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LIFE STYLE-TOURISM INTERRELATIONSHIPS OF MINNEAPOLIS-ST. PAUL RESIDENTS

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SUMMARY

Residents of the Twin Cities Metropolitan Area (TCMA) enjoy widely-varied recreational activities that annually, per average household, include:

- 50 person-occasions of going to the beach, boating, and/or picnicing.
- 19 person-attendances at movies.
- 15 person-occasions involving cultural/artistic facilities.
- 12 person-attendances at major sports events.
- 69 person-occasions of eating out for fun.

They not only use the many lakes in the TCMA for recreation but recognize their contribution to the area's beauty and appeal. They also put strong emphasis upon cultural opportunities as major local appeals. In addition TCMA residents have available, and use, many entertainment, recreational and social services. While those in households having lower socio-economic status (measured by income and education) have a lower level of the measured recreational activities, their pattern of choice was found to closely resemble that of the higher socio-economic households.

Recreation and tourism merge when TCMA households host visitors from out-of-town. Expenditures by these visitors are classed as "tourism". While "visiting at home" is popular, their guests are often treated to the many recreational amenities of the TCMA. Cultural, recreational and sightseeing activities involving guests are reported by a majority of households. But the most-frequently engaged in activities are eating out and shopping. These latter have substantial local economic impact. They help explain why 22 percent of TCMA tourists' expenditures are made by tourists who are there to "visit friends and relatives".

The view that emerges from this study is of a social and economic pattern in which residents and their guests weave together activities involving the area's physical endowments of lakes, rivers and parks with cultural resources of history and arts, plus recreational features and the variety of other urban amenities into a rich and complex tapestry. Documented here are emergent recreating life styles and their point of merger - when non-resident friends visit - with the TCMA's tourism industry.

LIFE STYLE-TOURISM INTERRELATIONSHIPS OF MINNEAPOLIS-ST. PAUL RESIDENTS

This paper examines relationships among socio-economic class, tourism and recreating life styles of the Twin City Metropolitan Area (TCMA) population. It bases primarily upon data gathered directly from residents in 1979 and is intended as complementary to a comprehensive study of Twin City tourists conducted a year earlier.^{3/} It also provides data that is supplementary to other studies such as those of the food service industry,^{2/} and attractions markets.

Highlighted here are recreational/leisure activities as an evolving part of the pattern of the way in which people live, work, play, produce and consume. Recreational/leisure activities have emerged as a major life style phenomenon of the post World War II era. In the U.S., at least 20 percent of personal consumption expenditures are for purposes of recreation, travel and related leisure pursuits. Long term increases in per capita income, higher levels of education, and greater time flexibility are major contributing factors. Revolutionary advances in travel technology and a major supply response on the part of hospitality services, cultural offerings and related recreational/leisure opportunities have also supported development of these life style patterns.

The analysis applies to households of the seven-county Minneapolis-St. Paul Metropolitan Area (TCMA). These seven counties cover 3,020 square miles and have a resident population of about two million. In common with much of Minnesota, the area is unusually endowed with natural recreational features. Chief among these are 60 lakes within the city limits of the two major cities. Altogether, the seven counties have 949 lakes with a total water area of 130,000 acres. In addition six major rivers (Cannon, Crow, Minnesota, Mississippi, Rum and St. Croix) flow through the area. An excellent, and extensive park system provides access to these natural features. The economy, at one time based primarily on processing and trade involving products from its agricultural hinterland, has diversified to include major commitment to high technology represented by computers, specialty chemical and health industries. It also serves as the supply, financial and headquarters center for a multi-state Upper Midwest region. Enhancing the physical and economic setting, an extensive complex of recreational and cultural facilities and services have developed. These recreational/cultural facilities are variously organized and supported on a commercial, governmental and voluntary basis. The entire set of TCMA attributes interact with the population to produce a distinctive life style.

Documented by the study are important parts of TCMA residents' recreational life styles. What emerges is a weaving together of activity patterns involving the physical endowment of lakes, rivers and parks, with the cultural endowment of history and arts, plus recreational features and services into a rich and complex tapestry.

Recreational patterns of TCMA residents and tourism ^{*/} are most closely interrelated in the visits made to friends and relatives in the TCMA by nonresidents. These out-of-town visitors are tourists. The overall

^{*/} Tourism is defined here as travel for any purpose outside one's usual area of habitation and work.

activity is a form of recreation. In most cases the resident hosts and their visitors take advantage of one or more of the several specific recreational opportunities, available in the TCMA. These partially define, and are an extension of, the life styles of the participating individuals.

The report has value to all interested in tourism and in life style patterns in the TCMA. It especially serves the interest of:

- Chambers of commerce.
- Other tourism development and promotional agencies.
- Those developing and managing recreational and cultural features, services, and events.
- Operators of commercial food services.
- Local and regional managers of natural resources, parks, and related outdoor recreational features.

Method

This study is based upon data gathered by telephone from 181 households of Minneapolis and St. Paul. Names of individuals were drawn at random from the telephone books. The sample thus represents individual telephone subscribers with listed numbers. It is biased to the extent that not all households have telephones and an estimated 5 to 8 percent with telephones do not have listed numbers.

Most telephoning was done in the late afternoon and early evening when most families have adults at home. When young people answered, a family member 16 or over was asked for. Even so, a high percentage of calls could not be completed in the first attempt. On the average it was necessary to make three calls to complete one usable interview. This consumed 30 to 45 minutes for each completed questionnaire.

The questionnaire was designed to determine major socio-economic variables. Although this involved personal information, only 12 percent did not supply this data. The major tourism/recreation/life-style major areas investigated included:

- Attitudes toward tourism in the TCMA.
- Attitudes toward the TCMA as a place to live.
- Household recreational activity patterns.
- Visits from out-of-the-area friends and recreating patterns when they visit.
- Knowledge about specific recreational/cultural things to do in the TCMA and how to get further information about them.

The analytic procedure followed was to divide respondents into groups according to geographic home location (whether from Minneapolis or St. Paul); and to further stratify by socio-economic factors and by basic attitude toward tourism. These subgroups were then compared according to the above characteristics as determined from their responses to the questionnaire.

Who Were the Respondents?

Of the 181 respondent households, 72 percent lived in Minneapolis or its suburbs. The other 28 percent lived in St. Paul or its suburbs. This determination was made on the basis of the telephone directory from which their number was selected. This procedure is approximately correct. It divides the TCMA north-south. But the political divisions may not be precise at all points and not all parts of outlying areas of the seven counties are included.

Respondents were then classified into a "high" or a "low" socio-economic status. The status criteria were as follows:

High - \$25,000 or more annual household income, or 4 years of college and at least \$15,000 annual household income.

Low - Under \$15,000 annual household income, or under \$25,000 annual household income and less than 4 years of college.

This procedure recognizes income and education as the two major drivers of recreational demand and evolutionary life style patterns. Other factors such as occupation, time flexibility and family composition also have an influence but were considered too detailed and difficult to apply to an investigation of this scale.

The user should be aware that use of two simple status classes presents problems. Each class will be composed of a heterogeneous mixture. For example the low status class will have relatively large numbers of younger households and also of older households. Members of the older, poor households often have low educational levels and participate in few recreational activities. Younger households have not yet built up earning power but may pursue outdoor sports avidly. Thus each status class will hide many distinctions that a more definitive rating would reveal.

Slightly more than half of the respondents were classified as "high" status (53 percent), Table 1. There was no significant difference between residents of Minneapolis and St. Paul. In subsequent analyses this division of respondents into high and low socio-economic status classes is used for further comparison.

Attitude Toward Tourists/Tourism

Limited understanding of tourism, even actual antagonism toward tourists on one's own turf, are often assumed as norms for the general populace by those who work with the tourist industry. Failure to view tourism positively grows from the Nineteenth Century view of a tangible, palpable product only as being production. This is usually coupled with a Calvinistic view of work as being "good for one". According to this view a service produces "nothing" and may even be regarded as sinful. Further, since tourism can only be consumed on site it means that tourists and residents

Table 1

Status Classifications of TCMA Residents.

| <u>Status Class</u> | <u>Minneapolis</u> | <u>St. Paul</u> | <u>Total TCMA</u> |
|-----------------------|--------------------|-----------------|-------------------|
| High | 54 | 50 | 53 |
| Low | 46 | 50 | 47 |
| | <hr/> | <hr/> | <hr/> |
| Total, Percent | 100% | 100% | 100% |
| Number of Respondents | (111) | (48) | (159) |

Note: 22 (12 percent) did not respond fully to the socio-economic questions.

compete for parking places, highway right of way, services, and views and uses of amenities. Thus, curiously, although travel/recreation/tourism are becoming increasingly prominent parts of the individual American's life style, widespread misunderstandings and animosities, regarding tourists in one's own community persist.

In view of the above this study's findings are a surprise: 70 percent of TCMA households are favorably disposed toward tourism, Table 2. Differences between Minneapolis and St. Paul residents were not significant. This is a much higher proportion than expected. To the extent that it is accurate the finding indicates a strong, positive base of support for moving forward with constructive tourism programs by the TCMA.

Three tests were required of respondents in order to classify as positive toward tourism:

- They had to view the economic impact of tourists as being good for the community (a positive view of tourism economics).
- They had to consider tourists' presence as not detrimental (no perceived use conflicts).
- They felt that more visitors/tourists should be encouraged (supported programs of tourist development).

Any respondents failing any one of the above three tests were classed as "negative" toward tourism.

These positive and negative classifications are employed in subsequent comparisons of respondents.

Attitudes Toward the TCMA

Most people, everywhere, have a degree of chauvanistic pride in their community. For this reason measures of attitude toward the local community, especially if done by brief telephone interviews by strangers, must be taken with appropriate seasoning. There were, however, real differences among attitudes toward the several TCMA attributes. Also the several classifications of residents were found to view the area differently. These indicate that thought was involved in the responses obtained.

Even after proper discounting of natural tendencies to defend one's home, attitudes toward the TCMA by its residents are overwhelmingly positive (see Table 3):

- They recognize and appreciate its beauty - 95 percent.
- They are proud of it - 93 percent.
- They feel it offers many fun things to do - 93 percent.
- They think it is friendly - 87 percent.

Findings strongly reinforce the "recreational life style" appeal of the Twin Cities for certain individuals. One hundred percent of the high status respondents agreed that there were "lots of fun things to do". This group has good incomes and/or good education.

Table 2

Attitudes Toward Tourism by TCMA Residents.

| <u>View of Tourism</u> | <u>Minneapolis</u> % | <u>St. Paul</u> % | <u>All TCMA</u> % |
|----------------------------|-------------------------|----------------------|----------------------|
| Positive | 72 | 65 | 70 |
| Negative | 28 | 35 | 30 |
| | <hr/> | <hr/> | <hr/> |
| Total | 100% | 100% | 100% |
| Number of Respondents | 130 | 51 | 181 |

Table 3

Attitudes Toward the TCMA by Its Residents. ^{*/}

| Question | Subpart of TCMA | | | Status Class | |
|---|--------------------|-------------|----------|--------------|-----|
| | All TCMA | Minneapolis | St. Paul | High | Low |
| | (percent agreeing) | | | | |
| I am proud of the Twin Cities | 93 | 96 | 85 | 96 | 89 |
| Twin City neighborhoods and lakes are beautiful | 95 | 98 | 90 | 98 | 93 |
| There are lots of fun things to do | 93 | 99 | 79 | 100 | 85 |
| People are friendly | 87 | 90 | 81 | 78 | 88 |
| Weather here is great | 48 | 53 | 36 | 56 | 39 |
| There are plenty of good jobs | 68 | 75 | 52 | 76 | 59 |

^{*/} Respondents could agree, disagree, or straddle the fence (say they didn't know). Shown here are only percent agreeing. In each instance the difference between the percentage given and 100% is the sum of those disagreeing with the statement or uncertain.

They are less positive toward the availability of jobs and the weather. Only 68 percent agreed that there were plenty of goods jobs available (the reader is reminded that this response was made in 1979). Not unexpectedly weather received the lowest rating; only 48 percent agreed that the "weather was great". This question was worded very positively and while no comparative data are available, the author doubts that more than half the residents of few, if any, continental U.S. communities would give their own local weather a "great" rating.

In response to all but one question a lower proportion of the low status class was positive in their attitudes. Even so 93 percent agreed that the TCMA was beautiful and 89 percent said they were proud of it. In the case of friendliness a higher proportion, 88 percent, of lower status respondents agreed, vs 78 percent agreeing of the high status households. The largest relative differences between the two status classes were in attitudes toward weather and jobs. People with lower incomes would be expected to regard job availability less positively. The higher proportion of elderly in the low status class contributed toward a negative attitude toward weather.

In every instance a lower proportion of St. Paul residents were positive toward Twin City attributes. This suggests a real attitudinal difference between the two TCMA subparts.

TCMA Residents' Recreational-Cultural Activity Patterns

Residents were asked to give their household members' participation in eleven different recreational/cultural activities within the TCMA. Activity types and participation rates are shown in Table 4. All of the activities treated required going outside the home for their participation. Friends who are TCMA residents or non-residents may also have been involved in the activity at the same time. (See also section: Visiting Friends as Tourists). Activities are reported as an average person-occasion per household. */ All households that responded either "yes" or "no" are averaged. Those answering yes were asked to give the number of times and number of household members involved. The response required recall over a year's period. The reader should be aware that a large memory bias may be present in responses thus obtained. However, the data should be a useful guide to relative levels of participation in the several activities, and to differences among the several classifications of respondents.

Eating out for fun was by far the most popular of the eleven activities at 69 person-occasions per household; eating out at work was not counted. Other high ranking activities in order were:

--- Water activities such as going to the beach or boating - 34 person-

*/ A person-occasion counts each person one time for every time they participate in the given activity; e.g., four family members eating out together would be counted as four person-occasions.

Table 4. Participation in Selected Recreational Activities by TCMA Households.

A. Average person-activity-occasions per Household

| Activity | Home Location | | | Tourism Attitude | | Status Class | |
|--|---------------|-------|----------|------------------|----------|--------------|-----|
| | Total TCMA | Mpls. | St. Paul | Positive | Negative | High | Low |
| 1. Attend a movie | 19 | 22 | 11 | 17 | 25 | 21 | 14 |
| 2. Take a sightseeing auto drive | 10 | 10 | 9 | 8 | 12 | 10 | 8 |
| 3. Visit a museum or historical site | 5 | 5 | 6 | 5 | 5 | 7 | 3 |
| 4. Go to an amusement park or zoo | 6 | 6 | 9 | 6 | 7 | 8 | 5 |
| 5. Go to the beach or go boating | 34 | 39 | 16 | 37 | 28 | 40 | 32 |
| 6. Go picnicking | 16 | 18 | 9 | 16 | 18 | 18 | 16 |
| 7. Play golf or tennis | 18 | 19 | 18 | 21 | 13 | 24 | 13 |
| 8. Go to an art show or art museum | 3 | 3 | 2 | 3 | 3 | 4 | 2 |
| 9. Go to a live theatre performance | 7 | 6 | 11 | 9 | 3 | 8 | 7 |
| 10. Attend a major sports event | 12 | 10 | 16 | 12 | 10 | 15 | 9 |
| 11. Eat out, for fun | 69 | 75 | 51 | 67 | 72 | 86 | 55 |
| TOTAL Activity Occasions per Average household | 198 | 213 | 158 | 200 | 194 | 236 | 165 |

B. Proportion of households with members participating

| Activity | Home Location | | | Tourism Attitude | | Status Class | |
|--------------------------------------|-----------------|------------|---------------|------------------|---------------|--------------|----------|
| | Total TCMA % | Mpls. % | St. Paul % | Positive % | Negative % | High % | Low % |
| 1. Attend a movie | 84 | 92 | 63 | 86 | 82 | 84 | 84 |
| 2. Take a sightseeing auto drive | 59 | 62 | 50 | 61 | 56 | 64 | 54 |
| 3. Visit a museum or historical site | 65 | 61 | 74 | 66 | 61 | 73 | 52 |
| 4. Go to an amusement park or zoo | 76 | 77 | 72 | 79 | 68 | 81 | 75 |
| 5. Go to the beach or go boating | 76 | 82 | 57 | 78 | 72 | 78 | 73 |
| 6. Go picnicking | 67 | 68 | 63 | 71 | 56 | 66 | 63 |
| 7. Play golf or tennis | 53 | 51 | 60 | 57 | 44 | 66 | 42 |
| 8. Go to an art show or art museum | 46 | 50 | 37 | 49 | 38 | 54 | 36 |
| 9. Go to a live theatre performance | 58 | 61 | 49 | 64 | 44 | 67 | 44 |
| 10. Attend a major sports event | 72 | 76 | 61 | 72 | 71 | 79 | 65 |
| 11. Eat out, for fun | 93 | 94 | 92 | 95 | 89 | 99 | 89 |

- occasions. This activity reflects the availability of lakes and parks.
- Going to movies - 19 person-occasions.
 - Golf and tennis - 18 person-occasions.
 - Picnicing - 16 person-occasions.

Of these five most-engaged-in recreational activities, two were indoor and partly reflect the commercial services available. Eating out is a complexly motivated activity. It reflects many social, economic and life style factors and often is combined with other recreational-social experiences. Going to movies appears to be a less complexly-involved activity. The other three popular activities are outdoor oriented. They reflect the TCMA availability of parks, water and recreational facilities as well as the active outdoor life style of many TCMA residents.

Other outdoor recreational studies have found automobile sightseeing to be among the most frequently engaged in.^{4/} Its relatively poor ranking reflects possible geographic differences and changes in automobile costs as well as life style changes over time - the referenced study was conducted twenty years earlier. A different questioning approach may also have influenced the outcome.

Three of the activities are cultural in nature. While visits to historical sites, art shows and live theatre each had a relatively low rate of participation, together they total almost 15 person-occasions per family and are substantially larger than the 12 person-occasions reported for attendance at major sports events.

Do those who have negative views of tourism have different recreating patterns from those with positive views? Not substantially. On the average they go to movies and auto sightseeing more and to live theatre somewhat less. Also they are generally less active out of doors - engaging less in water sports and outdoor games such as golf and tennis.

Compared with low status households, the high status group is markedly more active overall. They report total person-occasions for the eleven activities of 236 compared with 165, or an activity level averaging 43 percent higher. But surprisingly, except for this higher activity level the relative patterns are remarkably similar. For example, the high status residents eat out on 86 person-occasions compared with only 55 for low status households. But eating out represents 35 percent of the person-occasions reported by high status residents and 34 percent reported by low status residents.

What are Minneapolis-St. Paul's Attractions?

Households interviewed were asked to name TCMA attractions that they would recommend to a visitor who had never been there before. This produced a well rounded list of 58 items representing the TCMA's attractions as spontaneously perceived by a random group of residents.

Table 5 shows the top 26 attractions named. Almost half of the household respondents (44 percent) named TCMA lakes. This supports the

Table 5

Top 26 Things to See and Do in the TCMA that Residents Would Recommend to Visitors.

| Name of Facility, Service, Activity or Event | Percent of Households Naming the Item |
|---|--|
| | % |
| 1. Lakes | 44 |
| 2. Guthrie Theatre | 34 |
| 3. Sports Events | 19 |
| 4. New Zoo | 18 |
| 5. Parks | 17 |
| 6. Minneapolis Institute of Arts | 14 |
| 7. Orchestra Hall | 13 |
| 8. IDS Tower | 12 |
| 9. Science Museum, Omni Theater | 10 |
| 10. Theaters | 7 |
| 11. Downtown | 7 |
| 12. Walker Art Museum | 6 |
| 13. Minnehaha Falls | 6 |
| 14. Valley Fair | 5 |
| 15. Fishing | 5 |
| 16. Shopping | 4 |
| 17. University of Minnesota Campus | 3 |
| 18. Bars and Restaurants | 3 |
| 19. Nicollet Mall | 3 |
| 20. State Capitol | 3 |
| 21. Como Park | 3 |
| 22. General Sightseeing | 3 |
| 23. Cathedral | 2 |
| 24. Cross Country Skiing | 2 |
| 25. Chanhassen Dinner Theatre | 2 |
| 26. State Fair | 2 |

finding of 95 percent who agree that the area, including its lakes, is beautiful plus the high level of beach-boating activity. Clearly the TCMA's water resources are recognized and appreciated as outstanding by its residents. Nine of the attractions named were mentioned by ten percent or more of all households. Among the 26 top attractions about one-half can be classified as mainly cultural-educational in nature. But all 26, as with the total of 58 named, show a great deal of heterogeneity and balance in types of appeal.

A number of observations, comparisons and questions may be posed about these frequently-named attractions:

- Four of the nine attractions named by at least 10 percent of residents can be classed as cultural. The average family had about 15 person-occasions of attendance at cultural performances annually (Table 4). This was less than the average attendance at movies. Further, about 6 percent of the tourists report participation in cultural type activities during their visit.3/
- Lakes were named by 44 percent of residents. There were 34 person-occasions per year of going to the beach or boating reported by resident families (Table 4). But less than 1 percent of tourists engage in water sports while in the TCMA.3/
- Public parks are highly regarded as attractions by residents - 17 percent named them. And use of beach and picnicing supports this popularity of parks to residents - the two activities total to 50 person-occasions of use per family yearly and, even so, it is probably an understatement of actual park use. But tourists report almost no use of public parks - only about one-tenth percent.3/ While many visitors may not have been aware of when they were in a public park, and hence underreported use, a low level of park use by nonresidents is also reported by park officials.
- Major sports were named by 19 percent as an important attraction, ranking in third place. Resident households report 12 person-occasions of attendance at major sports events per year. Of the specific recreational activities reported by automobile tourists in 1977-78 this was the most frequently participated in. It was involved in about six percent of the tourist trips into the TCMA - about the same rate as tourists' participation in cultural activities as noted above. 3/
- Whether or not a feature was named as an attraction was partly a function of its location and the respondent's place of residence. For example no one in St. Paul mentioned the IDS tower. But a few in St. Paul mentioned the Minneapolis Institute of Arts, and a few in Minneapolis mentioned the Minnesota Science Museum and/or Omni Theatre.

Interpretation of all the above must be made with care. For example, one occasion of participation such as the Guthrie Theatre, is not necessarily equivalent to one occasion in another activity type - such as a visit to the beach. It might be cautiously stated that parks and lakes are

less important as attractions to tourists than residents felt they should be. On the other hand, these physical elements provide the general ambience. Even though direct involvement may not be great, their contribution to the general setting may have a major impact.

Knowledge of Information Sources

Residents were asked to name sources of information about things to see and do in the TCMA. They were not prompted, hence replies reflect the sources coming readily to mind. Responses were grouped into 10 categories as shown in Table 6.

Newspapers were about two times more important as a source of information on things to see and do than any other means. Twenty-eight percent of all responses were "newspapers". Next in order of importance were

- Chambers of commerce - 15 percent.
- Magazines, television, radio (all grouped together) - 14 percent.
- Friends - 14 percent.

There were geographic differences:

- St. Paul residents named "friends" and the "yellow" pages 3 times as often as Minneapolis residents.
- Minneapolis residents named "newspapers" two times as often as St. Paul residents.

Socio-economic status appeared to exercise almost no influence upon the pattern of named information sources.

Those who had a positive attitude toward tourism were almost four times as likely to name the Chamber of Commerce as an information source. This finding has a basis in logic. Chambers of Commerce often promote tourism, some individuals taking a dim view of tourism could be expected to place less reliance in the Chamber of Commerce.

Visiting Friends as Tourists

One TCMA tourist attractor stands out above all others -- people. Thirty-one percent of all person-trips by tourists to the Twin Cities are to "visit friends and relatives". This is by far the most important single reason for travel, not just to the Twin Cities, but in the U.S. generally.^{5/}

Eighty percent of the households had friends and relatives from outside the area visit them, Table 7. The proportion in Minneapolis having these visits were substantially higher than in St. Paul - 85 vs 65 percent.

High status families had more out of town visitors than low status. This is compatible with the a priori judgment that friends of higher status families would be more likely to have means for travel from a distance. It is incompatible with the prevalent belief that lower income people do more of their recreating in the form of visits with friends and relatives.

Table 6. Sources of Information About Things to See and Do in the TCMA named by Residents. ^{*/}

| Information Source | Home Location | | | Tourism Attitude | | Socio-Econ Status | |
|----------------------------------|---------------|------------|---------------|------------------|---------------|-------------------|----------|
| | All TCMA % | Mpls. % | St. Paul % | Positive % | Negative % | High % | Low % |
| 1. Chamber of Commerce | 15 | 14 | 18 | 19 | 5 | 15 | 13 |
| 2. State Agencies and Offices | 1 | 1 | 1 | 1 | 1 | 1 | - |
| 3. Other local and State Sources | 6 | 7 | - | 6 | 5 | 5 | 6 |
| 4. Newspaper | 28 | 31 | 15 | 32 | 20 | 26 | 30 |
| 5. Magazines, TV, Radio | 14 | 17 | 3 | 13 | 16 | 15 | 13 |
| 6. Hotel Guides | 1 | 1 | - | - | 2 | - | 2 |
| 7. Friends | 14 | 9 | 34 | 13 | 17 | 14 | 17 |
| 8. Yellow Pages | 7 | 5 | 18 | 8 | 6 | 7 | 9 |
| 9. At Place of Activity | 2 | 3 | - | 2 | 2 | 3 | 2 |
| 10. Other Sources | 12 | 12 | 11 | 6 | 26 | 14 | 8 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

^{*/} The columns of percentage figures shown in the table give the relative frequencies with which each information source was named by the respective class of resident households.

Table 7

Proportion of TCMA Households Having Out-Of-Area Visitors.

| Household Class | Location of Household | | |
|-------------------------|-----------------------|--------------------------|----------|
| | All TCMA | Minneapolis (percent) | St. Paul |
| All Households | 80 | 85 | 65 |
| Attitude Toward Tourism | | | |
| Positive | 79 | 85 | 63 |
| Negative | 81 | 86 | 67 |
| Socio-Economic Status | | | |
| High | 88 | 95 | 71 |
| Low | 71 | 75 | 63 |

Possible offsetting explanations: 1) the substantially higher general level of recreational activity engaged in by high status families, for 11 activities examined it was nearly one half (43 percent) higher; and 2) lower status families may do relatively more visiting with friends from within the Twin Cities; relatively less with friends from outside.

Attitudes toward tourism appear to have no influence on the proportion who have visitors from outside the Twin Cities. Those who were negative toward tourism had a slightly higher, but not statistically significant, proportion of outside visitors. This class of residents are thus in a curiously ironic state; they do not support tourism but are themselves responsible for generating a substantial level of tourist travel. The contradiction is partly explained by the prevailing low level of understanding of tourism. Most people do not recognize visitors as tourists, yet this study shows substantial commercially-related activity associated with visits from friends and relatives - see the discussion below. This finding is supported by direct research of tourists in the TCMA in which those coming for the purpose of visiting friends and relatives accounted for 22 percent of all tourists' expenditures. (This percentage counts only expenditures of visitors, not of their resident hosts.) 3/

What do Twin City residents do when visitors come from out of the city?

Their two most frequently indulged activities are almost on opposite ends of the spectrum from the viewpoint of economic impact. For 82 percent visiting in the host's home is the main activity when friends come. This activity is not a strong generator of economic impact; this image of visiting undoubtedly causes many people to dismiss it as not a component of commercial tourism. But there are other activities having direct economic impact that are frequently undertaken when TCMA households host guests; these are not necessarily incompatible with spending most of the time with visitors in one's home: 75 percent usually eat out when out-of-town friends come and only four percent never did. Eating out is a strong generator of economic activity and especially jobs. Thirty percent of TCMA restaurant sales are to tourists with a substantial proportion of these sales generated by travelers to the area for the purpose of visiting friends and relatives.1/

In addition to eating out, the most frequently indulged of the commercial activities, there are the following activity patterns, involving out-of-town quests:

- Twenty percent of the households usually go to the theatre. Another 41 percent sometimes do. This total of 61 percent compares with the 58 percent of all households reporting that some member had gone to the theatre during the past year (Table 4).
- Eleven percent of the households usually take guests to a sports event. Another 45 percent sometimes do. This is 56 percent compared with 72 percent with members going to sporting events in the past year. A comparison of these figures with those immediately above suggests a relatively stronger propensity to show off theatres to visiting friends compared to sports events.

--- Shopping has a particularly strong appeal when visitors come. Over half, 51 percent, usually do and only 18 percent never do. This is supported by tourist expenditure research that found about 9 percent of total tourist economic impact in the TCMA to be due to shopping purchases of travelers primarily in the TCMA to visit friends and relatives.^{3/}

When patterns of families of high status are compared with those of low status, Table 8, three activities show little difference in the proportion engaging therein. These are: visting in the home, shopping and eating out. Note that the latter two are strongly related to dollar expenditures and thus produce economic impact. Those of higher status show stronger tendancies to take their guests sightseeing and/or to the theatre. In the matter of sporting events over half of the low status households never take guests, this is an almost 50 percent larger proportion than the high status group who "never" take guests to sporting events.

There were also some differences in patterns of hosting out-of-town guests depending upon whether or not the host was positive or negative toward tourism. The most marked of these is in the "sightseeing" activity. Over three times as many of those having positive views of tourism usually take guests sightseeing (42 percent), compared to those negatively disposed to tourism (13 percent).

References

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Table 8. Patterns of Participation in Selected Activities by TCMA Households when Hosting Out of Area Visitors.

| A. Activity by Socio-Economic Status of Household | Frequency of Participation | | | |
|---|----------------------------|----------------|------------|------------|
| | Usually % | Sometimes % | Never % | Total % |
| Mainly visit in Home | | | | |
| High Status | 81 | 18 | 1 | 100 |
| Low Status | 84 | 14 | 2 | 100 |
| All Households | 82 | 16 | 2 | 100 |
| Sightsee in City | | | | |
| High Status | 45 | 45 | 10 | 100 |
| Low Status | 22 | 60 | 18 | 100 |
| All Households | 35 | 52 | 13 | 100 |
| Go Shopping | | | | |
| High Status | 49 | 35 | 16 | 100 |
| Low Status | 53 | 27 | 20 | 100 |
| All Households | 51 | 31 | 18 | 100 |
| Attend A Sports Event | | | | |
| High Status | 12 | 52 | 36 | 100 |
| Low Status | 11 | 36 | 53 | 100 |
| All Households | 11 | 45 | 44 | 100 |
| Attend a Theatre, Art Show or Museum | | | | |
| High Status | 24 | 40 | 36 | 100 |
| Low Status | 16 | 42 | 42 | 100 |
| All Households | 20 | 41 | 39 | 100 |
| Eat Out in a Restaurant | | | | |
| High Status | 76 | 20 | 4 | 100 |
| Low Status | 73 | 22 | 5 | 100 |
| All Households | 75 | 21 | 4 | 100 |
| B. Activity By Attitude Toward Tourism | Usually % | Sometimes % | Never % | Total % |
| Mainly visit in Home | | | | |
| Positive | 84 | 14 | 2 | 100 |
| Negative | 78 | 22 | 0 | 100 |
| Sightsee in City | | | | |
| Positive | 42 | 43 | 15 | 100 |
| Negative | 13 | 71 | 16 | 100 |
| Go Shopping | | | | |
| Positive | 54 | 29 | 17 | 100 |
| Negative | 38 | 38 | 24 | 100 |
| Attend a Sports Event | | | | |
| Positive | 10 | 48 | 42 | 100 |
| Negative | 18 | 31 | 51 | 100 |
| Attend a Theatre, Art Show or Museum | | | | |
| Positive | 22 | 40 | 38 | 100 |
| Negative | 22 | 31 | 47 | 100 |
| Eat Out in A Restaurant | | | | |
| Positive | 73 | 23 | 4 | 100 |
| Negative | 76 | 15 | 9 | 100 |