



**VILLAGE OF YELLOW SPRINGS  
2007 OUT-OF-TOWN VISITOR SURVEY**

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## **Village of Yellow Springs 2007 Out-of-Town Visitor Survey Abstract**

### **Introduction**

This intent of this research is to provide relevant data and analysis to inform and support marketing strategies of the Yellow Springs Chamber of Commerce. Information about out-of-town visitors is critical to this effort. A quantitative and qualitative questionnaire was designed to capture who visits Yellow Springs (YS), what attracts them, and how they learned about YS. This random sampling survey of out-of-town visitors took place from November 6-December 7, 2007. Thirty downtown businesses out of forty participated in collecting surveys, as well as the researcher.

This study provides current and updated information about out-of-town visitors, in addition to data for a portion of the winter holiday season. It is the direct result of a collaborative project between the researcher and the Yellow Springs Chamber of Commerce.

### **Review of Literature**

A series of economic forums in 2004-2005 sponsored by the Yellow Springs Men's Group created the Community Information Project (CIP). The CIP's goal is to attract people to visit, live, study and build businesses in YS. The Community Information Project Advisory Committee (CIPAC) sponsored a research project in 2005 by Wright State University's Center for Urban and Public Affairs to research out-of-town recognition of Yellow Springs as a resource for education, housing, jobs and shopping. The study concluded there was not a great deal of knowledge about YS. A plan was developed to change this and attracting visitors to Yellow Springs was its key element.

There is little existing research available, which addresses the same purpose as this study. Two surveys were conducted in 2007 at the YS Street Fair, a bi-annual event sponsored by the Chamber. The Street Fair is a distinct and separate venue from daily out-of-town visitors to Yellow Springs. One survey was from a small data sample, and the results of the second and most recent study are not yet available.

### **Research Design**

A questionnaire was developed with twelve questions, ten for quantitative and two for qualitative data. This provided empirical knowledge as well as depth to the visit experience. The researcher gathered surveys on weekends at an outside table. Thirty businesses (75%) out of forty also participated in gathering surveys. Twenty-two of these (73%) successfully collected surveys. The survey lasted from November 6-December 7, 2007 and surveys collected twenty-five days during this timeframe. Four hundred surveys were distributed with a yield of 133 (33%) respondents. The researcher collected 35 (26%) and business participants 98 (74%) surveys.

### **Data Analysis**

The data from this research is presented in table formats. There were 63 variables and 133 respondents. Quantitative data was analyzed by calculating totals, percentages and counts, where applicable. Qualitative data is available in a table format. Multiple options are calculated according to total number of items marked, and totals provided for those selecting only one item, and those selecting multiple items. Percentages are provided in all categories. The results of the survey indicate visitors feel very positive about visiting Yellow Springs. The data indicates visitors enjoy the unique environment and culture of the Village. In addition to enjoying the downtown shops and restaurants, respondents indicate a strong interest in the categories of outdoor/recreation opportunities, life-long learners, cultural creatives/innovators, diversity, and health and wellness. Previous connections through family, friends, work, and former residents ranked highest among respondents identifying how they learned about YS.

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## CHAPTER ONE

### Introduction

#### Overview

The mission of the Yellow Springs Chamber of Commerce is “to promote economic development and maintain and improve the prosperity of its member businesses and organizations, thereby improving the quality of life in the Yellow Springs area community (*YS Strategic Plan, 2006.*)”

This mission is supported through the Chamber’s identified core values, which include the “downtown business district as the central location for retail businesses in the community,” the need for “reliable information relative to the business/economic health of its members,” and working with its members “to gather, preserve and make available such information (*YS Chamber By-Laws, 2006.*)”

One of the strategic needs of the Chamber is to “develop and make available the full continuum of business development support services, initiatives, and strategies to its member businesses...” The goals established to meet these needs include developing a marketing strategy (*YS Strategic Plan, 2006.*)

The intent of this research is to provide relevant data and analysis to inform and enhance development of a market strategy in support of the mission, core values, targeted strategies and goals of the Yellow Springs Chamber of Commerce. The survey instrument design included quantitative and qualitative questions gathered from a random sampling of out-of-town visitors in the downtown business district of Yellow Springs.

### **Purpose of Study**

The purpose of this study was to gather data from out-of-town visitors to Yellow Springs in order to help inform and support effective strategies to increase revenue by identifying potential niche markets for the downtown business district served by the Yellow Springs Chamber of Commerce. This study occurred during a portion of the winter holiday season, a critical time of year for retail businesses. Three questions guided this research:

1. Who are the people who visit Yellow Springs?
2. How did they hear about the Village?
3. Why did they come?

### **Selection of the Sample and Demographic Data**

The Chamber was interested in gathering visitor data distinct from the Yellow Springs Bi-Annual Street Fair, which generates thousands of visitors one day in the spring and one day in the fall. In addition, the Chamber was interested in data collection during the winter holiday season. The sample group for this survey was out-of-town visitors to the YS downtown business district from November 6-December 7, 2007.

### **Significance of the Study**

The significance of this study is to provide the Chamber with current and updated information in order to help build market strategies to increase visitors to Yellow Springs.

It also provides data for a portion of the winter holiday season, a critical time of year for retailers.

This study is the direct result of a collaborative project between the researcher, a current

student at Antioch McGregor, and the Yellow Springs Chamber of Commerce. It is an example of integrating the McGregor classroom into the local business community, and vice versa.

The Yellow Springs Chamber of Commerce will receive a copy of this study, and a customized edited version made available to participating businesses.

### **Assumption of the Study**

The researcher assumes the survey respondents answered the questions honestly.

### **Limitations of the Study**

- This study did not collect data regarding ethnicity of respondents.
- This research occurred between the winter pre-holiday and post-Thanksgiving season, a time when weather affects out-of-town attendance. Bad weather can keep people away.
- In spite of weather, this time of year may generate a higher-than-average increase in number of non-resident visitors over other seasons. However, year-round data for out-of-town visitors is not available at this time.
- The respondents are self-selected by the fact they are already visiting Yellow Springs.

### **Definition of Terms**

<b><i>Chamber</i></b>	<i>Yellow Springs Chamber of Commerce.</i>
<b><i>Core values</i></b>	<i>Values identified, recognized, and embraced by the Yellow Springs Chamber of Commerce as the foundation to support its mission.</i>
<b><i>Downtown</i></b>	<i>Central location of Yellow Springs retail businesses, covering a square of two blocks.</i>
<b><i>Out-of-Town</i></b>	<i>Non-residents of the Village of Yellow Springs.</i>

<b><i>Winter holiday season</i></b>	<i>The time of year when people shop for Christmas and Hanukkah celebrations. Most retail businesses make a significant portion of their year's revenue during this time, which traditionally begins the day after Thanksgiving.</i>
<b><i>Village</i></b>	<i>Village of Yellow Springs.</i>
<b><i>YS</i></b>	<i>Village of Yellow Springs.</i>

### **Organization of the Study**

The organization for the remainder of this study provides a review of available literature addressing its purpose, methodology and design, presentation and analysis of data, and summary of the researcher's conclusions and recommendations.

## CHAPTER TWO

### Review of Literature

#### Introduction

The Village of Yellow Springs is facing trends familiar to other small towns and villages in Ohio (Error! Hyperlink reference not valid.of *Living Study*, 2007.). The YS population is aging, less diverse and smaller. A series of economic forums to address these concerns were held in 2004-2005, sponsored by the Yellow Springs Men's Group, and so the Community Information Project (CIP) was born (*CIP Executive Summary*, 2007.)

The goal of the CIP is attracting people to visit, live, study, and build businesses in the Village and by doing so, reverse the challenging trends facing YS today. In 2005, the CIP implemented the *Planning Considerations and Criteria* project plan to do just this. One of the key components of this plan is attracting visitors to the Village, some of whom will emerge as the future residents, homeowners and entrepreneurs of Yellow Springs (Error! Hyperlink reference not valid.*Planning Considerations*, 2007.)

The Yellow Springs Chamber of Commerce plays a critical role in the success of this plan as the membership organization for local businesses and organizations. These establishments attract out-of-town visitors. A thriving downtown filled with people enjoying themselves as they stroll through shops making their purchases, or eating a meal at one of the local restaurants, generates a special vitality. This vitality translates to prosperity, and spreads throughout the community.

The Chamber has been through a series of growing pains. The primary focus of the organization in earlier years was the coordination of the Yellow Springs Street Fair. However, in 2005, the Chamber reorganized to address the growing needs of the organization and its

members. The by-laws were updated, new strategic plans developed, and new marketing campaigns implemented (Error! Hyperlink reference not valid., 2006.) There is little research literature available that specifically addresses the research questions of this study, but below is a review of what currently exists.

### **Review of the Literature**

The Community Information Project Advisory Committee (CIPAC) of The Yellow Springs Men's Group sponsored a research study in 2005 by Wright State University's Center for Urban and Public Affairs to examine what people living outside the Village think of Yellow Springs.<sup>1</sup>

The *Yellow Springs External Perception Study* was created to collect data from "Miami Valley residents about their choices for housing, shopping, recreation, and jobs (*Yellow Springs External Perception Survey, 2007.*)" This study was a random digit-dialed telephone survey of people living within a 15-miles radius around Yellow Springs. This 15-mile radius was chosen under the hypothesis these communities have knowledge of Yellow Springs. The survey was conducted from June 14-July 15, 2005, and resulted in 534 respondents. The survey conclusion was outside of Greene County, where the Village resides, little is known about the Village of Yellow Springs, except for its surrounding natural resources.

The general conclusion of the survey is that Yellow Springs is not a major resource for education, housing, job opportunities and shopping because respondents did not have a great deal of knowledge of what Yellow Springs has to offer (*Yellow Springs External Perception Survey, 2007.*)

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<sup>1</sup> The Yellow Springs Men's Group was organized in 1993 by retired Police Chief James A. McKee, now deceased. The goal of this organization is to carry out research and education, and its membership includes nearly forty men and women. (*YS Men's Group History, 2007.*)

The CIP Planning Considerations and Criteria (PCC) group spent four months during the summer of 2005 developing a plan to attract more visitors, residents, students, and employers to the Village. The key element to meeting this objective is to attract visitors (*CIP Executive Summary*, 2007.) One of the outcomes from the PCC members was the identification of the following niche markets (*CIP Planning Considerations*, 2007):

- *Innovative/alternative education and diversity* - Village offers diversity of social and educational opportunities.
- *Cultural creatives/innovators* - Village values cultural and intellectual pursuits and are a community of artists, art lovers, scientists, entrepreneurs, etc.
- *Mainstream consumers of small/special experiences* - Village is the home of unique shops, restaurants, natural resources, and highly qualified physical and mental health practitioners.
- *People with strong local ties* - Village attracts many who return to live in it, such as local alumni, adults who grew up in the Village, and previous residents.
- *Social/political activities* - Village values alternative lifestyles, diversity, and residents who advocate for their beliefs.
- *Lifelong learners* - Village is a rich community of adults continuing pursuit of knowledge and a connection to the world.
- *Outdoor/nature recreators* - Village has excellent natural resources, such as Glen Helen, Clifton Gorge, John Bryant State Park, and the Little Miami Bike Path.
- *Healthy Lifestyles* - Village is a health-conscious community with large number of practitioners of natural and alternative medicine, and offers a variety of indoor/outdoor recreational opportunities.

While the above is a rich source of information, specific empirical data capturing visitor data is limited to two recent Street Fair surveys. The Community Information Project's *Visitor Data Survey* was designed to determine why visitors come to Yellow Springs. "The data was gathered from a random sampling of people interviewed" on May 24, 26, 27 and June 9. Thirty-one people were interviewed, twenty-five of whom were interviewed during the Yellow Springs Street Fair. According to the report's conclusion, the "overwhelming response to the question, 'Why do you visit Yellow Springs' was because of the casual, laid-back atmosphere, accepting environment, and the alternative lifestyles (Kuhns, 2007.)

The CIP sponsored another visitor survey for this year's Fall 2007 Street Fair. The report on this study is not available at this time. A questionnaire was developed to gather empirical data specific to the Street Fair venue. However, both of these surveys focus on the Street Fair venue, not on daily out-of-town visitors.

All the above-mentioned information and studies contributed to the development and design of the *Yellow Springs 2007 Out-of-Town Visitor Survey*.

## **CHAPTER THREE**

### **Methodology and Design**

#### **Research Design**

An anonymous questionnaire was developed for this research study to survey out-of-town visitors to Yellow Springs. There were twelve questions, ten of which were designed to gather quantitative data, and two for qualitative data. This model was chosen to gather empirical data regarding who visits Yellow Springs, what attracts them to visit the Village, and how they heard about it. Qualitative data provided depth in understanding the experience of the visit.

#### **Selection of Population and Sample**

The researcher met with the YS Chamber of Commerce to identify potential areas of research needs. The Chamber expressed a desire to learn more about out-of-town visitors, separate from data collected during the YS Street Fair, which is a separate venue. The Chamber was also interested in learning about visitors to the Village during the winter holiday season of November and December. These requests fit well into the researcher's fall class calendar, and so the needs of the researcher and the Chamber were mutually beneficial.

## Variables

### **Dependent Variables**

*Responses to survey questions*

City, state

### **Independent Variables**

*Date*

Date survey completed

*Gender*

Male, female

*Age*

Under 21, 21-30, 31-40, 41-50, 51-59, 60+

*Household income*

Under \$30, \$30-39, \$40-49, \$50-59, \$60-69, \$70+

*Reason for visit*

Local retail shops, local restaurants, local art galleries, live music, Antioch McGregor, Antioch College, Glen Helen, John Bryant State Park, Clifton Gorge, Little Miami Bike Path, business/work, visiting family, visiting friends, special events, other

*How often visit ?*

First time, daily, weekly, monthly, rarely, other

*How did visitor hear about YS?*

Work, friends, family, former resident, radio, TV/newspaper/magazine, website, Antioch McGregor, Antioch College, Antioch School, K-12 open enrollment, word-of-mouth, other

*Categories of interest*

Cultural creatives/innovators, innovative/alternative education, diversity, social/political activists, life-long learners, outdoor/nature recreation, healthy lifestyles, none

*Recommend YS to others*

Yes, No

*General Impression*

One/two word narrative

*Additional comments*

Narrative

### **Instrumentation**

This research study was designed to provide data to support the market strategies of the Chamber. The survey questionnaire was developed through conversations with Karen Wintrow, President, and Ellen Hoover, Secretary, of the Yellow Springs Chamber of Commerce Board Executive Committee. In addition, student colleagues in the researcher's *Social Research Methods* class, and the professor, Dr. Paul Lucas, critiqued the questionnaire.

Review of research literature aided in better understanding and identifying the importance of including niche markets in the survey instrument, as well as detailed categories regarding the purpose and sources of the visit.

### **Procedures for Data Collection**

The survey lasted from November 6-December 7, 2007, with surveys collected on twenty-five days during this period. The researcher set up a table outside on the sidewalk to gather surveys from visitors on the weekends. In addition, the researcher made a personal visit to each of forty downtown businesses asking for their participation in this project. It was clearly communicated this was a collaboration between the researcher as a current student at Antioch McGregor, and the Chamber of Commerce. (The researcher also made it a point to mention this was a specific project for her *Social Research Methods* class.) The researcher informed each business of the availability of an individual customer profile to all who participated in the project. Coding the surveys made this possible.

These were actions taken to insure a higher number of responses, as well as provide businesses with market data specific to their stores. It also expanded the project to include weekdays, as well as weekends. Thirty out of the forty (75%) downtown businesses chose to participate in this project. Out of these thirty businesses, 22 (73%) collected surveys

Each participant received a packet, which included a cover letter explaining the purpose of the project, and identifying the researcher as a village resident of thirty years, and a current McGregor student. The researcher provided contact information, and a reminder of a weekly Friday pickup day for completed surveys.

Along with this cover letter, the packet included coded blank surveys, and a file folder to hold completed surveys. A large clear plastic folder held all these items in one place, making it easier for businesses to manage the survey process. The plastic folder was left as a small gift after the survey ended.

The researcher made sure to vary the location of the outside survey table each week instead of setting up at one spot the entire duration of the project. The researcher also spent one weekend collecting surveys at the Glen Helen Building during its *Annual Nature Arts and Crafts Show*.

Each business was reminded to ask participants if they were from out-of-town, as well as assure they did not fill out the survey some other place.

Four hundred surveys were distributed with 133 surveys completed for a response rate of 33%. Out of these 133 surveys, 35 (26%) were collected by the researcher, and 98 (74%) collected by businesses.

	<b>Total</b>	<b>Yield</b>
Researcher	35	26%
Business participants	98	74%
Total Surveys	133	100%

Thirty out of forty (75%) downtown businesses agreed to participate from which 22 (73%) collected surveys.

	<b>Total</b>	<b>Yield</b>
YS downtown business pool	40	
Business participants	30	75%
Participant surveys generated	22	73%

The participation of the YS downtown business district clearly made the difference for the high success rate of return for this study

### **Procedures for Data Analysis**

This research study was designed to provide data to support the market strategies of the Chamber. A questionnaire was developed and responses entered into a database and then imported into a spreadsheet. The data for each specific survey question was analyzed in a table format. There were a total of 63 fields and 133 respondents.

Quantitative data was analyzed by calculating totals and percentages within responses, as well as compared to entire survey response. Some questions had multiple options, and these tables include summaries for the total number of respondents checking one item, or multiple items, as well the total number of items checked. Qualitative data listed all narrative responses in a table format.

## **CHAPTER FOUR**

### **Presentation and Analysis of Data**

#### **Introduction**

This research study was designed to provide data to support the market strategies of the Chamber. It examines survey responses to ten quantitative and two qualitative questions. The survey captured 133 responses over twenty-five days during November 6-December 7, 2007. The researcher set up a table outside in the Yellow Springs downtown business district on weekends to gather surveys. In addition, thirty of the forty (75%) downtown businesses agreed to participate in this data collection, and 22 (73%) out of the thirty collected surveys. This participation rate of the YS downtown business district generated 74% of the total survey response. The researcher generated the remaining 26%. Time was invested beforehand to “meet and greet” each business owner, and a packet created and distributed to participants. Weekly pickups of surveys helped to maintain contact between researcher and businesses.

#### **Data Analysis**

The purpose of this study was to help the marketing efforts of the YS Chamber of Commerce by collecting information from out-of-town visitors. The Chamber wanted to know who visits Yellow Springs, how they heard about the Village, and what attracts them? The following tables provide insight into these questions. A copy of the survey instrument, and other important documents, are included in the appendices.

## QUANTITATIVE ANALYSIS OF SURVEY QUESTIONS

### **Question 1. Date**

The following summary is a cumulative total of date and days for out-of-town visitors. The data below was collected on 25 days between 11/6-12/7/07 for a total of 133 visitors. The day traffic is largest on Fridays (includes day of Thanksgiving), and Saturdays. Mondays are the weakest day. Refer to *Table 1.2 Visitors by Date* and *Table 1.3 Visitors by Weekday* for detailed analysis of this data.

**Table 1.1**  
**Cumulative Date and Day of Week**

<b>1. DATE</b>	<b>Respondents</b>	<b>% Total Respondents</b>
11/6-12/7/07	133	100%
Weekdays		
<i>Monday</i>	6	5%
<i>Tuesday</i>	14	11%
<i>Wednesday</i>	14	11%
<i>Thursday</i>	10	8%
<i>Friday</i>	35	26%
<i>Saturday</i>	40	30%
<i>Sunday</i>	14	11%
<b>Total Respondents</b>	<b>133</b>	<b>100%</b>

**Table 1.2**  
**Visitors by Date**

<b>Date</b>	<b>Number of Visitors</b>	<b>Percentage</b>
11/6	1	1%
11/8	4	3%
11/9	11	8%
11/10	24	18%
11/11	4	3%
11/12	2	2%
11/13	2	2%
11/14	6	5%
11/15	3	2%
11/16	4	3%
11/17	9	7%
11/18	3	2%
11/19	1	1%
11/20	9	7%
11/21	1	1%
11/23	17	13%
11/24	3	2%
11/25	7	5%
11/26	3	2%
11/27	2	2%
11/28	7	5%
11/29	3	2%
11/30	2	2%
12/1	4	3%
12/7	1	1%
<b>TOTAL</b>	<b>133</b>	<b>100%</b>

**Table 1.3**  
**Visitors by Weekday**

<b>WEEKDAY/DATE</b>	<b># VISITORS</b>	<b>Total # Day Visitors</b>	<b>% of Visitors</b>
<b>MONDAY</b>			
11/12	2		
11/19	1		
11/26	3	6	5%
<b>TUESDAY</b>			
11/6	1		
11/13	2		
11/20	9		
11/27	2	14	11%
<b>WEDNESDAY</b>			
11/14	6		
11/21	1		
11/28	7	14	11%
<b>THURSDAY</b>			
11/8	4		
11/15	3		
11/29	3	10	8%
<b>FRIDAY</b>			
11/9	11		
11/16	4		
11/23	17		
11/30	2		
12/7	1	35	26%
<b>SATURDAY</b>			
11/10	24		
11/17	9		
11/24	3		
12/1	4	40	30%
<b>SUNDAY</b>			
11/11	4		
11/18	3		
11/25	7	14	11%
<b>GRAND TOTAL</b>		133	100%

**Question 2. Gender**

There are 44 male (33%) and 89 female (67%) respondents.

**Table 2  
Gender**

<b>2. GENDER</b>	<b>Number</b>	<b>Percentage</b>
Male	44	33%
Female	89	67%
<b>Total</b>	<b>133</b>	<b>100%</b>

**Question 3. Location**

There are 130 respondents (98%) out of 133. 28 (22%) are from out-of-state and 102 (78%) are from Ohio.

**Table 3.1  
Location**

<b>3. Location Respondents</b>	<b>Location Count</b>	<b># Respondents</b>	<b>% Respondents</b>
Out-of-State	12	28	22%
Ohio	42	102	78%
<b>Total</b>	<b>64</b>	<b>130</b>	<b>100%</b>
<b>% of Total Survey Respondents</b>			<b>98%</b>

28 respondents (22%) are from twelve states. Refer to *Table 3.2 Out-of-State Visitor Data* for detailed analysis of respondents outside Ohio.

102 (78%) respondents are from 42 locations in Ohio. Beavercreek brings in the largest number of visitors at 11 (11%). Cincinnati and Springfield tie at nine (9%) visitors. Columbus and Dayton tie at seven (5%) visitors. These five cities represent 43 visitors (42%) out of the total 102 from Ohio. The remaining 59 visitors (58%) come from the other 37 cities, towns and villages in Ohio. Refer to *Table 3.3 Ohio Visitor Data* for detailed analysis of location for Ohio respondents.

**Table 3.2**  
**Out-of-State Visitor Data**

<b>Out-of-State Visitors</b>	<b>Location</b>	<b># Out-of-State Respondents</b>	<b>% Total Respondents</b>
San Diego	CA	1	
Santa Monica	CA	1	
Thousand Oaks	CA	1	
Ridgefield	CT	1	
Gulfport	FL	1	
Miami	FL	1	
Orlando	FL	1	
Atlanta	GA	1	
Marietta	GA	1	
Chicago	IL	1	
Indy	IN	1	
Seymour	IN	1	
Warren	IN	1	
Baltimore	MD	1	
Jessap	MD	1	
Maryland	MD	1	
Ann Arbor	MI	1	
Detroit	MI	1	
Detroit	MI	1	
Albuquerque	NM	1	
Cortlandt Manor	NY	1	
Cortlandt Manor	NY	1	
Rochester	NY	1	
Charlottesville	VA	1	
Charlottesville	VA	1	
Portsmout	VA	1	
Athens	WV	1	
Parkersburg	WV	1	
<b>Total Out-of-State</b>	<b>12</b>	<b>28</b>	<b>22%</b>

**Table 3.3**  
**Ohio Visitor Data**

<b>Ohio Visitors</b>	<b>Location</b>	<b># Ohio Respondents</b>	<b>% Ohio Respondents</b>
Beavercreek	45385		
Beavercreek	45431		
Beavercreek	45434		
Beavercreek	45434		
Beavercreek	45434		
Beavercreek	45440		
Beavercreek	45440		
Beavercreek	45442	11	11%

Ohio Visitors	Top Locations	# Ohio Respondents	% Ohio Respondents
Cincinnati	45103		
Cincinnati	45215		
Cincinnati	45220		
Cincinnati	45224		
Cincinnati	45242		
Cincinnati	45243		
Cincinnati	45243		
Cincinnati	45459		
Cincinnati	45506	9	9%
Springfield	45406		
Springfield	45502		
Springfield	45502		
Springfield	45502		
Springfield	45503		
Springfield	45504		
Springfield	45504		
Springfield	45504		
Springfield	45506	9	9%
Columbus	OH		
Columbus	43202		
Columbus	43210		
Columbus	43212		
Columbus	43228		
Columbus	43235		
Columbus	43215	7	7%
Dayton	OH		
Dayton	45419		
Dayton	45403		
Dayton	45417		
Dayton	45419		
Dayton	45420		
Dayton	45458	7	7%
<b>Subtotal</b>	<b>5</b>	<b>43</b>	<b>42%</b>

Ohio Visitors	Other Locations	# Ohio Respondents	% Ohio Respondents
Xenia	OH		
Xenia	45325		
Xenia	45385		
Xenia	45385	4	4%
Kenton	43326		
Kenton	43326		
Kenton	43326	3	3%

<b>Ohio Visitors</b>	<b>Other Locations</b>	<b># Ohio Respondents</b>	<b>% Ohio Respondents</b>
Kettering	45409		
Kettering	45409		
Kettering	45419	3	3%
Oxford	45046		
Oxford	45056		
Oxford	45056	3	3%
Blue Springs	64014		
Blue Springs	64014	2	2%
Chillicothe	45601		
Chillicothe	45644	2	2%
Cleveland	OH		
Cleveland	44114	2	2%
Fairborn	45324		
Fairborn	45324	2	2%
Huber Heights	45424		
Huber Heights	45424	2	2%
Lebanon	45036		
Lebanon	45036	2	2%
Miamisburg	45342		
Miamisburg	45342	2	2%
Portsmouth	OH		
Portsmouth	45662	2	2%
Tipp City	45371		
Tipp City	45371	2	2%
Troy	45373		
Troy	45373	2	2%
Blacklick	OH	1	1%
Canton	44721	1	1%
Cedarville	45314	1	1%
Connersville	47331	1	1%
Hillsboro	451323	1	1%

<b>Ohio Visitors</b>	<b>Other Locations</b>	<b># Ohio Respondents</b>	<b>% Ohio Respondents</b>
Kent	OH	1	1%
Lancaster	43130	1	1%
Lewisburg	45338	1	1%
New Carlisle	45344	1	1%
Northfield	44067	1	1%
Perrysburg	43551	1	1%
Rockbridge	43149	1	1%
South Charleston	45368	1	1%
Springboro	45066	1	1%
Tiffin	OH	1	1%
Toledo	43614	1	1%
Urbana	43078	1	1%
West Carrollton	45449	1	1%
West Chester	45069	1	1%
Westlake	44145	1	1%
Wilmington	45177	1	1%
Youngstown	44509	1	1%
<b>Subtotal</b>	<b>37</b>	<b>59</b>	<b>58%</b>
<b>Total Ohio</b>	<b>42</b>	<b>102</b>	<b>100%</b>
<b>TOTAL OUT-OF-STATE AND OHIO</b>	<b>TOTAL COUNT LOCATION</b>	<b>TOTAL # RESPONDENTS</b>	<b>TOTAL % RESPONDENTS</b>
Out-of-State	12	28	22%
Ohio	42	102	78%
<b>TOTAL</b>	<b>54</b>	<b>130</b>	<b>100%</b>

**Question 4. Age**

There are 130 respondents (97%) out of 133. 40 respondents (31%) are 30 and under, 44 respondents are between 31-50 (34%) and 46 respondents (35%) are 50 and above.

**Table 4**  
**Age**

<b>4. Age Respondents</b>	<b># Respondents</b>	<b>Percentage</b>
Under 21	14	11%
21-30	26	20%
31-40	17	13%
41-50	27	21%
51-59	31	24%
60+	15	12%
<b>Total Age Respondents</b>	<b>130</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>97%</b>

**Question 5. Income**

There are 109 respondents (82%) out of 133 (income increments/\$1,000.) 66 respondents (60%) are \$50 and above, 26 (24%) respondents are \$30-\$49, and 17 (16%) respondents under \$30.

**Table 5**  
**Income**

<b>5. Income</b>	<b># Respondents</b>	<b>Percentage</b>
Under \$30	17	16%
\$30-49	12	11%
\$40-49	14	13%
\$50-59	10	9%
\$60-69	13	12%
\$70+	43	39%
<b>Total Income Respondents</b>	<b>109</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>82%</b>

**Question 6. Why are you visiting Yellow Springs today?**

There are 127 respondents (95%) out of 133. A total of 304 items were marked. 81 respondents (64%) marked more than one option, while 46 respondents (36%) selected only one item. A summary of responses includes:

- 191 (63%) for local retail shops, restaurants, art galleries and music (shopping/entertainment),
- 8 (2%) for Antioch McGregor and Antioch College (educational),
- 59 (20%) for Glen Helen, John Bryant State Park, Clifton Gorge and the Little Miami Bike Path (outdoor/recreational),
- 10 (3%) for business/work,
- 36 (12%) for family and friends

**Table 6.1**  
**Purpose of Visit**

<b>6. Purpose of Visit (Multiple Options)</b>	<b>Response</b>	<b>Percentage</b>
Local Retail Shops	88	29%
Local Restaurants	65	21%
Local Art Galleries	29	10%
Live Music	9	3%
Antioch McGregor	4	1%
Antioch College	4	1%
Glen Helen	25	8%
John Bryant State Park	14	5%
Clifton Gorge	14	5%
Bike Path	6	2%
Business/work	10	3%
Family	22	7%
Friends	14	5%
Total items checked	304	100%
<b>Options</b>		
Total respondents checking multiple items	81	64%
Total respondents checking one item	46	36%
<b>Total Respondents</b>	<b>127</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>95%</b>

See Table 6.2 Purpose of Visit-Special Events and Table 6.3 Purpose of Visit-Other under **Qualitative Analysis** for respondents' comments.

**Question 7. How often do you visit Yellow Springs?**

There are 107 respondents (80%) out of 133. 24 respondents (22%) are first time visitors. 33 respondents (31%) rarely visit, and 50 respondents (47%) are repeat visitors.

**Table 7.1**  
**How often visit Yellow Springs**

<b>7. How Often Visit</b>	<b>Response</b>	<b>Percentage</b>
First time	24	22%
Daily	3	3%
Weekly	19	18%
Monthly	28	26%
Rarely	33	31%
<b>Total Visit Respondents</b>	<b>107</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>80%</b>

See Table 7.2 *How Often Visit-Other* under **Qualitative Analysis** for respondents' comments.

**Question 8. How did you hear about Yellow Springs?**

There are 106 respondents (80%) out of 133. A total of 157 items were marked. 73 respondents (69%) checked one item, and 33 (31%) checked multiple items. A summary of responses includes:

- 114 (73%) work, friends, family, and former residents (previous connection),
- 12 (8%) radio, TV/newspaper/magazine, and website (advertising)),
- 12 (8%) Antioch McGregor, Antioch College, Antioch School, and K-12 open enrollment (educational opportunities), and
- 19 (12%) word-of-mouth.

**Table 8.1**  
**How visitors heard about Yellow Springs**

<b>8. How heard about YS (Multiple Options)</b>	<b>Response</b>	<b>Percentage</b>
Work	11	7%
Friends	61	39%
Family	31	20%
Former resident	11	7%
Radio	2	1%
TV/newspaper/magazine	4	3%
Website	6	4%
Antioch McGregor	5	3%
Antioch College	4	3%
Antioch School	2	1%
K-12 Open Enroll	1	1%

<b>8. How heard about YS (Multiple Options)</b>	<b>Response</b>	<b>Percentage</b>
Word-of-mouth	19	12%
Total items checked	157	100%
<b>Options</b>		
Total respondents checking multiple items	33	31%
Total respondents checking one item	73	69%
<b>Total Respondents</b>	<b>106</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>80%</b>

See Table 8.2 *Heard about Yellow Springs-Other* under **Qualitative Analysis** for respondents' comments.

**Question 9. Do any of the following categories interest you?**

There are a total of 120 respondents (90%) out of 133. A total of 451 items were marked. 20 respondents (17%) checked only one item, and 100 respondents (83%) checked multiple items. The top choices are outdoor/nature recreation with 95 respondents (21%), healthy lifestyles and cultural creatives/innovators, both with 75 (17%) respondents, diversity with 70 (16%) respondents, and life-long learners with 53 respondents (12%).

**Table 9**  
**Categories of Interest**

<b>9. Categories of Interest (Multiple Options)</b>	<b>Response</b>	<b>Percentage</b>
Cultural creatives/innovators	75	17%
Innovative/alternative education	36	8%
Diversity	70	16%
Social/political activists	43	10%
Life-long Learners	53	12%
Outdoor/nature recreation	95	21%
Healthy lifestyles	75	17%
None	4	1%
Total items checked	451	100%
<b>Options</b>		
Total respondents checking multiple items	100	83%
Total respondents checking one item	20	17%
<b>Total Respondents</b>	<b>120</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>90%</b>

**Question 10. Would you recommend others visit Yellow Springs?**

There are 130 respondents (98%) out of 133. 100% recommend others visit Yellow Springs.

**Table 10**  
**Recommend visit to Yellow Springs**

<b>10. Recommend Visit to Others</b>	<b>Response</b>	<b>Percentage</b>
Yes	130	100%
No	0	0%
<b>Total Recommend Respondents</b>	<b>130</b>	<b>100%</b>
<b>% Total Survey Respondents</b>		<b>98%</b>

## QUALITATIVE ANALYSIS

Comments are gathered for the following questions:

### **6. Why are you visiting Yellow Springs today?**

- *Special Events (please describe)*
- *Other*

Visitors come to Yellow Springs for special events and activities, such as the Yellow Springs Street Fair, the Glen Helen Nature Arts & Crafts show, and an annual yoga workshop. Holidays also attract visitors, such as Thanksgiving, and the local community atmosphere also brings in visitors. Visitors come to the Yellow Springs for its open and diverse atmosphere. Again, unique shops, outdoor/recreation opportunities, and places, such as the downtown Senior Center attract them.

**Table 6.2**  
**Purpose of Visit-Special Events**

<b>Purpose of Visit-Special Events</b>
Farmers Market
Festivals
Glen Helen Nature Arts & Crafts Show
Glen Helen Nature Arts & Crafts Show
Street Fair
Street Fair Rocks
street fair, local personality
Street Festival
Thanksgiving
Thanksgiving
Thanksgiving
Thanksgiving
Thanksgiving Celebration (Early)
Yoga Workshop
Yoga Workshop
Yoga Workshop

**Table 6.3**  
**Purpose of Visit- Other**

Purpose of Visit-Other
Bike repair
Driving through
Gay Open Life Style
Glass from glass studio
Look at people
Pick up furniture
Senior Center
Senior Center
Shopping
Unique YS Shops
Young's Dairy

**7. How often do you visit Yellow Springs?**

• *Other*

Some visitors come to Yellow Springs two or three times a year within one year, others two three months within a year. Others visit annually. One visitor came for business. (Data below is not calculated in **Quantitative Analysis**.)

**Table 7.2**  
**How Often Visit-Other**

How Often Visit-Other
2 or 3 times a year
2 or 3 times a year
2nd time
2nd time - last time in 1974!
2x/year for 5 days each
3X a year
3x/year
5 times a year
Annually
Approx. Every 2 months
Average 2 a month
Business here
Every 3 months, summer every week
Every few months
Every few months
Every few years

How Often Visit-Other
Every two weeks
Few times a week
Few times a year
Four times/year
I plan on visiting quarterly at least
Once a year
Once a year
Spec. Occasion visit family in Dayton
Twice a year
Yearly
Yearly, bi-yearly

### 8. How did you hear about Yellow Springs?

- *Other*

Visitors heard about Yellow Springs through the outdoor/recreation opportunities, special events, local community individuals, and other area universities and colleges.

**Table 8.2**  
**Heard about Yellow Springs-Other**

Heard about Yellow Springs-Other
Always knew
Bicycle Ride
Bikeway
Came here as youth
Came here previously to roller-blade on bike trail
Cycling
Flyer at hotel in Cedarville
From Patricia Schneider about 21 years ago, for Angela & Victor's 1st yoga retreat here
Furniture maker
Grew up in Springfield
Grew up in Xenia
Have been coming here for forty years
Doctor
Pam Schneider
Used to live in Springfield
Visited restaurant & found Bonadies
Went to WSU
Wittenberg '78
Workshop
Yoga ad

### **11. What is your general impression of Yellow Springs?**

Visitors have a strong and emotional positive experience. Yellow Springs is a place many treasure. There was a concern expressed about “lots of hippies and drugs”, but this one respondent still recommended others visit Yellow Springs.

**Table 11**  
**General Impressions of Yellow Springs**

<b>11. General impression comments</b>
A close-knit community, progressive
A nice hide-away from the mainstream norm
Absolutely wonderful
Adorable
Ahead of other areas
Amazing
Amazing, peaceful
Artsy
Artsy & healthy
Awesome
Awesome
Awesome
Awesome
Be Here Now
Beautiful, cultural
Blast from the 60's past
Breathtaking, beautiful
Campy college town
Colorful, calm
Completely relaxing and free
Consciously aware, freedom to grow
Creative
Cultural diversity
Dave Chappelle
Different
Different but great
Diverse
Diverse and quirky
Earthly, beautiful landscapes
Eclectic

<b>11. General impression comments</b>
Eclectic, fun
Eclectic, happy "homey"
Eclectic, diverse, refreshing
Enjoy people
Enjoyable
Excellent restaurant the Winds
Fabulous
Fabulous people
Family oriented
Fantastic
Fantastic!
Fascinating shopping
Friendly
Fun
Fun
Fun, awesome, eclectic
Fun, friendly, different and weird people
Fun, interesting
Good and interesting
Good, friendly
Great
Great
Great - local artisans, unique shops
Great place to live or visit
Great, could be sustainable
Great, different shops
Green, diverse
Has a Seattle, WA feel to it
I grew up here
I hope it lasts
I like it here.
I love it
I love Yellow Springs, would live here.
I want to live here!
Interesting
Interesting, unique
Interesting, unique
It is an oasis in a cruel world
Laid back

11. General impression comments
Liberal
Little Berkeley
Lively
Local, friendly
Lots of hippies and drugs, I feel uncomfortable
Love it
Love it
Love it
Love it
Love it so much
Love it. Always feel at home.
Lovely place, great respite from urban environment
Needed, fun
Needs help
Nice
Nice little town fighting commercialism
Nice people, nice stores, good food
Nice town
Nice, fun to look around
Open and friendly
Open, friendly
Peaceful
Peaceful & friendly
Pretty & quiet
Quaint & interesting
Really cool
Recommend Wind's Restaurant
Refreshing
Relaxing, laidback
Slow, friendly
Terrific
The "Bomb"
Unique
Unique
Unique
Unique and accepting
Unique creative
Unique, artsy
Very cool

11. General impression comments
Very diverse
Very hip
Very very warm (figuratively speaking)
Vibrant downtown, is good
Warm & interesting
Warm, friendly, family-oriented
Wonderful
Wonderful
Wonderful and fun - love it here
Wonderful, unique
Wonderful, very East Coast & reminds me of Vermont

## 12. Additional comments/observations

**Table 12**  
**Additional Comments/Observations**

12. Additional Comments/Observations
A fun place to be
Ahead of other areas in environmental, political and social issues
Beautiful college town, neat shops and restaurants
Husband is the former resident
Interested in old stuff
Interesting
Keep Antioch open
I can't tell you how much I love Yellow Springs. Whenever anyone comes from out of town, I bring them here if they've never been. We are planning and possibly moving here sometime between now and summer, hopefully!
Loss of Antioch would change the whole culture of the village
Lovely shops, reasonable prices, unique & funky gifts
McGregor Graduate
One of the few "kind" places left on earth.
Visit 2 or 3 times a year
We need to teach more people about invasive plants
Yellow Springs keeps me grounded with my chaotic life

### **Summary**

The quantitative data from this study provides insight into who visits Yellow Springs by looking at the age, gender, and income bracket of respondents, in addition to identifying their areas of interest. The data regarding the date of the visit provides information by respondents of peak visit days and dates. The city and zip data provide information about where respondents come from and how far they are willing to travel. How often people visit YS and what attracts them is also reflected in the data, as well as how visitors heard about the village.

The qualitative data of comments and observations by respondents provide a deeper understanding of the experience of the visit. The combination of this data is a start in building an out-of-town visitor profile, which can help in marketing strategies and efforts by the Chamber to attract more visitors. A summary of this data, and the conclusions and recommendations by the researcher, is available in the following Chapter Five.

## CHAPTER FIVE

### Summary, Conclusions, and Recommendations

#### Summary

This research study was conducted to support the marketing strategies of the Yellow Springs Chamber of Commerce. A questionnaire was designed to collect quantitative and qualitative data from out-of-town visitors from 11/06/07-12/07/07. Thirty downtown businesses participated in collecting surveys, as well as the researcher. This data identifies who visits YS, why they visit, and how they heard about the village. The questionnaire included ten quantitative and two qualitative questions to capture empirical and anecdotal data.

#### Overview of Findings

##### Quantitative Data

##### Research Questions

##### Research question one:

Date

##### Results:

There were 133 respondents and the data confirms out-of-town traffic is highest on Friday and Saturday. Monday and Thursday appear to be the slowest days, while the middle of the week, Tuesday and Wednesday, has moderate visitors. This survey data was collected at the beginning of the holiday season, and the Friday after Thanksgiving generated the highest volume of visitors for Fridays during the length of this study. However, the Saturday following Thanksgiving was low, and Sundays fared poorly.

It is interesting to note that almost as many visitors came to town on Friday, November 9 (11), as did those who came on Friday, November 23 (17). Even more important, Saturday, November 10, drew the highest number of visitors (24) for the entire survey period.

**Research question two:**

Gender

**Results:**

More women than men came to visit Yellow Springs. There were 130 respondents, 89 (67%) women and 44 (33%) men.

**Research question three:**

Location

**Results:**

The majority of the 130 respondents (78%) came from Ohio with the highest clusters from five locations, Beavercreek, Cincinnati, Springfield, Columbus and Dayton. It was beyond the scope of this study to breakdown the location zip codes according to suburban clusters in these areas. However, while 78% came from Ohio, the remaining 22% were from out-of-state.

**Research question four:**

Age

**Results:**

Age ranges for the 130 respondents show a fairly even distribution, with 31% under 30, 34% between the ages of 31-50, and 35% were age 50 and above.

**Research question five:**

Income

**Results:**

There were 109 (82%) respondents who answered this question. 66 respondents (60%) identified themselves with incomes \$50K and above, and out of this group, 43 respondents are in the \$70K and above bracket. The second largest group was 26 visitors (24%) whose income bracket is \$30K-\$49K. Finally, 17 respondents (16%) are in the income bracket below \$30K.

**Research question six:**

Why are you visiting Yellow Springs today?

**Results:**

There were a total of 127 respondents who checked 304 items. 81 respondents (64%) marked more than one option, and 46 respondents (36%) selected only one item. A summary of this data is below:

- 191 (63%) for local retail shops, restaurants, art galleries and music (shopping/entertainment),
- 8 (2%) for Antioch McGregor and Antioch College (educational),
- 59 (20%) for Glen Helen, John Bryant State Park, Clifton Gorge and the Little Miami Bike Path (outdoor/recreational),
- 10 (3%) for business/work,
- 36 (12%) for family and friends

This analysis only provides a total breakdown of items for all respondents, including those who selected multiple items, and those who selected only one. Refer to survey raw data spreadsheet for more detail.

**Research question seven:**

How often do you visit Yellow Springs?

**Results:**

Out of 107 respondents (80%), 24 (22%) identified themselves as first time visitors. 50 respondents were repeat (47%) visitors, and 33 (31%) rarely visit.

**Research question eight:**

How did you hear about Yellow Springs?

**Results:**

There are 106 respondents (80%) out of 133. A total of 157 items were marked. 73 respondents (69%) checked one item, and 33 (31%) checked multiple items. Below is a summary of responses:

- 114 (73%) work, friends, family, and former residents (previous connection),
- 12 (8%) radio, TV/newspaper/magazine, and website (advertising),
- 12 (8%) Antioch McGregor, Antioch College, Antioch School, and K-12 open enrollment (educational opportunities), and
- 19 (12%) word-of-mouth.

This analysis only provides a total breakdown of items for all respondents, including those who selected multiple items, and those who selected only one. Refer to survey raw data spreadsheet for more detail.

**Research question nine:**

Do any of the following categories interest you?

**Results:**

There are a total of 120 respondents (90%) out of 133. A total of 451 items were marked. 20 respondents (17%) checked only one item, and 100 respondents (83%) checked multiple items. The top choices are outdoor/nature recreation with 95 respondents (21%), healthy lifestyles and cultural creatives/innovators, both with 75 (17%) respondents, diversity with 70 (16%) respondents, and life-long learners with 53 respondents (12%).

This analysis only provides a total breakdown of items for all respondents, including those who selected multiple items, and those who selected only one. Refer to raw data spreadsheet for more detail.

**Research question ten:**

Would you recommend others visit Yellow Springs?

**Results:**

100% of the 130 respondents would recommend others to visit the village.

## **Overview of Findings**

### **Qualitative Data**

#### **Research question six:**

Why are you visiting Yellow Springs today? Special Events (please describe)

#### **Results:**

Visitors come to special events, such as the Farmers Market, the Street Fair, to the annual Glen Helen Nature Arts & Crafts Show, and to attend a week-long yoga workshop. They also are in the area to celebrate Thanksgiving.

#### **Research question six:**

Why are you visiting Yellow Springs today? Other (comments)

#### **Results:**

People come to YS to get their bike fixed, or go shopping. Some visit the Senior Center downtown, or pick up furniture from a local furniture builder. Others come for the culture and personality of the village.

#### **Research question seven:**

How often do you visit Yellow Springs? Other (comments)

#### **Results:**

Some respondents chose to use this option instead of marking a specific visit category. This data is not incorporated into the empirical data. Several visitors come two or three times a year, some once a year, some every other year. Some have business to do in the village while others visit a couple of times a month.

#### **Research question eight:**

How did you hear about Yellow Springs? Other

#### **Results:**

Some people learn about the village through the bike path, others grew up in the surrounding area, some came when they were younger adults. Others come for special workshops, such as the yoga workshop. Some went to other colleges in the area, such as Wright State University and Wittenberg.

#### **Research question eleven:**

What is your general impression of Yellow Springs?

#### **Results:**

Yellow Springs leaves a strong and positive impression upon visitors from out-of-town. It is a place described as “eclectic, diverse, breathtaking and beautiful, colorful, consciously aware, creative, fun, friendly, interesting, a great place to live and visit” with “great, unique and interesting” shops and restaurants. Others describe YS as an “oasis from the world, laid back, diverse, liberal, open and friendly, peaceful, refreshing, terrific, unique and accepting.” Many write “love it” when answering this question. Clearly, the experience of the village culture and personality, natural resources, and downtown businesses leave a strong impression upon visitors.

**Research question twelve:**

Additional Comments/Observations

**Results:**

One respondent said “ahead of other areas in environmental, political and social issues.” Another writes “Yellow Springs keeps me grounded with my chaotic life.” Yet, another states, “a beautiful college town, neat shops and restaurants.” The potential loss of Antioch College is mentioned by one who writes, “Loss of Antioch would change the whole culture of the village.” Another respondent writes of being an Antioch McGregor graduate. Finally, one enthusiastic respondent commented, “I can’t tell you how much I love Yellow Springs. Whenever anyone comes from out of town, I bring them here if they’ve never been. We are planning and possibly moving here sometime between now and summer, hopefully!”

**Discussion and Implications**

This research study collected data from out-of-town visitors to the village outside of the Street Fair venue. There is currently no historical data of this type available at this time for comparison. The successful rate of return for the 133 surveys can be directly attributed to the participation of the downtown business district. The willingness and enthusiasm on the part of these businesses to participate in such a study is impressive and powerful.

However, not all businesses can accommodate a survey instrument of this design since their business is fast with people moving through quickly, counter space limited, and customer contact short. A survey on a table is not effective. A self-mailing postcard is easier for business owners and workers to manage. These can be inserted into the packages of customers. While the return rate drops through this process, a higher number of surveys are distributed. However, this means someone needs to process and analyze the data. A survey instrument on the website of the Yellow Springs Chamber of Commerce can provide another option for collecting data.

One conclusion which seems to stand out is the absolute positive response of visitors to the *experience* of the village. This is strongly indicated in visitor comments and observations. In addition, the interest categories generated an equally strong response. Outdoor/nature recreation was the top-rated interest, with 95 respondents. Healthy lifestyles and cultural

creatives/innovators tied for second-place with 75 respondents each. Diversity was close, with 70 respondents. Life-long learners drew 50 respondents. When people come to the village, they love the shops and the restaurants, and the word “unique” is frequently used to describe the downtown businesses.

The researcher believes there is great potential in providing workshops and seminars which focus on these interest categories. These will bring larger groups of people to the village at one time. While here, they will spend money in the downtown district. They will shop for themselves, their families, children and grandchildren. They will eat breakfast, lunch and dinner in the village. They will enjoy local evening entertainment, whether at a local club, tavern, or the Little Art Theater.

The data suggests a good portion of the out-of-town visitor population is of an age and income to support attending special events and programs. 90 respondents out of 130 are above thirty years of age. Within this group, 44 respondents are between the age of 31-50, and 46 respondents are 50 and above. The income distribution indicates 60% of the 109 respondents put themselves in the \$50K and above category. Forty-three of this 60% identify their income category as \$70K plus.

A coalition of the YS organizations and associations in these interest areas of outdoor/nature recreation, cultural creatives/innovators, healthy lifestyles, diversity and life-long learning has the potential to host, create and benefit from such workshops or seminars. Local businesses can benefit. The researcher believes this potential is also aligned with the village culture and values, one of which embraces educational and experiential learning.

Visitors ranked personal connections at the top in identifying how they learned about Yellow Springs. While the location source of the personal connection was not a question on the

survey, village residents play a critical role in bringing out-of-town visitors to Yellow Springs. The people who live and work here create the culture and environment visitors praise. The village experience is directly related to the values, interests and activities of the local residents.

The work of creating a thriving downtown business district, and attracting people to the village, some of whom will move here or start businesses, involves the efforts of the entire community. Marketing strategies to encourage and support resident participation can multiply the numbers of out-of-town visitors.

It is also of interest to see the high number of women who visit YS. This is another potential marketing opportunity. Strategies to communicate and attract women who enjoy a liberal and diverse environment, unique shops and restaurants, and the other top interest categories listed above can be the beginning of a new recipe to cultivate targeted segments of out-of-town visitors.

Location data suggests there could be potential markets to develop in Columbus and Cincinnati, in addition to the closer surrounding areas. The suburban towns surrounding these cities are another marketing possibility. These cities may also be good markets to recruit for workshop and seminar hosts and attendants, since they are within an hour's driving distance. In addition, there is potential to attract out-of-state visitors within a day's driving distance to the village, such as Michigan, Indiana, and West Virginia.

This research study has been a rich experience, and hopefully the data collected can provide some insight into marketing potentials, as well as directions for further research for the Yellow Springs Chamber of Commerce. The conclusions above are the observations of the researcher, and meant to spark additional conclusions, conversations and dialogue.

### **Recommendations for Further Study**

- While this study and resulting data is a good start, continuing research for the daily out-of-town visitor population throughout the year is recommended, excluding the Street Fair venue.
- Additional research for more data regarding the category interests of out-of-town visitors is vital to the Chamber's marketing efforts. Specifically, it is important to further define these categories in a survey, such as cultural creatives/innovators as an option, with the following categories to define it: cultural/intellectual pursuits, community of artists, art lovers, scientists, entrepreneurs.
- Out-of-town visitor focus groups can provide more dimension and strengthen data collection for out-of-town visitors. How to gather this group may be a bit of challenge, but offering coffee and dessert can attract visitors to spend 30 minutes with a researcher.

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