

# Madison Leisure and Business Visitors and Potential Visitors



**Survey Results**  
**Published October 2007**

*Final*

***Have you ever visited the Madison/area?***

(N=1492)

Visited Before	Number of Respondents	Percentage of Respondents
Yes	1330	89.1
No	162	10.9

***Why did you not visit?***

Multiple responses could be given to this question.

(N=162)

Reason	Percentage of Responses	Percentage of Respondents
No time	22.3	26.5
Went to another location	22.3	26.5
Plans changed	15.0	17.9
Insufficient funds	14.0	16.7
Plan to in the future	9.8	11.7
No reason to yet	3.6	4.3
Lack of knowledge about area	3.1	3.7
No interest	2.1	2.5

The next set of questions was only asked of people who had previously visited Madison or Dane County.

***When did you last visit Madison/Dane County?***

(N=1,254)

Time Period	Number of Respondents	Percentage of Respondents
July 2007 or later	41	3.3
Apr-Jun 2007	419	33.4
Jan-Mar 2007	99	7.9
Oct-Dec 2006	83	6.6
Jul-Sep 2006	228	18.2
Apr-Jun 2006	51	4.1
Jan-Mar 2006	23	1.8
2005	143	11.4
2004	40	3.2
2003	26	2.1
2002	19	1.5
2001 or earlier	82	6.5

***What was the primary purpose of your last trip to Madison/Dane County?***

(N=1326)

Purpose	Number of Respondents	Percentage of Respondents
Leisure/vacation	517	39.0
Passing-thru	268	20.2
Business/corporate	151	11.4
Visiting friends and relatives	98	7.4
Personal business reasons	96	7.2
Ironman Competition	95	7.2
Sports	29	2.2
University Wisconsin-Madison activities (non-sports)	29	2.2
Visited tradeshow	19	1.4
Medical (personal or family)	13	1.0
Madison Marathon	4	0.3
Wedding	2	0.2
Art Fair	1	0.1
Class reunion	1	0.1
Crazy Legs Run/Walk	1	0.1
Dance contest	1	0.1
Political meetings	1	0.1

***What type of transportation did you use to get to Madison/Dane County the last time you visited?***

(N=1,324)

Type	Number of Respondents	Percentage of Respondents
Personal vehicle	1112	84.0
Airline	108	8.2
Rented vehicle	69	5.2
Coach/bus	20	1.5
RV	9	0.7
Train	4	0.3
Bicycle	2	0.2

**How long was your last visit to Madison/Dane County?**

(N=1,326)

Day Visit	Number of Respondents	Percentage of Respondents
Yes	553	41.7
No	773	58.3

(N=550)

Day visit length (hours)	Number of Respondents	Percentage of Respondents
1	29	5.3
2	31	5.6
3	45	8.2
4	78	14.2
5	52	9.5
6 to 10	266	48.4
11 to 15	37	6.7
16 or more	12	2.2
Mean	6.38	

(N=769)

Overnight visit length (nights)	Number of Respondents	Percentage of Respondents
1	178	23.1%
2	229	29.8%
3	137	17.8%
4	88	11.4%
5	61	7.9%
6	25	3.3%
7	17	2.2%
8 or more	34	4.4%
Mean	2.96	

*How many times have you visited Madison/Dane County in the last three (3) years?*

(N=1,326)

Number of visits (last 3 yrs)	Number of Respondents	Percentage of Respondents
0	118	8.9%
1	241	18.2%
2	137	10.3%
3	122	9.2%
4	89	6.7%
5	77	5.8%
6 to 10	246	18.6%
11 to 15	103	7.8%
16 to 20	58	4.4%
21 to 25	34	2.6%
25 to 50	60	4.5%
51 to 100	19	1.4%
101 or more	22	1.7%
<b>Mean</b>	<b>15.93</b>	
<b>Mean (20 visits or less)</b>	<b>5.12</b>	

***During your last visit to Madison/Dane County, in which activities did you participate?***

Respondents were allowed to check off as many activities as they needed to as well as list ones that they participated in that were not listed. On average, each respondent participated in 3.57 activities.

(N=1,330)

Activity	Number of Responses	Percentage of Responses	Percentage of Respondents
Dining experience	875	17.3	65.8
Shopping	634	12.5	47.7
Sightseeing	432	8.5	32.5
Visiting friends and relatives	413	8.1	31.1
Outdoor recreation	307	6.1	23.1
Special event	275	5.4	20.7
Sports events	274	5.4	20.6
Entertainment/nightlife	248	4.9	18.6
Festivals/fairs	247	4.9	18.6
Natural environment	204	4.0	15.3
Family/recreational vacation	201	4.0	15.1
Museums	174	3.4	13.1
Cultural performances	164	3.2	12.3
Historical/heritage sites	155	3.1	11.7
Corporate business	127	2.5	9.5
Family reunion	58	1.1	4.4
Tours	46	0.9	3.5
Government business	38	0.7	2.9
Farmers Market	37	0.7	2.8
Boating/sailing	29	0.6	2.2
Golf	27	0.5	2.0
Zoo	21	0.4	1.6
Fishing	20	0.4	1.5
Medical reasons	20	0.4	1.5
UWM	16	0.3	1.2
Driving thru	8	0.2	0.6
Touring UWM	7	0.1	0.5
Botanical Garden	4	0.1	0.3
Run errands	3	0.1	0.2
Thinking of moving here	3	0.1	0.2
Use airport	3	0.1	0.2
Genealogical research	2	0.0	0.2
<b>Totals</b>	<b>5072</b>	<b>100.0</b>	<b>381.4</b>

**Are there any attractions, facilities or services you feel need to be added to enhance your Madison/Dane County visitor experience or that would entice you to visit?**

(N=1,488)

Extra Attractions Needed	Number of Respondents	Percentage of Respondents
Yes	169	11.4
No	710	47.7
Don't Know	609	40.9

**List of Attractions, Facilities and/or Services Mentioned**

Attraction	Visitors (N=132)	Non-Visitors (N=13)
	% of Respondents	
Better/More Lodging Options	12.1	15.4
More information/advertise area more	11.4	15.4
More/better parking	9.8	0.0
Better/More Dining Options	7.6	0.0
Better/More Shopping Options	7.6	0.0
Better roads	6.1	0.0
Better street signs and directional signage	5.3	0.0
Train or bus service to nearby areas (preferably high speed rail)	5.3	0.0
Better public transportation (preferably light rail)	4.5	0.0
Boat rentals	4.5	0.0
Festivals/fairs	3.8	0.0
Waterparks	3.8	7.7
Visitor Centers (more of them, especially along highways)	3.0	0.0
Camping	2.3	0.0
Clean up city	2.3	0.0
Reduce crime	2.3	0.0
Theater (professional)	2.3	0.0
Theme park	2.3	0.0
Better access to lakes	1.5	0.0

Attraction	Visitors (N=132)	Non-Visitors (N=13)
	% of Respondents	
Better airport access (more direct flights from more places)	1.5	0.0
Biking related	1.5	7.7
Casinos	1.5	15.4
Cruises	1.5	0.0
Downtown movie theater	1.5	0.0
Family activities (more)	1.5	0.0
Longer shopping hours	1.5	0.0
Museums	1.5	7.7
Rest stops along highways	1.5	0.0
Tour packages	1.5	7.7
Walking tours	1.5	0.0
Aquarium	0.8	0.0
Art festivals (more)	0.8	0.0
Attractions/services for singles	0.8	0.0
Better availability of what the area has to offer	0.8	0.0
Bike tours	0.8	0.0
Bowling	0.8	0.0
Cultural events	0.8	0.0
Farmers market (bigger area to reduce crowding)	0.8	0.0
Farmers market (longer hours)	0.8	0.0

Attraction	Visitors (N=132)	Non-Visitors (N=13)
	% of Respondents	
Fishing photography	0.8	0.0
Flea markets	0.8	0.0
Free Events	0.8	7.7
Go-karting	0.8	0.0
Historical Attractions	0.8	0.0
IMAX Theater	0.8	0.0
Mini-golf	0.8	0.0
Minor league baseball	0.8	0.0
More outdoor performances	0.8	0.0
New tour sites	0.8	0.0
Park n' Ride lots near Interstates	0.8	0.0
Parks	0.8	0.0
Petting zoo	0.8	0.0
Picnic areas	0.8	0.0
Running events	0.8	0.0

Attraction	Visitors (N=132)	Non-Visitors (N=13)
	% of Respondents	
Shuttle service from hotels to Capitol Square area	0.8	0.0
Smoking sections in bars/restaurants	0.8	7.7
Spruce up State Street with better stores and planters, etc.	0.8	0.0
Swimming beaches	0.8	0.0
Tours of local wineries	0.8	0.0
Unique stuff	0.8	7.7
UWM sports packages	0.8	0.0
Water activities	0.8	7.7
Better airport facilities	0.0	7.7
Bridges	0.0	7.7
Fishing	0.0	7.7
Gas vouchers	0.0	7.7
Support for artistic community	0.0	7.7
Walkable areas	0.0	7.7

*When considering other comparable destination locations, which cities or regions do you consider to be Madison/Dane County's main competitors? Please identify up to three destinations.*

	Visitors (N=126)	Non-Visitors (N=11)
Competitor	Percentage of Respondents	
Milwaukee, WI	54.8	18.2
Chicago, IL	31.7	36.4
Minneapolis/St. Paul, MN	24.6	27.3
Wisconsin Dells, WI	18.3	36.4
Door County, WI	15.1	9.1
Green Bay, WI	10.3	9.1
Galena, IL	4.0	9.1
La Crosse, WI	4.0	0.0
Appleton, WI	3.2	0.0
Dubuque, IA	3.2	0.0
Lake Geneva, WI	3.2	9.1
Rockford, IL	3.2	0.0
Ann Arbor, MI	2.4	0.0
Austin, TX	2.4	0.0
Portland, OR	2.4	9.1
Spring Green, WI	2.4	0.0

	Visitors (N=126)	Non-Visitors (N=11)
Competitor	Percentage of Respondents	
Springfield, IL	2.4	0.0
Seattle, WA	1.6	9.1
Boise, ID	0.8	9.1
San Diego, CA	0.8	9.1
Denver	0.0	9.1
East coast	0.0	9.1
Indiana Beach, IN	0.0	9.1
Midwest	0.0	9.1
Northeast	0.0	9.1
Northern Michigan	0.0	9.1
Sandusky, OH	0.0	9.1
Sheboygan, WI	0.0	9.1
Southeast	0.0	9.1
West coast	0.0	9.1
<b>Totals</b>	<b>261.9</b>	<b>290.9</b>

***What images or words/descriptions come to your mind when you think of Madison/Dane County as a visitor destination?***

Image	Visitors (N=1,195)		Non-Visitors (N=99)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Lakes	6.33	16.82	8.33	17.17
Scenic/beautiful	6.24	16.57	7.35	15.15
University of Wisconsin-Madison	4.66	12.38	6.37	13.13
Friendly people	4.44	11.80	0.98	2.02
Clean	3.59	9.54	2.94	6.06
Capitol Square	3.37	8.95	0.49	1.01
Fun	3.34	8.87	1.47	3.03
Lots to see and do	2.93	7.78	0.98	2.02
State capital	2.62	6.95	1.96	4.04
College town	2.49	6.61	5.39	11.11
Restaurants/dining	2.46	6.53	1.47	3.03
State Street	2.36	6.28	0.49	1.01
Culture	2.14	5.69	2.45	5.05
Biking/bike paths	1.89	5.02	0.49	1.01
Farmers Market	1.89	5.02	0.98	2.02
Shopping	1.76	4.69	0.98	2.02
Badgers	1.61	4.27	0.49	1.01
Food	1.39	3.68	0.00	0.00
Diverse	1.32	3.51	0.00	0.00
Great destination	1.23	3.26	0.49	1.01
Relaxing	1.17	3.10	2.94	6.06
Interesting	0.98	2.59	0.98	2.02
Liberal culture	0.88	2.34	0.00	0.00
Progressive	0.88	2.34	1.96	4.04
Vibrant	0.88	2.34	0.00	0.00
Nice	0.76	2.01	1.47	3.03
Green	0.72	1.92	2.45	5.05

Image	Visitors (N=1,195)		Non-Visitors (N=99)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Water	0.69	1.84	0.98	2.02
Education, educated/intellectual people	0.66	1.76	1.47	3.03
Outdoor activities	0.66	1.76	0.49	1.01
Parks	0.66	1.76	0.00	0.00
Active lifestyle	0.63	1.67	0.98	2.02
Monona Terrace	0.63	1.67	0.49	1.01
Countryside	0.60	1.59	0.98	2.02
Union Terrace	0.57	1.51	0.00	0.00
Downtown area	0.47	1.26	0.49	1.01
Family oriented	0.47	1.26	0.49	1.01
Urban	0.47	1.26	0.98	2.02
Arts	0.44	1.17	0.49	1.01
Historical	0.44	1.17	0.98	2.02
Peaceful	0.44	1.17	0.98	2.02
Small town feel with big city culture	0.44	1.17	0.00	0.00
Traffic (congested, confusing roads)	0.44	1.17	0.00	0.00
Welcoming	0.44	1.17	0.00	0.00
Zoo	0.44	1.17	0.00	0.00
Busy	0.41	1.09	0.00	0.00
Natural Environment (beautiful and well preserved)	0.41	1.09	0.00	0.00
Ironman Event	0.38	1.00	0.98	2.02
Laid back feeling	0.38	1.00	0.49	1.01
Lake Mendota	0.38	1.00	0.49	1.01
Pleasant	0.38	1.00	0.98	2.02
Visiting family	0.38	1.00	1.47	3.03
Cold	0.35	0.92	0.98	2.02
Cosmopolitan	0.35	0.92	0.00	0.00
Safe	0.35	0.92	0.49	1.01
Walkable	0.35	0.92	0.49	1.01
Arboretums	0.32	0.84	0.00	0.00

Image	Visitors (N=1,195)		Non-Visitors (N=99)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Big City	0.32	0.84	1.96	4.04
Farms/dairy farms	0.32	0.84	0.00	0.00
Affordable	0.28	0.75	0.00	0.00
Government	0.28	0.75	0.00	0.00
Quiet	0.28	0.75	0.49	1.01
Hotels are great	0.25	0.67	0.98	2.02
Lake Monona	0.25	0.67	0.49	1.01
Lakefront	0.25	0.67	0.00	0.00
Sports	0.25	0.67	0.49	1.01
Cheese	0.22	0.59	0.98	2.02
Comfortable	0.22	0.59	0.00	0.00
Entertainment	0.22	0.59	0.00	0.00
Museums	0.22	0.59	0.00	0.00
Young	0.22	0.59	0.00	0.00
Camp Randall Stadium	0.19	0.50	0.00	0.00
Close by	0.19	0.50	0.49	1.01
Growing	0.19	0.50	0.49	1.01
Cool	0.16	0.42	0.00	0.00
Environmentally friendly	0.16	0.42	0.49	1.01
Good weather	0.16	0.42	1.47	3.03
Greenways	0.16	0.42	0.49	1.01
Nature	0.16	0.42	1.47	3.03
Outdoors	0.16	0.42	0.49	1.01
Weekend Getaway	0.16	0.42	0.49	1.01
Art Fairs	0.13	0.33	0.00	0.00
Boating/Sailing/Boats	0.13	0.33	0.00	0.00
Book stores	0.13	0.33	0.00	0.00
Kohl Center	0.13	0.33	0.00	0.00
Lack of parking	0.13	0.33	0.00	0.00
Midwest	0.13	0.33	0.49	1.01

Image	Visitors (N=1,195)		Non-Visitors (N=99)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Olbrich Botanical Gardens	0.13	0.33	0.00	0.00
Rural	0.13	0.33	0.49	1.01
Trees	0.13	0.33	1.47	3.03
UW Hospital	0.13	0.33	0.00	0.00
Wisconsin Dells	0.13	0.33	0.98	2.02
Bright	0.09	0.25	0.49	1.01
Diversity of people	0.09	0.25	0.49	1.01
Events	0.09	0.25	0.00	0.00
Festivals	0.09	0.25	0.98	2.02
Fishing	0.09	0.25	0.00	0.00
Fresh	0.09	0.25	0.49	1.01
Healthy	0.09	0.25	0.00	0.00
Ice cream	0.09	0.25	0.49	1.01
Metropolitan	0.09	0.25	0.00	0.00
Mid-size city	0.09	0.25	0.49	1.01
Music	0.09	0.25	0.00	0.00
Nightlife	0.09	0.25	0.00	0.00
Mon-smoking	0.09	0.25	0.00	0.00
Not a lot to do	0.09	0.25	0.49	1.01
Partying	0.09	0.25	0.49	1.01
B&Bs	0.06	0.17	0.49	1.01
Calming	0.06	0.17	0.49	1.01
community spirit	0.06	0.17	0.49	1.01
Cows	0.06	0.17	0.49	1.01
None	0.06	0.17	0.49	1.01
Organic	0.06	0.17	0.00	0.00
Overture Center for the Arts	0.06	0.17	0.00	0.00
Politically correct	0.06	0.17	0.00	0.00
Wholesome	0.06	0.17	0.49	1.01
Adult	0.03	0.08	0.49	1.01

Image	Visitors (N=1,195)		Non-Visitors (N=99)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
All-American City	0.03	0.08	0.49	1.01
Bugs	0.03	0.08	0.49	1.01
Camping	0.03	0.08	0.49	1.01
Far away	0.03	0.08	0.49	1.01
Hiking	0.03	0.08	0.49	1.01
Resorts	0.03	0.08	0.98	2.02
Wooded	0.03	0.08	0.49	1.01
Bridges	0.00	0.00	0.49	1.01
Green Bay Packers	0.00	0.00	0.49	1.01
Northern	0.00	0.00	0.98	2.02
Waterparks	0.00	0.00	0.98	2.02
<b>Totals</b>	<b>100.00</b>	<b>265.52</b>	<b>100.00</b>	<b>206.06</b>

*How would you describe the atmosphere or emotional feeling that you experienced or would expect to experience while visiting Madison/Dane County?*

Description	Visitors (N=1,122)		Non-Visitors (N=86)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Friendly	10.67	19.34	7.14	12.79
Relaxing/restful/rejuvenating	8.02	14.53	9.74	17.44
Fun	6.15	11.14	7.14	12.79
Welcoming/Warm	4.28	7.75	3.25	5.81
Exciting	4.23	7.66	1.95	3.49
Active/busy	3.44	6.24	3.25	5.81
Laid back	2.80	5.08	3.90	6.98
Progressive	2.02	3.65	0.65	1.16
Educational	1.92	3.48	0.65	1.16
Happy	1.92	3.48	1.30	2.33
Energetic	1.87	3.39	1.30	2.33
Liberal	1.67	3.03	1.95	3.49
Pleasant	1.67	3.03	0.65	1.16
Safe	1.67	3.03	0.00	0.00
College town atmosphere	1.57	2.85	1.95	3.49
Great place to visit	1.52	2.76	1.95	3.49
Beautiful	1.48	2.67	2.60	4.65
Comfortable	1.48	2.67	1.30	2.33
Young	1.43	2.58	1.30	2.33
Homey feeling	1.38	2.50	0.65	1.16
Peaceful	1.38	2.50	3.90	6.98
Clean	1.28	2.32	0.65	1.16
Culturally Diverse	1.28	2.32	1.30	2.33
Upbeat/positive	1.18	2.14	0.65	1.16
Enjoyable	0.98	1.78	1.30	2.33
Memories	0.98	1.78	0.65	1.16
Vibrant	0.98	1.78	0.65	1.16

Description	Visitors (N=1,122)		Non-Visitors (N=86)	
	Percentage of Responses	Percentage of Respondents	Percentage of Responses	Percentage of Respondents
Good	0.93	1.69	1.95	3.49
Interesting	0.93	1.69	1.95	3.49
Calming	0.89	1.60	1.30	2.33
Inviting	0.89	1.60	0.00	0.00
Nostalgic	0.84	1.52	0.65	1.16
Helpful	0.79	1.43	0.65	1.16
Government/political	0.74	1.34	1.30	2.33
Healthy	0.74	1.34	0.65	1.16
Family friendly	0.64	1.16	1.95	3.49
Natural	0.59	1.07	1.95	3.49
Outdoorsy	0.59	1.07	0.65	1.16
Sports	0.59	1.07	0.00	0.00
Midwestern	0.30	0.53	1.30	2.33
Quiet	0.15	0.27	1.30	2.33
Urban	0.10	0.18	1.30	2.33
Conservative	0.00	0.00	1.95	3.49
<b>Totals</b>	<b>100.00</b>	<b>181.19</b>	<b>100.00</b>	<b>179.07</b>

*To what extent do you think each of the following statements is descriptive of Madison/Dane County as a travel destination? Rate each statement on a scale, which ranges from Very Undescriptive to Very Descriptive.*

## Visitors

Statement	N	Very Undescriptive	Undescriptive	Neither Desc. or Undesc.	Descriptive	Very Descriptive
		Percentage of Respondents				
Madison/Dane County is easily accessible	1308	2.0	5.4	15.0	51.7	26.0
Madison/Dane County is protective of its natural landscape and wildlife	1300	1.2	3.2	19.8	48.6	27.2
The area is rich in history and culture	1296	1.0	3.2	18.5	50.1	27.2
The area contains beautiful nature and scenery	1304	1.2	1.6	7.3	47.8	42.2
The area offers a variety of things to do for families	1296	1.2	4.2	18.4	52.5	23.8
Interesting cultural activities available	1291	1.3	3.2	18.7	51.2	25.6
Madison/Dane County offers a variety of shopping options	1291	1.4	4.0	22.6	49.4	22.6
The area offers a variety of nightlife and entertainment	1287	0.9	4.0	25.7	50.8	18.6
The area offers a variety of dining experiences	1305	1.1	2.8	12.0	49.6	34.5
The area offers plenty of opportunities for outdoor recreation	1303	1.1	1.8	12.7	49.0	35.3
Well-developed general infrastructure is in place	1300	2.2	5.8	29.8	47.2	14.9
The destination offers good value	1300	1.6	4.2	23.5	54.0	16.8
The destination is affordable	1305	1.8	3.7	19.5	57.0	18.1
The overall mood of the area is peaceful and relaxed	1310	1.8	5.5	14.6	46.3	31.8
Madison/Dane County is a unique destination	1304	2.0	5.5	23.1	48.2	21.2
Madison/Dane County has a good reputation as a visitor destination	1302	1.5	3.6	21.3	48.7	24.9
Madison/Dane County is a safe region	1304	1.9	4.1	20.3	52.6	21.0
Madison/Dane County is clean	1307	1.6	2.9	14.8	54.0	26.7
People residing in Madison/Dane County are warm and friendly	1306	1.5	2.9	16.5	50.8	28.4
Madison/Dane County has good weather	1301	2.7	8.3	39.0	39.7	10.3
The area offers a good variety of accommodation choices	1298	1.1	5.2	18.6	54.5	20.5
The area offers affordable accommodation choices	1291	1.5	5.3	22.9	54.4	16.0

Madison/Dane County provides good service quality to its visitors	1300	1.4	4.0	18.8	54.5	21.2
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**Potential Visitors**

Statement	N	Very Undescriptive	Undescriptive	Neither Desc. or Undesc.	Descriptive	Very Descriptive
		Percentage of Respondents				
Madison/Dane County is easily accessible	105	0.0	3.8	38.1	42.9	15.2
Madison/Dane County is protective of its natural landscape and wildlife	105	0.0	0.0	21.0	61.0	18.1
The area is rich in history and culture	104	0.0	1.0	29.8	54.8	14.4
The area contains beautiful nature and scenery	107	0.0	0.0	18.7	54.2	27.1
The area offers a variety of things to do for families	103	1.0	5.8	35.0	43.7	14.6
Interesting cultural activities available	104	0.0	7.7	28.8	50.0	13.5
Madison/Dane County offers a variety of shopping options	105	0.0	7.6	41.9	39.0	11.4
The area offers a variety of nightlife and entertainment	104	0.0	7.7	41.3	40.4	10.6
The area offers a variety of dining experiences	105	0.0	6.7	35.2	43.8	14.3
The area offers plenty of opportunities for outdoor recreation	105	0.0	1.0	21.9	52.4	24.8
Well-developed general infrastructure is in place	104	1.9	8.7	34.6	43.3	11.5
The destination offers good value	103	0.0	6.8	40.8	45.6	6.8
The destination is affordable	103	0.0	6.8	32.0	52.4	8.7
The overall mood of the area is peaceful and relaxed	106	0.0	1.9	23.6	54.7	19.8
Madison/Dane County is a unique destination	104	0.0	8.7	42.3	38.5	10.6
Madison/Dane County has a good reputation as a visitor destination	105	0.0	2.9	36.2	43.8	17.1
Madison/Dane County is a safe region	105	0.0	1.9	31.4	55.2	11.4
Madison/Dane County is clean	104	1.0	1.9	26.9	55.8	14.4
People residing in Madison/Dane County are warm and friendly	104	0.0	1.9	28.8	55.8	13.5
Madison/Dane County has good weather	104	0.0	9.6	40.4	38.5	11.5
The area offers a good variety of accommodation choices	103	1.9	5.8	30.1	47.6	14.6
The area offers affordable accommodation choices	106	0.9	4.7	25.5	59.4	9.4

Madison/Dane County provides good service quality to its visitors	102	0.0	3.9	41.2	42.2	12.7
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**Comparison of Means**

Mean scores are based on a five-point scale. The significant difference levels are based on differences at the 95-confidence interval. Note that in all such cases visitors are significantly more likely than are non-visitors to rate the statement as being descriptive of the Madison/Dane County area.

Statement	Visitors	Non-Visitors	Sig Diff.
The area contains beautiful nature and scenery	4.28	4.08	0.005
The area offers plenty of opportunities for outdoor recreation	4.16	4.01	
The area offers a variety of dining experiences	4.13	3.66	0.000
People residing in Madison/Dane County are warm and friendly	4.02	3.81	0.013
Madison/Dane County is clean	4.01	3.81	0.014
The overall mood of the area is peaceful and relaxed	4.01	3.92	
The area is rich in history and culture	3.99	3.83	
Madison/Dane County is protective of its natural landscape and wildlife	3.98	3.97	
Interesting cultural activities available	3.97	3.69	0.001
Madison/Dane County is easily accessible	3.94	3.70	0.006
The area offers a variety of things to do for families	3.93	3.65	0.001
Madison/Dane County has a good reputation as a visitor destination	3.92	3.75	
Madison/Dane County provides good service quality to its visitors	3.90	3.64	0.002
Madison/Dane County offers a variety of shopping options	3.88	3.54	0.000
The area offers a good variety of accommodation choices	3.88	3.67	0.013
Madison/Dane County is a safe region	3.87	3.76	
The destination is affordable	3.86	3.63	0.006
The area offers a variety of nightlife and entertainment	3.82	3.54	0.001
Madison/Dane County is a unique destination	3.81	3.51	0.001
The destination offers good value	3.80	3.52	0.001
The area offers affordable accommodation choices	3.78	3.72	
Well-developed general infrastructure is in place	3.67	3.54	
Madison/Dane County has good weather	3.47	3.52	

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

**Visitors**

Item	N	Very Unimportant	Unimportant	Neither Important or Unimportant	Important	Very Important
		Percentage of Respondents				
Easily accessible	1318	1.1	2.4	14.9	53.7	27.9
Places of historical or cultural interest	1319	1.4	3.1	16.5	54.4	24.7
Wealth and beauty of landscape	1314	1.0	0.6	8.4	56.0	33.9
Family-oriented setting	1317	4.7	9.3	25.1	39.3	21.6
Interesting cultural activities	1315	1.4	3.0	16.7	56.5	22.4
Shopping options	1319	4.2	8.0	25.5	44.4	17.9
Good nightlife and entertainment	1316	4.3	11.9	28.7	43.0	12.1
Varied or unique cuisines	1317	1.3	4.6	19.8	50.2	24.1
Opportunities for sports leisure activities	1321	6.1	9.6	22.5	42.5	19.3
Opportunities for spectator sports events	1315	11.5	12.9	31.1	31.6	12.9
Availability of golfing	1315	41.3	17.7	24.9	11.5	4.6
Well-developed general infrastructure	1315	2.0	4.6	29.0	49.0	15.4
The destination is affordable	1319	1.0	1.3	7.5	50.8	39.4
The destination provides good value	1315	1.0	0.9	7.4	57.3	33.5
Relaxation	1314	1.0	1.4	11.0	52.7	33.9
Unique setting	1310	1.1	1.8	18.1	57.7	21.2
Excellent reputation	1318	1.4	2.0	14.5	56.8	25.3
Offers personal safety	1322	1.1	1.2	7.3	42.8	47.6
The destination is clean	1319	1.1	0.6	5.6	50.3	42.3
Hospitable, friendly people	1320	1.1	0.4	7.3	52.1	39.1
Lakes and/or rivers	1318	1.7	3.0	16.4	52.0	26.9
Good weather	1316	1.1	3.5	25.7	53.4	16.3
Good inventory of lodging properties	1314	1.4	2.2	11.9	59.4	25.1
Excellent service quality	1315	0.7	1.2	8.7	57.3	32.0

**Non-Visitors**

Item	N	Percentage of Respondents				
		Very Unimportant	Unimportant	Neither Important or Unimportant	Important	Very Important
Easily accessible	119	0.8	0.8	23.5	45.4	29.4
Places of historical or cultural interest	118	1.7	1.7	17.8	54.2	24.6
Wealth and beauty of landscape	116	0.9	0.9	9.5	54.3	34.5
Family-oriented setting	118	7.6	5.9	34.7	32.2	19.5
Interesting cultural activities	120	0.8	1.7	24.2	50.8	22.5
Shopping options	119	3.4	10.9	32.8	39.5	13.4
Good nightlife and entertainment	119	6.7	11.8	29.4	40.3	11.8
Varied or unique cuisines	119	2.5	4.2	31.9	41.2	20.2
Opportunities for sports leisure activities	119	7.6	10.1	26.9	38.7	16.8
Opportunities for spectator sports events	118	11.0	22.9	33.1	26.3	6.8
Availability of golfing	118	30.5	18.6	28.8	12.7	9.3
Well-developed general infrastructure	119	4.2	5.9	35.3	39.5	15.1
The destination is affordable	120	1.7	0.8	7.5	45.0	45.0
The destination provides good value	119	0.8	0.0	10.9	47.9	40.3
Relaxation	119	1.7	0.0	8.4	57.1	32.8
Unique setting	117	2.6	2.6	29.9	44.4	20.5
Excellent reputation	119	0.8	3.4	22.7	42.9	30.3
Offers personal safety	119	0.8	0.8	13.4	47.9	37.0
The destination is clean	119	0.8	0.0	9.2	43.7	46.2
Hospitable, friendly people	119	0.8	0.8	10.9	45.4	42.0
Lakes and/or rivers	120	1.7	3.3	20.8	46.7	27.5
Good weather	119	0.8	1.7	17.6	50.4	29.4
Good inventory of lodging properties	120	0.8	0.8	19.2	50.0	29.2
Existence of parklands	117	2.6	4.3	22.2	47.9	23.1
Availability of theme parks	117	13.7	18.8	34.2	18.8	14.5
Excellent service quality	119	0.8	0.0	13.4	57.1	28.6

## Comparison of Means

Mean scores are based on a five-point scale. The significant difference levels are based on differences at the 95-confidence interval.

Item	Visitors	Non-Visitors	Sig. Diff.
Offers personal safety	4.35	4.19	.035
The destination is clean	4.32	4.34	
Hospitable, friendly people	4.28	4.27	
The destination is affordable	4.26	4.31	
The destination provides good value	4.21	4.27	
Wealth and beauty of landscape	4.21	4.21	
Excellent service quality	4.19	4.13	
Relaxation	4.17	4.19	
Easily accessible	4.05	4.02	
Good inventory of lodging properties	4.04	4.06	
Excellent reputation	4.03	3.98	
Lakes and/or rivers	3.99	3.95	
Places of historical or cultural interest	3.98	3.98	
Existence of parklands	3.96	3.85	
Unique setting	3.96	3.78	0.034
Interesting cultural activities	3.95	3.93	
Varied or unique cuisines	3.91	3.72	0.031
Good weather	3.80	4.06	0.001
Well-developed general infrastructure	3.71	3.55	
Family-oriented setting	3.64	3.50	
Shopping options	3.64	3.49	
Opportunities for sports leisure activities	3.59	3.47	
Good nightlife and entertainment	3.47	3.39	
Opportunities for spectator sports events	3.22	2.95	0.017
Availability of theme parks	2.51	3.02	0.000
Availability of golfing	2.20	2.52	0.008

*For the following Madison/Dane County area attractions please indicate if you are not aware of the attraction, aware of it but have never visited, or if you have visited the attraction please rate it on a scale ranging from Poor to Excellent.*

**Visitors**

Attraction	N	Not aware of	Aware of but never visited	Visited
		Percentage of Respondents		
Wisconsin State Capitol	1291	3.1	18.0	78.9
University of Wisconsin-Madison	1296	3.2	18.5	78.3
Madison Area Lakes	1297	5.8	16.5	77.7
Dane County Farmers' Market on the Square	1305	22.3	23.5	54.2
House on the Rock Attraction, The	1296	15.2	30.7	54.1
Monona Terrace Community & Convention Center	1301	26.1	20.7	53.2
University of Wisconsin Intercollegiate Athletics	1306	15.2	37.2	47.6
Wisconsin Union/Union Terrace	1300	42.9	12.8	44.3
Cave of the Mounds, National Natural Landmark	1293	23.9	34.4	41.7
Henry Vilas Zoo	1301	35.2	25.9	38.9
University of Wisconsin Arboretum	1301	36.0	31.9	32.1
Alliant Energy Center of Dane County	1305	41.4	26.8	31.8
Taliesin Preservation/Frank Lloyd Wright Visitor Center	1303	33.8	38.2	28.0
Olbrich Botanical Gardens	1303	48.0	25.1	26.9
Wisconsin Historical Museum	1292	40.9	33.1	26.0
Little Norway	1301	49.3	25.5	25.2
Fireside Dinner Theatre	1299	40.0	35.8	24.2
Taste of Madison	1290	38.8	39.8	21.4
Capital Brewery Co., Inc.	1300	36.8	42.1	21.1
Wollersheim Winery	1303	52.7	26.4	20.9
Thai Pavilion at Olbrich Gardens	1292	60.1	19.7	20.2
WIAA High School Tournament(s)	1303	50.1	30.2	19.7
Madison Museum of Contemporary Art	1290	46.4	34.3	19.3
Madison Children's Museum	1296	45.4	36.9	17.7
American Players Theatre	1295	50.9	31.5	17.6
Overture Center for the Performing Arts	1301	61.30	21.40	17.3

Attraction	N	Not aware of	Aware of but never visited	Visited
		Percentage of Respondents		
Wisconsin Veteran's Museum	1302	55.0	28.6	16.4
Rhythm & Booms	1298	68.3	18.1	13.6
Chazen Museum of Art	1291	65.1	22.2	12.7
International Crane Foundation, Inc.	1300	59.5	28.2	12.3
World Dairy Expo	1292	52.4	36.9	10.7
IMAX Theatre	1298	52.9	36.5	10.6
Mad City Marathon	1291	55.5	35.5	9.0
Tyrol Basin Ski and Snowboard Area	1302	65.6	27.0	7.4
Vitense Golfland	1304	79.7	13.0	7.3
Great Taste of the Midwest	1298	77.7	16.5	5.8
Madison Fishing Expo	1302	76.5	18.9	4.6
Sundance608 Cinema	1298	80.3	16.1	3.6
Betty Lou Cruises	1298	83.6	12.9	3.5
Schuster's Playtime Farm	1301	86.7	10.6	2.7
Eplegaarden	1297	89.1	8.8	2.1

**Non-Visitors**

Attraction	N	Not aware of	Aware of but never visited	Visited
		Percentage of Respondents		
University of Wisconsin-Madison	121	19.0	81.0	0.0
Wisconsin State Capitol	121	22.3	77.7	0.0
Madison Area Lakes	121	28.9	71.1	0.0
House on the Rock Attraction, The	119	43.7	56.3	0.0
University of Wisconsin Intercollegiate Athletics	121	44.6	55.4	0.0
Taliesin Preservation/Frank Lloyd Wright Visitor Center	119	58.8	41.2	0.0
University of Wisconsin Arboretum	120	59.2	40.8	0.0
Cave of the Mounds, National Natural Landmark	119	59.7	40.3	0.0
Dane County Farmers' Market on the Square	121	62.8	37.2	0.0
Taste of Madison	120	66.7	33.3	0.0

Attraction	N	Not aware of	Aware of but never visited	Visited
		Percentage of Respondents		
Fireside Dinner Theatre	121	67.8	32.2	0.0
Madison Museum of Contemporary Art	120	69.2	30.8	0.0
Wisconsin Historical Museum	119	69.7	30.3	0.0
Monona Terrace Community & Convention Center	121	70.2	29.8	0.0
Capital Brewery Co., Inc.	120	71.7	28.3	0.0
Henry Vilas Zoo	120	71.7	28.3	0.0
Little Norway	120	71.7	28.3	0.0
Olbrich Botanical Gardens	117	72.6	27.4	0.0
IMAX Theatre	121	72.7	27.3	0.0
Madison Children's Museum	119	73.1	26.9	0.0
World Dairy Expo	121	74.4	25.6	0.0
Wisconsin Veteran's Museum	120	76.7	23.3	0.0
Wollersheim Winery	118	77.1	22.9	0.0
Thai Pavilion at Olbrich Gardens	121	77.7	22.3	0.0
Chazen Museum of Art	120	79.2	20.8	0.0
Wisconsin Union/Union Terrace	119	79.8	20.2	0.0
Mad City Marathon	120	80.8	19.2	0.0
American Players Theatre	120	81.7	18.3	0.0
Overture Center for the Performing Arts	118	82.2	17.8	0.0
Alliant Energy Center of Dane County	118	83.1	16.9	0.0
Betty Lou Cruises	119	83.2	16.8	0.0
International Crane Foundation, Inc.	119	83.2	16.8	0.0
Great Taste of the Midwest	117	83.8	16.2	0.0
Rhythm & Booms	121	84.3	15.7	0.0
Tyrol Basin Ski and Snowboard Area	120	85.0	15.0	0.0
Madison Fishing Expo	118	85.6	14.4	0.0
WIAA High School Tournament(s)	120	85.8	14.2	0.0
Eplegaarden	118	86.4	13.6	0.0
Vitense Golfland	120	86.7	13.3	0.0
Schuster's Playtime Farm	118	87.3	12.7	0.0

		Not aware of	Aware of but never visited	Visited
Attraction	N	Percentage of Respondents		
Sundance608 Cinema	120	87.5	12.5	0.0

*Where do you live?*

State/Province	Visited Before			
	Yes (N=1,292)		No (N=151)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
Wisconsin	529	40.9	13	8.6
Illinois	318	24.6	35	23.2
Minnesota	80	6.2	26	17.2
Iowa	64	5.0	8	5.3
California	28	2.2	10	6.6
Michigan	25	1.9	4	2.6
New York	19	1.5	6	4.0
Ohio	19	1.5	5	3.3
Missouri	18	1.4	4	2.6
Texas	18	1.4	3	2.0
Indiana	16	1.2	5	3.3
North Carolina	14	1.1	1	0.7
Massachusetts	13	1.0	1	0.7
Florida	11	0.9	1	0.7
Pennsylvania	12	0.9	3	2.0
Arizona	10	0.8	1	0.7
Colorado	8	0.6	0	0.0
Ontario	8	0.6	2	1.3
Georgia	6	0.5	2	1.3
Maryland	6	0.5	2	1.3
Manitoba	5	0.4	0	0.0
Nebraska	5	0.4	0	0.0
Tennessee	5	0.4	2	1.3
Connecticut	4	0.3	1	0.7
Kansas	4	0.3	0	0.0
Kentucky	4	0.3	2	1.3
New Jersey	4	0.3	1	0.7
Arkansas	2	0.2	0	0.0
British Columbia	2	0.2	2	1.3
District of Columbia	2	0.2	0	0.0
Hawaii	2	0.2	0	0.0
Mississippi	2	0.2	0	0.0

State/Province	Visited Before			
	Yes (N=1,292)		No (N=151)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
North Dakota	2	0.2	1	0.7
Oregon	2	0.2	0	0.0
Québec	3	0.2	0	0.0
South Dakota	3	0.2	1	0.7
Vermont	2	0.2	1	0.7
Virginia	3	0.2	4	2.6
Washington	3	0.2	1	0.7
West Virginia	2	0.2	0	0.0
Alabama	1	0.1	0	0.0
Alaska	1	0.1	0	0.0
Louisiana	1	0.1	0	0.0
Maine	1	0.1	0	0.0
Nevada	1	0.1	0	0.0
New Mexico	1	0.1	2	1.3
Rhode island	1	0.1	0	0.0
Saskatchewan	1	0.1	0	0.0
South Carolina	1	0.1	0	0.0
Wyoming	0	0.0	1	0.7

Nation	Visited Before			
	Yes (N=1,316)		No (N=165)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
United States	1266	96.2	147	89.1
Canada	19	1.4	4	2.4
United Kingdom	9	0.7	1	0.6
Australia	2	0.2	2	1.2
Japan	2	0.2	1	0.6
Mexico	2	0.2	2	1.2
Singapore	2	0.2	0	0.0
Sweden	2	0.2	0	0.0
Argentina	1	0.1	0	0.0
Brazil	1	0.1	1	0.6
China	1	0.1	0	0.0
Denmark	1	0.1	0	0.0
Germany	1	0.1	0	0.0
Ireland	1	0.1	0	0.0
Israel	1	0.1	0	0.0
Latvia	1	0.1	0	0.0
Morocco	1	0.1	0	0.0
Netherlands	1	0.1	2	1.2
Norway	1	0.1	0	0.0
Thailand	1	0.1	0	0.0
Gabon	0	0.0	1	0.6
India	0	0.0	2	1.2
Macedonia	0	0.0	1	0.6
Spain	0	0.0	1	0.6

**What is your age?**

Age Categories	Visited Before			
	Yes (N=1,307)		No (N=118)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
18-24	6	0.5	6	5.1
25-34	156	11.9	9	7.6
35-44	279	21.3	32	27.1
45-54	452	34.6	32	27.1
55-64	313	23.9	34	28.8
65+	101	7.7	5	4.2
Means	48.76		47.47	

**What is your marital status?**

Marital Status	Visited Before			
	Yes (N=1,312)		No (N=118)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
Married	944	72.0	80	67.8
Single	193	14.7	23	19.5
Divorced	103	7.9	7	5.9
Domestic Partnership	41	3.1	6	5.1
Widowed	26	2.0	2	1.7
Separated	5	0.4	0	0.0

*What is the highest level of education you have achieved?*

Education Level	Visited Before			
	Yes (N=1,309)		No (N=119)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
Bachelor's degree	433	33.1	29	24.4
Graduate or professional degree	414	31.6	32	26.9
Some college/university	225	17.2	33	27.7
Associate degree	107	8.2	7	5.9
High school graduate	83	6.3	12	10.1
Trade school graduate	41	3.1	4	3.4
9th to 12th grade	6	0.5	2	1.7

*Which of the following best describes your race or ethnicity?*

Race	Visited Before			
	Yes (N=1,297)		No (N=118)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
White	1226	94.5	104	88.1
Asian	24	1.9	6	5.1
Hispanic or Latino (of any race)	22	1.7	2	1.7
American Indian or Alaska Native	12	0.9	0	0.0
Black or African American	8	0.6	6	5.1
Native Hawaiian or Other Pacific Islander	5	0.4	0	0.0

***What is your gender?***

Gender	Visited Before			
	Yes (N=1,304)		No (N=119)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
Male	529	40.6	44	37.0
Female	775	59.4	75	63.0

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

Household Income Level	Visited Before			
	Yes (N=1,042)		No (N=93)	
	Number of Respondents	Percentage of Respondents	Number of Respondents	Percentage of Respondents
<\$25k	38	3.6	12	12.9
\$25,000-\$34,999	59	5.7	5	5.4
\$35,000-\$49,999	99	9.5	14	15.1
\$50,000-\$74,999	213	20.4	15	16.1
\$75,000-\$99,999	227	21.8	21	22.6
\$100,000-\$124,999	170	16.3	17	18.3
\$125,000-\$149,999	67	6.4	5	5.4
\$150,000+	169	16.2	4	4.3