



REC'D. T.G.I.

OCT 26 1992

GALVESTON HISTORICAL FOUNDATION

Organized in 1871 Chartered and Incorporated in 1954

MEMORANDUM

TO: Armin Cantini
FROM: Betty Massey *Betty*
DATE: October 23, 1992

As you know, Galveston Historical Foundation, in conjunction with Galveston Park Board of Trustees and the Heritage Tourism Program engaged Texas A&M University to conduct a Community Attitude Toward Tourism and Preservation Survey several months ago. Recently, we received the draft results.

Enclosed are photocopies of pages 29 and 30 from that draft report. I think the information contained on these two pages will be of interest to you and the Beach Renourishment Committee.

Please let me know how I can be of assistance to you in these efforts.

BAM/aw
A:BN.D3

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OPINIONS ON BEACH AND HISTORIC PRESERVATION ISSUES

- *Table 39 displays opinions on various beach and historic preservation issues. The percentages in the columns "Disagree" and "Agree" were derived by aggregating both the strongly disagree and disagree, and the strongly agree and agree responses. Detailed breakdowns of these opinions for the three survey populations are given in Appendices 7A, 7B and 7C. To facilitate interpretation, the table juxtaposes related issues, and separates those pertaining to GHF and those which are likely to be of primary interest to the Park Board. In the questionnaire respondents completed, these items were randomized.
- *There was widespread support for historic preservation and an understanding of how it relates to tourism. As expected, members of GHF exhibited a higher level of support for historic preservation compared to the other two samples. Only 7% of residents agreed with the statement, "Museums are boring", which intuitively seems low. It may be indicative that some of this support for historic preservation may be attributable to a "halo" effect. That is, people respond the way they feel they ought to respond.
- *Although the number of residents who mind, and who do not mind, paying to park on the beach is almost equal (44% compared to 39%), 75% agree that the fee is justified because it goes to cleaning and patrolling the beaches. Only 4% indicated they would prefer to pay more taxes than pay the fee.
- *A majority of respondents believed that money does need to be spent on replenishing the beaches (78% of residents, 87% of businesses, and 88% of members). However, residents were divided on the statement that it would be worth it even if it cost Galveston taxpayers \$3 million (40% disagree and 35% agree). Businesses and members did not object this cost as much as did the residents.
- *Approximately 91% of respondents agreed that most of the people who use the beaches are not from the Island. However, very few find these people objectionable (7% of residents, 1% of businesses, and 4% of members).
- *Approximately 50% of all respondents had no strong opinion about how well the Convention and Visitors' Bureau were doing, suggesting they knew little about the Bureau's activities.
- *There were meaningful differences between those who were long term (over 25 years), medium term (6-25 years), and short term (less than five years) residents on the Island. A substantially greater proportion of long term residents than in the other two groups indicated they did not like going to the beaches and that the beaches on the Island are fine as they are; no money needs to be spent on improving them.

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TABLE 39
OPINIONS ON BEACH AND HISTORIC PRESERVATION ISSUES

Statement	RESIDENT (N=361)		BUSINESS (N=191)		MEMBER (N=299)	
	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %
Fixing up historic buildings stands in the way of progress	11	80	5	87	4	94
Historic buildings are ugly on the Island	3	93	2	93	1	97
I am proud of the efforts made to fix up historic buildings in Galveston	82	6	83	6	93	4
I enjoy looking at historic homes	85	7	80	7	92	4
Many people come to Galveston Island to see the historic homes	72	13	78	6	90	3
Not many people are interested in looking at historic homes	11	74	7	80	4	91
Museums are boring	7	82	4	85	5	89
Galveston Historical Foundation is a group of rich people who are only interested in fixing up old buildings	12	62	9	73	1	94
I would rather pay more taxes than pay to park on the beaches	4	84	5	86	5	85
I do not mind paying to park on the beach	39	44	62	19	59	25
The fee for beach parking is justified because it goes to cleaning and patrolling the beaches	75	16	85	9	84	7
Even if enlarging the beaches would cost Galveston taxpayers \$3 million, it would be worth it	35	40	59	25	54	25
The beaches on the Island are fine as they are; no money needs to be spent on improving them	13	78	8	87	8	88
I do not like people who use the beaches and do not live in Galveston	7	75	1	87	4	85
I do not like going to the beaches on Galveston Island	24	62	21	61	21	59
It is not necessary to have lifeguards on the beaches	8	89	4	92	3	95
Most of the people who use the beaches are from Galveston Island	5	90	4	91	2	91
Galveston Island Convention and Visitors' Bureau does a good job of bringing in conventions to the Island	35	15	24	28	33	19