

March 2022

# Explore Asheville

*Resident Perspectives on Tourism*



Travel  
Intelligence

ASHEVILLE

# *Better insights.* **SMARTER STRATEGY.**

MMGY Travel Intelligence specializes in syndicated and custom market research exclusively for the travel and tourism industry. We boast the industry's most expansive and richest historical data, and we are dedicated to providing the highest-quality travel and traveler research.

Our mission is to provide clients with valuable insights they can apply to improve their results. Our portfolio of products and services is designed to power travel industry decision-makers through consumer insights, travel performance data, and audience modeling and segmentation.



MMGY Travel Intelligence built upon a 2019 study that surveyed Buncombe County residents about their awareness and perceptions of destination tourism and its impact on the community. Several online panel companies were engaged to reach a random sample of residents of Buncombe County (Asheville and the surrounding areas). The survey was live from January 19 through February 15 and a total of 382 surveys were completed. This sample size yields an error range of +/- 5 percentage points at the 95% level of confidence.

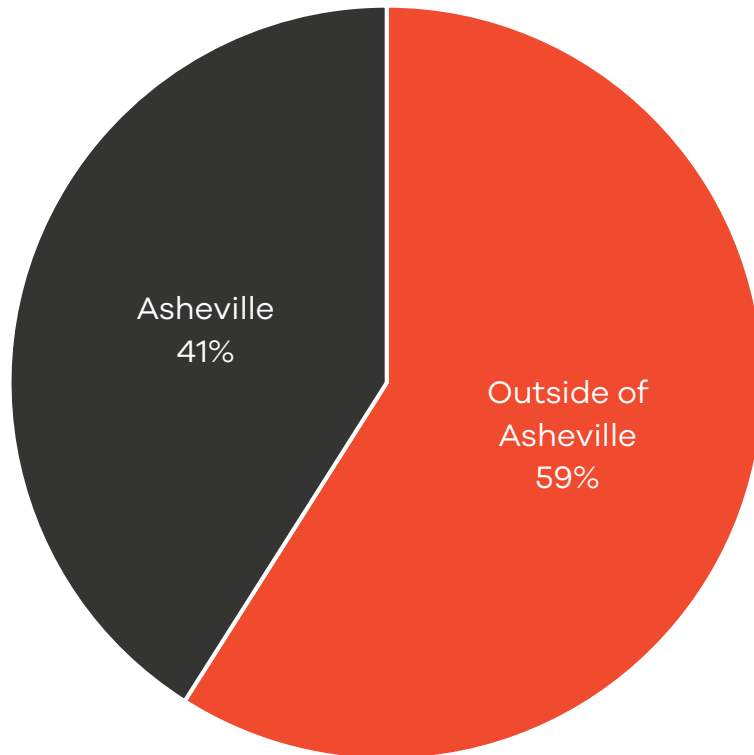
Additional questions were added to this survey. In those cases, comparisons to 2019 results are not applicable. Comparisons were made if there was little or no change to the question/answers. If there was a slight change, the original question text is included in a footnote for reference.

The following zip codes were used to ensure the respondent was a resident of Buncombe County.

28701	28730	28787	28810
28704	28732	28801	28813
28709	28748	28802	28814
28711	28757	28803	28815
28715	28770	28804	28816
28716	28776	28805	
28728	28778	28806	

## RESPONDENT PROFILE

- More than half of the respondents reside in Buncombe County but outside of Asheville (n=226).
- 156 respondents reside in the city of Asheville.



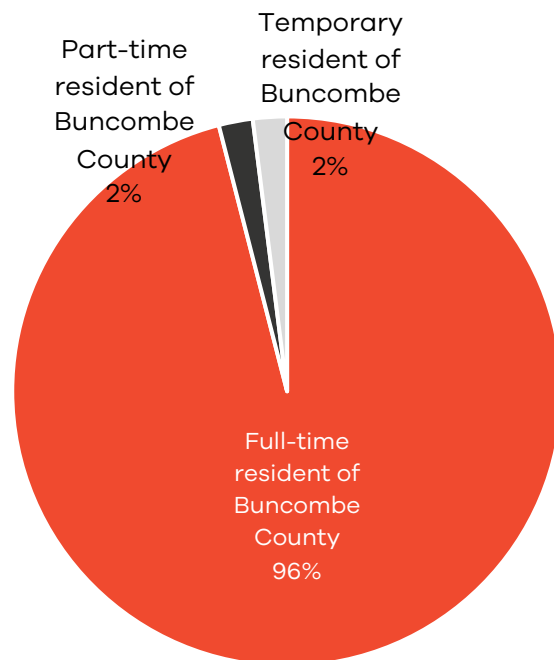
Outside of Asheville Neighborhood	n=226
Western Buncombe County	34%
Southern Buncombe County	17%
Northern Buncombe County	16%
Eastern Buncombe County	14%
Within the Town of Weaverville	8%
Within the Town of Black Mountain	4%
Within the Town of Woodfin	4%
Within the Town of Biltmore Forest	2%
Within the Town of Montreat	0%

Asheville Neighborhood	n=156
West Asheville	24%
South Asheville	19%
Downtown Asheville	17%
East Asheville	16%
North Asheville	14%
Central Asheville (outside Downtown)	10%

## RESPONDENT PROFILE

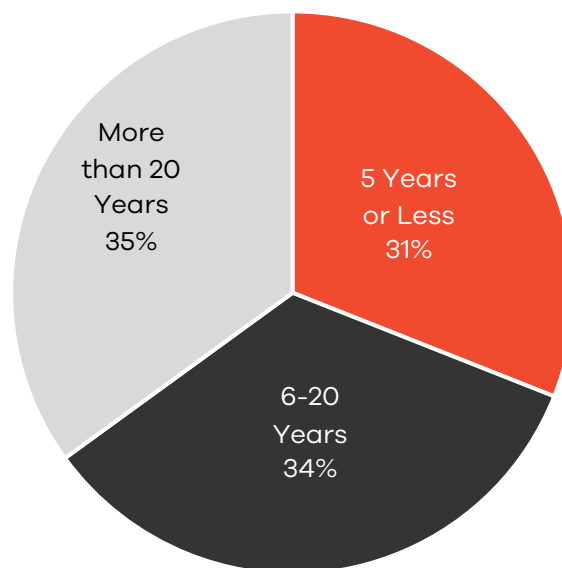
- The majority of respondents are full-time residents of Buncombe County, the average length of residency is 18.5 years and among those who are employed, about half indicate that their job doesn't receive any benefit from tourism while a quarter (26%) indicate they receive a great deal of benefit from tourism.

### Residency Status

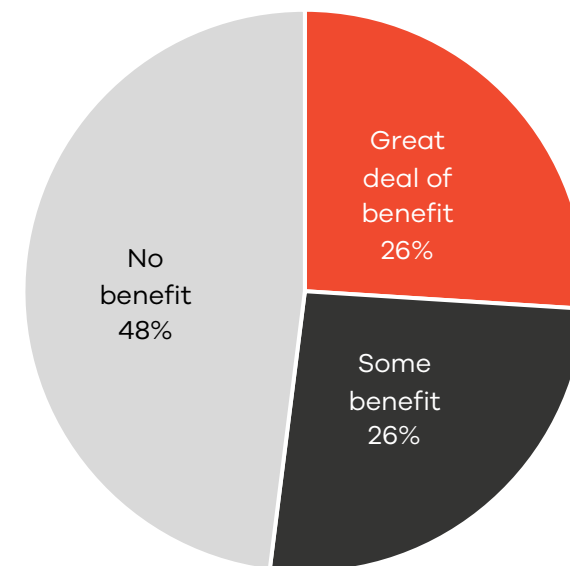


### Length of Residency

Avg.: 18.5 years



### Job Benefits from Tourism



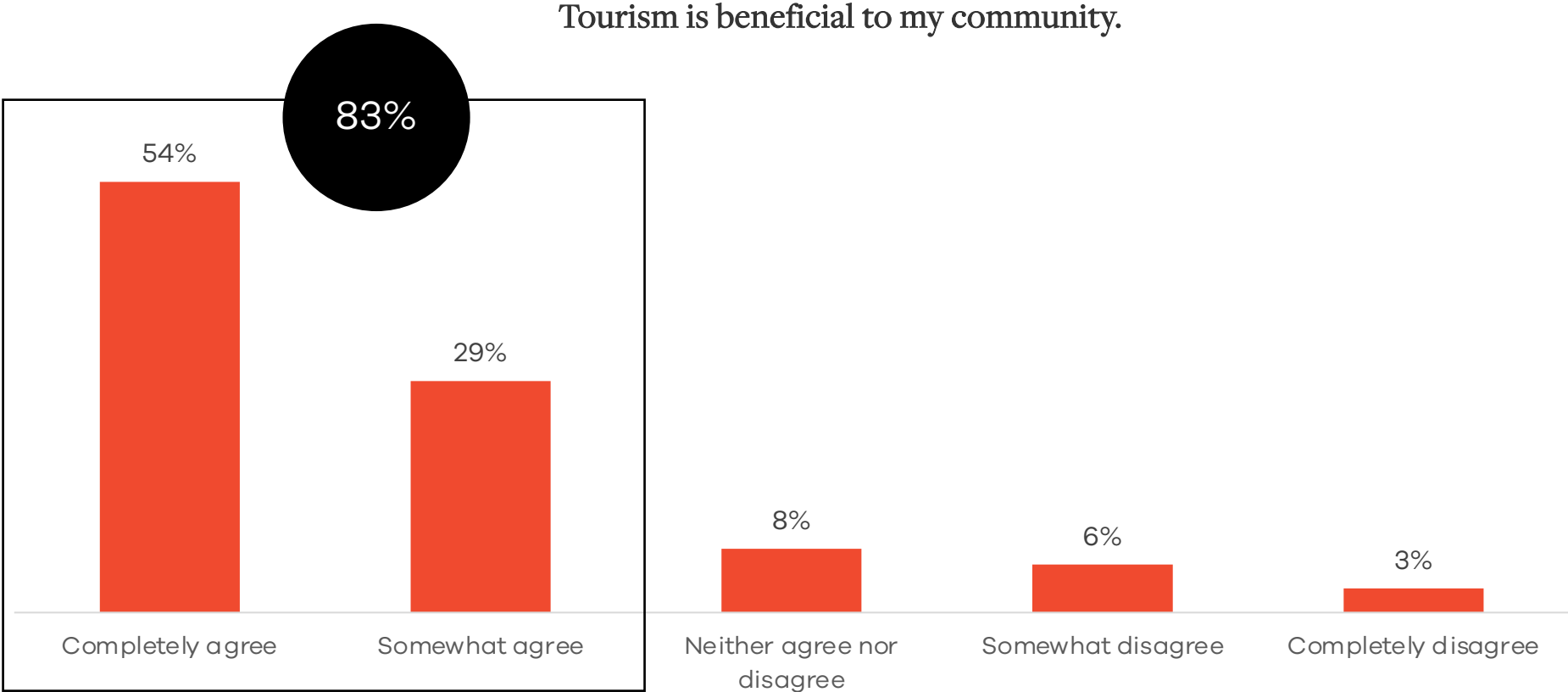
Among those who are employed: n=236

## **Key Insight** <sup>no.</sup> **1**

While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

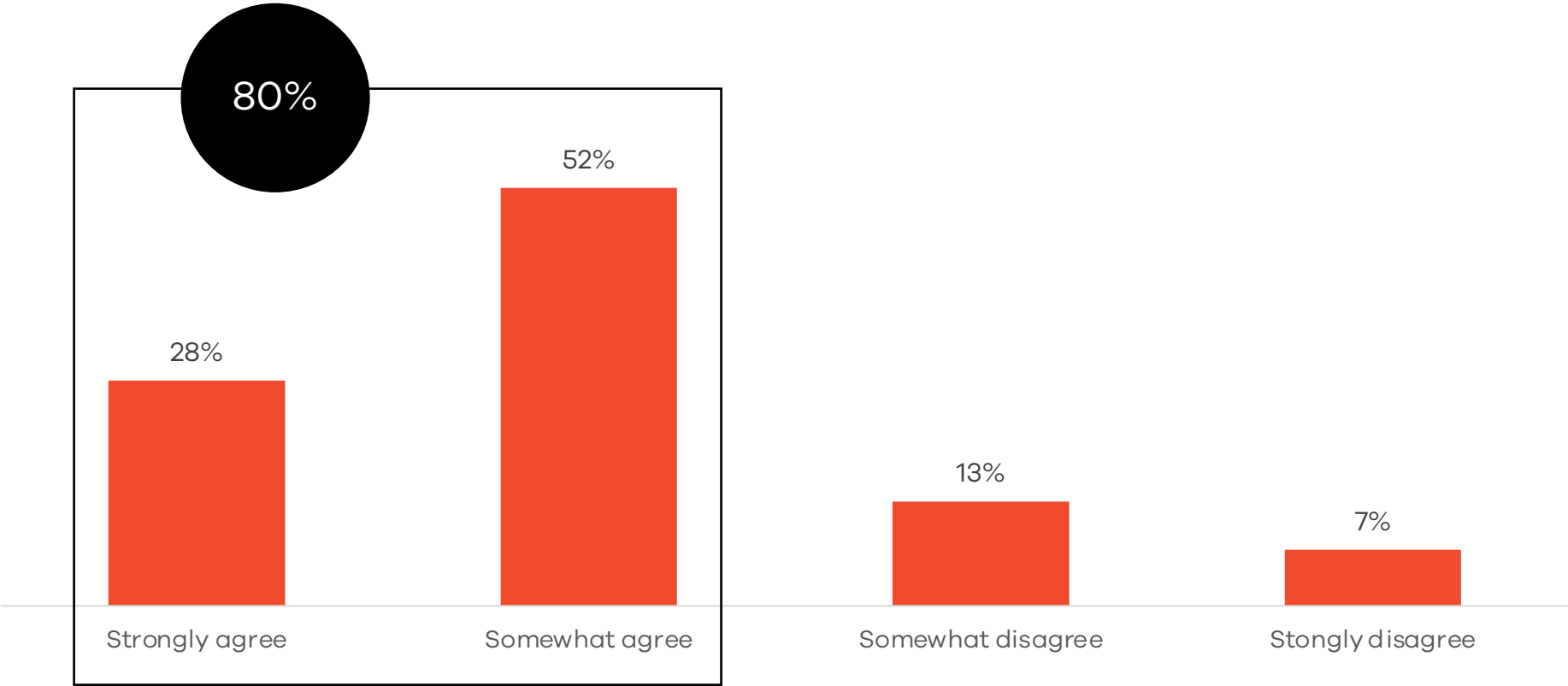
- An overwhelming majority, (83%), agree that tourism is beneficial to their community.



Q. To what extent do you agree or disagree with the statement:  
Tourism is beneficial to my community.

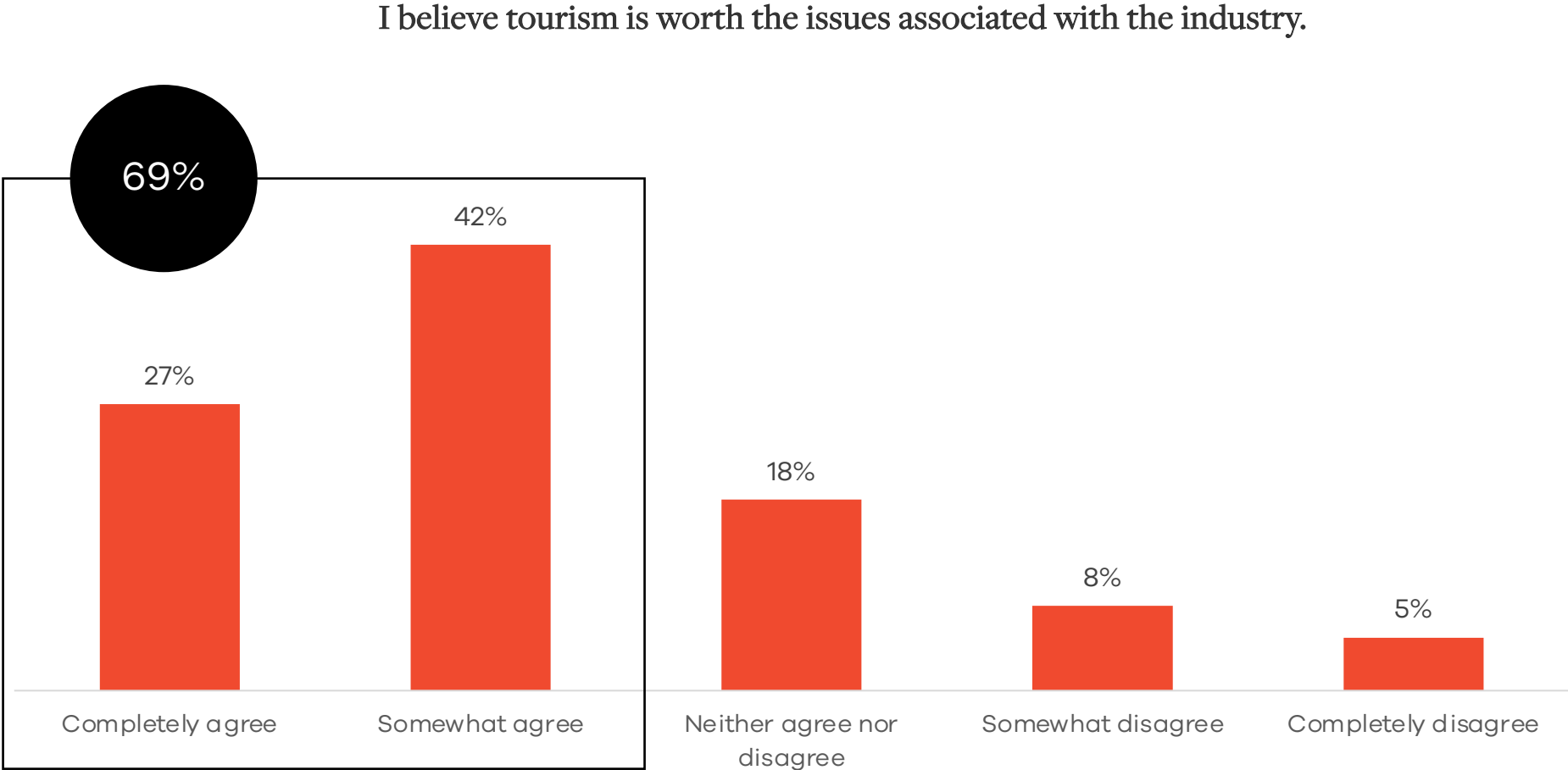
Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

I believe the money my community invests in tourism promotion fuels the local economy.



Q. For each of the following statements concerning tourism and your community, please indicate whether you agree or disagree.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.



Q. For each of the following statements concerning tourism and your community, please indicate whether you agree or disagree.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

- A large majority of residents agree with all positive statements made about tourism and its economic impact indicating that they are aware of how tourism helps to support businesses and creates jobs.

Positive Statements Related to Economic Impact % Completely/Somewhat Agree	2019	2022	Change
I believe visitors to our community help support the number and variety of independent businesses here, including restaurants, retail shops, entertainment opportunities. <sup>1</sup>	88%	89%	+1
I believe tourism supports jobs and entrepreneurial opportunities that people in my community need. <sup>2</sup>	79%	89%	<b>+10</b> ▲
I believe tourism and conferences introduce visitors to my community who could potentially move their business or start a new business here.	NA	88%	-
I believe tourism is an economic driver for Buncombe County and provides an important part of the tax base.	NA	89%	-
I believe tourism and hospitality creates jobs that are a good career starting point and lead to additional opportunities. <sup>3</sup>	68%	79%	<b>+11</b> ▲
I believe the number of visitors to our area helps attract and support more airlines and direct flights for residents. <sup>4</sup>	89%	84%	<b>-5</b> ▼

Data in bold indicate a significant difference from 2019.

2019 Question Wording

<sup>1</sup> Tourism helps small businesses in my community.  
<sup>2</sup> Tourism supports jobs that people in my community need.  
<sup>3</sup> Tourism jobs provide a good starting point and lead to career opportunities.  
<sup>4</sup> Because of tourism in the area, Asheville has been able to attract more airline options and flights.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

- A majority of residents agree with all the positive statements related to tourism and how it effects their everyday life.

Positive Statements Related to Quality of Life % Completely/Somewhat Agree	2019	2022
I believe residents that have vacation rentals in my community earn supplemental income that helps their quality of life.	NA	86%
I believe tourism creates cultural exchange and a better understanding between people.	NA	81%
I believe tourism to our community helps support natural and cultural resources like parks, greenways, performing arts and museums that residents enjoy.	NA	82%
I believe there are more cultural festivals and sports events because of people visiting the area.	NA	79%
I believe residents have more recreational opportunities (places to go and things to do) because of tourism to the area. <sup>1</sup>	76%	76%
I believe tourism positively impacts me and my family.	NA	72%

2019 Question Wording

<sup>1</sup> There are lots of things to do in the community that are here because of people visiting the area.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

Positive Statements Related to Tourism Promotion % Completely/Somewhat Agree	2019	2022	Change
I believe tourism promotion has helped build Asheville’s brand and attracted new businesses to our community.	NA	86%	-
I believe the money my community invests in tourism promotion fuels the local economy. <sup>1</sup>	82%	80%	-2
I believe the taxes visitors pay cover the cost for any marketing done by my community. <sup>2</sup>	66%	60%	-6

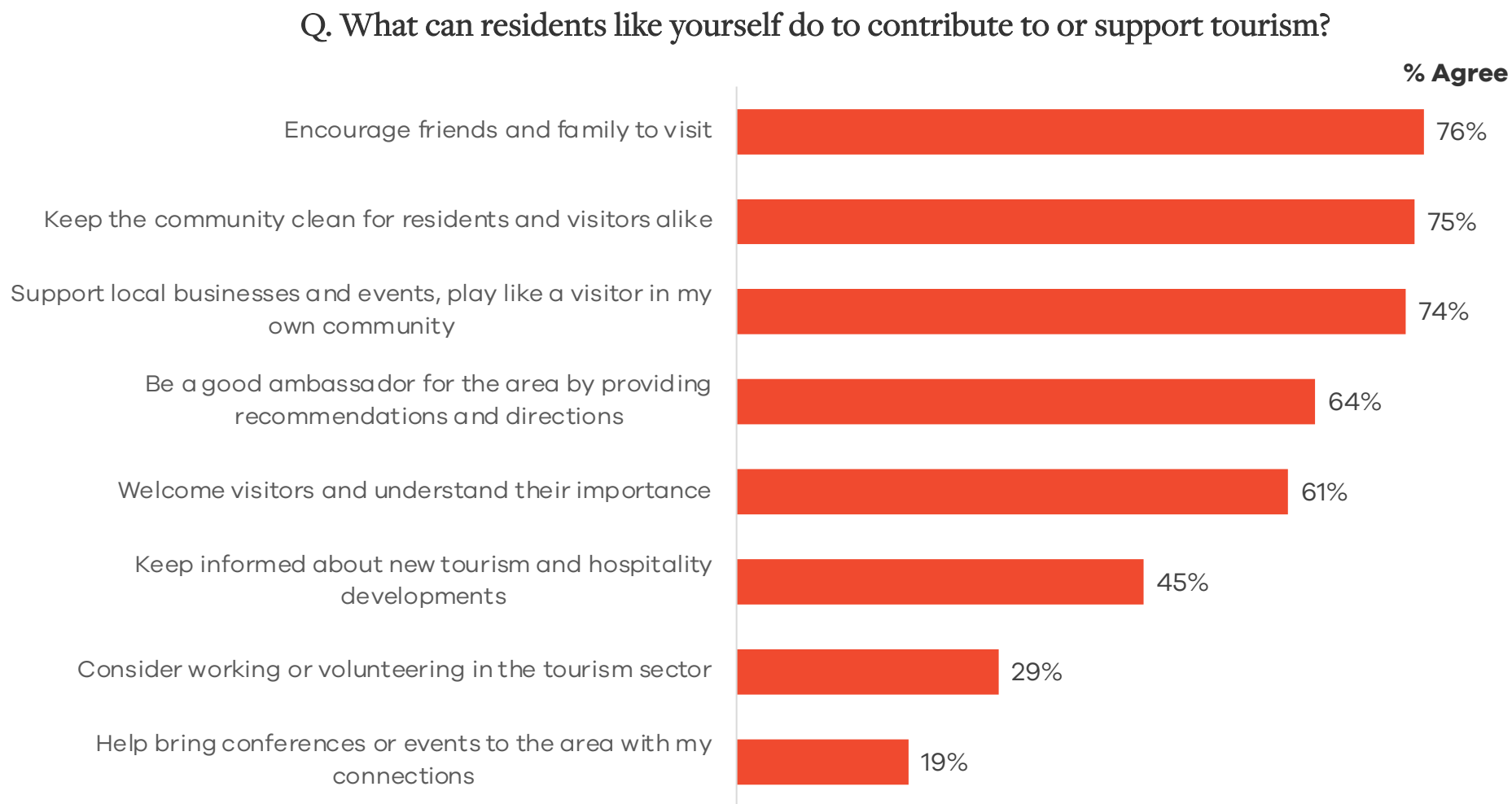
Negative Statements Related to Tourism Promotion % Completely/Somewhat Agree	2019	2022	Change
I believe visitors will continue to come to my community even if it stopped all tourism advertising. <sup>3</sup>	73%	80%	<b>+7</b> ▲
I believe when the community spends money to promote tourism, it is only helping businesses that should be doing their own marketing. <sup>4</sup>	46%	44%	-2

*Data in bold indicate a significant difference from 2019.*

<sup>1</sup> The money my community invests in tourism promotion fuels the local economy.  
<sup>2</sup> The taxes visitors pay cover the cost for any marketing done by my community.  
<sup>3</sup> Visitors will continue to come to my community even if we stopped all tourism.  
<sup>4</sup> When the community spends money to promote tourism, it is only helping businesses that should be doing their own marketing.

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

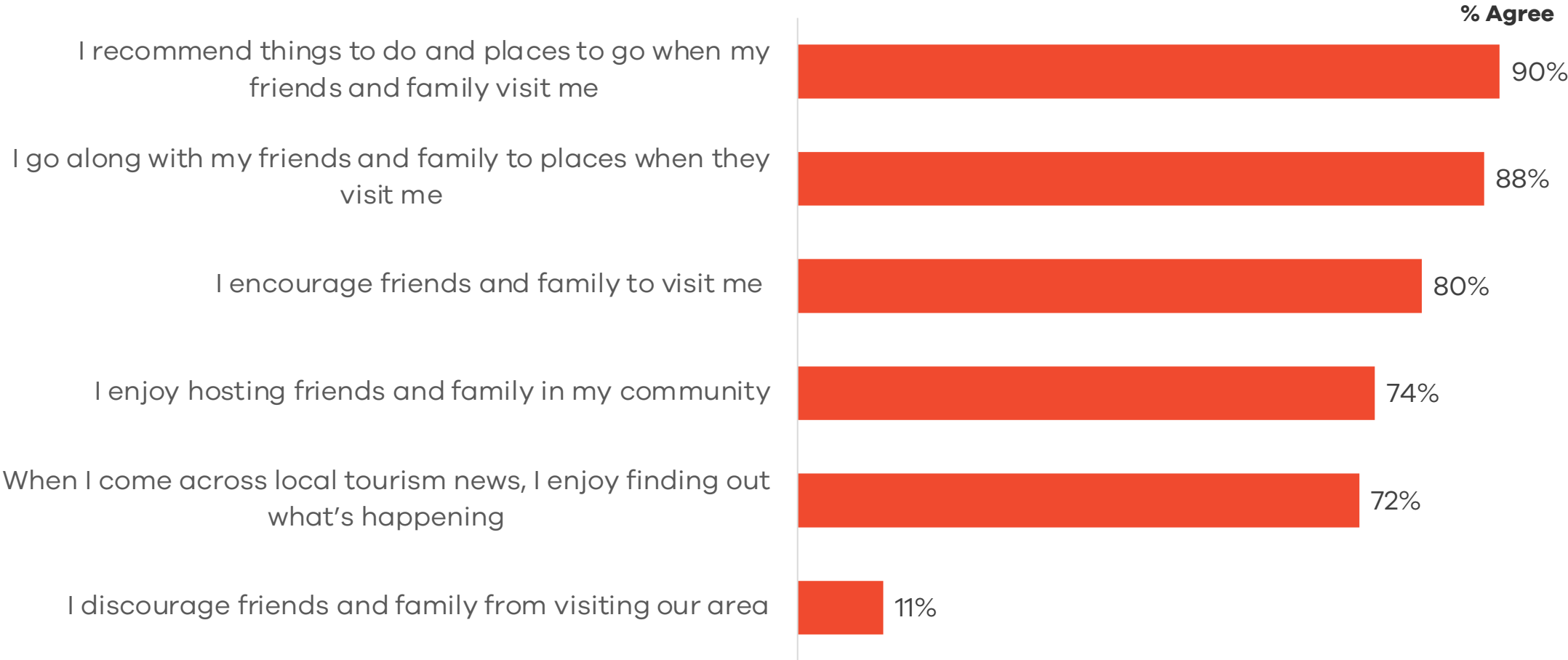
- A majority of residents are aware of how they can support tourism.



Q. You indicated that tourism is beneficial to your community. What can residents like yourself do to contribute to or support tourism? n=319

Key Insight <sup>no. 1</sup>: While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

**4 in 5 residents indicate they encourage friends and family to visit.**



## Key Insight<sup>no.</sup> 2

The primary pain points/concerns of residents appear to be a perceived...

1. ...threat to the character/vibe of Asheville
2. ...problem with traffic and parking
3. ...threat to the natural environment

In alignment with Explore Asheville's strategic priorities, residents indicate it is important to share stories of Asheville's creative spirit, shift visitors from peak season to other times of the year, disperse visitors from downtown Asheville to other areas of the county and encourage visitors to practice responsible travel.

- The people of Buncombe County—their friendliness, character and attitudes—are one of the most loved parts of the community.

## Why are you proud of your community?

"We are a community that cares and comes together to help each other."

"People in Asheville are generally friendly, creative, kind, interesting, and willing to work to make a better community."

"It's a somewhat progressive community where people take care of each other and share a mutual sense of belonging."

**There is some concern that tourism could change the vibe of the community.**

**78%**  
**Agree**

**I believe growing tourism will change the feeling of the community for residents.**

\* Out of all the negative statements measured in the survey, this was the one that received the highest agreement.



**But this seems to be more of a fear than the current reality.**

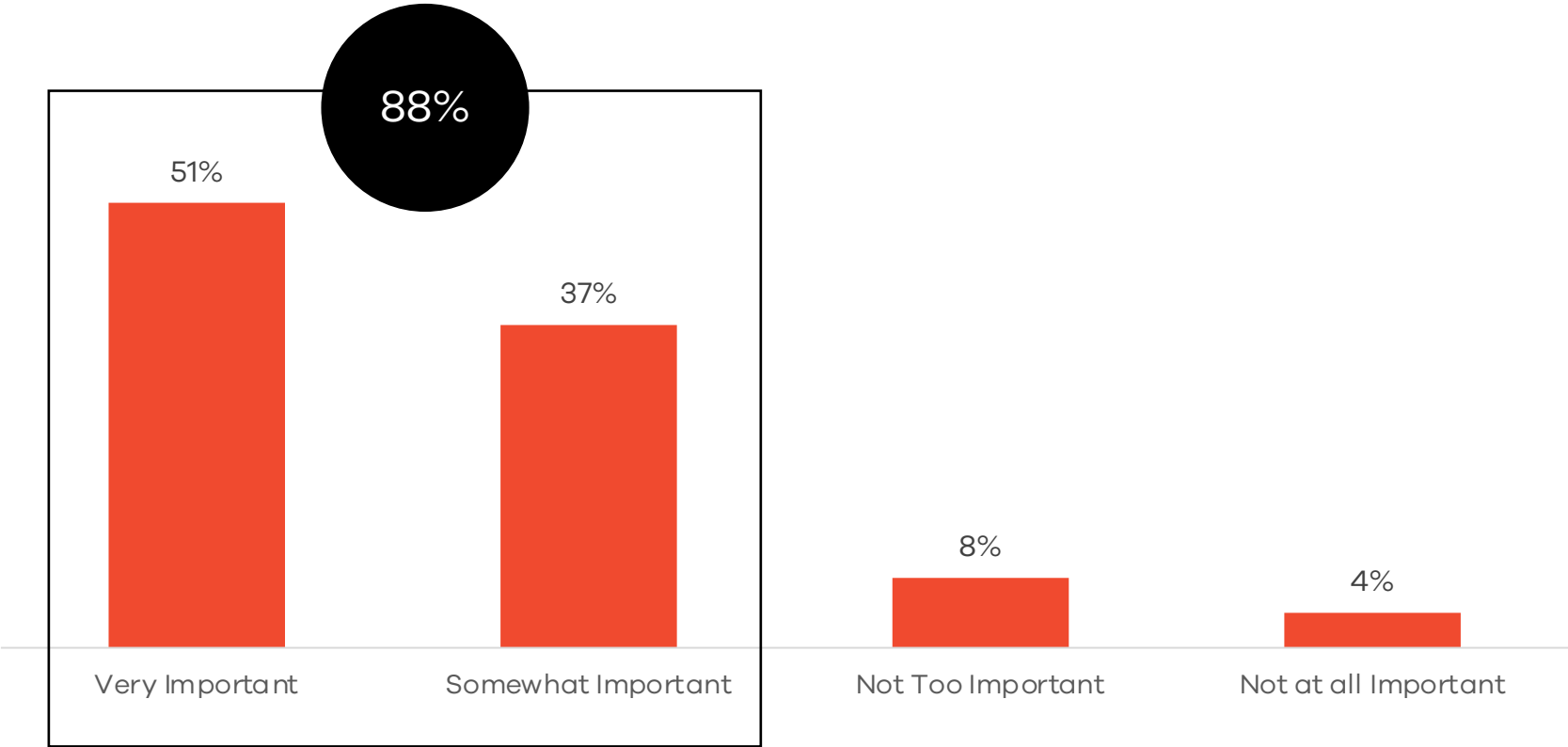
**Only...**

**32%**

**Of Buncombe County residents believe visitors detract from the culture and character of our community.**

Nearly 9 in 10 residents indicate that sharing stories of Asheville’s creative spirit is an important initiative for managing visitors.

Importance of: Promoting and Sharing Stories of Asheville’s Creative Spirit to Help Maintain the Character of the Community and Support our Artists, Creators and Makers



Q. How important do you believe each of the following initiatives are for managing visitors to and in your community:

## Key Insight <sup>no.</sup> 2: The primary pain points/concerns of residents appear to be – A perceived problem with traffic and parking

- Traffic and parking problems are a common pain point among residents.
- However, compared to 2019, fewer residents believe that traffic and parking are truly problems.

Negative Statements Related to Quality of Life % Completely/Somewhat Agree	2019	2022	Change
I believe growing tourism will change the feeling of the community for residents.	NA	78%	-
I believe we have traffic problems due to the number of people visiting the area. <sup>1</sup>	85%	<b>74%</b>	<b>-11</b> ▼
I believe there are parking problems because of people visiting the community. <sup>2</sup>	88%	<b>76%</b>	<b>-12</b> ▼
I believe Buncombe County's economy is too dependent upon tourism.	NA	68%	-
I believe short-term/vacation rentals for visitors leave fewer options for year-round residents.	NA	68%	--
I believe that tourism contributes to the loss of green space and damages the environment.	NA	53%	
I believe the number of people visiting the area has a negative impact on the quality of life for residents.	NA	45%	-
I believe residents can't enjoy my community and amenities because of the number of people visiting. <sup>3</sup>	63%	<b>45%</b>	<b>-18</b> ▼
I believe people visiting the area are a drain on city and county resources. <sup>4</sup>	52%	<b>37%</b>	<b>-15</b> ▼
I believe visitors detract from the culture and character of our community.	NA	32%	-
I believe tourism negatively impacts me and my family.	NA	29%	-

*Data in bold indicate a significant difference from 2019..*

### 2019 Question Wording

<sup>1</sup> Because we have too many people visiting the area, we have traffic problems.

<sup>2</sup> There are problems with parking because of people visiting the community

<sup>3</sup> Locals can't enjoy my community because of all the people visiting

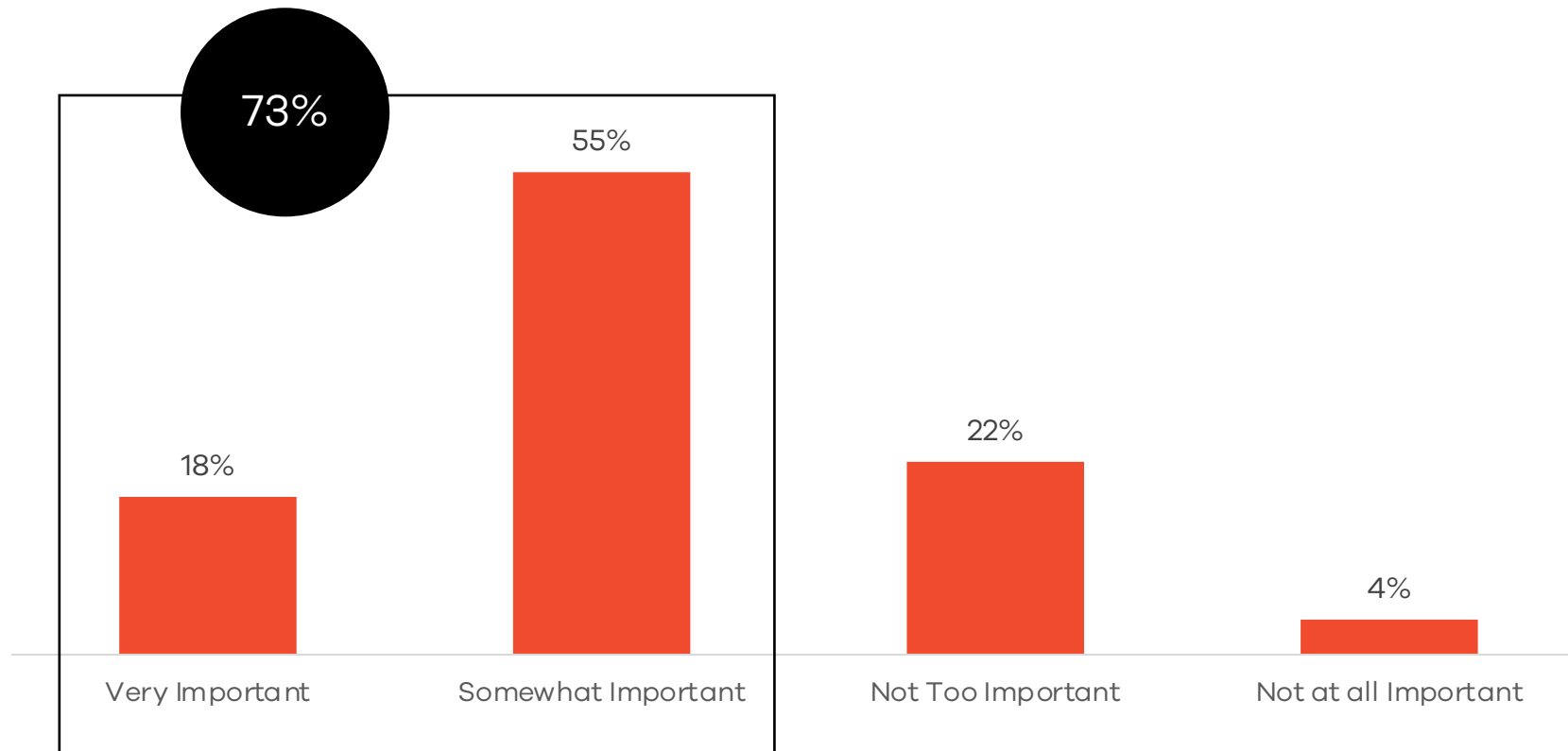
<sup>4</sup> People visiting the area are a drain on city and county resources

## Key Insight <sup>no.</sup> 2: The primary pain points/concerns of residents appear to be – A perceived problem with traffic and parking

Respondents were asked to rate the importance of six different initiatives that would help manage visitors to and in the community.

- Nearly three-quarters of residents indicate that encouraging visitors to visit during the off-season is an important initiative.

Importance of: Shifting concentration of visitors from peak season to other times of the year.

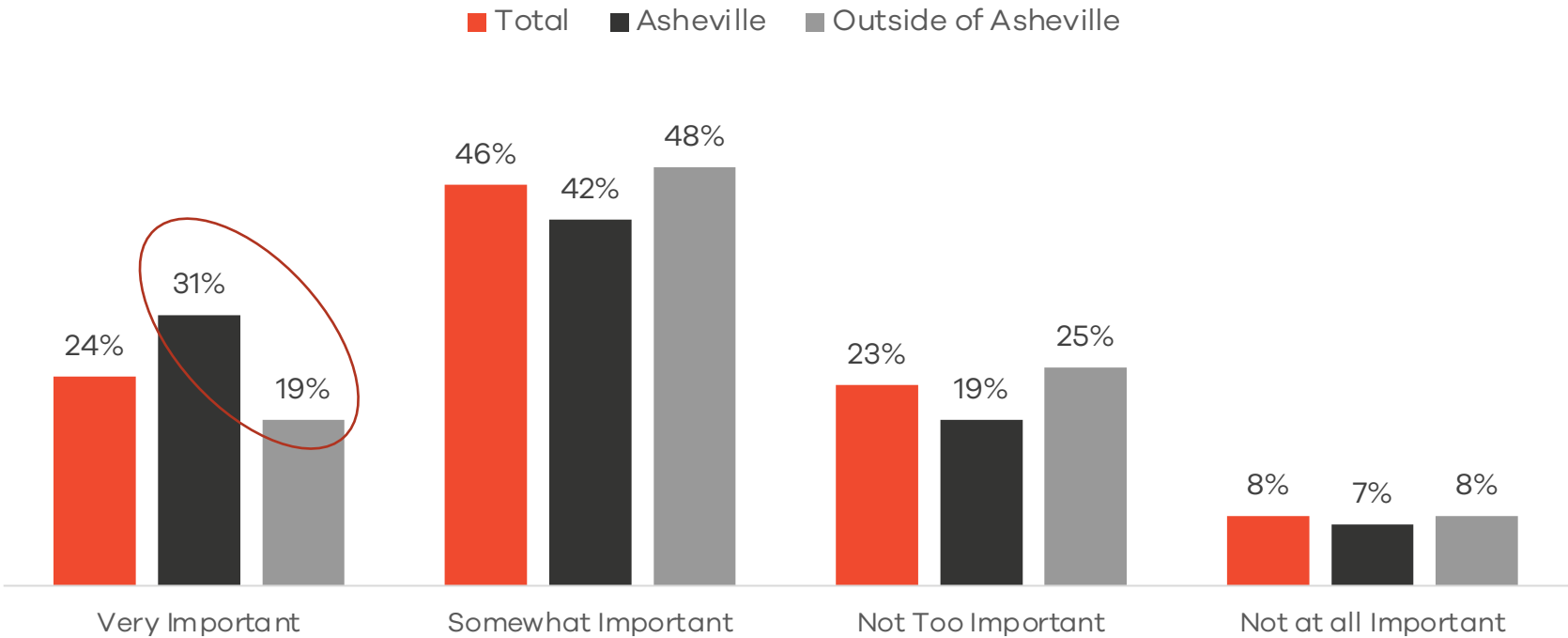


Key Insight no. 2: The primary pain points/concerns of residents appear to be – A perceived problem with traffic and parking

Respondents were asked to rate the importance of six different initiatives that would help manage visitors to and in the community.

- 70% of residents indicate that dispersing visitors throughout the county is an important initiative.
- Significantly more Asheville residents consider this to be a very important initiative.

Importance of: Dispersing visitors from downtown Asheville to other areas of the county.



Q. How important do you believe each of the following initiatives are for managing visitors to and in your community:

Residents of Buncombe County deeply care about the environment and value and appreciate the natural beauty that surrounds their community.

## Why are you proud of your community?

"Community efforts to respect the natural surroundings."

"Because we all contribute to keeping it clean and safe."

"It is very environmentally conscious."

"They care about the environment."

"It embraces art and beauty within nature and the community."



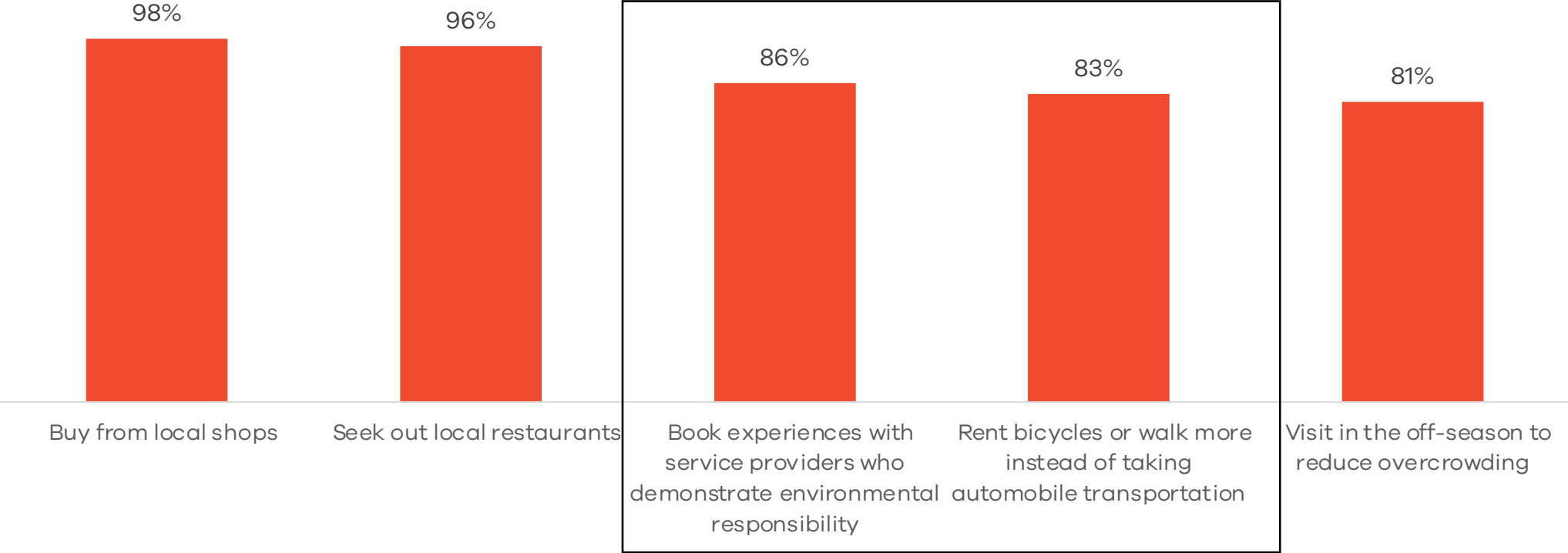
**There is some concern that tourism has a damaging impact on the environment.**

**53%**

**Of Buncombe County residents believe tourism contributes to the loss of green space and damages the environment.**

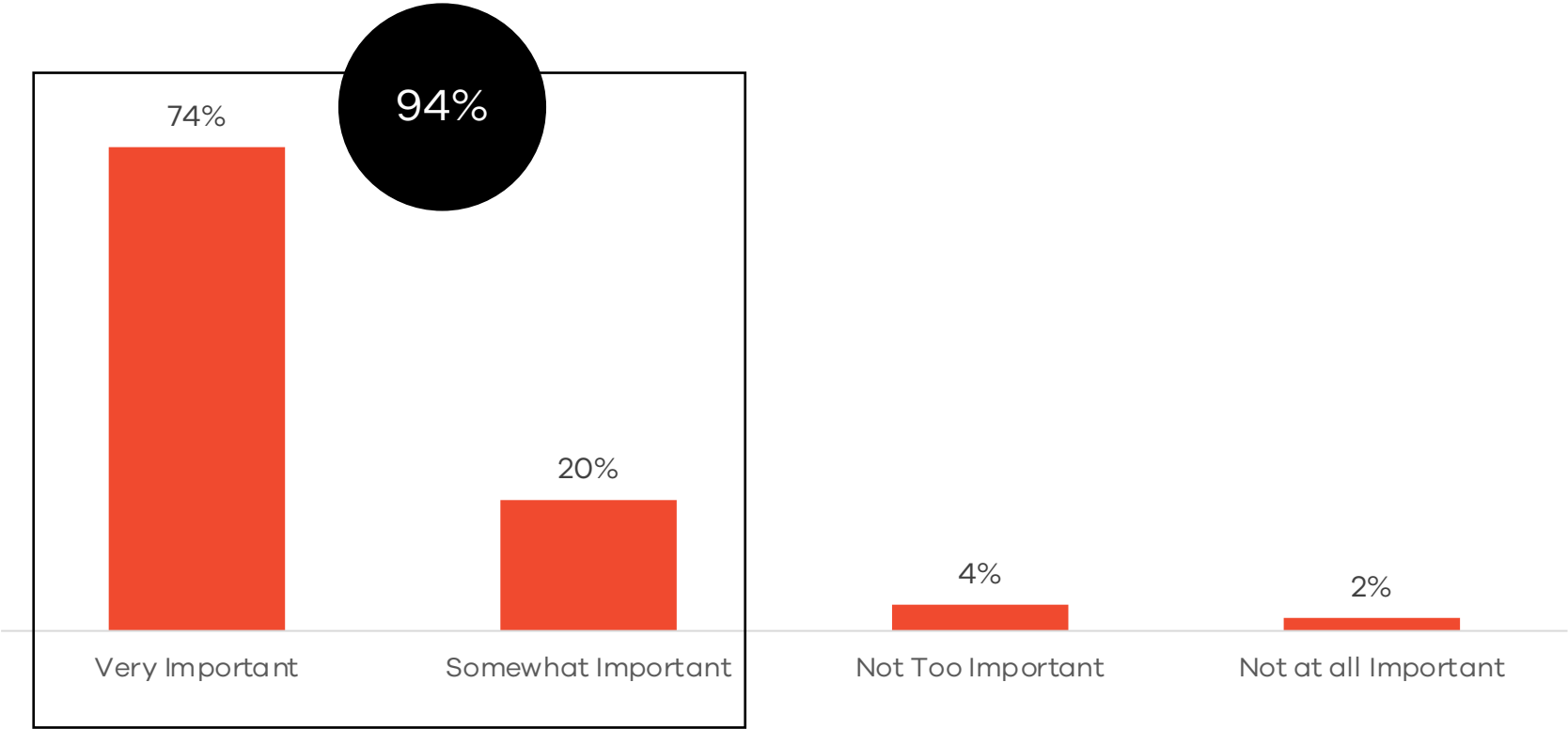
**More than 80% of residents think it is important for visitors to practice behaviors that help to protect the environment and sustain the local community.**

% Consider to be Somewhat/Very Important Behavior from Visitors



**Encouraging visitors to practice responsible tourism was deemed to be most important in helping to manage visitors and the community.**

Importance of: Encouraging Visitors To Practice Responsible Tourism, Respect And Protect Cultural And Natural Assets



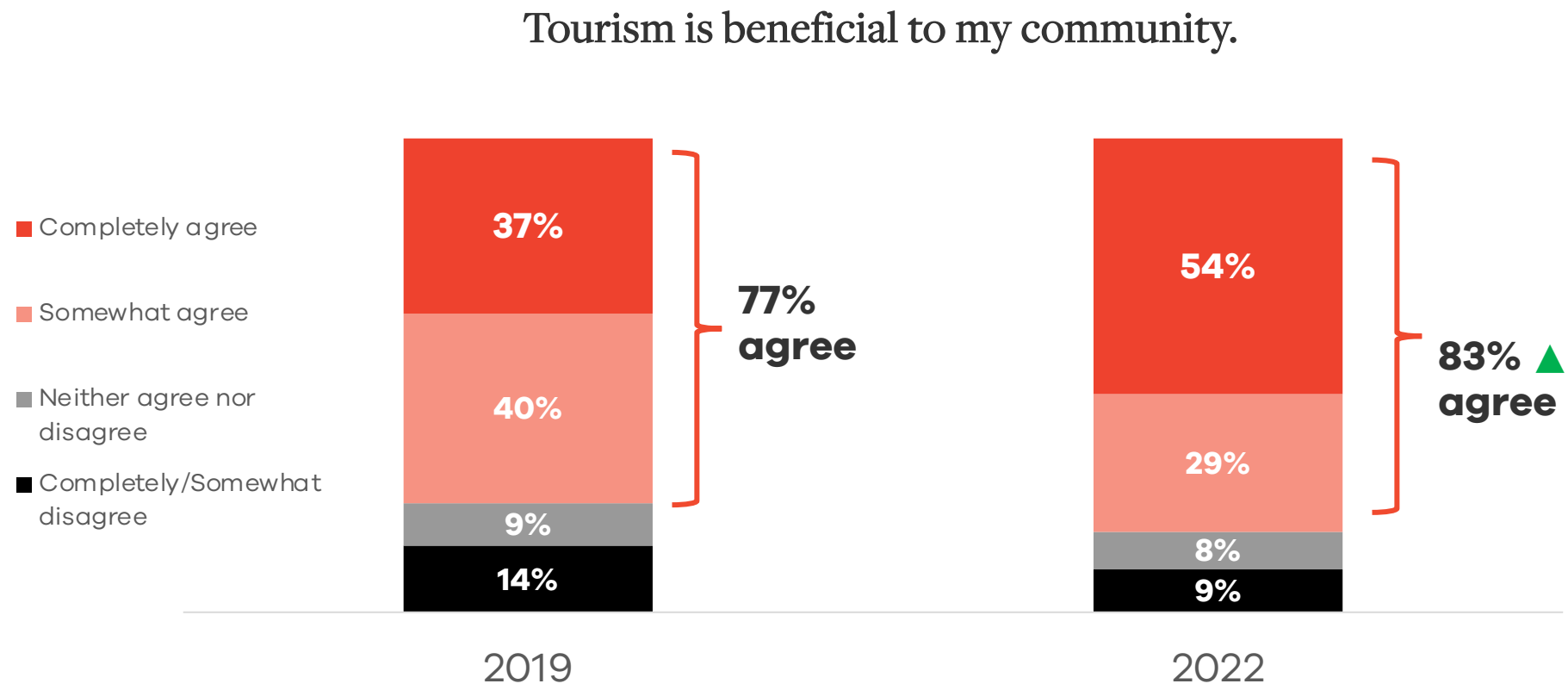
Q. How important do you believe each of the following initiatives are for managing visitors to and in your community:

## **Key Insight** <sup>no.</sup> **3**

Compared to 2019 residents appear to have a more positive perception of tourism.

Key Insight <sup>no.</sup> 3: Compared to 2019 residents appear to have a more positive perception of tourism.

- In 2019, the statement was worded slightly differently– “Tourism is **good** for the community.” If comparing to 2019, the percentage who agree with this statement increased significantly.
- This increase could be in response to experiencing significant loss of tourism and hospitality jobs during the pandemic.



Q. To what extent do you agree or disagree with the statement:  
“Tourism is beneficial to my community”

Key Insight <sup>no.</sup> 3: Compared to 2019 residents appear to have a more positive perception of tourism.

### Positive Statements Related to Economic Impact

% Completely/Somewhat Agree	2019	2022	Change
I believe tourism supports jobs and entrepreneurial opportunities that people in my community need. <sup>1</sup>	79%	89%	+10 ▲
I believe tourism and hospitality creates jobs that are a good career starting point and lead to additional opportunities. <sup>2</sup>	68%	79%	+11 ▲
I believe the number of visitors to our area helps attract and support more airlines and direct flights for residents. <sup>3</sup>	89%	84%	-5 ▼

### Negative Statements Related to Quality of Life

% Completely/Somewhat Agree	2019	2022	Change
I believe we have traffic problems due to the number of people visiting the area. <sup>4</sup>	85%	74%	-11 ▼
I believe there are parking problems because of people visiting the community. <sup>5</sup>	88%	76%	-12 ▼
I believe residents can't enjoy my community and amenities because of the number of people visiting. <sup>6</sup>	63%	45%	-18 ▼
I believe people visiting the area are a drain on city and county resources. <sup>7</sup>	52%	37%	-15 ▼

#### 2019 Question Wording

<sup>1</sup> Tourism helps small businesses in my community

<sup>2</sup> Tourism supports jobs that people in my community need.

<sup>3</sup> Because of tourism in the area, Asheville has been able to attract more airline options and flights

<sup>4</sup> Because we have too many people visiting the area, we have traffic problems.

<sup>5</sup> There are problems with parking because of people visiting the community

<sup>6</sup> Locals can't enjoy my community because of all the people visiting

<sup>7</sup> People visiting the area are a drain on city and county resources

## **Key Insight** <sup>no.</sup> **4**

Buncombe County residents take an average of 3 trips a year and are interested in visiting popular destinations. When traveling, they are intentional about supporting “local” and expect visitors to Buncombe County to behave the same way.



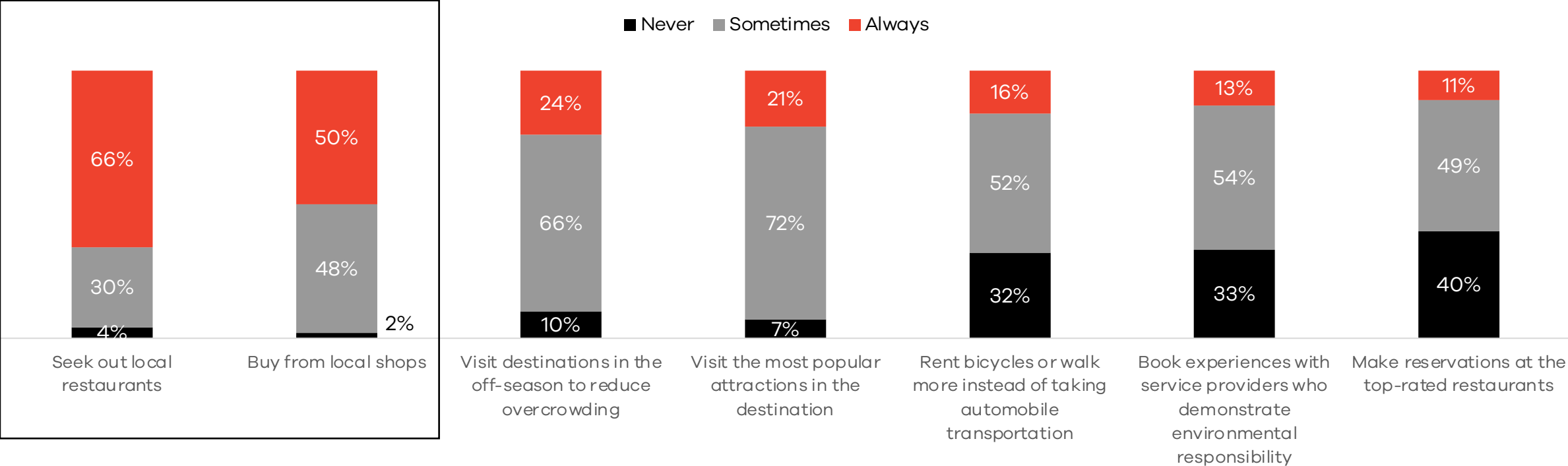
## U.S. Destinations Residents are Interested in Visiting During the Next Two Years



Key Insight <sup>no</sup> 4: Buncombe County residents take an average of 3 trips a year and are interested in visiting popular destinations. When traveling, they are intentional about supporting “local” and expect visitors to Buncombe County to behave the same way

**More than 95% of respondents indicate they either sometimes or always seek out local restaurants or buy from local shops while on vacation.**

Q. When traveling for vacation, how often do you do the following?





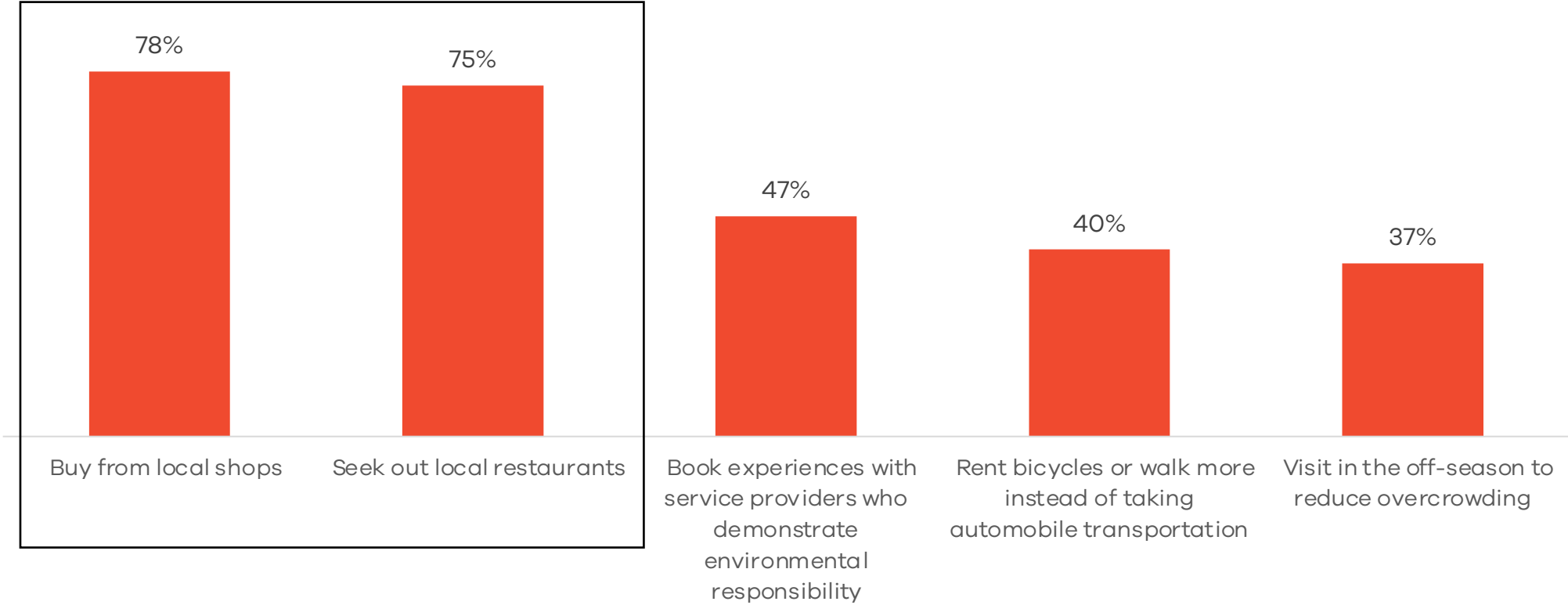
# 89%

**Of Buncombe County residents believe visitors to the community help support the number and variety of independent businesses here, including restaurants, retail shops and entertainment opportunities.**

Key Insight <sup>no</sup> 4: Buncombe County residents take an average of 3 trips a year and are interested in visiting popular destinations. When traveling, they are intentional about supporting “local” and expect visitors to Buncombe County to behave the same way

**Residents consider buying and eating local to be the most important behaviors from travelers who are visiting Buncombe County.**

Q. How important do you believe it is for visitors to Buncombe County to do the following when in your community?  
(% Very Important)

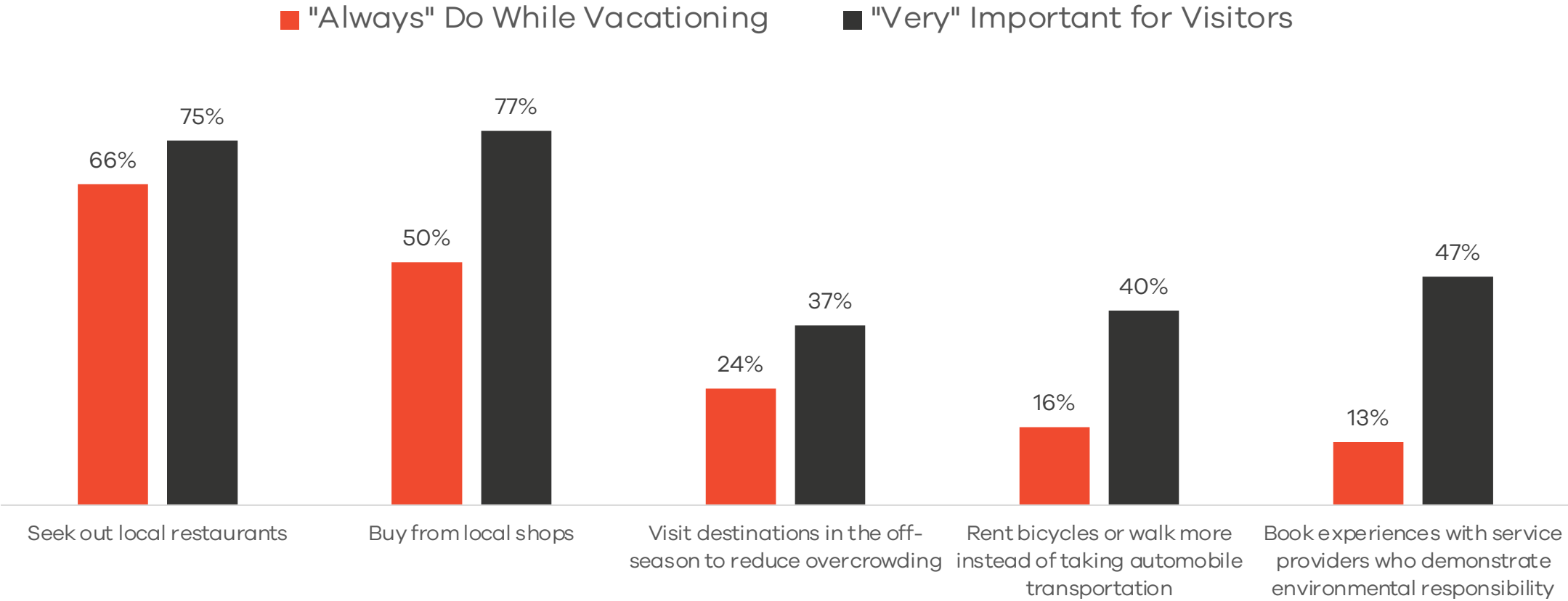


## **Key Insight** <sup>no.</sup> **5**

Residents tend to expect more of visitors than they do from themselves when it comes to buying local and committing to sustainable activities while traveling.

Key Insight <sup>no.</sup> 5: Residents tend to expect more of visitors than they do from themselves when it comes to buying local and committing to sustainable activities while traveling.

**Gaps exist between what residents indicate they always do on vacation versus what they consider to be very important behavior for visitors to Buncombe County.**



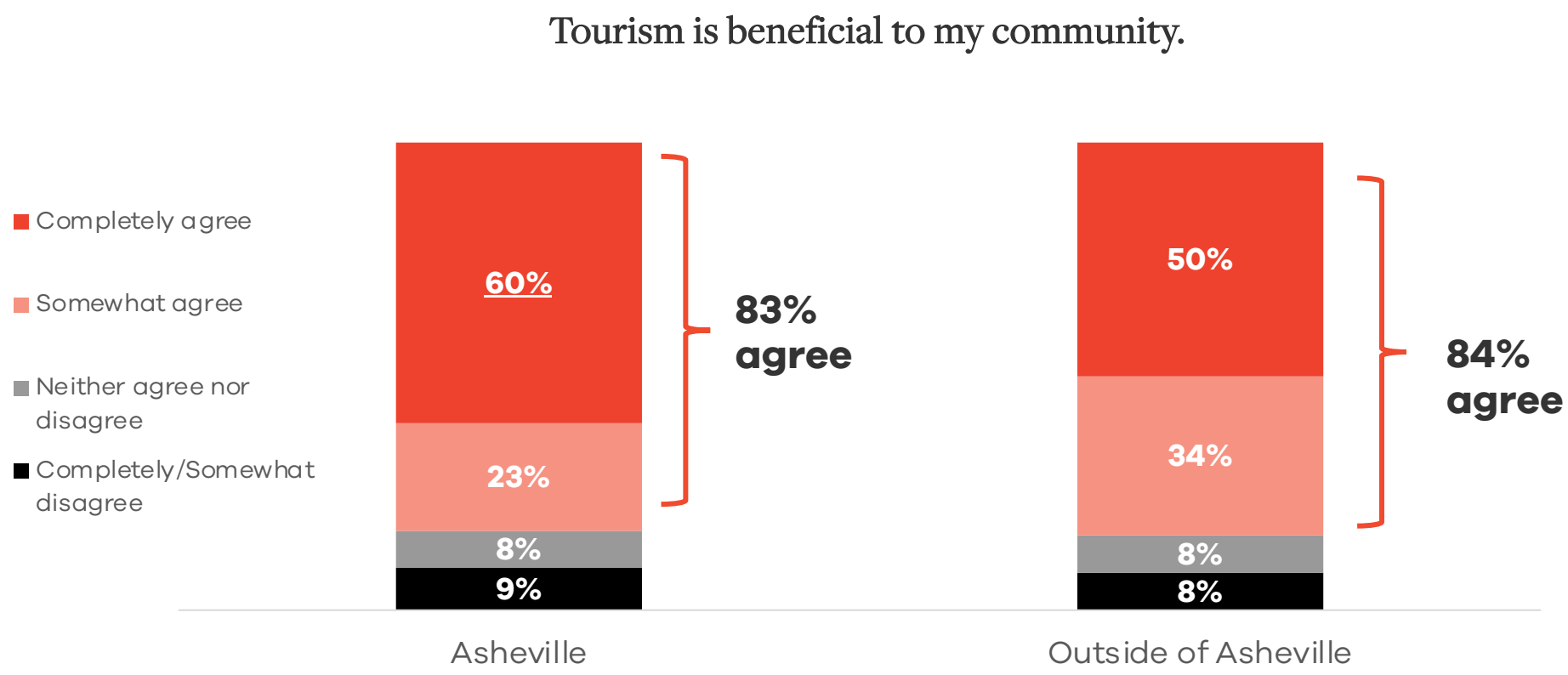
Q. When traveling for vacation, how often do you do the following?

Q. How important do you believe it is for visitors to Buncombe County to do the following when in your community?

## **Key Insight** <sup>no.</sup> **6**

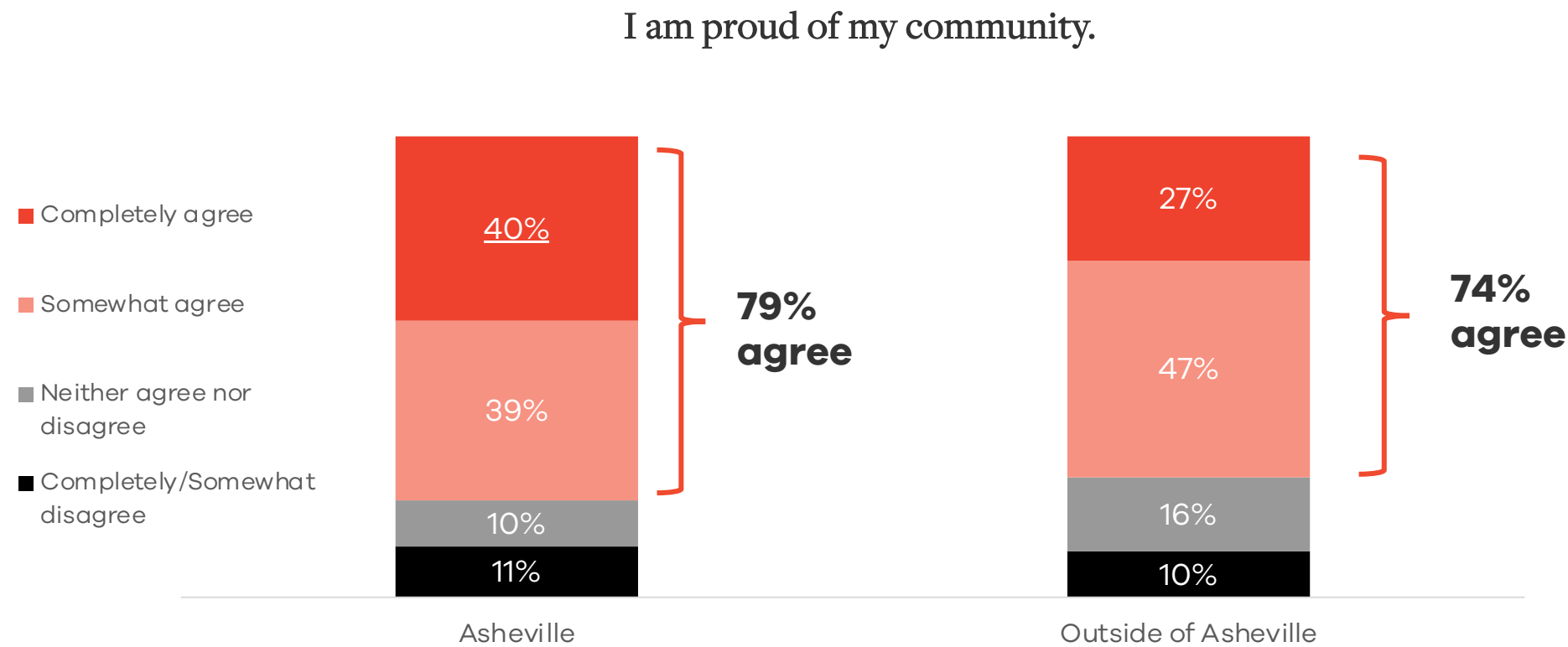
City of Asheville residents have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

**More residents in Asheville than those outside of Asheville completely agree that tourism is beneficial to their community.**



Key Insight <sup>no.</sup> 6: City of Asheville residents have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

More residents in Asheville than those outside of Asheville completely agree that they are proud of their community.



Q. To what extent do you agree or disagree with the statement:  
“I am proud of my community”

Key Insight <sup>no.</sup> 6: City of Asheville residents have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

<b>Negative Statements Related to Quality of Life</b> <i>% Completely/Somewhat Agree</i>	<b>Asheville</b>	<b>Outside of Asheville</b>
I believe growing tourism will change the feeling of the community for residents.	80%	76%
I believe we have traffic problems due to the number of people visiting the area.	70%	77%
I believe there are parking problems because of people visiting the community.	74%	77%
I believe Buncombe County's economy is too dependent upon tourism.	69%	68%
I believe short-term/vacation rentals for visitors leave fewer options for year-round residents.	<b>74%</b>	64%
I believe that tourism contributes to the loss of green space and damages the environment.	52%	54%
I believe the number of people visiting the area has a negative impact on the quality of life for residents.	45%	46%
I believe residents can't enjoy my community and amenities because of the number of people visiting.	47%	44%
I believe people visiting the area are a drain on city and county resources.	39%	35%
I believe visitors detract from the culture and character of our community.	31%	33%
I believe tourism negatively impacts me and my family.	23%	<b>33%</b>

Key Insight <sup>no.</sup> 6: City of Asheville residents have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

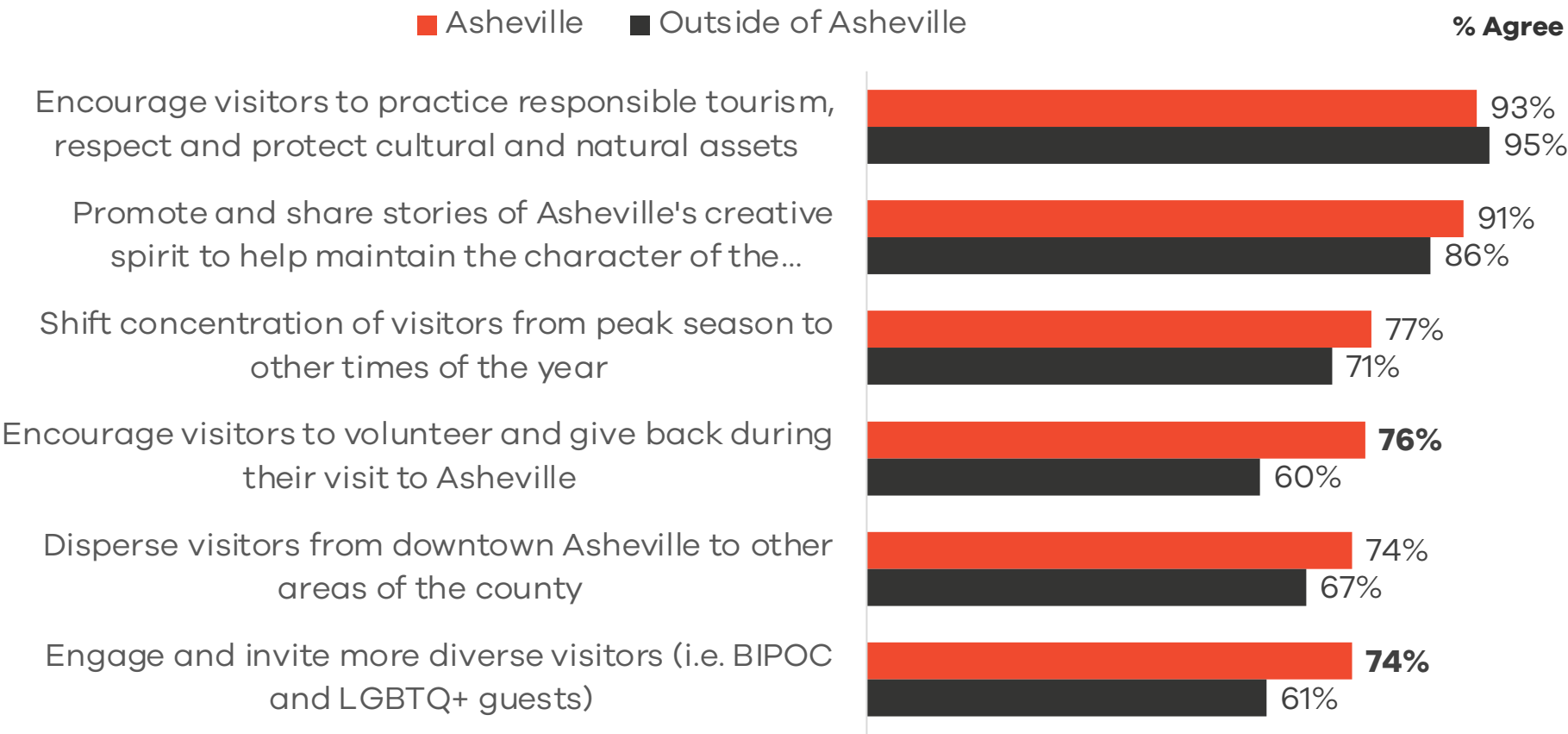
**There are no significant differences between the two areas in terms of how they view tourism and its impact on the economy or quality of life.**

<b>Positive Statements Related to Economic Impact</b> % Completely/Somewhat Agree	<b>Asheville</b>	<b>Outside of Asheville</b>
I believe visitors to our community help support the number and variety of independent businesses here, including restaurants, retail shops, entertainment opportunities.	90%	89%
I believe tourism supports jobs and entrepreneurial opportunities that people in my community need.	90%	88%
I believe tourism and conferences introduce visitors to my community who could potentially move their business or start a new business here.	86%	90%
I believe tourism is an economic driver for Buncombe County and provides an important part of the tax base.	89%	88%
I believe tourism and hospitality creates jobs that are a good career starting point and lead to additional opportunities.	78%	80%
I believe the number of visitors to our area helps attract and support more airlines and direct flights for residents.	84%	84%
<b>Positive Statements Related to Quality of Life</b> % Completely/Somewhat Agree	<b>Asheville</b>	<b>Outside of Asheville</b>
I believe residents that have vacation rentals in my community earn supplemental income that helps their quality of life.	88%	84%
I believe tourism creates cultural exchange and a better understanding between people.	79%	82%
I believe tourism to our community helps support natural and cultural resources like parks, greenways, performing arts and museums that residents enjoy.	82%	83%
I believe residents have more recreational opportunities (places to go and things to do) because of tourism to the area.	76%	77%
I believe there are more cultural festivals and sports events because of people visiting the area.	78%	79%
I believe tourism positively impacts me and my family.	77%	69%

Key Insight <sup>no.</sup> 6: City of Asheville residents have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

**Significantly more Asheville residents believe it is important to encourage visitors to volunteer and give back during their visit as well as engage and invite more diverse visitors.**

Q. How important do you believe each of the following initiatives are for managing visitors to and in your community?

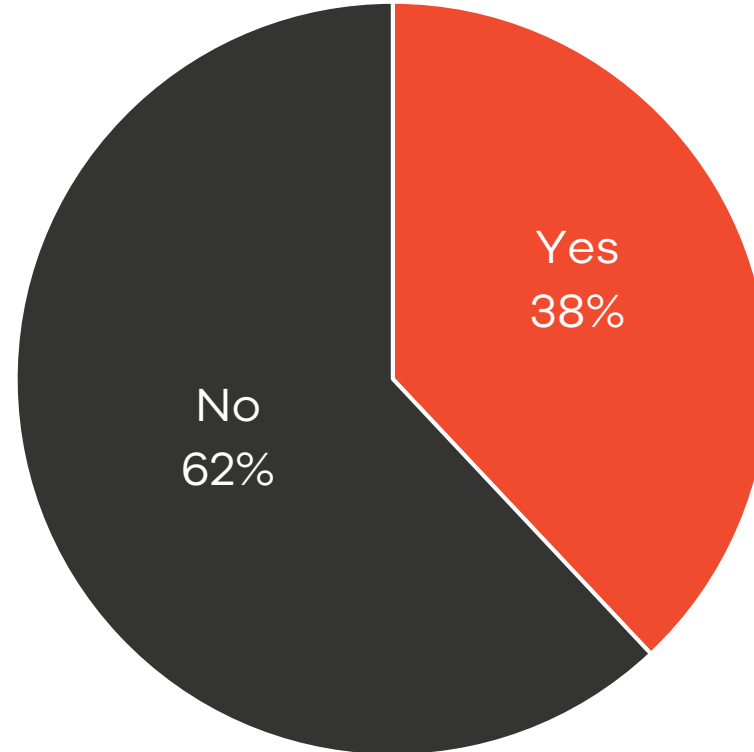


## **Key Insight** <sup>no.</sup> **7**

There is an opportunity to educate residents on how taxes paid by visitors are used to benefit residents.

**The majority of residents are not aware that hotel and vacation rental occupancy tax can only be used for tourism promotion and projects that benefit visitors as well as residents.**

Q. Were you aware that, legally, hotel and vacation rental occupancy tax paid by visitors can only be used for tourism promotion and capital projects that benefit visitors as well as residents?

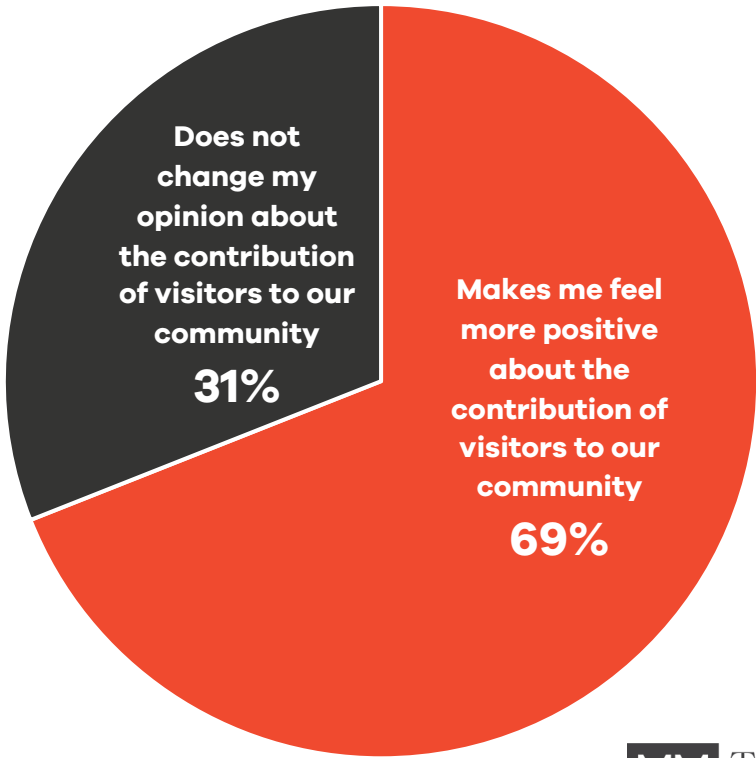


Learning that taxes paid by visitors helped fund community amenities has a positive impact on the perception of visitors.

Community Amenities Visited or Plan to Visit	
WNC Farmers Market	78%
NC Arboretum	74%
Grove Arcade	68%
Western North Carolina Nature Center	68%
Pack Square Park	64%
Harrah's Cherokee Center - Asheville	49%
Asheville Art Museum	48%
Asheville Riverfront Redevelopment & Greenway	47%
Asheville Community Theater	42%
Asheville Museum of Science	39%
Wortham Center	30%
Montford Park Players Theater	25%
Black Mountain College Museum and Arts Center	20%
JBL Soccer Complex at Azalea Park	20%
Enka Recreation Destination & Bob Lewis Ballpark	18%
African American Heritage Museum and Trail	16%
Center for Craft	16%
Woodfin Greenway & Blueway	16%
LEAF Global Arts Center	15%
YMI Cultural Center	13%
Buncombe County Wayfinding Signage Program	5%
None of these	3%

Q. Have you or a member of your household ever visited, or do you plan to visit any of the following community amenities? Select all that apply.

Q. Does knowing that taxes paid by visitors helped fund all these amenities...?



# **Key Insights Summary and Additional Findings**

## Key Insight <sup>no.</sup> 1

While residents agree that tourism poses challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

## Key Insight <sup>no.</sup> 2

The primary pain points/concerns of residents appear to be a perceived...

1. ...threat to the character/vibe Asheville
2. ...problem with traffic and parking
3. ...threat to the natural environment

In alignment with Explore Asheville's strategic priorities, residents indicate it is important to share stories of Asheville's creative spirit, shift visitors from peak season to other times of the year, disperse visitors from downtown Asheville to other areas of the county and encourage visitors to practice responsible tourism.

## Key Insight <sup>no.</sup> 3

Compared to 2019 residents appear to have a more positive perception of tourism.

It's possible that the pandemic has highlighted how important tourism is to the economy.

## Key Insight <sup>no.</sup> 4

Buncombe County residents take an average of 3 trips a year and are interested in traveling to popular destinations. When traveling, they are intentional about supporting "local" and expect visitors to Buncombe County to behave the same way.

## Key Insight <sup>no.</sup> 5

Residents tend to expect more of visitors than they do from themselves when it comes to buying local and committing to sustainable activities while traveling.

## Key Insight <sup>no.</sup> 6

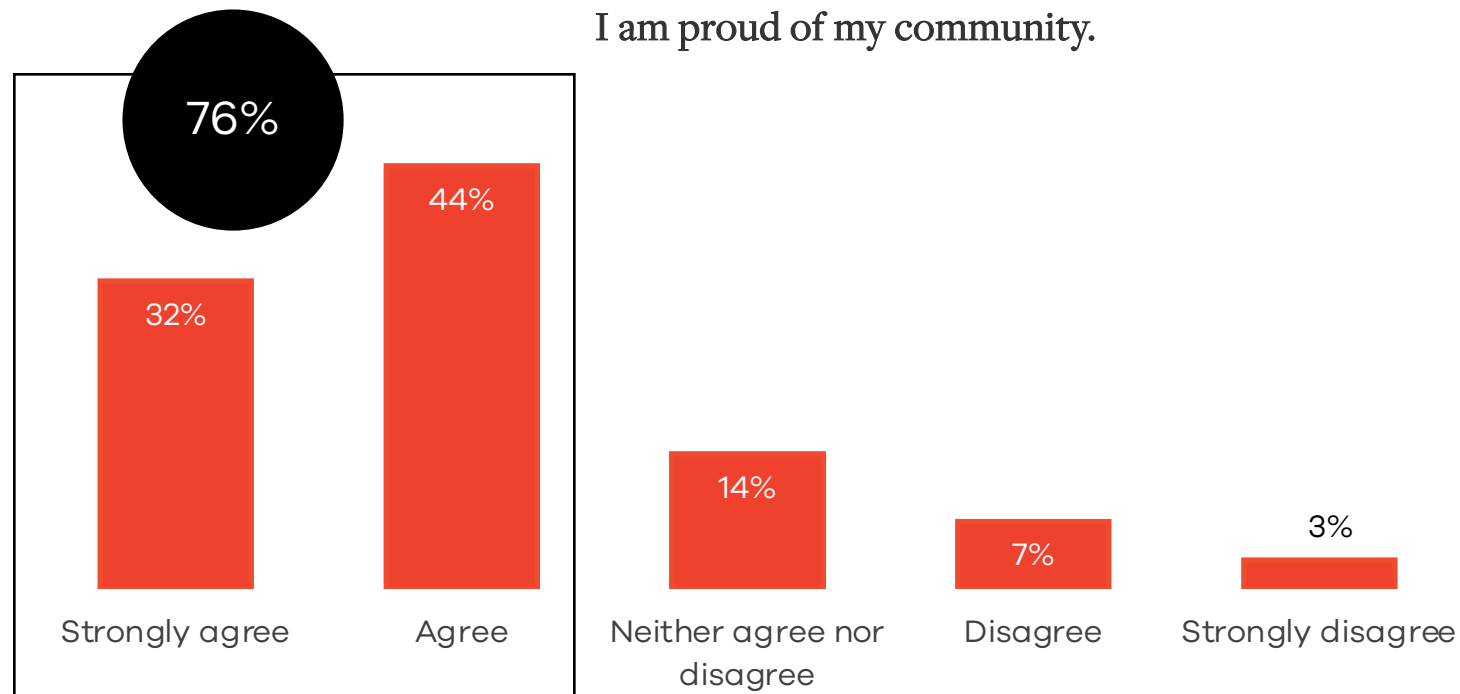
Residents of Asheville have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

## Key Insight <sup>no.</sup> 7

There is an opportunity to educate residents about how taxes paid by visitors are used to benefit residents.

## ADDITIONAL FINDINGS

- Three-quarters of residents agree that they are proud of their community.
- Respondents were asked on an open-ended bases, why they were or were not proud of their community.
  - The responses for why they are proud appear to fit in the following categories: the people, the beautiful scenery, the variety of offerings/things to do, its values, and its creative/artistic culture.
  - The responses from those who indicated they were not proud of their community are primarily around homelessness, crime and a lack affordable housing.



Q. To what extent do you agree or disagree with this statement? *I am proud of my community*  
Verbatim open-end responses will be delivered as a separate document.

## ADDITIONAL FINDINGS

Sources Regularly Relied on for Local News	Total	Asheville	Outside of Asheville
WLOS-TV	67%	58%	<b>73%</b>
Citizen-Times	46%	46%	46%
Facebook	43%	46%	41%
Mountain Xpress	39%	39%	38%
Online source such as Google News	23%	<b>28%</b>	19%
AVLtoday	21%	<b>27%</b>	16%
Nextdoor App	17%	18%	17%
Blue Ridge Public Radio	15%	19%	13%
Asheville Politics or other local Facebook groups	14%	17%	12%
Other Asheville area radio station	13%	12%	14%
WWNC Radio/570	12%	13%	11%
The Laurel of Asheville	11%	12%	10%
Ashvegas	9%	11%	8%
The Urban News	6%	<b>12%</b>	2%
The Tribune Papers	5%	4%	5%
Asheville Blade	4%	6%	3%
WPVM/103.5	4%	5%	4%
Carolina Public Press	3%	5%	2%
Other	3%	3%	3%
I don't follow local news	9%	8%	9%

Q. Which sources do you regularly rely on for local news?  
Consider each source to be inclusive of its digital version.

## DEMOGRAPHICS

	Total
<b>Identify As:</b>	
Female	66%
Male	33%
Other/prefer not to answer	1%
<b>Age</b>	
18 – 24	11%
25 – 34	21%
35 – 44	24%
45 – 54	14%
55 – 64	13%
65+	18%
<b>Children under 18 in household</b>	36%

	Total
<b>Race/Ethnicity</b>	
Caucasian/White	87%
Latino/Hispanic	4%
African American/Black	6%
Asian	2%
American Indian	4%
Other/prefer not to answer	5%
<b>Household Income</b>	
Less than \$35,000	26%
\$35,000 - \$49,999	18%
\$50,000 - \$74,999	16%
\$75,000 – \$99,999	14%
\$100,000 - \$149,999	12%
\$150,000 or more	6%
Prefer not to answer	8%

	Total
<b>Political Affiliation</b>	
Independent	31%
Democrat	27%
Republican	21%
Other/None of these	12%
Prefer not to answer	9%
<b>Education</b>	
High school or less	19%
Some college	26%
College graduate	34%
Post-graduate	21%



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