

# **Tourism Impacts and Second Home Development in Pender County: A Sustainable Approach**

## **Summary Report**



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## Background and Context of Study

Tourism has the capacity for substantial economic, environmental and social benefits and costs and its effects, positive and negative, can be felt even more in tourism dominated destinations affected by a substantial presence of second-homes. This study has combined the more traditional look at tourism's impacts on fulltime resident perceptions of overall community quality of life with the emerging interest of a number of stakeholder groups on better understanding the contrast of these perceptions with those of second home owners. Thus, the target population for this study is single family unit property owners, both resident and non-resident second home owners.

Generically, to be successful in tourism, a community or region must be able to capture and maintain the interest of potential visitors, provide reasonable access and basic human services, meet needs for safety and security, and demonstrate relatively intense levels of hospitality. To develop a tourism industry that is both successful and sustainable requires careful consideration of five main components<sup>1</sup>. These components include: (1) *tourism resources*, (2) *traveler services*, (3) *infrastructure*, (4) *tourist markets*, and (5) the concerted effort to accommodate the needs of the *host community*.

*Tourism resources* may be defined as natural and man-made, scenic, scientific, cultural, historic, and recreational attractions and amenities, as well as interpretive, educational, and recreational programs and special events that are managed specifically for use by various publics. *Traveler services* provide the visitor with accommodations, food and beverage, modes of transportation (bus, taxi, train, aircraft, boat and bicycle), shopping, access to emergency care, information about the area, and friendly and knowledgeable assistance. *Infrastructure* means suitable utilities (water, sewer, and electric), communication, and transportation access such as roads, airports, railways, and waterways. *Tourist markets* are the consumers (and users) of the tourism product. Understanding who the potential visitors are, where they come from, what they are interested in seeing and doing and how much they are willing to pay for these experiences are important visitor characteristics that can be often overlooked. Knowledge of existing and potential tourist markets will greatly improve an area's chances for success.

Finally, and most important for this study, is the *host community or region*. Developing a tourism industry directly and indirectly affects the entire community. Both tourism and non-tourism businesses as well as the local citizenry all have the potential of being positively or negatively impacted as a result of tourism, and thus play a key role in the industry's success. In addition, the quality of the host-guest relationship plays a major part in determining the overall quality of the visitor's travel experience and his or her perception of the community. For tourism to succeed, efforts must be made to contribute to, rather than disrupt, the local quality of life. Taking all five of these components into account is essential when developing tourism in order to ensure a successful and sustainable tourism industry.

As popular tourism destinations evolve from providing general tourism products and services to also becoming desirable second home destinations, particularly where there is high end real estate development, important planning, policy and management issues must be addressed. Less coverage has been given to date on understanding second homes as an economic driver, on the extent to which second home owners and local residents share common recreational interests and similar lifestyle values, on understanding the long-term implications of second homes on the need for services for workers and their families, on the extent of the understanding of, and expectations for, economic, environmental and socio-cultural sustainability, on the effects of climate and weather on location decisions and recreational pursuits and on the implications of the conversion of second homes to permanent residences on the type and extent of local governmental and non-governmental services. Additionally, little is understood about

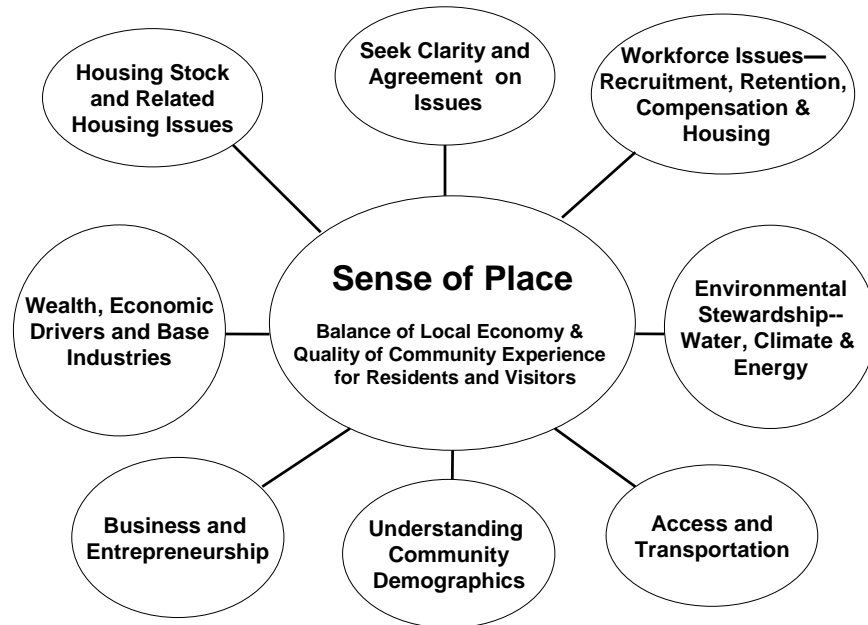
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<sup>1</sup> See "Organizing Resources for Tourism Development in Rural Areas" accessible at: <http://www.ecu.edu/cs-acad/sustainabletourism/Rural-Tourism.cfm> under Organizing Resources.

the implications of “super-sized” second homes and the impacts of extreme wealth on a resort destination<sup>2</sup>.

A number of factors that need to be addressed in second home communities (see Figure 1), consistent across most, affect what such places become. These factors influence the quality of community experience that can be provided for both residents and visitors. Included among these factors are 1) the influence of wealth and the understanding of a community’s economic drivers and base industries; 2) the region’s demographic characteristics and trends; 3) the availability and affordability of local housing stock; 4) the ability to recruit, compensate, house and retain a workforce; 5) access to and from, and consequently, movement of people throughout the community and immediate region; 6) the extent to which business and entrepreneurial behaviors are encouraged and serve the needs of the community and workforce; 7) the degree of environmental stewardship the community embraces regarding water, climate, energy and land use; and 8) the ability of residents to clarify and seek agreement on community issues and solutions. Decisions regarding these issues will only be effective if based upon an accurate understanding of the second home economy and the amenities that needed to serve second home residents and the workers who in turn serve them.

**Figure 1: Factors to Consider in Second Home Destinations**



Patrick Long, Center for Sustainable Tourism

This research was conducted with single family unit property owners, both resident property owners and non-resident second home owners, to determine their perception and attitudes of tourism and its relationship with six dimensions of community life; to assess attitudes towards the community affects of second home development; to identify property owners’ perceptions of the importance of sustainable actions on future economic success; determine the manner and extent that climate and weather impacts residential property and recreational decisions; compare differences regarding impacts, benefits, and future support for tourism; and to assess the degree of community attachment and the factors that produce that attachment.

<sup>2</sup> See “Rural Tourism and Second Home Development” in Handbook of Tourism and Quality of Life Research, Springer Publishers & the International Society for Quality-of-Life Studies (in press).

## Introduction

Places of natural beauty throughout the United States that provide an array of amenities frequently become highly desirable places to live, vacation, and own a second home. Often, the impacts of tourism and second home development, both positive and negative, dominate decisions regarding the destination's economy, environment and community culture. At the forefront of such a tourism-oriented economic structure can be issues relating to land use, real estate prices, cost of living, transportation, business diversification, workforce, housing, water and the environment, among others. Elected officials, public managers, developers, business owners and operators and residents in such tourist-based communities are typically seeking information to understand, estimate, and manage the changes they are facing and thus contribute to the long-term sustainability of their communities.

Pender County, North Carolina, is just such a place. It is structured to support the tourist orientation and demand, particularly as they relate to 1) **construction**, where homes and businesses have been built to meet the needs of the ever-growing visitor and retiree population; 2) **retail trade**, including souvenir and clothing shops to grocery stores; 3) **real estate**, rental and leasing, including the sale of second homes and rental of beach and vacation houses; and, 4) **leisure and hospitality services**, to meet the recreation, accommodations, and food service needs of both residents and visitors.

Pender County is known for its natural beauty and mild climate. Two beautiful beaches, Surf City and Topsail Beach, are popular destinations for visitors seeking a relaxed, family oriented vacation. In addition, it includes miles of intra-coastal and inland waterways, such as the Northeast Cape Fear River, which has played an important role in the development of the County since the American Revolution, and the Black River, one of the only two rivers in the nation considered pollution-free. Located in the Coastal Plains section of the state, Pender County's countryside is also enhanced by streams and brooks, natural lakes and ponds (<http://www.pendercountync.gov/Visiting/AboutPenderCounty.aspx>).

East Carolina University's Center for Sustainable Tourism (CST) strives to link data to economic and community decision-making and to help North Carolina stay competitive. With funding from North Carolina Sea Grant, the CST conducted a study during the spring of 2011 to assess the perceptions of full time residents and second home property owners on the impacts of tourism and second home development on Pender County. In addition, these property owners were asked to assess the importance of a set of sustainable actions to the future economic success of the county as well as to determine the manner and extent that climate impacts property values and recreational decisions.

## Objectives of the Study

This North Carolina Sea Grant funded study is designed to help stakeholders estimate, understand and manage the changes in their communities resulting from tourism. The study results are intended to aid in effective decision-making that will contribute to the long term economic, environmental and socio-cultural sustainability of these communities.

**Objectives:** The research team set out to accomplish the following objectives with this study:

- Objective 1:** Assess fulltime resident property owners' and second home property owners' perceptions of the impact of tourism on community land use, the economy, service provision, cultural opportunities, infrastructure and general quality of life;
- Objective 2:** Profile economic value of second homes documenting by number, type and value;
- Objective 3:** Identify perceptions of the importance of sustainable actions on future economic success;
- Objective 4:** Determine how climate and weather impacts resident and second home owners' property and recreational decisions;

**Objective 5:** Compare differences between second homeowners and resident property owners regarding tourism's impacts and benefits, as well as future support for tourism;

**Objective 6:** Compare assessment of community attachment and the factors that produce that attachment.

### **Methodology<sup>3</sup>**

The Geographic Information System (GIS) Tax Records of Pender County provided a list of the county's housing stock from which a sample was selected of both resident and second home property owners. Members of this sample were then sent a cover letter inviting them to visit the study's website, insert a participant code number and complete a questionnaire. Participants were also offered the option of a printed copy or a telephone interview. The sample includes 2,385 second home property owners and 2,476 full time / permanent property owners. Four hundred twenty-eight (428) useable questionnaires were completed<sup>4</sup> (40% second home owners and 60% full time / permanent property owners).

### **Background Information**

The county's GIS data base was also used to categorize the housing stock of Pender County by total number of housing units, value and ownership. For example, of the 2,551 single family houses in the \$200,000 to \$299,999 price range, only 44% are second homes; in the \$600,000 to \$699,999 housing price range, 49% or 31 units are second homes; in the \$700,000 to \$799,999 housing price range, 55% or 17 units are second homes; in the \$800,000 to \$899,999 housing price range, 42% or 5 units are second homes; in the \$900,000 to \$999,999 housing price range, 71% or 5 units are second homes; and in the \$1 million and over housing price range, 42% or 5 units are second homes.

Regarding land use, the County GIS data base reports a total of 53,101 acres of residential, 324,710 acres of rural agriculture, 107,687 acres of environmental conservation, 1,365 acres of office and institutional land and 6,549 acres of general industrial land in Pender County.

### **Profile of Respondents**

Of the 428 respondents the majority are in the 45-74 age range (97.6% of second home owners and 87.6% of full-time residents) with the largest number of respondents falling into the 55-64 age category (41.2% of second home owners and 30.4% of full-time residents). Approximately 90% of the comparison groups are Caucasian and over 50% of each group is male. Over 76% of the second home owners and 55% of the full time home owners have at least a college degree. When annual household income level reaches \$100,000 or above, second home owners show greater income at all levels. For instance, within the \$100,000 to \$199,999 income range, 32.8% of the respondents were second home owners compared to 20% of resident home owners. Over 40% of both groups reported being retired while 51.5% of second home owners and 38.6% of full time residents reported they no longer had children at home.

Full time residents indicated they chose to live in Pender County due to the climate (50%), scenery (42.9%), proximity to friends and family (39.7%) and the community atmosphere (39.1%); in addition, 42.8% indicated they would retire or have retired to Pender County.

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<sup>3</sup> Although the specific reasons that might lead to any difference was beyond the scope of this study and would have been predictably unsuccessful to capture due to the necessary length of such a questionnaire, this current information becomes the starting point for a more qualitative assessment and/or a follow-up with respondents.

<sup>4</sup> Although 459 questionnaires (9.4%) contained some information only 428 (8.8%) were completed to the point where the information was useable for this analysis.

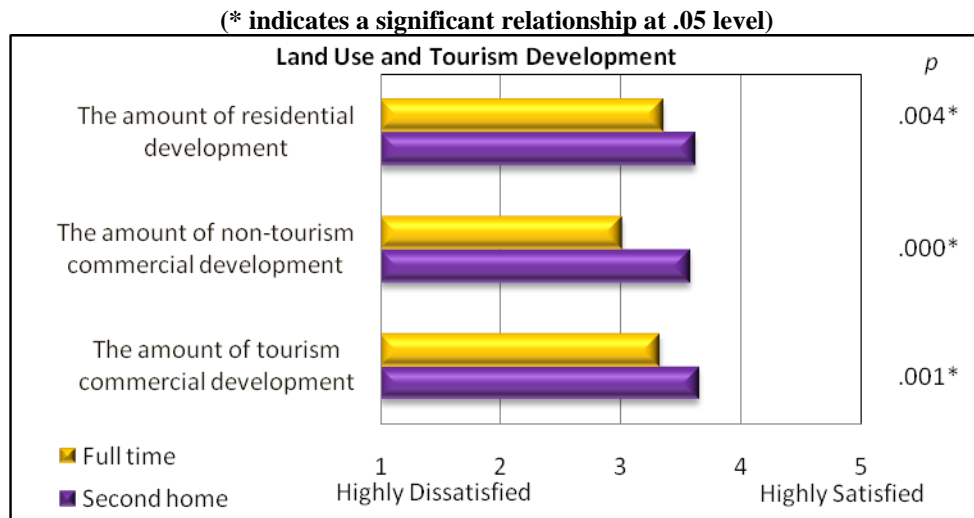
When asked “Why did you buy your second home property in Pender County”, second home owners most frequently indicated the beach (82.5%); affordability of the area (45.1%); friendliness of the area (44.4%); recreational opportunities (44.4%); investment value (37.7%) and general climate (34%). When asked “How do you intend to use your second home property in 5 years?”, 56% said they would maintain current use while 31.9% said they would increase personal use; 18.5% said they would retire to it full time, while 14.2% said they would rent it part time and 8.1% would like to sell if possible.

### Relationship of Tourism to Community Life

Study participants were asked to indicate their level of satisfaction with the relationship of six dimensions of community life and tourism development. These six dimensions included land use, the economy and jobs, government services, cultural offerings, infrastructure and quality of life. The response categories included a range of highly satisfied to highly dissatisfied. The questions in these six categories were designed to determine if a difference existed between the two groups and the extent of the significance<sup>5</sup> of any difference.

#### 1. Land Use and Tourism Development

In this series of questions, respondents were asked to indicate their level of satisfaction with land use as it relates to tourism development for their community. For all three questions in this category there was a statistically significant difference between the level of satisfaction expressed by full time resident property owners and that expressed by second home owners. Second home owners showed greater level of satisfaction at a statistically significant level than did full time residents regarding the “amount of non-tourism and tourism commercial development,” as well as the “amount of residential development.”

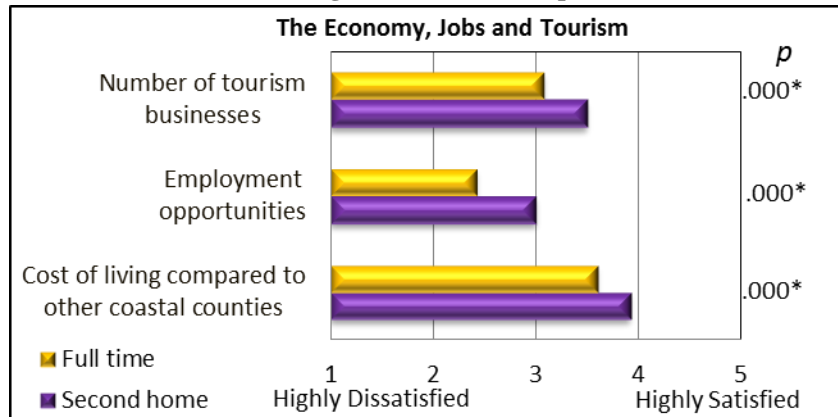


<sup>5</sup> The term “statistically significant” will be used frequently throughout this document. Statistically significant means that 95 out of 100 times the results reported between fulltime resident property owners and second home owners are predictably different. Thus, .05 is the threshold used for the confidence level, a typical standard in scientific research.

## 2. The Economy, Jobs and Tourism

In this series of questions, respondents were asked to indicate their level of satisfaction with the economy and jobs as they relate to tourism development for their community. For all three questions in this category there was a statistically significant difference between the views expressed by resident property owners and those expressed by second home owners. Second home owners expressed greater satisfaction at a statistically significant level with the “number of tourism businesses”; employment opportunities,” and “cost of living,” compared to other coastal counties than did full time resident property owners.

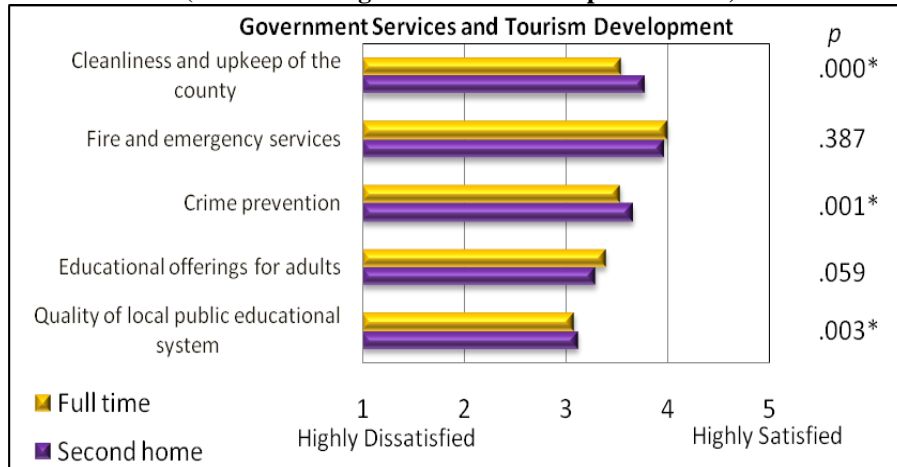
(\* indicates a significant relationship at .05 level)



## 3. Government Services and Tourism Development

In this series of questions, respondents were asked to indicate their level of satisfaction with the relationship of government services to tourism development for their community. For three of the five questions in this category there was a significant difference between the views expressed by resident property owners and those expressed by second home owners. On the questions relating to tourism and “cleanliness and upkeep of the county,” “crime prevention,” and “quality of local public educational system”; second home owners expressed greater satisfaction at a significant level with the relationship of tourism to local government than did full time resident property owners. There was no statistically significant difference among the two groups on the questions of “fire and emergency services,” and “educational offerings for adults,” which means their opinions on these items are in agreement.

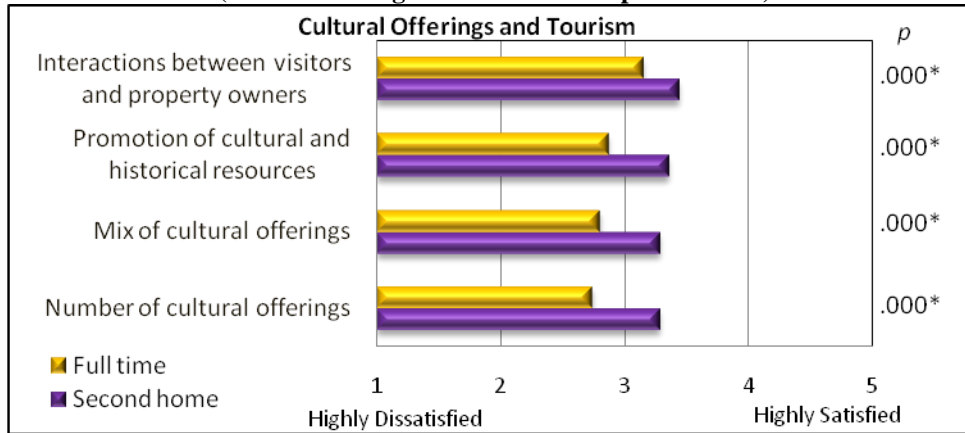
(\* indicates a significant relationship at .05 level)



#### 4. Cultural Offerings and Tourism

In this series of questions, respondents were asked to indicate their level of satisfaction with the relationship of cultural offerings to tourism development for their community. For all four questions in this category there was a statistically significant difference between the views expressed by resident property owners and those expressed by second home owners. Second home owners expressed greater satisfaction with the relationship of tourism to cultural offerings than did full time resident property owners, including “interactions between visitors and property owners,” “promotion of cultural and historical resources”; “mix of cultural offerings,” and “numbers of cultural offerings.”

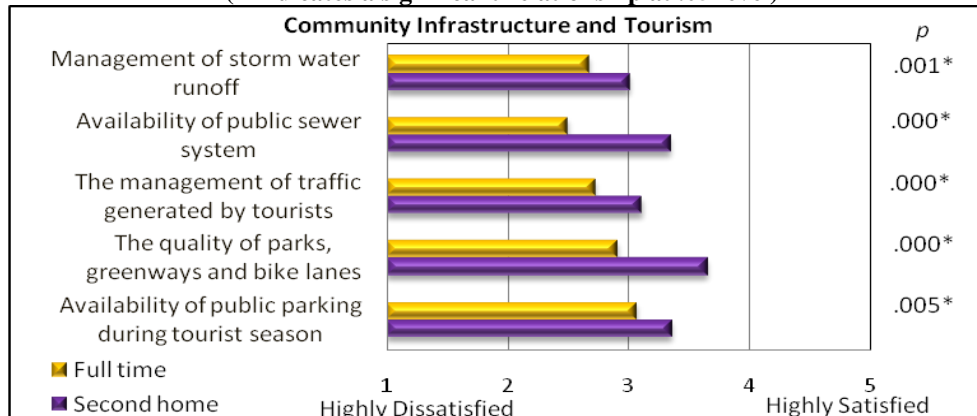
(\* indicates a significant relationship at .05 level)



#### 5. Community Infrastructure and Tourism

In this series of questions, respondents were asked to indicate their level of satisfaction with the relationship of the community infrastructure to tourism development for their community. For all of the five questions in this category there was a statistically significant difference between the views expressed by resident property owners and those expressed by second home owners. Second home owners expressed greater satisfaction with the relationship of tourism to community infrastructure than did full time resident property owners including: “management of storm water runoff,” “availability of public sewer system,” “the management of traffic generated by tourists,” “the quality of parks, greenways and bike lanes,” and “availability of public parking during tourist season.”

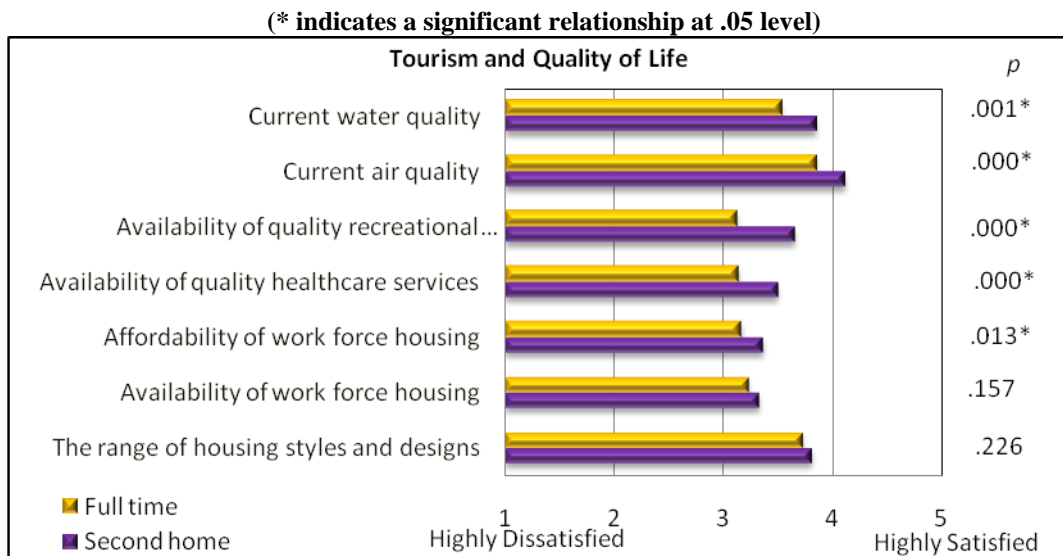
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## 6. Tourism and Quality of Life

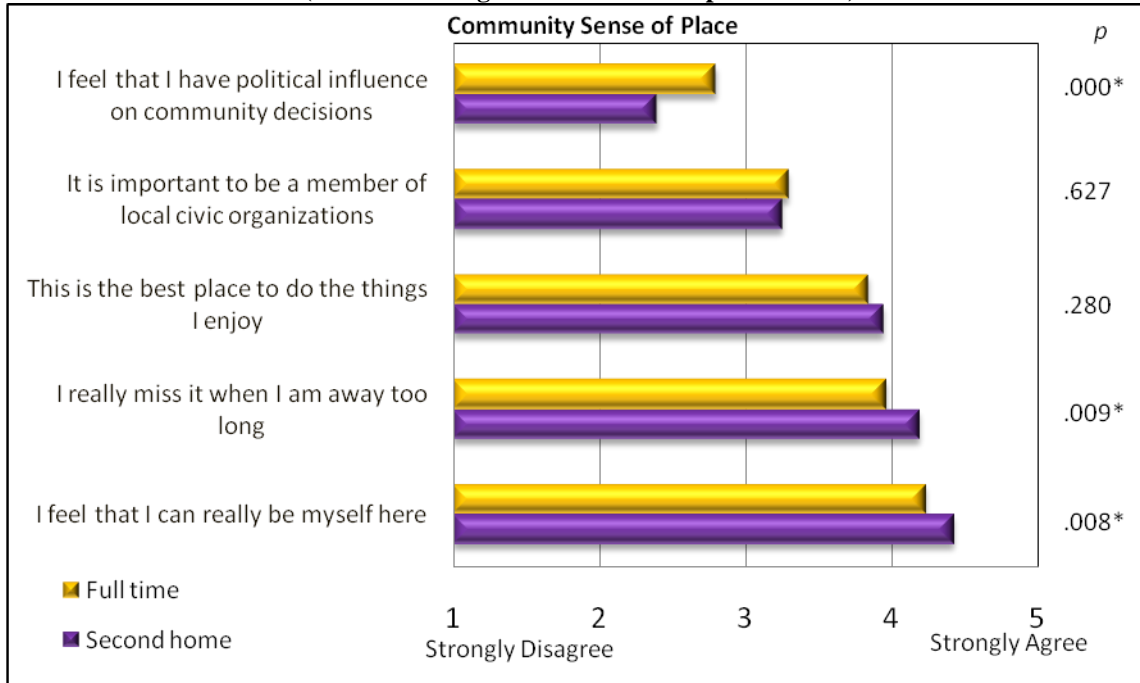
In this series of questions, respondents were asked to indicate their level of satisfaction with the relationship of the community's quality of life and tourism development. For five of the seven questions in this category there was a statistically significant difference between the view expressed by resident property owners and that expressed by second home owners. Second home owners expressed greater satisfaction with the relationship of tourism to general quality of life than did full time resident property owners regarding "current water quality," "current air quality," "availability of quality healthcare services and recreational opportunities" and "affordability of work force housing" in Pender County. The two groups are in agreement on "availability of work force housing" and on "the range of housing styles and designs."



## Community Sense of Place

Community sense of place is a cross-disciplinary concept that recognizes the many ways in which places take on special meaning to people. Sustainable tourism development places great emphasis on identifying, analyzing and enhancing the characteristics and processes that give destinations a unique character. Such character can serve as the foundation for both an improved resident assessment of quality of living as well as an enhanced economy by attracting visitors and their expenditures. In this series of questions, respondents were asked to indicate their level of agreement with the items regarding their attachment to Pender County. For one of the five questions, full time residents expressed significantly greater level of attachment than did the second home property owners. This question is: "I feel that I have political influence on community decisions." For two of the five questions, second home property owners expressed significantly greater level of attachment than did full time residents. These two questions include: "I really miss it when I am away too long" and "I feel that I can really be myself here." On the remaining two questions: "This is the best place to do the things I enjoy" and "It is important to be a member of local civic organizations," full time residents and second home owners show a similar level of attachment.

(\* indicates a significant relationship at .05 level)

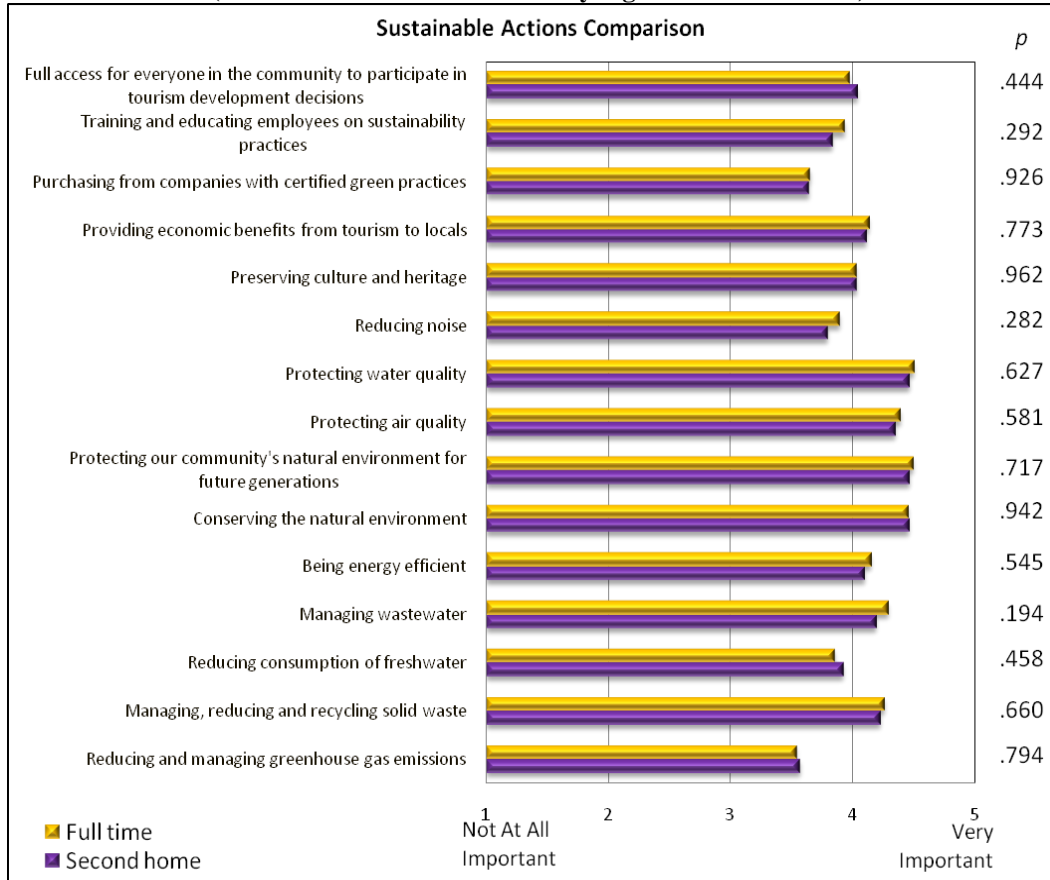


### Sustainable Tourism Actions and Their Importance to Future Economic Success

Knowing the rapidly growing importance of integrating sustainability within the tourism industry as well as the propensity of increasing numbers of individuals to do the same within everyday life, survey participants were asked their opinion of the importance of fifteen sustainable actions to the future economic success of the County’s tourism industry. Such sustainable actions are being implemented in many competing tourist destinations thus they are emerging in importance to a destination’s branding as being socially and environmentally responsible. In addition, such actions are providing savings on operating costs and protecting the destination’s natural resources. The response categories included a range of not important to very important.

Both groups were in strong agreement on all fifteen questions, including “full access for everyone in the community to participate in tourism development decisions,” “training and educating employees and clients on sustainable practices,” “providing economic benefits from tourism to locals,” “purchasing from companies with green certified practices,” “preserving culture and heritage,” “reducing noise,” “protecting water and air quality,” “protecting our community’s natural environment for future generations,” “conserving the natural environment,” “being energy efficient,” “managing wastewater,” “reducing consumption of freshwater,” “managing, reducing and recycling solid waste,” and “reducing and managing greenhouse gas emissions,” but not at a statistically significant level.

**(Similar Views—Non Statistically Significant Differences)**



## Climate and Weather

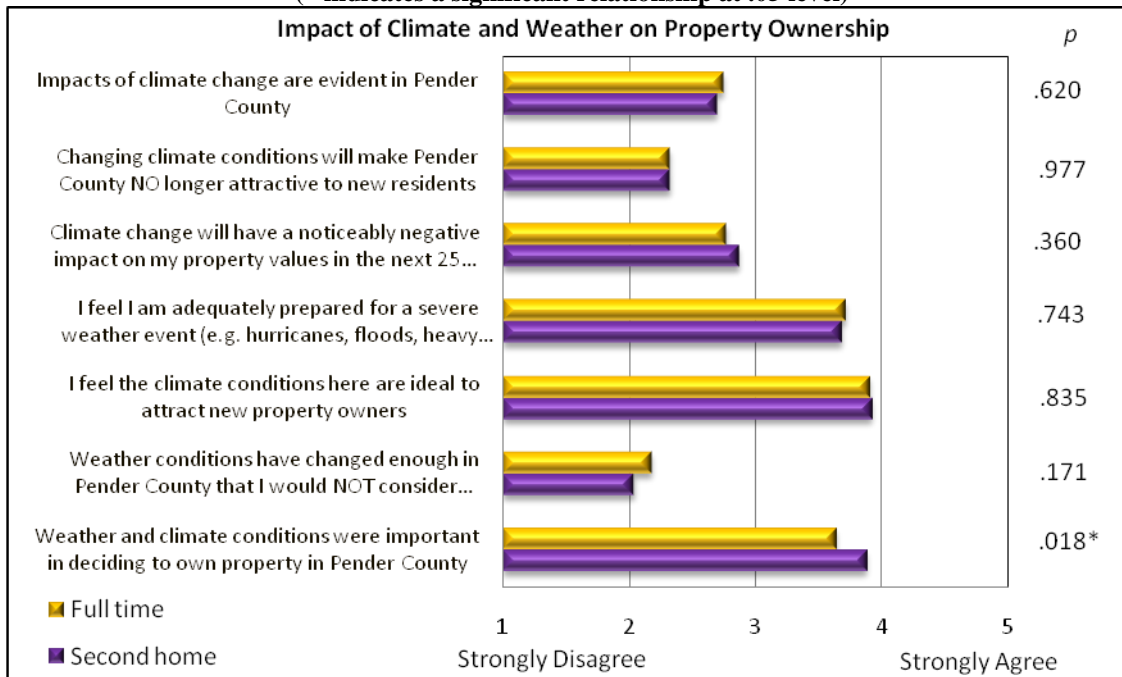
Tourism’s relationship to climate change is complex but direct, and generally there are two effects: 1) making a destination more or less attractive, and 2) making the origin of departure more or less attractive. The Intergovernmental Panel on Climate Change states that vulnerabilities of industries, infrastructures, settlements and society to climate change are generally greater in certain high-risk areas such as coastal communities. An amenity-rich coastal tourism destination, one with dependence upon the construction of, and services for, a second home vacation economy, will most certainly be affected by climate change and its respective impacts. It has been noted that “Weather can ruin a holiday; but climate can ruin a destination.” Tourism is an industry highly sensitive to climate and changes in climate can directly affect the attractiveness of destinations to current and future property owners. This can substantially disturb a local and regional economy by directly impacting investments in the construction and maintenance of second homes.

### 1. Impact of Climate and Weather on Property Ownership

Study participants were asked to indicate their level of agreement on how climate and weather affect their ownership of property in Pender County. Second home property owners indicated a significantly greater level of agreement on weather and climate conditions were important in deciding to own property in Pender County than did full time residents. Full time residents and second home property owners share similar views on the remaining six questions in this category including: “impacts of climate change are evident in Pender County,” “changing climate conditions will make Pender County no longer attractive to new residents,” “climate change will have a noticeably negative impact on my property values for the

next 25 years,” “I feel I am adequately prepared for a severe weather event,” “I feel the climate conditions here are ideal to attract new property owners” and “weather conditions have changed enough in Pender County that I would not consider buying property here in the future.”

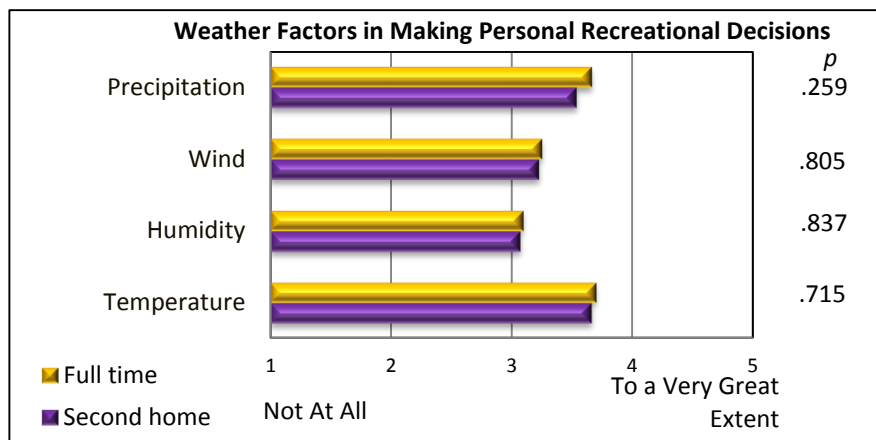
(\* indicates a significant relationship at .05 level)



## 2. Weather Factors in Making Personal Recreational Decisions

Participants were also asked to indicate the level of extent they use weather factors (temperature, humidity, wind and precipitation) when making personal recreational decisions. For all four questions in this category the level of extent expressed by full time resident property owners and that expressed by second home owners are similar. Weather factors such as “temperature,” “humidity,” “wind” and “precipitation” played a similar role in personal recreational decision-making process for both full time residents and second home property owners.

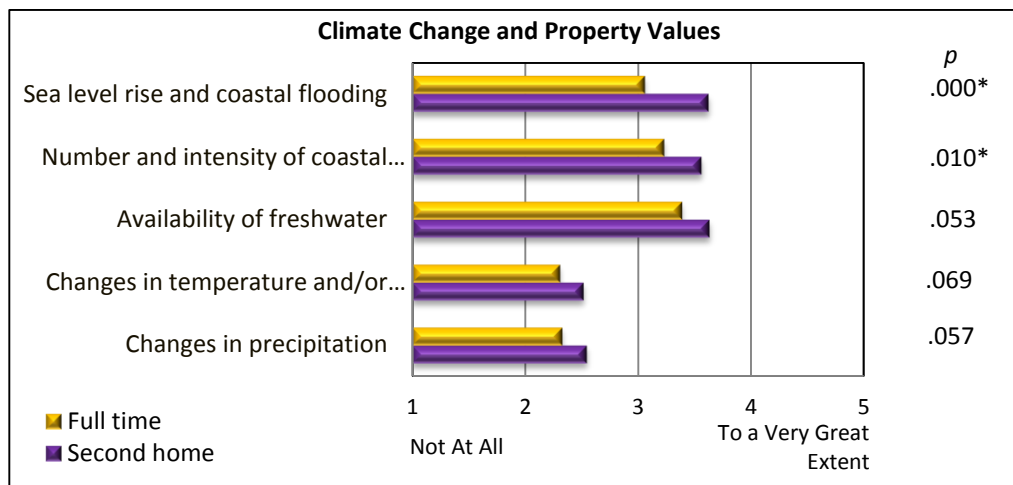
(\* indicates a significant relationship at .05 level)



### 3. Climate Change and Future Property Values

In this section, participants were also asked to express their views on how climate change factors affect their future property values. There is a statistically significant difference between full time residents and second home property owners on how “sea level rise and coastal flooding” as well as “number and intensity of coastal storms” affect their future property values. Second home property owners indicated that “sea level rise and coastal flooding” as well as “coastal storms” would affect their future property values to a greater extent than full time residents did. Full time residents and second home property owners share similar views about the level of extent three climate change considerations affect their future property values including: “availability of freshwater,” “changes in temperature and/or humidity,” and “changes in precipitation.”

(\* indicates a significant relationship at .05 level)



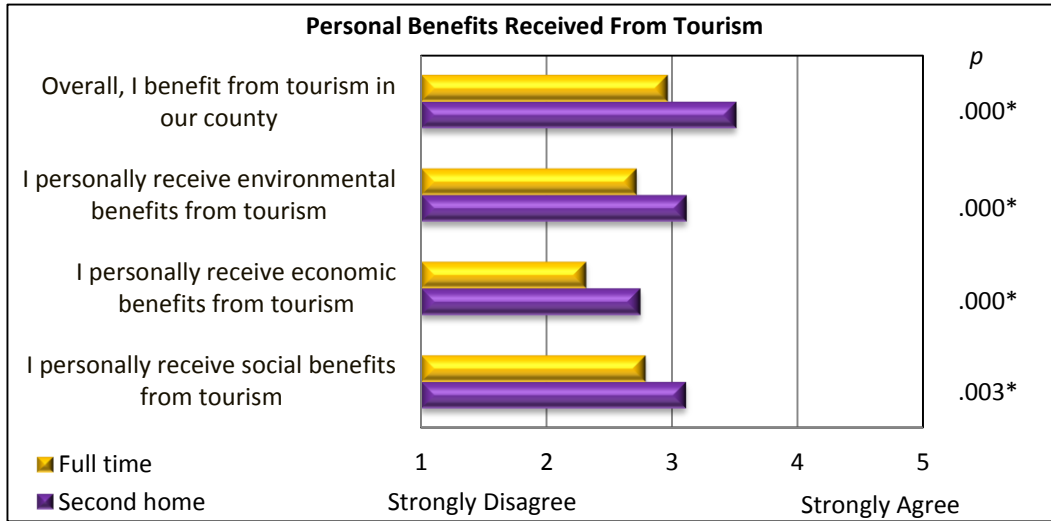
### Property Owners Attitudes toward Impact of Tourism and Second Home Development

Tourism and its many and varied impacts are typically viewed from the “eyes of the beholder” as either being generally positive, generally negative, or somewhere along a continuum of both, depending upon many factors. When the added dimension of second home development is factored in that can often bring with it a largely absentee ownership, inflated housing costs, workforce issues, changing demographics, transportation access problems and environmental pressures, such impacts can more deeply affect property owners whether full time or second home. This section intends to assess property owners’ level of agreement on 1) personal benefits they received from tourism; 2) tourism’s positive impacts on the community; 3) tourism’s negative impacts on the community; and, 4) support for further tourism development.

#### 1. Personal Benefits Received from Tourism

In this series of questions, respondents were asked to indicate their level of agreement with the items regarding personal benefits they received from tourism development in Pender County. For all of the four questions, there was a statistically significant difference between the views expressed by full time residents and those expressed by second home owners. Second home owners expressed greater level of environmental, social, economic and overall benefits received from tourism than did full time residents.

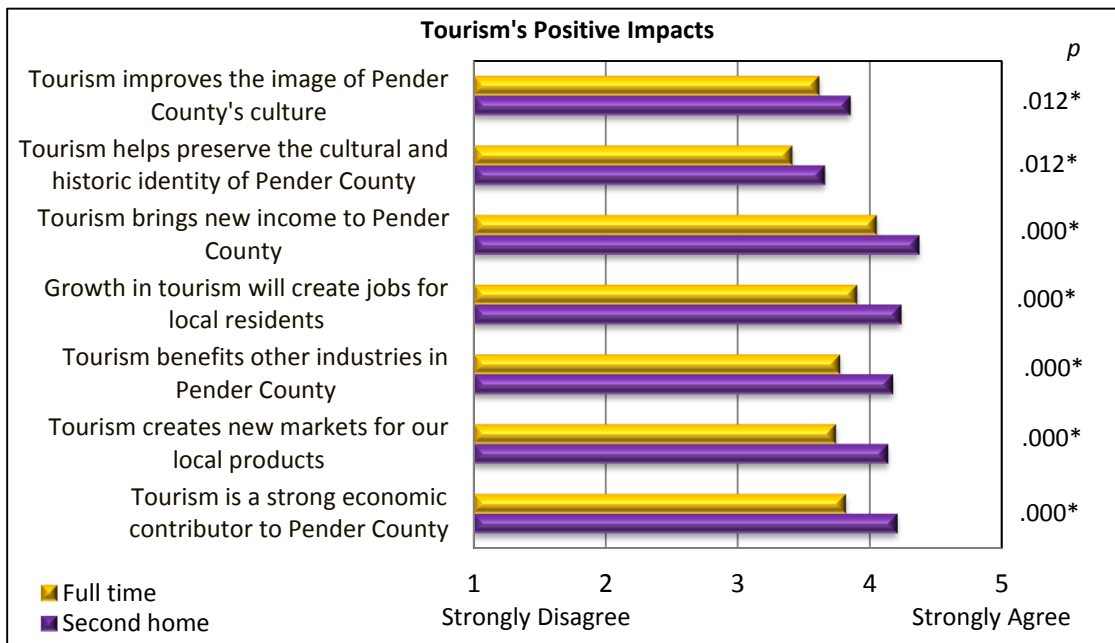
(\* indicates a significant relationship at .05 level)



## 2. Tourism’s Positive Impacts

Property owners’ attitudes toward tourism’ positive impacts were measured by seven variables including “tourism is a strong economic contributor to Pender County,” “tourism creates new markets for local products,” “tourism benefits other industries in Pender County,” “growth in tourism will create jobs for local residents,” “tourism brings new income to Pender County,” “tourism helps preserve the cultural and historic identity of Pender County” and “tourism improves the image of Pender County’s culture.” For all of these seven questions, there was a statistically significant difference between the views expressed by full time residents and those expressed by second home property owners. Second home property owners perceived a greater level of positive impacts tourism has brought to Pender County than full time residents did.

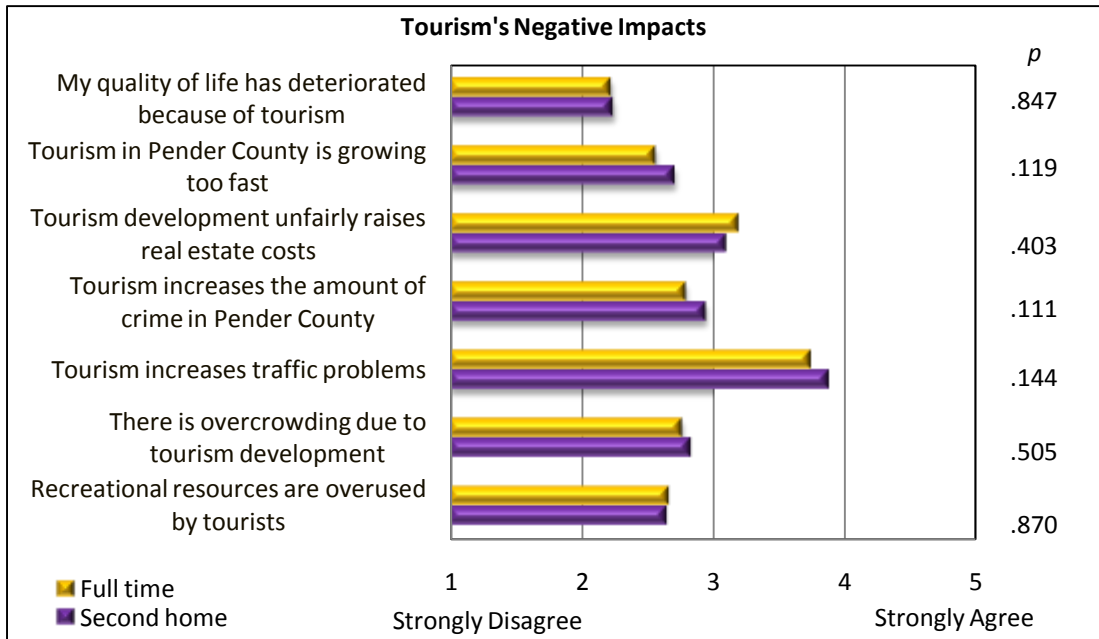
(\* indicates a significant relationship at .05 level)



### 3. Tourism's Negative Impacts

Another seven variables measured property owners' perceptions on the negative impacts of tourism in Pender County. These seven variables include: "my quality of life has deteriorated because of tourism," "tourism in Pender County is growing too fast," "tourism development unfairly raises real estate costs," "tourism increases traffic problems," "tourism increases the amount of crime in Pender County," "there is overcrowding due to tourism development" and "recreational resources are overused by tourists." Full time residents and second home property owners are in agreement with all of these seven aspects of negative impacts tourism has brought to Pender County.

(\* indicates a significant relationship at .05 level)

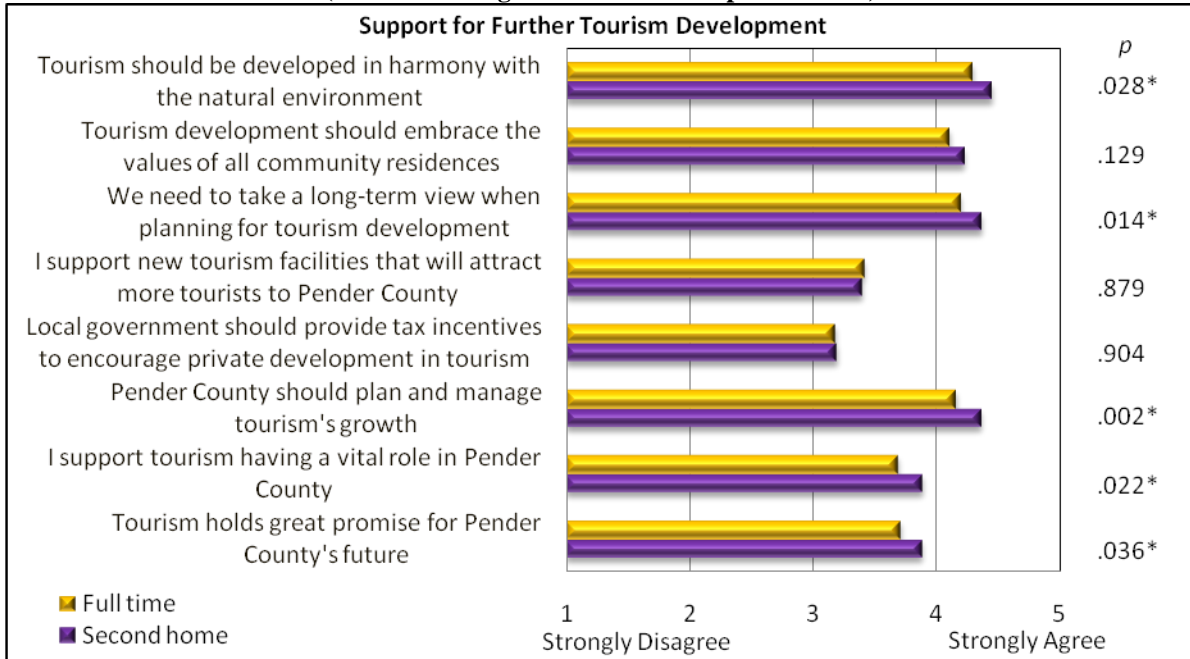


### 4. Support for Further Tourism Development

In this section, participants were also asked to indicate their level of support for further tourism development in Pender County. For five of the eight questions in this category, there was a significantly different level of support expressed between full time residents and second home property owners. Second home property owners expressed a greater level of support for five further tourism development activities than full time residents. These five activities include: "tourism should be developed in harmony with the natural environment," "need to take a long-term view when planning for tourism development," "Pender County should plan and manage tourism's growth," "I support tourism having a vital role in Pender County" and "tourism holds great promise for Pender County's future."

Second home property owners and full time residents indicated a similar level of support for the remaining three questions including: 1) tourism development should embrace the values of all community residents; 2) I support new tourism facilities that will attract more tourists to Pender County; and 3) local government should provide tax incentives to encourage private development in tourism.

(\* indicates a significant relationship at .05 level)





## Summary of Findings from Survey Respondents

(Comparison of Responses of Full Time Resident Property Owners and Second Home Owners)

### Background and Demographics

1. Tourism is a significant economic development component for Pender County in direct, indirect and induced spending. In 2010, the North Carolina Department of Commerce reported domestic tourism generated an economic impact of \$72.83 million, directly supporting 710 jobs. Tourism also generating \$12.31 million in payroll and \$8.88 million in state and local taxes.
2. The presence of second homes in Pender County is noticeable in both numbers 5,360 (approximately 32%) and value. Of the 146 houses valued between \$500,000 and \$599,999, 97 are owned by second home owners.
3. Second home owners have substantially higher annual household income at all income levels starting at \$100,000 than do full-time residents.
4. Over seventy percent (74.7%) of second home owners are 55 years of age or older.
5. Over fifty percent (56%) of second home property owners intend to maintain current use of their second home properties.
6. Approximately thirty-one percent (31.9%) of second home property owners intend to increase personal use of their second home properties.
7. Almost nineteen percent (18.5 %) of second home owners suggest they will retire to Pender County full time.
8. 41.1% of second home owners compared to 25.4% of full-time residents have post-graduate education.
9. Second home owners were substantially more inclined than full-time residents to be a couple with children no longer in the household.

*There are many questions which do not result in a statistically significant difference but due to the level of the percent of response of either or both groups can help in determining the “strength” of support for any particular statement. In the following section, all questions in the survey instrument are presented along with the respective percentage response for each group of property owners in the either satisfied/highly satisfied or important/highly important response categories.*

### Relationship of Tourism to Community Life (Satisfied or Highly Satisfied)

***Land Use and Tourism:***

The amount of residential development	Fulltime Resident Property Owner	53.6%
	Second Home Owner	64.5%
The amount of non-tourism commercial development	Fulltime Resident Property Owner	38.8%
	Second Home Owner	59%
The amount of tourism commercial development	Fulltime Resident Property Owner	50.2%
	Second Home Owner	64.5%

***The Economy, Jobs and Tourism:***

Number of tourism businesses	Fulltime Resident Property Owner	33.3%
	Second Home Owner	57%
Employment opportunities	Fulltime Resident Property Owner	11.6%
	Second Home Owner	21.3%
Cost of living compared to other coastal counties	Fulltime Resident Property Owner	67%
	Second Home Owner	78.5%

***Government Services and Tourism:***

Cleanliness and upkeep of the county	Fulltime Resident Property Owner	54.9%
	Second Home Owner	81%
Fire and emergency services	Fulltime Resident Property Owner	80.3%
	Second Home Owner	81.1%
Crime prevention	Fulltime Resident Property Owner	63%
	Second Home Owner	77.5%
Educational offerings for adults	Fulltime Resident Property Owner	44.9%
	Second Home Owner	31.5%
Quality of local public educational system	Fulltime Resident Property Owner	66.1%
	Second Home Owner	34.3%

***Cultural Offerings and Tourism:***

Interactions between visitors and property owners	Fulltime Resident Property Owner	30.8%
	Second Home Owner	49.5%
Promotion cultural and historical resources	Fulltime Resident Property Owner	30.9%
	Second Home Owner	48.8%
Mix of cultural offerings	Fulltime Resident Property Owner	24%
	Second Home Owner	43.1%
Number of cultural offerings	Fulltime Resident Property Owner	26.7%
	Second Home Owner	45.3%

***Community Infrastructure and Tourism:***

Management of storm water runoff	Fulltime Resident Property Owner	23%
	Second Home Owner	35.6%

Availability of public sewer system	Fulltime Resident Property Owner	43.1%
	Second Home Owner	55.8%
The management of traffic generated by tourists	Fulltime Resident Property Owner	28.6%
	Second Home Owner	43%
The quality of parks, greenways and bike lanes	Fulltime Resident Property Owner	35.5%
	Second Home Owner	69.2%
Availability of public parking during tourist season	Fulltime Resident Property Owner	22.7%
	Second Home Owner	54%

***Tourism and Quality of Life:***

Current water quality	Fulltime Resident Property Owner	63.3%
	Second Home Owner	78.8%
Current air quality	Fulltime Resident Property Owner	76.7%
	Second Home Owner	91.8%
Availability of quality recreational opportunities	Fulltime Resident Property Owner	43.6%
	Second Home Owner	67.9%
Availability of quality healthcare services	Fulltime Resident Property Owner	47.5%
	Second Home Owner	57.7%
Affordability of work force housing	Fulltime Resident Property Owner	31.8%
	Second Home Owner	32.3%
Availability of work force housing	Fulltime Resident Property Owner	34.3%
	Second Home Owner	34.7%
The range of housing styles and designs	Fulltime Resident Property Owner	69.7%
	Second Home Owner	77.2%

**Sustainability and Economic Success  
(Important/Very Important)**

Protecting our community's natural environment for the future	Fulltime Resident Property Owner	90.5%
	Second Home Owner	90.6%
Conserving the natural environment	Fulltime Resident Property Owner	90.8%
	Second Home Owner	95.7%
Being energy efficient	Fulltime Resident Property Owner	85.3%
	Second Home Owner	85.3%

Managing waste water	Fulltime Resident Property Owner	88.4%
	Second Home Owner	87.1%
Reducing consumption of freshwater	Fulltime Resident Property Owner	72.2%
	Second Home Owner	76.5%
Managing, reducing and recycling solid waste	Fulltime Resident Property Owner	89.7%
	Second Home Owner	88.9%
Reducing and managing greenhouse gas emissions	Fulltime Resident Property Owner	60.4%
	Second Home Owner	61.2%
Full access for everyone in the community to participate in tourism	Fulltime Resident Property Owner	76.2%
	Second Home Owner	78.8%
Training and educating employees on sustainability practices	Fulltime Resident Property Owner	74.2%
	Second Home Owner	70%
Purchasing from companies with certified green practices	Fulltime Resident Property Owner	62.5%
	Second Home Owner	62.6%
Providing economic benefits from tourism to locals	Fulltime Resident Property Owner	84.9%
	Second Home Owner	82.8%
Preserving culture and heritage	Fulltime Resident Property Owner	77.6%
	Second Home Owner	78.5%
Reducing noise	Fulltime Resident Property Owner	72.3 %
	Second Home Owner	66.1%
Protecting water quality	Fulltime Resident Property Owner	93.3 %
	Second Home Owner	97%
Protecting air quality	Fulltime Resident Property Owner	89.3%
	Second Home Owner	90.1%

**Impact of Climate and Weather  
(Important/Very Important)**

Impacts of climate change are evident in Pender County	Fulltime Resident Property Owner	23%
	Second Home Owner	18.7%
Changing climate conditions will make Pender County no longer a desirable place to live	Fulltime Resident Property Owner	27.3
	Second Home Owner	12.2 %
Climate change will have a noticeable negative impact on my property value in the next 25 years.	Fulltime Resident Property Owner	11%
	Second Home Owner	26%
	Second Home Owner	27.5%

I feel I am adequately prepared for a severe weather event	Fulltime Resident Property Owner	74.1 %
	Second Home Owner	71%
I feel the climate conditions here are ideal to attract new property owners	Fulltime Resident Property Owner	80.7 %
	Second Home Owner	78.5%
Weather conditions have changed enough in Pender County that I would <i>not</i> consider buying property here in the future.	Fulltime Resident Property Owner	9.5%
	Second Home Owner	10%
Weather and climate conditions were important in deciding to own property here.	Fulltime Resident Property Owner	60.3 %
	Second Home Owner	74.3%

**Weather Factors Affecting Personal Recreational Decisions  
(Agree/Strongly Agree)**

Precipitation	Fulltime Resident Property Owner	60.3%
	Second Home Owner	57.1%
Wind	Fulltime Resident Property Owner	40.2%
	Second Home Owner	40%
Humidity	Fulltime Resident Property Owner	37.3%
	Second Home Owner	35.3%
Temperature	Fulltime Resident Property Owner	65.1%
	Second Home Owner	61.8%

**Climate Change and Future Property Values  
(Agree/Strongly Agree)**

Changes in precipitation	Fulltime Resident Property Owner	15.3%
	Second Home Owner	18.3%
Changes in temperature and/or humidity	Fulltime Resident Property Owner	14.8%
	Second Home Owner	18.4%
Availability of freshwater	Fulltime Resident Property Owner	53.8%
	Second Home Owner	62.8%
Sea level rise and coastal flooding	Fulltime Resident Property Owner	39.9%
	Second Home Owner	58.3%
Number and intensity of coastal storms	Fulltime Resident Property Owner	46.2%
	Second Home Owner	57.4%

**Personal Attitudes About Living in the Community (Community Attachment)  
(Agree/Strongly Agree)**

I feel that I have political influence on community decisions	Fulltime Resident Property Owner	26.6%
	Second Home Owner	12.8%
It is important to be a member of local civic organizations	Fulltime Resident Property Owner	41.5%
	Second Home Owner	36.3%
This is the best place to do the things I enjoy	Fulltime Resident Property Owner	68.9%
	Second Home Owner	75.3%
I really miss it when I am away too long	Fulltime Resident Property Owner	76.6%
	Second Home Owner	85.4%
I feel I can really be myself here	Fulltime Resident Property Owner	89.6 %
	Second Home Owner	93.6%

**Personal Benefits from Tourism  
(Agree/Strongly Agree)**

I personally receive social benefits from tourism (e.g. improved quality of life, meeting interesting people)	Fulltime Resident Property Owner	27.1%
	Second Home Owner	39.4%
I personally receive economic benefits from tourism (e.g. income, employment)	Fulltime Resident Property Owner	13.2%
	Second Home Owner	27.4%
I personally receive environmental benefits from tourism (e.g. use of public lands, recycling programs)	Fulltime Resident Property Owner	27.6%
	Second Home Owner	43.5%
Overall, I benefit from tourism in our county	Fulltime Resident Property Owner	35.3%
	Second Home Owner	59.4%

**Tourism's Positive Impacts  
(Agree/Strongly Agree)**

Tourism is a strong economic contributor to Pender County	Fulltime Resident Property Owner	73.1%
	Second Home Owner	88.2%
Tourism creates new markets for our local products	Fulltime Resident Property Owner	71.2%
	Second Home Owner	85.9%
Tourism benefits other industries in Pender County	Fulltime Resident Property Owner	73.1%
	Second Home Owner	86.4%

Growth in tourism will create jobs for local residents	Fulltime Resident Property Owner	80.8%
	Second Home Owner	91.2%
Tourism brings new income to Pender County	Fulltime Resident Property Owner	86%
	Second Home Owner	98.2%
Tourism helps preserve the cultural and historic identity of Pender County	Fulltime Resident Property Owner	52%
	Second Home Owner	59.4%
Tourism improves the image of Pender County's culture	Fulltime Resident Property Owner	62.8%
	Second Home Owner	70.8%

**Tourism's Negative Impacts  
(Agree/Strongly Agree)**

Recreational resources are overused by tourists	Fulltime Resident Property Owner	16.8%
	Second Home Owner	16.5%
There is overcrowding due to tourism development	Fulltime Resident Property Owner	25%
	Second Home Owner	29.4%
Tourism increases traffic problems	Fulltime Resident Property Owner	69.1%
	Second Home Owner	79.3%
Tourism increases the amount of crime in Pender County	Fulltime Resident Property Owner	19.7%
	Second Home Owner	28.3%
Tourism development unfairly raises real estate values	Fulltime Resident Property Owner	40.6%
	Second Home Owner	35.3%
Tourism in Pender County is growing too fast	Fulltime Resident Property Owner	11.2%
	Second Home Owner	18.8%
My quality of life has deteriorated because of tourism	Fulltime Resident Property Owner	8%
	Second Home Owner	9.4%

**Support for Further Tourism Development**

Tourism holds great promise for Pender County's future	Fulltime Resident Property Owner	70.2%
	Second Home Owner	74.3%
I support tourism having a vital role in Pender County	Fulltime Resident Property Owner	70.6%
	Second Home Owner	76.1%
Pender County should plan and manage tourism's growth	Fulltime Resident Property Owner	88.7%
	Second Home Owner	95.3%
Local government should provide tax incentives to encourage private development in tourism		

	Fulltime Resident Property Owner	44.9%
	Second Home Owner	45.8%
I support new facilities that will attract more tourists to Pender County	Fulltime Resident Property Owner	55.1%
	Second Home Owner	50.9%
We need to take a long-term view when planning for tourism development	Fulltime Resident Property Owner	86.7%
	Second Home Owner	84.6%
Tourism development should embrace the values of all community residents	Fulltime Resident Property Owner	85.8%
	Second Home Owner	89.1%
Tourism should be developed in harmony with the natural environment	Fulltime Resident Property Owner	89.2%
	Second Home Owner	95.8%

*The following information summarizes those comparisons that are statistically significant at the .05 confidence level between full-time resident property owners and second home owners. This means that 95 out of 100 times the results between fulltime resident property owners and second home owners will be predictably different. The .05 is the threshold used for the confidence level, a typical standard in scientific research.*

#### **Relationship of Tourism to the Six Dimensions of Community Life (statistically significant)**

##### ***Second home owners expressed greater satisfaction with:***

- The amount of non-commercial tourism development;
- The amount of commercial tourism development;
- The amount of residential development.
  
- Cost of living compared to other coastal communities;
- Employment opportunities;
- Number of tourism businesses.
  
- Cleanliness and upkeep of the community;
- Crime prevention;
- Quality of local public educational system;
  
- Interactions between visitors and property owners;
- Promotion of cultural and historical resources;
- Mix of cultural offerings;
- Numbers of cultural offerings.
  
- Management of storm water runoff
- Availability of public sewer system;
- Management of traffic generated by tourists;
- Quality of parks, greenways and bike lanes;
- Availability of public parking during tourist season.



- Current water quality;
- Air quality;
- Availability of quality recreational opportunities;
- Availability of quality health care services;
- Affordability of work force housing.

### **Community Sense of Place (statistically significant)**

Full time residents expressed greater level of attachment than did second home property owners on the question “I feel that I have political influence on community decisions”.

Second home property owners expressed greater level of attachment than did full time residents on:

- I really miss it when I am away too long;
- I feel that I can really be myself here.

### **Climate and Weather (statistically significant)**

Second home property owners indicated a greater level of agreement on “weather and climate conditions were important in deciding to own property in Pender County”.

Second home property owners feel “sea level rise and coastal flooding” as well as “coastal storms” will affect their future property values to a greater extent than full time residents do.

### **Tourism’s Impact and Support for Further Tourism Development (statistically significant)**

Second home property owners perceived a greater level of positive impacts tourism has brought to Pender County than full time residents did.

Second home owners expressed a greater level of environmental, social, economic and overall benefits received from tourism than did full time residents.

Second home property owners expressed a greater level of support for:

- Tourism should be developed in harmony with the natural environment;
- We need to take a long-term view when planning for tourism development;
- Pender County should plan and manage tourism’s growth;
- I support tourism having a vital role in Pender County;
- Tourism holds great promise for Pender County’s future.

## **The Next Step**

Importantly, the next step in this study is for the researchers to disseminate the findings as broadly as possible throughout Pender County and, to the extent possible, encourage public review and discussion. The information contained in this report will most certainly become more useful as the various stakeholder groups become familiar with the details of the study findings. It would seem important to put this information within the context of the current private and public “climate” and discussions and to consider the implications of the findings to future tourism planning and development by both the public and private sectors. With the many and varied challenges facing coastal counties in sustaining their

environment, economy and community sense of place, it is challenging to think and act strategically on how tourism can be accomplished in a sustainable manner to best serve residents and visitors alike.

This study was undertaken by the faculty, staff and students of the Center for Sustainable Tourism at East Carolina University, with funding from North Carolina Sea Grant, as part of an on-going research effort to understand key issues facing tourism-based coastal communities and to keep North Carolina competitive. Its purpose was to provide information to stakeholders of Pender County regarding the attitudes of home owners, both full time residents and second home owners, of the impacts of tourism and second home development, identify the importance of sustainable actions to the county's long-term economic health, as well as determine the manner and extent that climate impacts resident and second home property and recreational decisions. It was also undertaken to explore research questions that contribute to the broader understanding of how communities, rich in natural amenities, might adjust to the many changes and pressures brought about by tourism and second home development. The information contained in this report is being made available to all interested audiences with the intent to stimulate discussion, help identify the many and varied perspectives, and provide additional understanding of the complex nature of the interface of the tourism industry, second home development and a community's quality of life.