

# A Profile of the Hunterdon County Visitor



LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM





## Acknowledgements

The author would like to thank the staff of the Hunterdon County Office of Economic Development, for providing the opportunity to conduct this study. It is invaluable to have learned, first-hand, about the wonderful assets that Hunterdon County has for the visitor, and the contribution that Hunterdon County makes to the tourism economy in the state of New Jersey. We are particularly grateful to the New Jersey Highlands Council for providing the county with the necessary funding.

Hunterdon County and the New Jersey Highlands Council have provided a report that will serve as a basis with which to judge future efforts at promoting Hunterdon County to current and future visitors. In particular, the author would like to thank Marc Saluk, Director for the Hunterdon County Office of Economic Development, for his assistance in developing this report. His dedication to the promotion of tourism in Hunterdon County and the state of New Jersey is evident throughout the study.

### *About the Author*

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## Executive Summary

A total of 625 visitors from outside of Hunterdon County responded to the survey. This included 228 intercept-surveys administered over the course of five months throughout Hunterdon County. An additional 193 visitors responded to an online survey administered with the help of numerous businesses and organizations in the county. These included 78 respondents from the link provided by Hunterdon County, as well as dozens from the municipalities of Clinton, Milford and Frenchtown. A further 204 respondents responded to surveys administered by kiosks provided by the Delaware River Towns Convention and Visitors Bureau and the Hunterdon County Chamber of Commerce. Several other organizations in the County assisted in promoting the survey too, and we thank them all.

The survey instrument was constructed so as to have comparable information to the visitor profile study conducted by the state of New Jersey as well as previous reports conducted by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism at Stockton University. In particular, the ability to segment the resulting survey population by both Lifestage (a combination of age, income and whether or not a household has children under the age of 18) as well as Generation (Millennials, Gen X'ers, etc) was important towards this end. Accordingly, we are able to show comparisons of not only the percent of the Hunterdon County visitor by each of the segments in these two segmentation strategies, but show this and more as compared to state and sometimes regional and national averages.

These segmentation strategies, Lifestage and Generation, are also utilized in drilling down to demographic, behavioral, geographic and psychographic characteristics of the visitor.

It is our hope that this report serves Hunterdon County and the organizations that promote it with actionable information to enhance marketing strategies that will attract visitors to the area. Understanding in particular where the state of New Jersey's Division of Travel and Tourism's marketing efforts might be supplemented to focus in on the Hunterdon County visitor.

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# Introduction

Hunterdon County and Stockton University collaborated to develop, administer and analyze the results of a survey exploring the profile of visitors to Hunterdon County for a five-month period beginning in April of 2018. Specific goals of this survey included determining the Hunterdon County visitors' geographic, demographic and psychographic characteristics. In accomplishing this, researchers would also ascertain the visitors' mode of travel, duration of travel, and expenditures. The full survey is available at the end of this report in Appendix A. The results, detailed in the following pages, provide information that will assist in the destination marketing efforts for the county.

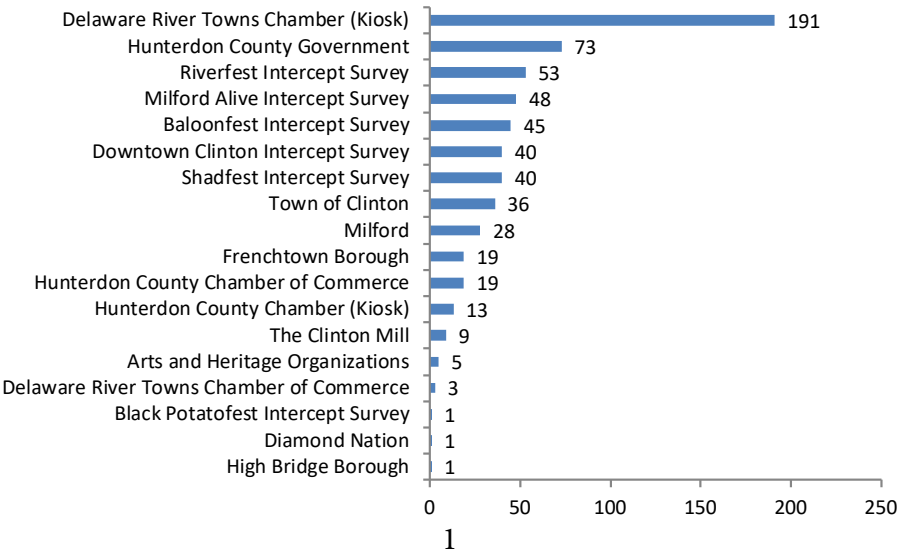
The organization of the report is as follows: first, a description of the methodology employed in the study then, a discussion of the general demographic, geographic and socioeconomic characteristics of the Hunterdon County visitor. This includes discussions of both the visitors' Lifestage and Generation. Following this, an exploration of the behavioral and psychographic, and then trip related characteristics, of the Hunterdon County visitor. Expenditures are examined not only by their category of spending, but also by Lifestage and Generation. The report concludes with recommendations for Hunterdon County, which will be of assistance to the continued marketing efforts.

# Methodology

The administration of the survey required a multi-pronged approach, including not only intercept surveys to be conducted in the field, but also an on-line survey. The online survey was promoted through Hunterdon County Economic Development, several municipalities, organizations and businesses in Hunterdon County. Additional information was derived from the New Jersey Visitor Profile Studies (NJVPS) conducted by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism in February of 2013 and 2014, and the New Jersey Division of Travel and Tourism (conducted by DK Shifflet). These surveys included similar questions utilized in this, Hunterdon County visitor profile study and allow for comparisons to be made to the state of New Jersey and our competitive set.

Figure 1 shows the location of the surveys. 625 usable surveys were completed. The intercept surveys were conducted mainly at festivals. Those festivals included the Riverfest, Milford Alive, the Balloonfest, Shadfest, The Black Potatofest and the Clinton Film festival. Response rates were low at the last two based on crowd size and other factors. As a result, we conducted intercept surveys in Downtown Clinton as well. Accordingly, the number of respondents is fairly balanced between those primarily attending a festival, and those traveling to Hunterdon County for some other purpose. Admittedly, however, the sample is weighted a bit heavily towards festival attendees than might otherwise be the case. The majority of these visitors are repeat visitors.

**Figure 1: Survey Respondents by Survey Location**



## Demographic, Geographic and Socioeconomic Characteristics

The survey instrument itself was developed, in particular, to be able to ascertain a visitor's Lifestage, explained in more detail in the next section. It is well documented in the tourism literature that a visitor's Lifestage, a combination of age, income and family status, plays a significant role in the travel choices of individuals. Lifestage will thus play a significant role in the analysis of the data. Similarly, an individual's birth year and subsequent classification with regard to "Generation" (i.e. Millennials, Gen X'ers, Boomers, etc.) will be a focus of this report. Both are explained in detail in the following sections.

Comparisons will be drawn with the average New Jersey visitor profile. In order to accomplish this, two separate studies are referenced throughout this report: the 2016 New Jersey Visitor Profile, conducted by DK Shifflet for the New Jersey Division of Travel and Tourism; and the 2013 and the 2014 Survey to Improve the Effectiveness of Tourism Promotion: New Jersey Visitor Profile Studies, conducted by Brian J. Tyrrell, Ph.D. for the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at Stockton University.

The DK Shifflet study, focuses only on the overnight visitor to New Jersey, and thusly will be used only when an overnight comparison is necessary. All other references to the average "New Jersey" visitor would be making comparisons using the LIGHT (2013) study, which included both day trip and overnight visitors.

To begin describing the visitor to Hunterdon County, the report will first introduce the reader to some general demographic characteristics. The average visitor's education, ethnicity, marital status and gender will be briefly introduced. A more detailed description is provided regarding the origin of visitors to Hunterdon County. Finally, visitors will be described by Lifestage and Generation.

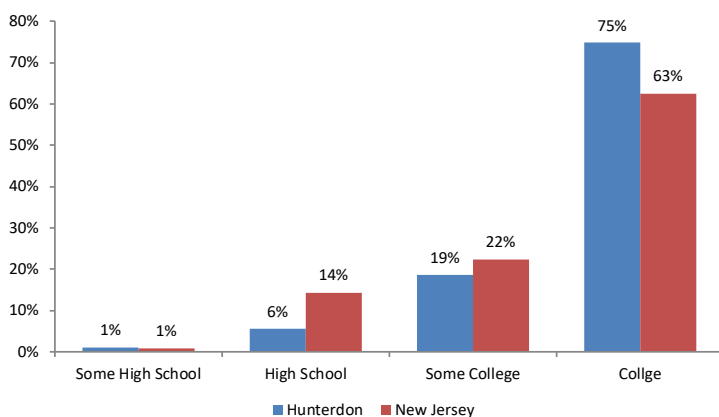
### Education

Figure 2 through Figure 5 show, respectively, the education levels, ethnicity, marital status and gender of visitors to Hunterdon County. Three-fourths (75%) of respondents had achieved at least a college degree. Almost all visitors had, at the minimum, their high school diploma. The number of college graduates compares favorably to the New Jersey visitor average of 63%. Figure 2 shows the full detail on education levels of the Hunterdon County visitors compared with the average New Jersey visitor.

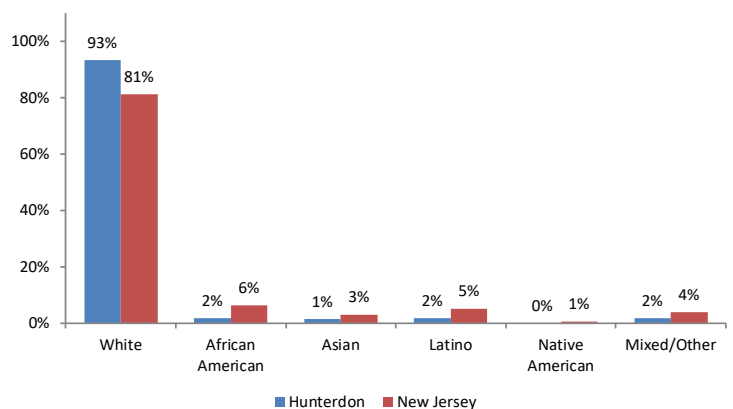
### Race/Ethnicity

Just over 93% of visitors to Hunterdon County identified themselves as white, a figure well above the state average (81%). Hunterdon County is drawing a below average share of other ethnic groups compared to the state of New Jersey. Figure 3 provides the comparison of the ethnicity of the Hunterdon County visitors relative to

**Figure 2: Hunterdon County and New Jersey Visitor Education Levels**



**Figure 3: Hunterdon County and New Jersey Visitor Ethnicity**



New Jersey visitors in general.

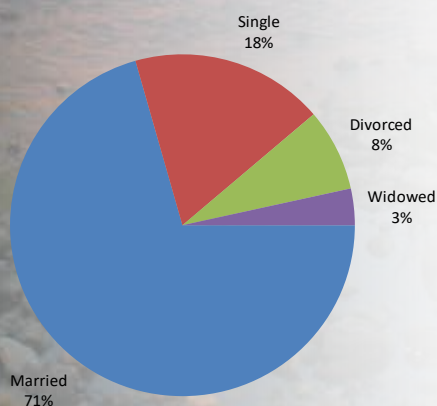
### *Marital Status*

Nearly three-fourths (71%) of the Hunterdon County visitors are married while almost one of every five (18%) identified themselves as single. As many of the analyses in the remainder of the report will support, Hunterdon County is drawing in families.

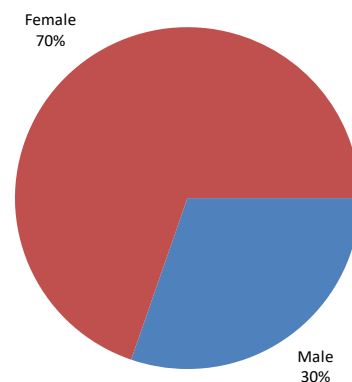
### *Gender*

While over two-thirds (70%) of the respondents to the survey were female, the findings do not suggest that is a reflection of the average visitor in Hunterdon County. Indeed, as the report will later reveal, most of these respondents were traveling in relatively large party sizes, and many included a spouse and or extended relatives, many of which are undoubtedly male. It is more likely that female visitors were somewhat more willing to take the survey than their male counterparts.

**Figure 4: Hunterdon County Visitor Marital Status**



**Figure 5: Hunterdon County Respondent Visitor Gender**



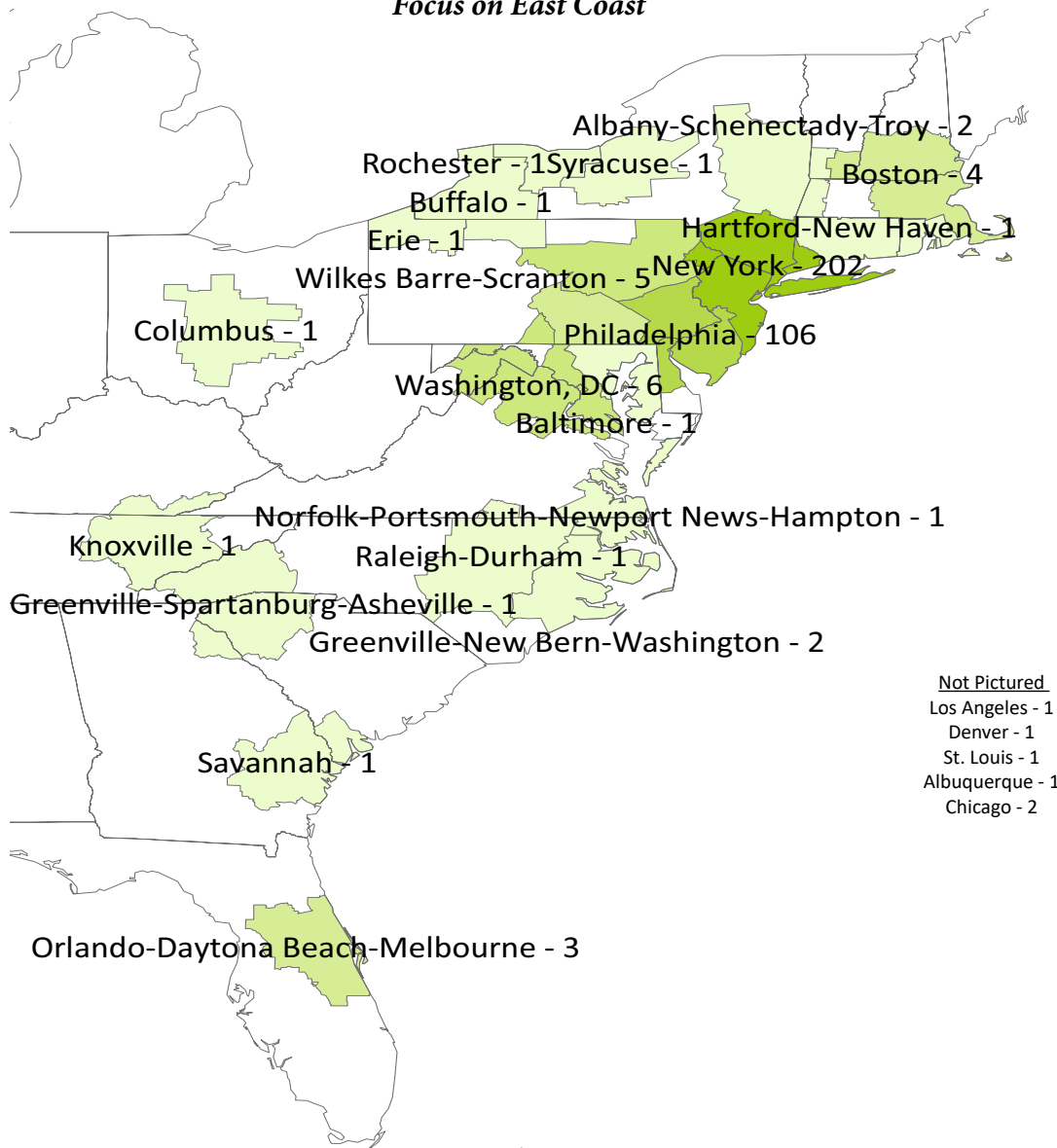
## Visitor Origins

With respect to the origin of visitors, respondents were asked to supply their zip-code. That information is then translated into County and Designated Market Areas (DMA's). DMA's are synonymous with Areas of Dominant Influence (ADI) and Metropolitan Statistical Areas (MSA's). It can be thought of as what metropolitan nightly news a county receives. Locally Hunterdon County residents receive news out of New York, whereas just south in Atlantic County they receive the Philadelphia broadcast. Residents of Hunterdon County were thanked for their willingness, but asked not

to complete the survey.

Figure 6 details the visitor origin by DMA. The majority of Hunterdon County visitors originated from either the New York (48%) or Philadelphia (25%) DMA's. However, over one-fourth of visitors to Hunterdon County originated from areas outside of the two most immediate DMA's. Of the remaining DMA's, Washington DC (1%), Wilkes Barre (1%), Harrisburg (1%) and Boston (1%) might offer the most potential for possibly expanding the market, despite their small size relative to the New York and Philadelphia DMA markets. Interestingly, respondents visited from as far afield as the

**Figure 6: Hunterdon County Visitor Origins by DMA, Focus on East Coast**

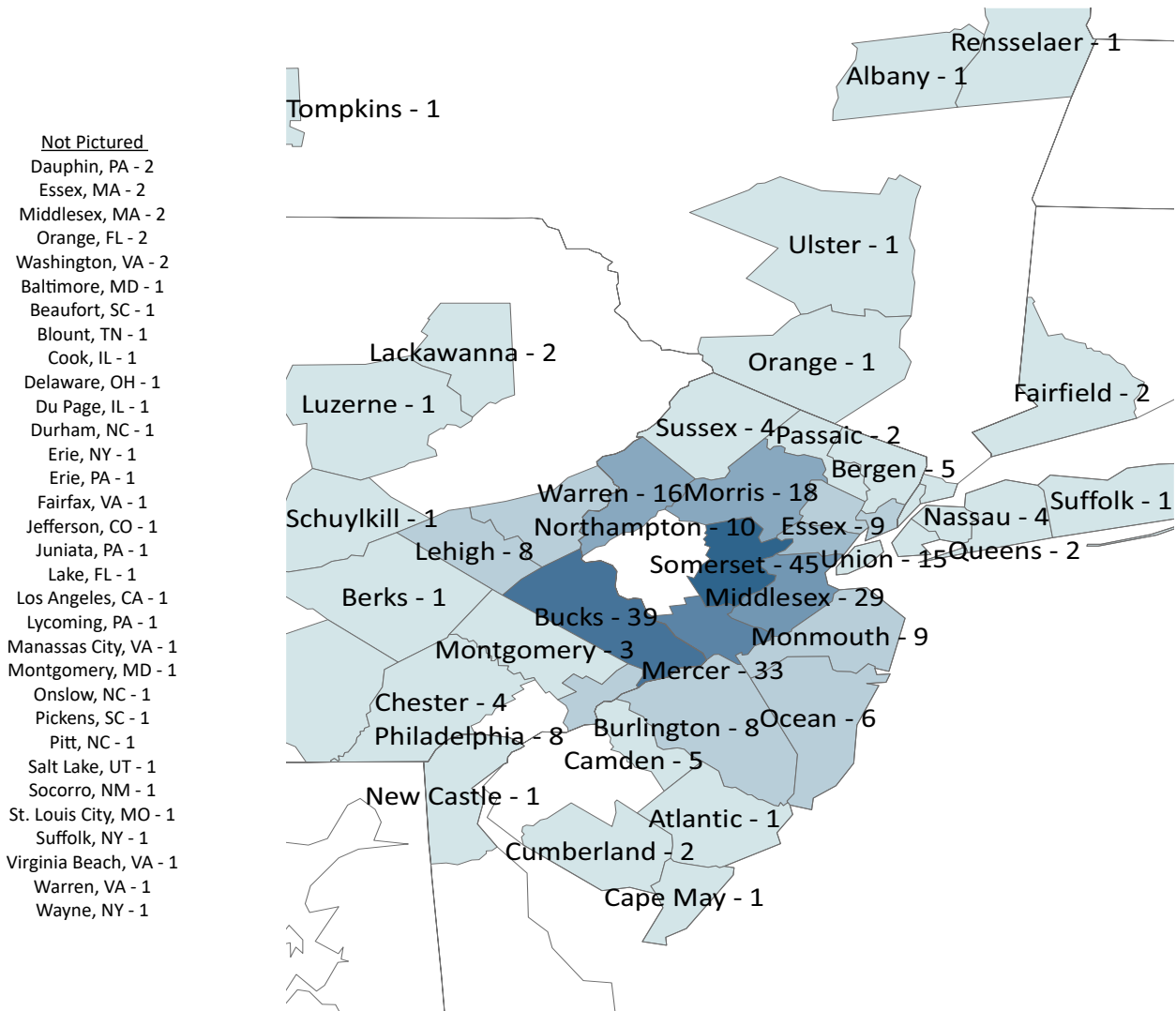


Los Angeles DMA (not pictured in Figure 6).  
Figure 7 shows the Hunterdon County visitor origins by county, with a focus on the Mid-Atlantic region. Somerset (11%), Bucks (9%), Mercer (8%), Middlesex (7%), Morris (4%), Warren (4%) and Union (4%) counties produced the largest share of visitors to Hunterdon County, collectively accounting for nearly half (46%) of all respondents to the survey. Counties up and down the Interstate 95 corridor, from New York to Philadelphia, produced a significant amount of the visitors. Not shown are counties as far west as California, and numerous states outside the Mid-Atlantic region shown here, visitors totaling nearly one in ten respondents to the survey (9%).

*“I got to meet a lot of nice people at the shops and see places I have not in the past.”*

*Visitor - Westchester, NY*

**Figure 7: Hunterdon County Visitor Origins by County, Focus on the Mid-Atlantic**



## Lifestage

A visitors' Lifestage (family life cycle) plays an important role in a visitors' intention to travel to any particular destination. Lifestage combines a visitor's age, income and family status to form segments of tourists that display common behavior, both in their travel patterns as well as their media habits. Figure 8 explains the classifications used in developing these Lifestage segments. Lifestage comparisons are useful in media targeting.

With that in mind, the survey instrument was developed in such a manner as to be able to ascertain the visitors Lifestage. However, notably, this survey uses a higher income level in defining the difference between Affluent and Moderate Mature segments. The present study does not define an individual as Affluent Mature until they reach the \$75,000 household income, whereas DK Shifflet (2016) uses a \$60,000 value.

Still, showing the results by Lifestage will allow us to convey information in a manner consistent with the New Jersey Division of Travel and Tourism's Overnight Leisure Visitor Profile Study with perhaps the small caveat that our Affluent Mature segment is slightly more restrictive. It is also important to keep in mind that the Shifflet report looked at overnight visitors only; direct comparisons will be made with the Hunterdon County overnight segment visitors (27%) who responded to the survey.

**Figure 8: Explanation of (Modified) Lifestage**

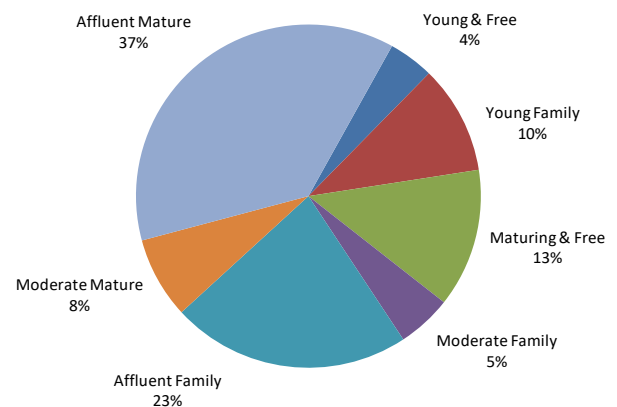
<u>Lifestage</u>	<u>Age</u>	<u>Household Income</u>	<u>Children</u>
Young & Free	18-34 Years	Any	No
Young Family	18-34 Years	Any	Yes
Maturing & Free	35-54 Years	Any	No
Moderate Family	35-54 Years	Under \$75k	Yes
Affluent Family	35-54 Years	\$75k or Higher	Yes
Moderate Mature	55 Years or Older	Under \$75k	No
Affluent Mature	55 Years or Older	\$75k or Higher	No

Meanwhile, the 2013 and 2014 New Jersey Visitor Profile Studies that were conducted by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) will be used for comparison purposes when the entirety of the sample is discussed. Here, the cutoff level for Affluent Mature household income (\$75,000) is the same as in the present study. This value better reflects the income needed to be considered affluent in the feeder markets for Hunterdon County. The LIGHT data will be utilized when making comparisons to the state average for combined overnight and day trip visitors to Hunterdon County.

The most significant Lifestage segment of visitors to Hunterdon County was found to be Affluent Mature visitors (37%) (see Figure 9). That is followed in order of size of the Hunterdon County market with Affluent Families (23%), Maturing and Free (13%) and the Young Families (10%). All other Lifestage segments comprised less than one-fourth of Hunterdon County's market, including Moderate Matures (8%), Moderate Families (5%) and the Young and Free (4%).

Hunterdon County (37%) has a significantly greater market share of the Affluent Mature Lifestage segment compared to the average New Jersey (28%) visitor (see Figure 10). The same is true when comparing the Lifestage composition of only overnight visitors to New Jersey's competitive set and the average US visitor (see Figure 11). The Affluent Mature visitor segment

**Figure 9: Hunterdon County Visitors by Lifestage**



has greater disposable time and, importantly, greater disposable income. This is a firm foundation on which to build a stable spending base that both travels more frequently and spends more when they do. Continuing to provide excellent service to this important segment will be key to the future.

The competitive set in Figure 11 is for the state of New Jersey and includes New York, Pennsylvania, Maryland, Virginia and North Carolina. It is important also to emphasize that Figure 11 shows only those respondents who were overnight visitors to Hunterdon County.

Again, because the state’s study only examines overnight visitation, comparison of Lifestage (and Generation) is restricted to this sub-sample. Here, it is clear Hunterdon County is attracting a much greater proportion of both Affluent Mature, Affluent Family and Young Family visitors compared with all other comparative geographies.

This is very good news for Hunterdon County as two of these Lifestage segments are considered affluent and, as previously mentioned, account for visitors with higher disposable income and time. Meanwhile Young Families tend to spend more on food and entertainment as will be detailed later in this report. Perhaps the only area of concern might be that Hunterdon County is not currently attracting a comparatively large percentage of Young and Free, Moderate Families and Maturing and Free visitors for overnight stays when compared to New

Jersey, its competitive set, or the United States.

Lifestage analysis is also utilized later in this report to examine expenditures, previous visitation, length of stay as well as primary and secondary trip purpose. All of this information is contained in the relevant sections where those variables are analyzed.

Generation

Examining the responses by Generation, one only considers the visitor’s age in determining which of the four Generations a visitor would be categorized as (see Figure 12). Millennials, the youngest of these Generation segments, were born after 1980 and are presently 18-36 years of age. Gen X’ers occupy the second youngest segment at ages 37-52. Boomers presently are 53-71 years of age, importantly overlapping

*“Friendly people and interesting history.”*

*Visitor - Bridgewater, NJ*

Figure 10: Hunterdon County Visitors by Lifestage Compared to New Jersey (Overnight and Day Trips)

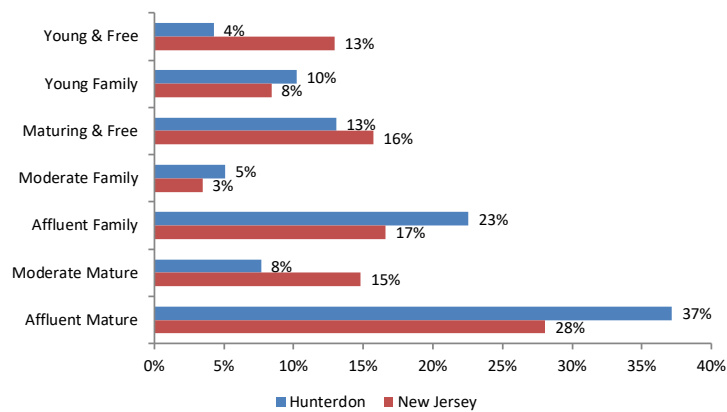
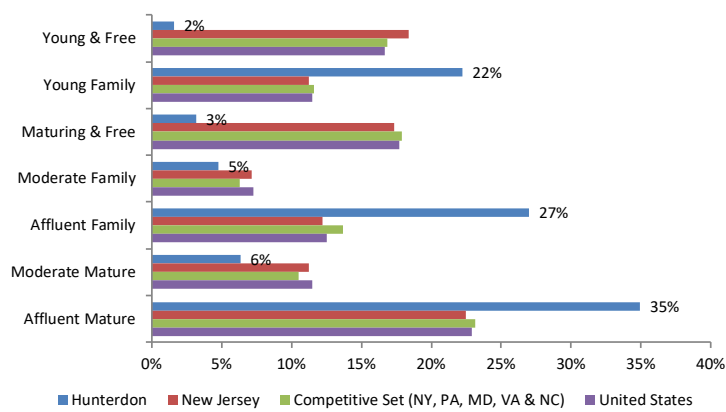


Figure 11: Hunterdon County, NJ, Competitive Set and the US Overnight Leisure Visitors by Lifestage



both the Mature and Maturing/Family segments in the previous Lifestage analysis by a span of 2 years (53-54). Finally, the GI Generation (birth year before 1925), often referred to as the Greatest Generation, have been included with the Silent Generation for this study, and identified as the Silent/GI Generation accordingly.

Similar results are revealed when looking at the Hunterdon County visitor by their Generation as was found when looking at visitors by their Lifestage. Nearly half (43%) of the Hunterdon County visitors were Boomers. Gen X'ers represented over one-third of the sample (34%). Millennials visiting Hunterdon County represented a sizable portion of the market (21%), while the oldest generation, the Silent/GI accounted for only 2% of all respondents.

The Boomers are an important consumer segment both because there are a lot of them and where they are in the earning stage of their lives. The Boomers are all in one of two Mature Lifestage categories.

Meanwhile the Millennial Generation also boasts a large population. Many of the respondents mentioned they were traveling with children and other family members. Undoubtedly, several of these visitors are Millennials, who will one day comprise a larger share of Hunterdon County visitors as they themselves move through the stages of the family life cycle. It is notable that Hunterdon County is able to draw this generation in early, as they welcome families of all ages to the area.

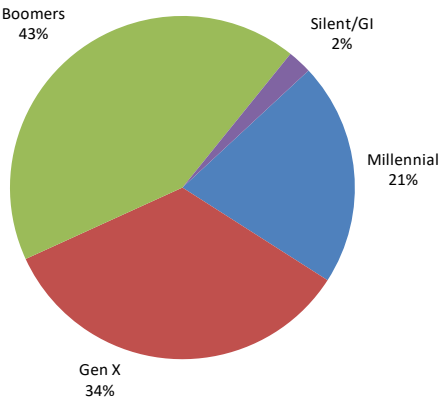
**Figure 12: Explanation of Generations**

<u>Generations</u>	<u>Birth Year</u>	<u>Age</u>
Silent/GI	Before 1945	74 or Older
Boomers	1946-1964	55-73
Gen X	1965-1980	39-54
Millennial	1981 or Later	18-38

***“I grew up in Clinton. It’s a beautiful place. You can’t ever leave unhappy, it’s people are great, the scenery is incredible and Hunterdon County is just awesome.”***

*Visitor - Washington, NJ*

**Figure 13: Hunterdon County Visitors by Generations**



Visitors to Hunterdon County classified as Boomers comprised an equal percentage of the Hunterdon County market (43%) than the average visitor to the state of New Jersey (43%) (see Figure 14). Gen X Generation visitors comprised 34% of the Hunterdon County visitor market, compared to 20% for the state of New Jersey, a notable difference. The Hunterdon County visitor was slightly less likely to be in the Millennial (21%) compared to the New Jersey average of (28%) and Silent/GI (2% compared to 10%) Generation.

Describing the overnight visitor to Hunterdon County is accomplished by examining the 27% overnight visitors that responded to the survey. This allows comparison with overnight visitors to New Jersey, the New Jersey competitive set and the United States data that is available in the New Jersey Division of Travel and Tourism Overnight Leisure Visitor Profile Study conducted by DK Shifflet. The comparison reveals some similarities with respect to the distribution (see Figure 15), of course not without some unique differences for the Hunterdon County visitor.

Whereas Figure 14 shows the average Hunterdon County visitor for both overnight and day trips, Figure 15 shows just the overnight visitors to Hunterdon County in comparison with state, competitive set and national averages. Once again Hunterdon County fares very well regarding the percent of the market in the Boomer Generation (38%), slightly higher than the national average (34%). The percentage of the overnight

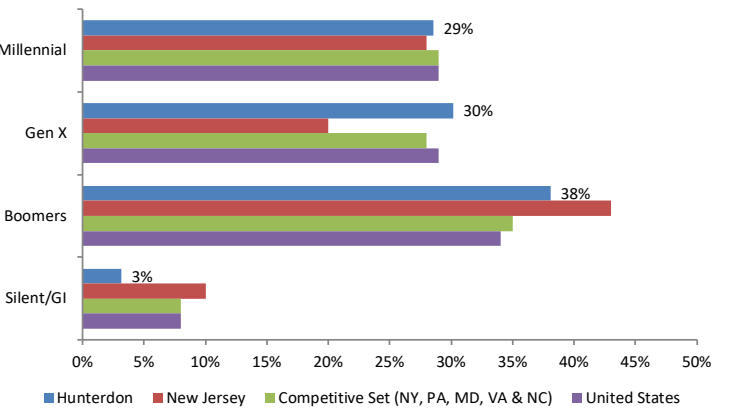
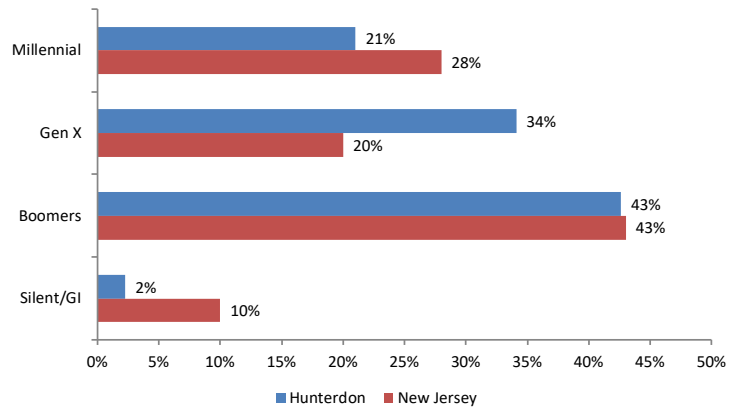
market comprised of the Gen X Generation (30%) was higher than the state average (20%), but similar to the competitive set (28%) and national average (29%). Millennial overnight visitors (29%) to Hunterdon County nearly mirrored state (28%), competitive set (28%) and national averages (29%).

*“Great distillery and brewery at Skunktown and Lone Eagle.”*

*Visitor - Brooklyn, NY*

**Figure 14: Hunterdon County Visitors by Generations Compared to New Jersey (Overnight and Day Trips)**

**Figure 15: Hunterdon County, NJ, Competitive Set and the US Overnight Leisure Visitors by Generations**



# Behavioral and Psychographic Characteristics

This section will take a closer look at some of the behavioral and psychographic characteristics of the Hunterdon County visitor. The analysis is divided into two parts, visitor and trip related characteristics. The division allows for a better examination of the segments based on the average Hunterdon County visitor in the first part (visitor related), while then showing the specific trip that visitor is on (trip related).

## Visitor Related Characteristics

Lifestage and Generation are critical segmentation variables by which to describe the travel characteristics of the Hunterdon County visitor. The following sections will first present the composition of each travel characteristic by all Hunterdon County visitors, before detailing how each travel characteristic varies with respect to visitors' Lifestage and Generation.

The Lifestage and Generation figures will show not only the percentage within any particular segment, but also the absolute number of Hunterdon County visitors within that segment. This is important because dividing the 625 Hunterdon County visitors into such discrete segments can often result in averages that are based on just a few individuals. In the present study, recall that there were very few Young and Free and Young Family Lifestage visitors. Thus, caution is recommended when trying to define the specific travel characteristics exhibited by Young Family visitors to Hunterdon

County. The analysis begins with a discussion of previous visitation of the Hunterdon County visitor.

## Previous Visitation

Figure 16 shows the percentage of visitors who were first time or repeat visitors, indicating the number of previous visits the respondent made to any destination in Hunterdon County. A majority of visitors (87%) had visited Hunterdon County 1 to 5 times previously. An additional 3% made between 6 and 10 visits to Hunterdon County, and 3% had previously visited more than 10 times. Only 7% of those sampled noted they were first time visitors.

**Figure 16: Hunterdon County Visitors by Number of Previous Visits**

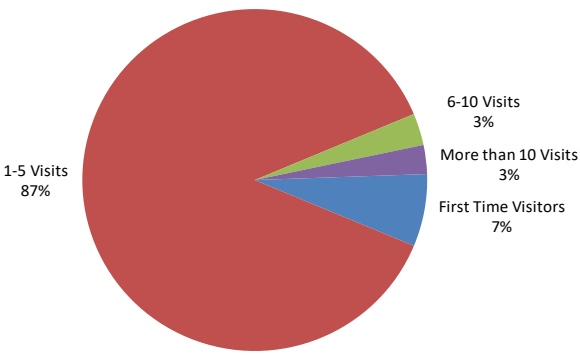
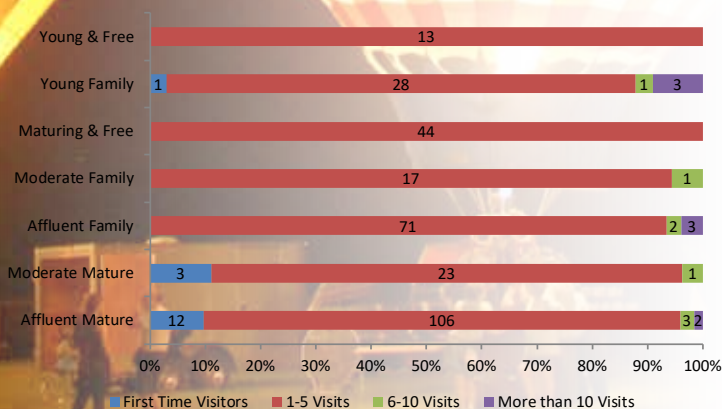
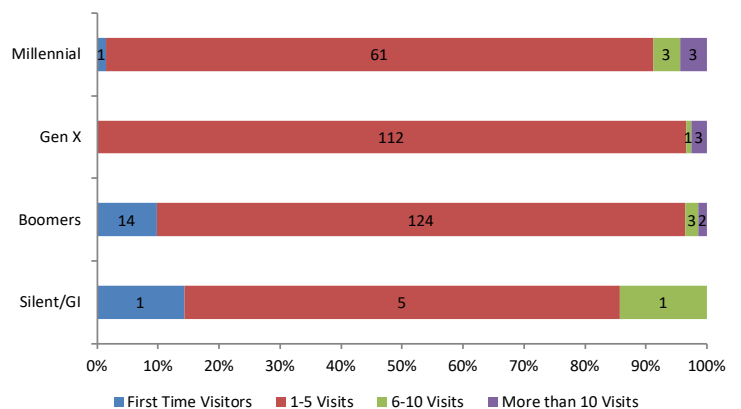


Figure 17 reveals a clear pattern of respondents having visited 1 to 5 previous occasions, a pattern apparent across all Lifestage segments. The same pattern holds true when examining the Hunterdon County visitor by number of previous visits and Generation (see Figure 18). All Generation had vast majorities of visitors having visited 1 to 5 previous times.

**Figure 17: Hunterdon County Visitors by Number of Previous Visits and Lifestage**



**Figure 18: Hunterdon County Visitors by Number of Previous Visits and Generations**



Party Size and Composition

Only 9% of visitors to Hunterdon County were traveling alone as is revealed in Figure 19 below. This is significantly less than the average New Jersey visitor, where 21% were traveling alone. Similarly, here 44% were traveling with two people in the party whereas LIGHT (2013) found a similar average New Jersey visitor at 44% with parties of this size. Interestingly though, the two profiles differ importantly with respect to parties of 5 people or more.

The party size for a Hunterdon County visitor is higher than that of the average New Jersey visitor. Nearly a fifth (19%) of Hunterdon County visitors were in a party with five or more people. That figure is nearly twice the state average (11%) for party sizes of five or more. Indeed, visitors traveling with four people to Hunterdon County represented another 16%, also ranking favorably when compared to the New Jersey visitor (13%).

Figure 20 reveals that the Maturing and Free Lifestage had the largest average party size at 3.8, followed by Young Families with 3.5. In both the Mature and non-Young Family segments, households with Moderate (3.0 and 3.2) incomes had traveled in parties similar in size to their more Affluent (3.1 and 3.1) counterparts. Young and Free parties had similar trip party sizes (3.1).

*“Hunterdon Art Museum is fantastic. We came to the opening of an art exhibit guest curated by our friend. Museum staff was very accommodating.”*

*Visitor - Princeton, NJ*

Figure 19: Hunterdon County and New Jersey Visitor Party Size

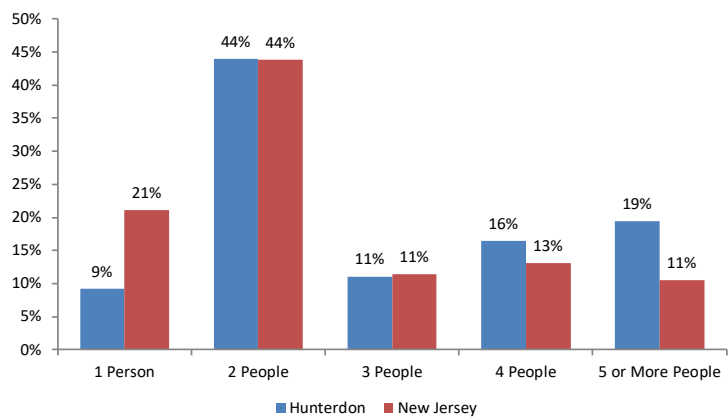
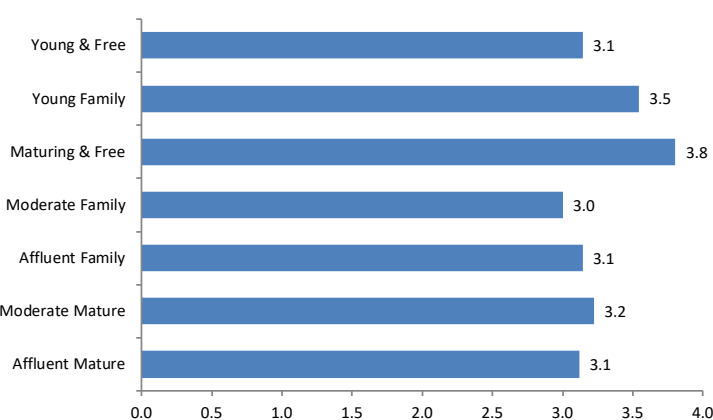


Figure 20: Hunterdon County Visitor Party Size by Lifestage



The influence of age on party size is perhaps more visible when examining party size by Generation as in Figure 21. Silent/GI visitors had the highest average party size at 6.1, followed by Millennials (3.3) and Gen X at 2.9 visitors per party. Boomers had the smallest party size at 2.6.

Figure 22 shows the party composition of the Hunterdon County visitor. Nearly half of respondents noted they were traveling with their spouse (46%). Nearly one-third of respondents noted they were traveling with children (30%). With nearly a quarter mentioning they were traveling with other family (22%) as well, no doubt, Hunterdon County is very important to families in their vacation choice.

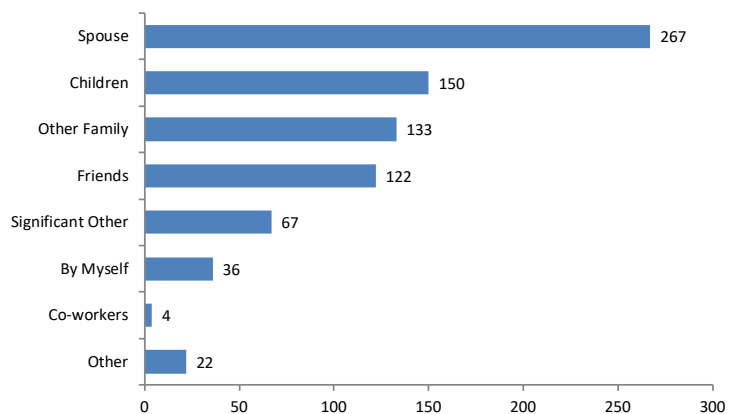
***“Everyone is so friendly. Love the small town atmosphere.”***

*Visitor - Los Angeles, CA*

**Figure 21: Hunterdon County Visitor Party Size by Generations**



**Figure 22: Hunterdon County Visitor Party Composition**



Mode of Transportation

Perhaps not surprisingly, most Hunterdon County visitors (97%) traveled to the destination by car (see Figure 23). These figures are roughly equivalent to those found with the New Jersey visitor profile. The major difference in visitation patterns with New Jersey are that Hunterdon County has only 1% of their visitors arriving by plane, compared to 7% for the average New Jersey Visitor.

Figure 24 represents the means of transportation used while at the Hunterdon County destination. These choices were not mutually exclusive, and thus sum to larger than the sample size (625) given that respondents could rightly check off more than one means of transportation while in Hunterdon County. Of course, car was the number one means of transportation within Hunterdon County, accounting for 70% of the travel. Walking (35%) and biking (5%) were high, a credit to the accessibility of such activities in Hunterdon County. Interestingly, the growing shared service economy for transportation, services like Uber for instance, accounted for 3% of within Hunterdon County travel. Likely, this figure will continue to grow.

*“We were looking at wedding venues and really liked our time at Unionville Vineyards.”*  
*Visitor - Ithaca, NY*

Figure 23: Hunterdon County Visitor Mode of Transportation

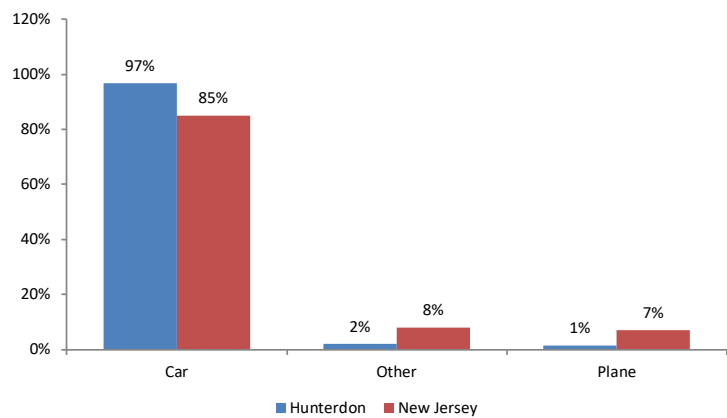
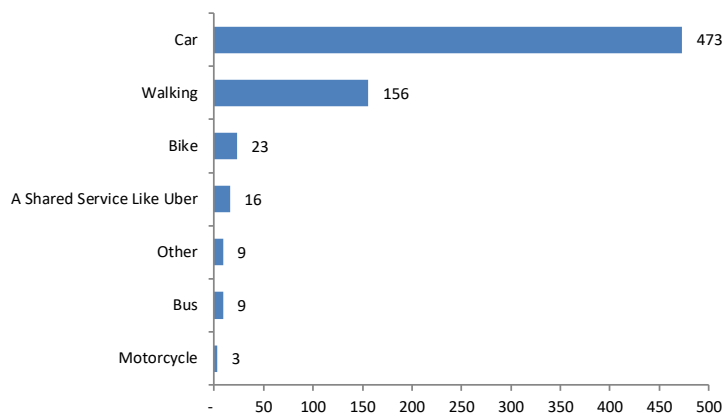


Figure 24: Hunterdon County Visitor Mode of Transportation Within Hunterdon County



Satisfaction Levels

Almost nine of every ten visitors (87%) said they were very satisfied with their visit to Hunterdon County (see Figure 25). That is a 7% higher than the average New Jersey visitor (80%). Almost no visitors (less than 1%) to Hunterdon County suggested they were very dissatisfied, while only 5% of Hunterdon County visitors mentioned even somewhat dissatisfied. The strong satisfaction levels expressed nearly across the board need no detailed breakdown save for an examination of the open-ended responses listed in Figure 28 on page 17. The vast majority of the comments were positive. The few negative comments left are insightful nonetheless in terms of continuing to improve upon the high quality service that most Hunterdon County visitors experience. The high satisfaction ratings are frequently accompanied by thoughtful constructive criticism aimed at making the destination they love better by providing the visitors’ perspective.

Return and Recommendation Ratings

Given the region’s high service ratings, equally high return (see Figure 26) and recommendation ratings (see Figure 27, next page) were expected. Here again, the vast majority (91%) of respondents said they were very likely to return to Hunterdon County. That compares favorably with the average New Jersey visitors, which are very likely to return (79%). Only 2% of visitors suggested they were not at all likely to return.

Meanwhile, similar results were found with recommendation intentions (see Figure 27, next page), albeit with even more favorable comparisons to the state. Most of the Hunterdon County visitors were very likely to recommend the destination (89%) compared to a state average of 59%. Only 2% were not at all likely to recommend Hunterdon County, very low compared to the average New Jersey visitor (13%).

Comments Regarding Satisfaction

Figure 28 (page 17) shows the word count of the positive comments respondents made regarding why they were satisfied with their Hunterdon County visit. With 94% of visitors having expressed satisfaction, of course most of the comments were overwhelmingly positive. Responses that do not fit these criteria were shared with Hunterdon County privately. Meanwhile, some of the full quotes from visitors responding to this question are interspersed throughout this report, along with the individuals’ hometown.

Figure 25: Hunterdon County Visitor Satisfaction Levels

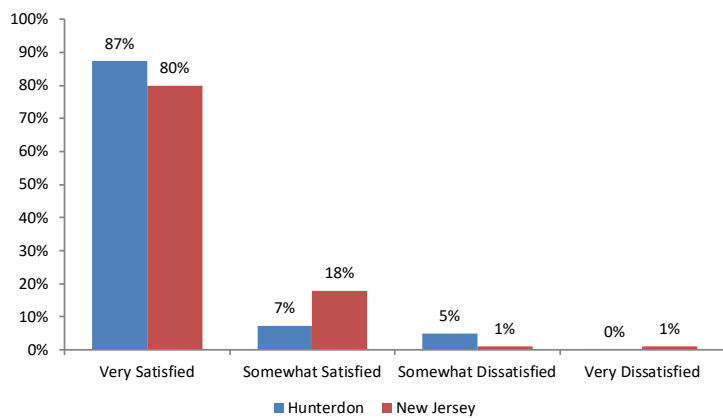
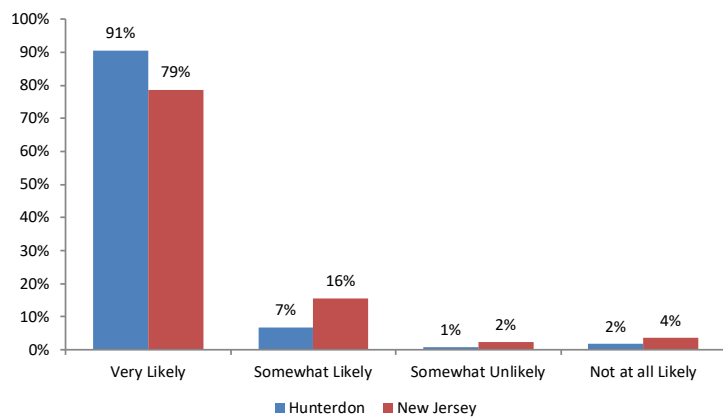


Figure 26: Hunterdon County Visitor Return Intention



**Figure 27: Hunterdon County Visitor Recommendation Intentions**

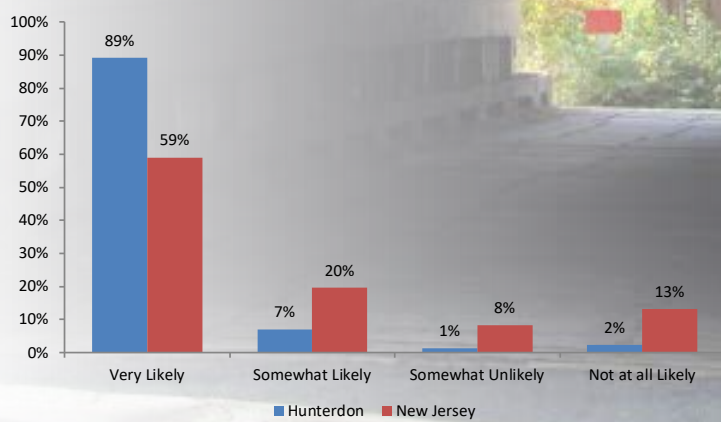


Figure 28: Hunterdon County Visitor Positive Comments from Visitors Expressing Satisfaction with Their Trip

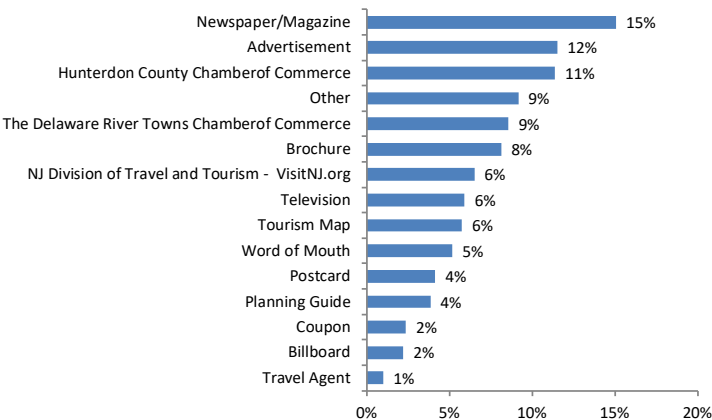


Source of Information

Figure 29 shows the Hunterdon County visitors’ sources of information. Respondents to the survey could select all choices that apply to them, many having sourced information from multiple avenues. News or magazine stories (102) were the most commonly cited source of information for the Hunterdon County visitor. Hunterdon County recognizes the need for publicity, to maximize their marketing efforts. That appears to be paying dividends as evidenced by the press drawing visitors to the destination.

Of course, the promotion of Hunterdon County through the two Chamber organizations, Hunterdon County (77) and The Delaware River Towns (58), were nearly as popular as a source of information for Hunterdon County visitors. Driving visitors to a website is an excellent means of capturing a loyal customer base. The New Jersey Division of Travel and Tourism’s website visitnj.org (44) is also a good source of information for the Hunterdon County visitor.

Figure 29: Hunterdon County Visitor Sources of Information



Trip Purpose

Figure 30 shows the primary trip purposes of all respondents to the survey. Attending a special event (30%), vacation or pleasure (21%) and visiting friends and/or relatives (16%) were the most commonly cited primary trip purpose of the Hunterdon County visitor. Visitors attending a special event may be slightly inflated figures given our concerted efforts to survey at several special events.

At first glance, one may wonder why visiting friends and relatives was not cited more frequently as the primary trip purpose. On closer inspection of the 86 respondents who cited vacation or pleasure as their primary trip purpose, over one-third had cited visiting friends and/or relatives as a secondary trip purpose. Conversely, nearly half of those indicating their primary trip purpose was visiting friends and relatives indicated vacation or pleasure was a secondary purpose. Collectively this group might be thought of as primarily traveling for a family vacation. If Figure 30 distinguished this group amongst others, it would be the second largest primary trip purpose.

Figure 30: Hunterdon County Visitor Primary Trip Purposes

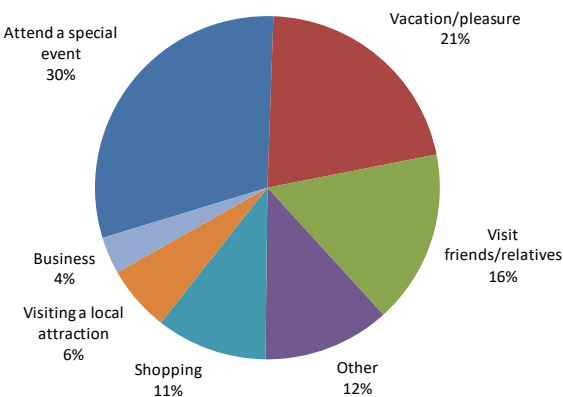


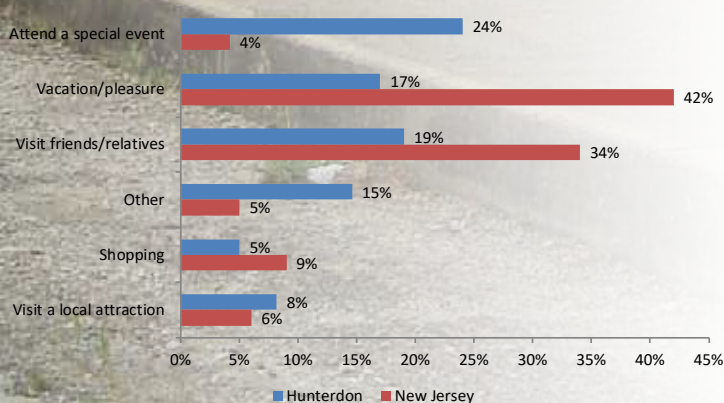


Figure 31 compares the primary trip purposes of the Hunterdon County visitor with that of the average New Jersey visitor. The 27% of visitors to Hunterdon County stating attending a special event was their primary trip purpose compares favorably with the average New Jersey visitor (4%). The choice of surveying at multiple festival locations helped to drive this high figure. Notably a majority of these had visited the county multiple times in the past, and thus one might assume that those trips were not all festival related and thus they still represent an average visitor to the county, regardless of this specific trip purpose.

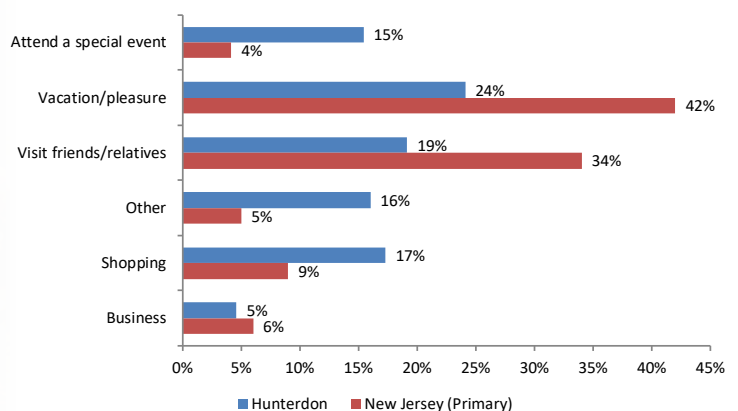
Hunterdon County Visitors primarily visiting friends and/or relatives (19%) is well below the state average (34%), though several of those visiting friends or relatives as a secondary trip purpose stated attending a festival was their primary trip purpose, inflating that figure. Meanwhile vacation/pleasure (17%) and shopping (5%) are both below state averages (42% and 9% respectively), perhaps another peculiarity of the sampling methodology.

Figure 32 lists all the secondary trip purposes noted by Hunterdon County visitors. Respondents were rightly able to select multiple choices for their secondary reasons for traveling the destination. Vacation or pleasure (24%) was the most cited purpose followed this time by visit friends and/or relatives (19%) and then special events (15%) as the top three choices. Comparing Figure 32 with 31, the pattern of secondary

**Figure 31: Hunterdon County and New Jersey Visitor Primary Trip Purposes**



**Figure 32: Hunterdon County Visitor Secondary and New Jersey Primary Trip Purposes**



trip purpose for Hunterdon County in Figure 32 is very similar with the average New Jersey visitor primary trip purpose shown in both figures, at least with respect to the top three choices.

Figure 33 presents the Hunterdon County visitor’s primary trip purpose by Lifestage. All of the Lifestage categories in Figure 33 have a substantial enough sample size to be able to have confidence in their results. Attending a special event was the primary trip purpose of all Lifestage categories except for the Young Families who were twice as likely to be visiting friends and relatives (44%) as opposed to attending a special event (22%).

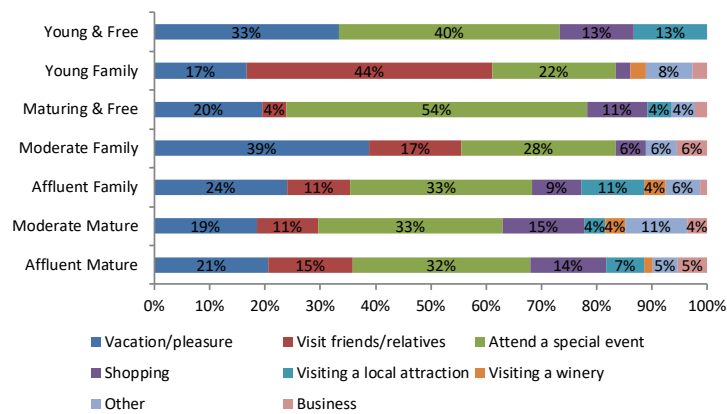
The Young and Free (40%) had the highest percentage of visitors citing attending a special event as their primary trip purpose. Moderate Families had the largest proportion of visitors citing vacation or pleasure (39%) as their primary trip purpose. All of the Lifestage segments had visitors attending a special event as their number one or number two most cited primary purpose.

Figure 34 represents all the secondary trip purposes that various visitors to Hunterdon County organized by their Lifestage cited. Keep in mind that respondents could select more than one secondary trip purpose, and many chose multiple as would be expected. Of particular interest, here is the varied nature of the stated secondary trip purposes. Each of the Lifestage segments showed great variety in their responses.

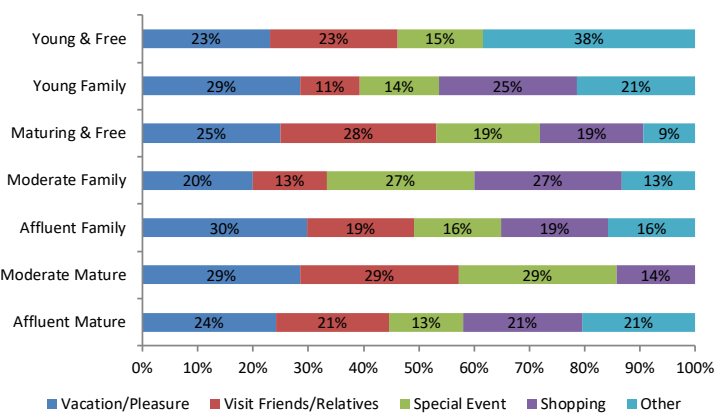
***“Attended the Railfest put on by the Black River & Western. Very well put together operation. Great asset to Hunterdon County.”***

*Visitor - Burlington, NJ*

**Figure 33: Hunterdon County Visitor Primary Trip Purpose by Lifestage**



**Figure 34: Hunterdon County Visitor Secondary Trip Purpose by Lifestage**

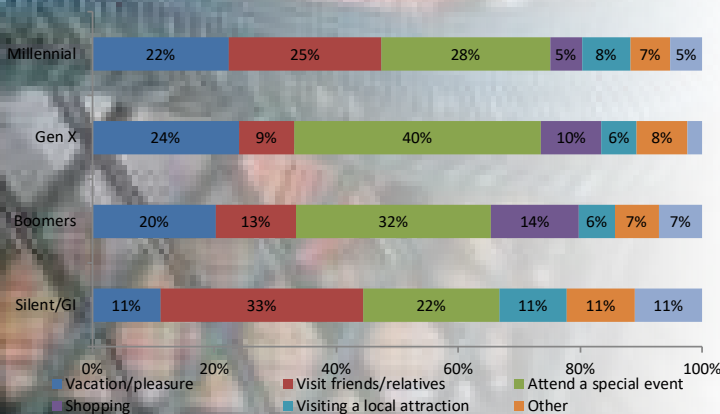


Looking at primary trip purpose by Generation, many of the same observations are true as in the above discussion (see Figure 35). Here again, a high volume of all visitor segments remarked that they were primarily visiting Hunterdon County to attend a special event. Gen X'ers (40%) were the Lifestage most likely to cite attending a special event as their primary trip purpose for visiting Hunterdon County. The Silent/GI Generation had one-third (33%) of visitors responding they were primarily visiting Hunterdon County to visit friends and relatives.

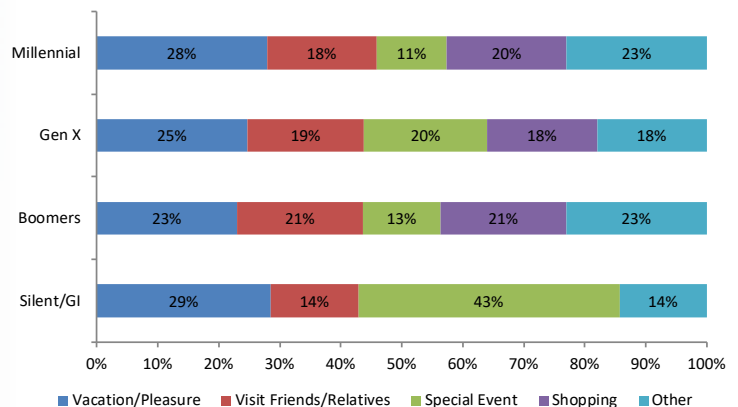
The Silent/GI generation had the lowest proportion of visitors citing a special event as their primary trip purpose (22%). Of note, the Silent/GI had the lowest number of respondents to the survey. Still, those that responded visiting friends and relatives as the most frequent primary trip purpose (33%).

With regards to secondary trip purposes (see Figure 36), the Silent/GI generation identified attending a special event about half the time (43%). Other generation segments were largely mixed, with vacation or pleasure however being cited as the most frequent choice amongst the other Generation.

**Figure 35: Hunterdon County Visitor Primary Trip Purpose by Generations**



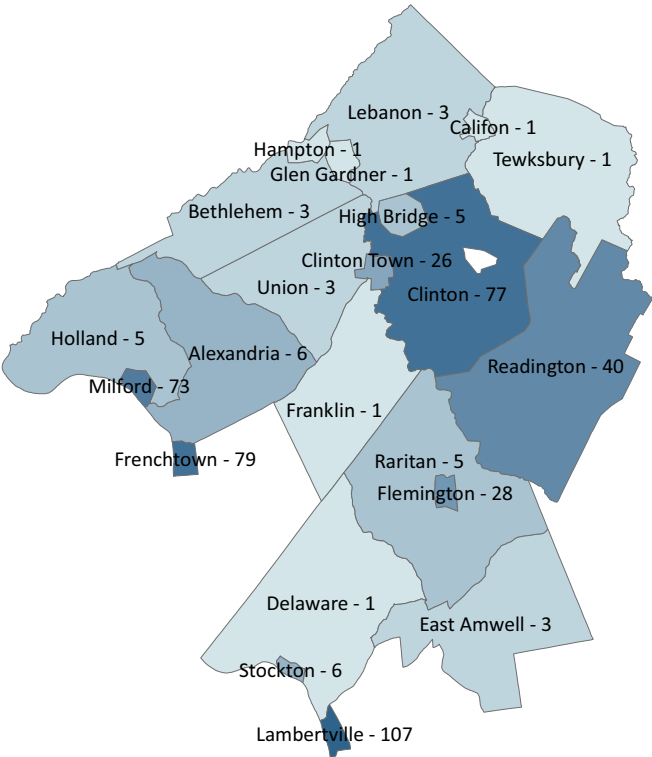
**Figure 36: Hunterdon County Visitor Secondary Trip Purpose by Generations**



Visitor Destinations

Respondents were asked to indicate their primary destination within Hunterdon County, listing municipalities as the most discrete choice. Figure 37 shows the number of respondents surveyed by their indicated primary destination. Lambertville (107) was the most visited destination within Hunterdon County. Frenchtown (79), Clinton (77), Milford (73), Readington (40), Flemington (28) and Clinton Town (26) followed. All other destinations had 2% or less of the market share of the Hunterdon County visitor. Still, collectively those municipalities represent about a quarter of the market and should not be overlooked.

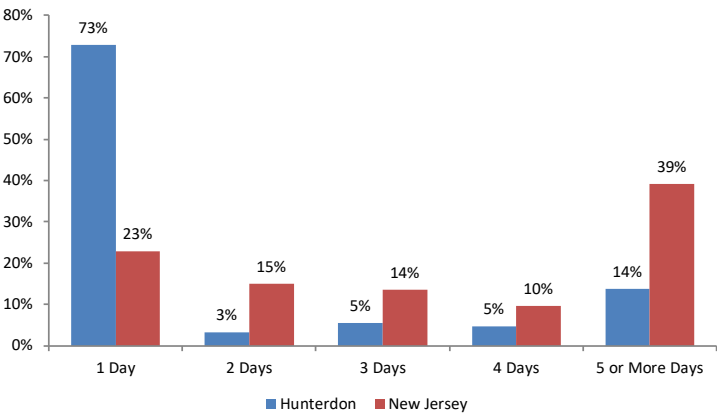
Figure 37: Primary Destination within Hunterdon County



Length of Stay

Figure 38 shows the length of stay for visitors to Hunterdon County. It reveals that 73% of Hunterdon County visitors surveyed were on a day trip to the destination. This is significantly higher than that of the average New Jersey (23%) visitors who were day-trippers. Still, a good portion of all visitors (14%) that did stay over in Hunterdon County were staying for 5 or more days, several of whom were staying for multiple weeks.

Figure 38: Hunterdon County and NJ Visitor Length of Stay

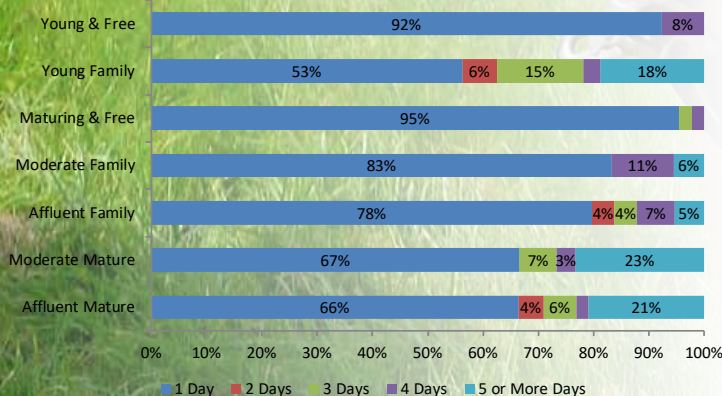




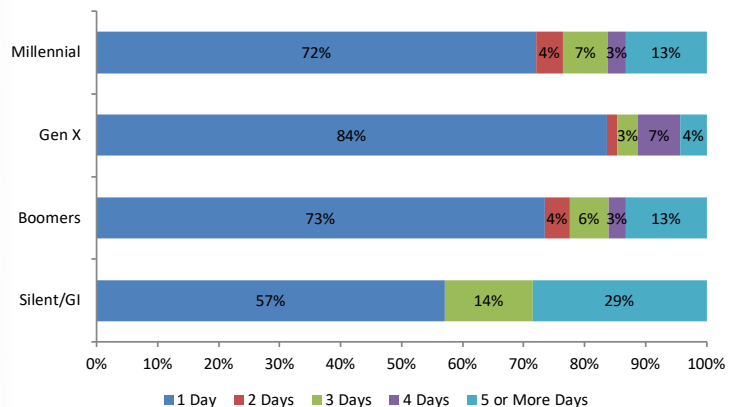
Presenting the average length of stay by Lifestage (see Figure 39) reveals that the Maturing and Free (95%) and the Young and Free (92%) had the highest percentage of day-trippers of the Hunterdon County visitors. Conversely, the Young Families had the lowest percentage of day-trippers (53%), with nearly half (47%) of the Young Families staying for one night or more, and nearly one in five (18%) staying for five nights or more.

Regarding Generation, the average Hunterdon County visitor in the Silent/GI Generation had the largest proportion of overnight visitors (43%), followed by the Millennials (28%) and Boomers (27%). The Silent/GI visitors also had the largest share of those staying 5 or more days (29%) followed by the Millennials (13%) and Boomers (13%).

**Figure 39: Hunterdon County Length of Stay by Lifestage**



**Figure 40: Hunterdon County Length of Stay by Generations**



# Expenditures

The following pages detail spending on the five major categories of tourism expenses: food and beverage, entertainment, lodging, shopping and transportation. Each is shown for Hunterdon County, the average New Jersey visitor. All expenditure figures expressed are on average, per day while visiting Hunterdon County. Later, the mid-point of the range is used as an approximate average when examining expenditures by both Lifestage and Generation. For now, only the categories for which the respondent had to choose from are shown.

## Food and Beverage

Over one third of visitors to Hunterdon County spent \$51 and \$100 (40%) on average per day on food and beverage expenditures (see Figure 41). A roughly equal percentage of Hunterdon County visitors spent between \$1 to \$50 (38%) on food and beverage while at the destination. Compared to the state average (43%) of visitors spending more than \$100 on food and beverage, fewer Hunterdon County (19%) visitors were in this category.

## Entertainment

Nearly half (47%) of all Hunterdon County visitors spent between \$1 and \$50 on entertainment while visiting Hunterdon County (see Figure 42). That figure is well above the state average of 17% for expenditures on entertainment of between \$1 and \$50. Conversely, while 56% of New Jersey visitors spent nothing on entertainment, Hunterdon County visitors was substantially below that at 32%.

In the upper tiers of spending, the Hunterdon County visitor was one third less likely than the average New Jersey visitor (6% compared to 18%) to have spent more than \$100 per day on entertainment while at the destination. Hunterdon visitors outspent New Jersey visitors in the \$51 to \$100 range, with 15% of the Hunterdon County visitors compared to only 9% of the New Jersey visitors.

Figure 41: Hunterdon County Food and Beverage Expenditures

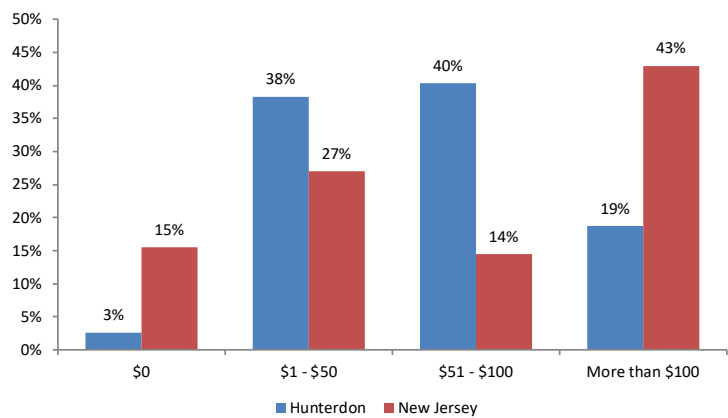
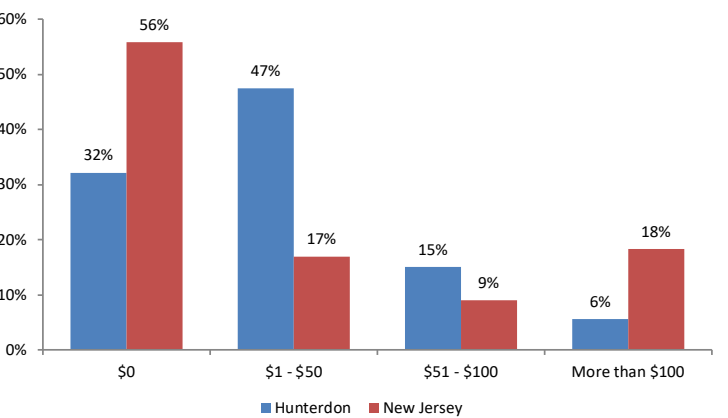


Figure 42: Hunterdon County Entertainment Expenditures



## Lodging

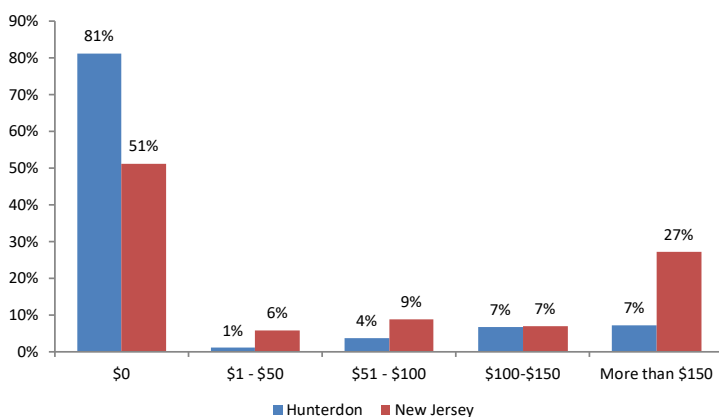
Here it is important to distinguish between the overnight visitors and that of the region as a whole, given that day-trippers who are not spending monies on overnight accommodations. Among the overnight visitors to Hunterdon County (27% of total visitors), only 70% (19% of total visitors) reported spending on lodging. Nearly one third (30%) of overnight visitors reported spending \$0 on lodging, these visitors were likely staying with family and friends. While this group may not have spent monies on lodging, their host has. These often larger traveling parties undoubtedly contribute to a higher spending categories in other categories.

Most of the categories of spending outside of the lowest (\$0) and highest (More than \$150) show about the same percentage of visitor spending for the Hunterdon County visitor as opposed to that of the New Jersey visitor. There are nearly four times more visitors spending more than \$150 per day on lodging (27%) as compared to the Hunterdon County visitor (7%).

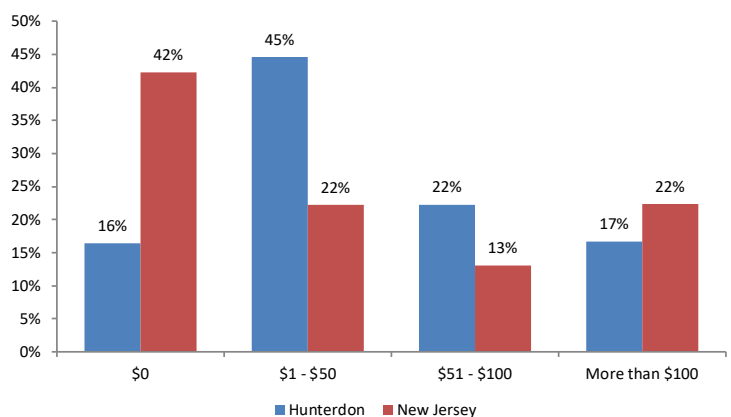
## Shopping

Hunterdon County visitors like to shop, as revealed in Figure 44. Only 1 in 6 visitors (16%) suggested they do not spend anything on shopping, a figure about two and a half times less than the state average (42%). Nearly half of Hunterdon County visitors (45%) spent on average per day between \$1 and \$50, twice the state average of 22%. Spending in the \$51 to \$100 range also compared favorably with the state, with nearly one-fourth (22%) of Hunterdon County visitors spending this amount, 13% of New Jersey visitors expressing the same. An additional 17% of Hunterdon County visitors spent in excess of \$100 per day on average for shopping compared with the state average of 22%.

**Figure 43: Hunterdon County Lodging Expenditures**



**Figure 44: Hunterdon County Shopping Expenditures**

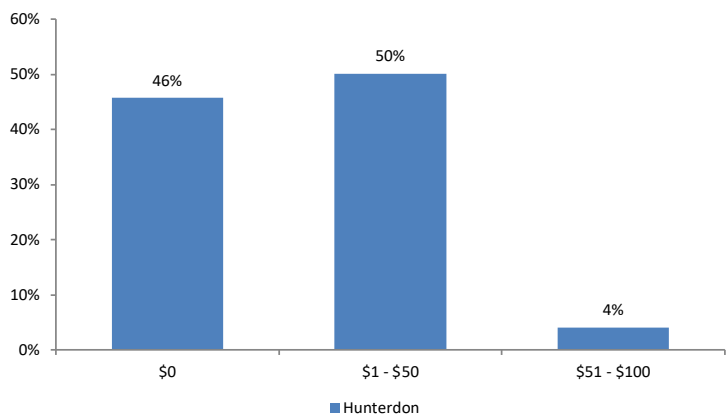


Transportation

Figure 5 reveals transportation expenditures of the Hunterdon County visitor. Here a comparable figure for the New Jersey state average is not available. Many visitors cited not spending any money on transportation, with half spending between \$1 and \$50.

*“I enjoyed time with my family. Really liked the small town atmosphere, shops, etc.”*  
*Visitor - Scranton, PA*

Figure 45: Hunterdon County Transportation Expenditures Visitors

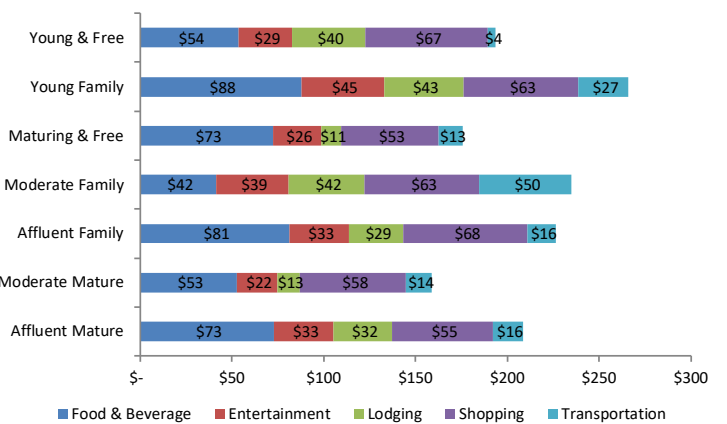


Lifestage

While not exactly scientific, taking the mid-point of each range allows the calculation of a rough average expenditure for each category of spending. In general, this would lead to slightly deflated figures as, for instance, if spending of “more than \$500” on shopping were classified as “\$525”, while many of these individuals may very well have spent well in excess of this figure. Still, the practice will allow a closer look at average spending amongst categories within a Lifestage or Generation.

Figure 46 shows the average spending within each of the five expenditure categories by various Lifestages. Young Families and the Moderate Families spent the most on lodging (\$43 and \$42 respectively). Young Families spent the most on shopping (\$45), the Young Families (\$88) spent the most on food and beverage expenditure. Affluent Families spent more on Shopping (\$68). Moderate Families spent the most on transportation (\$50). In general, Young Families spent more than other Lifestage segments, followed by Moderate Families and then Affluent Families.

Figure 46: Hunterdon County Visitor Expenditures by Lifestage



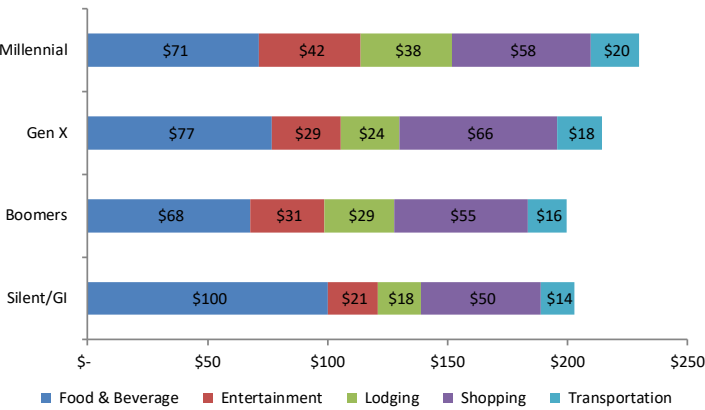
Generation

A similar average expenditure is calculated for visitors to Hunterdon County classified by their Generation (see Figure 47). Millennials spent the most on average, followed by the Gen X'ers. Millennials spent the most on average for entertainment (\$42) followed by the Boomers (\$31). The Silent/GI visitors (\$100) spent the most on food and beverage. Gen X'ers spent the most on shopping (\$66) followed by the Millennials (\$58). Millennials (\$38) led the way on expenditures on entertainment. Millennials (\$20) also spent the most on average per day for expenditures on transportation.

*“Clinton is stunning.  
The Red Mill is our favorite  
attraction and there are many  
amazing restaurants nearby.”*

*Visitor - Philadelphia, PA*

Figure 47: Hunterdon County Visitor Expenditures by Generations



## Conclusions

This report has provided detail on the Hunterdon County visitor by a variety of methods useful for destination Marketing purposes, from the more general demographic, to the more complex behavioral characteristics. It has shown differences between overnight visitors and day trippers, Lifestage and Generation, and festival attendee and non-festival attendee.

Recommendations have been provided throughout the report in the pertinent sections; however a brief synopsis of some of the more poignant recommendations will conclude this report. The following are the most salient of the recommendations:

Continue to market and provide services for the Affluent Family, Affluent Mature, and Maturing & Free Lifestage segments. The Hunterdon County visitor is more likely to be of each of these three Lifestage segments when compared to state and national averages. The value of visitors with more disposable time and income cannot be overstated. This lends confirmation to current marketing strategies.

Focus on marketing to the family segments within the younger Generations of visitors. The younger Generations, Millennial and Gen X visitors, when viewed in conjunction with the Lifestage segment, appear to be largely comprised of young families visiting Hunterdon County. The appeal to this refined segment of these two Generation stages is likely a consequence of the product and services provided within the county. That will not change with marketing, should be recognized, and will continue to be an asset in attracting families from all Generations.

Seek to capture more of the Festival visitors for overnight stays. Perhaps through packaging and programming that surrounds their visit and includes the lodging and restaurant industries. While the traditional lodging supply is limited in the county, the shared services economy has the ability to expand access to overnight accommodations. That will prove particularly useful during periods where this limited supply is sold out for any particular date. Longer stays mean higher spending, and certainly the potential is there with the firm foundation that these and other well organized festivals in Hunterdon County provide. Thinking in terms that are similar to the festival will help. For example, partnering with area ballooning attractions to add to the programming at the QuickCheck New Jersey Festival of Ballooning might help to extend the stay of festival visitors, or bring them back for an overnight experience doing the same at other points during the year.

Hunterdon County should utilize this report and others to refine a single marketing message in their efforts to attract and retain visitors to Hunterdon County. With two marketing agencies and the Hunterdon County government all involved in the marketing of Hunterdon County, it is essential that marketing efforts be coordinated and consistent across all three agencies. This is a challenge given the independent nature of these three organizations, but not impossible. It may prove useful to look across the river to the Pennsylvania partnerships that find the marketing of tourism in Philadelphia to have benefits that extend to the more rural/suburban areas surrounding the city. Partnerships have formed between visitor bureaus that are not dissimilar to the partnerships that currently exist in Hunterdon County. Still, one strong visitors bureau that has a full time focus on the county should be considered moving forward to ensure that the promotion of Hunterdon County is the primary focus of at least one organization.

Hunterdon County has happy visitors that often repeat the experience. These stories should be shared. The quotes provided throughout this report give a glimpse into this experience. They are authentic and should prove useful in attracting others seeking a similar experience. Share this far and wide.

Understanding the profile of the visitor to Hunterdon County is crucial to the effective marketing of the county. This report details much of what comprises the visitor to the county. The results will likely prove similar in the near term, but monitoring changes to the profile of the visitor to the county should be considered an ongoing effort. Collecting data using the instrument in this report at least every five years would be highly recommended. Analyzing that data and examining for changes should likely occur every five years.

# Appendix A

Hunterdon County and Stockton University are conducting research on visitation to the County. Please consider taking the time to answer the following short (less than 5 minutes) survey regarding your current visit.

1-2. Which Hunterdon County municipality did you spend the majority of your time in (**Primary, please choose one**) and which did you spend some time in (**Secondary, please choose all that apply**) during your most recent trip? If you are unsure of the municipality, please choose other and provide some descriptor.

	1. Primary (one)	2. Secondary (all that apply)
a. Alexandria	a	a
b. Bethlehem	b	b
c. Bloomsbury	c	c
d. Califon	d	d
e. Clinton Town	e	e
f. Clinton	f	f
g. Delaware	g	g
h. East Amwell	h	h
i. Flemington	i	i
j. Franklin	j	j
k. Frenchtown	k	k
l. Glen Gardner	l	l
m. Hampton	m	m
n. High Bridge	n	n
o. Holland	o	o
p. Kingwood	p	p
q. Lambertville	q	q
r. Lebanon Borough	r	r
s. Lebanon	s	s
t. Milford	t	t
u. Raritan	u	u
v. Readington	v	v
w. Stockton	w	w
x. Tewksbury	x	x
y. Union	y	y
z. Other ( <b>specify</b> )		

3. What year was your most recent (or current) visit to Hunterdon County?  
a. \_\_\_\_\_ (**year**)

4. What month did you visit in?  
a. \_\_\_\_\_ (**month**)

5. Was (Is) this your first visit to Hunterdon County?  
a. Yes  
b. No  
c. Not Sure

6. If this was (is) not your first visit to Hunterdon County, how many previous visits have you made?  
a. \_\_\_\_\_ (**previous visits**)

7. How many days/nights did (will) you spend in Hunterdon County?  
a. \_\_\_\_\_ (**days**)  
b. \_\_\_\_\_ (**nights**)

8. Including yourself, how many were (are) in your immediate party?  
a. \_\_\_\_\_ (**party size**)

9-10. Please indicate both the Primary (**P, choose one**) and secondary (**S, choose all that apply**) purposes for this trip?

	9. (P) (one)	10. (S) (all)
a. Vacation/pleasure	a	a
b. Visit friends/relatives	b	b
c. Incentive travel program	c	c
d. Attend a special event	d	d
e. Business	e	e
f. Business and pleasure	f	f
g. Just passing through	g	g
h. Wedding/get married	h	h
i. Shopping	i	i
j. Other (please specify)		

11. Where did you stay while visiting Hunterdon County?  
a. Hotel  
b. Bed & Breakfast  
c. Motel  
d. Home (or Apartment/Condominium) Rental through a Real Estate Agent  
e. Home (or Apartment/Condominium) Rental through a Shared Service Like Airbnb  
f. Personal Second Home  
g. Private Campground  
h. Public Campground  
i. Other (**specify**) \_\_\_\_\_

12. What type of transportation did you utilize in traveling to Hunterdon County?  
a. Car  
b. A Shared Service Like Uber  
c. Plane  
d. Bus  
e. Bike  
f. Train  
g. Other (**specify**) \_\_\_\_\_

13. What type of transportation did you utilize in traveling around Hunterdon County while visiting (i.e. once here)? (**choose all that apply**)  
a. Car  
b. A Shared Service Like Uber  
c. Plane  
d. Bus  
e. Bike  
f. Train  
g. Walking  
h. Other (**specify**) \_\_\_\_\_

14. With whom were (are) you traveling? (**choose all that apply**)  
a. By myself  
b. Significant other  
c. Spouse  
d. Friends  
e. Children  
f. Coworkers  
g. Other family  
h. Other (**specify**) \_\_\_\_\_

15. Overall, how satisfied were (are) you with your visit?  
a. Very satisfied  
b. Somewhat satisfied  
c. Somewhat dissatisfied  
d. Not at all satisfied

16. What was the main reason why you were (are) either satisfied or dissatisfied with your visit?  
a. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

17-21. About how much will you spend on average per day for each of the following while in Hunterdon County: Food and Drink (F); Entertainment (E); Lodging (L); Shopping (S); Transportation (T)?

	17. (F)	18. (E)	19. (L)	20. (S)	21. (T)
a. \$0	a	a	a	a	a
b. \$1-\$50	b	b	b	b	b
c. \$51-\$100	c	c	c	c	c
d. \$101-\$150	d	d	d	d	d
e. \$151-\$200	e	e	e	e	e
f. \$201-\$250	f	f	f	f	f
g. \$251-\$300	g	g	g	g	g
h. \$301-\$350	h	h	h	h	h
i. \$351-\$400	i	i	i	i	i
j. \$401-\$450	j	j	j	j	j
k. \$451-\$500	k	k	k	k	k
l. \$500 +	l	l	l	l	l

22. How likely will you be to return to Hunterdon County?  
a. Very Likely  
b. Somewhat Likely  
c. Somewhat Unlikely  
d. Very Unlikely

23. How likely will you be to recommend Hunterdon County?  
a. Very Likely  
b. Somewhat Likely  
c. Somewhat Unlikely  
d. Very Unlikely

24. From the following list please tell us, if you recall having seen or heard anything about Hunterdon County? (**choose all that apply**)  
a. Television  
b. News or magazine story  
c. Advertisement  
d. Pamphlet or brochure  
e. Travel planning guide  
f. Postcard or mailer  
g. Coupon for area attraction  
h. Tourism map of attractions  
i. Billboard  
j. Travel agent  
k. NJ website VisitNJ.org  
l. Hunterdon County Chamber of Commerce website- www.experiencehunterdon.org  
o. The Delaware River Towns Chamber of Commerce and Visitors Bureau website- delawarerivertowns.com/  
p. Other \_\_\_\_\_

25. What is your zip code?  
a. \_\_\_\_\_ (**zip**)

26. What is your age?  
a. \_\_\_\_\_ (**age**)

27. Which of the following best represents your race or ethnic group?  
a. White (Non-Hispanic or Latino)  
b. African American  
c. Asian/Pacific  
d. Other/mixed  
e. Hispanic or Latino  
f. Other (**specify**) \_\_\_\_\_

28. Which of the following best describes your highest level of education?  
a. Less than high school graduate  
b. High school graduate  
c. Some college  
d. College graduate or more  
e. Other (**specify**) \_\_\_\_\_

29. Which of the following best describes your marital status?  
a. Married  
b. Single, never married  
c. Divorced/separated  
d. Widowed  
e. Civil union

30. Please indicate how many children you have under the age of 18  
a. \_\_\_\_\_ (**children < 18**)

31. Please indicate the age of your youngest child.  
a. \_\_\_\_\_ (**age**)

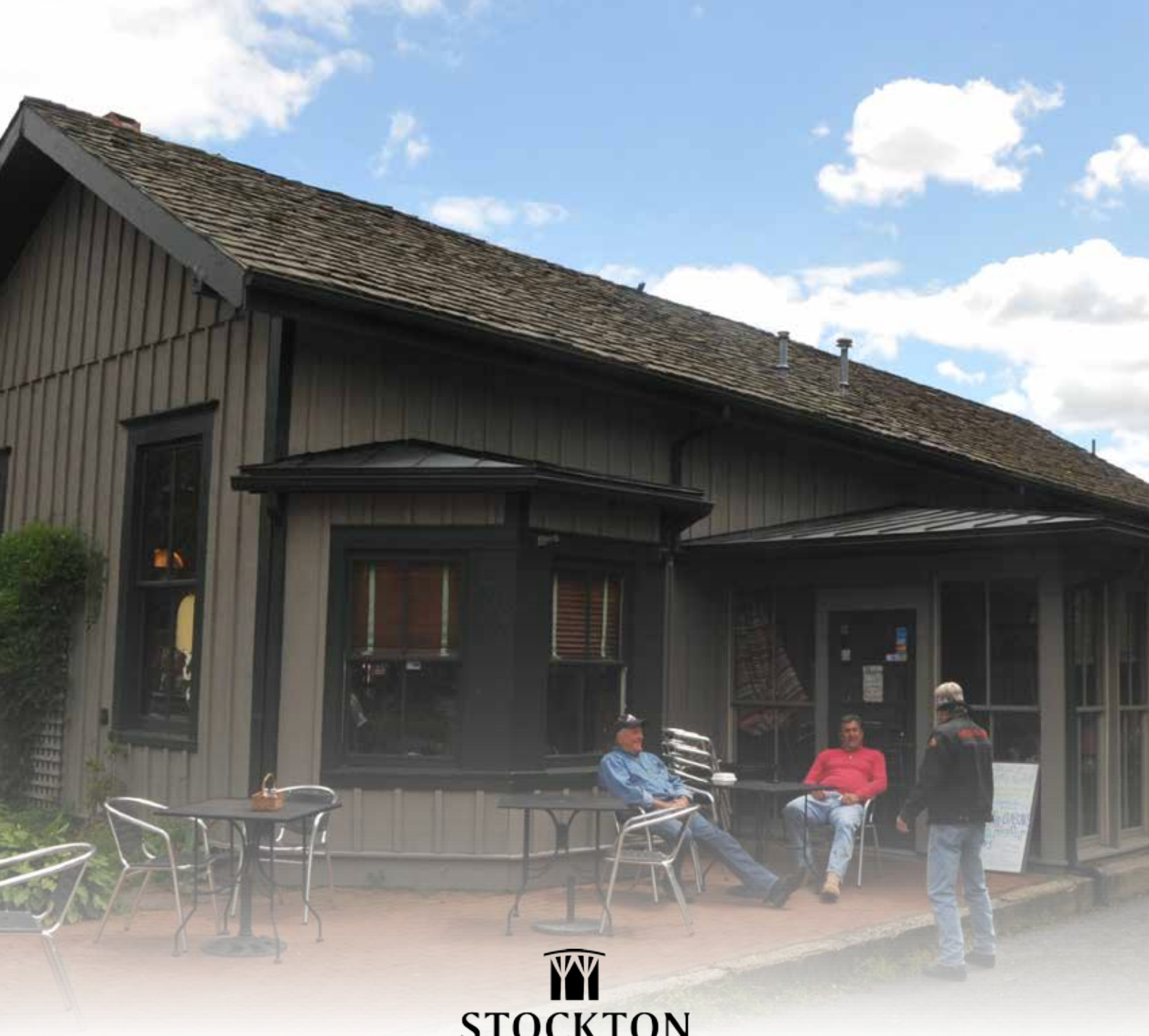
32. Which of the following best represents your household income last year before taxes?  
a. Less than \$25,000  
b. \$25,000-\$34,999  
c. \$35,000-\$49,999  
d. \$50,000-\$74,999  
e. \$75,000-\$99,999  
f. \$100,000-\$124,999  
g. \$125,000-\$149,999  
h. \$150,000-\$174,999  
i. \$175,000-\$199,999  
j. \$200,000 or More  
k. Thanks, but I'd rather not answer that question.

33. What is your gender?  
a. Male  
b. Female

34. Would you like to receive regular updates from Hunterdon County? If so, please supply your email address.  
a. \_\_\_\_\_ (**email address**)

Thank you for your assistance with completing this survey.  
Date \_\_\_\_\_  
Time \_\_\_\_\_  
Location \_\_\_\_\_  
Interviewer \_\_\_\_\_  
Notes \_\_\_\_\_





**STOCKTON**  
UNIVERSITY

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM



THE  
**DELAWARE  
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TOWNS**  
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