2	20.3	0.8	2.5	6.8	8.5	1.7	3.38
Three Crowns Golf Course	119	61.3	29.4	9.3	0.0	2.5	2.5	4.2	0.0	3.18
Eastridge Mall	117	36.8	13.7	49.5	4.3	9.4	14.5	17.9	3.4	3.14

Potential Visitors

Attraction/Event	N	Not	Aware of But	Visited	Poor	Fair	Average	Good	Excellent	Mean
		Aware Of	Never Visited	Percentage of Respondents						
North Platte River Recreation	75	60.0	30.7	9.3	0.0	0.0	2.7	2.7	4.0	4.14
Central Wyoming Fair and Rodeo	75	56.0	36.0	8.0	0.0	0.0	2.7	2.7	2.7	4.00
College National Finals Rodeo	74	62.2	31.1	6.7	0.0	0.0	1.4	4.1	1.4	4.00
Fort Caspar	72	50.0	38.9	11.1	1.4	0.0	0.0	5.6	4.2	4.00
Independence Rock	73	57.5	34.2	8.3	0.0	1.4	0.0	4.1	2.7	4.00
National Historic Trails Center	74	56.8	32.4	10.8	1.4	0.0	1.4	2.7	5.4	4.00
Platte River Trails	74	55.4	37.8	6.8	0.0	0.0	1.4	4.1	1.4	4.00
Three Crowns Golf Course	73	86.3	9.6	4.1	0.0	0.0	1.4	1.4	1.4	4.00
Casper Mountain Recreation Areas	74	50.0	41.9	8.1	0.0	1.4	1.4	2.7	2.7	3.83
Concerts and Festivals	75	76.0	17.3	6.7	0.0	0.0	2.7	2.7	1.3	3.80
Eastridge Mall	75	81.3	12.0	6.7	0.0	0.0	2.7	2.7	1.3	3.80
Casper Events Center	74	75.7	18.9	5.4	0.0	0.0	2.7	1.4	1.4	3.75
Downtown Casper	75	37.3	52.0	10.7	1.3	0.0	1.3	5.3	2.7	3.75
Alcova Lake/Pathfinder Reservoir	74	73.0	18.9	8.1	0.0	1.4	1.4	4.1	1.4	3.67
East Casper Retail	74	79.7	13.5	6.8	0.0	1.4	1.4	2.7	1.4	3.60
Nicolaysen Art Museum	74	74.3	18.9	6.8	1.4	0.0	0.0	4.1	1.4	3.60
Sporting Events	75	74.7	18.7	6.6	0.0	1.3	1.3	2.7	1.3	3.60
Mormon Handcart Visitors Center	74	77.0	13.5	9.5	0.0	2.7	1.4	2.7	2.7	3.57
Casper Planetarium	75	74.7	17.3	8.0	0.0	1.3	2.7	2.7	1.3	3.50

Demographics

Where do you live?

Visitors

State/Province

N=122

State/Province	Number of Respondents	Percentage of Respondents
Wyoming	24	19.7
Colorado	17	13.9
Texas	6	4.9
California	5	4.1
Nebraska	5	4.1
North Carolina	5	4.1
Kansas	4	3.3
Florida	3	2.5
Illinois	3	2.5
Iowa	3	2.5
Michigan	3	2.5
Minnesota	3	2.5
New York	3	2.5
Ohio	3	2.5
South Dakota	3	2.5
Utah	3	2.5
Washington	3	2.5
Alabama	2	1.6
Arkansas	2	1.6
Connecticut	2	1.6
Indiana	2	1.6
Louisiana	2	1.6
New Jersey	2	1.6
Oklahoma	2	1.6
Pennsylvania	2	1.6
Arizona	1	0.8
British Columbia	1	0.8
Georgia	1	0.8
Hawaii	1	0.8
Idaho	1	0.8
Kentucky	1	0.8
Maine	1	0.8
Maryland	1	0.8
Missouri	1	0.8
Nevada	1	0.8
Massachusetts	0	0.0
Montana	0	0.0
New Hampshire	0	0.0
Oregon	0	0.0
South Carolina	0	0.0
Tennessee	0	0.0
Virgin Islands	0	0.0
Wisconsin	0	0.0

Nation**N=123**

Nation	Number of Respondents	Percentage of Respondents
United States	118	95.9%
Netherlands	2	1.6%
Austria	1	0.8%
Canada	1	0.8%
Russia	1	0.8%

Potential Visitors

State/Province

N=81

State/Province	Number of Respondents	Percentage of Respondents
Pennsylvania	6	7.4
Florida	5	6.2
California	4	4.9
Georgia	4	4.9
Illinois	4	4.9
Montana	4	4.9
Tennessee	4	4.9
Arkansas	3	3.7
Kentucky	3	3.7
Massachusetts	3	3.7
Minnesota	3	3.7
New Jersey	3	3.7
New York	3	3.7
North Carolina	3	3.7
Ohio	3	3.7
Oklahoma	3	3.7
Texas	3	3.7
Indiana	2	2.5
Louisiana	2	2.5
Maryland	2	2.5
Missouri	2	2.5
Washington	2	2.5
Alabama	1	1.2
Kansas	1	1.2
Michigan	1	1.2
Nebraska	1	1.2
New Hampshire	1	1.2
Oregon	1	1.2
South Carolina	1	1.2
Utah	1	1.2
Virgin Islands	1	1.2
Wisconsin	1	1.2
Arizona	0	0.0
British Columbia	0	0.0
Colorado	0	0.0
Connecticut	0	0.0
Hawaii	0	0.0
Idaho	0	0.0
Iowa	0	0.0
Maine	0	0.0
Nevada	0	0.0
South Dakota	0	0.0
Wyoming	0	0.0

Nation**N=82**

Nation	Number of Respondents	Percentage of Respondents
United States	78	95.1
United Kingdom	2	2.4
Israel	1	1.2
Kazakhstan	1	1.2

What is your age?

N=120

Category	Visitors	Potential Visitors
25 to 34	15.0%	7.1%
35 to 44	11.7%	14.1%
45 to 54	20.0%	23.5%
55 to 64	27.5%	27.1%
65+	20.0%	20.0%
Refuse to Answer	5.8%	8.2%
Mean	51.76	53.81

What is your marital status?

N=124

Status	Visitors	Potential Visitors
Married	71.8%	81.0%
Single	15.3%	9.5%
Divorced	8.1%	6.0%
Domestic Partnership	3.2%	0.0%
Widowed	1.6%	3.6%

What is the highest level of education you have achieved?

N=124

Education Level	Visitors	Potential Visitors
9th to 12th grade	0.8%	0.0%
High school graduate	10.5%	4.8%
Some college/university	23.4%	25.3%
Trade school graduate	4.0%	3.6%
Associate degree	6.5%	15.7%
Bachelor's degree	27.4%	22.9%
Graduate or professional degree	27.4%	27.7%

Which of the following best describes your race or ethnicity?

N=124

Race/Ethnicity	Visitors	Potential Visitors
White	87.9%	91.7%
Hispanic or Latino (of any race)	4.0%	1.2%
Multiracial	2.4%	0.0%
American Indian or Alaska Native	0.8%	2.4%
Black or African American	0.8%	1.2%
Native Hawaiian or Other Pacific Islander	0.8%	0.0%
Asian	0.0%	2.4%
Refuse to Answer	3.2%	1.2%

What is your gender?

N=124

Gender	Visitors	Potential Visitors
Male	51.6%	40.7%
Female	48.4%	59.3%

Into which of the following categories does your household income fall? (Optional)

N=97

Range	Visitors	Potential Visitors
<\$25k	3.1%	3.2%
\$25,000-\$34,999	9.3%	9.5%
\$35,000-\$49,999	11.3%	11.1%
\$50,000-\$74,999	13.4%	19.0%
\$75,000-\$99,999	21.6%	22.2%
\$100,000-\$124,999	13.4%	11.1%
\$125,000-\$149,999	7.2%	4.8%
\$150,000+	10.3%	6.3%
Refuse to Answer	10.3%	12.7%