


12-1-1984

Silver Springs Visitor Survey: Season 1 (August 84)

Dick Pope Sr. Institute for Tourism Studies

 Part of the [Tourism and Travel Commons](#)

Find similar works at: <https://stars.library.ucf.edu/dickpope-pubs>

University of Central Florida Libraries <http://library.ucf.edu>

This Report is brought to you for free and open access by the Dick Pope Sr. Institute *for* Tourism Studies at STARS. It has been accepted for inclusion in Dick Pope Sr. Institute Publications by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Dick Pope Sr. Institute for Tourism Studies, "Silver Springs Visitor Survey: Season 1 (August 84)" (1984). *Dick Pope Sr. Institute Publications*. 49.

<https://stars.library.ucf.edu/dickpope-pubs/49>

SILVER SPRINGS VISITOR SURVEY

Season: 1 (August 84)
N. of Subjects: 100

Submitted to

FLORIDA LEISURE ATTRACTIONS, INC.

by

THE DICK POPE, SR. INSTITUTE FOR TOURISM STUDIES
UNIVERSITY OF CENTRAL FLORIDA

DECEMBER 1984

***THE DICK POPE, SR.
INSTITUTE FOR
TOURISM STUDIES***



***COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF CENTRAL FLORIDA
ORLANDO, FLORIDA***

***TO FACILITATE THE INDUSTRY AND PUBLIC BY PROVIDING . . .
* RESEARCH * PROMOTION * EDUCATION *
IN THE STATE OF FLORIDA***

SILVER SPRINGS VISITOR SURVEY

Season: 1 (August 84)

N. of Subjects: 100

Submitted to

FLORIDA LEISURE ATTRACTIONS, INC.

by

THE DICK POPE, SR. INSTITUTE FOR TOURISM STUDIES
UNIVERSITY OF CENTRAL FLORIDA

DECEMBER 1984

Results

Demographics

The typical visitor to Silver Springs is a married (82%), head of a household (67%), has an average of 2.9 persons in his family, of which 2.1 are 18 or over, is between 49 and 53 years of age, and is earning between \$25,000 and \$50,000 per year. Fifty one percent of the visitors are males and 49% females; an absolute majority (59.6%) are tourists, and 38.4% are Florida residents.

Trip characteristics

Fifty two percent of the visitors have never been to Silver Springs before. For the 48% who have visited before, an absolute majority (53%) have done so over 5 years ago. Those who have been to Silver Springs in the last five years have had an average of 2.0 visits. Our visitors travelled as a family (67%) in an average travel party of 3.6 persons, with 2.5 adults, 1.7 teenagers and 1.9 children.

A majority of visitors (89%) travelled by private cars and arrived through routes 75 (42%) and 40 (55%). Their purpose of visiting Florida was vacation (75.6%) and visiting friends and relatives (15%) and on the average they spend 9.5 days in the state. Thirty nine spent a night before the interview at a hotel or motel 34%, in a friend's or relative's home and 17% in their home. The attractions visited already were: WDW - Magic Kingdom (27%), WDW - EPCOT (17%), Busch Gardens (16%), Sea World (12%), Cypress Gardens (11%), and Space Center (10%). Other attractions which are planned for visit are: WDW - EPCOT (11%), WDW - Magic Kingdom (10%), Sea World (9%), Cypress Gardens (7%).

Visit to Silver Springs

An absolute majority (63%) of the Silver Springs visitors interviewed decided to come to Silver Springs before leaving home.

Their decision to come was influenced by previous Silver Springs experiences (30%), by recommendations of friends/relatives in Florida (28%), by recommendations of friends/relatives elsewhere (17%) and by brochures (16%).

The entertainment and facilities expected at Silver Springs were: Glass bottom boats (99%), Jungle cruise (45%), Reptile Institute (38%), Deer Park (33%), Gardens (27%), Antique Car Collection (22%), and Cypress Point (22%). Ninety eight percent had their expectations met.

The Silver Springs attractions most enjoyed were: Glass bottom boat, (75.5%), Jungle cruise (18.4%) and Deer Park (4.1%).

Likelihood of visiting Silver Springs in the next two years

The likelihood of visiting Silver Springs in the next two years - which is an indirect measure of satisfaction - was found to be relatively high 40.4% of the visitors indicated that they were very likely to do so, 28.3% indicated that they were likely to visit, 26.3% somewhat unlikely, and 5.1% were unsure.

The Psychographic Profile of the Silver Springs Visitor

This profile was measured via a set of twenty two Attitudes, Interests and Opinions (AIO). The results indicate that Silver Springs visitors are interested in vacations that are partly educational, bring the family together, have an element of nature and wildlife, take place in rural settings and provide good value for money. They prefer to stay in economy motels, do not mind travelling long distances (over 500 miles)

to reach their destination, and do not hesitate to vacation now and pay later. The typical Silver Springs visitor is not motivated to visit by discount tickets.

The relationship between visitors Psychographic profile and likelihood of visiting Silver Springs in the next two years.

Out of the twenty two AIO's only one was found to be related to likelihood of revisiting Silver Springs in the next two years. This variable was: "I like to go camping". More specifically this study found that those who like going camping are more likely to revisit Silver Springs in the future than those who do not like camping.

Appendices

- 1 - Frequency distribution
- 2 - Zipcode frequencies

SEASON 1

Date _____

Time of Start _____

INTRODUCTION

Hello. I'm with the Tourism Institute at the University of Central Florida, and we're surveying adult visitors to Silver Springs. I'd like to ask you a few questions about your visit here. It takes only a few minutes.

1. Is this your first visit to Silver Springs, or have you been here before?
first visit 52% been here before 48%

(IF "FIRST VISIT" GO TO Q. 4)

2. How long has it been since your last visit? less than 6 mo. 15.7%
6 mo.-1 yr. 15.7% 2-4 yrs. 15.7% over 5 years. 52.9% N=51

3. How many times in the past 5 years have you visited here? M=2.0 N=34

4. On this visit today are you traveling (READ): as a couple 27% as a family 67%
a group of couples 4% in a tour group 2% or as a single person M=3.6

5. Including yourself, how many persons are in your travel party? (WRITE IN NUMBER)
M=3.6 N=94 Total How many are adults? M=2.5 N=87 teens? M=1.7 N=33 children? M=1.9 N=26

5A. Did you use discount coupons for your admission today? 37.4% YES 62.6% NO

6. Are you a permanent Florida resident, a seasonal Florida resident, or in Florida for only a short stay?
Florida resident 38.4%
Seasonal resident 2.0%
Tourist 59.6%

6A. What route did you take to get to Silver Springs? (Circle the roads used)
3.1% 12.2% 41.9% 55.1% 7.1% Multiple responses
10 95 75 40 27

7. What is your ZIP CODE? _____ (IF FOREIGN) What Country? _____
(IF CANADA, GET PROVINCE) _____

8. What is the primary purpose of your Florida visit? Is it: (READ)
vacation? 75.6% visit friends or relatives 15.1% business? 0%
a convention or conference? 0% or some other purpose? 9.3%
(write in)

9. How many days are you spending in Florida on this visit? M=9.5

10. Did you decide to come to Silver Springs on this visit before leaving home, or after arriving in Florida? before 62.8% after 37.2%

11. What or who influenced your decision to come to Silver Springs on this visit? (PAUSE . . . IF NO RESPONSE, PROBE: "Did anything help you to decide to visit Silver Springs on this trip?") CHECK ALL RESPONSES BELOW. WRITE IN OTHERS MENTIONED.

None mentioned	Mentioned	Rank (1 is highest)
<u>94%</u> (GO TO QUESTION 19)		
previous Silver Springs experience	<u>30%</u>	<u>M 1.0</u>
recommendations of friends/relatives <u>in Florida</u>	<u>28%</u>	<u>M 1.1</u>
recommendations of friends/relatives <u>elsewhere</u>	<u>17%</u>	<u>M 1.3</u>
travel agent/tour organizer	<u>1%</u>	<u>_____</u>
television advertisements	<u>8%</u>	<u>M 1.3</u>
brochures	<u>16%</u>	<u>M 1.6</u>
radio advertisements	<u>2%</u>	<u>_____</u>
billboards	<u>4%</u>	<u>_____</u>
magazines articles	<u>3%</u>	<u>_____</u>
other (write in) _____	<u>10%</u>	<u>_____</u>

12. (ASK IF MORE THAN ONE RESPONSE GIVEN ABOVE) Now will you please rank these influences in their order of importance to you? Which one was most important in helping you to decide to visit Silver Springs on this trip? Which one was second in importance? (etc. for all mentioned)

13. If the person mentions TV in Q11 then ask- What was the commercial about?

(HAND OUT CARD 1)

14. Please look at this card and tell me which of these Central Florida attractions you have visited on this trip:

none	<u>21%</u>	Busch Gardens	<u>16%</u>
WDW-Magic Kingdom	<u>27%</u>	Space Center	<u>10%</u>
WDW-EPCOT	<u>17%</u>	Circus World	<u>6%</u>
Sea World	<u>12%</u>	Church Street Station	<u>1%</u>
Cypress Gardens	<u>11%</u>	Weeki Wachee	<u>5%</u>
		Other	<u>4%</u>

(write in)

15. Looking again at this list, which others are you definitely planning to visit on this trip?

none	<u>19%</u>	Busch Gardens	<u>3%</u>
WDW-Magic Kingdom	<u>10%</u>	Space Center	<u>3%</u>
WDW-EPCOT	<u>11%</u>	Circus World	<u>1%</u>
Cypress Gardens	<u>7%</u>	Church Street Station	<u>1%</u>
Sea World	<u>9%</u>	Weeki Wachee	<u>4%</u>
		Other	<u>11%</u>

(write in)

(COLLECT CARD 1)

16. Did you travel to Silver Springs today by: (READ) private car 89%

rental car 2% recreational vehicle 9% tour bus 0%

(other 0%)

17. Was your last night's stay at: (READ)

a hotel or motel 39% a friend or relative's home 34%

a campground 6% your home 17% or elsewhere 4%

18. In what city or town was that? _____

(write in)

19. What entertainment and facilities did you expect to find at Silver Springs, prior to your arrival?

Glass Bottom Boats 99% Jungle Cruise 45% Reptile Institute 38% Cypress Point 22%

Deer Park 33% Gardens 27% Antique Car Collection 22%

Other (please specify) 4%

20. Were your expectations met? Yes 98% No 2%

21. What changes would you make, if any, at Florida's Silver Springs? If you were completely happy with your visit at Silver Springs, please state "no changes". _____

22. Please check the attraction at Florida's Silver Springs that you most enjoyed:

Glass Bottom Boat 75.5% Jungle Cruise 18.4% Deer Park 4.1% Reptile Institutel .0%

Cypress Point - Gardens - Antique Car Collection 1.0%

Other (please specify) -

23. How likely is it that you will again visit Silver Springs in the next two years? Is it (READ):

very likely 40.4% somewhat likely 28.3% somewhat unlikely 26.3% or not sure 5.1%

M=1.96

1=Highest

4=Lowest

24. Please turn your card over. Now I'll read you several statements about travel. Please indicate the extent of your agreement or disagreement with each of the statements by answering with the number of the answer choice on this card. The lower the number, the more you tend to agree with the statement. READ EACH STATEMENT.

	RESPONSE					M
	Strongly Agree 1	Agree 2	Neither 3	Disagree 4	Strongly Disagree 5	
1. Our household travels quite a lot.					1 2 3 4 5	2.1
2. On a vacation, I just want to rest and relax.					1 2 3 4 5	2.6
3. Part of each vacation should be educational.					1 2 3 4 5	1.9
4. I often get vacation ideas by reading newspapers and magazines.					1 2 3 4 5	2.4
5. On vacations, big cities are more fun than rural or natural places.					1 2 3 4 5	3.9
6. Vacations should be planned more for children rather than for parents.					1 2 3 4 5	3.4
7. I don't like to go more than 500 miles away from home on a vacation.					1 2 3 4 5	3.6
8. Most of my vacations center around visiting friends or relatives.					1 2 3 4 5	3.4
9. I would rather stay in a budget motel than some other lodging.					1 2 3 4 5	2.9
10. Travel agents are very helpful in planning my vacations.					1 2 3 4 5	3.4
11. Taking a vacation brings the family closer together.					1 2 3 4 5	1.9
12. I like to go camping.					1 2 3 4 5	2.6
13. I would think nothing of driving 50 to 100 miles to go shopping.					1 2 3 4 5	3.0
14. The best vacations are spent in luxury hotels rather than economy hotels or motels.					1 2 3 4 5	3.6
15. I am very interested in nature and wildlife.					1 2 3 4 5	1.8
16. When I have a choice, I vacation for excitement rather than relaxation.					1 2 3 4 5	2.9
17. I enjoy looking at vacation or travel magazines.					1 2 3 4 5	2.2
18. Most of the fun and excitement of taking a trip is planning and preparing for it.					1 2 3 4 5	3.1
19. I would not hesitate to "vacation now, pay later."					1 2 3 4 5	3.5
20. Silver Springs is a good value for visitors like my group today.					1 2 3 4 5	1.7
21. Lloyd Bridges is a great spokesman for Silver Springs.					1 2 3 4 5	2.3
22. Discount tickets motivated me to visit Silver Springs today.					1 2 3 4 5	3.7

(COLLECT CARDS)

Now just a few more questions for classification purposes.

25. Are you: single 18.1% or married 81.9%

26. Who is the household head? respondent 67% other 33%

27. How many persons, including yourself, are in your household? M=2.9
(IF MORE THAN ONE IN HOUSEHOLD, ASK:)

26a. How many adults, including yourself, are 18 or over? M=2.1 (number)

26b. Are there any children at home under 18? yes 66.1% no 33.9%
(IF YES, ASK:)

26c. How many 13 - 17? M=1.2 (number) N=25

26d. How many 7 - 12? M=1.7 (number) N=15

26e. How many under 7? M=1.4 (number) N=16

28. Which age group are you in: Is it (READ):

18-34 21.2% 35-49 37.4% 50-64 29.3% 65 and over 12.1% (refused) 0%

29. Finally, which category includes your total family income, before taxes? (READ)

under \$15,000 8.3% \$15-25,000 33.3% \$25-50,000 29.2% \$50,000 and over 11.5%
refused 17.7%

30. (RECORD SEX OF RESPONDENT) Female 48.5% Male 51.5%

Thank you very much! (BE SURE YOU HAVE COLLECTED BOTH CARDS)

Interviewer signoff _____ Supervisor _____

Time of completion _____.

SEASON 1

APPENDIX

2

18 DEC 84 SILVER SPRINGS DATA ANALYSIS
13:22:15 UNIVERSITY OF CENTRAL FLORIDA

IBM 4381-2

VM/SP3 CMS

Q7 ZIP CODE FREQUENCIES

VALUE LABEL	VALUE	FREQUENCY	PERCENT	VALID PERCENT	CUM PERCENT
	2721	1	1.0	1.1	1.1
	6118	1	1.0	1.1	2.2
	6430	1	1.0	1.1	3.2
	7424	1	1.0	1.1	4.3
	7660	1	1.0	1.1	5.4
	10308	1	1.0	1.1	6.5
	11704	1	1.0	1.1	7.5
	13760	1	1.0	1.1	8.6
	14225	1	1.0	1.1	9.7
	15210	1	1.0	1.1	10.8
	19711	1	1.0	1.1	11.8
	21061	1	1.0	1.1	12.9
	21870	1	1.0	1.1	14.0
	24502	1	1.0	1.1	15.1
	24541	1	1.0	1.1	16.1
	25136	1	1.0	1.1	17.2
	28379	1	1.0	1.1	18.3
	28391	1	1.0	1.1	19.4
	29325	1	1.0	1.1	20.4
	30021	1	1.0	1.1	21.5
	30059	1	1.0	1.1	22.6
	30144	1	1.0	1.1	23.7
	30260	1	1.0	1.1	24.7
	30340	1	1.0	1.1	25.8
	31210	2	2.0	2.2	28.0
	31211	1	1.0	1.1	29.0
	31501	1	1.0	1.1	30.1
	31522	1	1.0	1.1	31.2
	31602	1	1.0	1.1	32.3
	31763	1	1.0	1.1	33.3
	32017	1	1.0	1.1	34.4
	32052	1	1.0	1.1	35.5
	32055	2	2.0	2.2	37.6
	32074	2	2.0	2.2	39.8
	32084	1	1.0	1.1	40.9
	32211	1	1.0	1.1	41.9
	32216	1	1.0	1.1	43.0
	32233	1	1.0	1.1	44.1
	32512	1	1.0	1.1	45.2
	32618	1	1.0	1.1	46.2
	32650	1	1.0	1.1	47.3
	32659	1	1.0	1.1	48.4
	32671	2	2.0	2.2	50.5
	32678	1	1.0	1.1	51.6
	32691	1	1.0	1.1	52.7
	32703	1	1.0	1.1	53.8
	32751	1	1.0	1.1	54.8
	32763	1	1.0	1.1	55.9
	32765	1	1.0	1.1	57.0
	32788	1	1.0	1.1	58.1
	32792	1	1.0	1.1	59.1
	32953	2	2.0	2.2	61.3
	33021	1	1.0	1.1	62.4

18 DEC 84
13:22:15

SILVER SPRINGS DATA ANALYSIS
UNIVERSITY OF CENTRAL FLORIDA

IBM 4381-2

VM/SP3 CMS

Q7

33404	1	1.0	1.1	63.4
33405	1	1.0	1.1	64.5
33457	1	1.0	1.1	65.6
33521	1	1.0	1.1	66.7
33526	1	1.0	1.1	67.7
33542	1	1.0	1.1	68.8
33707	1	1.0	1.1	69.9
33803	1	1.0	1.1	71.0
33881	1	1.0	1.1	72.0
33942	1	1.0	1.1	73.1
34120	1	1.0	1.1	74.2
34248	1	1.0	1.1	75.3
34249	1	1.0	1.1	76.3
35150	1	1.0	1.1	77.4
35178	1	1.0	1.1	78.5
36033	1	1.0	1.1	79.6
37777	1	1.0	1.1	80.6
40118	1	1.0	1.1	81.7
40216	1	1.0	1.1	82.8
41522	1	1.0	1.1	83.9
44107	1	1.0	1.1	84.9
45680	1	1.0	1.1	86.0
47711	1	1.0	1.1	87.1
54901	1	1.0	1.1	88.2
60096	1	1.0	1.1	89.2
60614	1	1.0	1.1	90.3
61883	1	1.0	1.1	91.4
70047	1	1.0	1.1	92.5
70126	1	1.0	1.1	93.5
72401	1	1.0	1.1	94.6
74955	1	1.0	1.1	95.7
90011	1	1.0	1.1	96.8
90034	1	1.0	1.1	97.8
95207	1	1.0	1.1	98.9
98071	1	1.0	1.1	100.0

. 7 7.0 MISSING

TOTAL 100 100.0 100.0

MEAN	35566.366	STD ERR	1873.006	MEDIAN	32671.000
MODE	31210.000	STD DEV	18062.613	VARIANCE	326257982
KURTOSIS	3.376	SKEWNESS	1.561	RANGE	95350.000
MINIMUM	2721.000	MAXIMUM	98071.000	SUM	3307672.00

VALID CASES 93

MISSING CASES 7