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## An Analysis of Vacation Activities of the Public and Its Image of North Dakota as a Vacation and Travel Area

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AN ANALYSIS OF VACATION ACTIVITIES OF THE PUBLIC AND ITS  
IMAGE OF NORTH DAKOTA AS A VACATION AND TRAVEL AREA

by

Denis F. Zaun

Bachelor of Science, North Dakota State University 1969

A Thesis

Submitted to the Faculty

of the

University of North Dakota

in partial fulfillment of the requirements

for the degree of

Master of Science

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This thesis submitted by Denis F. Zaun in partial fulfillment of the requirements for the Degree of Master of Science from the University of North Dakota is hereby approved by the Faculty Advisory Committee under whom the work has been done.

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(Chairman)

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Dean of the Graduate School

Permission

Title AN ANALYSIS OF VACATION ACTIVITIES OF THE PUBLIC AND ITS  
IMAGE OF NORTH DAKOTA AS A VACATION AND TRAVEL AREA

Department Marketing

Degree Master of Science

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## ABSTRACT

This study was designed to determine public attitude toward and knowledge about the State of North Dakota, and to gather data concerning vacation activities of respondents located throughout the United States. The findings of this survey were also compared to the findings of a similar survey conducted in 1960, in order to identify changes in awareness concerning the state or trends in the vacation activities of the public.

Primary data was gathered by mail survey packets sent to 500 alumni of North Dakota State University which contained questionnaires that were to be completed by their friends. Each packet contained five questionnaires, instructions, a letter from the governor, and a return envelope. The packets were sent to alumni living in every state in proportion to each state's population. Of the 2,500 questionnaires mailed, 923 were returned, for a 36.9 per cent return rate.

The findings of the two studies indicated that the 1972 vacationer was more likely to travel, and more likely to venture out-of-state than was his 1960 counterpart. Families on vacation in 1972 were also more likely to participate in outdoor sports and visit points of historic interest while traveling than were the 1960 vacationers. Respondents of both surveys found it difficult to distinguish between North and South Dakota. Those respondents who were able to distinguish between the two states usually cited South

Dakota's Black Hills and Mount Rushmore as the distinguishing characteristic. Over one-third of the respondents answered either "cold" or "snow" when asked to record a one-word impression of North Dakota. Finally, the percentage of respondents of the 1960 survey indicating they had seen or heard travel literature or advertising referring to North Dakota exceeded the percentage of 1972 respondents who could recall being exposed to such promotion.

## CHAPTER I

### INTRODUCTION

This chapter introduces the entire study and indicates the approach used. This chapter is divided into five parts including the purpose and scope of the study, the importance of the study, the methodology, the limitations, and the organization of the study.

#### Purpose and Scope of the Study

This study was designed to determine the public's attitude toward and knowledge about the State of North Dakota, and the vacation activities of respondents from each state and the District of Columbia. The findings of this survey were compared to the findings of a similar survey conducted in 1960, in order to identify any changes in attitude toward and knowledge about the state, and to determine the trends in the vacation activities of the public during the twelve year period. It is anticipated that the findings of this study will enable the Travel Bureau of the State of North Dakota to better understand the travel activities of the public, its conceptions and misconceptions of North Dakota, and its acceptability of the state as a vacation and travel area.

#### Importance of the Study

The tourism industry is an important source of revenue for any state, and North Dakota is no exception. An examination of Table 1

shows that \$46,127,000 was spent for products and services in 1971 by tourists in North Dakota. It was determined that each family traveling in North Dakota spent an average of \$56.64 during its visit.

TABLE 1  
EXPENDITURES BY TOURISTS IN NORTH DAKOTA IN 1971, BY TYPE OF EXPENDITURE<sup>a</sup>

Type of Expenditure	Amount Spent
Vehicle operation	\$15,301,000
Eating and drinking	9,670,500
Hotels and motels	7,340,400
Food bought in stores	4,944,200
Campsites	970,500
Other purchases <sup>b</sup>	<u>7,900,400</u>
Total expenditures	\$46,127,000

<sup>a</sup>North Dakota Tourism Survey - Technical Report, March, 1972.

<sup>b</sup>Other purchases include such items as amusement and other recreation tickets, park fees, and souvenirs.

In order to emphasize the growth of tourism in North Dakota, the following statement appeared in a North Dakota Tourism Survey in 1972:

Tourism in North Dakota is rapidly becoming a new found industry. Indicators such as traffic studies; business activities catering to tourists including hotel-motel accommodations, restaurants, and campgrounds; and number of visitations to recreation areas all substantiate this premise. The increase in leisure time and in the affluence of the population, coupled with the development of highway networks such as Interstate 94 have contributed significantly to this growth (North Dakota Tourist Survey Report, 1972, p. 1).

The Travel Division of the State Highway Department in Bismarck have the responsibility of promoting North Dakota as a place in which to vacation or travel, therefore: "The North Dakota Travel Division is interested in determining the influence of past expenditures for advertising and how each advertising dollar may best be utilized in the future" (North Dakota Tourist Survey Report, 1972, p. 1).

Media used to publicize the state's tourist attractions includes magazines, radio, television, billboards and travel shows. The findings of this study will be compared with the results of a similar study conducted in 1960 to determine just how effective the use of these media has been. It is hoped that people throughout the country are more knowledgeable about the state today, as a result of the Travel Division's efforts.

The Travel Division intends to utilize the findings of this survey to more effectively satisfy the needs of visitors to the state. By using their limited budget effectively to promote the state through all available media, and relying on studies such as this, the North Dakota Travel Division can increase the flow of needed revenue brought into the state by the tourism industry.

#### Methodology

This study is divided into two parts. The first part involves a mail survey of persons residing in every state of the union and the District of Columbia. A short, structured, pre-coded questionnaire was designed to gather the desired information concerning the respondents vacation activities and his attitudes and knowledge of the State of North Dakota. A copy of this questionnaire is included in Appendix A.

Each questionnaire was printed on a single sheet of legal length paper utilizing both sides to reduce printing and mailing costs. A cover letter was written which was designed to introduce the survey, outline its purpose, explain how the questionnaires were to be completed, and urge cooperation with the study. A second letter, from the Governor of North Dakota, William L. Guy, was also included to lend official support to the project. Copies of these letters are also included in Appendix A.

In order to contact the greatest number of people at the lowest possible cost, it was decided to send survey packets to former residents of the state who are alumni of North Dakota State University. Each packet contained the cover letter, the Governor's letter, a stamped, addressed envelope and five questionnaires. Each person contacted was asked to distribute the five questionnaires to his neighbors who had never resided in, nor visited North Dakota. He was also asked to collect the completed questionnaires, and return them to the author in the envelopes provided. Postage for the survey was furnished by the North Dakota Travel Bureau. Names and addresses of the former residents were obtained from the official alumni list of North Dakota State University in Fargo.

A total of 500 survey packets was mailed, each containing five questionnaires, for a total of 2,500 questionnaires sent. The number of packets sent to each state was proportional to the population of that state. For example, California, with its 20 million people received 49 packets, while Alaska with 300,000 residents, received only one. Packets returned because of non-delivery were replaced with another packet to another resident of that state to insure

contact with 500 former residents. A total of 923 questionnaires, or 36.9 per cent of the 2,500 sent, was returned by respondents.

Before the actual survey was conducted, the survey questionnaire was tested by sending eight survey packets to respondent friends located in states throughout the country. Forty, or 100 per cent of the questionnaires were returned. The pre-test resulted in some minor changes in the questionnaire.

Once the completed questionnaires were received, the data they contained were transferred to punch cards and a Two Dimensional Frequency Tally was prepared by the University of North Dakota Computer Center. This computer-generated report eliminated much manual tabulation and insured greater accuracy.

The second part of this study involves a comparison of the findings of this survey with the findings of a similar survey conducted in 1960. The 1960 survey was conducted by the North Dakota Economic Development Commission for the Small Business Administration. Ten of the twelve questions asked in the 1960 survey were included in the questionnaire for this study. By comparing the responses to those questions appearing in both surveys, it was hoped that any differences in attitude or knowledge could be identified. A complete explanation of the 1960 survey is included later in this study.

#### Limitations

The results and findings of this study are subject to several limitations. First, only a relatively small number of persons were contacted compared to the number of possible respondents in the nation. A second limitation involves the lack of control over part of the



survey procedure since the author had no way of determining who actually completed the questionnaires. The survey instructions asked that anyone who had ever lived in or visited North Dakota not be asked to complete a questionnaire, but a large number of former residents or visitors did return questionnaires, as shown by Table 2. Because of the method of questionnaire distribution, the length of the questionnaire was critical, thereby limiting the number and complexity of questions included. The necessity for machine tabulation also restricted the use of open-ended questions which may have provided more accurate data.

Limitations also affected the comparison of the two surveys, since only eight of the questions appearing in this survey were included in the initial survey. Caution must be exercised in interpreting the findings of this study since the findings are applicable only to the sample, and not the United States population as a whole.

#### Organization of the Survey

Chapter II contains a description of the findings and an analysis of the results of the current survey. Much of the data is presented in table form and cross-classified with the respondent's place of residence, age, marital status, number of dependents and income.

Chapter III explains the 1960 North Dakota Tourism Survey and compares the findings of that survey with the current survey. An attempt will be made in this chapter to detect and identify the effects of promotional efforts on behalf of the state.

Finally, Chapter IV will summarize the findings of this study and present conclusions.

## CHAPTER II

### DESCRIPTION OF THE FINDINGS AND ANALYSIS OF THE RESULTS

Chapter II will present the detailed findings of the study and analyze the data collected. The chapter is divided into five parts which include demographic characteristics of the respondents, the vacation activities of all respondents, the respondents' impression of North and South Dakota, their knowledge about the State of North Dakota, and a summary.

#### Demographic Characteristics of Respondents

The 923 respondents who returned useable questionnaires represented a cross-section of people throughout the country. Only six states were not represented in the sample because of the failure of respondents to return questionnaires.

Table 2 shows the number and percentage of respondents who had lived in or visited North Dakota, South Dakota, Minnesota or Montana, and the number and percentage who had never been to any of these states. This information was gathered to determine how exposure of the respondent to North Dakota or one of its border states influenced his answers to other questions. The table indicated that 44 per cent of all respondents had never lived in nor visited North Dakota or one of its border states.

TABLE 2

PERCENTAGE AND NUMBER OF RESPONDENTS WHO HAD LIVED IN OR VISITED  
NORTH DAKOTA, SOUTH DAKOTA, MINNESOTA OR MONTANA--923 RESPONDENTS<sup>a</sup>

State	Percentage of Respondents	Number of Respondents
North Dakota	27	253
South Dakota	34	313
Minnesota	31	399
Montana	31	284
None of the above states	44	411

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

The data in Table 3 shows that the 25 to 34 year old age group contained the largest percentage of the respondents with 34 per cent of the total. The 35 to 44 and 45 to 64 age groups were close behind with 28 and 27 per cent, respectively, while the youngest and oldest age groups together accounted for the remaining 11 per cent.

Table 4 presents the marital status of the respondents, and also the number of children living at home. The reason for the collection of these data were to determine if marital status and number of children significantly affected the families vacation activities.

The annual household income for all respondents is presented in Table 5. With regard to income, the respondents of this survey were not typical of national averages. In 1969, only 19.7 per cent of the United States population earned over \$15,000 annually, and 8.9 per cent earned less than \$3,000 (U. S. Bureau of the Census, 1970). Even considering

TABLE 3

AGE OF THE HEAD OF THE HOUSEHOLD--923 RESPONDENTS<sup>a</sup>

Age Group	Percentage of Respondents	Number of Respondents
18 - 24	9	82
25 - 34	34	317
35 - 44	28	253
45 - 64	27	249
65 and over	<u>2</u>	<u>22</u>
	100	923

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

TABLE 4

MARITAL STATUS AND NUMBER OF CHILDREN--923 RESPONDENTS<sup>a</sup>

	Percentage of Respondents	Number of Respondents
Marital Status		
Single	22	205
Married	<u>78</u>	<u>717</u>
	100	923
Number of Children <sup>b</sup>		
None	41	379
One or Two	40	367
Three or more	<u>19</u>	<u>177</u>
	100	923

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Includes both single and married respondents.

TABLE 5

ANNUAL FAMILY INCOME OF 923 RESPONDENTS, FOR 1971<sup>a</sup>

Income Level	Percentage of Respondents	Number of Respondents
Under \$3,000	3	31
\$3,000-4,999	5	47
\$5,000-6,999	6	55
\$7,000-9,999	11	102
\$10,000-15,000	29	265
Over \$15,000	42	387
No Response	<u>4</u>	<u>36</u>
	100	923

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

substantial increases in income levels between 1969 and 1971, results of this study indicate an unusually high proportion of families with an income greater than the national average. This is probably best explained by the fact that the survey packets were mailed to graduates of North Dakota State University, who in turn probably chose people of a similar educational background to complete the questionnaires. Of the 923 respondents, only 36 failed to indicate their income level on the questionnaire.

Table 6 lists all states and the District of Columbia, grouped according to census district. The figures in Table 6 show the number of questionnaires sent to each state, the number returned, and the

TABLE 6

NUMBER OF QUESTIONNAIRES SENT AND NUMBER AND PERCENTAGE RETURNED--  
923 RESPONDENTS

State	Number Sent	Number Returned	Percentage Returned
NEW ENGLAND			
Maine	10	0	0
New Hampshire	10	0	0
Vermont	5	5	100
Massachusetts	70	14	20
Rhode Island	10	1	10
Connecticut	40	5	13
Total New England	145	25	17
MIDDLE ATLANTIC			
New York	225	78	34
New Jersey	90	29	32
Pennsylvania	145	43	30
Total Middle Atlantic	460	150	32
EAST NORTH CENTRAL			
Ohio	130	50	38
Indiana	65	27	42
Illinois	135	39	29
Michigan	110	24	22
Wisconsin	55	25	45
Total East North Central	495	165	33
WEST NORTH CENTRAL			
Minnesota	45	8	18
Iowa	35	21	60
Missouri	60	24	38
South Dakota	10	0	0
Nebraska	20	10	50
Kansas	30	18	60
Total West North Central	200	81	40
SOUTH ATLANTIC			
Delaware	5	4	80
Maryland	50	18	36
D.C.	10	9	90
Virginia	55	30	53
West Virginia	20	0	0
North Carolina	65	15	23
South Carolina	30	10	33

TABLE 6--Continued

State	Number Sent	Number Returned	Percentage Returned
Georgia	55	34	62
Florida	85	20	24
Total South Atlantic	375	140	37
EAST SOUTH CENTRAL			
Kentucky	40	11	28
Tennessee	50	24	48
Alabama	40	14	35
Mississippi	25	10	40
Total East South Central	155	59	38
WEST SOUTH CENTRAL			
Arkansas	25	11	44
Louisiana	45	30	67
Oklahoma	30	15	50
Texas	140	71	50
Total West South Central	240	126	52
MOUNTAIN			
Montana	10	10	100
Idaho	10	11	110 <sup>b</sup>
Wyoming	5	0	0
Colorado	25	12	48
New Mexico	15	10	67
Arizona	20	12	60
Utah	15	14	93
Nevada	5	1	20
Total Mountain	105	70	67
PACIFIC			
Washington	40	13	33
Oregon	25	10	40
California	245	80	32
Alaska	5	0	0
Hawaii	10	5	50
Total Pacific	325	107	33
GRAND TOTAL	2,500	923	36.9%

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates more questionnaires returned than sent because of respondents moving to Idaho and returning questionnaires sent to old address in another state.

percentage returned. The Mountain states returned the highest percentage of questionnaires (67 per cent), while the East North Central region returned the largest absolute number (164). The New England states returned both the lowest percentage (17 per cent) and the lowest absolute number (25). Respondents in 15 individual states returned at least half of their questionnaires.

#### Vacation Activities of the Respondents

This section of Chapter II deals with the respondent's vacations and vacation activities based on answers to Questions 2, 3 and 4 of the questionnaire (see Appendix A). The three questions will be discussed in sequence and the responses will be examined according to the respondent's geographic location, age, marital status, number of children and income.

#### Vacation Travel Away From Home

Question 2 on the questionnaire asked respondents if they had taken a vacation trip away from home in the last year. A total of 923 useable responses was obtained from this question and 775 (84 per cent) stated they had taken a traveling vacation.

The geographic location of the respondent had some effect on his likelihood of taking a vacation according to Table 7. Two regions varied considerably from the United States average; the East South Central region had 9 per cent more vacationers and the West South Central region had 8 per cent fewer vacationers than the national average. All other sections varied no more than four percentage points from the average of 84 per cent.



TABLE 7

RESPONDENTS WHO TOOK A VACATION TRIP AWAY FROM HOME IN THE LAST YEAR, BY GEOGRAPHIC LOCATION<sup>a</sup>

Location	Total Respondents From Each Region	Percentage Who Vacated	Number who Vacated
New England	25	80	20
Middle Atlantic	150	88	132
East North Central	165	85	141
West North Central	81	84	67
South Atlantic	140	86	119
East South Central	59	93	55
West South Central	126	76	96
Mountain	70	80	57
Pacific	<u>187</u>	<u>83</u>	<u>88</u>
Total United States	923	84	775

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Table 8 shows vacation frequency of respondents according to the age of the head of the household. Only one age group, 65 and over, varied from the average more than four percentage points. This variance is to be expected since the older age groups are less mobile than the younger groups.

Marital status and number of dependent children had little effect on vacation frequency. Table 9 compares marital status and number of children living at home against vacation frequency. It is interesting to note that respondents with no children living at home and those with three or more were equally as likely to have taken a vacation in the last year, while respondents with one or two dependent children were less likely to take a vacation. This last group may be

TABLE 8

RESPONDENTS WHO TOOK A VACATION TRIP AWAY FROM HOME IN THE LAST YEAR, BY AGE OF HOUSEHOLD HEAD<sup>a</sup>

Age Group	Total Respondents in Each Age Group	Percentage Who Vacated	Number Who Vacated
18 - 24	82	88	71
25 - 34	317	81	251
35 - 44	253	86	219
45 - 64	249	86	214
65 and over	<u>22</u>	<u>64</u>	<u>14</u>
All age groups	923	84	775

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

TABLE 9

RESPONDENTS WHO TOOK A VACATION TRIP AWAY FROM HOME IN THE LAST YEAR, BY MARITAL STATUS AND NUMBER OF DEPENDENT CHILDREN<sup>a</sup>

	Total Respondents	Percentage Who Vacated	Number Who Vacated
Marital Status			
Single	205	85	175
Married	<u>717</u>	<u>84</u>	<u>600</u>
	923	84	775
Children <sup>b</sup>			
None	379	85	324
One or Two	367	82	301
Three or more	<u>177</u>	<u>85</u>	<u>150</u>
	923	84	775

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Includes both single and married respondents.

composed of young, married families who are not yet financially able to take vacations or whose children are too young to travel easily or enjoy the trip.

The last area of comparison for this question was based upon income. Table 10 presents vacation frequency for each of six income levels plus the "no response" category. It is interesting to note in this case that the two highest income levels were much more likely to have taken a vacation in the last year, while the four lowest groups all fall below the average for all respondents. Fully nine out of ten respondents in the income group of \$15,000 and over vacationed within the last year, while only about seven out of ten respondents in the two lower groups enjoyed a vacation during the same period.

TABLE 10

RESPONDENTS WHO TOOK A VACATION TRIP AWAY FROM HOME IN THE LAST YEAR, BY INCOME LEVEL<sup>a</sup>

Income Level	Total Respondents by Income Level	Percentage Who Vacationed	Number Who Vacationed
Under \$3,000	31	71	22
\$3,000-4,999	47	77	36
\$5,000-6,999	55	75	41
\$7,000-9,999	102	71	72
\$10,000-15,000	265	85	224
Over \$15,000	387	90	350
No response	<u>36</u>	<u>83</u>	<u>30</u>
All Income Levels	923	84	775

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

## Extent of Travel During Vacations

Since this research involves a study of travel in North Dakota, respondents were asked about out-of-state travel in Question 3. Only respondents who responded "yes" to Question 2 (that is, only those who took a vacation trip in the last year) were to answer this question. Of the total 923 respondents, 775 provided useable answers to Question 3, and of this total, 92 per cent stated they had taken an out-of-state vacation.

The number of out-of-state vacations varied considerably with the respondents' location. Table 11 shows that respondents who reside in the Pacific states were much less likely to vacation out-of-state than any other section.

TABLE 11  
NUMBER AND PERCENTAGE OF OUT-OF-STATE VACATIONS, BY LOCATION--  
775 RESPONDENTS<sup>a</sup>

Location	Respondents Who Vacationed	Percentage Traveling Out-of-State	Number Traveling Out-of-State
New England	23	87	20
Middle Atlantic	131	89	116
East North Central	140	96	135
West North Central	67	96	64
South Atlantic	119	95	113
East South Central	55	96	53
West South Central	96	92	88
Mountain	56	96	54
Pacific	<u>88</u>	<u>78</u>	<u>69</u>
Total United States	775	92	712

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Table 12 reveals that age had an effect on the number of out-of-state vacations. Respondents in the 45 to 64 year old age group are probably the best able financially to travel out-of-state, and also have vacations of a longer duration to make out-of-state travel possible. The age group 35 to 44 years was less likely to travel out-of-state than any other group, while the two youngest groups exactly parallel the overall percentage at 92 per cent.

TABLE 12  
NUMBER AND PERCENTAGE OF OUT-OF-STATE VACATIONS, BY AGE--  
775 RESPONDENTS<sup>a</sup>

Age	Respondents Who Vacationed	Percentage Traveling Out-of-State	Number Traveling Out-of-State
18 - 24	71	92	65
25 - 34	257	92	236
35 - 44	219	89	194
45 - 64	214	95	204
65 and over	<u>14</u>	<u>93</u>	<u>13</u>
All Age Groups	775	92	712

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Table 13 shows that marital status had little impact on out-of-state vacation travel, and that families with children living at home are less likely to vacation out-of-state.

Table 14 indicates that the respondents earning under \$3,000 were the most likely to travel to other states while on vacation.

TABLE 13

NUMBER AND PERCENTAGE OF OUT-OF-STATE VACATIONS, BY MARITAL STATUS AND NUMBER OF DEPENDENT CHILDREN--775 RESPONDENTS<sup>a</sup>

	Respondents Who Vacationed	Percentage Traveling Out-of-State	Number Traveling Out-of-State
Marital Status			
Single	173	90	156
Married	<u>602</u>	<u>92</u>	<u>556</u>
	775	92	712
Children <sup>b</sup>			
None	324	94	305
One or Two	301	92	278
Three or more	<u>150</u>	<u>86</u>	<u>129</u>
	775	92	712

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Includes both single and married respondents.

TABLE 14

NUMBER AND PERCENTAGE OF OUT-OF-STATE VACATIONS, BY INCOME--775 RESPONDENTS<sup>a</sup>

Income	Respondents Who Vacationed	Percentage Traveling Out-of-State	Number Traveling Out-of-State
Under \$3,000	22	95	21
\$3,000-4,999	36	81	29
\$5,000-6,999	41	93	38
\$7,000-9,999	72	93	67
\$10,000-15,000	224	92	205
Over \$15,000	351	93	326
No Response	<u>29</u>	<u>90</u>	<u>26</u>
All Income Levels	775	92	712

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Three income groups were tied for second place in taking out-of-state trips with 93 per cent each. Respondents in the second lowest income group indicated they were less likely to travel out-of-state while on vacation than the average for all respondents. Eleven per cent fewer respondents in this group traveled out-of-state while on vacation than the national average.

#### Vacation Activities

The fourth question on the questionnaire was concerned with respondents' activities while on vacation. This question, like Question 3, was to be answered only if a "yes" response was recorded for Question 2 (that is, only if the respondent took a vacation away from home in the last year). A total of 775 useable responses were recorded for Question 4.

Table 15 indicates how respondents answered this question. It is interesting to note that (1) the large majority (85 per cent) of vacationing families use an automobile for at least a portion of their vacation, that (2) the majority also visit parks and points of historic interest, and that (3) they enjoy outdoor sports. Also of interest is the large difference between the popularity of summer sports like boating and waterskiing and winter sports like snow skiing. Camping also did not prove to be as popular as might have been expected, with less than one-fourth of the vacationers engaging in this activity.

Table 16 indicates how vacation activities varied, depending upon the geographical location of the respondent. Respondents from the Pacific states were the least likely to travel by automobile while on vacation. About one half of the respondents in all sections of the

TABLE 15

VACATION ACTIVITIES OF RESPONDENTS WHO HAD TAKEN A VACATION--  
775 RESPONDENTS<sup>a</sup>

Vacation Activity	Percentage Who Engaged	Number Who Engaged
Travel by automobile	85	660
Stay with relatives or friends	52	400
Stay in hotels or motels	63	489
Engage in outdoor sports	59	460
Engage in boating or water sports	47	366
Engage in skiing or winter sports	6	43
Visit points of history interest	70	544
Attend events like fairs and shows	39	300
Visit State or National parks	55	430
Spend any time camping	23	180

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

country stayed with friends or relatives during part of their vacation. The majority of respondents in all sections of the country but one stayed in hotels or motels and engaged in some type of outdoor sports while on vacation. Winter sports proved to be relatively unpopular in all areas, but the highest percentages of winter sports enthusiasts reside in the Mountain and New England states, both of which contain a heavy concentration of winter sports areas. The majority of respondents in all areas visited points of historic interest, but events like fairs and shows were not as high on the list of vacation



TABLE 16

VACATION ACTIVITIES OF 775 RESPONDENTS, BY LOCATION<sup>a</sup>

Vacation Activity	Geographic Location of Respondents								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Travel by Auto	91%	87%	89%	85%	82%	91%	92%	73%	67%
Stay with Friends or Relatives	52	47	50	54	50	55	59	54	49
Stay in Motels or Hotels	48	60	63	58	66	60	73	68	60
Engage in Outdoor Sports	70	63	65	66	60	56	49	52	56
Engage in Boating or Water Sports	48	52	49	52	45	36	45	46	48
Engage in Skiing or Winter Sports	9	7	4	6	3	4	6	11	6
Visit Points of Historic Interest	57	69	61	72	74	71	76	71	77
Attend events like Fairs, Shows, etc.	26	41	39	30	36	44	43	46	36
Visit State or National Parks	48	53	49	66	49	64	66	48	60
Spend any time Camping	30	24	22	16	19	22	26	29	26

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

activities. State and National parks were popular places visited by respondents from most geographic areas, but an average of only 23 per cent of all respondents spent any time camping.

Age also had a fairly significant effect on vacation activities as can be seen by examining Table 17. The young respondents were the most likely to travel by automobile, while the oldest vacationers were the least likely to travel by this method. About half of all age groups stayed with friends or relatives, while slightly over one-third of the 65 and over group stayed in hotels or motels. A majority of all age groups except the oldest group engaged in outdoor sports, and no one in this older group took part in winter sports. Points of historic interest were popular for the majority of respondents of all ages, as were State and National parks, especially for the 65 and over age group. As might be expected, camping was the most popular with the young, and least popular with the older groups.

Table 18 indicates how marital status and number of dependent children living at home affect vacation activities. Married respondents were more likely to travel by auto and stay in hotels or motels while single respondents were more likely to stay with friends or relatives and to engage in summer or winter sports. Points of historic interest and parks had greater appeal to married families, while single persons were more apt to visit fairs and shows.

The existence of children in the home made travel by automobile more favorable during vacations, but made the family less likely to stay with friends or relatives. Respondents with children are also more likely to engage in outdoor sports and to spend time camping.

TABLE 17

VACATION ACTIVITIES, BY AGE--775 RESPONDENTS<sup>a</sup>

Vacation Activities	Age Groups				
	18-24	25-34	35-44	45-64	65 & over
Travel by Auto	94%	86%	87%	81%	64%
Stay with Relatives or Friends	55	58	47	47	57
Stay in Hotels or Motels	59	58	70	65	36
Engage in Outdoor Sports	69	66	56	54	36
Engage in Boating or Water Sports	54	51	50	39	29
Engage in Skiing or Winter Sports	4	7	5	5	0
Visit Points of Historic Interest	68	64	73	75	79
Attend Events like Fairs, Shows, etc.	46	38	42	34	36
Visit State or National Parks	55	59	49	57	79
Spend any time Camping	39	22	22	22	14

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

TABLE 18

VACATION ACTIVITIES, BY MARITAL STATUS AND NUMBER OF CHILDREN AT HOME--775 RESPONDENTS<sup>a</sup>

Vacation Activity	Marital Status		None	Children	
	Single	Married		One or Two	Three or More
Travel by Auto	74%	88%	78%	91%	89%
Stay with Relatives or Friends	54	51	54	51	49
Stay in Hotels or Motels	56	65	63	63	63
Engage in Outdoor Sports	68	57	58	60	61
Engage in Boating or Water Sports	49	47	41	49	57
Engage in Skiing or Winter Sports	7	5	7	4	5
Visit Points of Historic Interest	62	72	70	71	68
Attend Events like Fairs, Shows, etc.	42	38	42	34	43
Visit State or National Parks	48	58	55	58	53
Spend any time Camping	24	23	21	24	27

<sup>a</sup>Survey by Denis F. Zaum of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Table 19 depicts how respondents in each of six income groups spent their vacations. Respondents with the highest income were more likely to stay in hotels or motels while on vacation, and at the same time the least likely to stay with relatives or friends. Winter sports like skiing appeared to be the most popular with the lower income groups, while the higher income levels were more likely to visit points of historic interest or visit State or National parks. Camping was enjoyed the most by the middle income levels and was found to be less popular for both the lower and higher income groups.

#### Respondents' Impressions of North and South Dakota

This section of Chapter II deals with responses to four questions on the questionnaire which were designed to ascertain the respondents' impression of both North and South Dakota, factors which distinguish one state from the other, and exposure to North Dakota advertising. Responses to these four questions were examined according to the respondent's geographic location, and whether or not he had been exposed to North Dakota or one of its border states.

#### Factors Distinguishing North Dakota from South Dakota

Question 5 on the questionnaire was composed of two parts. In the first part, respondents were asked to state whether they could think of something which distinguished North Dakota from South Dakota, while the second part asked them to specify the distinguishing factor if they said they could think of one. A total of 921 useable responses was received for the first part of Question 5. Of this total, 41 per cent (375) answered "yes," indicating they could distinguish between the two states, while 59 per cent (546) said they could not.

TABLE 19

VACATION ACTIVITIES, BY INCOME--775 RESPONDENTS<sup>a</sup>

Vacation Activity	Income Groups						No Response
	Under \$3,000	3,000-4,999	5,000-6,999	7,000-9,999	10,000-15,000	15,000 & over	
Travel by Auto	77%	83%	93%	81%	88%	83%	90%
Stay with Relatives or Friends	64	58	54	67	46	52	38
Stay in Hotels or Motels	41	67	39	50	63	69	66
Engage in Outdoor Sports	59	67	46	60	57	60	79
Engage in Boating or Water Sports	41	47	39	49	43	51	48
Engage in Skiing or Winter Sports	9	11	5	1	6	6	3
Visit Points of Historic Interest	55	58	59	68	72	73	72
Attend Events like Fairs Shows, etc.	45	42	37	32	42	38	31
Visit State or National Parks	45	44	46	53	60	56	62
Spend any time Camping	23	22	27	31	28	19	21

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Table 20 shows the effect of geographic location on the ability of respondents to distinguish between North and South Dakota. It might be expected that respondents from the Mountain states could readily distinguish between North and South Dakota, and Table 20 shows that a majority of them can. However, the West North Central states which include the Dakotas should be even more knowledgeable, but they rank as one of the lowest, second only to the Middle Atlantic states. All other sections of the country varied little from the national average.

TABLE 20

LOCATION AS A FACTOR IN DISTINGUISHING NORTH FROM SOUTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Location	Total Respondents by Region	Percentage Who Could Distinguish	Number Who Could Distinguish
New England	25	36	9
Middle Atlantic	150	34	50
East North Central	165	41	67
West North Central	81	35	28
South Atlantic	140	38	53
East South Central	59	42	25
West South Central	126	44	55
Mountain	70	63	45
Pacific	107	40	42
Total United States	923	41	375

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

Age played an important role in distinguishing between the two states. Table 21 demonstrates that 48 per cent of the 18-24 year old age group was able to differentiate between the Dakotas versus 27 per cent for the 65 and over age group.

TABLE 21

AGE AS A FACTOR IN DISTINGUISHING NORTH FROM SOUTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Age	Total Respondents by Age	Percentage Who Could Distinguish	Number Who Could Distinguish
18 - 24	82	48	39
25 - 34	317	42	134
35 - 44	253	38	96
45 - 64	249	40	100
65 and over	<u>22</u>	<u>27</u>	<u>6</u>
All Age Groups	923	41	375

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

It appears that knowledge of the states is acquired in school, and that either present education is more effective, or that information is forgotten as respondents get older. Only the two youngest groups surpassed the overall percentage.

A variation in income showed a substantial variation in ability to distinguish between the Dakotas, as is indicated by Table 22. The income level best able to differentiate between the two states is the "under \$3,000" level. Respondents earning \$3,000 to \$4,999 proved to be the group least able to differentiate.

Exposure of the respondent to North Dakota or one of its border states had a predictably large effect on the respondents' ability to



TABLE 22

INCOME AS A FACTOR IN DISTINGUISHING NORTH FROM SOUTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Income	Total Respondents by Income	Percentage Who Could Distinguish	Number Who Could Distinguish
Under \$3,000	31	52	16
\$3,000-4,999	47	30	14
\$5,000-6,999	55	44	24
\$7,000-9,999	102	39	40
\$10,000-15,000	265	40	106
Over \$15,000	387	42	161
No Response	<u>36</u>	<u>39</u>	<u>14</u>
All Income Levels	923	41	375

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

distinguish between North and South Dakota. Table 23 indicates that 41 per cent of all respondents could distinguish between the two states, but of those persons who had lived in or visited North Dakota, 66 per cent could differentiate between them. Similarly, 53 per cent of the respondents who had lived in or visited North Dakota, South Dakota, Minnesota or Montana could identify differences between the Dakotas. Of the respondents who had never been exposed to any of the four states, only about one-fourth could tell the difference.

TABLE 23

EXPOSURE TO NORTH DAKOTA OR ITS BORDER STATES AS A FACTOR IN  
DISTINGUISHING NORTH FROM SOUTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Exposure	Total Respondents by Exposure	Percentage Who Could Distinguish	Number Who Could Distinguish
Lived in or visited North Dakota	253	66	166
Never lived in or visited North Dakota	670	31	209
Lived in or visited North Dakota, South Dakota, Minnesota or Montana	512	53	269
Never lived in or visited North Dakota, South Dakota, Minnesota or Montana	411	<u>26</u>	<u>106</u>
Average for all respondents		41	375

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

The second part of Question 5 asked those respondents who said they could distinguish between North and South Dakota, to specify some characteristic which differentiated the two states. Of the total 923 respondents, 368 wrote in answers to this portion of Question 5 amounting to 40 per cent of the total. A total of 34 different responses was recorded. Table 24 lists those factors receiving 1 per cent or greater response. Care must be exercised in interpreting the answers to this question because of the tendency of some respondents to write in an answer like "the Badlands," and not indicate which state they were referring to. It must also be noted that the base for figures in

TABLE 24

FACTORS WHICH DISTINGUISH NORTH FROM SOUTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Distinguishing Factor <sup>b</sup>	Percentage of Respondents	Number of Respondents
No response	60.0	555
Black Hills in South Dakota	8.5	78
Location, i.e., North Dakota is north of South Dakota	6.0	55
Mount Rushmore in South Dakota	5.0	46
North Dakota colder than South Dakota	2.9	27
North Dakota borders on Canada	1.8	17
Badlands in North Dakota	1.4	13
North Dakota flatter than South Dakota	1.3	12
More farm land in North Dakota	1.3	12
North Dakota has more recreation areas	1.1	10
McGovern from South Dakota	1.1	10

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Only factors receiving a response by more than 1 per cent of the respondents were included in Table 24.

Table 24 is all 923 respondents, whether or not they recorded answers for this part of Question 5. The most prominent distinguishing features were the Black Hills and Mount Rushmore in South Dakota. These together accounted for 13.5 per cent of all respondents. Indicating that one state is north or south of the other is hardly an important differentiation, but this factor was listed a total of 55 times.

Weather and topography accounted for most of the remaining responses.

#### Respondents' Impressions of North Dakota

In Question 6, respondents were asked to record a one-word impression when North Dakota came to mind. A total of 859 useable

responses was recorded for Question 6, which resulted in 60 different answers.

Table 25 lists the 20 most common words associated with North Dakota along with their frequency. The word "cold" was the overwhelming favorite accounting for nearly one-third of all responses. "Snow" resulted in a distant second with 5.5 per cent of those responding.

TABLE 25

ONE-WORD IMPRESSIONS OF NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

"One-Word" Responses	Frequency	
	Percentage	Number
Blank (no response)	6.9	64
Cold	30.6	282
Snow	5.5	51
Wheat/grain	4.8	44
Indians	3.6	33
Agriculture/farming	3.3	30
Flat	2.9	27
Barren/wilderness	2.8	26
Mountains/hills	2.8	26
Fargo	2.6	24
Plains	2.4	22
Desolate/bleak	2.2	20
Badlands	2.1	19
Prairie/range	2.1	19
Bismarck	1.8	17
Winter/blizzard	1.8	17
Home	1.6	15
Mount Rushmore/Black Hills	1.5	14
Remote/rural	1.3	12
Outdoors/space	1.3	12

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

These two responses along with the "winter/blizzard" response totaled 38 per cent of all answers. From this it is obvious that the predominant impression which people throughout the country hold toward North Dakota is one of unfavorable weather. "Wheat/grain" was the third most popular response, and together with "agriculture/farming" accounted for another 8.1 per cent of the total. Environmental characteristics and topography resulted in another large segment of the responses as "flat," "barren/wilderness," "mountains/hills," "plains," "desolate/bleak," "prairie," "remote/rural" and "outdoor/space" together registered 4.4 per cent, and "Indians" accounted for an additional 3.6 per cent. Only 2.1 per cent of the respondents identified the Badlands with the state, while 1.5 per cent incorrectly associated North Dakota with the Black Hills and Mount Rushmore.

Table 26 plots these same one-word responses against the geographic location of the respondent to determine what effect this factor has on the respondents' impression of North Dakota. Most geographic regions of the country followed the national average with respect to the word "cold." There were three notable exceptions however. The two regions which reported the word "cold" least often, the New England and Mountain states, both contain states which have weather conditions similar to those in North Dakota. The region which identified "cold" with North Dakota most often was the South Atlantic region which included Florida and Georgia. It appears that the word "cold" is probably used relative to the general weather conditions near the respondents' home. It is interesting to note that the New England states lead all the

TABLE 26

PERCENTAGE OF RESPONDENTS WHO COULD GIVE A ONE-WORD IMPRESSION OF NORTH DAKOTA,  
BY GEOGRAPHIC LOCATION--923 RESPONDENTS<sup>a</sup>

One-Word Impression	Geographic Location of Respondents								
	New England (N=25)	Middle Atlantic (N=150)	East North Central (N=165)	West North Central (N=81)	South Atlantic (N=140)	East South Central (N=59)	West South Central (N=126)	Mountain (N=70)	Pacific (N=107)
Blank (No response)	12%	7%	6%	1%	7%	10%	8%	9%	8%
Cold	8	32	33	26	42	29	35	20	23
Snow	0	2	3	10	7	12	1	9	10
Wheat	8	2	6	5	6	3	7	3	4
Indians	8	4	7	3	3	2	2	3	2
Agriculture	16	5	1	6	1	0	2	3	7
Flat	0	4	1	3	2	3	4	9	2
Barren	8	3	4	1	4	2	2	4	3
Mountains	4	3	4	3	1	2	6	0	2
Fargo	4	1	3	4	5	0	3	3	1
Plains	4	5	1	0	1	7	2	3	2
Desolate	4	3	2	3	2	3	0	3	3
Badlands	0	2	4	1	1	0	3	0	2
Prairie	0	2	6	1	1	2	1	1	2
Bismarck	0	2	3	5	0	2	0	3	2
Winter	4	0	1	1	0	0	4	7	3
Home	0	0	1	4	1	0	3	3	3
Mount Rushmore	4	1	2	3	1	2	0	0	2
Remote	4	2	1	0	3	0	0	3	1
Outdoors	4	3	0	1	1	2	0	0	3

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

other regions in identifying both "wheat" and "agriculture" with the state, ranking far ahead of regions much closer to North Dakota geographically.

The Mountain states were more likely than other regions to name "flat" as the one word which came to mind. Again the word "flat" is probably used relative to the mountainous topography characteristic of many of the Mountain states. The New England states again scored highest in identifying North Dakota with the words "barren" and "desolate," and the same held true for "remote" and "outdoors."

Table 27 again lists the 20 most often recorded words associated with North Dakota, but plots them against exposure of the respondent to North Dakota or one of its border states. As Table 27 indicates, respondents who had been exposed to North Dakota were less likely to identify the state with the word "cold." This trend also held true when respondents were exposed to one or more of the border states. Just the opposite effect resulted with the words "wheat" and "agriculture"; the greater the exposure, the larger the response rate for these words. As should be expected, exposure to North Dakota resulted in much more accurate responses to words like "flat" and "mountainous," than was the case with all respondents together.

#### Respondents' Impressions of South Dakota

In Question 7, respondents were asked to record a one-word impression of South Dakota. A total of 818 useable responses was recorded for this question resulting in 62 different answers. One

TABLE 27

PERCENTAGE OF RESPONDENTS WHO GAVE A ONE-WORD IMPRESSION OF NORTH DAKOTA ACCORDING TO EXPOSURE TO NORTH DAKOTA OR ITS BORDER STATES--923 RESPONDENTS<sup>a</sup>

One-Word Impression	Lived in or visited North Dakota (N=253)	Never lived in or visited North Dakota (N=670)	Lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=512)	Never lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=411)
Blank (No response)	7%	2%	5%	9%
Cold	23	33	26	37
Snow	4	6	5	7
Wheat/Grain	7	4	6	3
Indians	2	4	4	3
Agriculture/Farming	6	2	4	2
Flat	7	2	4	1
Barren/Wilderness	2	3	4	2
Mountains/Hills	1	4	1	5
Fargo	3	2	3	2
Plains	2	2	2	3
Desolate/Bleak	3	2	3	2
Badlands	2	2	2	2
Prairie/Range	3	2	3	1
Bismarck	2	2	3	1
Winter/Blizzard	4	1	2	1
Home	6	0	3	0
Mount Rushmore/Black Hills	1	2	4	1
Remote/Rural/Distant	1	2	1	2
Outdoors/Open	2	1	1	1

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.



hundred five blanks or unusable answers were also received. Question 7 is similar to Question 6 and was designed to provide the basis for comparison between the words associated with North and South Dakota.

Table 28 lists the 20 most often recorded words associated with South Dakota, along with their frequency. In the case of South Dakota,

TABLE 28

ONE-WORD IMPRESSIONS OF SOUTH DAKOTA--923 RESPONDENTS<sup>a</sup>

"One-Word" Response	Frequency	
	Percentage	Number
Blank (no response)	11.4	105
Mount Rushmore	10.9	101
Black Hills	10.4	96
Cold	9.1	84
McGovern	7.6	70
Badlands	5.1	47
Hunting	3.6	33
Mountains/hills	3.5	32
Indians	3.1	29
Plains	2.7	25
Wheat/grain	2.7	25
Barren/wilderness	2.1	19
Snow	1.8	17
Flood	1.6	15
Agriculture/farms	1.6	15
Desolate/bleak	1.4	13
Prairie/range	1.4	13
Flat	1.2	11
South	1.2	11
Scenic/beautiful	1.1	10

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

the word "cold" was much less popular than it was for North Dakota, moving from first place to third. Mount Rushmore and the Black Hills proved to be the most often cited words that came to peoples' minds. These two together accounted for 21.3 per cent of the total. George McGovern was the predominant impression for 70 respondents, placing him fourth with 7.6 per cent of the total. The Badlands scored surprisingly well for South Dakota with 5.1 per cent, compared with only 2.1 per cent for North Dakota. Hunting appeared in South Dakota's top 20 with 3.6 per cent of the responses, and the word "Indians" received 3.1 per cent as compared with 3.6 per cent for its northern neighbor. Words indicating topographic or environmental characteristics were often noted, as they were for North Dakota. The combination of "barren/wilderness" and "desolate/bleak" totaled 3.5 per cent for South Dakota, short of North Dakota's 5.0 per cent for the same words. North Dakota surpassed South Dakota with the number of people who identified "agriculture/farming" and "wheat/grain" with the respective states. North Dakota received 8.1 per cent against South Dakota's 4.3 per cent for this combination. The South Dakota flood in Rapid City was still on peoples' minds as the word "flood" was recorded 15 times for 1.6 per cent of all responses. In the comparison of the responses associated with North and South Dakota, perhaps the single most important response was no response at all. The absence of any response indicated that the respondent could not record any word that came to mind at the mention of the state's name. Of all the respondents, 11.4 per cent failed to record any answer for South Dakota, while only 6.9 per cent failed to do so for North Dakota.

Table 29 lists the 20 most frequently mentioned words associated with South Dakota and plots them against the geographic location of the respondent. The New England states provide an interesting contradiction in that the highest percentage of respondents identifying Mount Rushmore with South Dakota were from the New England states, while the lowest percentage identifying the Black Hills with the state were also from New England. All other sections of the country identified these two landmarks with roughly the same frequency. The New England region was the section of the country whose respondents never associated the word "cold" with South Dakota, probably relating to their own winters. This region also identified cold with North Dakota fewer times than any other area.

Finally, Table 30 indicates the same 20 words most often associated with South Dakota against the respondents' exposure to South Dakota, North Dakota, Minnesota or Montana. The table shows that people who had lived in or visited South Dakota were much more likely to identify Mount Rushmore or the Black Hills with the state than someone who had never been to the state. This same trend held true for the words "Badlands" and "hunting." The opposite effect was noted for words like "cold," where exposure to the state caused fewer respondents to identify this word with the state. Apparently, people who had never lived in or visited South Dakota tend to think of it as a "wheat/grain" state much more often than someone who has been there.

Exposure to North Dakota Travel Literature  
or Advertising

Question 8 on the questionnaire gathered data concerning exposure of the respondents to North Dakota travel literature and

TABLE 29

PERCENTAGE OF RESPONDENTS WHO COULD GIVE A ONE-WORD IMPRESSION OF SOUTH DAKOTA,  
BY LOCATION--923 RESPONDENTS<sup>a</sup>

One-Word Impression	Geographic Location of Respondents								
	New England (N=25)	Middle Atlantic (N=150)	East North Central (N=165)	West North Central (N=81)	South Atlantic (N=140)	East South Central (N=59)	West South Central (N=126)	Mountain (N=70)	Pacific (N=107)
Blank (no response)	12%	7%	12%	10%	13%	17%	10%	13%	12%
Mount Rushmore	24	11	12	10	14	12	6	11	9
Black Hills	4	12	10	13	9	5	11	11	11
Cold	0	7	9	6	13	12	10	6	10
McGovern	8	10	10	3	10	9	7	6	3
Badlands	4	9	6	3	5	0	6	7	2
Hunting	0	0	4	6	2	10	4	1	6
Mountains	8	2	4	6	4	0	5	1	2
Indians	0	3	2	4	4	0	6	3	2
Plains	8	5	3	1	1	2	4	0	2
Wheat	0	4	2	1	1	3	5	3	3
Barren	4	3	2	1	1	0	2	1	5
Snow	0	1	2	1	1	3	2	3	1
Flood	0	1	2	5	1	0	1	6	1
Agriculture	4	1	2	0	1	0	1	0	6
Desolate	4	1	1	3	1	2	2	1	2
Prairie	0	0	2	4	1	2	2	0	3
Flat	0	2	0	4	1	0	0	0	1
South	0	1	1	0	1	3	2	3	0
Scenic	0	1	1	3	1	2	0	4	1

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

TABLE 30

PERCENTAGE OF RESPONDENTS WHO COULD GIVE A ONE-WORD IMPRESSION OF SOUTH DAKOTA, BY EXPOSURE TO SOUTH DAKOTA OR ITS BORDER STATES--923 RESPONDENTS<sup>a</sup>

One-Word Impression	Lived in or visited South Dakota (N=313)	Never lived in or visited South Dakota (N=610)	Lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=512)	Never lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=411)
Blank (No response)	3%	16%	8%	15%
Mount Rushmore	17	8	14	7
Black Hills	16	7	14	6
Cold	5	11	6	13
McGovern	6	8	8	8
Badlands	8	4	7	3
Hunting	6	2	5	2
Mountains/hills	4	3	3	4
Indians	3	3	3	3
Plains	1	4	2	4
Wheat/grain	1	4	1	5
Barren/wilderness	2	2	2	2
Snow	1	2	2	2
Flood	2	2	2	1
Agriculture/farms	1	2	1	2
Desolate/bleak	2	1	1	2
Prairie/range	3	1	2	1
Flat	1	1	1	1
South	1	2	1	2
Scenic	2	1	2	1

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

advertising. Like Question 5, this question contains two parts. The first asked for a yes or no reply, and the second part required an explanation for all "yes" replies. Of the total 923 respondents, 203 (22 per cent) answered "yes" to this question indicating they had seen travel literature or advertising referring to North Dakota.<sup>1</sup>

Table 31 indicates the number of respondents in each region of the country who had seen or heard promotional material referring to North Dakota. The table indicates that respondents in the East South Central states had seen this literature or advertising most often, while people in the Middle Atlantic states had seen it the least.

TABLE 31

LOCATION AS A FACTOR IN THE NUMBER AND PERCENTAGE OF RESPONDENTS WHO HAD SEEN OR HEARD TRAVEL LITERATURE OR ADVERTISING REFERRING TO NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Location	Total Respondents in Region	Percentage	Number
New England	25	24	6
Middle Atlantic	150	13	19
East North Central	165	16	27
West North Central	81	33	26
South Atlantic	140	21	29
East South Central	59	37	22
West South Central	126	19	24
Mountain	70	32	23
Pacific	107	26	27
Total United States	923	22	203

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>1</sup>Agrees with findings of the 1971 North Dakota Tourist Survey of Out-of-State Visitors which reported that 21.2 per cent of its respondents had been exposed to promotional material referring to North Dakota.

The second part of Question 8 asked respondents to state where they had seen literature or advertising referring to North Dakota, if they said they had seen some. Of the 923 respondents who returned questionnaires, 188 stated that they had seen this literature or advertising, and also where they had seen it. Table 32 lists the most common responses, along with their frequency. Magazines proved to be by far the most common source of literature or advertising, especially Sunset and Holiday. Travel agencies and Chambers of Commerce ranked second with 10.1 per cent. The "Other" category included miscellaneous locations like specific cities where advertising had been noticed.

TABLE 32

SOURCE OF EXPOSURE TO TRAVEL LITERATURE OR ADVERTISING REFERRING TO NORTH DAKOTA AS INDICATED BY 188 RESPONDENTS

Location of Advertising	Frequency	
	Percentage	Number
Magazines	35.6	67
Travel Agencies/Chambers of Commerce	10.1	19
Radio/Television	6.4	12
Direct mail from North Dakota	5.9	11
Auto Clubs	5.6	10
Service Stations	5.6	10
Sports Shows	3.2	6
Motels/Hotels	1.1	2
Other <sup>b</sup>	<u>27.1</u>	<u>51</u>
	100.0	188

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Includes miscellaneous locations like specific cities, friends, etc.

### Knowledge of North Dakota Characteristics

This section of Chapter II deals with responses to Questions 9, 10 and 11 on the questionnaire which were designed to ascertain the respondents' knowledge of North Dakota sports, topography, parks and industry. Responses to these three questions were examined according to the respondents' geographic location, and whether or not he had been exposed to North Dakota or one of its border states.

#### Knowledge of North Dakota Sports

The first question in this series asked which sports activities were associated with North Dakota, and the question asked that only one sports activity be checked. A total of 831 respondents answered this question correctly by checking only one sport. In addition, 92 respondents checked more than one sports activity, and these questionnaires were manually tabulated and their results included in the totals.

Table 33 lists the number of times each sports activity was associated with North Dakota for all respondents, including those manually tabulated. Hunting was associated with the state by 294 respondents. Rodeos ranked second with 129 and snowmobiling third with 118 respondents answering. One hundred forty-five respondents (12 per cent) indicated that they identified none of the listed sports with North Dakota.

Table 34 lists the sports activities according to the geographic location of the respondents. As the table indicates, hunting was listed much more often than any other sport for all regions of the country. Second and third place however, varied among the



TABLE 33

SPORTS ACTIVITIES ASSOCIATED WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Sports Activity	Frequency	
	Percentage	Number
Rodeos	11	129
Hunting	25	294
Snow Skiing	8	99
Fishing	8	88
Snowmobiling	10	118
Canoeing	1	17
Waterskiing	1	14
Ice Hockey	4	41
Hiking	6	68
Exploring	5	59
Horseback Riding	9	103
None of the above	<u>12</u>	<u>145</u>
	100	1175

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

regions. Snow skiing was mentioned most often by respondents from Southern states, and this fact also held true for snowmobiling. Canoeing and waterskiing were rarely mentioned and neither of these sports received more than 2 per cent of the responses from any region. It is interesting to note that the region which stated most often that it identified none of the listed sports with North Dakota is the West North Central region, of which North Dakota is a part.

TABLE 34

LOCATION AS A FACTOR IN ASSOCIATING SPORTS ACTIVITIES WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Sports Activity	Geographic Location of Respondents								
	New England (N=25)	Middle Atlantic (N=150)	East North Central (N=165)	West North Central (N=81)	South Atlantic (N=140)	East South Central (N=59)	West South Central (N=126)	Mountain (N=70)	Pacific (N=107)
Rodeos	5% <sup>b</sup>	20%	14%	8%	8%	9%	6%	9%	8%
Hunting	37	26	25	36	28	28	39	17	26
Snow skiing	5	6	7	4	12	13	5	6	11
Fishing	10	4	5	5	6	9	4	9	14
Snowmobiling	0	10	9	9	12	9	13	8	6
Canoeing	0	1	0	1	1	0	0	0	1
Waterskiing	0	0	1	0	1	2	0	0	1
Ice hockey	5	1	2	4	2	2	2	8	4
Hiking	10	5	7	4	3	7	4	3	1
Exploring	0	5	3	4	4	4	6	6	2
Horseback riding	10	6	9	0	5	4	8	11	8
None of the above	18	16	18	25	18	13	13	23	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 5 per cent of the respondents from New England region associated rodeos with North Dakota.

Table 35 again lists the same sports activities, but shows them against exposure of the respondent to North Dakota or one of its border states. The table indicates that both hunting and rodeos were associated with North Dakota more often by people who had been to the state than people who had never been exposed to it. Snow skiing, hiking and horseback riding resulted in just the opposite effect since respondents were less apt to associate these sports with North Dakota if they had been to the state. Finally, people who had lived in or visited North Dakota were more likely to check "none of the above," that is to identify none of the listed sporting activities with the state, than those respondents who have never been exposed to the state. The questionnaire was not designed, however, to determine what sports, if any, these respondents did identify with the state.

#### Knowledge of Miscellaneous North Dakota Characteristics

Respondents were asked in Question 10 to identify topographic characteristics which they associated with North Dakota from a list provided. Respondents were allowed to check as many characteristics as they wanted. All 923 respondents answered this question, and they checked a total of 2,899 characteristics.

Table 36 lists the characteristics contained in Question 10, and the frequency with which each was checked by the respondent. The table indicates that "farm land" and "flat plains" were identified with North Dakota by over half of all respondents. Also high on the list was "Indians," which was checked by 40 per cent of all persons responding. The two responses which received the fewest number of

TABLE 35

EXPOSURE TO NORTH DAKOTA OR ITS BORDER STATES AS A FACTOR IN THE ASSOCIATION OF SPORTS ACTIVITIES WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Sports Activity	Lived in or visited North Dakota (N=253)	Never lived in or visited North Dakota (N=670)	Lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=512)	Never lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=411)
Rodeos	12% <sup>b</sup>	11%	12%	9%
Hunting	34	26	29	27
Snow skiing	4	10	5	12
Fishing	9	5	7	5
Snowmobiling	10	9	9	10
Canoeing	0	1	1	1
Waterskiing	1	1	1	1
Ice hockey	4	2	3	2
Hiking	1	6	3	7
Exploring	4	4	4	4
Horseback riding	3	8	6	8
None of the above	18	17	20	14
	100%	100%	100%	100%

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 12 per cent of respondents who had lived in or visited North Dakota associated rodeos with the state.

TABLE 36

MISCELLANEOUS CHARACTERISTICS ASSOCIATED WITH NORTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Characteristics	Percentage of Respondents	Number of Respondents
Mountainous	27	249
Flat Plains	55	505
Farm Land	58	539
Parks and Forests	24	225
Lakes and Streams	26	242
Indians	40	373
Old West	22	199
North of Minnesota	5	44
West of Montana	2	22
Roughrider Country	20	185
Pioneer Settlers	29	266
None of the above	5	50

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

checks were "North of Minnesota" and "West of Montana," however they were indicated by 5 per cent and 2 per cent of all respondents respectively. Only 5 per cent of all respondents indicated that they did not associate any of the listed characteristics with the state.

Table 37 again lists the characteristics contained in Question 10, but shows them according to the geographic location of the respondent. "Farm land" and "flat plains" again were indicated by a majority of respondents from all regions. Also of interest is the fact that the two regions whose respondents were most likely to locate North Dakota

TABLE 37

LOCATION AS A FACTOR IN ASSOCIATING MISCELLANEOUS CHARACTERISTICS WITH NORTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Characteristics	Geographic Location of Respondents								
	New England (N=25)	Middle Atlantic (N=150)	East North Central (N=165)	West North Central (N=81)	South Atlantic (N=140)	East South Central (N=59)	West South Central (N=126)	Mountain (N=70)	Pacific (N=107)
Mountainous	8% <sup>b</sup>	34%	29%	16%	30%	25%	32%	16%	26%
Flat Plains	52	51	55	63	48	53	51	70	59
Farm Land	52	52	59	53	60	54	54	69	72
Parks and Forests	8	30	26	29	29	25	21	14	21
Lakes and Streams	24	28	24	28	25	29	28	25	27
Indians	36	45	39	40	44	34	39	41	37
Old West	24	31	20	11	18	25	20	23	22
North of Minnesota	0	6	6	4	9	9	2	0	2
West of Montana	0	3	2	3	2	3	3	3	1
Roughrider Country	36	24	21	16	17	25	17	25	15
Pioneer Settlers	40	32	30	26	22	27	28	32	30
None of the above	4	4	6	5	7	3	2	7	9

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 8 per cent of respondents from New England region associated mountainous with North Dakota.

"North of Minnesota" or "West of Montana," were both in the extreme South Western portion of the country, and about as far removed geographically from North Dakota as is possible. Relatively few respondents from any region failed to identify any of the listed characteristics with the state.

Finally, Table 38 plots the same characteristics against exposure of the respondent to North Dakota or one or more of its border states. As this table shows, respondents who have been to North Dakota or its border states were much more likely to identify "farm land" and "flat plains" with the state, than those never exposed to the area. The opposite effect, however, is evident for "parks and forests" and "lakes and streams," where non-exposure resulted in more frequent association. Except for pioneer settlers" the identification of the remainder of the characteristics was affected very little by exposure to the area.

#### Knowledge of North Dakota Parks and Industries

Question 11 on the questionnaire contained a list of 11 parks and industries. The question was designed to determine the respondents' knowledge of North Dakota parks and industries, by listing both correct and incorrect responses.

Table 39 lists these parks and industries, along with their frequency for all respondents. The table indicates that slightly over one-fifth of all respondents identified the International Peace Gardens with North Dakota. Relatively few people misplaced Yellowstone National Park or Glacier National Park by locating them in the

TABLE 38

EXPOSURE TO NORTH DAKOTA OR ITS BORDER STATES AS A FACTOR IN ASSOCIATING MISCELLANEOUS CHARACTERISTICS WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Characteristics	Lived in or visited North Dakota (N=253)	Never lived in or visited North Dakota (N=670)	Lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=512)	Never lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=411)
Mountainous	10% <sup>b</sup>	33%	18%	38%
Flat Plains	76	47	65	41
Farm Land	73	53	68	47
Parks and Forests	11	30	16	34
Lakes and Streams	14	31	21	33
Indians	40	41	41	40
Old West	20	22	22	22
North of Minnesota	4	5	5	5
West of Montana	2	3	2	3
Roughrider Country	29	17	22	18
Pioneer Settlers	34	27	32	25
None of the above	5	6	5	6

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 10 per cent of respondents who had lived in or visited North Dakota associated mountainous with the state.



TABLE 39

PARKS AND INDUSTRIES ASSOCIATED WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Parks and Industries	Frequency	
	Percentage	Number
International Peace Gardens	21	190
Yellowstone National Park	4	38
Glacier National Park	6	50
Theodore Roosevelt National Park	24	224
Mount Rushmore Memorial	20	181
Tobacco	2	19
Oil	17	161
Lignite	20	183
Timber	37	338
Potatoes	33	301
Wheat	67	614

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

state, but Mount Rushmore Memorial was associated with North Dakota by 20 per cent of all respondents. Theodore Roosevelt National Park was identified with North Dakota by only 4 per cent more respondents than was Mount Rushmore Memorial.

Only 2 per cent of all people responding associated tobacco with North Dakota, however the other industries listed in Question 11 fared better. Oil and lignite were checked by 17 and 20 per cent of all respondents respectively. A surprise was found in the number of persons associating timber with the state. Timbers' 37 per cent was exceeded only by wheats' 67 per cent. Potatoes were identified by one-

third of all respondents and ranked third among the industries listed in the question.

Table 40 lists these same parks and industries, and shows them according to the geographic location of the respondents. It should surprise no one that no respondents from the Mountain states associated Yellowstone National Park with North Dakota since the park is located in the Mountain states, but this same region contained the largest number of respondents who associated Glacier National Park with North Dakota, when Glacier is also located in the Mountain states. It appears that Yellowstone is much better known, even in the Mountain states. With the exception of wheat, no region of the country contained a majority of respondents who associated a particular industry or park with North Dakota.

Table 41 again contains the same parks and industries, but lists them according to exposure of the respondents to North Dakota or one of its border states. The table indicates that almost three times as many respondents who had never been to North Dakota associated Mount Rushmore Memorial with the state than believed the International Peace Gardens was in North Dakota. Many more people who had been to the state identified oil and lignite with North Dakota than those who had never been exposed, but the opposite effect was noticed for timber. While a majority of all respondents associated wheat with the state, exposure to North Dakota significantly reinforced this association.

#### Summary

This final section of Chapter II is designed to summarize the information contained in the chapter. Because Chapter IV will

TABLE 40

GEOGRAPHIC LOCATION AS A FACTOR IN ASSOCIATING PARKS AND INDUSTRIES WITH NORTH DAKOTA--  
923 RESPONDENTS<sup>a</sup>

Parks and Industries	Geographic Location of Respondents								
	New England (N=25)	Middle Atlantic (N=150)	East North Central (N=165)	West North Central (N=81)	South Atlantic (N=140)	East South Central (N=59)	West South Central (N=126)	Mountain (N=70)	Pacific (N=107)
International Peace Gardens	21% <sup>b</sup>	14%	20%	24%	15%	16%	28%	35%	29%
Yellowstone National Park	4	5	4	3	4	9	8	0	3
Glacier National Park	4	5	6	4	4	9	8	9	3
Theodore Roosevelt National Park	29	25	24	33	18	21	22	43	23
Mount Rushmore Memorial	17	25	23	14	18	14	18	14	28
Tobacco	0	3	3	3	2	2	1	1	1
Oil	8	9	20	19	16	19	20	30	21
Lignite	21	16	19	21	21	19	20	35	27
Timber	40	45	42	36	35	46	42	20	31
Potatoes	33	30	35	38	34	25	33	39	35
Wheat	54	65	75	77	60	77	64	77	72

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 21 per cent of respondents from New England region associated the International Peace Gardens with North Dakota.

TABLE 41

EXPOSURE TO NORTH DAKOTA OR ITS BORDER STATES AS A FACTOR IN ASSOCIATING PARKS AND INDUSTRIES WITH NORTH DAKOTA--923 RESPONDENTS<sup>a</sup>

Parks and Industries	Lived in or visited North Dakota (N=253)	Never lived in or visited North Dakota (N=670)	Lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=512)	Never lived in or visited North Dakota, South Dakota, Minnesota or Montana (N=411)
International Peace Gardens	51% <sup>b</sup>	9%	31%	8%
Yellowstone National Park	2	5	2	6
Glacier National Park	2	7	3	8
Theodore Roosevelt National Park	49	15	32	14
Mount Rushmore Memorial	7	25	15	26
Tobacco	2	2	2	2
Oil	39	9	24	9
Lignite	38	13	26	12
Timber	16	45	27	48
Potatoes	47	27	39	25
Wheat	87	59	78	53

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates 51 per cent of respondents who had lived in or visited North Dakota associated the International Peace Gardens with the state.

present a more comprehensive summary of all information presented along with conclusions, this section will summarize only the highlights of this chapter.

The chapter began with a general section which presented demographic characteristics of all respondents. The questionnaire gathered certain classification information concerning the respondents with which all other data were cross-tabulated. The classification data included information on the respondents' geographic location, age, marital status, number of dependent children, income, and exposure to North Dakota or its border states. This initial section in Chapter II also indicated the number of questionnaires sent to each state and region, and the number and percentage returned.

The second section of Chapter II is titled "Vacation Activities of the Respondents," and contains the data gathered by Questions 2, 3 and 4 on the questionnaire. The data from these questions was listed according to most of the classification information, and was presented in table form.

It appears that the highest income groups took the most vacations, and took more of them out-of-state. The oldest age group was the least likely to travel while on vacation, especially out-of-state, while the 45 to 64 year old age group did most of the traveling. Marital status and number of children had little effect on vacation frequency, but children in the home limited out-of-state trips. While on vacation, the automobile was popular for all groups. Summer sports were big with the young, as were camping and winter sports. Hotels and motels were most popular with the higher income levels and

the married respondents with children, while the single persons and those with a lower income were more likely to stay with friends or relatives.

The third section of Chapter II was titled "Respondents' Impression of North and South Dakota," and involved Questions 5, 6, 7 and 8 on the questionnaire. The first of these questions asked respondents if they could distinguish between North and South Dakota, and 41 per cent said they could. Young respondents were much more likely to be able to distinguish between the states, as was the lowest income group, probably composed of many students and retired persons. Naturally, exposure of the respondent to North Dakota made the differentiation much easier. When respondents were asked to actually specify a distinguishing characteristic, 40 per cent of the respondents recorded 34 different responses. The Black Hills and Mount Rushmore were most often cited.

Question 6 asked for one word which came to mind at the mention of North Dakota. Sixty different responses were noted, and the word "cold" accounted for nearly one-third of all answers. The word "cold" was reported least often from the geographic regions which also have relatively cold weather. Exposure to North Dakota resulted in fewer "cold" responses and more emphasis on answers like "wheat" and "agriculture." Besides the word "cold," topographic and environmental characteristics were often cited.

Question 7 asked for a one-word response, concerning South Dakota. Sixty-two different answers were noted, with "Mount Rushmore" and the "Black Hills" occupying positions one and two, and

"cold" ranking third. South Dakota lost out to North Dakota in the number of respondents who associated words like "farm" and "agriculture" with the states. It was also interesting to note that 11.4 per cent of the respondents failed to record any word for South Dakota, against only 6.9 per cent for its Northern neighbor.

Finally, Question 8 asked the respondents if they had ever seen or heard literature or advertising referring to North Dakota, and if they had, where. Twenty-two per cent of all respondents had seen or heard some, and the largest percentage were from the East South Central states. Magazines proved to be the most popular source, especially Sunset and Holiday.

The fourth section of Chapter II was titled "Knowledge of North Dakota Characteristics," and employed Questions 9, 10 and 11 to gather data. Question 9 asked respondents to pick one sporting activity out of a list which he most associated with North Dakota. "Hunting" was cited most often, and "rodeos" and "snowmobiling" occupied second and third place. Twelve per cent of all respondents said they associated none of the listed sports with the state, and the highest percentage of these respondents came from the West North Central region, of which North Dakota is a part. Winter sports like skiing and snowmobiling were indicated most often by people who lived in the Southern states.

Question 10 listed 11 characteristics and asked respondents to check any they associated with North Dakota. "Farm land" and "flat plains" were checked by over 50 per cent of all respondents. "North of Minnesota" and "West of Montana," while incorrect, were

checked by 44 and 22 respondents respectively. Exposure of the respondents to North Dakota reinforced the association of "farm land" and "flat plains" with the state, but decreased the frequency with which "parks and forests" and "lakes and streams" were indicated.

Finally, Question 11 listed national parks and industries, some of which were in North Dakota and some not. Respondents were again asked to identify those which were associated with the state. Only one-fifth of all respondents associated the International Peace Gardens with the state, which was only one per cent better than Mount Rushmore Memorial. Among people who had never been exposed to North Dakota however, over three times as many associated Mount Rushmore with North Dakota than they did the International Peace Gardens. The Theodore Roosevelt National Park was identified by only 24 per cent of the respondents, and it surpassed Mount Rushmore by only four percentage points. Wheat was by far the most often identified industry or product with 67 per cent, but timber received a surprising number of responses to place it in second place. Oil and lignite received 17 and 20 per cent respectively.



### CHAPTER III

#### COMPARISON OF THE FINDINGS OF THE 1960 STUDY WITH THE 1972 SURVEY FINDINGS

Chapter III will present an explanation of the 1960 North Dakota Tourism Survey and compare the findings of this study with the 1972 survey findings. The final section in this chapter will summarize the information presented.

##### Explanation of the 1960 North Dakota Tourism Survey

The 1960 North Dakota Tourism Survey was part of a Small Business Management Research report entitled A Study of the Vacation and Recreation Industry in North Dakota to Determine Opportunities for Small Business. This study was prepared by the North Dakota Economic Development Commission in cooperation with the Agricultural and Engineering Experiment Stations of the North Dakota State University for the Small Business Administration. The actual survey was conducted during the spring and summer of 1961. Questionnaire packets were sent to 1,486 persons located throughout the United States. The number of packets sent to each state was proportional to the population of each state. The names and addresses of these 1,486 people were drawn from guest registers of the State Capitol, Fort Lincoln State Park, and the Liberty Memorial Building (State Museum); from lists of people who had

purchased out-of-state hunting and fishing licenses; and from alumni lists of the North Dakota State colleges and universities. The 1,486 people chosen in this manner were not to complete the questionnaires themselves, but each was asked to telephone 10 people at random and record their answers on the questionnaire.<sup>1</sup>

The survey procedure was explained in a letter included in the survey packet. A letter from Governor William Guy urging cooperation accompanied each packet. A stamped, addressed envelope was provided, and respondents were asked to complete a mailing label on the questionnaire so a small gift could be sent to those who cooperated with the survey.

Of the 1,486 survey packets mailed, useable replies were received from 664 respondents for a 44.68 per cent return. "These non-visitors and former residents had contacted by telephone an average of five persons per questionnaire which yielded a return to the Economic Development Commission of 3,269 useable replies" (North Dakota Economic Development Commission, 1963).

#### Description of the Findings and Comparison of the Results

In this section of Chapter III, the findings of the 1960 North Dakota Tourism Survey will be presented and comparisons will be made with the 1972 study. This section is organized according to the questions on the 1972 study, however only those questions also contained on the 1960 questionnaire can be compared. One question will be examined at a time, and tables used where appropriate.

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<sup>1</sup>A copy of this questionnaire is included in Appendix B.

Question 1 on the 1972 questionnaire asked respondents to indicate if they had ever lived in or visited North Dakota. This question was also included in the 1960 survey. In 1960, 25 per cent of all respondents stated they had been to the state, while 27 per cent of the 1972 respondents made the same claim. Table 42 indicates the percentage of respondents from 16 states who stated they had been to North Dakota for both the 1960 and 1972 surveys.

TABLE 42

PERCENTAGE OF RESPONDENTS WHO HAD LIVED IN OR VISITED NORTH DAKOTA FOR SELECTED STATES--1960 AND 1972<sup>a</sup>

State	Year	
	1960	1972
Minnesota	50% <sup>b</sup>	38%
Missouri	50 <sup>b</sup>	22
Kentucky	50 <sup>b</sup>	0
Washington	50 <sup>b</sup>	46
Oregon	50 <sup>b</sup>	30
Montana	50 <sup>b</sup>	70
Wisconsin	50	32
Texas	20	34
Massachusetts	20	14
Pennsylvania	20	9
Ohio	20	24
New Jersey	17	31
Tennessee	15	8
Louisiana	13	23
Alabama	10	50
Rhode Island	5	0

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Indicates percentage greater than 50 per cent.

Question 2 on the questionnaire involved vacations in general, and asked respondents to state whether they vacationed away from home in the preceding year. In 1960, 66 per cent of those responding took such a vacation, but by 1972 the figure reached 84 per cent. Table 43 shows how respondents from several regions and states answered this question on each of the surveys. Some figures in this table are estimates.

TABLE 43

PERCENTAGE OF RESPONDENTS WHO VACATIONED AWAY FROM HOME IN THE PRECEDING YEAR FOR SELECTED REGIONS AND STATES-1960 AND 1972<sup>a</sup>

Region or State	Year	
	1960	1972
Middle Atlantic	75% <sup>b</sup>	88%
West South Central	75 <sup>b</sup>	76
South Atlantic	75 <sup>b</sup>	86
Mountain	50 <sup>b</sup>	80
Arkansas	80	45
Delaware	95	75
Missouri	82	91
Texas	77	81
Wisconsin	77	84
Rhode Island	45	100
Colorado	42	83

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Figures estimated from narrative.

Question 3 asked respondents to indicate if the vacation they said they took in Question 2 was out-of-state. The 12 year period between surveys showed a considerable increase in the frequency of

out-of-state vacations for all respondents--66 per cent for 1960 and 90 per cent for 1972. Table 44 again shows responses to this question for several regions and states. Certain figures on Table 44 are estimates.

TABLE 44

PERCENTAGE OF RESPONDENTS WHO VACATIONED OUT-OF-STATE FOR SELECTED REGIONS AND STATES--1960 AND 1972<sup>a</sup>

Region or State	Year	
	1960	1972
East North Central	75%	95%
East South Central	75	96
South Atlantic	75	94
Pacific	75	75
Mountain	50 <sup>b</sup>	95
Montana	30	100
Idaho	42	100
Pennsylvania	75 <sup>b</sup>	91
Indiana	75 <sup>b</sup>	100
Illinois	75 <sup>b</sup>	93
Missouri	75 <sup>b</sup>	93
Tennessee	75 <sup>b</sup>	93
Mississippi	75 <sup>b</sup>	100
Arkansas	75 <sup>b</sup>	63
California	80	79
Kentucky	80	73
Florida	87	60
Texas	66	87

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Figures estimated from narrative.

Question 4 on the 1972 survey asked if respondents engaged in outdoor sports while on vacation. The 1960 survey report revealed only that slightly over half of the respondents engaged in outdoor sports. Little difference was noted in the 1972 survey which showed that 58 per cent of its respondents participated in outdoor sports while on vacation. Exact statistics were given for two regions in the 1960 study however. Forty-six per cent of respondents in both the Pacific and West North Central regions engaged in outdoor sports while on vacation in 1960 versus 56 and 65 per cent respectively for the 1972 survey period. In 1960, 15 individual states reported that less than half of their respondents participated in outdoor sports while on vacation, but by 1972 only two of these states still contained this minority.

Question 4 also gathered information concerning the number of respondents who visited points of historic interest while on vacation. Again, exact percentages were not available from the 1960 study, however some comparisons can be made. The 1960 survey revealed that a slight margin of respondents visited points of historic interest, while 69 per cent of persons contacted in 1972 visited these points. Less than half of the respondents from five individual states reported that they visited historical areas in 1960, however all five states reported more than half of the 1972 respondents had visited such areas.

Question 5 involved the ability of respondents to distinguish between North and South Dakota. The ability to differentiate between the Dakotas may be diminishing because 44 per cent of all respondents said they could in 1960 versus only 41 per cent in

1972.<sup>2</sup> In addition, the majority of respondents in 11 states said they could differentiate in 1960, but less than half of the respondents of these 11 states could in 1972.

The second part of Question 5 asked respondents who said they could differentiate between the two states to specify the distinguishing characteristic. Table 45 lists the most often mentioned characteristics and the frequency with which each was mentioned in 1960 and 1972.

TABLE 45  
CHARACTERISTICS WHICH DISTINGUISH NORTH FROM SOUTH DAKOTA--  
1960 AND 1972<sup>a</sup>

Characteristic	Percentage of Total Responses	
	1960	1972
Black Hills	25.2	21.2
Badlands	14.5	3.5 <sup>b</sup>
Mount Rushmore	11.1	12.5
North Dakota borders on Canada	10.5	4.6
Colder in North Dakota	5.1	7.3
Oil	3.5	0.5 <sup>b</sup>
Peace Gardens	2.6	1.9
Bismarck	2.4	1.9
Garrison Dam	2.2	0.3 <sup>b</sup>

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Large differences between 1960 and 1972 findings probably reflect disparities in the surveys rather than a large change in respondents' attitude.

<sup>2</sup>The 3 per cent different is probably not significant and may be the result of sampling error.

Question 6 on the 1972 questionnaire asked for a one-word impression when North Dakota was mentioned. Table 46 lists the most often cited one-word impressions along with the frequency with which they were mentioned for both survey periods.

TABLE 46

ONE-WORD IMPRESSIONS OF NORTH DAKOTA--1960 AND 1972<sup>a</sup>

One-Word Response	Percentage of Total Responses	
	1960	1972
Blank	20.3	6.9 <sup>b</sup>
Climate - cold, snow	18.2	36.1 <sup>b</sup>
Topography and Geography - flat, plains, prairie, mountains	6.1	10.2
Particular Geographic Areas - Badlands, Black Hills, Mount Rushmore	5.6	3.6
Towns - Bismarck, Fargo	4.7	4.4
Indians	3.4	3.6
Other Areas - South Dakota, Canada	3.2	1.3
Direction - North West	2.5	2.3
Hunting	2.3	1.4
Barren, Desolate, Wilderness, Bleak	1.5	5.0 <sup>b</sup>
Friends, Relatives	1.0	1.1

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Large differences between 1960 and 1972 findings probably reflect disparities in the surveys rather than a large change in respondents' attitude.

Question 7, like Question 6, gathered data concerning the impressions of respondents, but in this case the impressions were of South



Dakota. Table 47 lists the one-word impressions most often recorded for that state.

TABLE 47  
ONE-WORD IMPRESSIONS OF SOUTH DAKOTA--1960 AND 1972<sup>a</sup>

One-Word Response	Percentage of Total Respondents	
	1960	1972
Blank	27.1	11.4 <sup>b</sup>
Black Hills	19.4	10.4
Mount Rushmore	7.7	10.9
Climate and Weather - Cold, snow dry	6.7	10.8
Hunting	5.1	3.6
Agriculture - wheat, farms	4.0	5.3
Badlands	3.9	5.1
Topography and Geography - Flat, plains, prairie, mountains	3.7	8.8
Towns - Pierre, Rapid City, Deadwood	3.0	1.8
Indians	2.5	3.1
North Dakota	2.3	0.9 <sup>b</sup>
Direction - North, West	1.6	2.1
Desolate, remote, barren, bleak	0.7	3.5 <sup>b</sup>

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Large differences between 1960 and 1972 findings probably reflect disparities in the surveys rather than a large change in respondents' attitude.

Question 8 asked respondents if they had ever seen or heard any travel literature or advertising referring to North Dakota. Results from the two surveys showed a slight drop in the percentage of respondents who had been exposed to promotional material during the 12 year period. The 1960 study revealed that 25 per cent of its respondents

had seen or heard advertising referring to the state, while only 22 per cent of those responding to the 1972 survey so indicated. A majority of respondents from all regions of the country and individual states reported that they had not been exposed to travel literature or advertising in either 1960 or 1972.

The final question on the 1972 survey which could be compared with the initial study was Question 9 which was concerned with the association of sports activities with North Dakota. Table 48 lists the most often named sports activities with their frequency for both surveys.

TABLE 48

SPORTS ACTIVITIES ASSOCIATED WITH NORTH DAKOTA--1960 AND 1972<sup>a</sup>

Sports Activity	Percentage of All Responses	
	1960	1972
None	40	12 <sup>b</sup>
Hunting	25	25
Winter Sports	15	22 <sup>c</sup>
Snow Skiing	8	8
Fishing	7	8
Horseback Riding	-- <sup>d</sup>	9
Rodeos	-- <sup>d</sup>	11

<sup>a</sup>Survey by Denis F. Zaun of respondents concerning North Dakota Tourism between October 2, 1972 and November 8, 1972.

<sup>b</sup>Large differences between 1960 and 1972 findings probably reflect disparities in the surveys rather than a large change in respondents' attitude.

<sup>c</sup>Includes snowmobiling, snowskiing and ice hockey.

<sup>d</sup>These two sports activities were mentioned in the 1960 survey, but no percentages given.

Summary

Because of the limitations effecting the comparison of the two surveys, the data presented in this chapter, and consequently this summary, is rather brief and superficial. The differences and inconsistencies between the findings of the two surveys serve to point out the flaws in both studies. The survey procedures and the representativeness of the sample respondents are both in question. The comparative findings should be considered accurate only in a general way, and no specific, statistical conclusions should be drawn. Several observations can be made however, concerning changes during the 12 year period between the surveys.

Although the 1972 survey revealed that 2 per cent more respondents had lived in or visited North Dakota than had in 1960, this difference is too small to be considered meaningful. Much more dramatic is the apparent increase in both the number of vacations taken away from home and the number taken out-of-state. The number of vacations taken by respondents increased by 18 per cent during the period while the number taken out-of-state increased 24 per cent.

Not only are vacation frequency and length changing, but apparently so are vacation activities. The 1960 survey revealed many states whose respondents reported they did not engage in outdoor sports or visit points of historic interest while on vacation, however by 1972, nearly all of these states contained a majority of respondents who did both.

People responding to the 1972 survey found it more difficult to distinguish between North and South Dakota than respondents did in

1960. This does not mean that respondents are less familiar with the two states however, as Questions 6 and 7 indicated. Many more respondents were unable to think of any one-word impression for either state in 1960, than was the case in 1972. Respondents to the 1972 survey were much more likely to mention "cold" or "snow" when they recorded a one-word impression of North Dakota, than were the 1960 respondents. Respondents were also more likely to associate some sports activity with North Dakota in 1972. This increase in familiarity does not appear to result from increased exposure to travel literature or advertising however, since the exposure figures drop from 25 per cent of all respondents in 1960 to 22 per cent in 1972.

## CHAPTER IV

### SUMMARY AND CONCLUSIONS

Several limitations should be kept in mind regarding the findings and conclusions of this study, some of which were mentioned earlier with regard to specific material. Limitations include the size and representativeness of the sample, lack of control over the survey procedure, limited length and complexity of the questionnaire, lack of detailed, statistical data from the 1960 survey, and the inability to form accurate conclusions based on the differences in the findings of the two surveys.

For the benefit of the reader, a summarization of the background and methodology will be presented, followed by a summary of the findings of this study. This will be followed by general conclusions and a concluding statement.

#### Summary of the Background and Methodology

The tourism industry is an important source of revenue for the State of North Dakota. Tourism expenditures in the state in 1971 totaled \$46,127,000, and expenditures by tourists have been growing each year. The job of promoting North Dakota as a place in which to vacation or travel is the responsibility of the Travel Division of the State Highway Department. The Travel Division came into existence in 1961 as a legislative assignment to the North Dakota Highway

Commissioner. Prior to 1961, responsibility for tourism fell to the Economic Development Commission, and at an earlier time to the North Dakota Immigration Department. In order to attract people to the state, the Travel Division spent \$268,000 in fiscal year 1971. Of this total, \$42,000 was spent in actual time and space advertising, approximately \$100,000 was spent on printing, and \$45,000 on personnel services. The Division has limited money and manpower available to conduct needed research in the tourism area, and must rely in part on independent studies such as this.

This study was conducted between October 2 and November 8, 1972. Survey packets were mailed to 500 alumni of North Dakota State University located throughout the United States. Each packet contained five questionnaires which were to be completed by friends of the alumnus receiving the packets. A total of 923 completed questionnaires were returned (36.9 per cent), and all but six states were represented. The findings of this survey were then compared to the findings of a similar survey conducted in 1960 by the Economic Development Commission.

#### Summary of the Findings

From the findings of the 1972 survey, we can determine considerable information about the average 1972 respondent. The tabulated data indicated that the average respondent (1) had never lived in or visited North Dakota or one of its border states, (2) was most likely to be 25 to 34 years of age, (3) was married, and (4) had an annual, family income considerably higher than the national average. This typical respondent took an out-of-state

vacation during the last year, could think of nothing which distinguished North Dakota from South Dakota, had never seen or heard travel literature referring to North Dakota, and was most likely to name hunting as the sport he identified with the state. When asked for a one-word impression of North Dakota, the average respondent was most likely to mention "cold" or "snow," but 7 per cent of all respondents left the question blank. When asked for an impression of South Dakota, respondents were even more likely to leave the answer blank, but if they did answer the question, they were likely to mention "Mount Rushmore" or the "Black Hills."

The survey indicated that the highest income groups were most likely to vacation in 1972. The oldest age group, respondents 65 and over, was the least likely to travel while on vacation, especially out-of-state, while the 45 to 64 year old age group did most of the traveling. Children living at home limited out-of-state travel to some degree. All demographic groups found the automobile popular for vacation travel. Summer sports were popular with the young respondents, as were camping and winter sports. Respondents in the highest income groups and married respondents with children were most likely to stay in hotels and motels, while single persons and those with a lower income were more likely to stay with friends or relatives.

When respondents were asked if they could distinguish between North and South Dakota, 41 per cent said they could. Young respondents and those in the lowest income group were much more likely to be able to distinguish between the states. Exposure of the respondents to North Dakota also made the differentiation much easier. When

respondents were asked to actually specify a distinguishing characteristic, 40 per cent of the respondents recorded answers, and the Black Hills and Mount Rushmore were most often cited.

Respondents were asked what one-word came to mind when North Dakota was mentioned, and the word "cold" accounted for nearly one-third of all answers. The word "cold" was reported least often from the regions which also have relatively cold weather. If respondents had lived in or visited North Dakota, fewer "cold" responses and more emphasis on words like "wheat" and "agriculture" were noted. Beside reference to weather, topographic and environmental characteristics were often cited.

When respondents were asked for a one-word response concerning South Dakota, 62 different answers were noted, with "Mount Rushmore" and the "Black Hills" occupying positions one and two, and "cold" ranking third. It was interesting to note that 11.4 per cent of the respondents failed to record any word for South Dakota, against only 6.9 per cent for its northern neighbor.

Question 8 on the questionnaire asked respondents if they had ever been exposed to promotional material referring to North Dakota, and if they had, where. Twenty-two per cent of all respondents had seen or heard some, and the largest percentage were from the East South Central states. Magazines, especially Holiday and Sunset, proved to be the most popular source.

Respondents were also asked to pick one sports activity out of a group which was most associated with North Dakota. "Hunting" was cited most often, and "rodeos" and "snowmobiling" occupied second and third place. Twelve per cent of all respondents said they associated



none of the listed sports with the state, and the highest percentage of these respondents came from the West North Central region, of which North Dakota is a part. Winter sports like skiing and snowmobiling were indicated most often by people who lived in the Southern states.

Question 10 listed 11 characteristics and asked respondents to check any they associated with North Dakota. "Farm land" and "flat plains" were checked by over 50 per cent of all respondents. "North of Minnesota" and "West of Montana," while incorrect, were checked by 44 and 22 respondents respectively. Exposure of the respondents to North Dakota reinforced the association of "farm land" and "flat plains" with the state, but decreased the frequency with which "parks and forests" and "lakes and streams" were indicated.

Finally, Question 11 listed national parks and industries, some of which were in North Dakota and some not. Respondents were again asked to identify those which were associated with the state. Only one-fifth of all respondents associated the International Peace Gardens with the state, which was only 1 per cent better than Mount Rushmore Memorial. Among people who had never been exposed to North Dakota however, over three times as many associated Mount Rushmore with North Dakota than they did the International Peace Gardens. The Theodore Roosevelt National Park was identified by only 24 per cent of the respondents, and it surpassed Mount Rushmore by only four percentage points. Wheat was by far the most often identified industry or product with 67 per cent, but timber received a surprising number of responses to put it in second place. Oil and lignite received 17 and 20 per cent respectively.

The findings of the 1972 study paralleled those of the 1960 survey in most respects, however there were some differences. A slightly larger percentage of respondents had visited North Dakota in 1972 than had in 1960, but the 2 per cent difference cannot be considered meaningful. Respondents in 1972 were however, much more likely to have taken a vacation away from home than they were in 1960, and they were also much more likely to have spent part of it out-of-state. The more recent respondents were also more likely to have engaged in outdoor sports and to have visited points of historic interest.

People responding to the 1972 survey found it more difficult to distinguish between North and South Dakota than respondents did in 1960, however the 1972 respondents were more likely to record an impression of both states. Respondents were also more likely to associate some sports activity with North Dakota in 1972. This increase in familiarity does not appear to result from an increase in exposure to the states promotional campaign however, since 25 per cent of all respondents could recall being exposed to travel literature or advertising referring to North Dakota in 1960, compared to only 22 per cent in 1972.

### Conclusions

Now that the survey methodology and findings have been reviewed, it is time to look at the conclusions which can be drawn from the collected data. In some cases, the conclusions also lead to recommendations.

1. The emphasis seems to be changing with regard to vacation activities. The 1972 survey showed that people were more active while vacationing and more likely to engage in outdoor sports and visit points of historic interest. The recent national popularity of such activities

as camping, hiking and cross-country and alpine skiing seem to support the move from passive to more active leisure activity.

2. Respondents were confused by North and South Dakota, and were likely not to be able to think of a single differentiating characteristic between the states. Comparison of the findings of the surveys showed that the more recent respondents were even more confused than the 1960 respondents. Most of the people who did suggest a difference between the states resorted to one of South Dakota's landmarks, or a trivial answer such as one state was north or south of the other.

3. It appears that North Dakota leaves no single impression with the public, other than the negative ones concerning weather. The two surveys showed that the more recent respondents were more likely to think of some impression of North Dakota, but were also more likely to think of words like "cold," "snow," "barren," and "flat." It can be concluded that the public is hearing more about North Dakota and is becoming better informed, but not about the more favorable aspects of the state.

A campaign has been undertaken to promote the Roughrider State" image. This theme would probably make a better slogan for the North Dakota automobile license plates than the "Peace Garden State" slogan which has been displayed since 1956. Table 41 showed that only 9 per cent of the respondents who had never lived in or visited North Dakota identified the International Peace Gardens with the state.

4. Finally, the surveys indicated that the previous promotional efforts on behalf of the state have not been entirely effective.

Respondents in 1972 who could recall being exposed to travel literature or advertising referring to the state were fewer than in 1960. This fact coupled with the confusion between North and South Dakota and the likelihood of mentioning "snow" or "cold" as an impression of the state, seems to indicate that more resources should be devoted to this area. Considering the fact that North Dakota lacks a strong, positive image in the minds of the public, a campaign revolving around the things North Dakota does not have, might be more effective. This negative approach could include North Dakota's lack of pollution, crime, racial problems, over-crowding, metropolitan congestion and traffic jams.

#### Concluding Statements

While both surveys were subject to certain limitations, much valuable data was collected, tabulated, analyzed and compared. The findings of this survey also pointed out the need for additional research in the areas of the vacationing public and more detailed study of North Dakota as a vacation and travel area. It is hoped that the findings of this study will help to meet this need for research and can contribute to the body of knowledge concerning North Dakota Tourism.

APPENDIX A

## NORTH DAKOTA TOURISM SURVEY

Would you do me a favor? As part of a Masters Degree Program, I am conducting a survey of North Dakota Tourism among people in every state. Would you please complete the following questionnaire, so that your state is properly represented in the survey results? Your name is not required, and all information will be held in confidence. Please disregard the numbers in parentheses following the responses, as they are used for machine tabulation.

1. Please check the following states in which you have ever lived or visited. (If any)

North Dakota            South Dakota            Minnesota            Montana             
                   (5-1)                   (6-1)                   (7-1)                   (8-1)

2. Did you take a vacation trip away from home in the last year?

Yes            No            (If no, go to Question 5)  
      (9-1)       (2)

3. Was your last vacation trip out-of-state?

Yes            No             
      (10-1)       (2)

4. During your last vacation trip, did you:

	(1) <u>Yes</u>	(2) <u>No</u>	
Travel by automobile? . . . . .	<u>          </u>	<u>          </u>	(11)
Stay with relatives or friends? . . . . .	<u>          </u>	<u>          </u>	(12)
Stay in hotels or motels? . . . . .	<u>          </u>	<u>          </u>	(13)
Engage in outdoor sports? . . . . .	<u>          </u>	<u>          </u>	(14)
Engage in boating or water sports? . . . . .	<u>          </u>	<u>          </u>	(15)
Engage in skiing or winter sports? . . . . .	<u>          </u>	<u>          </u>	(16)
Visit points of historic interest? . . . . .	<u>          </u>	<u>          </u>	(17)
Attend events like fairs, shows, etc.? . . . .	<u>          </u>	<u>          </u>	(18)
Visit State or National Parks? . . . . .	<u>          </u>	<u>          </u>	(19)
Spend any time camping? . . . . .	<u>          </u>	<u>          </u>	(20)

5. Can you think of something that distinguishes North Dakota from South Dakota?

Yes            No             
      (21-1)       (2)

If yes, please specify \_\_\_\_\_

6. What one word comes to your mind when I say North Dakota?

(One word only) \_\_\_\_\_

7. What one word comes to your mind when I say South Dakota?

(One word only) \_\_\_\_\_

8. Have you ever seen or heard any travel literature or advertising referring to North Dakota?

Yes \_\_\_\_\_ No \_\_\_\_\_  
(37-1) (2)

If yes, where? \_\_\_\_\_

9. What one sports activity do you most associate with North Dakota?  
(Please check only one)

Rodeos	_____ (39-1)	Waterskiing & Boating	_____ (40-1)
Hunting	_____ (2)	Ice Hockey	_____ (2)
Snow Skiing	_____ (3)	Hiking & Backpacking	_____ (3)
Fishing	_____ (4)	Exploring	_____ (4)
Snowmobiling	_____ (5)	Horseback riding	_____ (5)
Canoeing	_____ (6)	None of the above	_____ (6)

10. Which of the following describe North Dakota? (Check as many as apply)

Mountainous	_____ (41-1)	Old West	_____ (47-1)
Flat Plains	_____ (42-1)	North of Minnesota	_____ (48-1)
Farm Land	_____ (43-1)	West of Montana	_____ (49-1)
Parks & Forests	_____ (44-1)	Roughrider Country	_____ (50-1)
Lakes & Streams	_____ (45-1)	Pioneer Settlers	_____ (51-1)
Indians	_____ (46-1)	None of the above	_____ (52-1)

11. Do you associate the following with North Dakota? (1) Yes (2) No

The International Peace Gardens	_____	_____	(53)
Yellowstone National Park	_____	_____	(54)
Glacier National Park	_____	_____	(55)
Theodore Roosevelt National Park	_____	_____	(56)
Mount Rushmore Memorial	_____	_____	(57)
Tobacco	_____	_____	(58)
Oil	_____	_____	(59)
Lignite	_____	_____	(60)
Timber	_____	_____	(61)
Potatoes	_____	_____	(62)
Wheat	_____	_____	(63)

12. In what city and state do you now live? \_\_\_\_\_

13. What is the age of the head of your household?

18-24            35-44            64 and over             
           (73-1)           (3)                                   (5)

25-34            45-64             
           (2)                                   (4)

14. Are you married?

Yes            No             
       (74-1)           (2)

15. How many children, if any, do you have living at home?

None            One or two            Three or more             
       (75-1)                                   (2)                                   (3)

16. What was your estimated, annual, family income for 1971?

Under 3,000            (76-1)   7,000-9,999            (4)  
 3,000-4,999            (2)   10,000-15,000            (5)  
 5,000-6,999            (3)   15,000 and up            (6)

THANK YOU FOR YOUR HELP

Please return your completed questionnaire to the person who asked you to fill it out, so that it can be mailed back to me. Your cooperation is very much appreciated.



1106 28th Avenue South  
Grand Forks, North Dakota  
September, 1972

Dear former North Dakotan:

Would you help make it possible for me to conduct a survey involving North Dakota Tourism, among people in each state? You can do this by taking a few minutes of your time to see that the enclosed questionnaires are completed and returned to me. I will use the information obtained from the questionnaires to write a Masters Thesis on tourism in North Dakota.

Governor William L. Guy of North Dakota has given me his approval in writing the thesis and conducting this survey. His letter is enclosed. I have also worked closely with the North Dakota Travel Department in the formulation of the questionnaire, and they intend to use the results of this survey to better meet the needs of visitors to the state. I intend to compare the results of this survey with a similar one conducted in 1960, and to determine any changes in knowledge or attitude about North Dakota.

To collect this information, your cooperation is very much needed. All I ask is that you distribute the five enclosed questionnaires, collect them when they're completed, and return them to me in the stamped, addressed envelope provided. The five questionnaires could be given to fellow employees, fellow students, members of a womens club, next-door neighbors, or anyone else who lives in your state. In order to keep bias to a minimum, I ask that you do not give the questionnaires to close friends or relatives with whom you may have discussed North Dakota, or to anyone who has lived in or visited the state. When all five questionnaires have been completed, which should take about five minutes each, please mail them back to me in the enclosed envelope.

Since these questionnaires will be sent to only a small group of people throughout the United States, your cooperation is very important to ensure that your state is represented in the results. Won't you please see that the questionnaires are completed and returned to me within the next few days. I am counting on your help.

Sincerely yours,

Denis F. Zaun  
Graduate Student, Marketing  
University of North Dakota

August, 1972

Dear former North Dakota resident:

I am seeking your cooperation with a tourism survey being conducted by Mr. Denis Zaun, a University of North Dakota graduate student.

Mr. Zaun is conducting the survey as a part of a Masters Degree Program with assistance from the North Dakota Travel Department.

The results of the "North Dakota Tourism Survey" will be utilized by the North Dakota Travel Department to anticipate and meet the needs of visitors to North Dakota.

As you can see, it is essential that all sections of the United States be represented in the final product.

Your cooperation with Mr. Zaun by returning the completed questionnaires as soon as possible will be greatly appreciated.

I hope you will visit North Dakota soon.

Thank you,

Sincerely yours,

William L. Guy  
Governor

WLG:km

Enclosure

APPENDIX B

Questionnaire B  
TELEPHONE SURVEY OF AMERICAN TRAVELERS

Suggested Introduction: "Hello. Is this Mr. (or Mrs.) \_\_\_\_\_.....I represent an independent research organization that is conducting a survey about the vacation and recreation activities of the American people. Your name has been selected at random. We would like to have your personal opinion. May we ask you a few simple questions that may be answered with a yes or no reply?"

Questions		1	2	3	4	5	6	7	8	9	10
1. Did you take a vacation trip away from home last year?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
2. Was your last vacation trip out-of-state?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
3. Did you spend more than one-half of your trip traveling?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
4. Did you engage in outdoor sports on your vacation trip?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
5. Did you visit points of historic interest?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
6. Can you think of something that distinguishes North Dakota from South Dakota?		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
7. What one word comes to your mind when I say North Dakota?		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
8. What one word comes to your mind when I say South Dakota?		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
9. Have you ever visited North Dakota?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
10. Do you know anyone who has visited North Dakota?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
11. Have you seen any travel literature or advertising referring to North Dakota?	yes no	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
12. What sports activity do you associate with North Dakota?		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

"Thank you for your cooperation in answering these questions. Goodbye."  
(North Dakota Economic Development Commission, State Capitol, Bismarck, North Dakota)

REFERENCES

## REFERENCES

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