



2021 Resident Survey Glacier Country Tourism

Why a Resident Survey?

In September 2021, Glacier Country Tourism kicked off a year-long destination stewardship planning process needed to balance visitor growth with the long-term health and vibrancy of Montana's communities, natural resources and quality of life for our residents.

The resident survey was a foundational step of the process, with the goal to identify and define general attitudes towards living in Glacier County and tourism's impact on resident quality of life.



The Methodology

In consultation with Glacier County Tourism , MMGY NextFactor developed an online survey to identify and gauge residents' perceptions on a variety of key characteristics with respect to tourism and stewardship.

This research aims to answer the following questions:

- What do residents think of Glacier County as a place to live?
- How do residents view the tourism industry and its impact on their community?

1,634 residents of Glacier County participated in the survey.

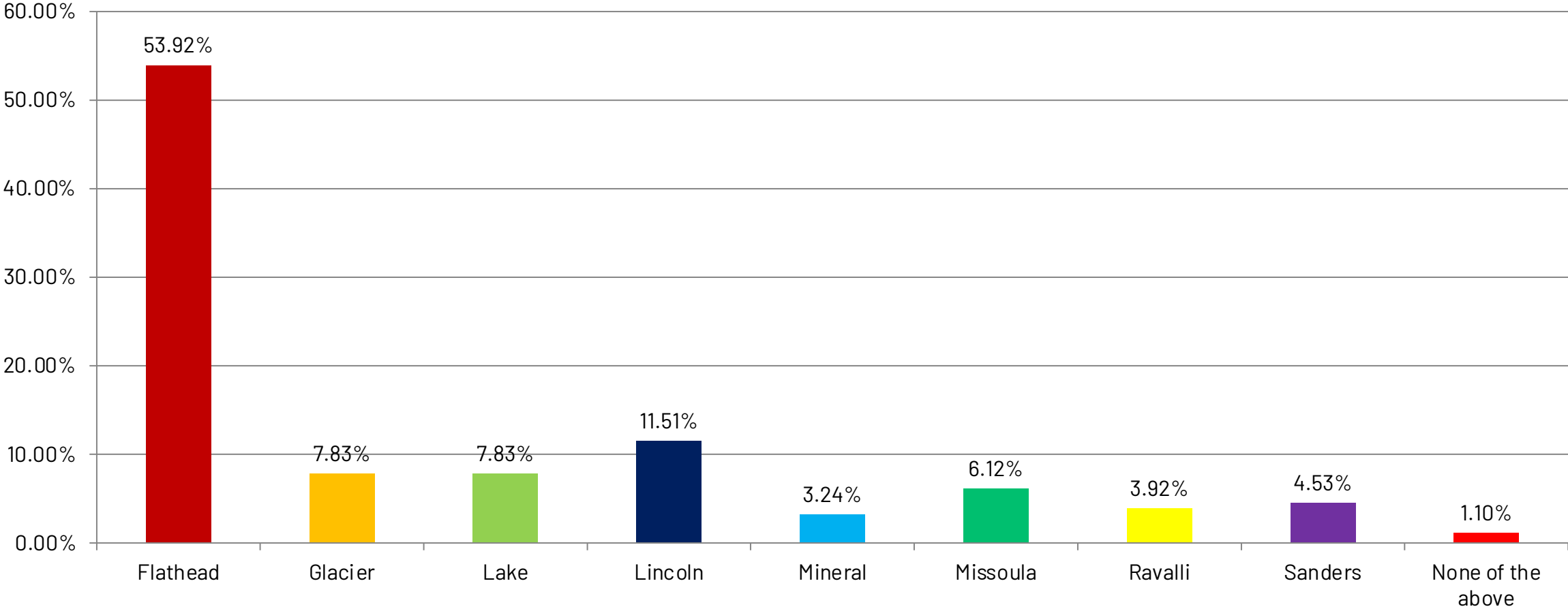


A large crowd of people is gathered in a public square in front of the Fox Cities Building for the Arts. The building is a multi-story structure with a prominent sign that reads "FOX CITIES BUILDING for the ARTS". The square is paved and has some greenery. There are several cars parked in the foreground, and a few people are walking. The overall atmosphere is that of a public event or festival.

Survey Results

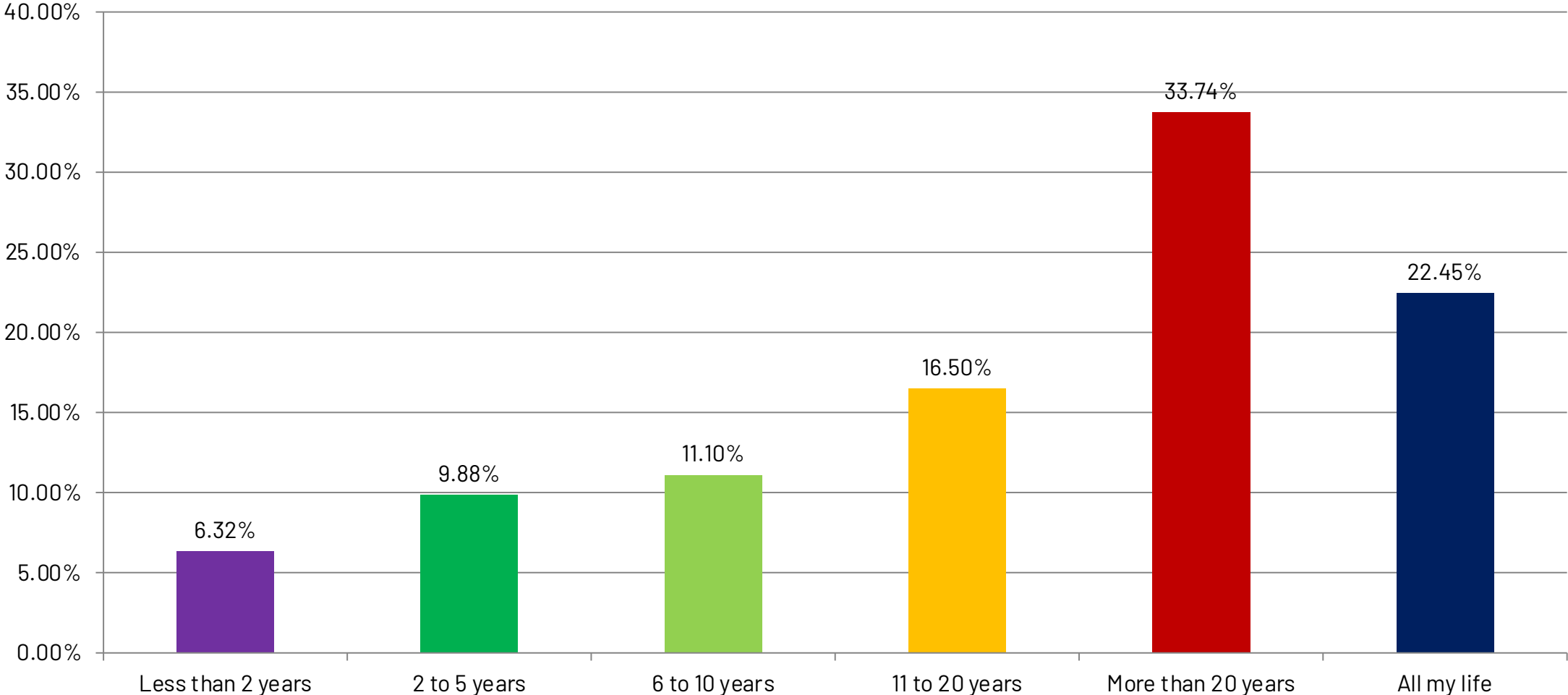
Residency in Glacier Country

Glacier Country includes the eight counties in Western Montana. Which do you call home?



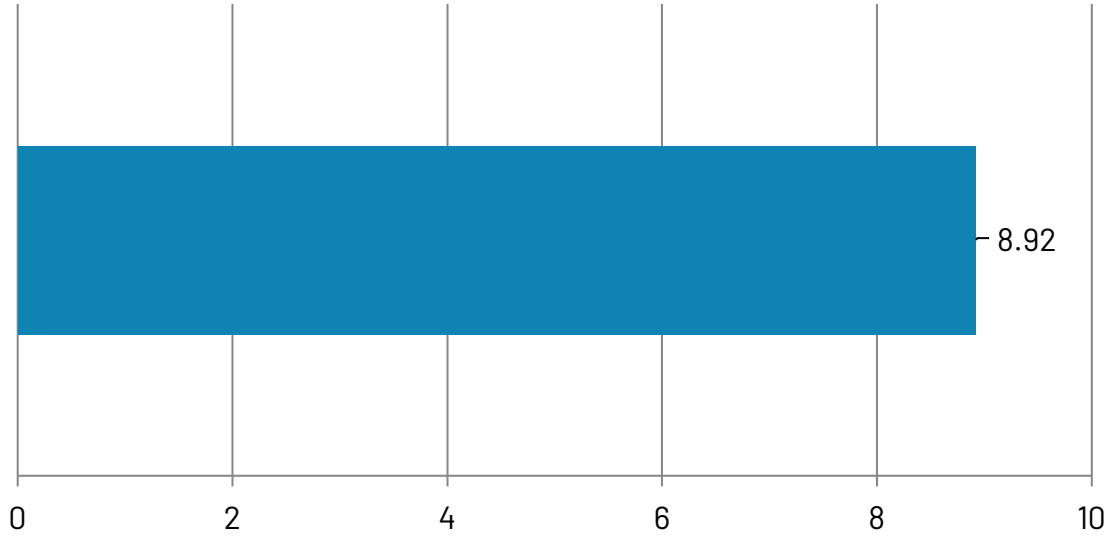
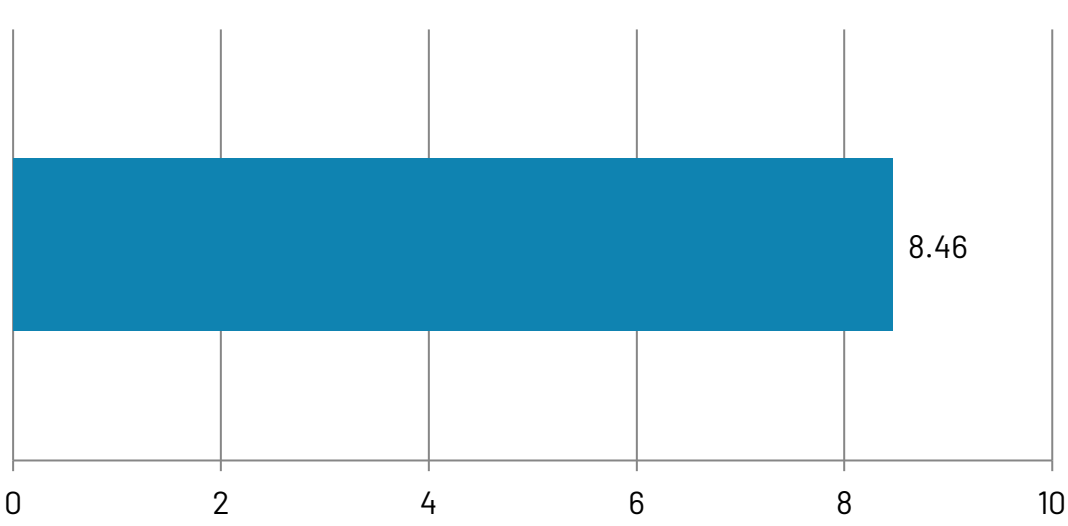
Residency in Glacier Country

How long have you been a resident of Western Montana?



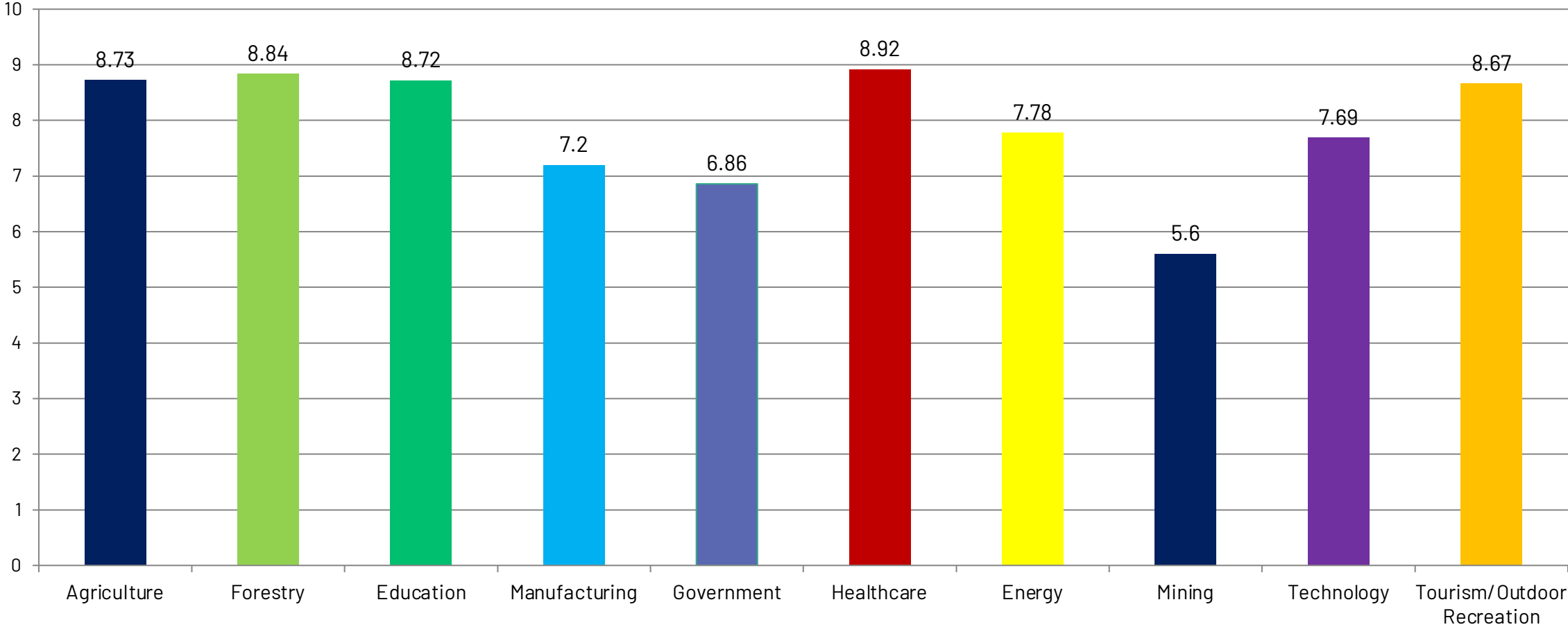
Quality of life in Glacier Country

As for quality of lifestyle, the residents of Glacier Country rated 8.48 out of 10 compared to other parts of Montana and 8.92 compared to the entire country.



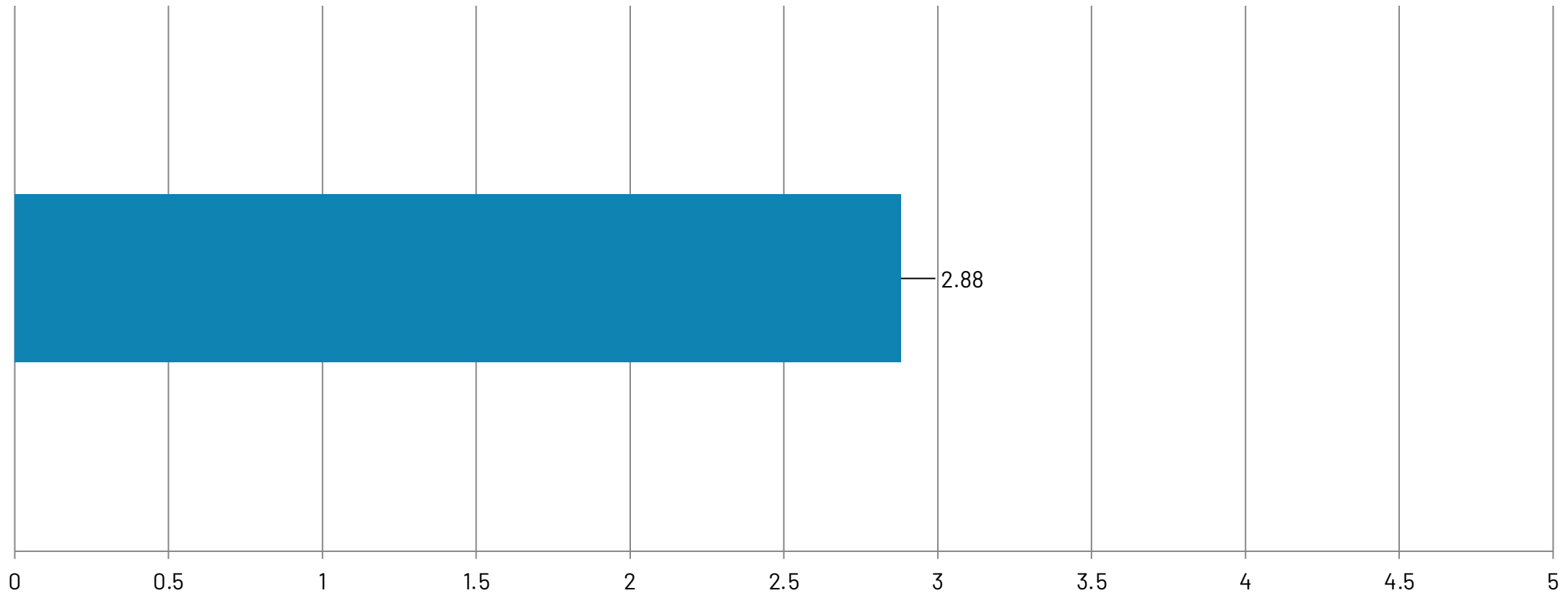
Tourism in Glacier Country

Please rank each of the following industries on a 10-point scale based on their importance to Western Montana's economy.



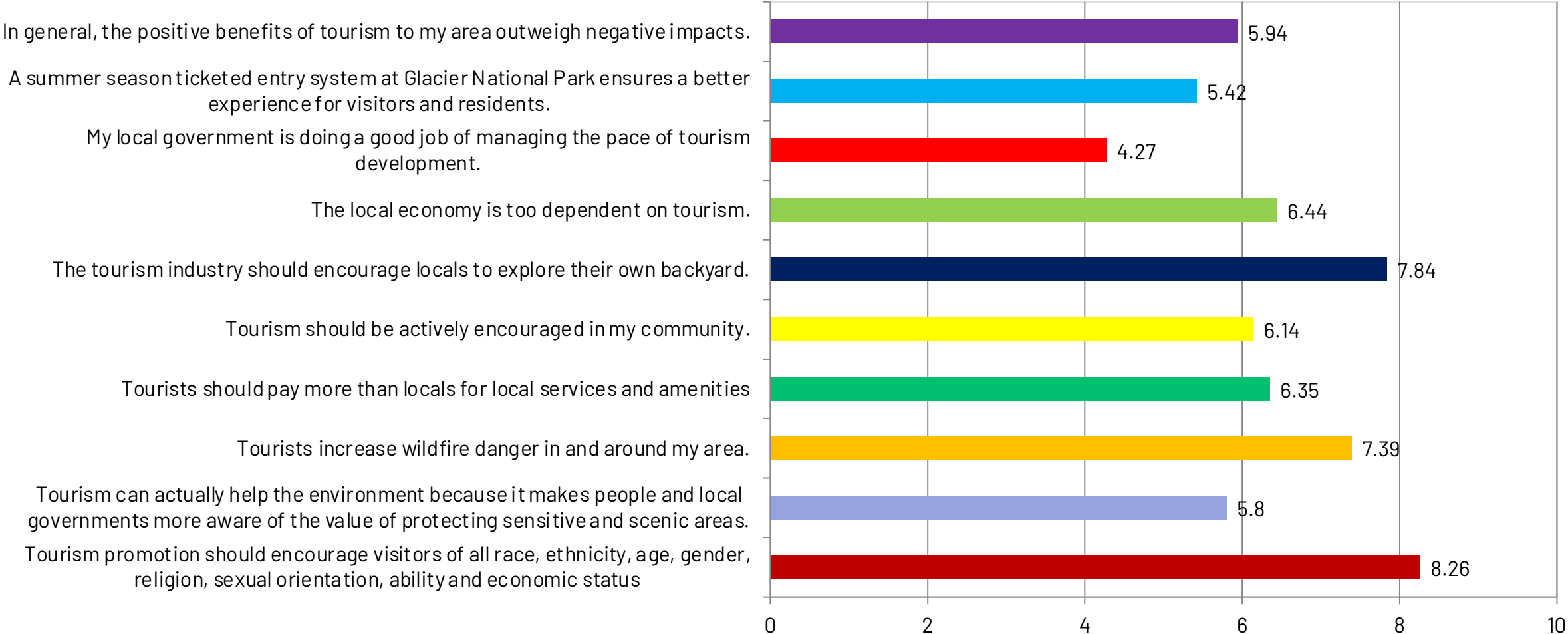
Glacier Country Tourism

To what extent are you familiar with Glacier Country Tourism, the organization responsible for promoting and managing the Glacier Country region as a destination for visitors?



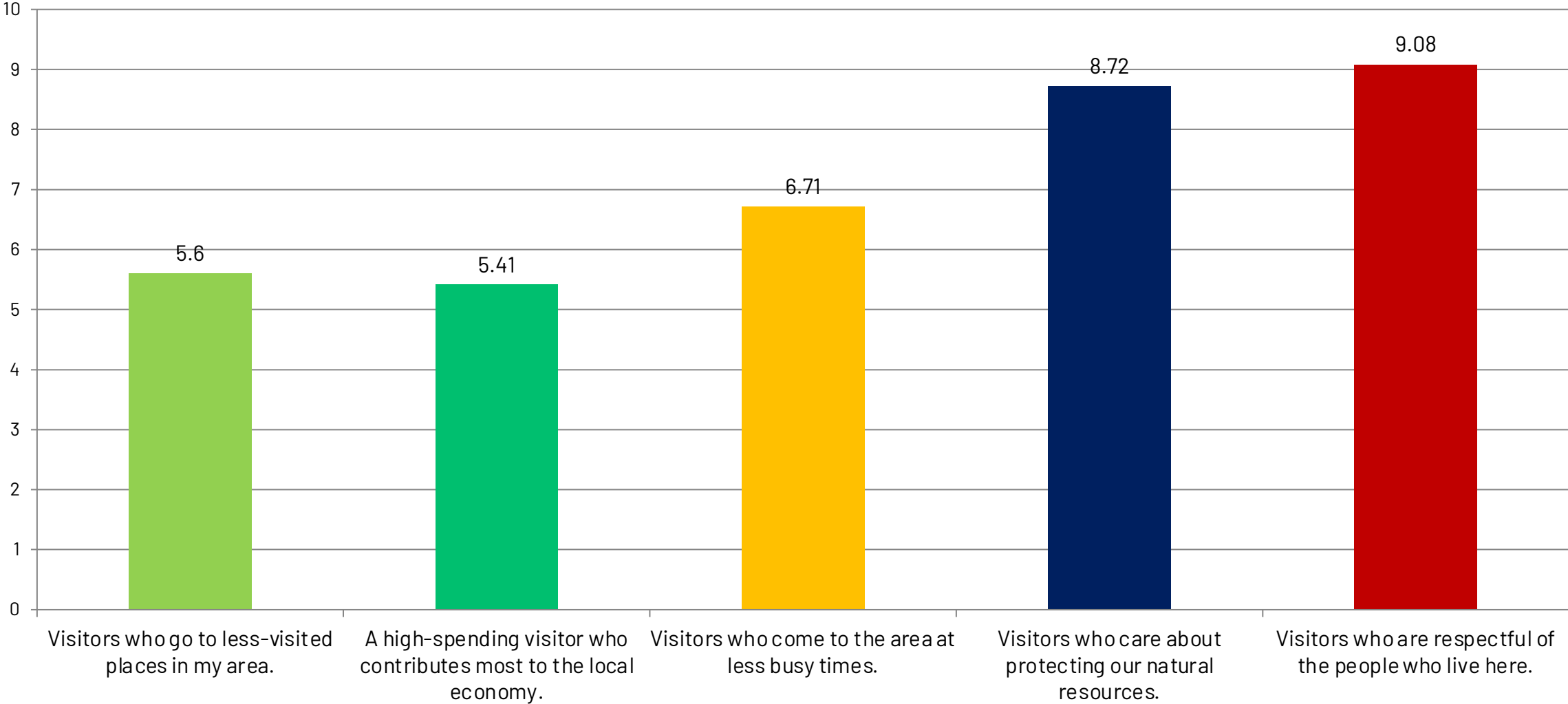
Tourism in Glacier Country

Please indicate your level of agreement with the following statements.



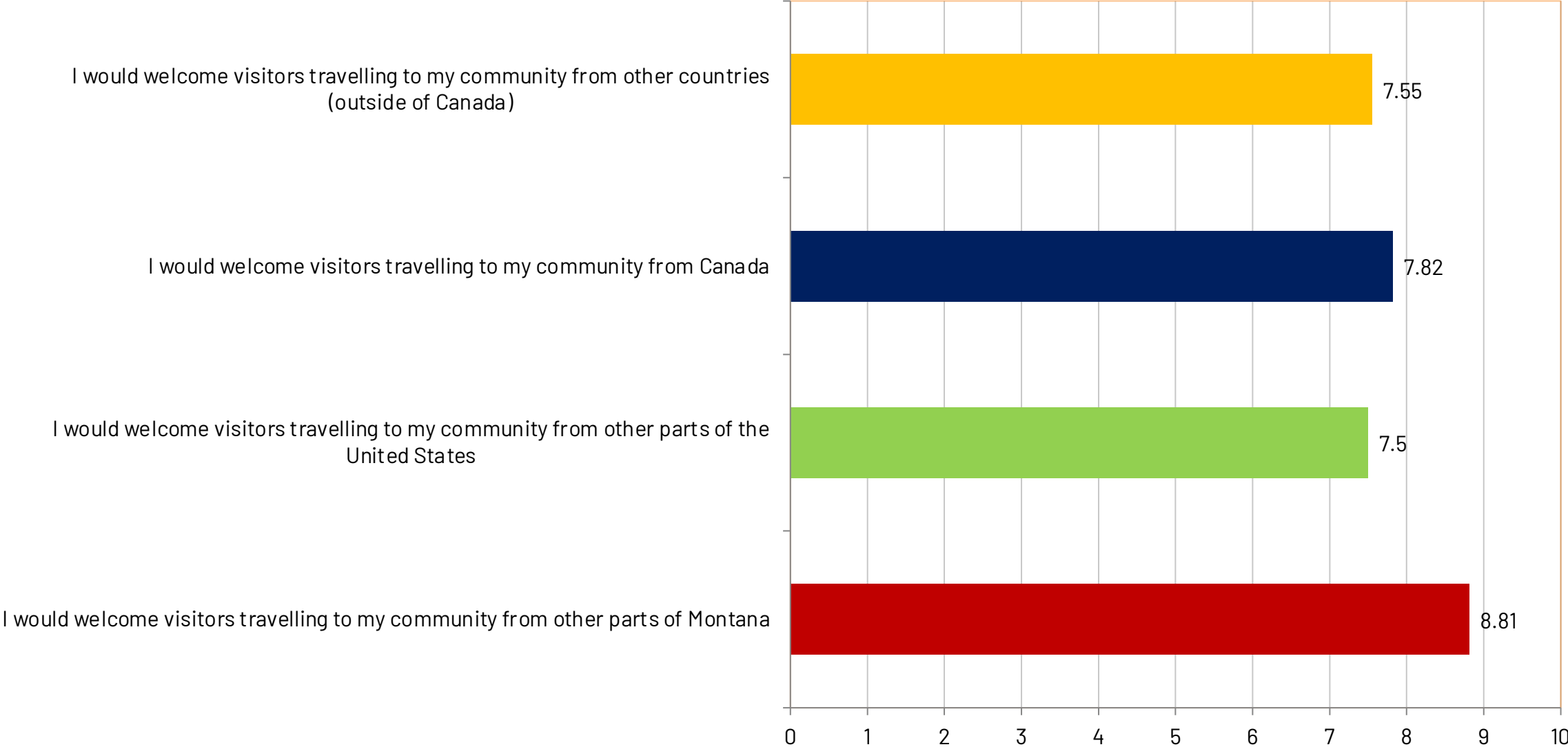
Tourism in Glacier Country

To support my county's tourism economy, Glacier Country should focus on attracting ...



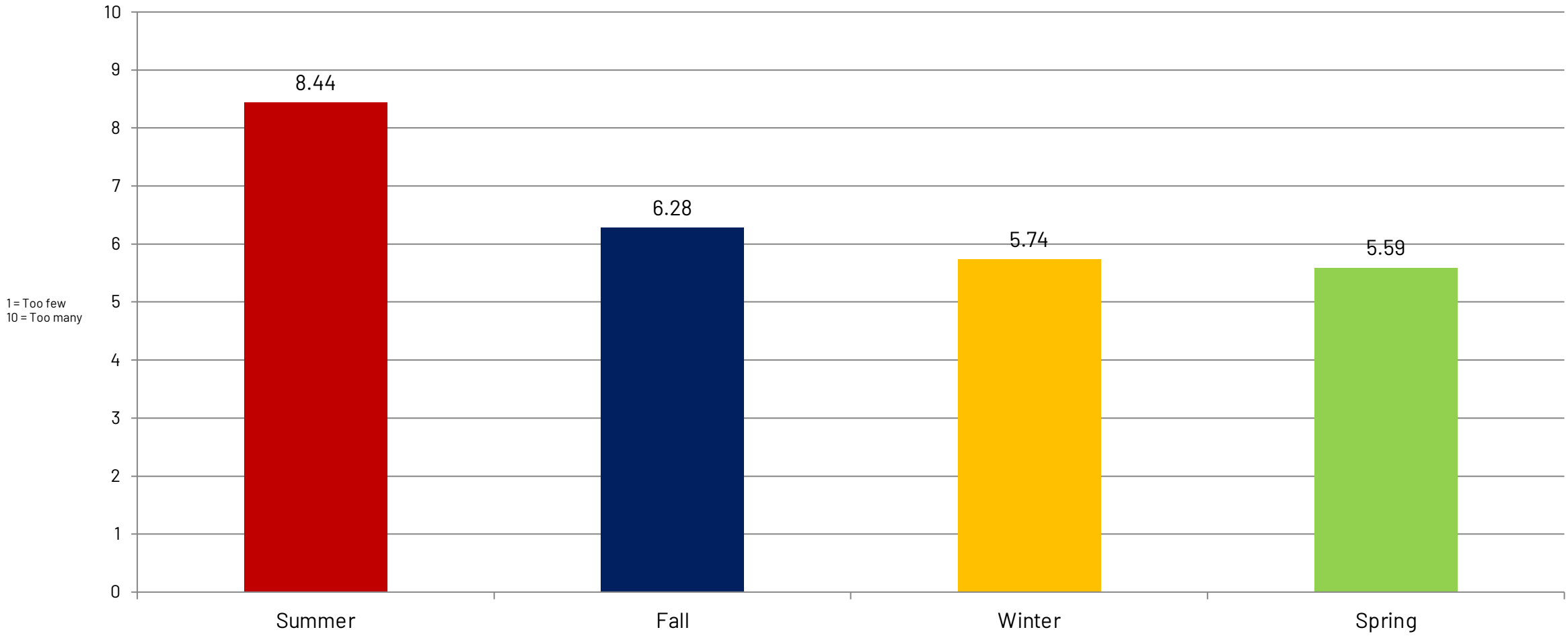
Welcoming Visitors to Glacier Country

To what extent do you agree or disagree with each of the following statements?



Visitor Seasonality in Glacier Country

Does your county attract too many, too few, or just the right amount of visitors during the following seasons?

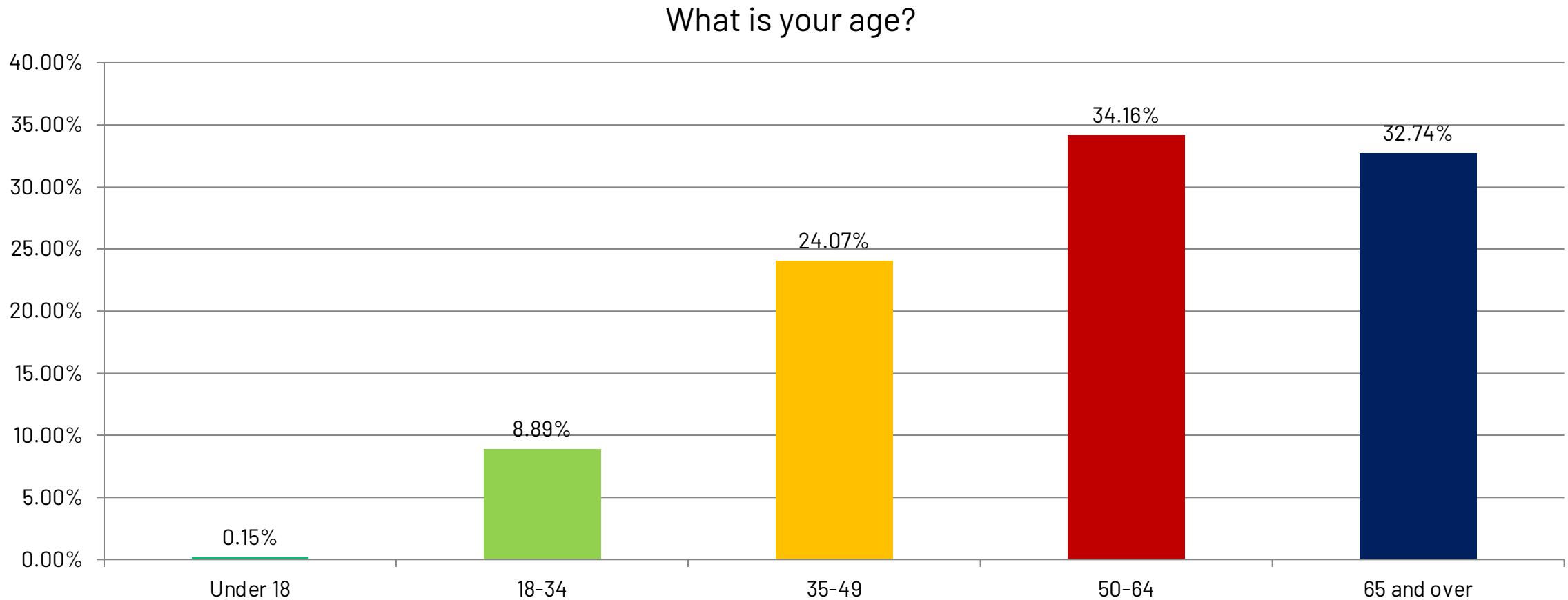


Demographics



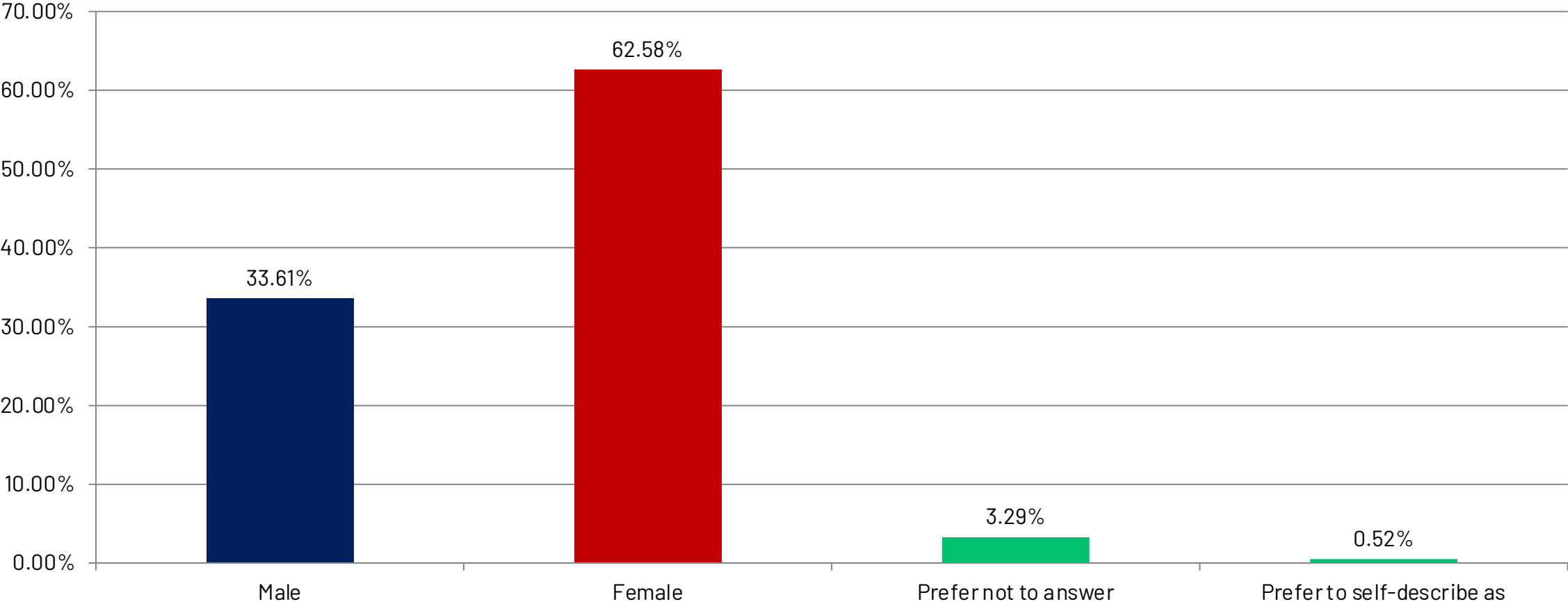
Age

Majority of the respondents (66%) were over the age of 50, with 32.74% of the respondents being over the age of 65.



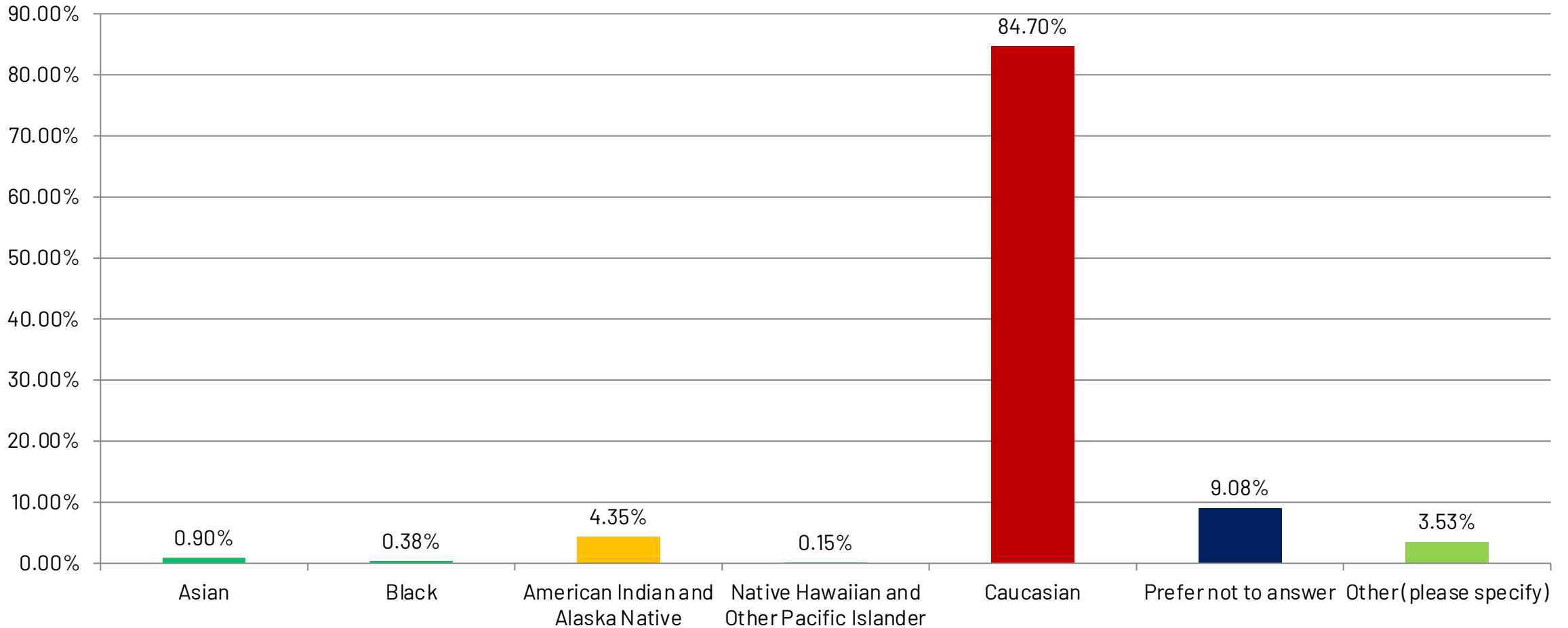
Gender

How would you describe your gender?



Ethnicity

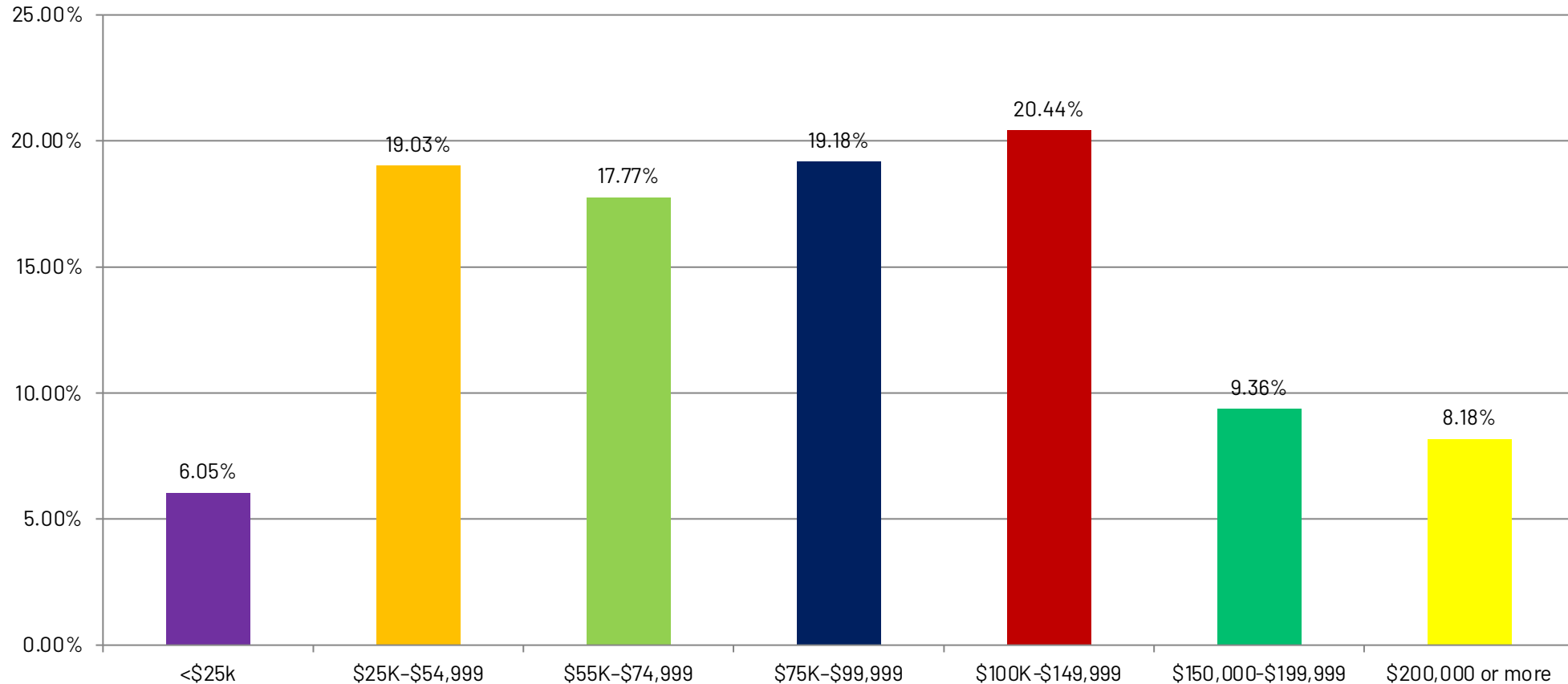
Caucasian ethnicity constituted the majority of respondents (84.7%).



Annual Household Income

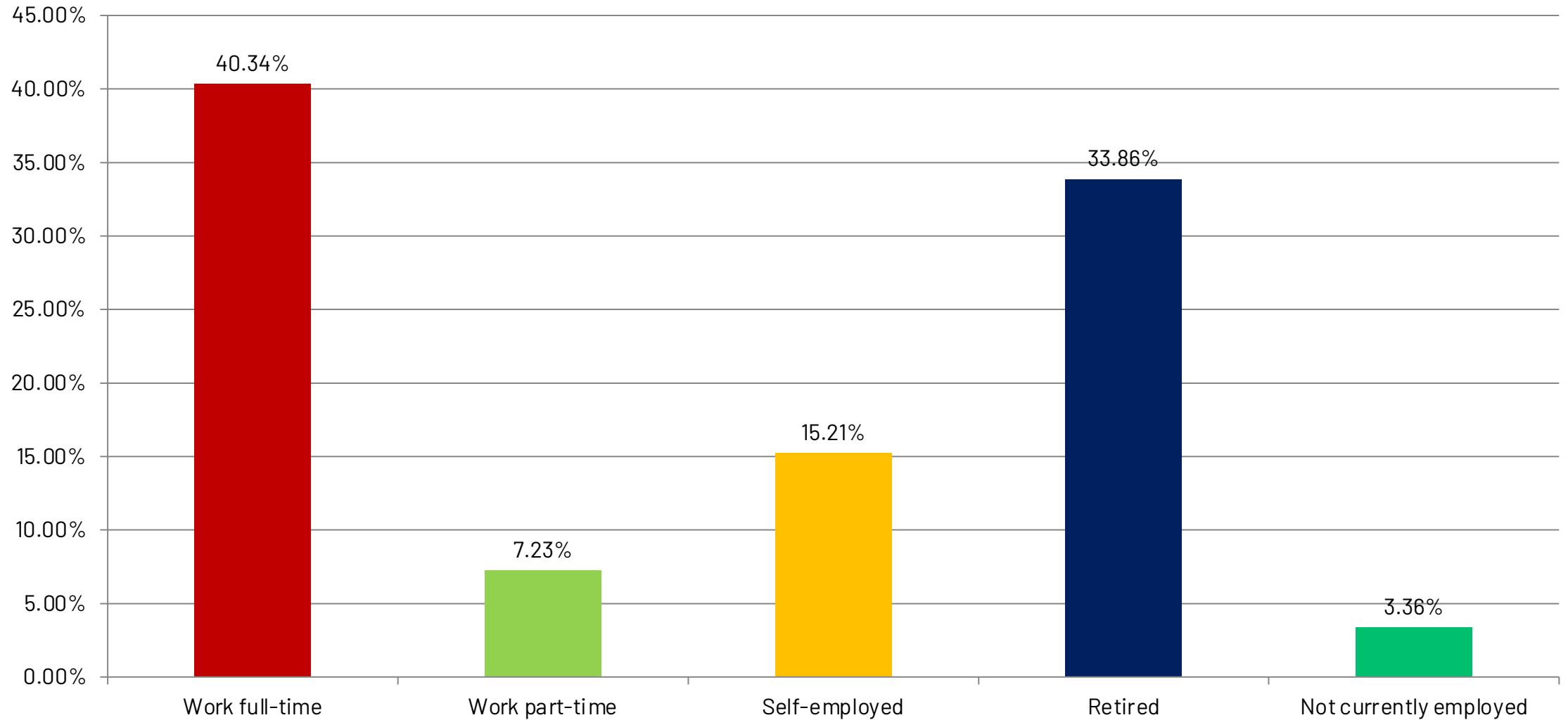
Among the respondents, the median household income exceeded \$100,000 and fell below \$150,000.

What is your annual household income?



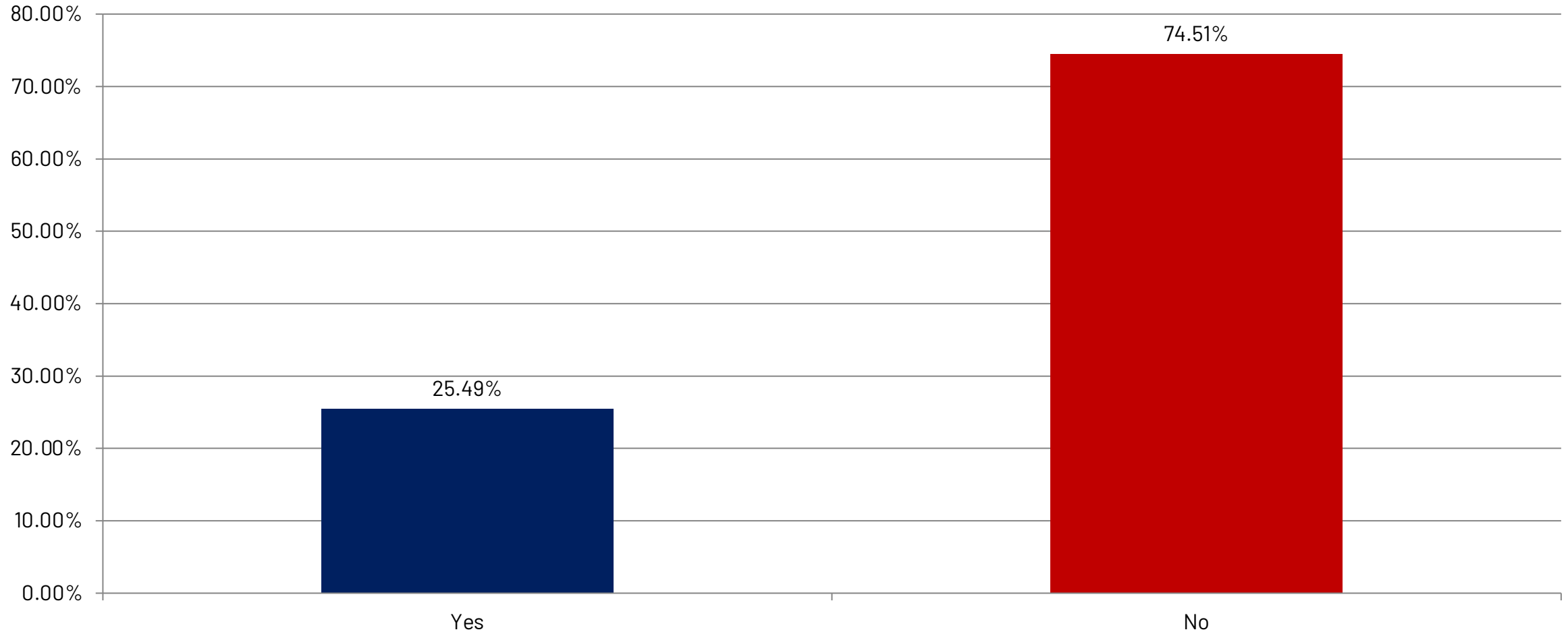
Working Status

Three out of four respondents are employed full-time, while one in three are retired



Family in Tourism

Do you or a close family member work in tourism, hospitality or a related field?



Children below 18

Do you have children under 18?

