

# Resident Sentiment Survey

June 18, 2020

ROOST

# Summary

From June 5, 2020 to June 15, 2020 the Regional Office of Sustainable Tourism conducted a survey to gauge resident sentiment regarding the current COVID-19 pandemic. The survey questions were tailored to answer three primary questions:

1. How safe do you feel in your local community?
2. How safe do you feel visiting neighboring communities?
3. How safe do you feel having visitors in your local community?

# Methodology

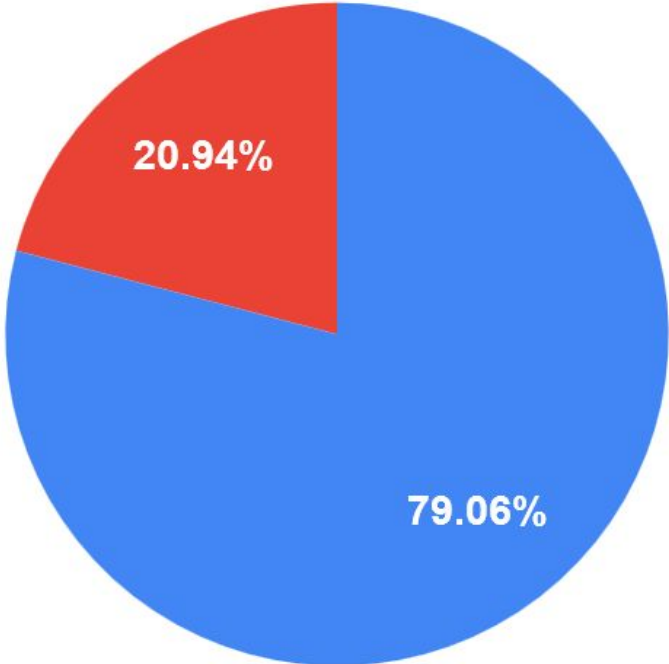
The survey was sent via email to those on the ROOST marketing partners email list. Additionally, the survey was shared on ROOST's facebook page and distributed by ROOST chamber partners via email and social media to their contacts.

The survey garnered 1,165 responses from 87 postal codes in the region.

# Please choose what best describes you

N=1165

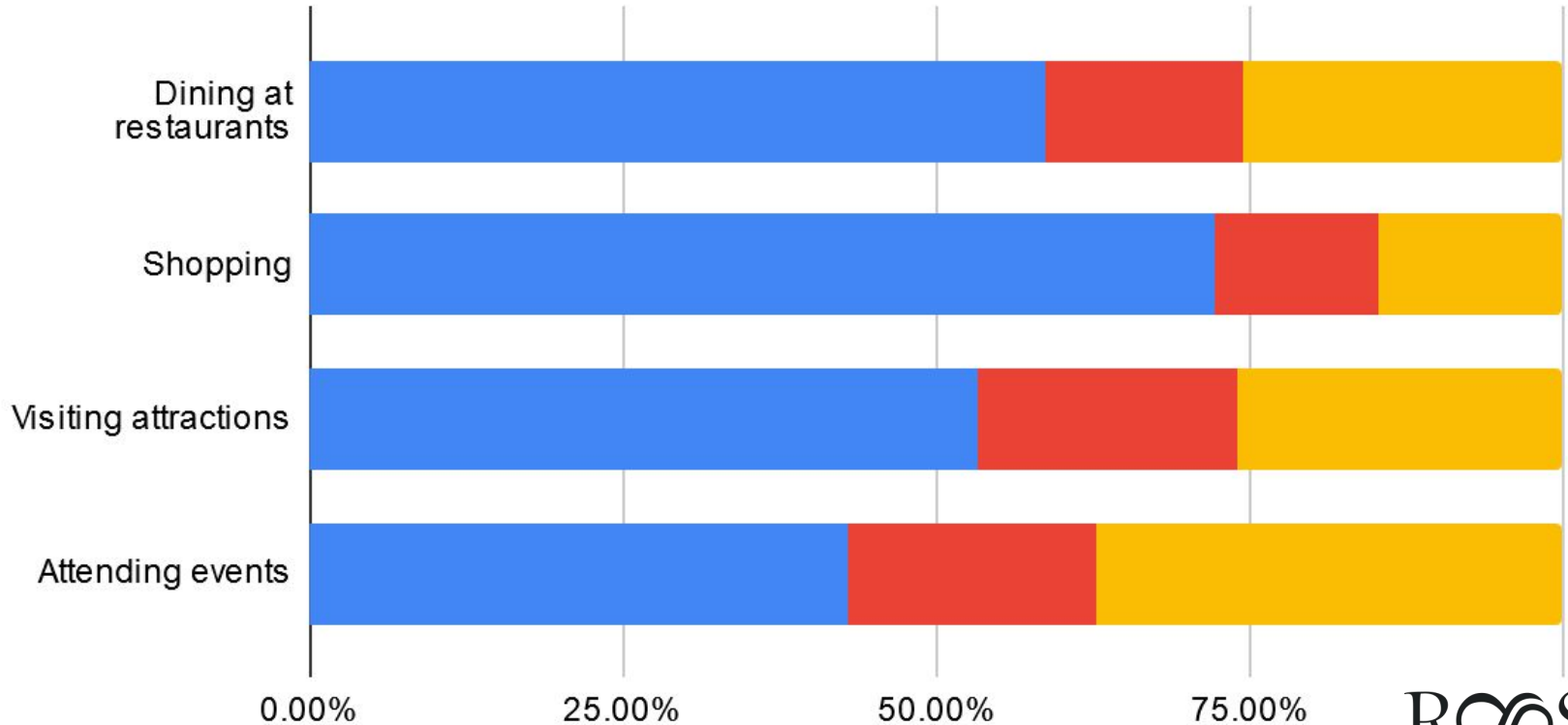
- I live in the Adirondacks full-time
- I have a second home in the Adirondacks



# Overall, I feel safe in my community

N=970

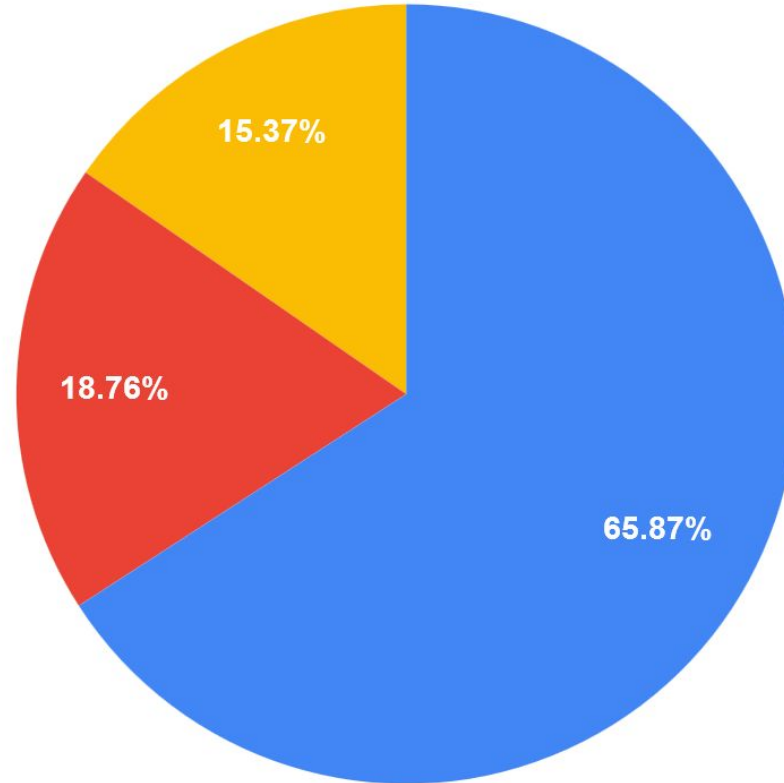
Strongly Agree / Agree Neutral Disagree / Strongly Disagree



# Overall, I feel safe traveling to other neighboring communities

N=970

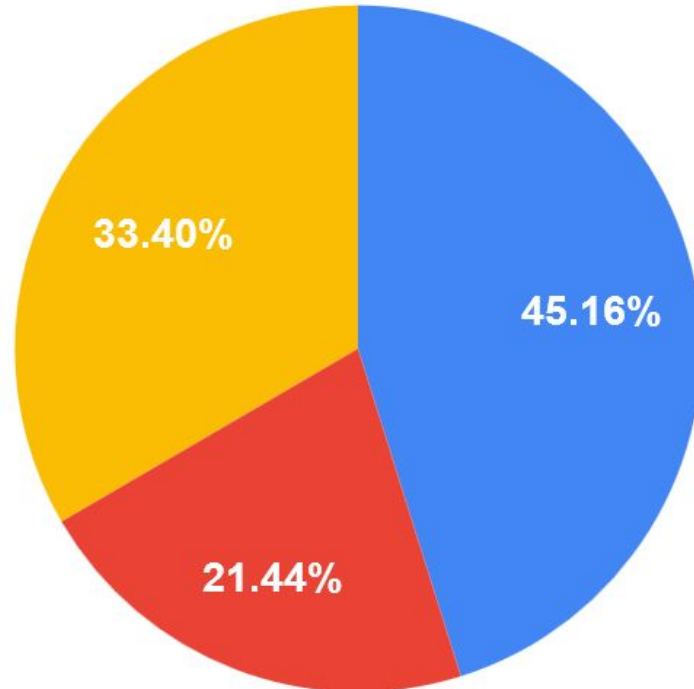
● Strongly Agree / Agree   ● Neutral   ● Disagree / Strongly Disagree



# Overall, I feel safe welcoming visitors back to my community

N=970

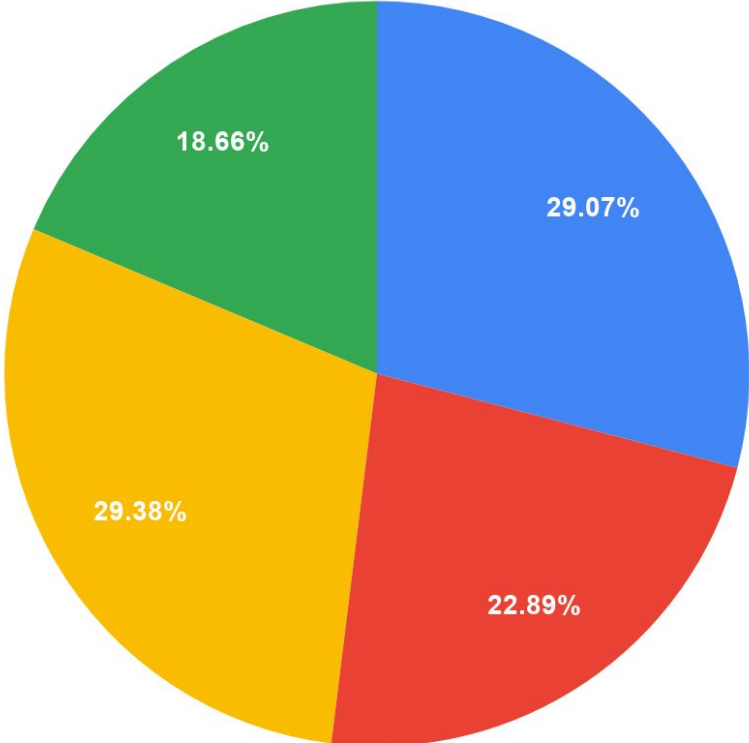
● Strongly Agree / Agree   ● Neutral   ● Disagree / Strongly Disagree



# When do you feel is a good time to welcome visitors back to your community?

N=970

● Right now ● When local officials say it's safe to do so ● When state officials say it's safe to do so ● Other (please specify)



## Any other comments or concerns regarding your community welcoming visitors back?

- “They are certainly welcome, but hope they have practiced safety recommended precautions.”
- “I don't think we can trust that many visitors will adhere to social distancing and use of PPE appropriately to keep others safe.”
- “I am happy to have tourists here. When you choose to live in a state park, you have to be able to share!”
- “We need them to be here no matter how uncomfortable it makes us. I just wish there was a way to ensure they were respectful to our communities in the process.”
- “Just to quarantine for 2 weeks after arriving and following the rules”
- “We should learn and be flexible as we go.”



# Key Findings

- Consistently, about 66% of survey respondents felt that it was safe to move about their community and surrounding area.
- 45% of residents felt it was safe to welcome visitors back to the area.
- 33% of residents do not feel safe welcoming visitors back to the area.
- It is clear from open-ended responses that most residents feel wearing masks and social distancing is an effective way to welcome travelers back safely.
- Local residents feel safer when an enforcement mechanism for mask wearing and social distancing is in place and actively enforced.