Genealogy Research, Internet Research and Genealogy Tourism

By

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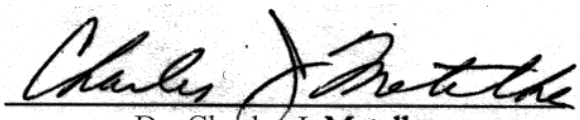
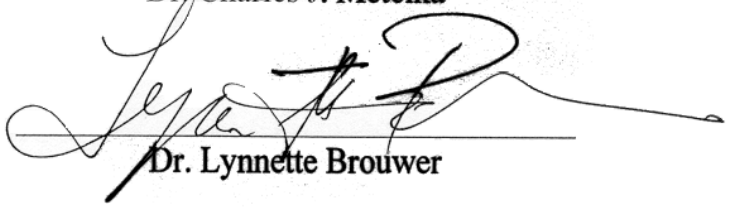


Dr. Charles J. Metelka



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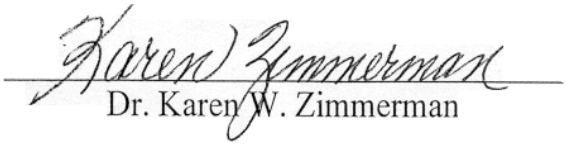

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Abstract

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Genealogy Research, Internet Research, and Genealogy Tourism

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Genealogy is listed as one of the top hobbies in the United States and possibly the world. The Church of Jesus Christ of Latter Day Saints requires its members to complete their genealogy and complete temple work for their ancestors. People work on genealogy to find their origin. As such, genealogy may in fact be a form of tourism as people work and travel to find their ancestors.

At the same time it is important to recognize that the Internet has changed the way genealogists conduct their research. The Internet has allowed people to more easily communicate with other genealogists around the country and the world in their search for information.

This paper defines genealogists, how they use the Internet, the Internet's affect on the quantity or quality of their travel and research. This paper will

develop a characteristic profile of genealogists that use one or more of the 174 or so Internet e-mail subscription lists specific to Minnesota and Wisconsin.

The educational and income level for women genealogists was less then male genealogist. However, 78 percent of the genealogist are women, and tend to be younger than their male counterparts. It was also discovered that the number of genealogy trips and the distance people are willing to travel for genealogy research has been increasing. The Internet has also enhanced genealogy research and increased genealogical travel. The Internet was also shown to be a viable means to conduct tourism and possible other forms of research. The demographics and characteristics of genealogists is not the same as the general population in terms of Internet usage, places visited, and gender comparisons. It was interesting to note that only 17 percent of the respondents have been to the world's largest repository of genealogy data, Salt Lake City, Utah.

The results of the study provide ample evidence that additional research is required to classify and identify in greater detail the travel habits and patterns of genealogist. Additionally, the study has indicated a need to look at genealogy tourism and the impact of genealogy tourism is part of other forms of tourism, such as heritage, cultural, etc. However, the study has shown that genealogy tourism has an incredible marketing potential that needs to be examined in detail.

Acknowledgements

I would like to take this opportunity to thank my committee for its work and considerations in a long and interesting project. They provide words of wisdom and encouragement that is invaluable to say the least.

However, my deepest gratitude that must go to my family for the difficult times that being a non-traditional student creates. Without their support and cooperation, this project would not have been the same.

Genealogists the world over, especially those that contributed to the survey, receive heartfelt thanks for the help and inspiration that they have provided in their e-mails and comments on the survey. Genealogists the world over have been some of the most helpful and enjoyable people, not only in my thesis research, but also, in my own genealogy research. It is hoped that this thesis will help genealogists everywhere by developing an awareness of issues that affect and frustrate them.

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Chapter 1

Introduction

Who am I? Where did I come from? Why am I here?

These questions may summarize the theories of Carl Rogers (Morris & Maisto, 1998). He believed that people are born with genetic traits and characteristics that they strive to achieve. The idea behind the theory is that people have an image of themselves or a self-concept and that they attempt to live up to those ideas. Rogers called it the 'self-actualizing tendency' to live up to our images. Cohen (1979) applied this idea to tourism when stating that tourists have patterned ways of satisfying a variety of personal needs from pleasure to the search for meaning. Ryan (1997) took the idea further by saying that tourism is a multifunctional effort that entails entertainment, learning, or both in varying degrees.

Conversely, philosophy and theology view these questions as a desire to seek the greater spirit or religious beliefs. Morris & Maisto (1998) stated that philosophy and religion attempt to deal with ethics, human values, and the nature of life. In Star Trek: The Motion Picture, Spock related that V'ger was asking the question 'is this all that I am, is there nothing more (Foster, 1979).' V'ger traveled the universe to return home to join with its creator and in the process amassed a wealth of information and knowledge. Along the way, V'ger, a computer, gained consciousness and was always seeking the answer to the opening questions; who am I, where did I come from, and why am I here? One could state that V'ger was seeking self-actualization and a philosophical answer that could only be found by returning home from a long tourist experience. Or, it could be argued that V'ger was seeking to join with its creator to

resolve the question ‘is this all that I am, is there nothing more (Foster, 1979),’ which may be the same question that genealogists are asking in the drive or search to find the next relative.

Self-actualization and philosophical reasons may be one and the same for those that study genealogy or the history of their family. A desire to know one’s history may in fact be the only driving force behind genealogy. History is defined as a chronological record of events of life or development of people, often including an explanation of or commentary on those events (dictionary.com, 2000). Shinkoskey (1995) stated that family research, genealogy, is a means to restore one’s inheritance through wisdom and belongingness. He said it was a way to find lost family and to see and feel the cultural, social, political, economic and religious history of ones past. He stated that we see the work of our ancestors and recognize that we are the rightful heirs to the dreams and labors of our ancestors and that we must secure their investment. If the answers to the initial questions are history, or more precisely, a study of one s heritage, then we are in fact looking at a form of heritage tourism.

At the same time, we could expand this into a study of place tourism. If genealogists travel to the places where their ancestors originated or moved from as a way to trace their history, they are in fact following the geography of their ancestors in reverse. Li (2000) stated that tourism is very much geographical and involves space, place, surface phenomena and aesthetic experiences at both a conscious and subconscious level. Li (2000) also related that people often consciously or unconsciously place themselves in learning situations when traveling. Desforges (2000) combined geography with the idea of self-identity as a means to understanding

tourism consumption patterns. However, even this could be a simplification of a much larger picture.

Genealogists may also be viewed as ethnographers or anthropologists. Dubisch (1995) argued that anthropologists are different from tourist in that they experience things in the field that tourist do not experience related to the self and the other, the place or people being studied. She argued that individuals could receive a new awareness of themselves by their research journeys that could not occur at home. She also believed that the autobiography could shed light on the individual and perhaps reveal hidden or unknown aspects of the individual. Dubisch (1995) carried the idea one step further by stating that the ethnographic journey is one of self-discovery. She stated that an important issue is the ability to see the self and other as interrelated as opposed to distinct and separate.

Galani-Moutafi (2000) took the next step by stating that travelers, anthropologists and tourists, are looking at their own self while looking into the elsewhere and the other. She stated those tourists who repeatedly visit the same place might in fact be developing a different sense of the place that may fill an empirical vacancy for the individual. If we assume that genealogist are a type of anthropologist, then Galani-Moutafi's (2000) statement that anthropologist, unlike travelers, develop images and stories of the other, which is a direct reflection upon one's own identity, can also be true for genealogist. Desforges (2000) summed it up with the conclusion that people share their travels within social networks as a means to develop self-identity and new relationships formed through travel. He also made a connection between self-identity and the growth of a niche market, long-haul destinations. Compart (1999, p4)

emphasized this connection in his comments when traveling from the United States to his father's refugee home in Shangri-La, where his father's family fled from Nazism, "I tried to imagine my father ... was such a rush that, initially, I had little time for reflection or sadness. Even later, ... reconnection with my father and his parents. I walked through their history -- my -- history."

Genealogical research, genealogical travel, and genealogical publications may in fact be a tourism niche market or a facet of tourism that has not been adequately studied or even considered academically. If one looks at the Internet as a source of human interest, than genealogical research, travel, and publication is very important and overlooked. Nicol (1999) stated that genealogy has become second to pornography as the most common use of the Internet with 2 million plus sites and growing. When The Church of Jesus Christ of Latter-day Saints opened their free Internet site, www.familysearch.org, May 1999, they had 30 million hits on the first day. In fact, the site has links to over 7,000 other sites; other major sites listed by Nicol (1999) include www.rootsweb.com, which claims to be the largest and oldest genealogical site (Rootsweb.com, 2001), www.cyndislist.com, and others specific to Canadian Researchers.

Rootsweb.com (2001) lists over 23,000 genealogical mailing lists that cover everything from states, to countries, to specific names, religion, ethnics, and many more. Genealogists have a wide variety of mailing list to choice from and the content of the mailing list mirrors the interest of the users. Hornblower (1999) noted that over 160 million messages flowed through Rootsweb.com in March 1999.

Hornblower (1999) reported that the Nielsen/NetRatings said that the top three genealogy Web sites had over 1.3 million individual devotees.

While the Internet has greatly expanded the growth of research options, has it replaced or increased genealogical travel? If one only looks at The Church of Jesus Christ of Latter-day Saints sanctioned travel, the answer is no it has not replaced genealogical travel. The Mormons, as members of The Church of Jesus Christ of Latter-day Saints are commonly called, have about 300 microfilm-producing cameras operating in over 47 countries filming records related to people (Nicol, 1999). These records are stored in climate-controlled vaults carved into the Rocky Mountains of Utah and are the world's largest repository of births, deaths, marriages and other records related to people (Nicol, 1999; Why Family History, 2001).

However, the Mormon Church also has the world's largest genealogical library and contains material not available on the Internet. The library is the 142,000-square-foot, five-floor Family History Library in Salt Lake City (Fulkerson, 1995) with over 3,200 branches in 64 countries (Hornblower, 1999). The library is free and houses millions of documents on paper, microfiche, and microfilm (Fulkerson, 1995; Hornblower, 1999). The library has copies of deeds, photographs, old newspapers, and Mormon and other church records along with birth, baptismal, death, marriage, divorce certificates, and a wealth of other documents (Fulkerson, 1995). When the new library opened in 1985 there were 1,500 - 1,600 visitors per day and the numbers have doubled since then as people search for their genealogy (Fulkerson, 1995). Hornblower (1999) reported that over 800,000 people visited the Family History Library in 1998.

Still, a major question exists. What impact has the Internet had on genealogical travel, the genealogical community, and more importantly, who are they? The answers to this question may allow for the development of future studies to examine genealogy tourism and marketing potential to genealogical travelers. At the same time, the study may also demonstrate the value of the Internet and mailing lists as a viable source of tourism research data.

Statement of the Problem

Before the widespread use of the Internet, genealogists relied heavily upon travel or mail to obtain the supporting documentation to prove their heritage. However, it is almost impossible to find references to their travel or their travel needs except by extrapolating from heritage tourism, cultural tourism or visiting friends and relatives. Yet, even these areas don't deal with people taking photographs of grave markers and cemetery settings, photocopying documents at various repositories, taking pictures of houses or communities representing where ancestors lived, and ultimately publishing books on the family's genealogy.

Genealogy tourism may become a tourism category of its own, especially with the increased use of the Internet, which, may have improved both the quality of genealogical research and increased the amount of genealogically related travel. If both of these premises are true, heritage marketers and governmental units may benefit by recognizing the opportunities and interest in genealogical travel and the impact of the Internet. This thesis will, therefore, look at the impact the Internet has on genealogical

studies, travel, and marketing opportunities, especially at the state, county and national level.

Objectives

This thesis will consider and analyze data associated with the following objectives:

► Determine the frequency of genealogy related and non-genealogy related travel.

► Determine characteristics of genealogists using the Internet for genealogy research.

► Determine the Internet's impact on genealogy research.

► Determine if the Internet has increased genealogy related travel.

► Determine what Internet sites are most frequently used.

► Determine if genealogists have traveled to repositories of genealogical records.

Significance of the Study

Exploratory studies are used to develop a knowledge base and to identify areas that may need additional research. This study can be considered two exploratory studies in one. First, it attempts to identify genealogists who currently use e-mail subscription lists specific to Minnesota and Wisconsin and link them to tourism, thereby establishing the need for further study. Second, it attempts to develop the idea that the Internet, more specifically, e-mail lists are a viable means to obtain data for

research purposes. This should greatly aid and ease the burden of defining groups of people, sending out surveys, imputing data from returned surveys, and analysis of data.

Limitations of the Study

There are a number of limitations that may affect any conclusion drawn by the results of this study.

1. Since the Internet is rapidly changing everyday and new e-mail subscription are being added, some may have been missed.

2. Some lists are large and active and other list are rather inactive and small. This may be a function of the interest for the area covered by the list, the population base of the list, or any number of other factors that are not controlled. This may not provide for a fair cross-section of the population.

3. While e-mail subscription administrators initially agreed to participate, some withdrew their support after complaints from users were posted and this may have also reduced the response rate.

4. It was assumed that people on the various e-mail subscription lists read their e-mail at least once during the thirty days the survey was available.

5. Since some people have multiple e-mail accounts and in an effort to maintain respondents anonymity, respondents were only asked to provide the e-mail address where they received the survey notice. This did not preclude individuals from using other e-mail addresses.

6. E-mail subscription list change almost daily as people subscribe and unsubscribe for whatever reasons, therefore a population base and response rate could not be determined.

7. Since the population is fluid, this study is a generalization of people on the Minnesota and Wisconsin e-mail subscription list during the thirty days the survey was online.

8. Some of the survey questions are based upon the authors eleven plus years of genealogy work and five plus years of using the Internet for genealogy research, which creates a bias in the study.

Definitions

E-mail subscription lists - People with a common interest and a desire to share and help other people can subscribe these lists. The lists are a collection of people who all receive the same e-mail from anyone on the list that sends a message to the list. The sender only needs to send the message to one address and everyone on the list receives the message. People can subscribe and unsubscribe at any time for whatever reasons.

Genealogy tourism - Since this is an exploratory study of genealogy and tourism, the author developed the following definition, "The process and motivation used by individuals studying their family linage to identity and select destinations that have a direct or indirect benefit for their research."

Chapter 2

Literature Review

Introduction

The Internet is defined as "a network connecting many computer networks and based on a common addressing system and communications protocol called TCP/IP (Transmission Control Protocol/Internet Protocol)" (Britannica, 2001). Webopedia (2001) reported that the Internet is a global network connecting in excess of 100 countries, consisting of millions of computers with over 200 million users worldwide and growing rapidly. This network of computers and users is devoted to the exchange of data, news, and opinions. It should be noted that the Internet is a decentralized system; access is through a commercial Internet Service Provider (ISP) and is not a centrally controlled system as online services (i.e. America Online (AOL), Prodigy, etc.), which provides access to the Internet (Webopedia, 2001). While this may appear anarchical by design, is works rather well for most users. For the purpose of this paper, we can assume that how one gains access to the Internet, ISP or online service, is irrelevant since the method of access does not change the content.

If the Internet is anarchical by design, can areas of it develop into a systematic approach to solve problems, thereby, lose its sense of anarchy? While this question is outside the scope of this paper, it can be argued that for groups of people the answer may be yes. Many genealogists for example are concerned with the use of the Internet for genealogical research and at the same time the Internet can be used as a marketing and research tool for studying genealogists. This group is significant to study since it has the highest number of web sites behind pornography with 2 million plus sites and

growing (Nicol, 1999). Additionally, the sheer numbers of genealogists is vividly demonstrated when The Church of Jesus Christ of Latter-day Saints opened their free Internet site, www.familysearch.org, May 1999, and received 30 million hits on the first day.

Schonland and Williams (1996) stated that Internet traveler research is still in its infancy and various concerns still exist when using the Internet for travel and tourism research. However, Schonland and Williams (1996) note that there is a growing interest in the Internet for travel and tourism research, both from a marketing and personal perspective. While their research looked at who uses the Internet and why, it also examined who could benefit from using the Internet. Schonland and Williams (1996) also noted that the count of who is and is not using the Internet is uncountable and changes rapidly. Schonland and Williams (1996) concluded that the Net Traveler Survey demonstrates that the number of people in the travel market using the Internet is immense and that the travel industry largely ignores the Web as a source of new markets and market information.

The Internet has opened up a means for everyone to be connected despite being a geographically diverse population, indeed world wide, making our world seem smaller (Wadham, 2000). Burroughs (2000) reported at the FDCH Congressional Testimony that 60 percent of people 18 and older are interested in genealogy and one of the most popular activities on the Internet and also related that 85 percent of the users of the National Archives are working on their genealogy. Wadham (2000) stated that genealogy is a hobby and passion for many that once required laboriously reading through microfilm, but today with a click of a mouse enormous quantities of

genealogical material is available. Since genealogy is The United States''s most popular hobby (Burroughs, 2000; Fulkerson, 1995; Wadham, 2000) and being introduced in schools (Carlson and Holm, 1999; Kwayana, 1996; McCachern, 1999) and libraries (Kemp, 1999a, Kemp, 1999b; Schuyler, 2000) along with computer and Internet access, it becomes a valid research subject in conjunction with computers and the Internet.

Advantages to Internet Surveys

Bonham, Beichner, Titus, and Martin (2000) stated that a Web based questionnaire has three advantages over other forms of questionnaires. First, Bonham, Beichner, Titus, and Martin (2000) listed computer-mediated interaction as the greatest benefit for researchers in that every detail of the respondent's interaction with the system can be recorded. This is in comparison to other forms such as observations, interviews, written samples, and most other research methods. The advantage of Web based research is that everything is in a digital form and easily searched and processed (Bonham, Beichner, Titus, and Martin, 2000).

Secondly, Bonham, Beichner, Titus, and Martin (2000) noted that a Web based questionnaire helps to eliminate researcher bias and ensure equal treatment between subjects. This is especially true for interviews, observational studies, and other studies where the researcher and subject may have the ability to respond to each other's actions. Additionally, since responses are in a digital form, Web based questionnaires eliminate data input errors processed (Bonham, Beichner, Titus, and Martin, 2000).

Third, Bonham, Beichner, Titus, and Martin (2000) noted the sheer volume of data that can be collected and processed in a short time regardless of geographical or temporal constraints on possible subjects and little overhead cost compared to other methods of social research, especially when going for 10 to 1 000s of subjects. Bonham, Beichner, Titus, and Martin (2000) also stated that a researcher could be highly selective of subjects since the researcher could pick how and to whom the questionnaire is available. They also recognized the ability to supplement the collected data with data from other sources to enhance the study.

Disadvantages to Internet Surveys

While a Web survey has significant potential, Bonham, Beichner, Titus, and Martin (2000) listed four issues that researchers must consider in a Web based study. First, technical difficulties as a major problem in a Web based surveys. Some of the items mentioned by Bonham, Beichner, Titus, and Martin (2000) were incompatible browsers and Internet Service Providers (especially when using advance features), subjects limited access to the Internet, and whether or not the response is from the subject.

Second, Bonham, Beichner, Titus, and Martin (2000) noted that electronic data collection systems are not intuitive in themselves, which limits usable data to multiple choice, dichotomous questions, simple fill in the blank, and submission of numbers and not very good for qualitative research. They related that electronic data collection is limited only to the subject's interaction with the computer making it difficult to capture the subject's body language, ability to easily change previous responses, and other

issues that could alert the researcher to issues that may arise, including design flaws or technical problems that could compromise the study's reliability and validity.

Third, while reliability and validity are major issues, Bonham, Beichner, Titus, and Martin (2000) noted that the researcher must recognize that the selection and screening of data generated is as important as its collection due to the sheer volume of data that can easily and quickly be gathered. They listed selection and screening of information as a possible annoyance to subjects since there may be a tendency to request additional information as the study progresses or as the researcher becomes aware of overlooked items.

Fourth, Bonham, Beichner, Titus, and Martin (2000) noted that the large quantity of data collected could result in interpretation problems. They noted that researchers could generate a great deal of data about their subjects, however, does it add to the picture the researchers are attempting to develop. They implied that data that is not helpful to a study can easily consume large quantities of time and shifting through the data for the researcher, and the subject's time and endurance in reading and completing the questionnaire.

Finally, Robinson, Levin, and Hak (1998) noted that demographic differences must be recognized and somehow factored into the research. Robinson, Levin, and Hak (1998) noted that gender, age, race, education, and income all play a role in the use of computers at home. However, Robinson, Levin, and Hak (1998) noted that with a sufficiently large survey these demographic issues could be statistically controlled. Robinson, Levin, and Hak (1998) also indicated that work, marriage, and children are

related to how much leisure time a person spends on the computer, however, these issues do not account for all the demographic differences.

Studies Easily Adapted to Internet Surveys

Bonham, Beichner, Titus, and Martin (2000) noted that large quantitative studies that include traditional multiple choices, dichotomous questions, fill in the blank, list selection, and scaled questions lend themselves to Web based research. They noted that a well-designed screen layout is more intuitive than optical readers or other data entry methods.

Bonham, Beichner, Titus, and Martin (2000) also recommended a Web based instrument for widely dispersed subjects, subjects with time considerations, researchers with time considerations, and for narrowly defined but physically scattered groups. A Web based study would reduce cost and time issues involved in mailing forms or conducting telephone surveys.

The Internet as a Marketing/Research Tool

The use of the Internet to survey a unique group of people is especially intriguing due to literally thousands of e-mail subscription lists, chat lines, and usergroups that cater to numerous groups of people that have something in common. Janal (1998) noted that there is an allure to users of the Internet for a special or secret area of the Web that only they can access. This environment may create an affinity within the group that allows members of the group to freely share information of interest to the general membership or more specifically, marketers and researchers.

The Internet as a Marketing Tool

Mougayar (1998) stated that the most common use for electronic commerce is the buying and selling of products or services over electronic networks. Bock and Senne (1996) defined online marketing as a device for selling projects and services to selected audiences using the Internet in accordance with the company's overall marketing program. Bock and Senne (1996) regarded the Internet as a means to provide an interaction between the customer and the marketer, which includes obtaining and passing information beneficial to both parties. The process takes place over time and allows for the marketer to develop a database for subsequent services and products to the consumer (Blatterg and Deighton, 1998). Blatterg and Deighton (1998) recognized one major advantage of the Internet is the use of images that are informal, with audio and video capability designed for the specific audience and message.

Taking this one step further, Janal (1998) regards the Internet as an interactive media that allows the message to be tailored to the recipient's needs. Janal (1998) also saw a major advantage to being guaranteed highly qualified prospects since the marketing effort is created specifically for the sites people are visiting. Since genealogists frequents genealogy sites, marketers and researchers can develop programs designed specifically for the sites users. Additionally, marketers and researchers can target sites that maintain e-mail lists specific to their message.

Weber and Roehl (1999) noted that the travel industry is consistently mentioned as the most likely to be affected by technological developments within the Internet, in terms of use, advertising, and selling. As Oppermann (1999) noted, travel agencies need to become more effective in customer creation through more refined methods than

the old standbys of television, radio, newspaper, and magazine advertising. Oppermann (1999) noted that one method is to create a database based on Internet sites that host e-mail lists. One could carry Oppermann's (1999) database one step further and develop a database of information on specific groups of people. The Girl Scouts of the USA is one organization that is building a database of online research, which they emphasize will be used only for educational purposes and is specific to Girl Scouts and issues important to them (Holton, 2000).

But what makes Internet marking so important is the return rate for marketing surveys compared to other forms of market surveys. Rubin (2000) noted that the return rate for telephone surveys a decade ago was about 40 percent and is currently about 14 percent, yet online research receives a response rate exceeding 60 percent. The Internet also enjoys several other advantages over the telephone that make it especially appealing.

The primary advantage for Internet surveys is its nonintrusive nature (Rubin, 2000). Its there waiting for the respondent on the respondent's terms, there is no ruse to sell a product, people can easily opt in and join voluntarily, respondents answer questions when they are ready, respondents feel more comfortable answering traditionally sensitive questions (i.e. income, age, medical issues, lifestyles, more controversial issues, etc.), and respondents are not pressured for quick answers (Rubin, 2000). However, Rubin (2000) noted that the greatest advantage to Internet research is responses tend to be well thought out, responses are more honest, and responses are logical and don't contradict other responses by the individual.

Bonham, Beichner, Titus, and Martin (2000) added to the Internet's worth by stating that a major characteristic of anything done on the Web is its flexibility in time and location; it's a two-way transmission regardless of time or location and the participants are working in a familiar setting and not an unfamiliar location, thereby providing a realistic situation for obtaining information. Additionally, the Web allows for the custom-generation of pages specific to the subjects response to prior questions (Bonham, Beichner, Titus, and Martin, 2000). The custom generation of pages can be designed for different subjects depending on their class, group, or any other classification, including treatment and control group membership and still change based on previous submissions (Bonham, Beichner, Titus, and Martin, 2000).

Rubin (2000) listed four primary types of Internet marketing research as the most promising and adaptable. The first is "Concept Testing," that can reach specific audiences most likely to use the product being tested. Rubin (2000) related a test where consumers were contacted to try several products over several weeks, answer an online survey and participate in an online focus group about the product. The survey and focus group activity were well received and resulted in meaningful responses.

Rubin's (2000) second recommended type is "sensitive issue tracking." Rubin (2000) noted a major airline wanted to know how to attract more of the homosexual airline users and developed an online survey that addressed issues and preferences importance to the group. Internet marketers and researchers must ensure the consumer that any information provided by the consumer will be used ethically, used appropriately, and that the information will be protected and safe from hackers (Weber and Roehl, 1999).

Rubin's (2000) third recommended type is "advertising communications testing." One example given by Rubin (2000) was to test the appeal of an advertising regime for a new product. An online brainstorming group of consumers was assembled and ran for five days to fine tune the advertising regime.

Rubin's (2000) fourth recommended type is "web site evaluation." Rubin (2000) noted that many companies simply throw a web site onto the Internet without any input from their targeted audience. Rubin (2000) reported that one company tested their web site with potential users of the web site and incorporated recommended enhancements into the site before it went "live." Again, Rubin (2000) found that the focus group approach was used, which allowed respondents to view the web site for 5 minutes, return to the focus group for discussion and technicians made adjustments to the web site before starting the review, discussion, and adjustment process over. Weber and Roehl (1999) supported this requirement by noting that consumers listed Web site shortcoming as detrimental to their use (i.e. non-working links, faulty site design, navigation difficulties, downloading time, etc.).

Lastly, Rubin (2000) noted that as Internet technology grows and improves in streaming audio and video, that cannot typically be achieved though offline surveys, online marketing would become the most sophisticated and advertising method of choice. Rubin (2000) sees the marriage of streaming audio and video with Web sites that cannot be achieved with offline surveys as the most important feature that will help online research marketing explode. Godbey (1997) emphatically stated that in the future, leisure service organizations will be driven primarily by information and that recreational customers will want and demand detailed information before deciding to

participate. Young and Ross (2000) noted that leisure service organizations not only need to provide online information about their programs and services, but also a means to gather, receive, and disseminate information for current and potential customers.

Still, Rubin (2000) noted one major drawback to online marketing surveys, it is hard to draw a sample that mirror the United States population since everyone is not on the Internet. Weber and Roehl (1999) noted that minorities and low-income people are significantly underrepresented among those searching for information and purchasing travel on the Internet, but still statistic similar to offline users. Horton (2000) also noted a similar trend for minorities and low-income people being online with the exception that the percent of Asian using the Internet is higher than the percent of Caucasian. However, as more people enter the Internet era, this problem should diminish.

Rubin (2000) also noted that while telephone numbers can be randomly dialed and called to obtain a random sampling, E-mail addresses are more closely guarded by e-mail providers, and are considered private by Web user, making them difficult to obtain. However, the most important hindrance to online surveys and their acceptability is everyone most prized treasure, privacy (Rubin, 2000). Weber and Roehl (1999) noted that credit card security and privacy issues are of prime importance to everyone using the Internet. Holton (2000) related that marketers must limit the information they collect to what is need and not get greedy. Still, as Schonland and Williams (1996) noted, the number of people using the Web is immense and marketers who ignore it are missing a valid source of markets and market information.

The Internet as a Research Tool

Computers are entering everyone life whether or not we like it. We find computers at work, home, libraries, businesses we frequent and in the transmission and storage of information. Anywhere you go you will probable see a computer and there are people who love them and people who hate them, but like the car, computers are here to stay and successful organizations will embrace them.

Since the Internet is here to stay it only makes sense for practitioners and scholars to take advantage of it and to develop the means to maximize its ability. We must also recognize that a large share of the information gathered and used in hospitality and tourism is collected by surveys or interviews. It should also be recognized that traditional survey and interview methods tend to be expensive and time consuming. Additionally, it can be argued that the data collection and data-entry process is subject to errors and requires frequent check to minimize the errors. Young and Ross (2000) stated that academic researchers should engage the electronic data collection and implement online surveys to assess studies, program evaluations, and feasibility studies for their programs and at the same time enhance their efficiency of research and reduce data-input errors.

Rootsweb.com (2001) is one of many Internet sites that is a storehouse of genealogy reference material and has over 23,000 e-mail lists for genealogy and both grow almost daily. The lists cover everything from surnames, to individual states, counties, and some cities, to countries and their subdivisions, to ethic groups, to time periods, to genealogical societies, and others (Rootsweb.com, 2001). The vast quantity of e-mail lists and chat lines that exist outside Rootsweb.com make the Internet a vast marketing and research tool that needs to be examined in detail.

However, one cannot overlook cyndislist.com, started by Cyndi Howells, a housewife in Puyallup, Washington, which is a collection of her own research and her collection of genealogy sites (Hornblower, 1999). Cyndislist.com has grown to over 300 pages and links to 41,700 genealogical sites around the world (Hornblower, 1999). Cyndi Howells has provide genealogists with a trove of information that is easily searched and often fun (Hornblower, 1999).

The exchange of data, ideas, and opinions on the Internet is limited only by the imagination. However, before anyone can use the Internet as a marketing or research tool they must understand and know who uses the Internet and for what purposes. Additionally, it can be argued that marketers and researchers must develop an understanding and knowledge base of the driving forces behind individual groups in order to develop a rational and effective marketing strategy and research program. As a final note, Schonland and Williams (1996) feel that as the Internet becomes more like the telephone, surveys using the Internet will become easier to project onto the general population and it should become the primary means of obtaining marketing and academic research data.

The Study of Genealogy

Genealogy is the practice of tracing a family history and has always been a popular activity among library patrons, young and old, and every ethnic group (Kemp, 1999a; Kemp, 1999b, Wadham, 2000). This hobby (Kemp, 1999a; McClay, 2000; Wadham, 2000) is now being regarded as history (McClay, 2000). The National Endowment for the Humanities (NEH) in cooperation with the White House

Millennium Council started the "My History Is America's History" project is an example of the influence the hobby is having on society and the government (McClay, 2000). McClay (2000) definitively stated that to know one's history is to know one's country and to gain an insight into who and what is one's makeup. McClay (2000) believes that to know ones history, regardless of how distant we are from our countries history, will bring a greater awareness of where and how our lives were impacted by history's events. "My History Is America's History" is but one of the many Internet sites that is ready to help in the study of genealogy (McClay, 2000).

However, we cannot presume that genealogy is a new or recent development in The United States that has inspired the "My History is America's History" project or the world for that matter. Genealogy is as old as the Bible, which starts out with the genealogy of the world's creation in the first three chapters and moves to Adam and Eve's genealogy in Genesis 4, Old Testament, King James Edition, The Holy Bible. Genesis is really one long genealogy of different people and events as it related to the Hebrew people, Christians and others that recognize The Holy Bible's authority. Additionally, from the New Testament, King James Edition, The Holy Bible, St. Matthew starts with Abraham and works its way to Jesus Christ, a genealogy of forty-two generation.

About 1893 Edwin Lyne, headmaster of a Dublin art school started a search for his family history and in 1895 Colonel William Shipway hired a young man to trace his family tree, both were inspired for different reason (Fowler, 2001). Fowler (2001) noted that during the Victorian period genealogy was a popular interest by the landed gentry and professional families. During the Victorian and later Edwardian, period

there were reputable professional and amateurs searching for their genealogy (Fowler, 2001). Fowler (2001) noted that the Harleian Society was formed in 1869 to print manuscripts relating to genealogy and a London Times editorial in November 1898 argued the case for printing of documents to preserve records. Finally, Fowler (2001) reported that the Society of Genealogist was founded in 1911 to collect the large number of genealogical texts, published every year prior to the societies establishment, and to place them into a reference library for its membership. Today genealogy is not just for the landed gentry, but a study and hobby (Fowler, 2001). It can be argued that the current popularity of genealogy started with the 1977 television mini series Roots by Alex Haley and watched by millions (Burroughs, 2000; Hornblower, 1999; Woodtor, 1994). However, this is not true for one segment of the population, no group is as involved as the members of The Church of Jesus Christ of Later-day Saints (Hornblower, 1999).

The Church of Jesus Christ of Latter-day Saints founded in April 1830 has been involve in genealogy from its beginning as a religious obligation (Why Family History, 2001). Joseph Smith, founder of The Church of Jesus Christ of Latter-day Saints, talked about the value and requirement for genealogy in a letter to W.W. Phelps from a revelation at Kirtland, Ohio, November 27, 1832 (Doctrine and Covenants, 1989). Genealogy is so important to the church and its members that it has been active in collecting, storing, and protecting genealogical records since 1938 (Why Family History, 2001). This effort is exemplified by a vault carved under 700 feet of solid granite high above the Salt Lake City valley; its six naturally cooled storage rooms can hold 26 million microfilm, each capable of holding a 300-page volume, and only a

small fraction of the vault is presently being used and more can be excavated (Why Family History, 2001). The church maintains the films under tight security, humidity and temperature, the films are inspected and cleaned regularly, and new copies made of films that show wear (Why Family History, 2001). Post, Poppel, Imhoff, & Kruse, (1997) recognized a more important aspect of genealogy by noting that genealogical research and the resulting database has been ignored or poorly exploited for its historical longitudinal studies, distribution of family members, and demographic history.

Need to Study Genealogy Tourism

Hornblower (1999) stated that 800,000 people visited the Family History Library in Salt Lake City in 1998. A question that must be asked is what did the city do to encourage additional genealogists to visit the library and what did the city do to derive from and provide some benefit to the people visiting the library, assuming the city recognized the opportunity that sits within its grasp. For that matter, one can ask the same question of any state where genealogists may go to obtain information necessary for their research.

Hornblower (1999) implied that Salt Lake City is not the only place being besieged by genealogists. Genealogists travel to overgrown cemeteries, rural courthouses, state and national libraries and historical societies, and pour through old newspapers at the publisher's repositories and foreign countries in their never-ending quest for information and clues on ancestors (Burroughs, 2000; Hornblower, 1999; Gormley, 2000; Nicol, 1999; Woodtor, 1994; Zakin, 1997).

However, Hornblower (1999) sternly warns genealogy enthusiast that much of the material on the Internet is a signpost at best. The Internet is basically a repository of information and rarely contains the actual document of interest to genealogists (Hornblower, 1999). Most true genealogists need to see, feel, and copy the documents or photograph tombstones and places that link them to an ancestor and they often want several different documents before they will say this is the person I'm looking for and is related to me (Hornblower, 1999; Post, Poppel, Imhoff, & Kruse, 1997).

If indeed genealogists travel to various locations to see, feel, and copy documents or photograph items of value it is possible that they are involved in other forms of tourism. It may also be possible that when studies are conducted on heritage tourism, cultural tourism, visiting friend and relatives, near-home tourism, rural tourism and urban tourism, just to name a few, we really need to see how many people are genealogists and determine if genealogists and non-genealogists have similar or different motivators.

Genealogist may indeed have a different set of motivators to travel and locate family members, especially if Robles and Watkins (1993) statement that immigration and family separation at the turn of the century was pervasive and possibly deleterious. The possibility of family reunions may in fact be a primary interest in the search for "lost" family members. Myers (2000) stated that happy people are the ones that have the greatest degree of family, "belonging," and "friendships." Indeed, one can look at genealogy tourism, as a visiting friends and relatives phenomena, to see if it is, as postulated by Moscardo, Pearce, Morrison, Green and O'Leary (2000) a prime motivator or part of a set of activities to further develop the family image and history.

Myers (2000) also noted that the human race, a social animal, has a need for personal identity to maintain long-term well-being. The need to have identity is composed of a combination of social ties, support by close relationships with family, friends, and other support groups, such as at work, church, etc. (Myers, 2000). Shinkoskey (1995) stated that genealogy provides a "hope" for the future and Fulkerson (1995) reflexes that there is "something tactile and emotional" as genealogical documents and fragile photos are located and held or personally seen. The need for social interaction may be a driving factor in the visiting friends and relatives' phenomena.

Genealogy Tourism as Visiting Friends and Relatives

Moscardo, et al. (2000) showed that visiting friends and relatives is not the sole reason for the travel but rather one of many reasons for the trip and involves many forms of motivation. Understanding the various motivators and activities involved in the visiting friends and relatives will give marketers and promoters will enhance the effectiveness and appeal of different groups of people involved in the visiting friends and relatives market.

Genealogy tourism would obviously be composed of people doing genealogy research. As such, they would be interested in visiting areas, sites, and facilities that enhance their research. Morrison, Hsieh, and O'Leary (1995) showed that the visiting friends and relatives is not homogeneous, but is segmented. It should also be noted that the segmentation has little to do with motivation to travel but rather what to do during the trip (Morrison, Hsieh, and O'Leary, 1995). However, it is possible that genealogy

tourism is a segment of visiting friends and relatives and its motivation is very specific. However, it is possible that visiting friends and relatives is not just about the living, but also the dead. As Li (2000) pointed out, part of a persons consciousness lies in the connection between time, place, events, and experiences that lead to creating a bond between the traveler's self and the other. Compart (1999), Hornblower (1999), Nicol (1999), Robles and Watkins (1993), Shindoskey (1995) and Woodtor (1994) related the elation of visiting and seeing homes of origin for friends and relatives that had an affect on their identity.

Genealogy Tourism as Identity Tourism

"You are a very special person, individually conceived and created. However, you also belong to a history, to people, and to places, and have been influenced by ideas, views, hopes, longings, failures, and success healthy people peer into the past, they learn to respect all peoples and their histories and cultures" Kwayana (1996). Fulkerson (1995) flatly stated that people want a connection to the past and to know their roots. However, it may be more complex, Desforges (2000), stated that people seek to know themselves in the context of "personhood," Galani-Moutafi (2000) said it was through discovering "self and the other," and Palmer (1999) felt it was through discovery of the "national identity." Each of them attempted to answer the question of 'who are we?' and 'where do we fit in?' by examining the concepts of "homecoming," learning to know the "other," and self-consciousness of national identity, which all may be a dissection of genealogy research. Genealogy tourism may be an activity, noted by Havitz and Dimanche (1997), driven by the enduring involvement concept, a specific

attachment, or an attitude that is working to develop a desired ego or self-concept within the individual.

Desforges (2000) stated that self-identity is a valuable method to study the geographies of tourism consumption. There is a relationship between the geographies of tourism consumption and how people seek to fulfill the desire and need for self-identity (Desforges, 2000). Desforges (2000) related that "personhood" is an attempt by a person feeling alienated, from the world and society, to gain a sense of self and a self-consciousness of their place in the world and time through tourism. The involvement construct may have a strong affect on people driving them to work on their genealogy.

Galani-Moutafi (2000) related that people over time have functioned as travelers, ethnographers and tourist as they seek self-discovery and self-representation from looking into the elsewhere and the "other". Galani-Moutafi (2000) further noted that the idea of the traveler is not a new phenomena but a continuation from earlier ages, particularly the Victorian era as travelers attempted to describe to the non-traveler the "other" in terms of differences and similarities. Ethnographic travel, conversely, is a desire to "attain a deeper insight into another culture," which may reveal to the traveler the hidden or unknown aspects of the individual (Galani-Moutafi, 2000). Finally, Galani-Moutafi (2000) stated that as travelers and ethnographers, like tourist, define and analyze themselves and their conditions back home based on how they see and reflex upon the "other." Genealogy tourism may in fact be people filling the modern role of traveler, ethnographers and tourist as they seek and document family linage, cultural background, and history.

Palmer (2000) related that tourism is a process that allows individuals to develop a sense of national identity and nationalism, which is part of the self-concept. Palmer (2000) indicated that tourism is an essential part of the process of and how nation-ness is defined. Tourists have an expectation of how and what is expected at locations they visit and this expectation should be the driving force in the maintenance and promotion of sites that represents nation-ness, which is manifested in heritage tourism.

Genealogy Tourism as Heritage Tourism

McIntosh and Prentice (1999) noted that visitors to heritage sites exhibited "insightfulness" and that the benefit to the visitor was driven by insights into the past, reaffirmation of identity and an understanding of a person's location in time and space. McIntosh and Prentice (1999) particularly noted that tourist have three identifiable thought processes: reinforced assimilation, cognitive perception, and retroactive associations. Cultural and heritage tourism than becomes a personal visit involving a personal dimension and personal meaning giving tourist an active role in developing their own "meaningful environment" (McIntosh and Prentice, 1999). It may be that McIntosh and Prentice (1999) were actually studying genealogists visiting the sites being examined or it is possible that genealogists would operate at an even higher level than the typical tourist.

Or, as McClay (2000) stated, "To understand the history of one's own country is to gain insight into who one is, and into basic elements of one's makeup."

McClay (2000) stated that in the presence of a great historical site that is prominent to the individuals family gives the individual a whole new meaning and set of emotions. McClay (2000) compared the feeling to "the sweet melancholy of a solo violin, whose haunting voice pierces us, through all the layers of rationality."

Pretice, Witt, and Hamer (1998) showed that there is an experiential dimension to tourism. This experiential feeling appears strongest for those who have a connection to the heritage site, which can be seen as a stronger sense of identify, feel nostalgic, and a greater interest in learning about the area (Pretice, Witt, and Hamer, 1998). McIntosh (1999) added to the experiential idea by saying that there is a human-dimension of heritage that is benefits-based. McIntosh (1999) showed that visitors to heritage sites experience four different processes: reflective process, cognitive process, and affective process. It is likely that genealogists undergo the same experiential processes by visiting locations that are relevant to their research. As McIntosh (1999) pointed out, we cannot neglect the 'insightfulness' of the personal value of heritage tourism and its human dimension. This debate is solidified for genealogist by Nuryanti' s (1996) claim that heritage tourism is really inheritance, which has the potential to create or magnify the appreciation of the past and to produce a link between the past and the present.

Genealogy tourism may be, as Corey (1996) stated, a "drama-based model" of tourism that is driven by a symbolic interactionist theory. Genealogy tourism may very well be a dramatic search for self-consciousness, self-identity, and an answer to the questions, 'is this all that I am, is there nothing more (Foster, 1979),'

Need to Study Genealogist Use of the Internet

Carlson and Holm (1999), Fulkerson (1995), Hornblower (1999), Kemp (1999a and 1999b), McClay (2000), Nicol (1999), Schuyler (2000), Weber and Roehl (1999), and Zankin (1997) all recognized the value and use of the Internet by genealogist and, more importantly, most of them recognized genealogy as one of the largest collection of web sites and information on the Internet. Case and Gormley (2001) reported that Nick Vine Hall found 6,730,000 webs sites using the "advanced search/exact words" search for "Genealogy" through Google.com on 30 January 2001. Case and Gormley (2001) also noted that Rootsweb.com e-mail Missing Links and Rootsweb Review to 825,582 online genealogists worldwide, with Australia, New Zealand, Canada, United Kingdom, and Ireland as the largest non-United Statess. Kemp (1999a and 1999b) recognized the need and ways for libraries to join the genealogy research phenomena to increase library utilization and access to resources.

McClay (2000) felt that genealogy research is a study of a nation's history and becomes a means to reaffirm the idea that history and culture is a consciousness, body of knowledge, and belongs to everyone and not just those attempting to write history according to some social or political ideology. Carlson and Holm (1999) expanded the idea by identifying six areas where genealogy research helps to foster diversity and global studies and understanding global issues from different perspectives. The idea of diversity or global studies and its value was also echoed by Fulkerson (1995), Hornblower (1999), Kwayana (1996). McCachern (1999), Nicol (1999), and Shinkoskey (1995) who indicated that a correlation exists between diversity, global

studies and genealogy research that encourage people to more fully explore their family's origin.

Summary

Genealogy research commands the second largest piece of the Internet behind pornography (Nicol, 1999). With such a large presence on the Internet, which may replace newspapers, telephone and television as the mass media of the future (Bonn, Furr, & Susskind, 1998, Holton, 2000, Robinson, Levin, & Hak, 1998, and Schonland & Williams, 1996) it is only logical that an examination of users and how they use the Internet is important. Genealogy research should be considered as a form or tourism since it has similarities with some of tourism (i.e. identity tourism, heritage tourism, and visiting friends and relatives) and the possibility of being comparable to other forms of tourism exist.

Since the Internet is being used to advance genealogy, an understanding of how genealogists use the Internet for their research and travel could provide a means to develop marketing strategies and tour packages that would benefit genealogists. Conversely, understanding genealogy tourism may provide additional insights into what motivates people to select destinations and to select activities available within the destination or within the individual's range of the destinations.

Chapter 3

Methodology

Introduction

The Internet should be considered as another research tool due to its large size and the number of people using it. At the same time, it should be recognized that the Internet may not be a cross section of the population, at the present time, but with its present growth rate it may become as common as the telephone and television. However, if the research is based on a select group of people using the Internet for specific purposes than a cross section of the population may not be relevant.

Genealogists, as a whole, can be divided into two groups, those using the Internet and those that do not use it. Genealogists using the Internet can be further divided into those using it for genealogy research and those that do not use it for genealogy research. The former group's use of the Internet makes it possible to develop a demographic profile of a specific group of people using the Internet. It may also be possible to identify a pattern of how genealogists use the Internet for travel research that enhances travel in general or travel related to their genealogy research. Taking the final step, it should be possible to imply that genealogist use the Internet for genealogy research, travel related to genealogy, travel not related to genealogy, and most importantly, show that genealogical travel may be a form of tourism that should be studied in greater details.

Research Design

Since there is no literature on genealogy tourism and the use of the Internet as a research tool is in its infancy, and even more so for the use of e-mail subscription lists, this study is an exploratory, quantitative study. The statistical procedures utilized to analyze the data included means, standard deviations, frequency counts, percentages, correlations, and one-way analysis of variance. The Statistical Package for Social Sciences (SPSS 10.0) version 10.0 was used to analyze the data.

This study is based on the assumption that genealogists travel as much as the general public, however, do they travel for genealogy, leisure, recreation, or a variety of reasons. This study assumes that before we can determine the issues, conditions, and motivations genealogists consider when traveling we must first develop an understanding of them. Consequently, this study considered six issues, none of which are all inclusive:

1. Where have genealogists been of genealogical importance?
2. What resources do genealogists use in their research.
3. How long have genealogists been doing their research?
4. How do genealogists use the Internet?
5. General travel information.
6. Demographic data.

Selection of Subjects and Limitations

Since this study is based on genealogists using the Internet, for genealogy research, the subjects must be limited to those using the Internet as a research tool,

more specifically, e-mail subscriptions. One of the best sources for this is found on Rootsweb.com who currently has over 23,000 e-mail subscriptions for genealogists, which grows almost daily (Rootsweb.com, 2001). To limit the size and scope of this study, only e-mail subscriptions specific to Minnesota and Wisconsin listed on Rootsweb.com, December 2000 were used. The 92 Minnesota and 82 Wisconsin e-mail subscription addresses and their focus as indicated on Rootsweb.com are listed in Appendix A. The study's population is limited to only people using one of the listed e-mail subscriptions. However, since anyone subscribing to the various e-mail subscriptions can respond to the survey it should be considered a census study of the subscription lists or a convenience sampling of genealogists using one of the 174 e-mail addresses. While some statisticians would prefer that a random sample be selected from the responses and used in calculations, this paper is an exploratory study and it was felt that using all the responses would be better.

E-mail subscription lists have five unavoidable characteristics that create problems that must be addressed in the research. The first is the fluid nature of e-mail subscriptions. People can subscribe and unsubscribe at any time for any reason, which makes it impossible to identify the study's population. More importantly, the people on the list may change over time as people discover they have a need for a particular e-mail subscription and as they discover the need no longer exist.

Second, individuals can subscribe to several e-mail subscriptions at the same time as they may have an interest in several areas of Minnesota or Wisconsin simultaneously or whatever type of e-mail subscription lists people are interested in using. Consequently, a survey placed on a collection of e-mail subscriptions will be

seen by any number of persons more than once and some individuals will take offense at seeing the invitation for the survey more than once and some may consider it "Spam."

Some individuals will complete the survey from every e-mail subscription where they find it. Therefore, it is essential that a means to check for duplicate submittals be developed. Participants were asked to provide their e-mail address as a means to remove duplicate submittals. However, some people completed the survey and indicated that since the introduction said identification was not required they did not provide their e-mail address, despite the instructions indicating the address was to be used to verify and validate participants and would not be part of the database of answers. Responses without e-mail address were still used in statistical analysis.

Third, administrators for the e-mail subscriptions are volunteers and change over time for various reasons. Prior approval from the administrator in advance was required, however, if the administrator changes the approval from the prior administrator carries little or no value for the new administrator. Assuming that the new administrator is just as understanding as the prior administrator is also misguided and an explanation may again be required as to the purpose of the survey before announcing it on the system. Finally, even if an administrator approved of the survey initially, the administrator may decide that it was wrong based on complaints from e-mail subscription users and deny having given the approval in the first place. Other administrators will defend the survey and its value. It is therefore advisable to become known by the administrator, especially since it is difficult to know individuals using e-mail subscription.

Fourth, some e-mail subscriptions are very active and others are very inactive. Some e-mail subscriptions have a large user base and others have a very small user base. E-mail subscription list administrators are reluctant or jealously guard the number of people subscribed to the list. The difference in e-mail subscriptions activity and unknown user base may have an impact on the ability to generalize to the population being studied since some e-mail subscriptions are located in rural counties and others are in heavily populated counties. Conversely, this issue may be moot with a large response rate. However, the size of the e-mail subscription base may not be a factor since every e-mail subscription has its "lurkers," people looking for information, but providing very little or no information to others users. And, every subscription list has people that feel a need to contribute to everything happening on the e-mail subscription list. This study did not attempt to identify the "lurkers" from the "nonlurkers" to see if there was any difference in responses.

Fifth, most of the e-mail subscriptions are for particular counties, cities or other specific geographical area and may affect the number of people interested in the subscription. This may in turn affect their desire to travel to the area covered by the subscription, which may affect the individual's responses to questions or reduce the overall generalization of the study. It would be fair, however, to assume that this issue is negligible since genealogists may not travel to places where they have a minor interest, but rather travel to places where they have a major interest, either way their travel habits may not be dependent upon which e-mail subscriptions they use. Consequently, this study did not attempt to determine if genealogists traveled to Minnesota or Wisconsin, but whether and how often they traveled.

Development of Survey Instrument

The survey consisted of twenty-eight questions with one asking for general comments about the survey. The questions were developed from my eleven years experience, comments from the pilot test participants, and considerations noted by Fulkerson, (1995).

Question 1

To eliminate duplicate responses, e-mail addresses were obtained. Not all people provided their e-mail address because they felt it was a form of identification. It was assumed that those who did not provide an e-mail address only answered the survey once.

Question 2

While it is easy to assume that anyone using e-mail subscriptions are native to Minnesota and Wisconsin, it would fail to take into account that we live in a highly mobile society and have been for many years. The assumption also fails to take into account that the United States has experienced several great migrations over time, mostly east to west, but other directions also occurred. Another issue that must be recognized is that many genealogists are not concerned only with their direct ancestors, but also with relatives and other descendants from a given starting point. Finally, it is also wrong to assume that genealogy is only a United States phenomenon.

Questions 3 through 5, 7, and 8

These questions resolve the issue of which came first, genealogy research or the Internet and did the Internet fuel genealogy research or the Internet's affect on genealogy research. It may be possible that true genealogists will continue to use the Internet and other tools that they have developed over time and stay with the hobby. Conversely, those that started genealogy research because they acquired Internet access, genealogy research may only be a fad. It is therefore important to make a comparison and attempt to develop a relationship between Internet use and genealogy research.

Question 6

Question 6 examines the benefits the Internet brings to genealogy research, genealogy travel, and non-genealogy travel.

Question 9

The websites are the sites the researcher and genealogy pilot testers use most frequently. The list is far from complete and was perceived to be the most commonly used sites. To enhance the study's validity, respondents were asked to list other commonly used sites at the end of the question. Potential tourism marketers would benefit from this list in that it provides them with the frequency of use for the various sites. At the same time it provides future researchers with a starting point.

Question 10 through 23

These questions attempt to develop a travel pattern within the genealogy population studied. The questions attempt to identify frequency of travel, places

visited that appear to support other forms of tourism, future travel plans, and genealogy spending and non-genealogy spending patterns.

Questions 24 through 27

Basic demographic questions are used to determine if the people using the Internet for genealogy are similar to other Internet users. At the same time it may provide a window on the genealogy population to indicate that they may not be any different from the general traveling population.

Pilot Test of Survey

Members of the Riverton, Wyoming computer genealogy group, an informal group of genealogists, were asked to complete the survey and provide recommendations. Most of the recommendations were incorporated into the survey. However, the recommendations for items to be deleted in the demographics section were not used. It was explained to the pilot participants that the information was needed for statistically purposes and to compare genealogists against the United States population and other studies done on Internet users.

The pilot test was ran and reran five times to work out the delivery problems indicated below:

a. Questions that were not to be shown based on previous responses showed up.
b. Questions that were to be answered disappeared when the correct box was checked.
c. Questions that should have allowed multiple choices failed.
d. When one problem was fixed it sometimes created a new one.

Questionnaire Delivery System

The original delivery system design was not used due to a university policy that is beyond the scope of this paper. While the original design complied with the recommendations of Schonland and Williams (1996) and Young and Ross (2000), the final online survey was a long list of questions that required the respondent to page or scroll down to see the rest of the survey. Young and Ross (2000) recommended that an electronic survey have a larger font for easy of reading, and use textured background, colored headings, and small graphics to make the survey appealing and interesting. None of these items were in the final survey.

While the online survey was broken into three sections, all the section were loaded at the same time and followed each other. However, Young and Ross (2000) recommended that each section be loaded individually after respondents finished prior sections and submitted the responses. Loading each section individually would have made completing the survey easier than scrolling down a long list of questions (Young and Ross, 20000). However, the survey did allow individuals to use their mouse to click on the appropriate response to record an answer.

Finally, Young and Ross (2000) recommended that when an individual clicked on the "submit" button for the survey a thank-you note would automatically be displayed on the screen. However, this feature was not allowed at the present. However, a thank-you notice was placed on each of the e-mail subscription list after the survey was taken off the server with the subject line, "Thanks for help on Genealogy Survey."

The major disadvantage to the online survey was that it was not conducive to questions being skipped due to prior responses. In order to skip questions, the site simply left the question's location blank. Consequently the survey appeared to have a significant amount of white space. For some people the blank areas was distracting and possibly resulted in surveys not being submitted. Some individuals noted that if they had not read the instructions to the survey, "to page down past blank areas," they would have stopped taking the survey at the first blank spot. The issue of people not submitting the survey could have been addressed in the findings if a counter of hits would have been placed on the site, however this feature was not available.

Several comments were received asking why the individual completing the survey was not asked the obviously skipped questions. Twenty-one people e-mailed the researcher asking for an explanation for skipped questions before they would complete the survey. At this point a note about the reply e-mail address is needed, three people asked why the researcher was using an e-mail address different from the address listed on the university's student directory, and they also asked for an explanation before they would continue. The researcher politely informed them that the e-mail address provided was the researcher's genealogy e-mail address and this was a genealogy project.

The survey would have been more interesting, better received, and in line with recommendations made by Schonland and Williams (1996) and Young and Ross (2000) if the suggested format was used. Despite the lack of creativity and imagination with the online survey, it was hoped that Janal's (1998) observation that users of the Internet, or e-mail subscription in this case, would feel an affinity with

the genealogy focused survey and freely respond. Since the survey was e-mailed only to people on the e-mail subscriptions lists and the link to the survey was only available to them, it was anticipated that Janal's (1998) comment that people will feel an allure for a secret or special area that only they can access and complete the survey.

The suggested format was a semi-graphical WebPage with a blue border at the top and bottom with a lighter textured blue in the middle and the university logo in the top border. Each of the three sections was to have a different color combination for the Web page with a picture of a University of Wisconsin-Stout landmark. While the web page would not change for questions within each section, the next question, with a sequential number for the individuals benefit, was to be determined by the individual's response to the current question. The process would not have prevented individuals from noticing that some questions were not asked. The survey may have gain validity and accountability by incorporating the University of Wisconsin-Stout logo and landmark pictures. Increased validity and accountability would have also enhanced recognition for the university.

The data collected from the survey was tracked on Microsoft Excel Spreadsheet® and imported into SPSS® 10.0 for statistical analysis. Since the importation process is not as clean as it should have been, row and column labels were not import in a useable form. The data was reworked after importing it into SPSS® 10.0 to identify the information contained in each column and row, printing labels for graphs and tables were also reworked and other housekeeping required to make the data user friendly. Many of the default values used by SPSS® 10.0 were

not acceptable for the desired analysis and required adjustments to allow the statistical package to produce appropriate analyses. The reworking required significantly less time than designing the SPSS® 10.0 layout and then imputing the data manually. Using a calculator the researcher identified thirty random numbers for lines to check to ensure that the reworked SPSS® 10.0 data lines matched the data located on the excel spreadsheet.

Response Analysis and Data Collection Process

Subscribers to the 174 e-mail subscriptions shown in Appendix A were notified that the survey was at http://www.uwstout.edu/survey/richardf.html over a three-day period. The survey was available for thirty days after the last e-mail subscription list was notified and acknowledged the survey by receiving the e-mail. After factoring out duplicate returns, as indicated by duplicate e-mail addresses, which by its very nature may have eliminated families or people that use the same e-mail address, 1,374 returns were available for statistical analysis. The large response rate may be indicative of the interest genealogists have in their hobby and more importantly, confirms that e-mail subscription lists can be a useful research tool for specific groups of people. The large response rate should also reduce the effects of a census, convenience sample. The last question of the survey asked for comments on the survey and 28.3 percent of the respondents or 389 comments were received, 97 percent were positive and 3 percent were negative.

Numerous individuals commented on the missing questions, without knowing that the missing questions did not apply to them due to prior answers and were

intentionally blanked out, which was a problem noted by Schonland and Williams (1996) and Young and Ross (2000). Comments were also received concerning the "blahness" and "lack of creativity, or imagination" in the survey, again, problems noted by Schonland and Williams (1996) and Young and Ross (2000). Interestingly, 15 people, 1.1 percent, asked why the survey did not indicate when and where they could see the results, about half of those asked when and where the statistical analysis would be available.

Other comments ranged from negative to very positive. Most negative responses were in the area of "spamming" e-mail subscription lists without the consent of the users; despite the fact that the e-mail subscription list administrator did not feel the survey was "spam." Some individuals did not feel the research would provide any useful or valuable data. One individual sited several government studies that were seen in the news media as worthless studies and asked how much the government was paying for this, "worthless" study. Several people identified specific questions as usable by marketers to "spam" the respondents, and hinted that the study was for marketers. The "spam" issue may have been avoided with the university's logo and landmark pictures throughout the web page.

Many individuals suggested improvements to questions that they felt were poorly stated, questions that lacked appropriate options, or questions that should have been asked. For example, some people felt that the preferred transportation question should have asked for combinations of travel (i.e. airplane to destination and rental car upon arrival). Respondents also felt the survey should have included additional educational levels, the travel questions needed additional years beyond the four

provided, combination of genealogy travel with business or pleasure or vice versa, and where people stay when taking a genealogy trip or a genealogy trip in conjunction with something else. Suffice to say, all possible questions cannot be used in any survey.

Positive comments were by far the most numerous. These included a simple "good luck," to "good idea," to "thanks for keeping genealogy in the public eye," and the favorite was "maybe this study will show those politicians that genealogy people are important tourists to less used places and they should be helpful to us and not chase us away." However, the bulk of respondents related how the Internet has improved and enhanced genealogy research, has provided new ideas as a result of the survey, and related individual success stories.

Statistical analysis between Canada and other countries indicated that no statistical difference existed within or between them. To enhance statistical calculations, Canada and other countries were merged. Other items merged for similar reasons were educational level, age groupings, and income. Statistical analysis between Minnesota and Wisconsin did show a statistical difference in a number of areas that made merging them inappropriate. Some questions only lent themselves to a list based on descending values.

Chapter 4

Results and Analysis

Introduction

The analysis of data collected from the 1,374 Internet surveys respondents will be used to define the genealogy population using the 174 e-mail subscriptions for Minnesota and Wisconsin. The analysis will include an overview of responses to the questions using frequency counts, percentages, means, correlations, and one-way analysis of variance (ANOVA). The analysis will be used to in conjunction with the following objectives to develop a picture of genealogists demographics, genealogy tourism and usefulness of the Internet as a research tool for surveys directed towards a specific population:

- ► Determine the frequency of genealogy related and non-genealogy related travel.
- ► Determine characteristics of genealogists using the Internet for genealogy research.
- ► Determine the Internet's impact on genealogy research.
- ► Determine if the Internet has increased genealogy related travel.
- ► Determine what Internet sites are most frequently used.
- ► Determine if genealogists have traveled to repositories of genealogical records.

Demographic Data

Demographic data and analysis includes respondents home, gender, annual income, age, and educational level. The analysis, where appropriate, includes frequency, crosstabs, and ANOVA.

Respondents Home

As seen in Table 1, 63.1 percent of respondents indicated their home as other states, 11.3 percent indicated they lived in Minnesota, 21.5 percent indicated they lived in Wisconsin and 4.1 percent indicated their home as outside the United States. It is ease to assume that this is due to the level of mobility in the United States, however, Robles and Watkins (1993) stated that immigration and family separation in the United States is a two way process with the largest movement to the United States and within the United States is was predominately east to west and south to north, with a variety of other smaller migrations in other directions. While it was noted earlier that there was no significance between Canada and other countries, it is important to recognize that 2.9 percent were from Canada and 1.2 percent from other countries.

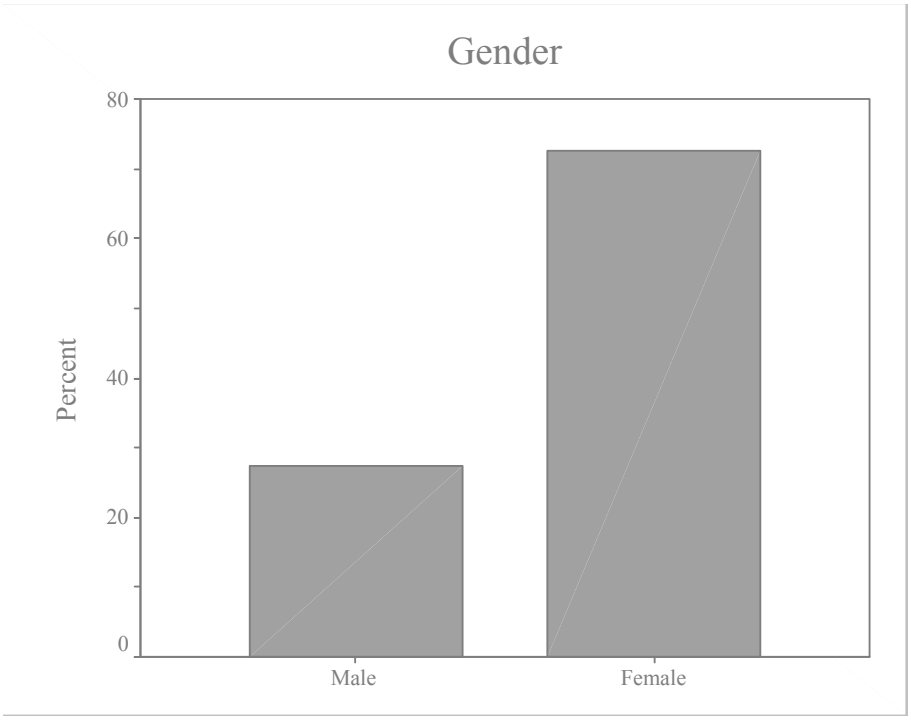
Table 1 - Respondents Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Minnesota	153	11.1	11.3	11.3
	Wisconsin	291	21.2	21.5	32.8
	Other States	853	62.1	63.1	95.9
	Canada	39	2.8	2.9	98.8
	Other Countries	16	1.2	1.2	100.0
	Total	1352	98.4	100.0	
Missing	System	22	1.6		
Total		1374	100.0		

Gender

Women appear to be the primary genealogist, graph 1, at 73 percent for the sample responding to the survey. Schonland and Williams (1996) found a 45 percent female response rate and Robinson, Levin, and Hak (1998) noted that only 42 percent of men and 35 percent of women use the computer for entertainment or hobbies at home. Weber and Roehl (1999) noted that 62.6 percent of people conducting travel search on the Internet are men, while Bonn, Furr, and Susskind (1998) reported that the there was no significant gender difference in using the Internet for pleasure travel planning. It may be that women doing genealogy research are savvier at computer use, predominantly interested in using the Internet for genealogy, or simply the ones taking the time to complete the survey. It should also be noted that almost exclusively, men complained that the survey was "spamming." Finally, there was no significant difference between genders and respondents claiming Minnesota, Wisconsin, other states, or other countries as home.

Graph 1 - Gender



Age

It is interesting to note from graph 2, table 2 and table 3 that the age distribution of men and women genealogists reverse at the 50 year old point, with the percentage of women dominating at the younger ages and the percentage of men at the older ages. Table 3 confirms that male genealogists are significantly older than women genealogists, graph 2 and table 2. The mean age for both genders is 40 - 49 and the standard deviation both gender is less than 0.98.

The age of genealogists using e-mail subscriptions follows a trend similar to the pattern reported by Fulkerson (1995). As people age there seems to be a growing awareness or involvement in genealogy or as Fulkerson (1995) implied, a sense of "rootlessness" may be the driving force. Conversely, Woodtor (1994) stated

genealogists might simply desire to know their ancestry since it can bring families together in a unique way and the history provides a sense of attachment to a place, time, and people. Breman (2000) and Fulkerson (1995) both added that older people have a dream to visit the country where grandparents or great-grandparents originated, which could be the reason older people are more interest in genealogy.

Graph 2 - Respondents Age

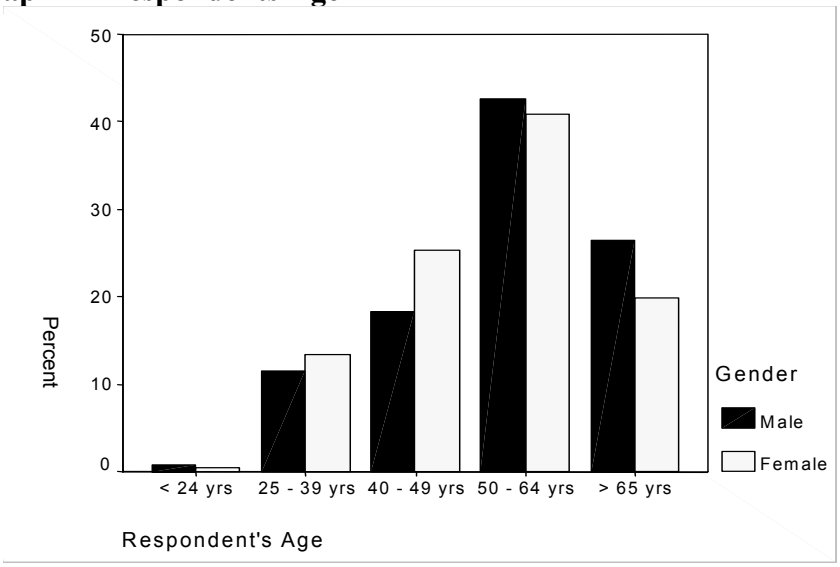


Table 2 - Descriptives of Age, Income, and Educational Level by Gender

		N	Mean	Std Deviation	Std Error
Respondent's Age	Male	354	3.82	0.98	5.21 E-02
	Female	945	3.66	0.96	3.12 E-02
	Total	1299	3.71	0.97	2.68 E-02
Income	Male	310	3.42	1.55	8.82 E-02
	Female	833	2.91	1.66	5.76 E-02
	Total	1143	3.05	1.65	4.88 E-02
Educational Level	Male	356	2.93	1.03	5.44 E-02
	Female	943	2.4	1.07	3.49 E-02
	Total	1299	2.55	1.09	3.01E-02

Table 3 - ANOVA of Age, Income, and Educational Level by Gender

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Respondent's Age	Between Groups	6.706	1	6.706	7.199	.007
	Within Groups	12008.132	1297	.931		
	Total	1214.838	1298			
Income	Between Groups	59.367	1	59.367	22.239	.000
	Within Groups	3045.889	1141	2.669		
	Total	3105.256	1142			
Educational Level	Between Groups	73.655	1	73.655	65.681	.000
	Within Groups	1454.460	1297	1.121		
	Total	1528.115	1298			

The age treads of genealogists using the Internet, specifically the e-mail subscription lists, however, is reverse of what Schonland and Williams (1996) reported for people responding to the Net Traveler Survey.

Table 4 - Age Distribution

Respondent's Age * Gender Crosstabulation

		Gender		Total
		Male	Female	
Respondent's Age	<24 yrs	3	5	8
	25 – 39 yrs	41	126	167
	40 – 49 yrs	65	239	304
	50 – 64 yrs	151	387	538
	> 65 yrs	94	188	282
Total		354	945	1299

Finally, it is interesting to note that there is a significant difference between the respondent's home and the reported age, table 5. Graph 3 and table 4 reveal that

there are no less than 24 year olds in Minnesota or Wisconsin on the e-mail subscription lists. Additionally, it should be noted that there is a sizable population of less than 24 years in other states and other countries. The number of any age group that is located in other states is also significant as shown by table 5 and graph 3. It is possible that those under the age of 24 have only recently started doing their genealogy research, have no need to look outside their home states, or more likely, have not recognized or felt the need to join an e-mail subscription list. However, care must be exercised in placing too much into the age differences as e-mail subscriptions list are fluid and the data can easily change in a month.

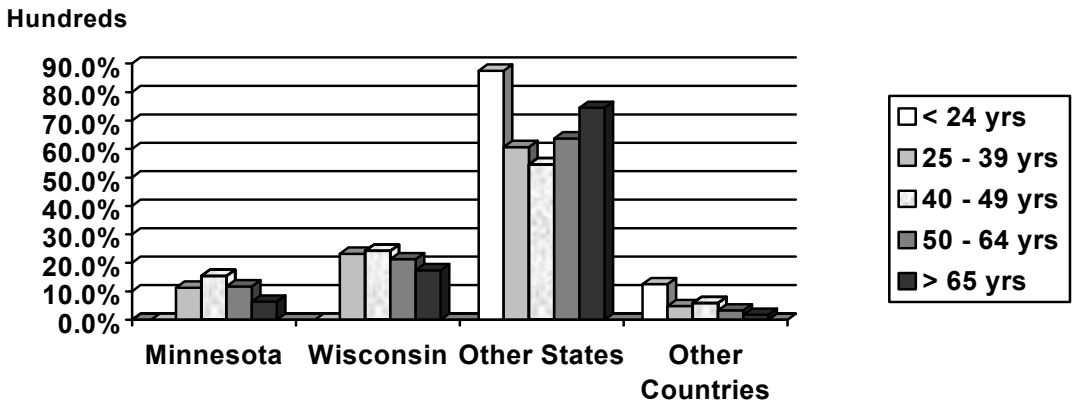
Table 5 - ANOVA of Age to Home

ANOVA

Respondent's Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.146	3	5.382	5.817	.001
Within Groups	1202.775	1300	.925		
Total	1218.920	1303			

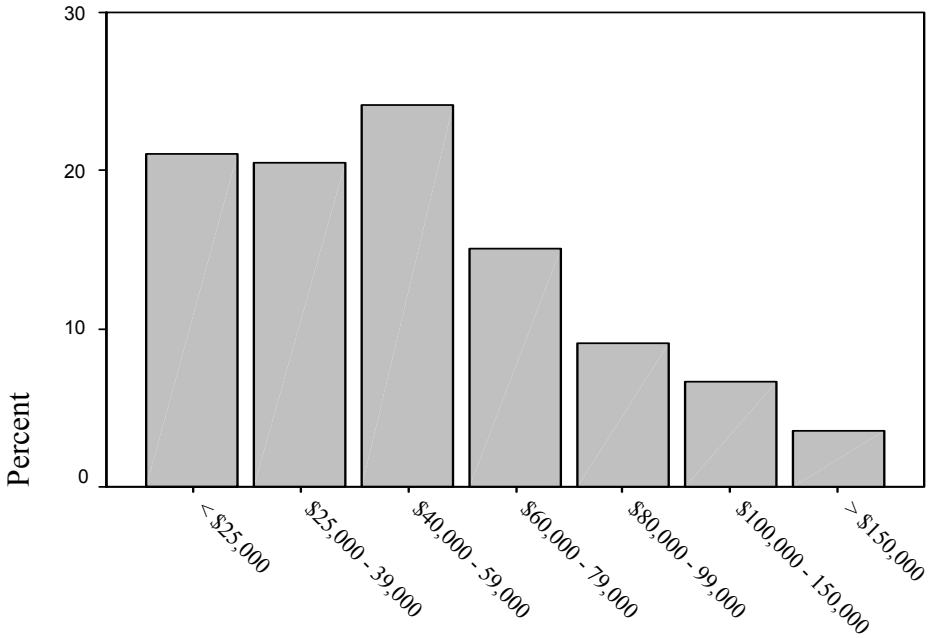
Graph 3 - Percent of Respondents by Age to Home



Income Level

There was no significant difference in income between Minnesota, Wisconsin, or the other states. Income levels for genealogists, Graph 4, generally followed the results of Schonland and Williams (1996) in contrast to the findings of Holton (2000), Robinson, Levin, and Hak (1998) and Weber and Roehl (1999). Since Holton (2000) looked at people online with children age 6-12, Robinson, Levin, and Hak (1998) examined people using the computer for hobbies or entertainment, Weber and Roehl (1999) examined people using the Internet to gather travel plans, and Schonland and Williams (1996) did not look at any particular groups of people, it can be argued that genealogists are a select group of people with a specific interest that accounts for the different income pattern seen by other researchers compared to this study.

Graph 4 - Annual Income



In this study, the $60,000 range seems to be the point at which genealogy interest drops off. However, Fulkerson (1995) noted that people hire certified genealogist for a variety of reasons (i.e. lack time, snagged, lack experience, need proof of heritage for organizations like the Daughters of the American Revolution, etc), therefore, it is also possible that people in the upper income brackets may be more prone to hire someone to do the research. Consecutively, Fulkerson (1995) also indicated that the poorest adults are less likely to have an interest in genealogy, a contention not supported by this study, possible due to the "hobby" becoming more mainstream or a form of entertainment.

ANOVA analysis of gender to income, table 6, shows that men make significantly more than women, and graph 5 shows the highest percentage of women make less than $25,000 and the mean income for women, table 6, is $25,000 to $39,000. The mean and highest percentage annual income for men is $40,000 to $59,000.

Table 6 - ANOVA - Gender and Income

ANOVA

Income

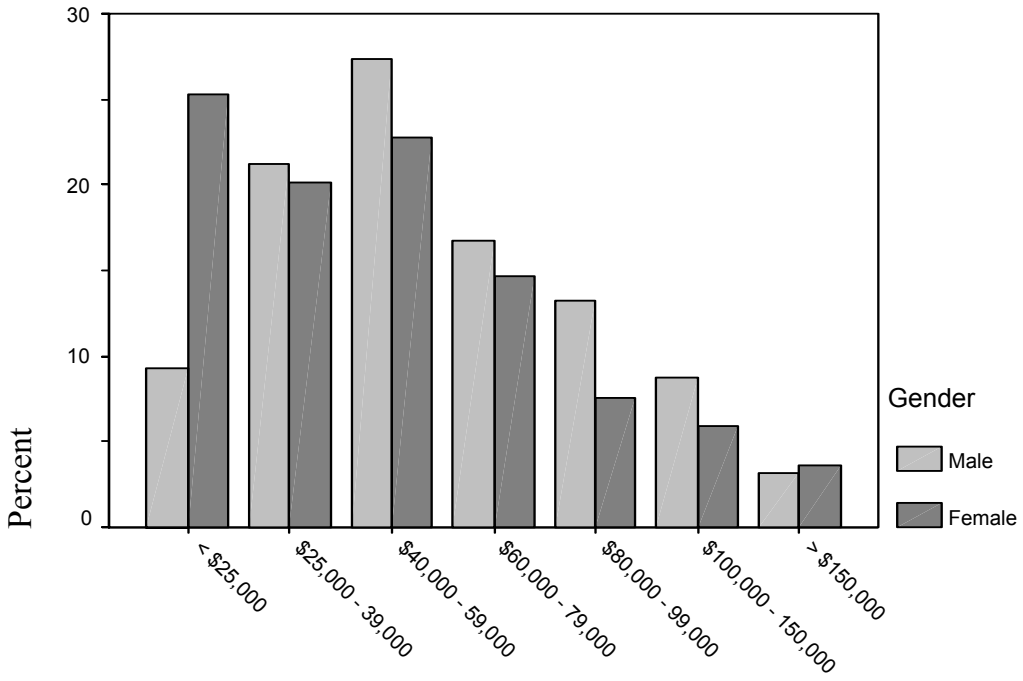
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59.367	1	59.367	22.239	.000
Within Groups	3045.889	1141	2.669		
Total	3105.256	1142			

Descriptives

Income

	N	Mean	Std. Deviation	Std. Error
Male	310	3.42	1.55	8.82E-02
Female	833	2.91	1.66	5.76E-02
Total	1143	3.05	1.65	4.88E-02

Graph 5 -Income by Gender



Since younger and less well off women seem to be working on genealogy, one could easily assume that a significant difference in age and income level would exist. And the data, Table 7, shows just that, a significant, negative correlation exists between age and income level, the negative correlation seen in graph 6 seems to indicate that as income increases the interest in genealogy decreases.

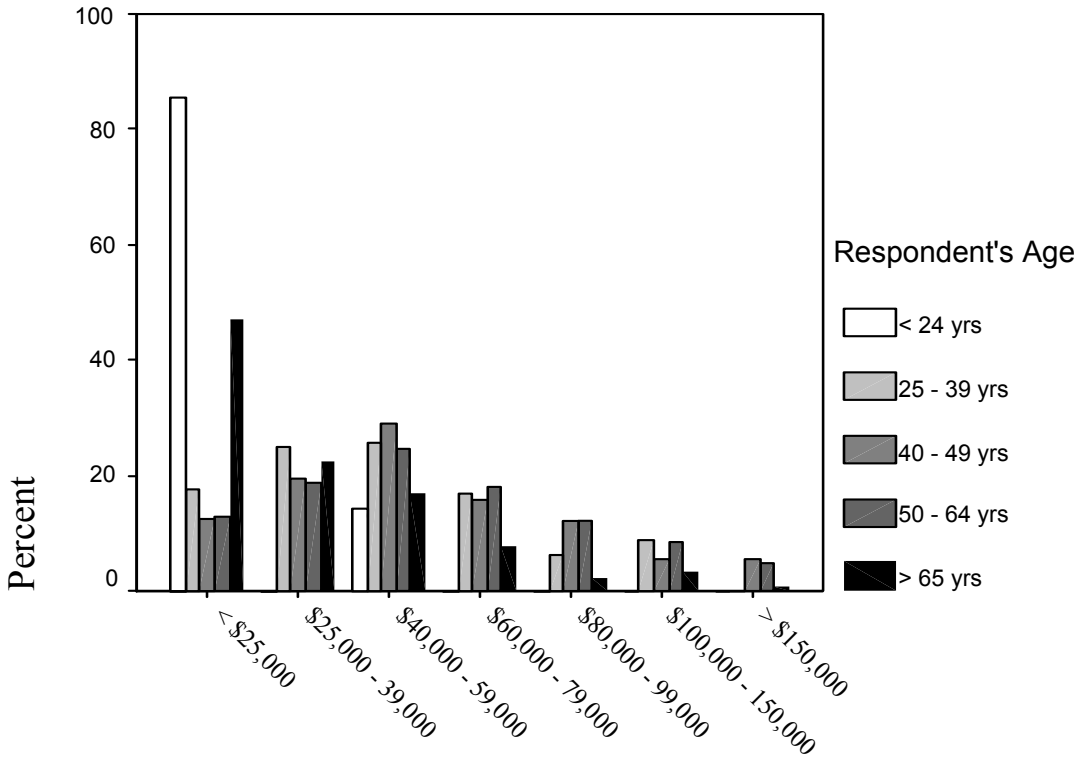
Table 7 - Correlation Between Income, Education, and Age

Correlations

		Income	Educational Level	Respondent's Age
Income	Pearson Correlation			
	Sig. (2-tailed)			
	N			
Educational Level	Pearson Correlation	.345**		
	Sig. (2-tailed)	.000		
	N	1148		
Respondent's Age	Pearson Correlation	-.138**	-.131**	
	Sig. (2-tailed)	.000	.000	
	N	1149	1302	

**. Correlation is significant at the 0.01 level (2-tailed).

Graph 6 - Income by Age



Educational Level

There was no significant difference in educational level between Minnesota, Wisconsin, other states, or other countries. Women working on genealogy, graph 7, have some college or less, which is significantly less education than men working on genealogy, table 8, although the mean for both is some college. As expected, there is a significant positive correlation between income and educational level, table 7.

Graph 7 - Education Level and Gender

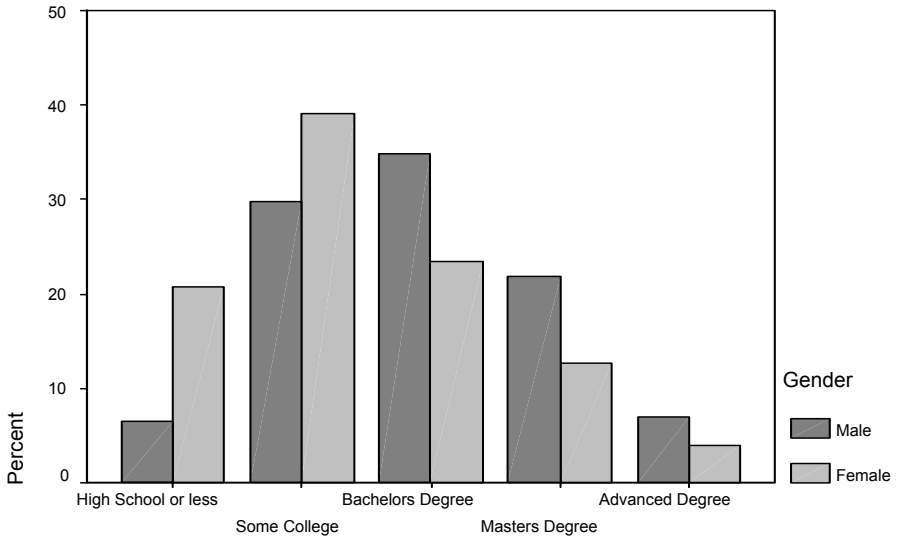


Table 8 – ANOVA - Educational Level and Gender

ANOVA

Educational Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	73.655	1	73.655	65.681	.000
Within Groups	1454.460	1297	1.121		
Total	1528.115	1298			

Descriptives

Educational Level

	N	Mean	Std Deviation	Std. Error
Male	356	2.93	1.03	5.44E-02
Female	943	2.40	1.07	3.49E-02
Total	1299	2.55	1.09	3.01E-02

Analysis of Genealogy and Internet Data

Genealogy data is related to how long people have been working on genealogy, use of the Internet, places people visit, and websites used. The analysis, where appropriate, includes frequency, crosstabs, ANOVA, and regression analysis.

Work on Genealogy Related to Internet Access

The majority, 73.1 percent, of genealogists were working on their genealogy before they had access to the Internet. However, 60.3 percent of respondents who did not start genealogy research until after they acquired Internet access indicated that they did not start their research as a result of Internet access, 32.7 percent of this group did not answer the question, and 7.0 percent indicated that they started genealogy research because of Internet access.

Gender and educational level had no significance on an individual starting genealogy research before having access to the Internet. However, a significant difference, table 9, was found for the current age of individual who started working on genealogy prior to having access to the Internet. This result was expected since the Internet has not been readily available for most except in the last few years. The starting age for starting genealogy before and after Internet access was 40 – 49 years, graph 8.

Table 9 - ANOVA of Genealogy Research Before Internet Access by Age

ANOVA

Genealogy Research Before Internet Access

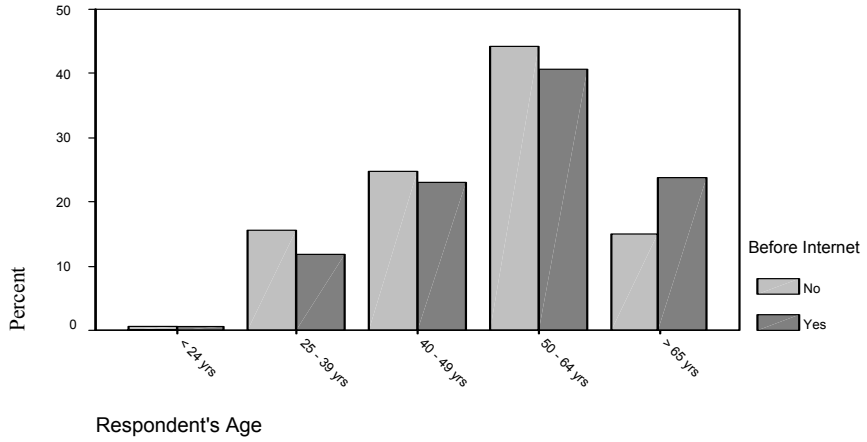
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.469	4	.617	3.231	.012
Within Groups	249.287	1305	.191		
Total	251.756	1309			

Descriptives

Respondent's Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
No	340	3.57	.95	5.13E-02	3.47	3.67	1	5
Yes	970	3.75	.97	3.11E-02	3.69	3.81	1	5
Total	1310	3.71	.97	2.67E-02	3.65	3.76	1	5

Graph 8 - Genealogy Research Before Internet Access by Current Age



Respondent's age, table 10, was also a significant factor in determining who started genealogy research after obtaining access to the Internet. Graph 9 shows that younger people are more likely to start genealogy research as a result of gaining

access to the Internet than older people, which was expected. The mean age for both groups was still 40 – 49 years.

Table 10 - ANOVA of Genealogy Research After Internet Access

ANOVA

Genealogy Research Due to Internet Access

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.837	4	.459	5.020	.001
Within Groups	81.510	891	9.148E-02		
Total	83.347	895			

Descriptives

Respondent's Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	93	3.39	1.07	.11	3.17	3.61	1	5
No	803	3.80	.95	3.36E-02	3.73	3.86	1	5
Total	896	3.76	.97	3.25E-02	3.69	3.82	1	5

Graph 9 - Genealogy Research Due to Internet Access by Current Age

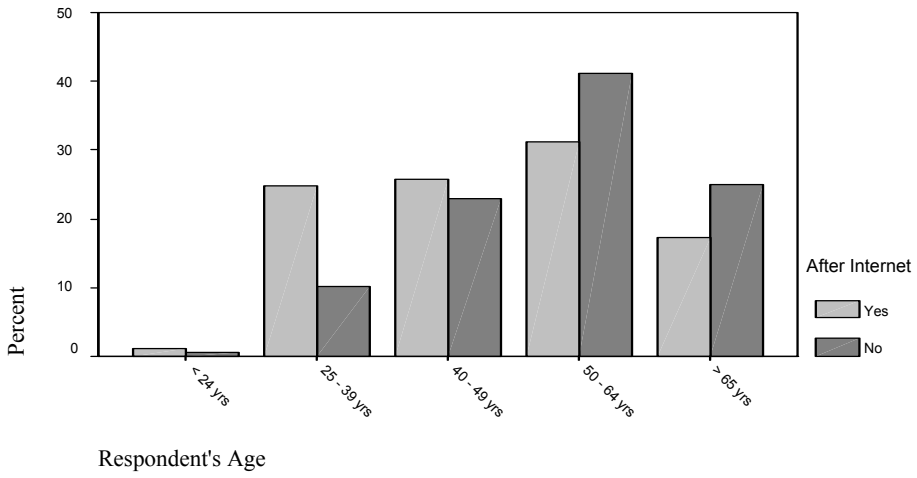


Table 11 indicates that income was a significant factor in doing genealogy research before having Internet access, but the difference was not expected. Genealogists earning less than $25,000, graph 10, were more likely to be working on

genealogy before having access to the Internet than higher income people. And, genealogists earning between $25,000 and $39,000 were less likely to be working on genealogy before having access to the Internet. Conversely, income was not a factor in people starting genealogy research after gaining access to the Internet.

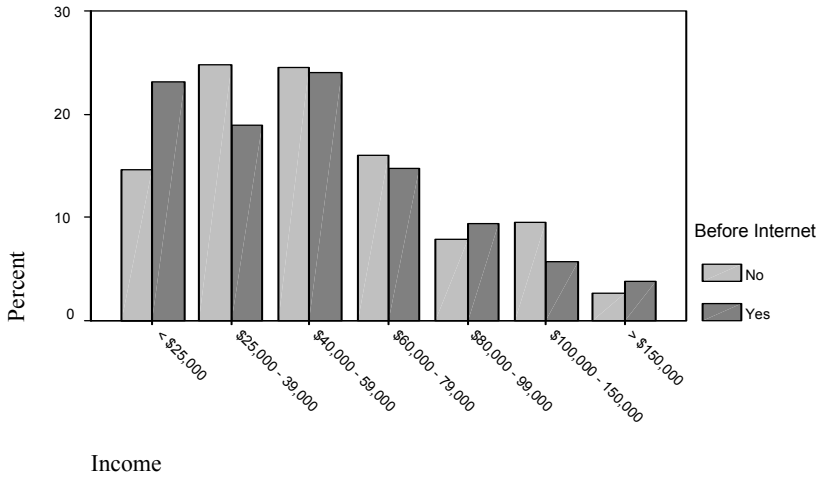
Table 11 - ANOVA of Income and Genealogy Research Before Internet access

ANOVA

Genealogy Research Before Internet Access

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.362	6	.560	2.976	.007
Within Groups	215.607	1145	.188		
Total	218.969	1151			

Graph 10 - Genealogy Research Before Internet Access and Income

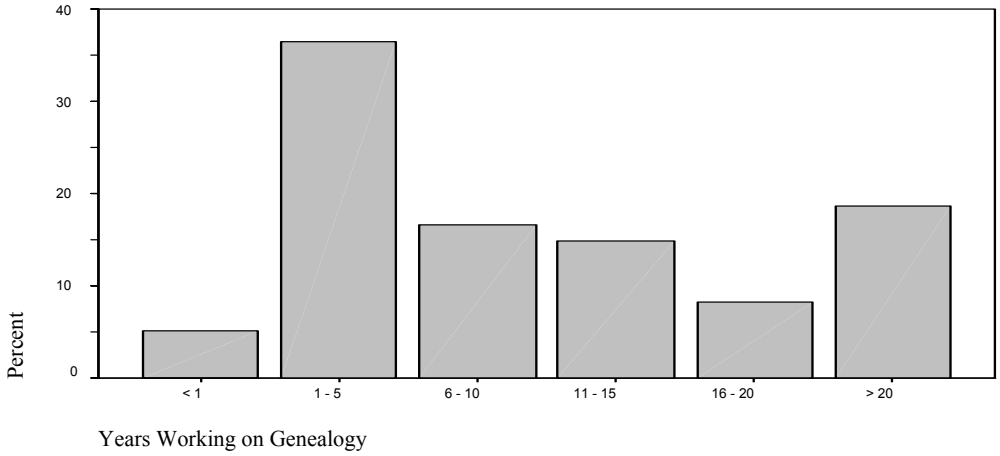


Years Working on Genealogy

The mean years working on genealogy is 6 to 10 years and the mode is 1 to 5 years. However, from graph 11, we see that the study of genealogy gradually drops off from 6 to 20 years and than takes an upswing in the over 20 years group. No significant differences were found between gender in the number of years working on

genealogy, which would imply that the ratio of men and women interested in genealogy over the years has been fairly consistent among those using the selected e-mail subscription lists.

Graph 11 - Years Working on Genealogy



No significant correlation, table 12, was found between years working on genealogy, income, and educational level. However, a significant positive correlation, table 12, was found between years working on genealogy and age. Graph 12 shows older people have been working on genealogy for a longer period of time than younger people. However, an exception is note in the over 65-year group where less time has been spent on genealogy research, especially note worthy is the number of 65 plus year people who have been working on genealogy for 6 - 10 year and those working on genealogy for less then one year.

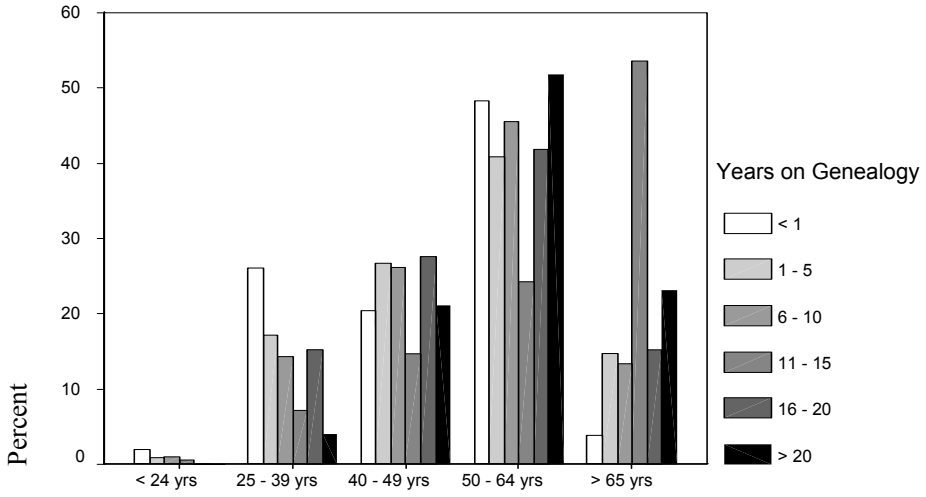
Table 12 — Correlation of Years Working on Genealogy

Correlations

		Years Working on Genealogy	Income	Educational Level	Respondent's Age
Years Working on Genealogy	Pearson Correlation				
	Sig. (2-tailed)				
	N				
Income	Pearson Correlation	-.039			
	Sig. (2-tailed)	.191			
	N	1152			
Educational Level	Pearson Correlation	-.043	.345**		
	Sig. (2-tailed)	.118	.000		
	N	1309	1148		
Respondent's Age	Pearson Correlation	.196**	-.138**	-.131**	
	Sig. (2-tailed)	.000	.000	.000	
	N	1310	1149	1302	

**. Correlation is significant at the 0.01 level (2-tailed).

Graph 12- Age to Years Working on Genealogy



Years Using the Internet for Genealogy Research

A significant positive correlation, table 13, was found with use of the Internet for genealogy research and use of the Internet, respondent's age, income and educational level.

Table 13 - Correlation of Internet for Genealogy Research

Correlations

		Internet for Genealogy	Use of Internet	Respondent's Age	Income	Educational Level
Internet for Genealogy	Pearson Correlation					
	Sig. (2-tailed)					
	N					
Use of Internet	Pearson Correlation	.611**				
	Sig. (2-tailed)	.000				
	N	1327				
Respondent's Age	Pearson Correlation	.099**	-.084**			
	Sig. (2-tailed)	.000	.003			
	N	1302	1293			
Income	Pearson Correlation	.087**	.258**	-.138**		
	Sig. (2-tailed)	.003	.000	.000		
	N	1144	1136	1149		
Educational Level	Pearson Correlation	.095**	.240**	-.131**	.345**	
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	1301	1292	1302	1148	

**. Correlation is significant at the 0.01 level (2-tailed).

However, a regression analysis, table14, showed only use of the Internet, income, and respondent's age as significant and produced an adjusted R-Squared of .389 with an F value of 240.124. The standardized coefficients beta value for use of the Internet is about five times higher than either respondent's age or income. Use of the Internet is therefore a much greater predictor for using the Internet for genealogy research than respondent's age or income. Since the standardized coefficients beta value for income is a negative value, -0.055, and significant at 0.023 it is the least important predictor for using the Internet for genealogy research.

Since a positive correlation exist between income and educational level, table 13, we can assume that educational level is factored into income as part of the regression analysis. Support for this comes from the slightly lower correlation value of educational to income for use of the Internet and respondent's age. However, one must still recognize that the correlation value and level of significance for income is less than educational level.

Table 14 - Regression Analysis of Use of Internet for Genealogy Research

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	477.541	3	159.180	240.124	.000[a]
	Residual	744.445	1123	.663		
	Total	1221.986	1126			

a. Predictors: (Constant), Income, Respondent's Age, Use of Internet

b. Dependent Variable: Internet for Genealogy

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.312	.138		2.265	.024
	Use of Internet	.626	.024	.634	26.272	.000
	Respondent's Age	.143	.025	.132	5.622	.000
	Income	-3.48E-02	.015	-.055	-2.276	.023

a. Dependent Variable: Internet for Genealogy

Effects of Internet Use on Genealogy Research

Using the Internet for genealogy research has produced a number of possible research items for the hospitality and tourism field, table 15. First, 78.0 percent of genealogists using e-mail subscriptions lists have indicated that their genealogy related travel has increased compared to 8.5 percent indicating it has decreased. Conversely, genealogy research has had little effect on travel for other reasons, increased other travel was 3.3 percent and reduced other travel was 1.7 percent.

Second, table 15, only 29.5 percent reported finding new places to visit. Internet genealogy research did not reduce 86.1 percent of the respondent's leisure time compared to 94.0 percent that said their leisure time was not increased. It

appears that using the Internet for genealogy research has not changed the amount of leisure time available to people.

Table 15 - Affects of Internet Use on Genealogy Research

Item	Yes	Percent	No	Percent
Increased genealogy related travel	1072	78.0	302	22.0
Discovered new ways to do research	697	50.7	677	9.3
Found relatives faster	674	49.1	700	50.9
Discovered new genealogy research material	640	46.6	734	53.4
Increased genealogy productivity	638	46.4	736	43.6
Spend more time on research	540	39.3	834	60.7
Increased access to research materials	539	39.2	835	60.8
Reduced research cost	441	32.1	933	67.9
Increased efficiency	431	31.4	943	68.6
Enhanced genealogy related education	430	31.3	944	68.7
Found new places to visit	406	29.5	968	70.5
Developed long term relationships	405	29.5	969	70.5
Increased relaxation value of genealogy	262	19.1	1112	80.9
Reduced leisure time	191	13.9	1183	86.1
Reduced genealogy related travel	117	8.5	1257	91.5
Increased research cost	82	6.0	1292	94.0
Increased leisure time	61	4.4	1313	95.6
Increased travel for other reasons	46	3.3	1328	96.7
Reduced travel for other reasons	23	1.7	1351	98.3
Spend less time on research	20	1.5	1354	98.5
Decreased relaxation value of genealogy	0	0	1374	100

Third, table 15, 89.4 percent said the Internet did not increase the relaxation value of genealogy research. Additionally, the Internet has not increased genealogy productivity or efficiency, 53.6 and 68.6 percent respectfully. It may be possible that genealogy related travel has increased because leisure time, productivity, and the efficiency value of Internet research were compensated by additional travel. It was interesting to note that the Internet has not decreased the relaxation value of

genealogy research. The may indicate that the Internet is not stressful or difficult for those using the Internet for genealogy research.

Genealogy Sites Commonly Used

The genealogy sites indicated on the survey, table 16, are sites compiled form the sites the researcher frequently uses and recommendations from the pilot testers. The list is by no means complete and no effort will be made to justify the selection. Since 23.9 percent of the people selected others as a choice, one could assume that some important sites were missed. This is especially true if people did not want to think about what sites they use or they simply selected sites that they remembered from their last research session.

Table 16 - Genealogical Websites Selected by Respondents

Site	Yes	Percent	No	Percent
Rootsweb	1291	94.0	83	6.0
USGenWeb	1034	75.3	340	24.7
Ancestry	1019	74.2	355	25.8
Social Security Death Index	951	69.2	423	30.8
Cyndi's List	902	65.6	472	34.4
Family Search	846	61.6	528	38.4
Family Tree Maker	730	53.1	644	46.9
State Archives and Historical Societies	716	52.1	658	47.9
Vital Records Information-US	448	32.6	926	67.4
National Archives and Records Administration	446	32.5	928	67.5
Others	328	23.9	1046	76.1
Genealogy Links	275	20.0	1099	80.0
Surname Entries for Soundex Coding	237	17.2	1137	82.8
Genealogy	221	16.1	1153	83.9
Cemeteries R Us	116	8.4	1258	91.6
Migrations	104	7.6	1270	92.4
Native American Genealogy	77	5.6	1297	94.4
Family Chronicle	59	4.3	1315	95.7
Genealogy Center	47	3.4	1327	96.6
Association for Gravestone Studies	37	2.7	1337	97.3

Only six of the sites provided were used by over 60 percent of the people. Rootsweb.com, 94.0 percent, is home to the largest collection of e-mail subscription lists at over 23,000(Rootsweb.com, 2001) and more particularly, all the e-mail subscriptions used in this survey. Rootsweb.com (2001) also provides a significant amount of educational and research material for free and claims to be the oldest and largest free genealogy site.

USGenWeb.com, 75.3 percent, is primarily a group of volunteers working to produce and provide free Internet websites for genealogical research in every county and state of the United States. The volunteers are active in coping and transcribing genealogical material onto the various Web sites that are listed on USGenWeb.com; the Project is non-commercial and fully committed to free access for everyone (USGenWeb, 2001).

Ancestry.com, 74.2 percent, offers thousands of fully searchable databases containing information on hundreds of millions of individuals, with more added to the site daily. The site claims to be the market leader and justifies its position by its fast-growing subscriber base, which it claims ranks among the top paid subscription services on the Internet (Ancestry.com. 2001).

Social Security Death Index, 69.2 percent, is a service provided indirectly by the Social Security Administration through the various genealogy related sites. Most of the sites listed in the survey maintain the Social Security Death Index on their site and receive periodic updates by the Social Security Administration. The index allows searches of only deceased individuals by last name, first name (optional) and social security number (optional) if known. When a genealogist locates an individual the

various sites provide a downloadable form and the current fee required by the Social Security Administration to obtain the deceased individuals original application for a Social Security Card and any additional information the Social Security Administration has on file.

Cyndi's List, 65.6 percent, has almost 96,000 links to various genealogy related sites that are maintained by private groups, individuals, for profit, not for profit, governmental organizations, and other entities (cyndislist.coin, 2001)

Family Search, 61.6 percent, is maintained by The Church of Jesus Christ of Later-day Saints, which provides some of its vast store of genealogical records online in various searchable databases, however, to access its hard copies requires individuals to order and use the material at one of it's branch libraries (Familysearch.com, 2001).

Analysis of Travel Responses

This section examines where and how often people travel. The analysis of travel patterns and habits is useful in defining the travel characteristics of genealogists using the e-mail subscriptions listed at a point in time. This information can than be used as a benchmark in future studies. The analysis, where appropriate, includes frequency, crosstabs, and regression.

Places Visited During Genealogy Research

Table 17 shows that the sites visited by over 50 percent of the genealogists were Cemetery, 85.2 percent, Library with genealogy section, 75.3 percent, Library with historical archives, 73.0 percent, and County courthouse, 60.9 percent.

Interestingly, only 17.5 percent of the people visited the Family History Library in Salt Lake City, table 16. Since the Family History Library receives more visitors per day 1,500 - 1,600 (Fulkerson, 1995) than the number of people that completed the survey we can assume that the population of genealogists is large.

Table 17 - List of Places Visited in Genealogy Research

List	Yes	Percent	No	Percent
Cemetery	1170	85.2	204	14.8
Library with genealogy section	1034	75.3	340	24.7
Library with historical archives	1003	73.0	371	27.0
County courthouse	837	60.9	537	39.1
State archives	631	45.9	743	54.1
Family reunion	613	44.6	761	55.4
Local church	593	43.2	781	56.8
Museums	433	31.5	941	68.5
Historical site	425	30.9	949	69.1
Newspaper office	305	22.2	1069	77.8
National archive	297	21.6	1077	78.4
Conferences	262	19.1	1112	80.9
Family History Library, Salt Lake City	241	17.5	1133	82.5
Surname reunions	231	16.8	1143	83.2
Church denominational office	230	16.7	1144	83.3
Federal courthouse	184	13.4	1190	86.6
Other places	134	9.8	1240	90.2

Genealogy Trips Over Time

The number of trip per year must be examined with caution, since it is impossible to determine how or what an individual calls a genealogy trip based on the comments received. A genealogy trip could be nothing more than a trip to the local genealogy meeting or the local library. Or, as one individual indicated, a block down the street to the Church of Jesus Christ of Latter-day Saints local Family History

Library. Table 18 shows the mean, median and standard deviation for trips over time to be generally increasing.

Table 18 - Trips Per Year

Genealogy Trips per Year

		Total trips in 2000	Total trips in 1999	Total trips in 1997/98	Total trips in 1995/96
N	Valid	1374	1374	1374	1374
	Missing	0	0	0	0
Mean		4.72	4.52	3.81	3.01
Median		2.00	1.00	1.00	.00
Std. Deviation		10.19	11.96	9.46	8.81
Sum		6488	6205	5229	4136

Genealogy Trips Out of Home State

Table 19 shows that the number of trips out of an individual's home state has been gradually increasing since 1995/96. However, the trend does not seem to be increasing as rapidly as total trips. Again, one must be careful when looking at the numbers since several people asked if going across the river into Minnesota counted as an out of state trip.

Table 19 - Trips Out of Home State

Genealogy Trips out of State

		Trips out of state in 2000	Trips out of state in 1999	Trips out of state in 1997/98	Trips out of state in 1995/96
N	Valid	1374	1374	1374	1374
	Missing	0	0	0	0
Mean		1.23	1.03	.96	.95
Median		1.00	.00	.00	.00
Std. Deviation		2.62	2.43	2.38	2.53
Sum		1685	1417	1318	1309

Genealogy Trips Out of the United States

Frequency analysis of trips out of the United States revealed that over time the number of trips has declined. Table 20 shows that in 1995/96 only 88.6 percent of the

people did not take a trip out of the United States and by 2000 the number not leaving had increased to 94.6 percent. The mean and median, table 21, for trips out of the United States was less than or equal to zero, respectfully.

Table 20 - Trips Out of the United States

	2000		1999		1997/98		1995/96	
Trips	Yes	Percent	Yes	Percent	Yes	Percent	Yes	Percent
0	1300	94.6	1292	94.0	1299	94.5	1217	88.6
1	64	4.7	73	5.3	63	4.6	144	10.5
2	7	0.5	7	0.5	9	0.7	9	0.7
3	1	0.1	0	0	3	0.2	3	0.2
4	2	0.1	2	0.1			0	0
5							1	0.1

Table 21 – Mean and Median Trips Out of the United States

Statistics

		Trips out of US in 2000	Trips out of US in 1999	Trips out of US in 1997/98	Trips out of US in 1995/96
N	Valid	1374	1374	1374	1374
	Missing	0	0	0	0
Mean		6.48E-02	6.91E-02	6.55E-02	.13
Median		.00	.00	.00	.00
Sum		89	95	90	176

Trips to the United States

The number of genealogy trips to the United States has also seen a steady, although small, increase over the years, table 22. While the number of people taking one trip has increased, as has its percentage, table 22, it is interesting to note that the mean is also increasing, implying that the number of trips being taken by the international community is increasing, even if it may be coming primarily from Canada, which is not statistically supported by the data. The real interest lays in the fact the mean and median for genealogy trips to the United States, table 22, is higher

than trips out of the United States, table 21. This may be a function of the number of people working on genealogy for less than one year are still working primarily within the United States and international people are trying to locate families that migrated to United States. This argument can be supported by the mean and median for total trips, table 18, is higher then trips to the United States, table 22, for the 2000 and 1999 years. It should also be noted that the increase in the mean and median for total trips is greater then trips to the United States.

Table 22 - Trips to the United States from Overseas

Genealogy Trips to the United States

		Trips to US in 2000	Trips to US in 1999	Trips to US in 1997/98	Trips to US in 1995/96
N	Valid	50	46	41	32
	Missing	1324	1328	1333	1342
Mean		4.50	4.20	4.29	4.13
Median		2.00	2.00	2.00	2.00
Std. Deviation		8.96	7.09	8.48	9.62
Sum		225	193	176	132

Genealogists Planning Additional Trips

Table 23 shows that 76.2 percent of the respondents plan to leave their home state for genealogy research in the coming years, 46.0 percent of them indicated a desire to leave the United States, and 8.6 percent of international people plan a trip to the United States for genealogy research. Since table 22 shows an increasing trend of foreign travelers to the United States for genealogy purposes from 1995/96 to 2000, the number of people planning additional trips to the United States is important, although not significant. The importance of international travel to the United States is

also important when the mean and median trip to the United States is higher than the mean or median for trips out of state and trips out of the United States.

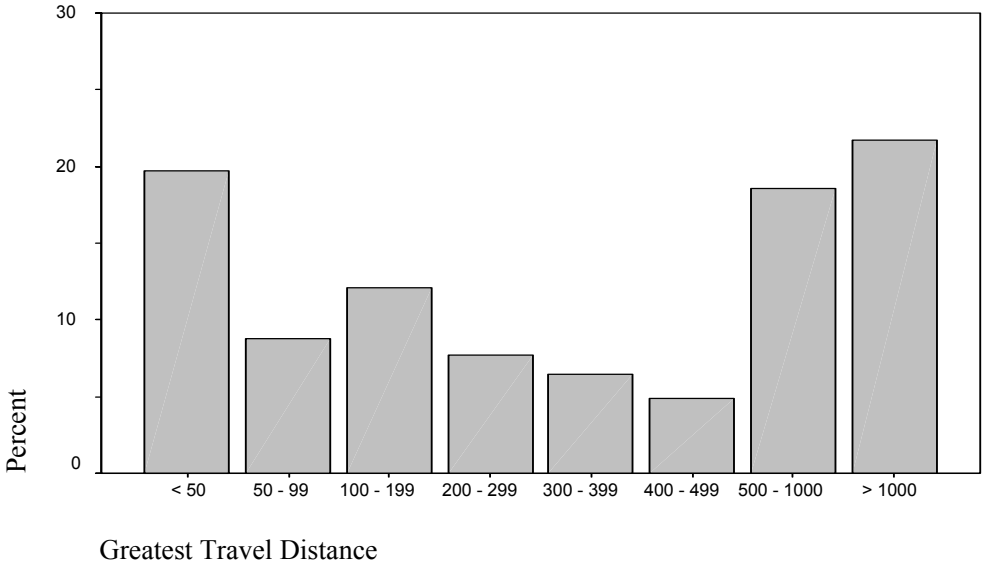
Table 23 - Plan Additional Genealogy Trips

	Trips out of State		Trips out of United States		Trip to United States	
	N	Percent	N	Percent	N	Percent
Yes	1047	76.2	632	46.0	118	8.6
Mean	1.19		1.5		1.6	
Median	1.00		1.00		2.00	
Mode	1		1		2	

Greatest Distance Traveled for Genealogy Research

Since no effort was made to determine the means of transportation or when the longest trip was made, the data can only be used to show the willingness of genealogists to travel and to take long trips. People seem to take very long trips or relatively short trips, graph 13. Frequency of trips in descending order was trips over 1000 miles, 20.5 percent, less than 50 miles, 19.7 percent, and trips 500 to 1000, 17.5 percent. The other distances ranged from 4.6 percent to 11.4 percent. People appear to take either short trips or long trips with intermediate trips the exception.

Graph 13 - Greatest Distance Traveled



The mean distance traveled was 200 to 299 and the median distance traveled was 300 to 399. ANOVA analysis produced no significant difference between gender and the greatest distance traveled. Additionally, no significant correlation was found between income, educational level and the greatest distance traveled, indicating that income and educational level are not factors in the desire to travel longer distances. However, correlation analysis, table 24, between age and distance traveled showed a significant positive correlation and graph 14 shows that as age increases the distance traveled also increases.

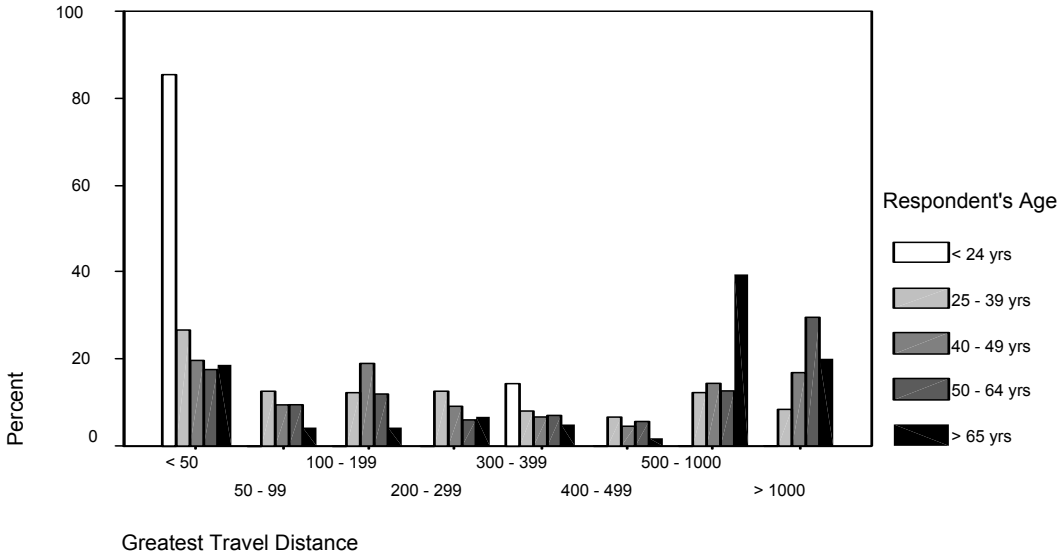
Table 24 - Greatest Distance Traveled to Age

Correlations

		Respondent's Age	Greatest Travel Distance
Respondent's Age	Pearson Correlation		
	Sig. (2-tailed)		
	N		
Greatest Travel Distance	Pearson Correlation	.209**	
	Sig. (2-tailed)	.000	
	N	1270	

**. Correlation is significant at the 0.01 level (2-tailed).

Graph 14 – Greatest Distance Traveled by Age



Preferred Transportation Method

Genealogists seem to prefer traveling by car, 80.6 percent of the time and by airplane 10.8 percent of the time, table 25. The method of travel may be related to the distance that individuals are willing to travel and the time available for the trip. The correlation is significant at the 0.01 level (2-tailed), table 24

.

Table 25 - Preferred Transportation Method

Transportation	Frequency	Percent
Car	1108	80.6
Plane	149	10.8
Bus	13	0.9
Train	9	0.7
Ship	1	0.1

Spending Patterns on Genealogy Trips

As expected, table 26, less money is spent on genealogy per trip than is spent on non-genealogy related items, however, more people reported spending money on genealogy compared to non-genealogy spending. While the mean for both is $50 to $100, genealogy spending continues to drops past the mean while non-genealogy spending is more variable.

Table 26 - Genealogy and Non-genealogy Spending Range

	Genealogy spending		Non-genealogy spending	
	Count	Percentage	Count	Percentage
<$50	498	40.5	426	35.2
$50 -100	401	32.6	191	15.8
$100 - 200	206	16.7	227	18.8
$200 - 500	80	6.5	234	19.3
>$500	46	3.7	131	10.9
Mean	$50-100		$50-100	
Respondents	1231		1210	

Correlation analysis on genealogy spending with non-genealogy spending, respondent's age, income, and educational level, table 27, shows a significant positive relationship for non-genealogy spending, age, and income, but not educational level. Conversely, non-genealogy spending, table 27, shows a significant positive

correlation with income and educational level, with a weak, but, significant correlation with respondent's age.

Table 27 - Correlation Between Genealogy/Non-genealogy Spending, Age, Income, and Education

Correlations

		Genealogy related expenditures	Non-Genealogy related expenditures	Respondent's Age	Income	Educational Level
Genealogy related expenditures	Pearson Correlation					
	Sig. (2-tailed)					
	N					
Non-Genealogy related expenditures	Pearson Correlation	.459**				
	Sig. (2-tailed)	.000				
	N	1205				
Respondent's Age	Pearson Correlation	.108**	.070*			
	Sig. (2-tailed)	.000	.016			
	N	1222	1202			
Income	Pearson Correlation	.113**	.247**	-.138**		
	Sig. (2-tailed)	.000	.000	.000		
	N	1086	1068	1149		
Educational Level	Pearson Correlation	.024	.150**	-.131**	.345**	
	Sig. (2-tailed)	.396	.000	.000	.000	
	N	1222	1204	1302	1148	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Regression analysis, table 28, reveals that income and educational level are not significant predictors of genealogy spending, however, non-genealogy related expenditures and age are significant predictors. Removing income and educational level from the regression analysis increased the F value from 78.908 to 164.608, however, the R Squared value decreased from 0.231 to 0.216. It is also noted that the standardized coefficients beta for non-genealogy related expenditures, 0.452, and significance level, 0.000 is higher than the respondent's age, 0.079 and 0.002, respectfully.

Non-genealogy related expenditures and respondent's age accounted for 21.6 percent of the variance in genealogy related spending. Since income and educational

level are not predictors of genealogy related expenditures, other factors need to be examined, such as the "involvement construct," or possible souvenirs related to the time frame associated with the relative located in the area. It is also possible that as one ages and income increases a person develops a different mentality about spending money or perhaps a person starts to see the time to complete their family history slipping away and the need to acquire genealogical materials increases.

Table 28 - Regression Analysis on Genealogy Spending

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.794	.118		6.707	.000
	Non-Genealogy related expenditures	.348	.020	.452	17.616	.000
	Respondent's Age	8.930E-02	.029	.079	3.093	.002

a. Dependent Variable: Genealogy related expenditures

Regression analysis, table 29, reveals that age is not significant predictors of non-genealogy related spending, however, genealogy related expenditures, income, and educational levels are significant predictors. Removing age from the regression analysis increased the F value from 96.842 to 128.26 1, however, the R Squared value decreased from 0.269 to 0.267.

Genealogy related expenditures, income, and educational level accounted for 26.7 percent of the variance for non-genealogy expenditure. It is interesting to note that genealogy related expenditures and non-genealogy expenditure are predictors of each other, however, among the variables examined, there seems to no other predictors common to them.

Table 29 - Regression analysis on non-genealogy spending

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.121		5.009	.000
	Genealogy related expenditures	.584	.034	.449	16.935	.000
	Income	.143	.024	.167	5.926	.000
	Educational Level	.119	.037	.091	3.238	.001

a. Dependent Variable: Non-Genealogy related expenditures

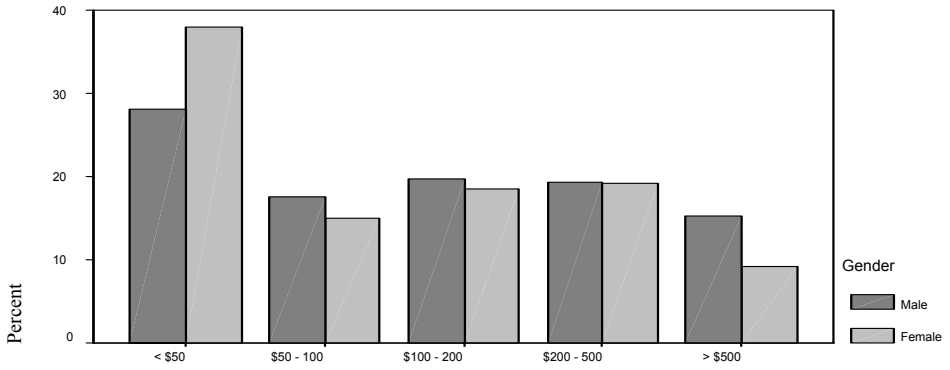
ANOVA analysis of gender, table 30, on genealogy and non-genealogy spending reveals no significant different between the genders for genealogy spending. However, men spend significantly more on non-genealogy items than women.

Table 30 - ANOVA for Gender, Genealogy and Non-genealogy Spending

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Genealogy related expenditures	Between Groups	.168	1	.168	.144	.704
	Within Groups	1414.812	1218	1.162		
	Total	1414.980	1219			
Non-Genealogy related expenditures	Between Groups	20.563	1	20.563	10.400	.001
	Within Groups	2366.710	1197	1.977		
	Total	2387.273	1198			

Graph 15 – Non-genealogy Spending by Gender



Non-Genealogy related expenditures

Use Internet to Research and Plan Travel

It is interesting to note that 75.4 percent of the respondents use the Internet to research possible genealogy trips, however, only 53.3 percent of the people use the Internet to make travel plans. Crosstab analysis revealed no statistical gender difference in using the Internet to research genealogy trips or for planning trips. ANOVA analysis showed no statistical difference exists for age and income on using the Internet to research a genealogy trip, table 31.

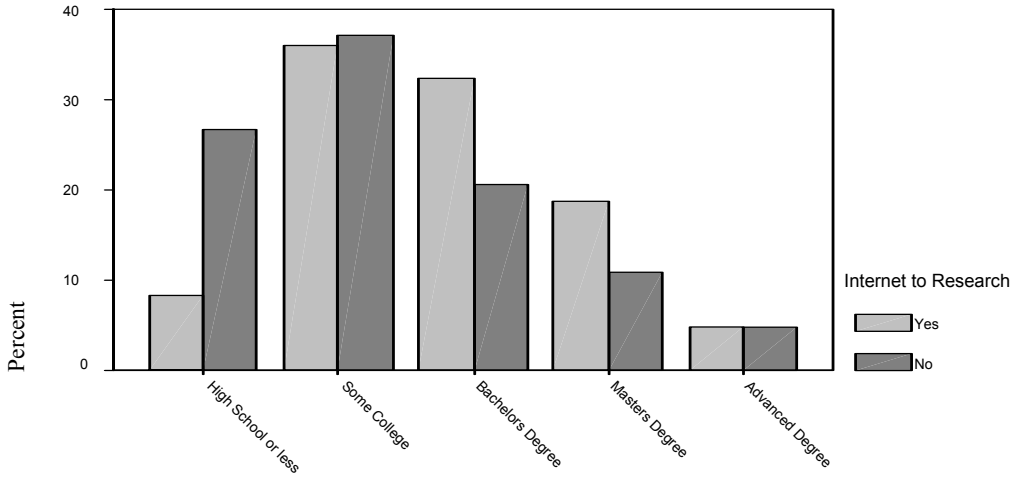
Education, table 31, was significant in determining the use of the Internet to research genealogy trips. People with a Bachelors or Masters degree are more likely to use the Internet to research genealogy trips. People with some college or less are the least likely to use the Internet to research genealogy trip, graph 16.

Table 31 - ANOVA Analysis Between Internet Researching Genealogy Trip and Age, Income, and Education

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Respondent's Age	Between Groups	1.838E-02	1	1.838E-02	.020	.888
	Within Groups	1194.157	1280	.933		
	Total	1194.176	1281			
Income	Between Groups	8.183	1	8.183	3.006	.083
	Within Groups	3067.603	1127	2.722		
	Total	3075.786	1128			
Educational Level	Between Groups	8.302	1	8.302	7.118	.008
	Within Groups	1491.630	1279	1.166		
	Total	1499.931	1280			

Graph 16 - Educational Level and Internet to Research Genealogy Trip



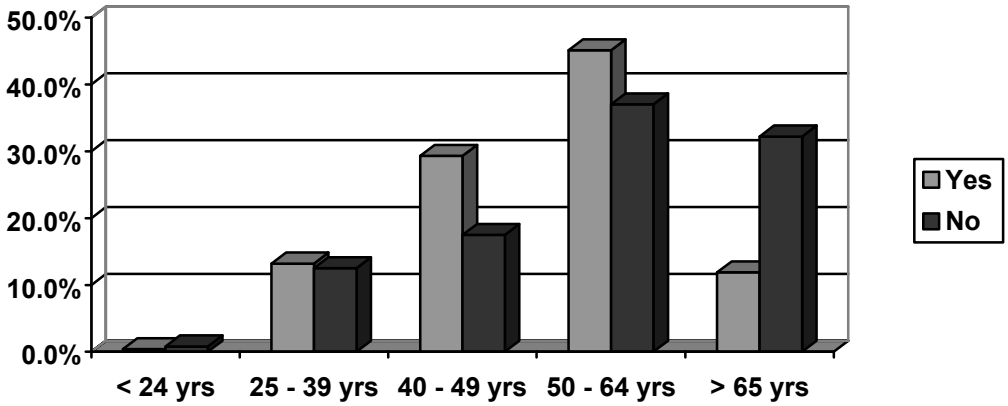
Age, income, and educational level were all significant, table 32, in determining the use of the Internet to plan a genealogy trip. People less than 65 are more likely to use the Internet to plan a trip and people over 65 are least likely to plan a genealogy trip with the Internet, graph 17. Age is less of a determinant on using the Internet to plan a genealogy trip than income or education as seen by the lower F value, 36.764.

Table 32 - ANOVA Analysis Between Planning Genealogy Trip and Age, Income, and Education

ANOVA

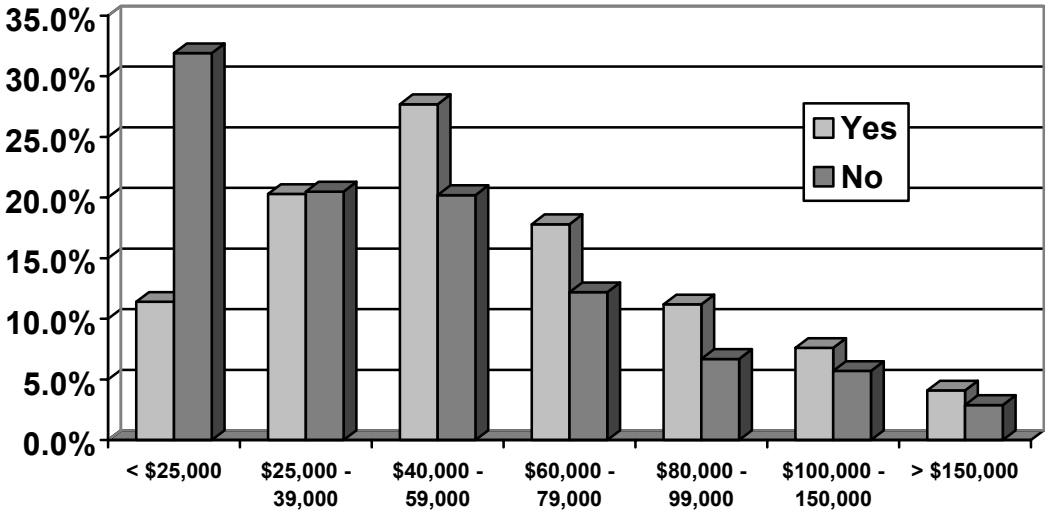
		Sum of Squares	df	Mean Square	F	Sig.
Respondent's Age	Between Groups	33.395	1	33.395	36.764	.000
	Within Groups	1167.235	1285	.908		
	Total	1200.629	1286			
Income	Between Groups	125.848	1	125.848	48.120	.000
	Within Groups	2957.868	1131	2.615		
	Total	3083.716	1132			
Educational Level	Between Groups	67.233	1	67.233	59.753	.000
	Within Groups	1445.858	1285	1.125		
	Total	1513.091	1286			

Graph 17 - Age and Planning Genealogy Trip on the Internet



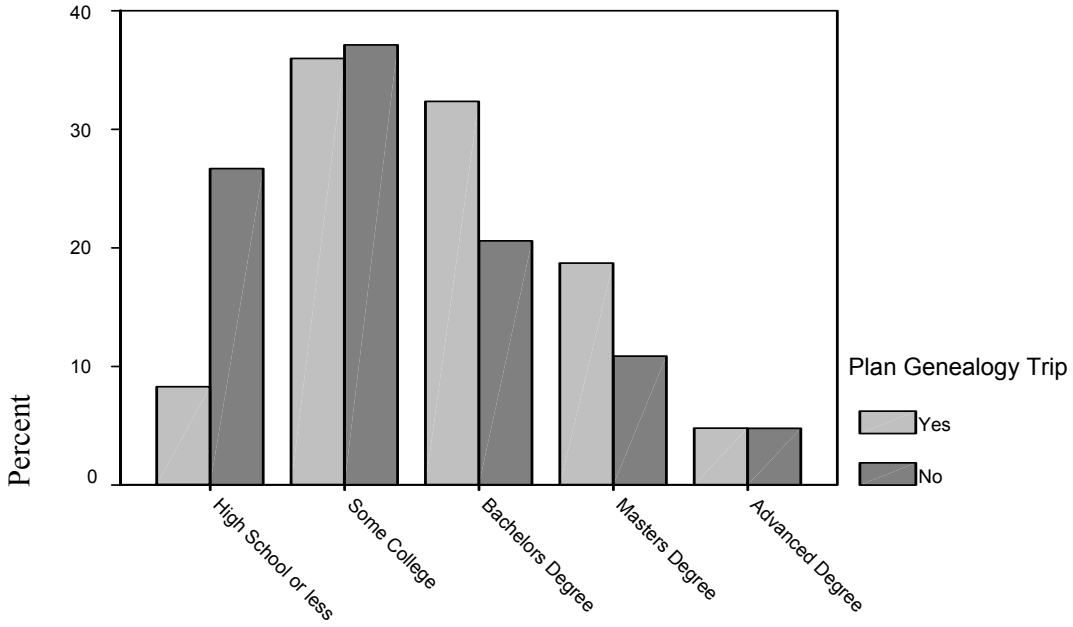
As income increases over $40,000, people are significantly more likely to use the Internet to plan genealogy trips, graph 18. As income drops below $25,000, people are significantly less likely to use the Internet to plan trips, graph 18.

Graph 18 - Income and Planning Genealogy Trip on the Internet



A person's educational level seems to be more significant than age or income to determine the use of the Internet to plan genealogy research as indicated by the larger F value, 59.753. People with less than a high school degree are significantly less likely to use the Internet to plan a genealogy trip and people with a bachelor degree or higher are significantly more likely to use the Internet to plan a genealogy trip, graph 19.

Graph 19 - Education and Planning Genealogy Trip on Internet



Comments to the survey

Many people expressed feeling of how some states, Wisconsin was mentioned more than any other, refuse to put valuable genealogical and non-genealogical data on the Internet. Many people complained that too many good genealogy sites are now moving to a user fee system or requiring a paid subscription to access the data. A number of people noted that a lot of poorly researched information is being placed on

the Internet and on various genealogy sites, yet it was often felt that the data still had value in narrowing the search required to find relatives.

On the positive side, many people felt that the Internet has been a great leap forward in their search for relatives. The Internet was viewed as a means to develop lasting friendships with people having a similar interest, both the hobby and the search for relatives. A few people commented that this study should be a step in the right direction in getting governments from the local level to the national level to open up documents and information of value to genealogists. Some people considered the various governmental units in The United States to be tightfisted and stingy compared to what European countries have made available. People commented that only having a copy of the original document is proof of relationship and people will go where it's located.

A number of people wrote stories about their travels and trips to find genealogy material and how they are helping to preserve The United States's heritage sites and historical sites. People often discussed how their travel plans have become more or less intense due to the Internet or with retirement. Many people explained that a question should have asked how the Internet and genealogy research has developed better family ties with members that rarely see each other due to distance and time constraints. As one person said, "I never really knew my grandchildren and they never really knew me until we started working on genealogy."

Conclusion

The e-mail subscription survey produced 1,374 valid responses, table 1, page

45. The 2.3 percent rejection rate, due to more than one survey being submitted, is reasonable in light of the number of surveys received and as one individual indicated, the first survey was incomplete and accidentally submitted. The 2.3 percent rejection rate can also be considered low and the response level as high when consideration is given to the negative comments the survey received. While there were comments such as "spamming" and referring to the survey as "childish," the 13 people making negative remarks completed the survey, and none submitted extra copies. However, the 97 percent positive comment rate from the 389 received is impressive in many respects.

Demographic

The distribution of respondents, 62.1 percent, was predominately from states other than Minnesota, 11.1 percent, and Wisconsin, 21.5 percent. The gender response rate, 73 percent women, was higher then the 35 percent women reported by Robinson, Levin, and Hak (1998), the 45 percent women reported by Schonland and Williams (1996), no gender difference reported by Bonn, Furr, and Susskind (1998), and the 37.4 percent women reported by Weber and Roehl (1999).

The age of respondents using the Internet was significantly different between the genders. Male genealogists are significantly older then female genealogists, with the highest percentage of male genealogists to the percentage of female genealogists being higher in the over 50 years age group. The under 50 years of age groups shows the percentage of female genealogists as being higher than men. Genealogists from other states were also significantly older than genealogists from Minnesota,

Wisconsin, and other countries. It is interesting to note that the percentage of people using the Internet for genealogy goes in the opposite direction reported by Schonland and Williams (1996), and Robinson, Levin, and Hak (1998), that age decreases the likelihood of using the Internet. However, age in this study more closely follow the general direction identified by Weber and Roehl (1999) that indicated about equal Internet usage from age 25 to 56.

As expected, men make significantly more then women genealogists, with the highest concentration of women genealogists in the less than $25,000 income bracket. Additionally, it was found that as income increases, interest in genealogy decreases for the various age groups. The income level had a positive correlation with educational level. The results show women with significantly lower educational levels and the significantly lower earning level of men. No difference in income was found between Minnesota, Wisconsin, and other states.

Genealogy and the Internet

Genealogists, 73.1 percent, were working on genealogy before they gained access to the Internet. A significant difference was found in age for people starting genealogy before having access to the Internet. People over 65 years old are more likely to have started genealogy before having access to the Internet. People less than 65 years old are significantly more likely to have started genealogy research after access to the Internet. After acquiring Internet access, people over 50 years old are significantly less likely to start genealogy research because of the Internet. People

under 50 years old are significantly more likely to start genealogy research because of the Internet.

People at the lower income levels were significantly more likely to start genealogy research before having access to the Internet. However, income was not a factor in determining if people started genealogy research after gaining access to the Internet.

Genealogy seems to be a hobby for the old and the young. A significant positive correlation was seen for working on genealogy and age. The mean years for genealogy work are 6 to 10 years, but the mode is 1 to 5 years. Interest in genealogy gradually drops off after working on genealogy for 5 years, but a large number of people have worked on genealogy for over 20 years. No significant correlation was found for years working on genealogy and income or educational level.

When people acquired Internet access, regression analysis showed a positive correlation existed between the use of the Internet for genealogy research with a general use of the Internet and age. The more a person has used the Internet and the older they are the more likely they are to use the Internet for genealogy research. A general use of the Internet is a stronger determinant than age in determining if the Internet will be used for genealogy research.

Effects of Internet Use on Genealogy Research

Genealogy related travel has increased as a result of the Internet as indicated by 78.0 percent of the respondents. Additionally, the Internet enhanced genealogy research, but measures of productivity, efficiency, relaxation, leisure time, and non-

genealogy travel changed very little. While 75.4 percent of the respondents said they use the Internet to research possible places to visit, only 29.5 percent said they found new places to visit. Still, 53.3 percent of the people noted that they use the Internet to make genealogy related travel plans.

Genealogy Websites Commonly Visited

As expected, most people use Rootsweb.com, 94.0 percent, especially since Rootsweb.com is the place where all the e-mail subscriptions for this study were obtained. Additionally, anyone using any of Rootsweb.com's e-mail subscriptions automatically receive the Missing Links and Rootsweb Review from Rootsweb.com along with the advertising contained in them. Rootsweb.com also provides links to features and items available on Rootsweb.com and available on sites that pay an advertising fee. Of course, people can unsubscribe from the two newsletters.

The next most commonly selected, 75.3 percent, is USGenWeb.com, which is one of the major free, clearing houses of free information. Information contained on the site is divided into states and volunteers have submitted most of the information on the site. The site actively advertises for researchers to volunteer to transcribe various documents and submit digital copies of documents of interest to the individual researchers. Two respondents stated that I missed the biggest two websites in Minnesota and Wisconsin, apparently, they did not know that the sites were part of USGenWeb.com.

The last site with over 70 percent response rate was Ancestry.com at 74.2 percent. It is noteworthy in that is also a paid subscription site. Ancestry.com

contains information and documents contained elsewhere if one looks long enough. However, Ancestry.com collects the information and documents and with a paid subscription people can gain access to the material relatively easy.

Family Tree Maker at 53.1 percent, a division of Genealogy.com, 16.1 percent, which is owned by Mattel, Inc, makes one of the best selling genealogy programs (Genealogy.com, 2001). However, the researcher does not advocate nor use Family Tree Maker genealogy software.

Places Visited in Genealogy Research

Sixteen large categories of genealogy related places to visit were listed. It was interesting that only four of the sixteen locations were visited by more than 50 percent of the respondents. Visiting a cemetery was at the top with 85.2 percent; however, this could be due to people visiting the graves of immediate or close relatives on a regular basis and not for genealogy research.

Library with genealogy section, 75.3 percent, Library with historical archives, 73.0 percent, and county courthouse, 60.9 percent, were also popular stops for people. It is interesting to note that only 17.5 percent of the people have visited the largest and best collection of genealogy material in the world, the Family History Library, Salt Lake City.

Genealogy Travel

Travel in general has been increasing since 1995 and genealogy trips have been increasing at about the same rate. Respondents also indicated that they expect to

travel more often in the future. It should be noted that 52 percent of the comments were discussions of future travel plans and how people tie genealogy research into travel for business and pleasure. Some people commented that genealogy is their first consideration for travel selection, but not the dominant consideration. It also appears that people are not afraid to go long distances to research or obtain the information they need for their research.

Genealogists prefer the car, 80.6 percent, for genealogy travel. Conversely, a number of comments indicated that combinations should have been offered for people flying to the area of interest and obtaining a rental car.

Spending Pattern

Genealogy spending tends to be less than non-genealogy spending on trips, which was expected. Regression analysis shows that non-genealogy related expenditures and respondent's age have a significant, positive correlation on genealogy spending, but only account for 21.6 percent of the spending variance. Education and income are not significant indicators of genealogy spending. Conversely, genealogy spending, respondent's age, income, and educational level all had a significant positive correlation with non-genealogy related spending, again, only accounting for 26.7 percent of the spending variance. Men spend significantly more on non-genealogy related travel than women. However, there is no significant gender difference for genealogy related expenditures.

Internet Use to Research and Plan Trips

About three-fourths of the genealogists use the Internet to research possible genealogy trips, but only a third indicated they were successful in finding new places to visit. About half the people reported they use the Internet to make travel plans.

Education was significant in determining if a person used the Internet to research genealogy travel. However, age, income, and education were significant factors in determine if a person used the Internet to plan a trip.

Results of Internet Survey

The response rate was exceptional by many standards in terms of respondents with 1,374 valid responses. Since the survey was only available for thirty day and several individuals e-mailed the researcher and asked why the site was not working, one can only wonder if the response rate would have been higher over a longer period. The answer to this question should be addressed in another study to look at response rates over time and to determine an optimal activation time for Internet surveys.

However, if we assume that the normal response rate for surveys is 30 percent, than the population, using the 174 e-mail subscriptions lists, is about 4,580. The 4,580-population figure could also be quite low when consideration is given to the six people who commented that the survey was "spam." People who read the "spam" e-mail notice before reading the survey's e-mail message could simply delete the survey email without ever reading the surveys introduction. Therefore, to use the 4,580 number, as the population, in statistical calculations is inappropriate.

Conversely, the number can be used as a benchmark in marketing programs and other research that looks at optimal Internet survey posting time and e-mail subscription membership response rates.

It should be noted that only 32 people or 2.3 percent of the respondents submitted more then one survey, which is less then Schonland and Williams (1996) reported 8 percent duplication rate. Interestingly, one woman put in the comment section that she was on twelve of the e-mail subscriptions used and thought she was to answer the survey every time she saw it, even though the instructions indicated that the e-mail address would be used to eliminate additional submittals. Her reasoning was that each submittal was off a different e-mail list and therefore not a double submittal.

Chapter 5

Discussion

Introduction

With the Internet expected to become the dominate media for everything from entertainment, to general information transmission, to education, to news and weather, to marketing, and to sell consumer goods and services it becomes important to understand its affect on people and how people use it. One can assume that different subsets of the population will find different uses for the Internet and develop their own set of characteristics for the Internet as they use and how they interact with their narrowly or broadly defined characteristic. One such subset is genealogists, individuals who study their family linage or history.

Since little is known about genealogists in general, especially on how they interact with the Internet or their travel habits, they make an ideal population to study. As a group they are important since they have the second most websites on the Internet and are only exceeded by pornography. Genealogy research is as old as the Bible and is a religious requirement by The Church of Jesus Christ of Later-day Saints ((Doctrine and Covenants, 1989; Why Family History, 2001), which results in researchers traveling to place that possible contain information and documents of interest to genealogists.

This study examined the demographic characteristics of genealogists, frequency of genealogy related and non-genealogy related travel, the Internet's impact on genealogy research, genealogy sites frequently visited, and where people have traveled during their genealogy research. The study has developed a profile of

the characteristics of genealogists and a profile of how genealogists use the Internet. At the same time, the study has examined the use of the Internet as a research tool for academic and, indirectly, marketing research.

Advantages to Internet Surveys

The number of surveys received from the 174 e-mail subscription lists was 1,374 after removing duplicate submittals. The response to the survey can be considered outstanding since the survey's presentation was less then desirable and the survey was only online for thirty days. The original plan was to follow the guidelines recommended by Schonland and Williams (1996) and Young and Ross (2000), however, university policy did not allow the use of these guidelines. Despite using a method that Schonland and Williams (1996) and Young and Ross (2000) indicated would produce limited results, the 1,374 returned surveys can be considered outstanding. Additional surveys may have been obtained if better communications with e-mail subscription lists administrators was maintained along with a more interactive response to people on the mailing lists according to the recommendations of Bonham, Beichner, Titus, and Martin (2000).

The cost to convert the printed survey to an online format by the university was less then the cost to produce and mail the surveys. Assuming a 30 percent return rate, 4,580 printed surveys would have been the minimum for a mailing at an estimated cost of $1,557.20, compared to the $235.23 to place the survey on the university's site. The time required to obtain the 1,374 surveys was essentially 30

days, which is less than a mailing. This assumes that the time to produce, print, and mail surveys takes as long as the production and formatting of an online survey.

Internet surveys have the potential to open up research opportunities and increase the response rate of subjects at a minimal cost and in a fairly inexpensive way. Surveys targeted to specific groups of travelers, as identified by e-mail subscription lists catering to the target group, has the potential of producing data and data analysis that is designed specifically for the target group. This technique will allow a researcher to eliminate extraneous survey material, survey questions, and survey responses from subjects that do not fall within the parameters of the study, but needed to extract subjects that are not necessary for or of little value to the study.

E-mail subscription lists surveys can be quickly returned at the convenience of the subject with minimal effort and without the hassle of paper surveys, lost or misplaced due to busy schedules and time constraints, and the need to return them through the mail. E-mail subscriptions list surveys allow a participant to complete the survey whenever they want because it is as readily available as their Internet connection.

Disadvantages to Internet Survey

The only major disadvantage to Internet surveys is getting them online in the first place and the follow-up required ensuring the online survey works correctly. While a pilot test can resolve the working correctly issue, it took several attempts since fixing one problem created a new problem that had to be addressed. The online survey was corrected four times before it was ready to be placed on the e-mail

subscription lists. The survey itself was partly to blame in that it required certain questions to disappear based on earlier responses, some of which were further down the survey or in different sections of the three part survey. However, this problem may become insignificant as the techniques of placing a survey on the web becomes more common and intuitive for both the technician and the online survey reviewer.

A minor problem is how a researcher collects and handles the survey data. Storing the data in a spreadsheet or database and then doing statistical analysis is not as easy as it would seem. Collecting the data in Microsoft Excel and transferring it to SPSS 10.0 was not without difficulty. Since both programs are from different sources, the method of transferring the data was simple, but not as expected. While the problem was not anticipated, it is a problem future researchers need to consider. The transfer of data from Microsoft Excel to SPSS 10.0 is in a column by row method. The researcher should design the SPSS 10.0 layout and then design Microsoft Excel to ensure the data is transferred the way a research wants it transferred.

The Study of Genealogy

Genealogy research is one of the premier hobbies that can be enjoyed by one, with or without a computer. While this study only examined people doing genealogy research with a computer, specifically, individuals with Internet access and using one the 174 e-mail subscription lists specific to Minnesota and Wisconsin, the demographic and travel data obtained should apply to genealogists in general. The

data concerning Internet usage and benefits is applicable to the subset of genealogists using the Internet for genealogy research and specifically, e-mail subscriptions.

Genealogists do travel to a variety of locations, mainly cemeteries and libraries looking for documentation and information on relatives. From the comments to the survey and literature review, a number of people are active in visiting and protecting sites, documents, and other repositories of information. Genealogists frequent such places as cemeteries, county and state offices, libraries, historical sites, museums, family reunions and other locations that contain potential information of genealogical value.

Need to Study Genealogy Tourism

Genealogy research is becoming a major hobby and as with many hobbies, travel to the best places to conduct one's hobby is essential, for example, sports tourism. What makes genealogy tourism important is that it goes everywhere people think or feel that important documents exist. Genealogy research can take people to little used heritage sites, lost cemeteries, small and large communities where relatives once lived and many other locations in rural and urban settings.

Many genealogists combine business and pleasure trips into genealogy research trips and some people commented that they intentionally plan one with the other. The need to obtain genealogy information while in the process of conducting business or pleasure travel may impact the destination choices, length of stay, and places to stay during a trip. Understanding the role of genealogy tourism by itself and as a function of other forms of tourism may help resolve unexplained travel issues

that researchers are trying to discover within various forms of tourism (i.e. visiting friends and relatives, identity tourism, heritage tourism, geographical tourism, collecting places tourism, just to name a few).

However, the largest reason to study genealogy tourism is its impact on marketing strategies. Considering that only 17 percent of the genealogists in the study have been to the largest repository of genealogy materials in the world is interesting. Utah, more specifically, Salt Lake City has a large potential market that it may not realize or understand. Providing the city and state with the information needed to tap the market would have unlimited potential.

Need to Study Genealogists and the Internet

Many genealogists rely heavily on the Internet to help them in their research and see the Internet both a boon and an area of frustration in both the amount and lack of data that is available. Many combine the advantages of the Internet and the tried and true method of going where the information and documentation exist. Many genealogists commented that the need to preserve old documents and information that is not directly linked to them is a driving factor in their genealogy related trips. Most genealogists feel that only a copy of the real document is proof that a relationship exist and see an ongoing need to travel to the document to verify that it has been correctly copied, along with adjoining documents and information. Many genealogist also require three different pieces of documentation before they feel comfortable saying someone is related.

Recognizing that the Internet is both a boon and frustration for genealogists and their perceived need to go where documentation and information on relatives

exist indicates that the Internet and genealogy tourism have an impact on tourism in general. Since genealogists are active in preserving the United States' heritage and its heritage sites, while searching for their own identity or place in the world through deceased relatives, understanding genealogy tourism and the impact of the Internet on it should help explain why people travel and the destinations people select, along with the side trips they take when traveling for business or pleasure.

An important consideration on the use of the Internet for genealogy research and travel is the high percentage of low-income and low educated of women using the Internet and traveling. While it is possible to say these women are the second income for the family, it is just as easy to say these women have access to computers outside the home. This may partially explain the high percentage of people using the library. One could also speculate that these women are using computers at work or a friend's home. Any of the above could have been counted in the total trips for genealogy research, however, given the median trips per year was 2.00 for the 2000-year, it is unlikely. This raises a very important question, are women purchasing a computer for genealogy as a hobby and justifying it as a leisure or recreational item for relaxation?

Summary

The Internet has the potential to greatly expand the reach and quality of tourism research. The Internet should enhance the ability of researchers and travelers to identify and merge the benefits and cost-effectiveness of information gathering and analysis. At the same time, understanding genealogy tourism and its dependence on

the Internet for information and assimilation of the information into a plan of action and resulting travel could open up opportunities for academic and marketing research to better define and develop models that explain the phenomena of tourism.

Implications

Recognizing genealogy tourism as a viable form of tourism to be studied will add a new dimension to the overall study of tourism. At the same time it should help to mitigate some of the tourism issues that continue to escape solutions. Some of the issues that may be mitigated are in the area of travel that meets several needs, the involvement construct, destination selection, length of stay, where people stay, and most importantly, why people travel to select destinations.

Recommendations

The study of genealogy tourism and Internet surveys are in their infancy. As such, the opportunities for future research is unlimited in the short and possible long term as both mature and technology improves. The following studies are required to establish the parameters of Internet surveys:

1. Identify optimal time for an online survey of tourism.
2. Identify optimal format for complex and simple surveys.
3. Compare the advantages and disadvantages of e-mail surveys for very specific groups and very broad groups of people or areas of interest.
4. Develop guidelines to consider when attempting an e-mail or general Internet survey that will effectively reach the target audience.

5. Develop a mathematical model for statistical analysis of responses from Internet and e-mail subscription lists surveys to predict the population and identify a random sampling for the responses for statistical analysis.

The following studies are recommended for genealogy tourism:

1. Examine the relationship between genealogy tourism and other forms of Tourism.
2. Examine the impact of genealogy tourism on heritage tourism, identity tourism, cultural tourism, and other forms of tourism.
3. Examine the frequency and duration of genealogy tourism compared to other forms of tourism.
4. Identify the characteristics that makes a trip primarily genealogy related, pleasure related or business related.
5. Refine the demographics and characteristics of genealogists using the Internet, e-mail subscription list, and other computer related tools.
6. Study the travel and tourism impact of the 1,500 – 1,600 people using the Family History Library in Salt Lake City.
7. Examine the relationship between low-income levels for women and using the Internet for genealogy research and travel.
8. Study the marketing value of genealogists, especially for large repositories like the Church of Jesus Christ of Latter-day Saints' Family History Library in Salt Lake City, Utah.

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Appendix A

E-Mail Subscriptions Surveyed

Minnesota

MN-AfriGeneas-owner@yahoogroups.com A mailing list to coordinate, network and strengthen the efforts of African ancestored family researchers within Minnesota.

MINNESOTA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Minnesota.

mnaitkin-d@rootsweb.com A mailing list for anyone with a genealogical interest in Aitkin County, Minnesota.

MNANOKA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Anoka County, Minnesota.

MNBECKER-L@rootsweb.com A mailing list for anyone with a genealogical interest in Becker County, Minnesota.

mnbeltra-d@rootsweb.com A mailing list for anyone with a genealogical interest in Beltrami County, Minnesota.

MNBELTRA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Benton County, Minnesota

MNBENTON-L@rootsweb.com A mailing list for anyone with a genealogical interest in Big Stone County, Minnesota.

MNBLUEEA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Blue Earth County, Minnesota.

MNBROWN-L@rootsweb.com A mailing list for anyone with a genealogical interest in Brown County, Minnesota.

MNCARLTO-L@rootsweb.com A mailing list for anyone with a genealogical interest in Carlton County, Minnesota.

MNCARVER-L@rootsweb.com A mailing list for anyone with a genealogical interest in Carver County, Minnesota.

MNCASS-L@rootsweb.com A mailing list for anyone with a genealogical interest in Cass County, Minnesota.

MNCHIPPE-L@rootsweb.com A mailing list for anyone with a genealogical interest in Chippewa County, Minnesota.

MNCHISAG-L@rootsweb.com A mailing list for anyone with a genealogical interest in Chisago County, Minnesota.

MNCLAY-L@rootsweb.com A mailing list for anyone with a genealogical interest in Clay County, Minnesota.

MNCLEARW-L@rootsweb.com A mailing list for anyone with a genealogical interest in Clearwater County, Minnesota.

MNCOOK-L@rootsweb.com A mailing list for anyone with a genealogical interest in Cook County, Minnesota.

MNCOTTON-L@rootsweb.com A mailing list for anyone with a genealogical interest in Cottonwood County, Minnesota.

MNCROWWI-L@rootsweb.com A mailing list for anyone with a genealogical interest in Crow Wing County, Minnesota.

MNDAKOTA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Dakota County, Minnesota.

mndodge-l@rootsweb.com A mailing list for anyone with a genealogical interest in Dodge County, Minnesota.

MNDOUGLA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Douglas County, Minnesota.

MNFARIBA-L@rootsweb.com A mailing list for anyone with a genealogical interest in Faribault County, Minnesota.

MNFILLMO-L@rootsweb.com A mailing list for anyone with a genealogical interest in Fillmore County, Minnesota.

MNFREEBO-L@rootsweb.com A mailing list for anyone with a genealogical interest in Freeborn County, Minnesota.

MN-Genealogy@egroups.com A mailing list for anyone with a genealogical interest in Minnesota.

MNGOODHU-L@rootsweb.com A mailing list for anyone with a genealogical interest in Goodhue County, Minnesota.

MNGRANT-L@rootsweb.com A mailing list for anyone with a genealogical interest in Grant County, Minnesota.

MNHENNEP-L@rootsweb.com A mailing list for anyone with a genealogical interest in Hennepin County, Minnesota.

MNHOUSTO-L@rootsweb.com A mailing list for anyone with a genealogical interest in Houston County, Minnesota.

MN-Genealogy@egroups.com A mailing list for anyone with a genealogical interest in Isanti County, Minnesota.

MNHUBBAR-D@rootsweb.com A mailing list for anyone with a genealogical interest in Hubbard County, Minnesota.

MNISANTI-D@rootsweb.com A mailing list for anyone with a genealogical interest in Isanti County, Minnesota.

MNITASCA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Itasca County, Minnesota.

MNJACKSO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Jackson County, Minnesota.

MNKANABE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Kanabec County, Minnesota.

MNKANDIY-D@rootsweb.com A mailing list for anyone with a genealogical interest in Kandiyohi County, Minnesota.

MNKITTSO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Kittson County, Minnesota.

MNKOOCHI-D@rootsweb.com A mailing list for anyone with a genealogical interest in Koochiching County, Minnesota.

MNLACQUI-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lac Qui Parle County, Minnesota.

MNLAKE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lake County, Minnesota.

MNLAKEOF-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lake of the Woods County, Minnesota.

MNLESUEU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Le Sueur County, Minnesota.

MNLINCOL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lincoln County, Minnesota.

MNLYON-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lyon County, Minnesota.

MNMAHNOM-D@rootsweb.com A mailing list for anyone with a genealogical interest in Mahnomen County, Minnesota.

MNMARSHA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Marshall County, Minnesota.

mnmartin-d-request@rootsweb.com A mailing list for anyone with a genealogical interest in Martin County, Minnesota.

MNMCLEOD-D@rootsweb.com A mailing list for anyone with a genealogical interest in McLeod County, Minnesota.

MNMEEKER-D@rootsweb.com A mailing list for anyone with a genealogical interest in Meeker County, Minnesota.

MNMILLEL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Mille Lacs County, Minnesota.

MNMORRIS-D@rootsweb.com A mailing list for anyone with a genealogical interest in Morrison County, Minnesota.

MNMOWER-D@rootsweb.com A mailing list for anyone with a genealogical interest in Mower County, Minnesota.

MNMURRAY-D@rootsweb.com A mailing list for anyone with a genealogical interest in Murray County, Minnesota.

MNNICOLL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Nicollet County, Minnesota.

MNNOBLES-D@rootsweb.com A mailing list for anyone with a genealogical interest in Nobles County, Minnesota.

MNNORMAN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Norman County, Minnesota.

MNOLMSTE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Olmsted County, Minnesota.

MNOTTERT-D@rootsweb.com A mailing list for anyone with a genealogical interest in Otter Tail County, Minnesota.

MNPENNIN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pennington County, Minnesota.

MNPINE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pine County, Minnesota.

MNPIPEST-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pipestone County, Minnesota.

MNPOLK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Polk County, Minnesota.

MNPOPE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pope County, Minnesota.

MNRAMSEY-D@rootsweb.com A mailing list for anyone with a genealogical interest in Ramsey County, Minnesota.

MNREDLAK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Red Lake County, Minnesota.

MNREDWOO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Redwood County, Minnesota.

MNRENVIL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Renville County, Minnesota.

MNRICE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Rice County, Minnesota.

MNROCK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Rock County, Minnesota.

MNROSEAU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Roseau County, Minnesota.

MNSCOTT-D@rootsweb.com A mailing list for anyone with a genealogical interest in Scott County, Minnesota.

MNSHERBU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Sherburne County, Minnesota.

MNSIBLEY-D@rootsweb.com A mailing list for anyone with a genealogical interest in Sibley County, Minnesota.

MNSTEARN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Stearns County, Minnesota.

MNSTEELE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Steele County, Minnesota.

MNSTEVEN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Stevens County, Minnesota.

MNSTLOUI-D@rootsweb.com A mailing list for anyone with a genealogical interest in St. Louis County, Minnesota.

MNSWIFT-D@rootsweb.com A mailing list for anyone with a genealogical interest in Swift County, Minnesota.

MNTODD-D@rootsweb.com A mailing list for anyone with a genealogical interest in Todd County, Minnisota.

MNTRAVER-D@rootsweb.com A mailing list for anyone with a genealogical interest in Traverse County, Minnesota.

MNWABASH-D@rootsweb.com A mailing list for anyone with a genealogical interest in Wabasha County, Minnesota.

MNWADENA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Wadena County, Minnesota.

MNWASECA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Waseca County, Minnesota.

MNWASHIN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Washington County, Minnesota.

MNWATONW-D@rootsweb.com A mailing list for anyone with a genealogical interest in Watonwan County, Minnesota.

MNWILKIN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Wilkin County, Minnesota.

MNWINONA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Winona County, Minnesota.

MNWRIGHT-D@rootsweb.com A mailing list for anyone with a genealogical interest in Wright County, Minnesota.

MNYELLOW-D@rootsweb.com A mailing list for anyone with a genealogical interest in Yellow Medicine County, Minnesota.

NDSDMN-D@rootsweb.com Discussions of genealogical and historical research for the North Dakota, South Dakota, and Minnesota region.

Wisconsin

pgsw-d-request@rootsweb.com A mailing list for the discussion and sharing of Polish genealogical and cultural information sponsored by the Polish Genealogical Society of Wisconsin (PGSW).

GenWisconsin-D@rootsweb.com A mailing list for anyone with a genealogical interest in the State of Wisconsin.

NISHNAWBE-D@rootsweb.com A mailing list for anyone researching Native Americans in Michigan and Wisconsin, and the fur traders connected with them.

WauShaOcon-D@rootsweb.com A mailing list for anyone with a genealogical interest in Waupaca, Shawano and Oconto Counties, Wisconsin.

WIADAMS-D@rootsweb.com A mailing list for anyone with a genealogical interest in Adams County, Wisconsin.

WI-AfriGeneas-owner@yahoogroups.com A mailing list to coordinate, network and strengthen the efforts of African ancestored family researchers within Wisconsin.

WIASHLAN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Ashland County, Wisconsin.

WIBARRON-D@rootsweb.com A mailing list for anyone with a genealogical interest in Barron County, Wisconsin.

WIBAYFIE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Bayfield County, Wisconsin.

WIBROWN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Brown County, Wisconsin.

WIBUFFAL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Buffalo County, Wisconsin.

WIBURNET-D@rootsweb.com A mailing list for anyone with a genealogical interest in Burnett County, Wisconsin.

WICALUME-D@rootsweb.com A mailing list for anyone with a genealogical interest in Calumet County, Wisconsin.

WI-CEMETERIES-D@rootsweb.com A mailing list for anyone interested in locating, and preserving historical information about, Wisconsin cemeteries.

WICHIPPE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Chippewa County, Wisconsin.

wi-civil-war-d-request@rootsweb.com A mailing list for anyone with a genealogical interest in the role of Wisconsin and its people during the Civil War.

WICLARK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Clark County, Wisconsin.

WICOLUMB-D@rootsweb.com A mailing list for anyone with a genealogical interest in Columbia County, Wisconsin.

WICRAWFO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Crawford County, Wisconsin.

WIDANE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Dane County, Wisconsin.

WIDODGE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Dodge County, Wisconsin.

WIDOOR-D@rootsweb.com A mailing list for anyone with a genealogical interest in Door County, Wisconsin.

WIDOUGLA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Douglas County, Wisconsin.

WIDUNN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Dunn County, Wisconsin.

WIEAUCLA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Eau Claire County, Wisconsin.

WIFLOREN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Florence County, Wisconsin.

WIFONDDU-D@rootsweb.com A mailing list for anyone with a genealogical interest in FondduLac County, Wisconsin.

WI-FOOTSTEPS-D@rootsweb.com A mailing list for the sharing of original Wisconsin source material such as wills, deeds, bible records, tax lists, cemetery files, pension applications, obituaries, old letters, marriage lists, etc. with other Wisconsin researchers

WIFOREST-D@rootsweb.com A mailing list for anyone with a genealogical interest in Forest County, Wisconsin.

WIGRANT-D@rootsweb.com A mailing list for anyone with a genealogical interest in Grant County, Wisconsin.

WIGREEN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Green County, Wisconsin.

WIGREENL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Green Lake County, Wisconsin.

WI-HEARTLAND-D@rootsweb.com A mailing list for anyone with a genealogical interest in the five neighboring counties in Wisconsin's "Heartland" (i.e., Waushara, Marquette, Green Lake, Winnebago, Fond du Lac).

WIIOWA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Iowa County, Wisconsin.

WIIRON-D@rootsweb.com A mailing list for anyone with a genealogical interest in Iron County, Wisconsin.

WIJACKSO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Jackson County, Wisconsin.

WIJEFFER-D@rootsweb.com A mailing list for anyone with a genealogical interest in Jefferson County, Wisconsin.

WIJUNEAU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Juneau County, Wisconsin.

WIKENOSH-D@rootsweb.com A mailing list for anyone with a genealogical interest in Kenosha County, Wisconsin.

WIKEWAUN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Kewaunee County, Wisconsin.

WILACROS-D@rootsweb.com A mailing list for anyone with a genealogical interest in LaCrosse County, Wisconsin.

WILAFAYE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lafayette County, Wisconsin.

WILANGLA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Langlade County, Wisconsin.

WILINCOL-D@rootsweb.com A mailing list for anyone with a genealogical interest in Lincoln County, Wisconsin.

WIMANITO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Manitowoc County, Wisconsin.

WIMARATH-D@rootsweb.com A mailing list for anyone with a genealogical interest in Marathon County, Wisconsin.

WIMARINE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Marinette County, Wisconsin.

WIMARQUE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Marquette County, Wisconsin.

WIMENOMI-D@rootsweb.com A mailing list for anyone with a genealogical interest in Menominee County, Wisconsin.

WIMILWAU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Milwaukee County, Wisconsin.

WI-MITCHELL-TOWN-D@rootsweb.com A mailing list for anyone with a genealogical interest in the Town of Mitchell, Sheboygan County, Wisconsin

WIMONROE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Monroe County, Wisconsin.

WIOCONTO-D@rootsweb.com A mailing list for anyone with a genealogical interest in Oconto County, Wisconsin.

WIONEIDA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Oneida County, Wisconsin.

WIOUTAGA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Outagamie County, Wisconsin.

WIOZAUKE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Ozaukee County, Wisconsin.

WIPEPIN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pepin County, Wisconsin.

WIPIERCE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Pierce County, Wisconsin.

WIPOLK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Polk County, Wisconsin.

WIPORTAG-D@rootsweb.com A mailing list for anyone with a genealogical interest in Portage County, Wisconsin.

WIPRICE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Price County, Wisconsin.

WIRACINE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Racine County, Wisconsin.

WIRICHLA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Richland County, Wisconsin.

WIROCK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Rock County, Wisconsin.

WIRUSK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Rusk County, Wisconsin.

WISAUK-D@rootsweb.com A mailing list for anyone with a genealogical interest in Sauk County, Wisconsin.

WISAWYER-D@rootsweb.com A mailing list for anyone with a genealogical interest in Sawyer County, Wisconsin.

WISHAWAN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Shawano County, Wisconsin.

WISHEBOY-D@rootsweb.com A mailing list for anyone with a genealogical interest in Sheboygan County, Wisconsin.

WISTCROI-D@rootsweb.com A mailing list for anyone with a genealogical interest in St. Croix County, Wisconsin.

WITAYLOR-D@rootsweb.com A mailing list for anyone with a genealogical interest in Taylor County, Wisconsin.

WITREMPE-D@rootsweb.com A mailing list for anyone with a genealogical interest in Trempealeau County, Wisconsin.

WIVERNON-D@rootsweb.com A mailing list for anyone with a genealogical interest in Vernon County, Wisconsin.

WIVILAS-D@rootsweb.com A mailing list for anyone with a genealogical interest in Vilas County, Wisconsin.

WIWALWOR-D@rootsweb.com A mailing list for anyone with a historic or genealogical interest in Walworth County, Wisconsin.

WIWASHBU-D@rootsweb.com A mailing list for anyone with a genealogical interest in Washburn County, Wisconsin.

WIWASHIN-D@rootsweb.com A mailing list for anyone with a genealogical interest in Washington County, Wisconsin.

WIWAUKES-D@rootsweb.com A mailing list for anyone with a genealogical interest in Waukesha County, Wisconsin.

WIWAUPAC-D@rootsweb.com A mailing list for anyone with a genealogical interest in Waupaca County, Wisconsin.

USHA-D@rootsweb.com A mailing list for anyone with a genealogical interest in Waushara County, Wisconsin.

WIWINNEB-D@rootsweb.com A mailing list for anyone with a genealogical interest in Winnebago County, Wisconsin.

WIWOOD-L@rootsweb.com A mailing list for anyone with a genealogical interest in Wood County, Wisconsin.

Appendix B

Web-based e-mail Survey Questions

Introduction to Survey

The following notice will be placed on the various mailing lists for potential respondents after the survey web site is tested by genealogy people on two e-mail clubs in Wyoming and activated:

Subject: Genealogy Research Project for Everyone

Actual E-mail Message: I'm a graduate student working on a Masters Degree at the University of Wisconsin-Stout and have been working on my genealogy since 1989. I would like to ask for your help in completing my survey on genealogy research, genealogy travel, and use of the Internet for genealogy research and travel located at http://www.uwstout.edu/survey/richardf.html Please scroll through the survey as there are intentional spaces in the survey.

Your responses will be completely confidential and the results of the survey will be maintained and protected by rules administered by the University of Wisconsin-Stout and in compliance with applicable state and federal laws. The survey should not take more than 7 minutes of your time and will be appreciated and valuable.

This research project will have a positive impact on genealogy research and may provide additional insights for government and private agencies that may advance the ability of genealogists to gain access to research materials.

Again I ask you to please help with the research project by completing the survey by clicking on the following link:

http://www.uwstout.edu/survey/richardf.html

Please scroll through the survey as there are intentional spaces in the survey.

Richard A. Frazier

General Questions

Prior to the General Questions section will be a consent statement for individual to read before actually entering the survey area. At the end of the consent statement will be a place to "click" to enter the survey. The following statement will follow the title "General Questions" for respondents to read prior to the start of the survey:

The general question section will help identify general characteristics of genealogists responding to the survey. It will help to identify a general pattern of genealogy work and research. This information is necessary to develop a general understanding of how genealogists use the Internet.

1) E-mail Address – used for verification purposes and acknowledgement of participation. E-mail address will not be connected or associated with any responses to the survey.
2) Where do you live: (People checking boxes a – c will not see travel questions 9 or 10)
    a) Minnesota
    b) Wisconsin
    c) Another State

d) Canada (People checking this box will not see travel questions 7 and 8. They will not see demographic question 3)

e) A country other than the United States or Canada (People checking this box will not see travel questions 3 – 8, 13, and 14. They will not see demographic question 3)

3) How long have you been working on genealogy:

a) Less than 1 year

b) 1 – 5 years

c) 6 – 10 years

d) 11 – 15 years

e) 15 – 20 years

f) Over 20 years

4) Did you work on Genealogy before having access to the Internet:

a) Yes (If selected, question 5 is skipped)

b) No (If selected, question 6 is skipped)

5) Did you start genealogy research as a result of access to the Internet:

a) Yes

b) No

6) Which of the following occurred as a result of using the Internet for genealogy research (check all that apply):

a) Developed long term relationships

b) Found relatives faster

c) Found new places to visit

d) Increased leisure time

e) Reduced leisure time

f) Increased the relaxation value of genealogy research

g) Decreased the relaxation value of genealogy research

h) Increased genealogy related travel

i) Reduced genealogy related travel

j) Increased travel for other reasons

k) Reduced travel for other reasons

l) Discovered new ways to do research

m) Discovered new genealogy research materials

n) Increased genealogy productivity

o) Enhanced genealogy related education

p) Spend more time on research

q) Spend less time on research

r) Increased efficiency

s) Increased access to research materials

t) Reduced research cost

u) Increased research cost

7) How long have you been using the internet:

a) Less than 1 year

b) 1-2 years

c) 3-4 years

d) 5-6 years

e) Over 6 years.

8) How long have you been using the internet for genealogy research:

a) Less than 1 year

b) 1-2 years

c) 3-4 years

d) 5-6 years

e) Over 6 years

9) Which of the following genealogy sites do you regularly use (check all that apply):

a) Rootsweb

b) FamilySearch

c) Ancestry

d) Family Chronicle

e) Genealogy Center

f) Genealogy Links

g) National Archives and Records Administration

h) USGenWeb

i) State Archives and Historical Societies

j) Vital Records Information-United States

k) Cemeteries R us

l) Association for Gravestone Studies

m) Family Tree Maker

n) Migrations

o) Surname Entries for Soundex coding

p) Cyndi's List

q) Genealogy

r) Social Security Death Index

s) Native American Genealogy

t) Others. (If "others" is selected an area will be provided to list others)

Travel Questions

The following statement will follow the title "Travel Questions" for respondents to read prior to the start of the survey:

These questions will help to develop a general pattern of travel habits of genealogists at a local, national, and international level. This data may be useful in developing programs and strategies by government and private agencies with genealogical records that may be beneficial to genealogists.

10) Have you traveled to any of the following locations for genealogy research, to obtain genealogy related information or genealogy related educational purposes:

a) Cemetery

b) Library with genealogy section

c) Library with historical archives

d) County courthouses

e) State archives

f) National archives

g) Federal courthouses

h) Newspaper offices

i) Museums

j) Historical sites

k) Local churches

l) Church denominational offices

m) Family History Library in Salt Lake City

n) Conferences

o) Family reunions

p) Surname reunions

q) Others. (An area will be provided to list others)

11) How many genealogy trips have you made in the following years (please enter 0 or another number):

a) 2000

b) 1999

c) 1997 – 98

d) 1995 – 96

12) What is the greatest distance you have driven to obtain genealogy information or for genealogy research in the past year:

a) Less than 50 miles

b) 50 – 99 miles

c) 100 – 199 miles

d) 200 – 299 miles

e) 300 – 399 miles

f) 400 – 499 miles

g) 500 - 1000 miles

h) Over 1000 miles

13) What forms of transportation do you prefer when making genealogy trips

a) Cars

b) Bus

c) Train

d) Plane

e) Ship

14) How many times have you left your state for genealogy information or research in the following years (please enter 0 or a number):

a) 2000

b) 1999

c) 1997 – 98

d) 1995 – 96

15) Do you plan additional trips out of the your home state for genealogy information or research:

a) Yes

b) No.

16) How many times have you left the United States for genealogy information or research in the following years (please enter 0 or a number):

a) 2000

b) 1999

c) 1997 – 98

d) 1995 – 96

17) Do you plan on taking genealogy related trips out of the United States:

a) Yes (Go to question 11)

b) No (Go to question 11)

18) How many genealogy related trips have you made to the United States in the following years (please enter 0 or a number):

a) 2000

b) 1999

c) 1997 – 98

d) 1995 – 96

19) Do you plan additional genealogy related trips to the United States:

a) Yes

b) No.

20) Do you use the Internet to research areas of interest for possible genealogical travel:

a) Yes

b) No

21) Do you use the Internet to make genealogy related travel plans:

a) Yes

b) No

22) When you make genealogy trips, about how much have you spent on genealogy related materials, for example: visiting cultural and heritage locations, purchasing cultural and heritage related items, and reproductions of pictures, papers, or other materials: (Note: please do not include travel cost)

a) Less than $50

b) $50 – 100

c) $100 - $200

d) $200 - $500

e) More than $500

23) When you make genealogy trips, about how much have you spent on non-genealogy items, for example: souvenirs, meals, sightseeing and other expenditures not related to genealogy: (Note: please do not include travel cost)

a) Less than $50

b) $50 - $100

c) $100 - $200

d) $200 - $500

e) More than $500

Demographic Questions

The following statement will follow the title "Demographic Questions" for respondents to read prior to the start of the survey:

Why ask demographic and web graphic type questions? This information is required to properly generalize survey results to the greater genealogy population--

your answers will help to ensure that there sufficient diversity among respondents. Your identity and your responses to questions are fully protected and your answers will be kept strictly confidential. If you have questions or concerns about the questions asked, please feel free to share them at the end of the survey.

24) Gender

a) Male

b) Female

25) Annual Income:

a) Less than $25,000

b) $25,000 - $39,000

c) $40,000 - $59,000

d) $60,000 - $79,000

e) $80,000 - $99,000

f) $100,000 - $150,000

g) Over $150,000

26) Age category: (Schonland & Williams, 1996)

a) Less than 17

b) 18 – 24

c) 25 – 29

d) 30 – 39

e) 40 – 44

f) 45 – 49

g) 50 – 54

h) 55 – 64

i) Over 64

27) What is your educational level:

a) Less than High School

b) High School

c) Technical College

d) Some College

e) Bachelors Degree

f) Masters Degree

g) Doctorate Degree

h) Other Advanced Degree

28) Are there any additional comments you would like to make concerning this survey:

Consent Statement for the Survey

I understand that by completing this online questionnaire. I am giving my informed consent as a participating volunteer in this study. I understand the basic nature of the study and agree that any potential risks are exceedingly small I also understand the potential benefits that might he realized from the successful completion of this study. I am aware that the information is being sought in a specific manner so that no identifiers are needed and so that confidentiality is guaranteed. I realize that I have the right to refuse to participate and that my right to withdraw from participation at any time during the study will be respected with no coercion or prejudice.

NOTE Questions or concerns about participation in the research or subsequent complaints should be addressed fist to the researcher or research advisor and second to Dr Ted Knous, Chair, UW-Stout institutional Review Board for the Protection of Human Subjects in Research, II HH, UW-Stout, Menomonie, WI, 54751, phone (715) 232-1126.