



Resident and Business Sentiment Survey 2025

ROOST

Methodology

- In 2025, ROOST conducted its fourth annual survey to understand how residents and business owners feel about tourism's impact on the local economy and community.
- The survey targeted residents and business owners within Essex and Hamilton counties, along with the villages of Tupper Lake and Saranac Lake.
- Residents were invited to take the survey via email and through paid social media ads. The survey was also promoted in a press release, highlighted in local notices across the region, and advertised in the Lake Placid News and Adirondack Daily Enterprise. Collection began on October 6 and concluded on November 17, 2025.
- Respondents were incentivized to take the survey with a chance to win a Visa Gift Card valued at \$100.
- The survey received 852 responses in total. Of these, 737 were from residents or business owners in the target regions, and only these responses are included in the results. The results achieved a 5% margin of error at a 99% confidence level.

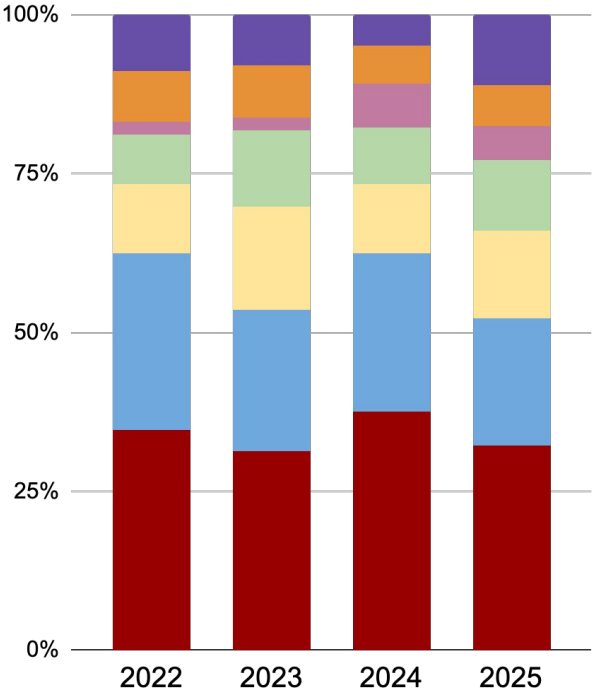
Key findings

- The majority of respondents (83%) felt that tourism has a positive impact on their community.
- The share of respondents who reported working more than one job increased by 10 percentage points year over year.
- May and June saw the highest proportion of business owners saying they could use increased business, suggesting opportunity in the late spring/early summer period.
- Since 2022, a growing share of residents agree that increasing the number of permanent residents in their community is important to them.
- For three consecutive years (2023–2025), the top three activities/experiences respondents believe would benefit most from additional marketing and awareness are Arts, Biking/Cycling, and Food/Restaurants.
- Traffic and affordable housing remain the top cited negative impacts of tourism. Environmental degradation has risen higher on the list this year.

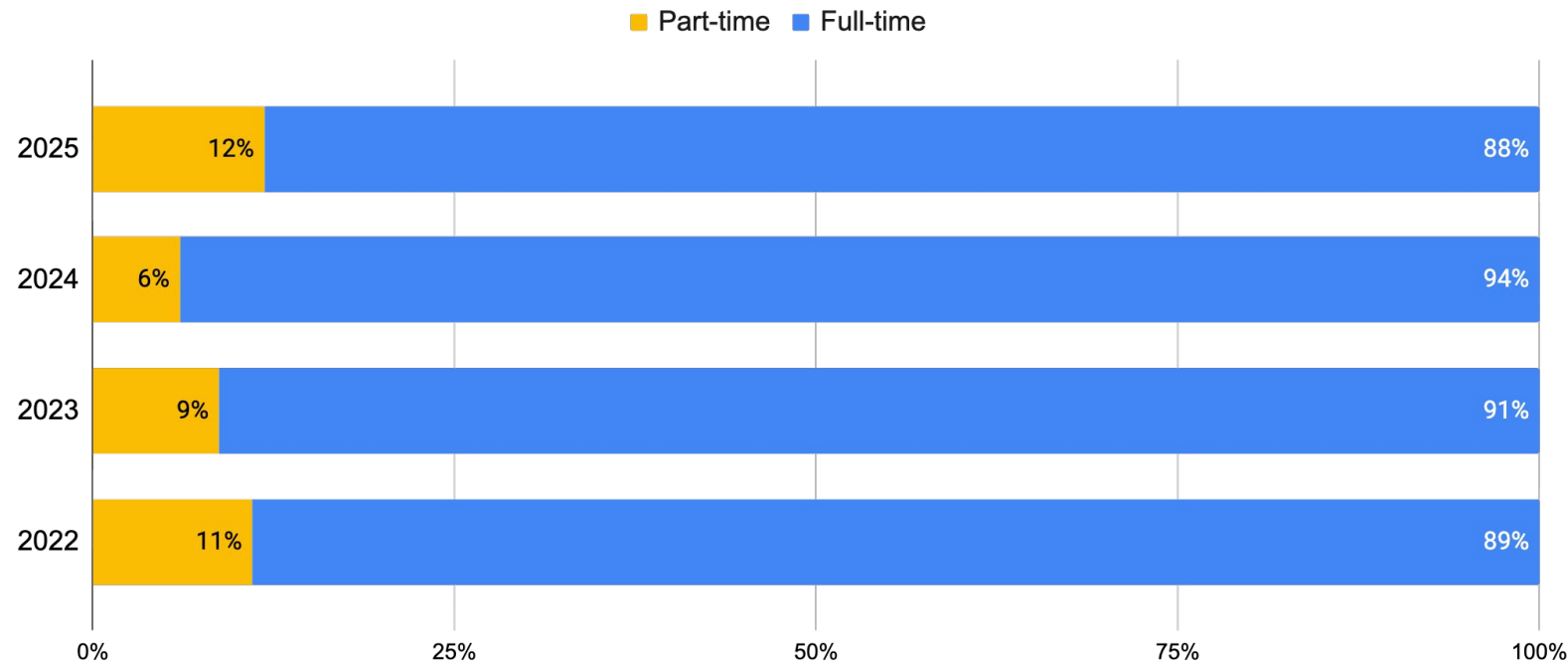
Response by region

Region	2022	2023	2024	2025
Lake Placid/High Peaks	35%	31%	38%	33%
Saranac Lake	28%	22%	25%	20%
Lake Champlain Region	11%	16%	11%	14%
Whiteface Region	8%	12%	9%	11%
Adirondack Hub	2%	2%	7%	5%
Tupper Lake	8%	8%	6%	6%
Hamilton County	9%	8%	5%	11%

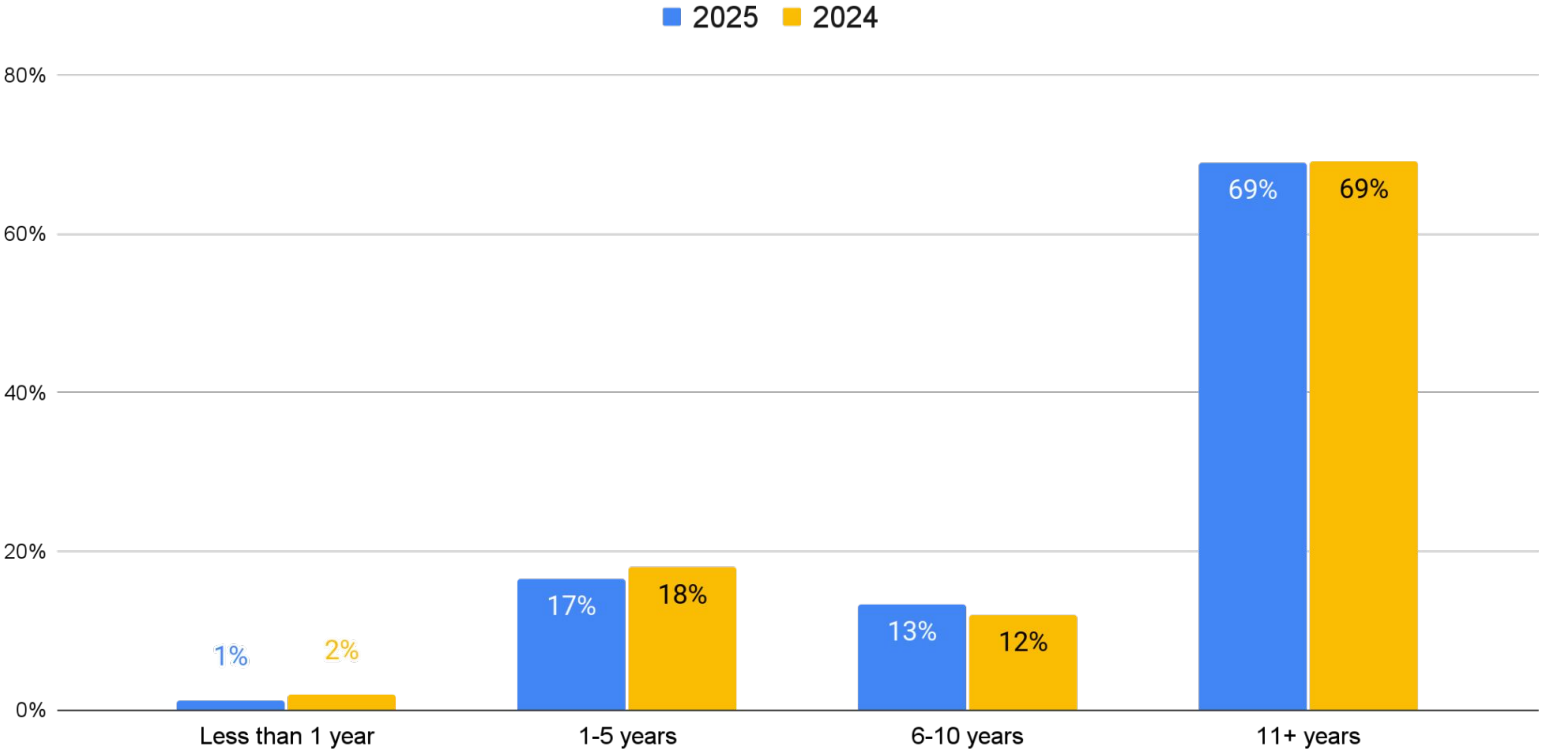
- Hamilton County
- Tupper Lake
- Adirondack Hub
- Whiteface Region
- Lake Champlain Region
- Saranac Lake
- Lake Placid/High Peaks



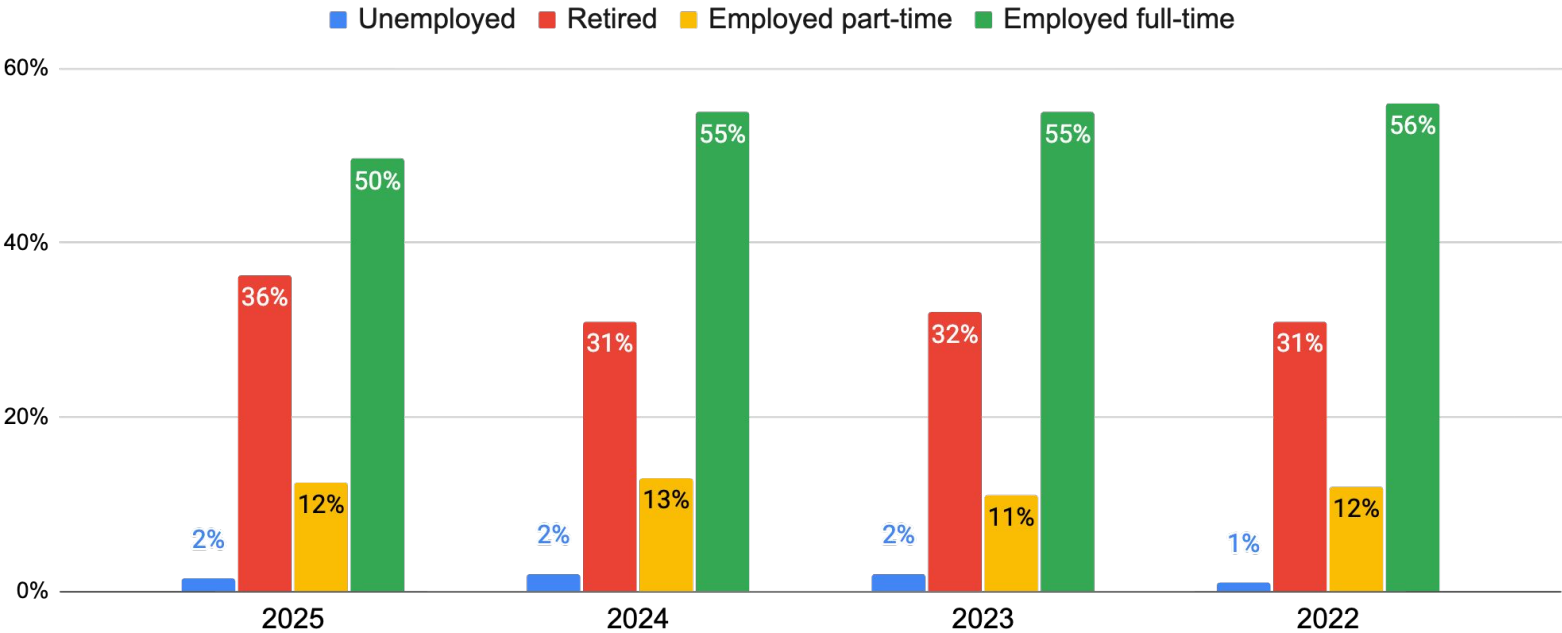
Are you a full-time or part-time resident?



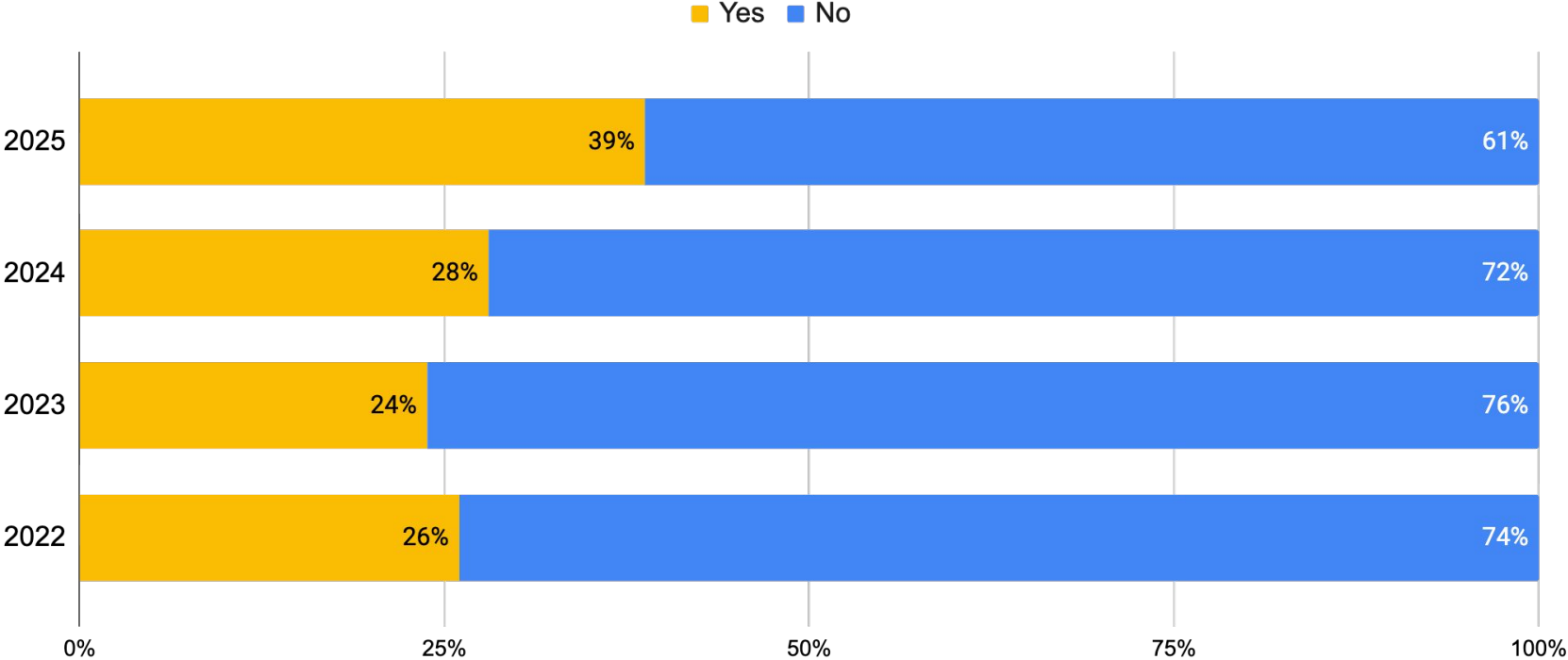
How long have you been a resident?



Employment status



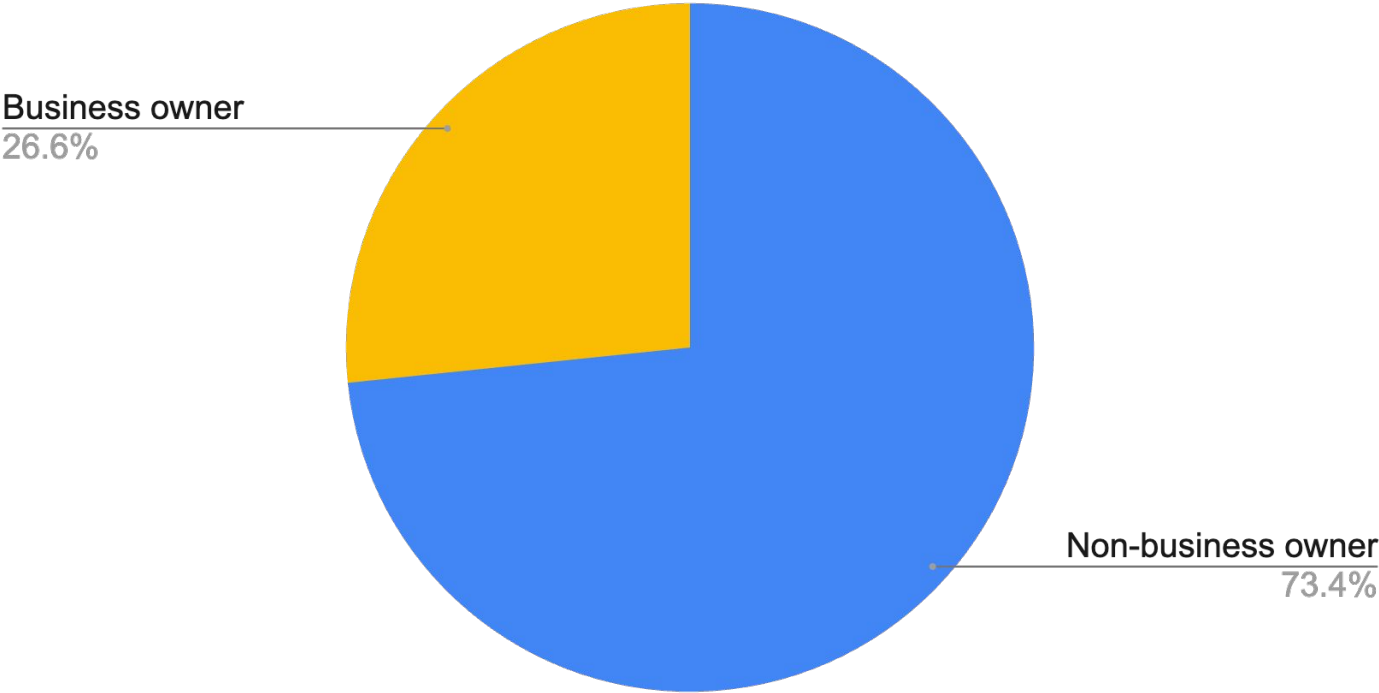
Do you work more than one job?



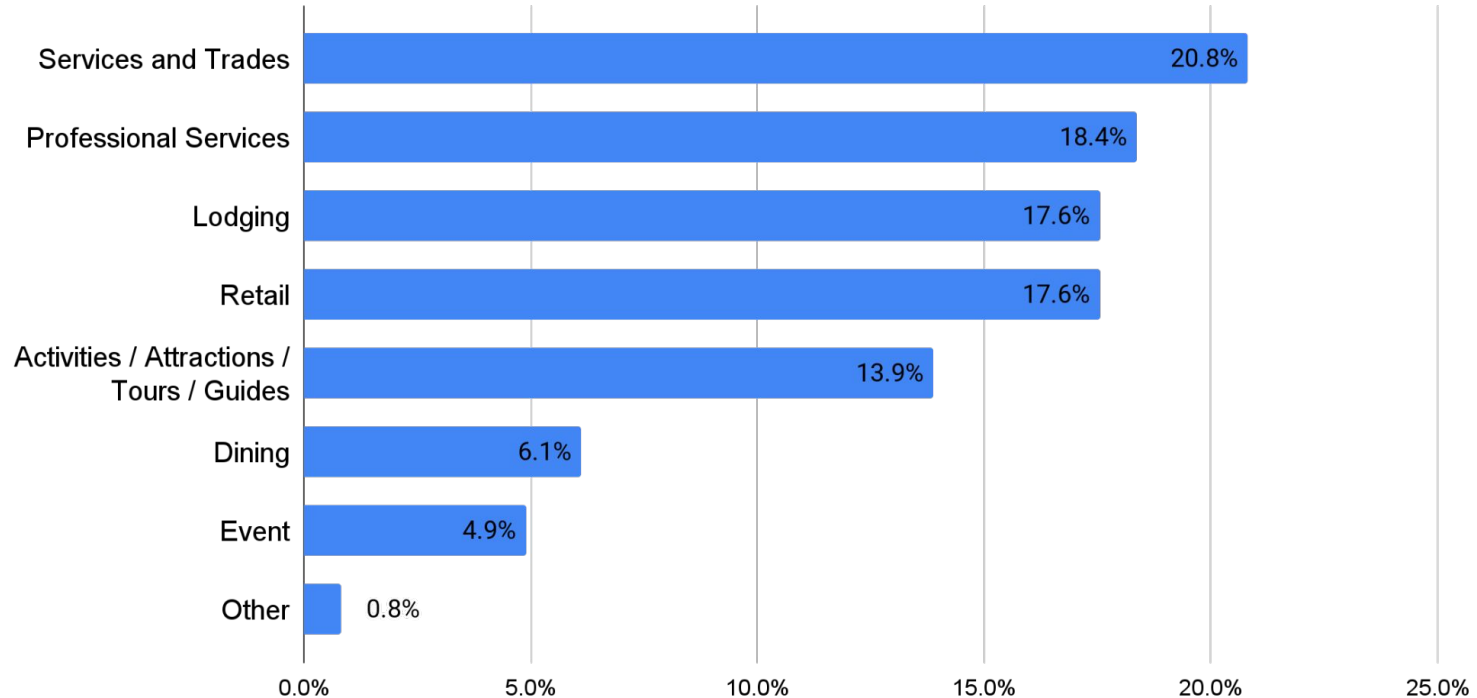
Primary occupation

Category	% Responses
Business & Entrepreneurship	30%
Hospitality & Tourism	13%
Healthcare	12%
Marketing & Communications	9%
Education	9%
Trades & Skilled Labor	9%
Other	8%
Government & Public Service	7%
Nonprofit Sector	2%
Retired	2%

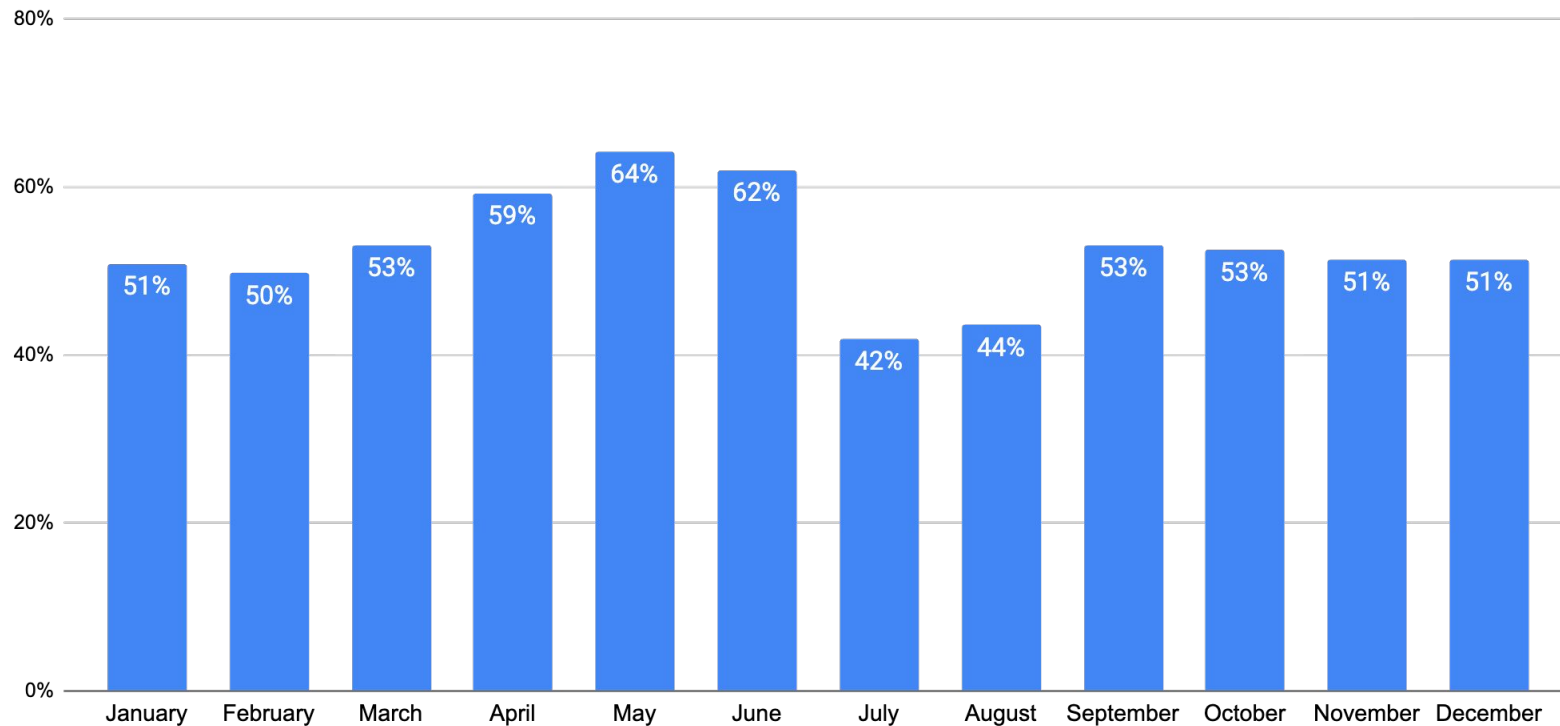
Non-business owners vs. Business owners response



What type of business do you own?

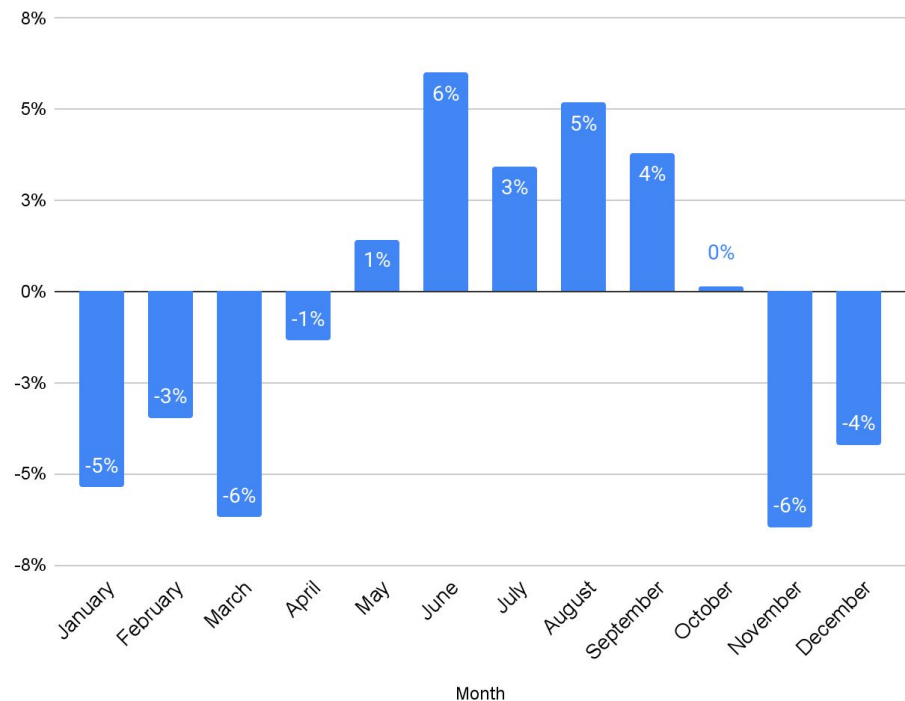


My business would benefit from increased business in:



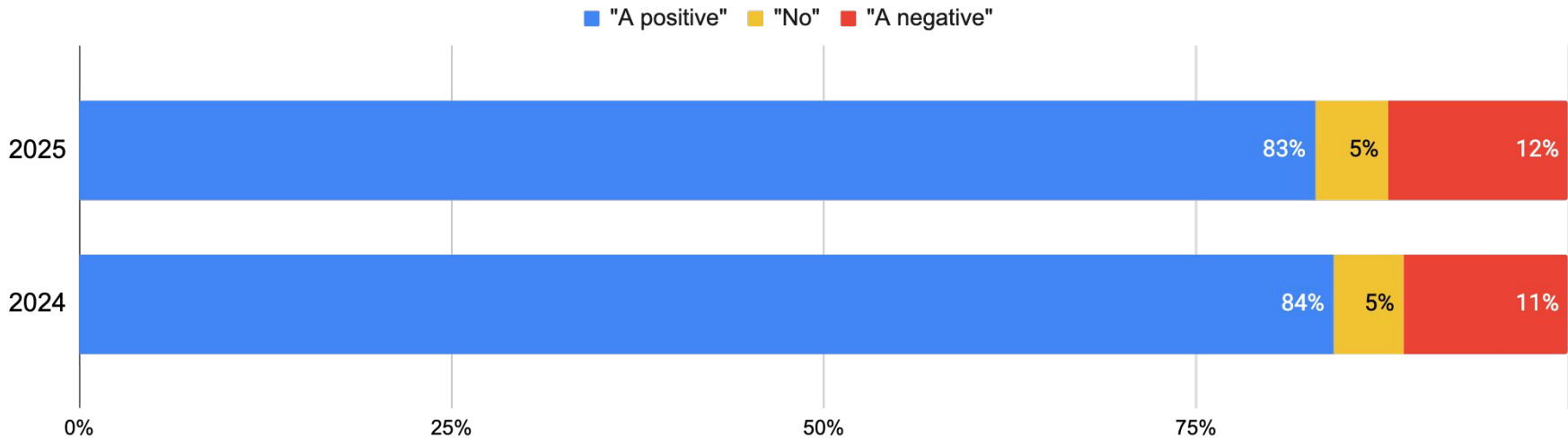
2025 vs. 4-year average

My business would benefit from increased business in:



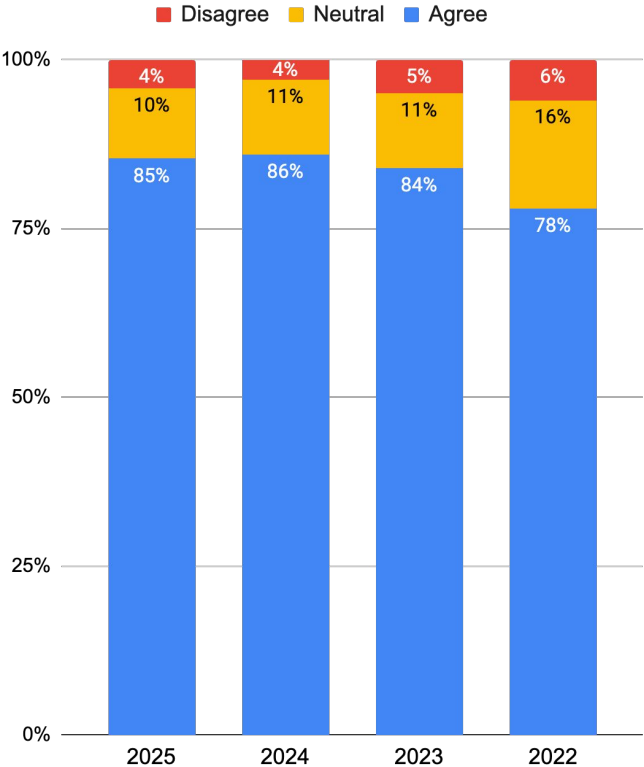
Month	2025	4-year average
January	50.8%	56.2%
February	49.7%	53.2%
March	53.1%	59.3%
April	59.2%	60.6%
May	64.2%	62.8%
June	62.0%	56.0%
July	41.9%	38.5%
August	43.6%	38.4%
September	53.1%	49.3%
October	52.5%	52.4%
November	51.4%	57.8%
December	51.4%	55.6%

Overall, tourism has _____ impact on my community.

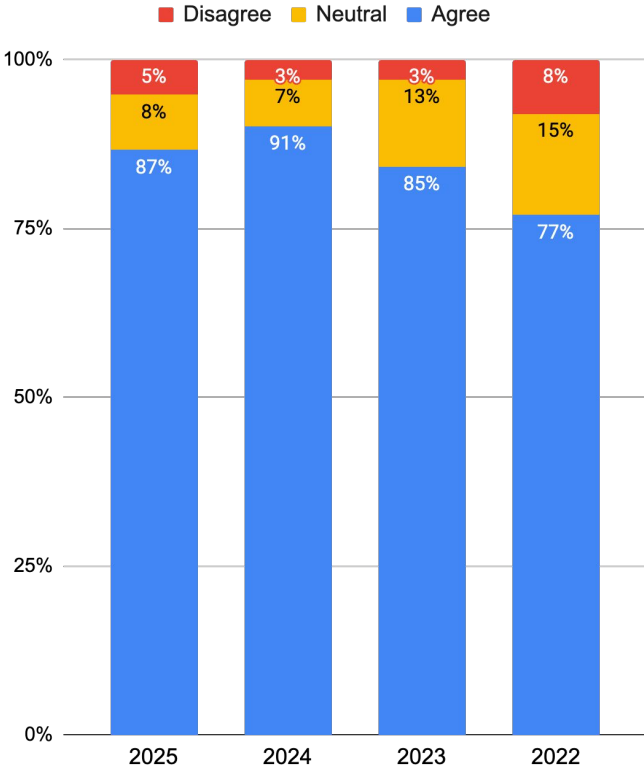


Tourism has a positive impact on *businesses* in my community.

Overall response:

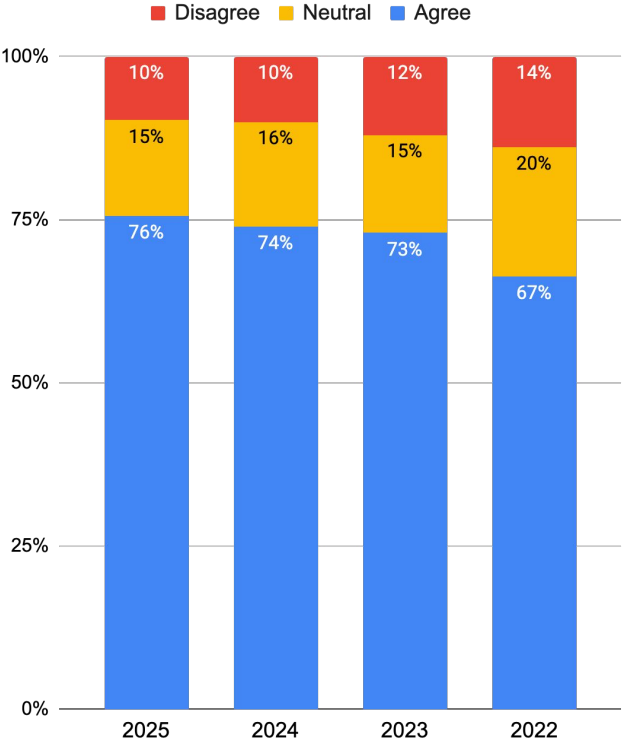


Business owner response:

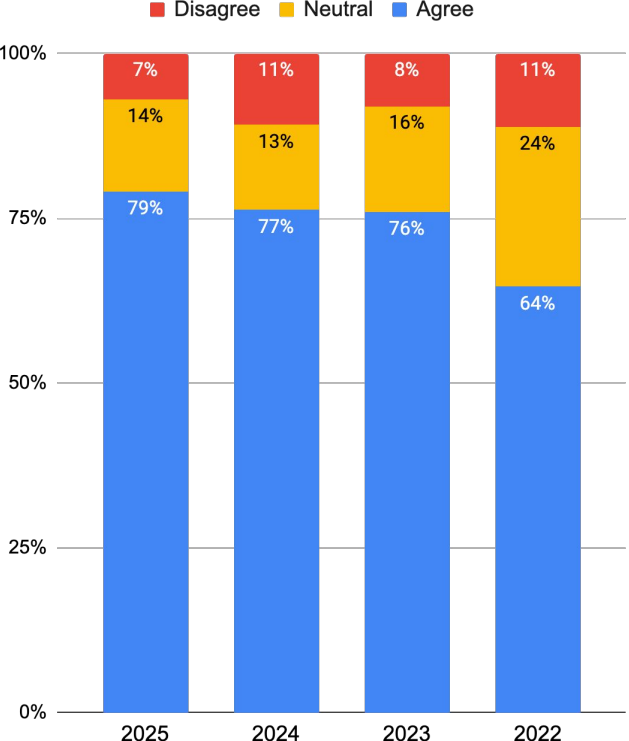


Tourism has a positive impact on *jobs* in my community.

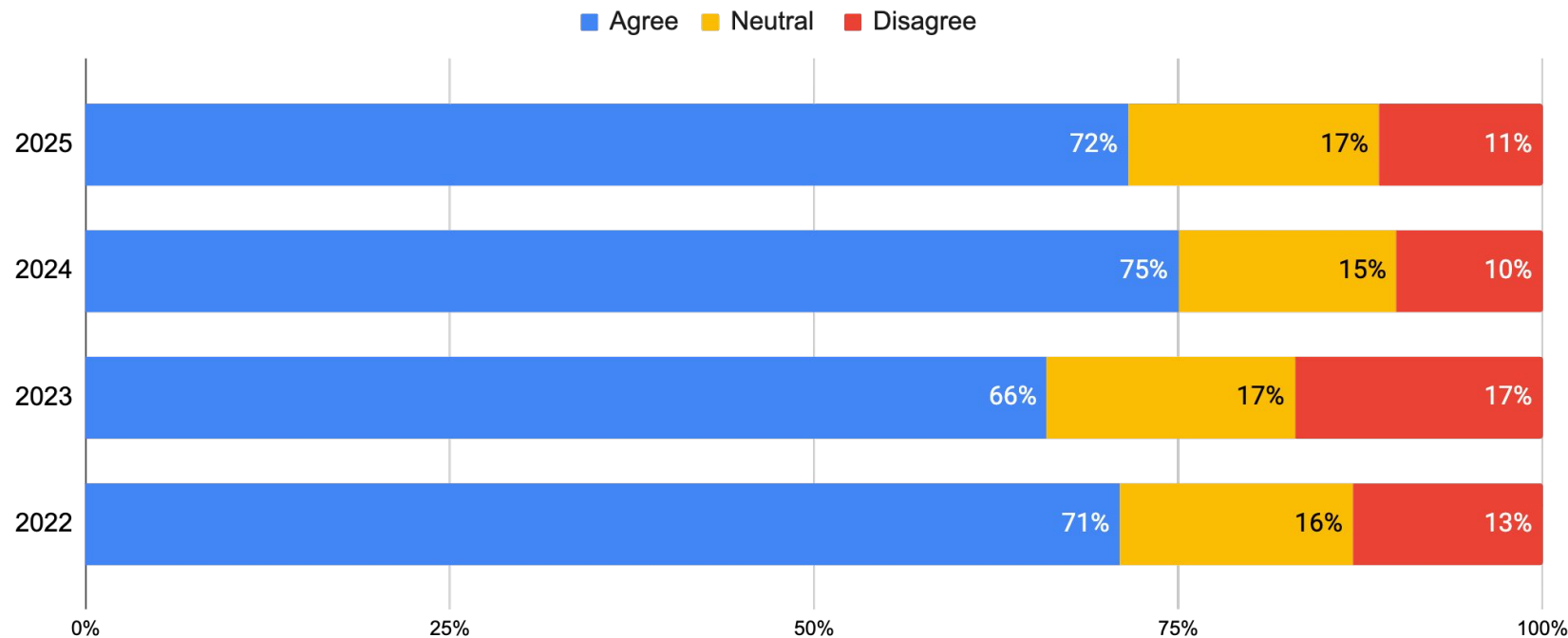
Overall response:



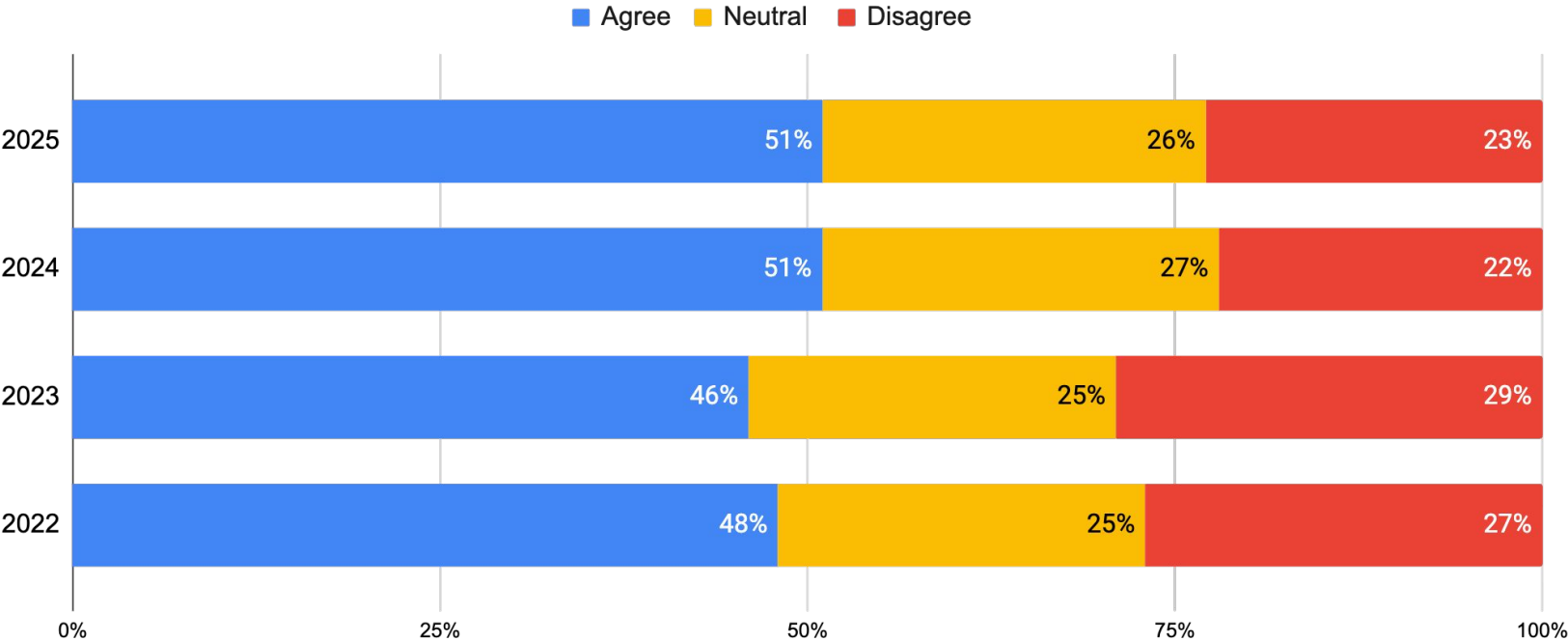
Business owner response:



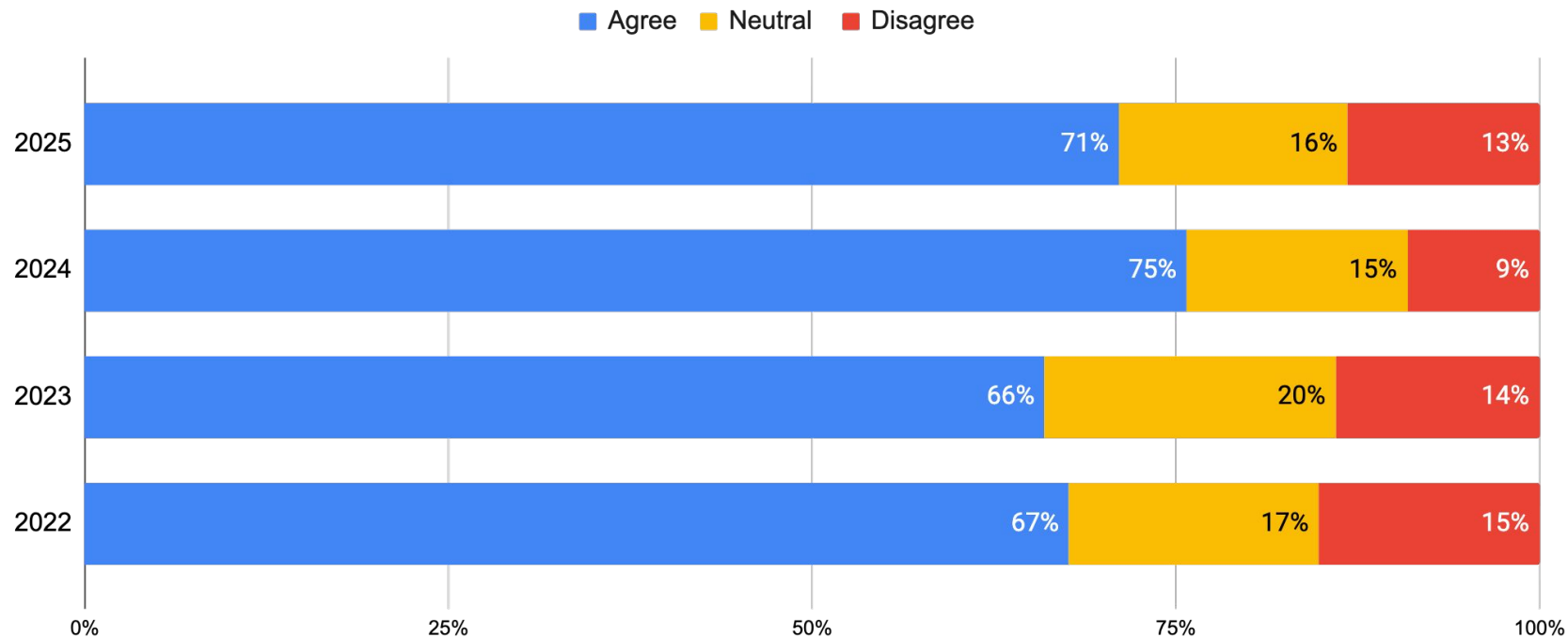
The cost of housing is higher in the area because of tourism.



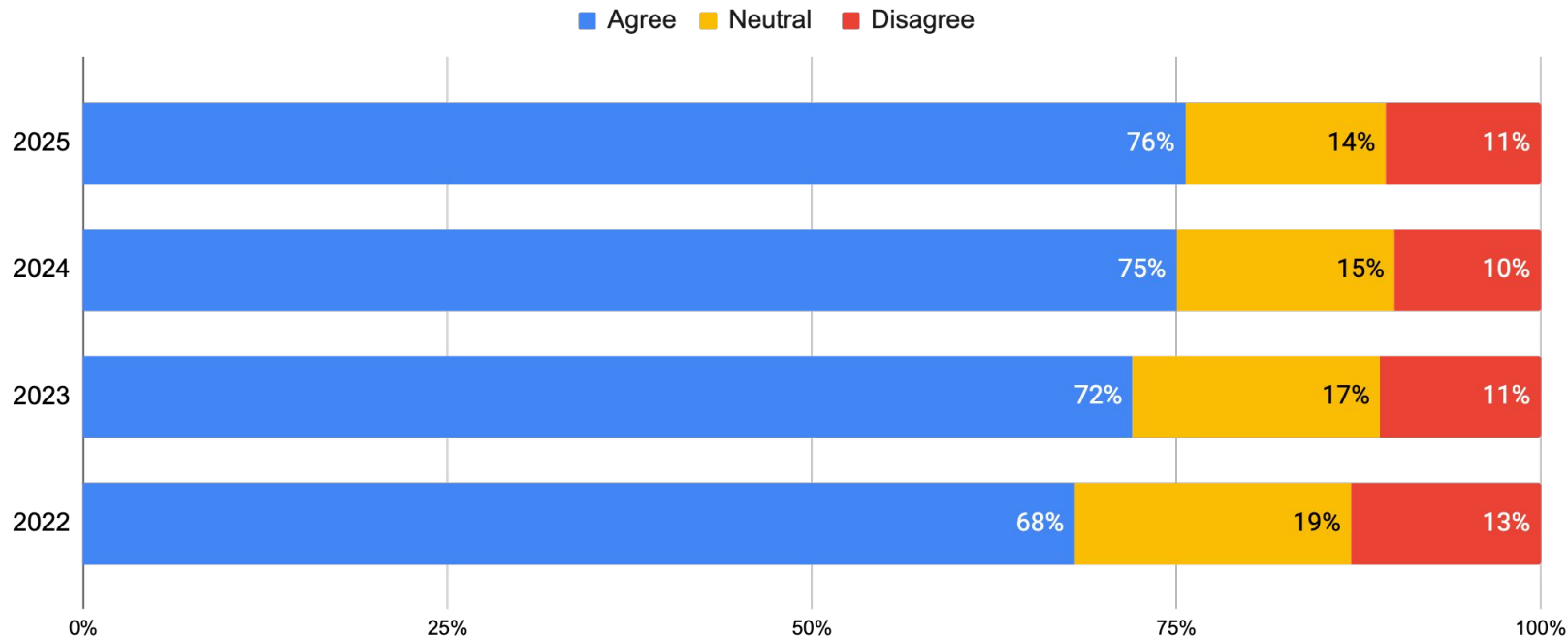
Short-term rental properties for visitors have had a negative impact on my neighborhood.



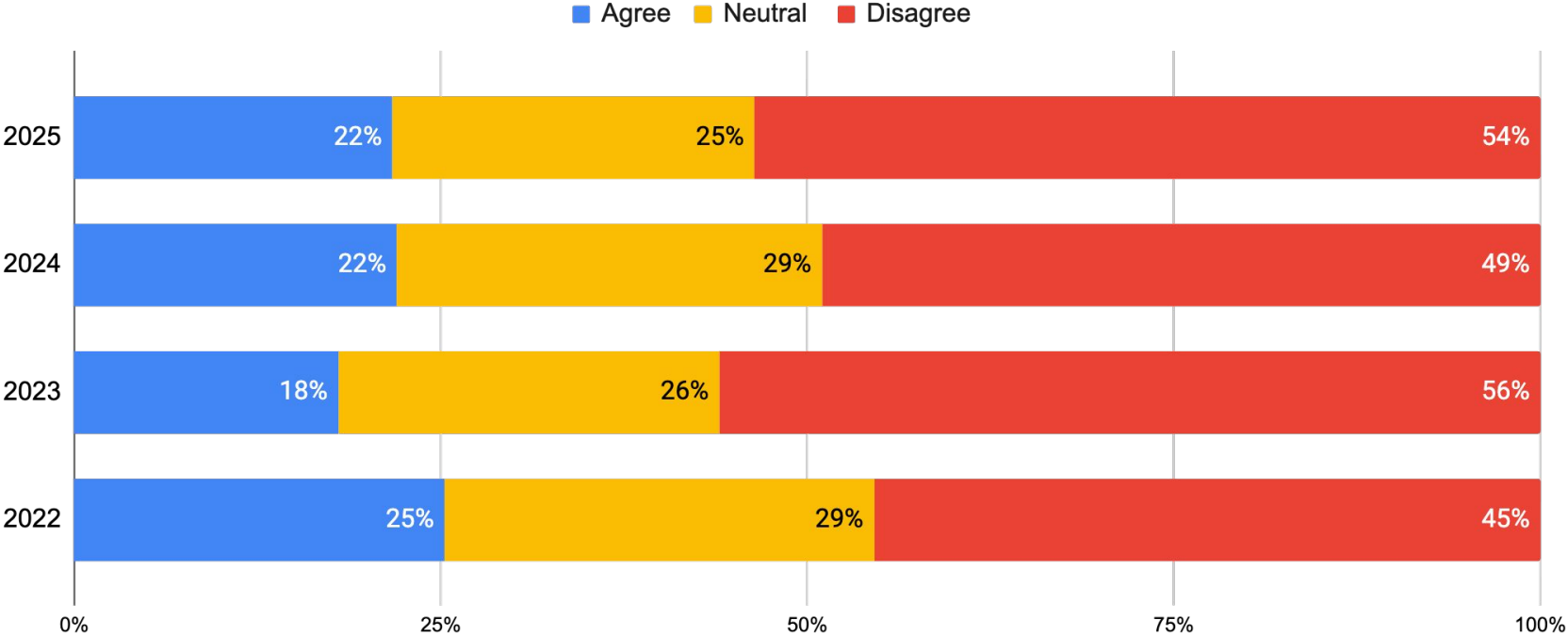
There are more restaurants and retail shops because of tourism.



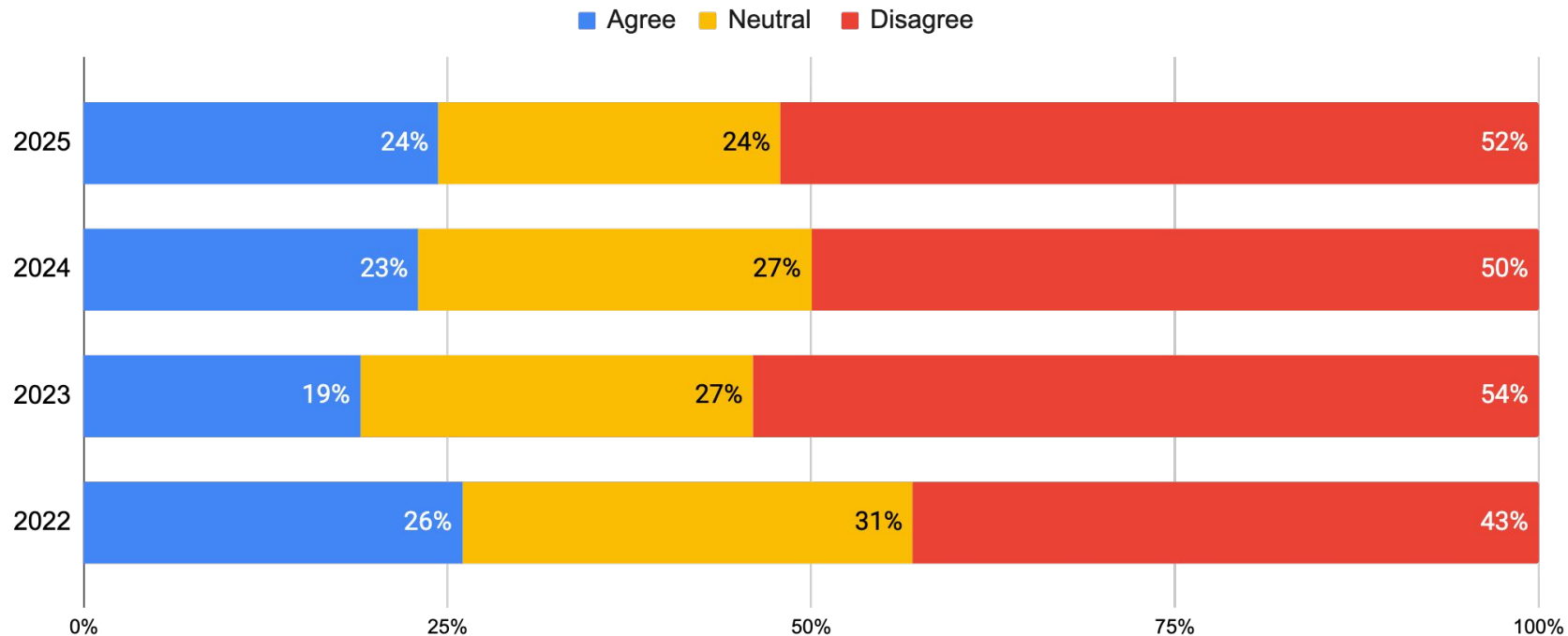
There are more attractions, events, and things to do because of tourism.



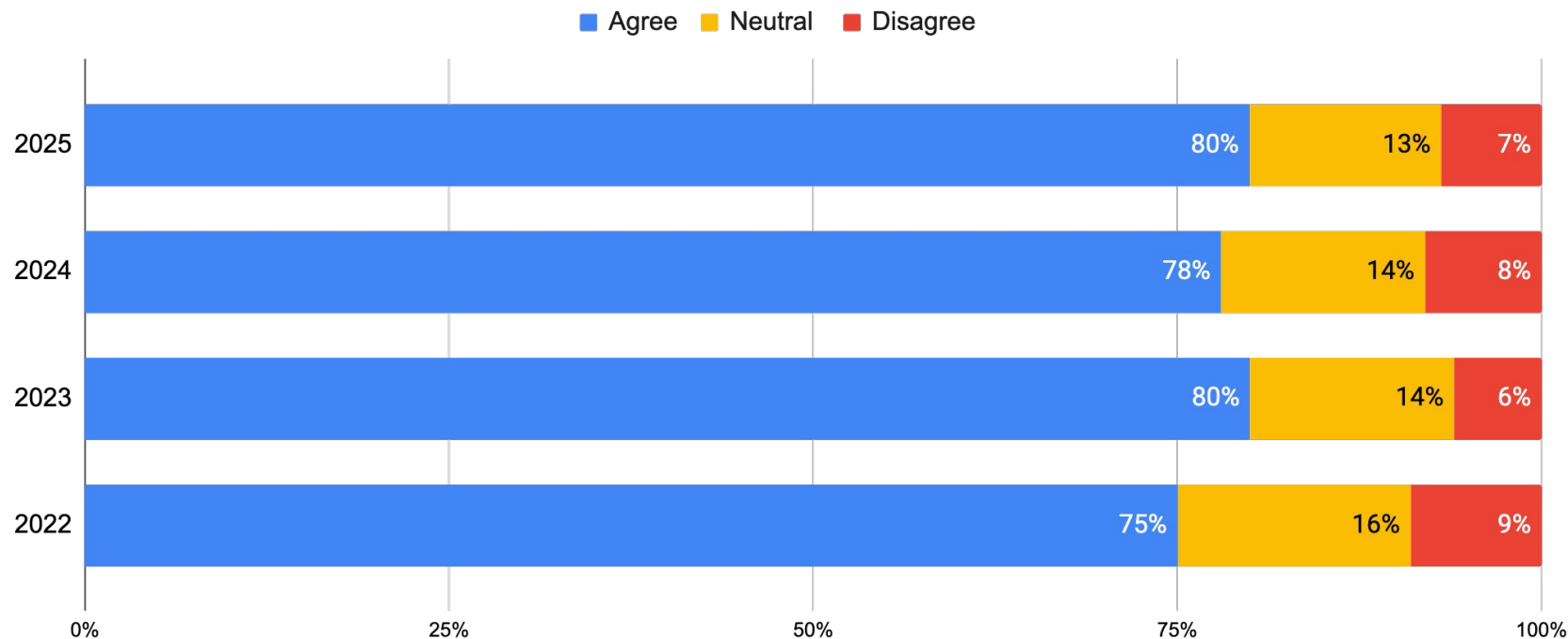
The community is not as enjoyable because of tourism.



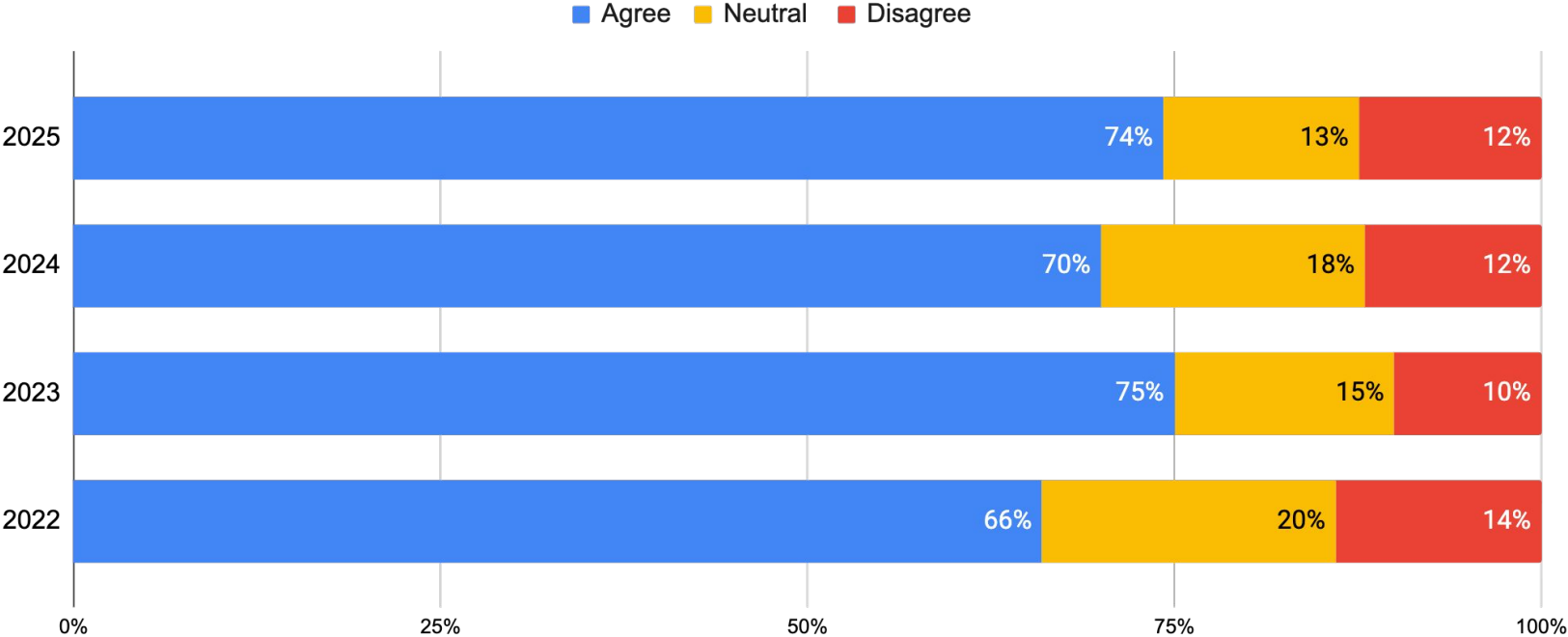
The number of people visiting the area has a negative impact on my quality of life.



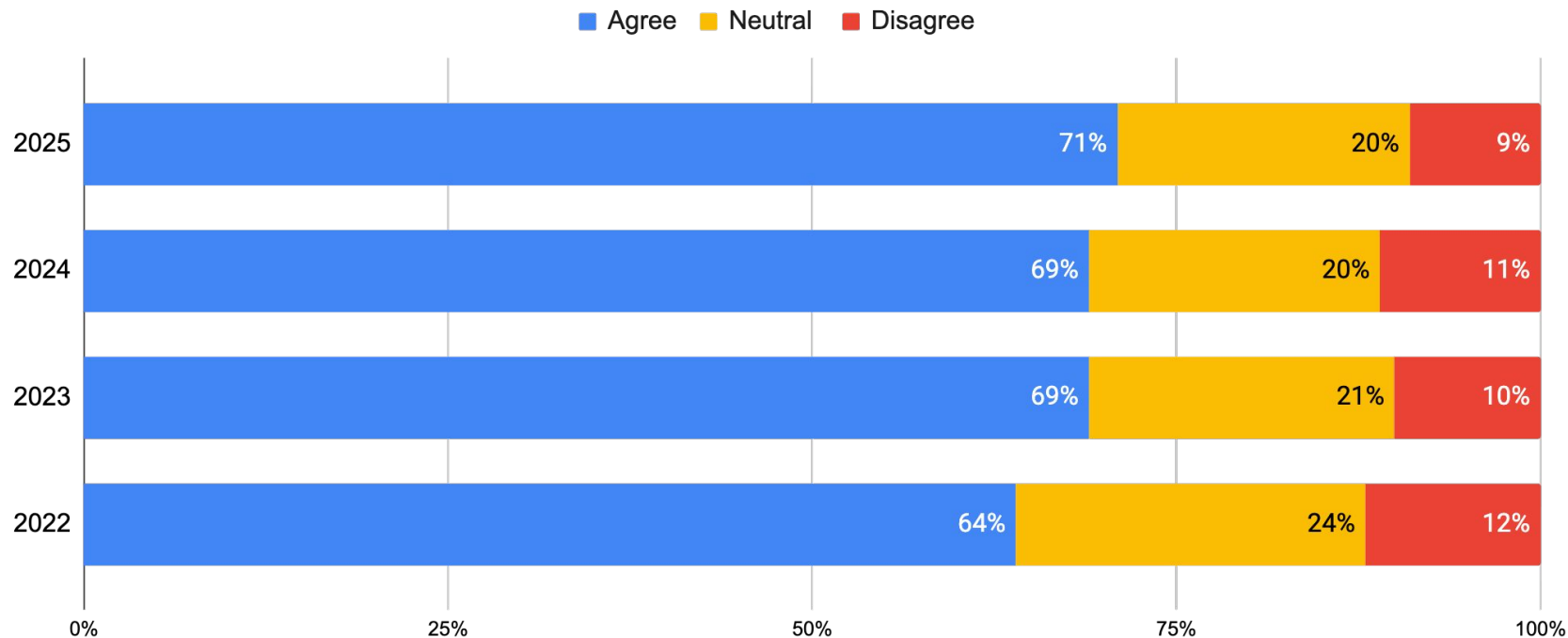
Tourism promotion and marketing helps the local economy.



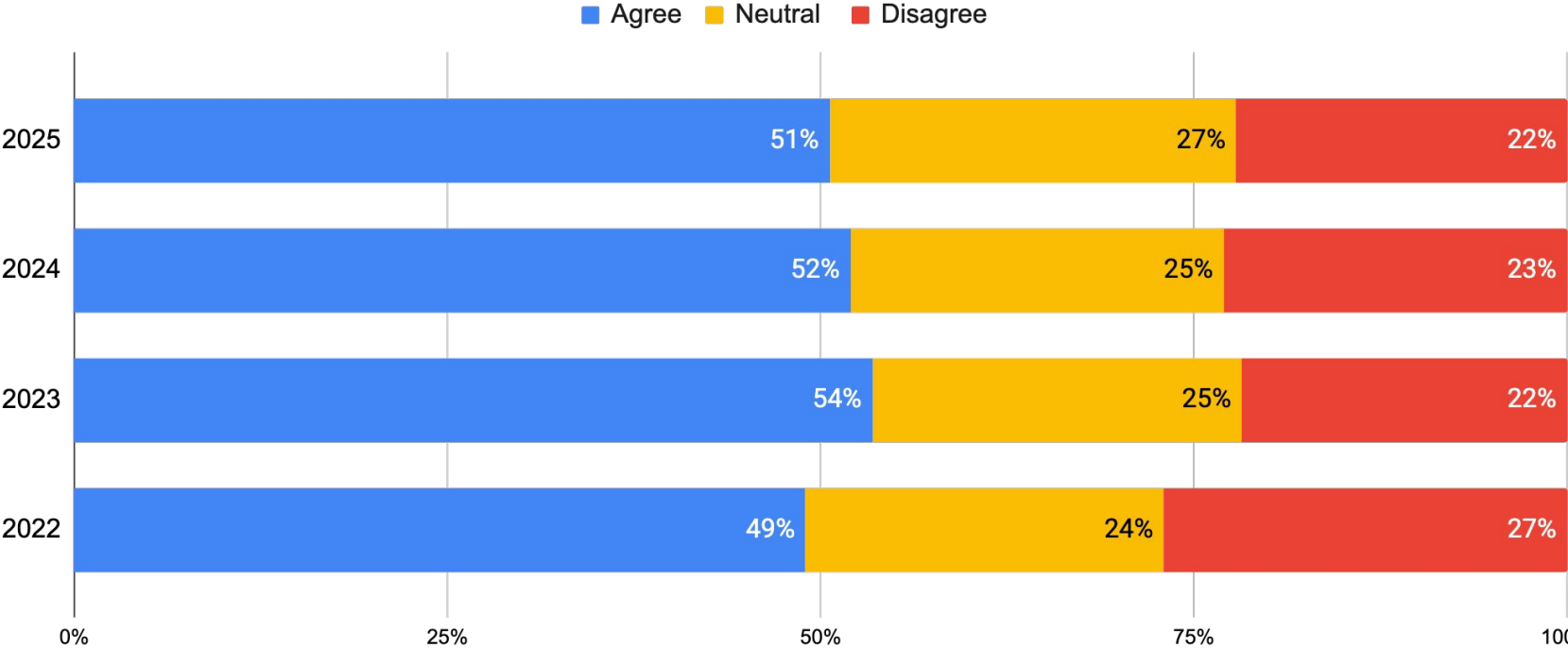
Marketing the region is important to stay competitive with other destinations.



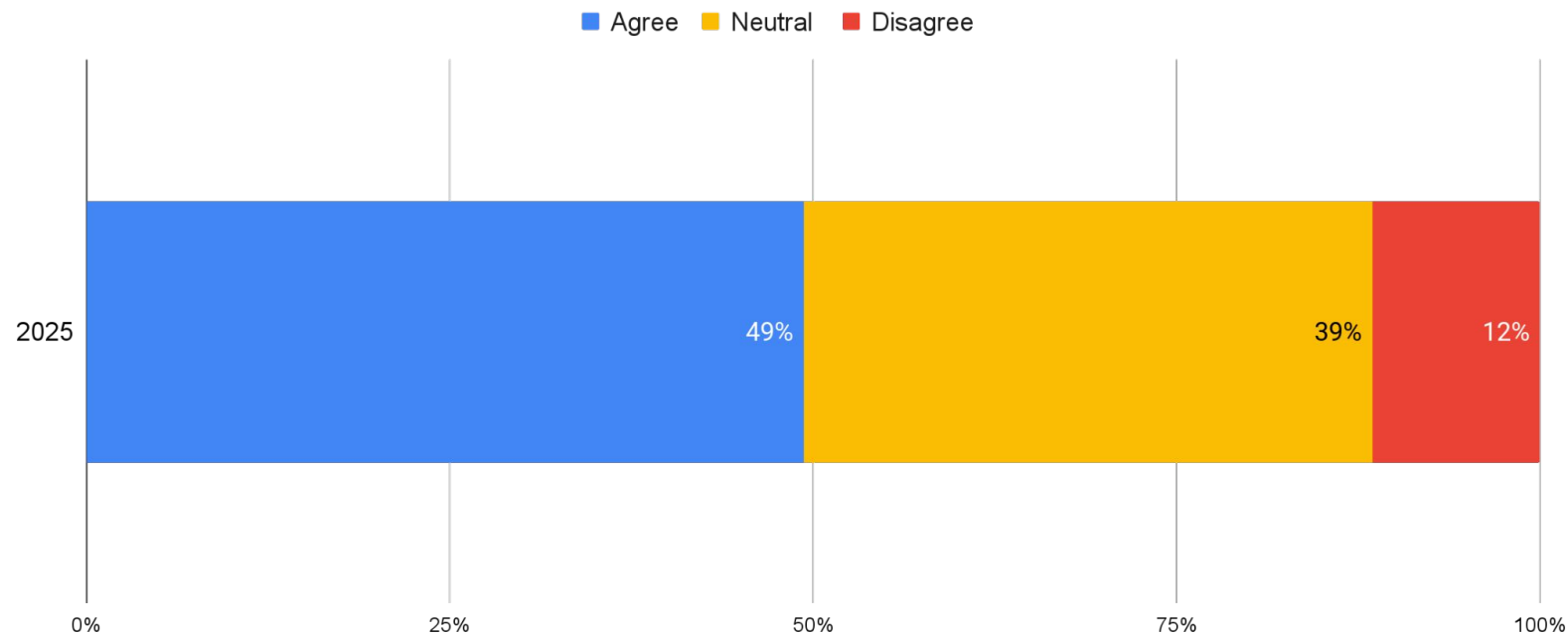
Growing the number of permanent residents in my community is important to me.



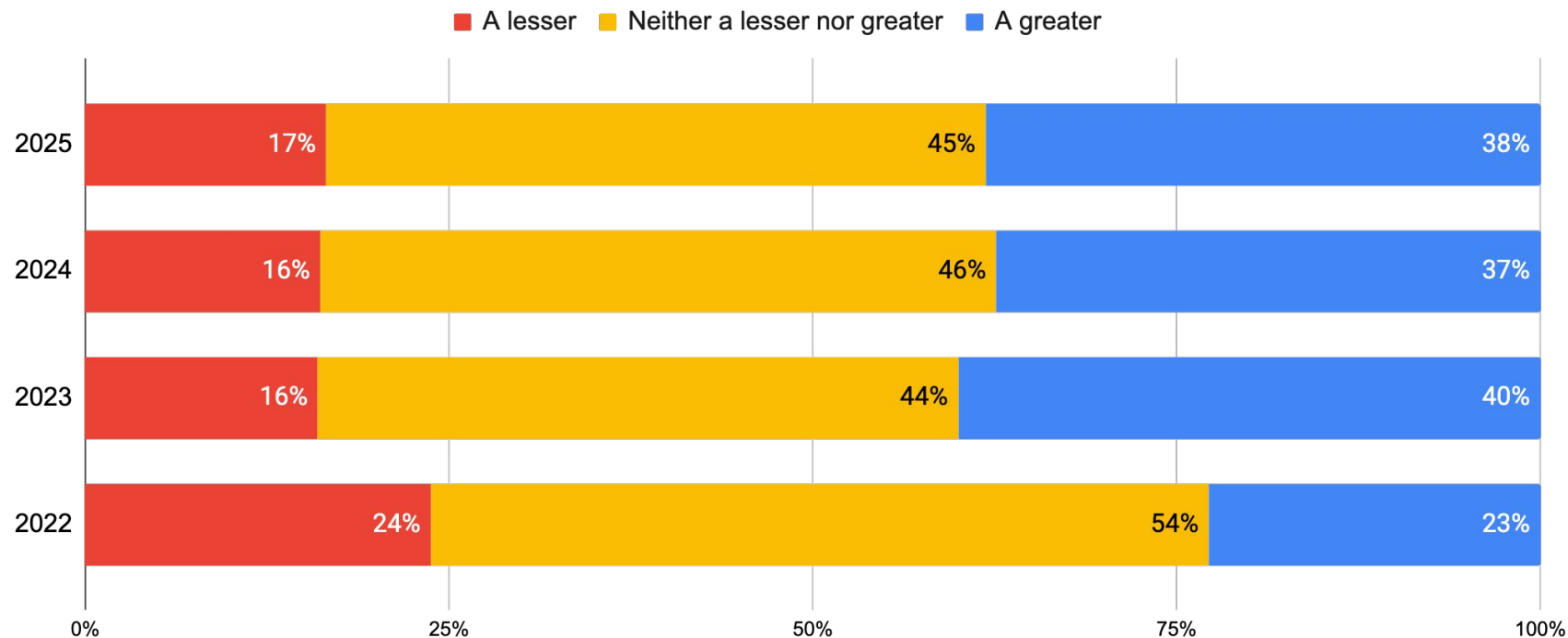
Exposing travelers to the region increases the number of permanent residents.



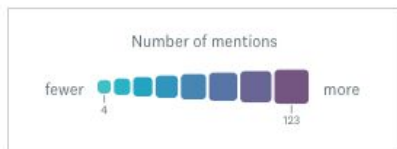
ROOST supports initiatives important to my community.



I think tourism should have _____ impact on the region's economy.



In your community, what activities / experiences do you feel would benefit from additional marketing and awareness?



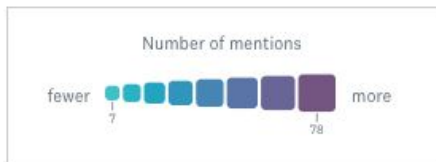
2025	2024	2023
Arts	Arts	Arts
Biking/Cycling	Biking/Cycling	Biking/Cycling
Food/Restaurants	Food/Restaurants	Food/Restaurants
Winter sports	Events (general)	Snowmobiling
Hiking	Hiking	Hiking
Events	Snowmobiling	Boating
Snowmobiling	Music/Concerts	Music/Concerts
Fishing	Fishing	Winter sports
Golf	Businesses	History/Historical Experiences
Paddling and water activities	Rail Trail	Fishing

What are the positive impacts of tourism in your community?



2025	2024	2023
Economic growth	Revenue	Jobs
Jobs	Additional business	Revenue
Community Development	Jobs	Economic growth
Revenue	Food/restaurants	Support for small businesses
New businesses	New businesses	More activities
Events	People	Increased business opportunities
Tax revenue	Events	Food/restaurants
Housing and population growth	Infrastructure	Cultural diversity

What are the negative impacts of tourism in your community?



2025	2024	2023
Traffic	Housing/affordable housing	Housing/affordable housing
Housing/affordable housing	Traffic	Traffic
Environmental degradation	Overcrowding	Short-term rentals affecting housing availability
Parking	Loss of community	Overcrowded trails
Short-term rentals	Parking	High housing costs
Higher prices	Short-term rentals	Environmental degradation
Overcrowding	Higher prices	Loss of community
Trash/litter	None	Impact on local school population
Noise pollution	Trash/litter	Noise pollution
Loss of community	Staffing	Parking

An aerial photograph of a vast, snow-covered forest. In the foreground, a tall, metal fire tower stands prominently, its structure partially covered in snow. The tower has a small observation platform at the top. The surrounding trees are heavily laden with snow, creating a white, textured landscape. In the background, rolling hills and mountains are visible under a hazy sky, with some patches of snow on the slopes.

ROOST

To view results from additional survey years, visit roostadk.com/research.

For additional questions or comments, please email us at info@roostadk.com.