

Visitor Profile Survey

March – May 09

A total of 750 intercept interviews were completed with visitors to the Florida Keys/Key West from March - May 09. The quota of 50 interviews per district per month was met or exceeded in each district. The survey data were weighted by visitation figures for each district. For the May questionnaire, we added several new questions and response options detailed further below. The following provides a brief summary of overall results:

Tripographics:

- The vast majority of respondents drove to their Keys destination (78%). Drive visitors broke down as 32% driving directly to the Keys in their own car; 6% arriving in a car rented outside of Florida; 25% flying into Miami and then driving a rental car down; and finally 14% flying into another airport in Florida and then driving a rental car down. For those that drove into a mainland airport other than Miami, the airport locations named were Ft Lauderdale (66%), Orlando (15%), Kendall-Tamiami (7%), Tampa (3%), Sandford (3%), West Palm Beach (2%) and Naples (1%).
- The majority of respondents reported that their primary purpose for visiting the Keys was recreation or vacation (84%), followed by Visit Friends and Family (8.8%) and Business/Pleasure Combined (4.5%).
- Most respondents planned their Keys vacation two weeks to one month in advance (32%). For about 13% respondents, the trip was planned last minute (one week or less planning time). The average length of stay was 5.64 nights. Length of stay is down about one night over last season. These trends support observations made across the industry that vacations this year are booked more last minute and are shorter in duration.
- 10% of respondents used a travel agent. Among respondents who used travel agent services, most did so for air reservations (93%). Travel agents were also utilized by these respondents for car reservations (86%) and hotel reservations (83%). The percentage of respondents who utilized a travel agent for planning their vacation and also reported that a travel agent recommended the Florida Keys & Key West was 63%.
- The average visitor spent \$386 a day; including \$140 on their accommodations, \$25 on transportation within the county, \$39 on water-based activities, \$42 on land-based activities, \$112 on food & beverages and \$25 on other miscellaneous expenses. Average spending per day has risen over the summer reports, as one would expect to see in-season. Lodging expenditures are down, matching Smith Travel Research reports which show ADR decreases. However, average spending in other tourism categories – Food & Beverage and Attractions - increased compared to the same time frame last year.
- To determine what percentage of our visitors “island hop” we added a question in May asking respondents to list all districts they spent one or more nights in. We found 36% percent of visitors break up their Keys vacation by staying in more than one district overnight. Most who stayed in more than one area selected two districts for their overnight stays (89%).
- The average party size was 3.34 in total, with 16% traveling with children under 18. The most popular travel party size was two people (51%), followed by three to five people (38%).

- When asked how the visitor made his/her accommodations reservation, among those respondents who had made reservations, the most popular response was one-line through a travel web site (36%) followed by online at the lodging property's website (25%).
- Most visitors stayed at a hotel/motel/resort (62%); followed by B&B/guest house/inn (27%), campground/RV park (5%) and vacation rental (4%).
- In May we revised our recreational activity list to separate *nightlife/going out to bars* from *dining out*. We also added *visiting a spa or health club* as an activity choice. The top activity continues to be *dining out* (98.9%), followed by *sightseeing* (98%). *Nightlife/going out to bars* on its own had a very strong response, ending up in 3rd place with 88% of visitors engaging in some type of nighttime activity during their stay. *Visiting a spa or health club* was selected by 13% of respondents.
- Of the visitors who had decided whether or not they were satisfied with their Keys trip at this point in the vacation, 80% indicated a positive satisfaction rate and <1% indicated they were unsatisfied. The remaining nearly 20% were unsure at this point in their trip. We also inquired as to what type of word of mouth they may spread upon returning home – positive or negative. 73% would recommend a Keys vacation to family or friends while only <2% would not. The remaining respondents were unsure (25%).
- In May we added a question to probe use of specific internet sources to trip plan, including social media websites. 59% of visitors consulted an online site that features fellow traveler vacation reviews; such as Trip Advisor, IgoUgo, etc. 19% used social media to plan their trip; such as Facebook, YouTube, Twitter, etc. 17% consulted an online blog specific to travel. Finally, 15% visited our official destination website, www.fl-keys.com, during their trip planning.
- 53.5% of respondents recalled seeing some type of Keys advertising in the past three months. The Internet had the highest media source recall (22%), followed by Magazine (14%), Television (11.7%) and Newspaper (11.7%).
- We also added a question this May to ask how many visitors were looking for value-added offers or special deals during this trip. Industry trends show, in light of the economic crisis, travelers are more often seeking value-ads or deals. About 1/3rd of respondents were unsure if a value-ad or special deal was sought for their Keys trip; indicating they were likely not the primary trip planner. Those who were decisive in their response were close to split, but more often they did not seek value-ads (37%) than look for those type of deals (31%).

Psychographics

- The vacation experience most visitors were primarily seeking (i.e. the Top Motivator) was to “relax and escape, get away from stress, reconnect with friends or family” (58%). The second highest reason continues to be, “to go somewhere new” (18%). In third place, appropriate for winter, was “sunshine and warm weather” (4%). We added “green vacation” this May as a travel motivator. During that month, 1.3% of visitors selected the Keys primarily because of its green vacation product offers.

- Next, we ask respondents to tell us ALL of the experiences they were seeking in their vacation. This gives us an idea of the entire “basket of goods” they were shopping for when selecting the Keys as their vacation destination. This year, we’ve observed 100% of visitors are seeking to “relax and escape” as one of their vacation experiences here. This trend would seem to suggest stressed-out consumers are more and more focused on relaxation during their vacations. Also popular on a visitor’s trip wish list is to take a warm weather trip (92%), in a destination offering high quality tourism product and cleanliness (90%) that is safe and convenient to get to (84%) and rich in fine and performing arts (83%). We added “green vacation products and experiences” to this list as well. 28% of visitors selected the Keys because of green travel product offerings.
- With the recent increased discussion of lifting the travel embargo to Cuba, in May we resumed two questions probing our visitors’ interest in a Cuba visit that had been asked from 2000-2001. We first asked the likelihood our visitors would travel to Cuba if the embargo was lifted. 18% were likely to visit Cuba, 19% were not likely to visit Cuba and the rest were undecided (63%). For those that were likely to visit Cuba, we next asked if they would do so instead of a Keys vacation in the future, or would seek to combine the two destinations during one trip. 66% would opt for a “two nation vacation” visiting both the Keys and Cuba while 34% would only wish to visit Cuba. Compared to when these two questions were asked in ’00 and ’01 there is more interest in a Cuba instead of the Keys trip now. Back in ’00 and ’01, 90 to 97% of respondents indicated they would have sought a Keys plus Cuba trip following an embargo lifting. However, the overall likelihood of visiting Cuba at all remains steady from the ’00-’01 surveys at around 18%.

Demographics

- Average age was 42. 53 percent of adult visitors Generation X (age 26-45), 37% were Baby Boomers (age 46-65) and 10% were Generation Y (age 18-25). The majority of visitors were non-Hispanic white (77%), followed by Latino (17%), Africa-American (4%) and Asian (2%). 54% were male, while 46% were female. 91% of respondents were heterosexual, 5% gay, 3% lesbian and <1% bi-sexual. The remaining <1% declined to answer the question.
- 50% of respondents were repeat visitors. Of those who gave household income, 57% earned \$75,000 or less while 43% earned over \$75,000.
- Florida continues to be the top origin state for domestic travelers (24%). New York continues to be the top winter out-of-state area of origin for domestic travelers (4%). Rounding out the top 5 out-of-state areas were New Jersey (3%), Georgia (2.5%), Michigan (2.5%), Pennsylvania (2.4%) and Illinois (2.3%). 30% of visitors were foreign. Germany continues to be the top foreign area of origin (5%).

TRIOGRAPHICS

	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08- May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Transportation to Keys										
Drive Own Vehicle	241	31.8	257	33.80	262	34.5	283	37.2	250	32.8
Fly to Key West	147	19.3	152	19.90	155	20.4	123	16.2	130	17
Drive Rental Vehicle (outside FLA)	46	6	42	5.50	33	4.3	42	5.5	17	2.2
Fly to Miami, Drive	188	24.8	194	25.40	179	23.6	153	20.1	162	21.3
Fly to Other FL Airport, Drive	110	14.4	86	11.30	110	14.5	88	11.6	93	12.2
Fly to Marathon	1	0.1	0	0.00	1	0.1	30	4	71	9.3
Tour Bus	7	0.9	4	0.50	6	0.8	13	1.8	17	2.2
Other	20	2.6	27	3.50	13	1.7	28	3.7	22	2.8

	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Transportation										
Auto	591	77.9	583	76.60	590	77.8	578	76.1	539	70.8
Air	148	19.5	152	19.90	156	20.5	154	20.2	201	26.3
Other	20	2.6	27	3.50	13	1.7	28	3.7	22	2.8

	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Purpose of Trip										
Recreation or Vacation	638	84.1	667	87.66	623	82.1	634	83.3	631	82.8
Visiting Family or Friends	67	8.8	74	9.77	100	13.2	87	11.5	70	9.2
Business/Pleasure Combined	34	4.5	13	1.74	23	3	20	2.6	35	4.6
Convention or Meeting	7	0.9	3	0.35	3	0.3	6	0.8	10	1.3
Other	13	1.7	4	0.48	10	1.3	14	1.8	16	2.1

	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Lead Time for Trip Planning										
1 Week	100	13.1	85	11.24	73	9.6	114	14.9	95	12.5
2-4 Weeks	243	32	250	32.80	254	33.4	231	30.4	249	32.6
1-3 Months	229	30.2	214	28.13	217	28.6	252	33.1	211	27.8
4-6 Months	131	17.3	153	20.08	166	21.9	110	14.5	130	17.1
More than 6 Months	56	7.4	59	7.74	49	6.4	54	7.1	77	10.1

	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
% that Used a Travel Agent	10.0%		6.5%		8.1%		8.5%		12.2	
What agent was used for:	Frequency	Percent of cases	Frequency	Percent of cases	Frequency	Percent of cases	Frequency	Percent of cases	Frequency	Percent of cases
Airline Reservations	71	93.1%	49	98.14	55	89.40%	61	95.60%	87	93.3
Hotel Reservations	63	82.5%	44	88.44	51	82.40%	52	80.90%	75	81.1
Rental Car Reservations	65	86.0%	45	90.97	53	85.90%	54	84.40%	75	80.5
Recommend Keys/Key West	52	68.3%	41	83.55	50	80.50%	31	48.20%	53	57.6
Other Service	7	9.6%	5	9.27	0	0.00%	1	1.90%	7	8.1

Average DAILY Trip Expenditures	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Total Avg.		Total Avg.		Total Avg.		Total Avg.		Total Avg.	
Lodging	\$140		\$137		\$119		\$127		\$155	
Transportation	\$25		\$26		\$25		\$28		\$27	
Water-Related Activities	\$39		\$26		\$25		\$27		\$32	
Land-Based Activities	\$42		\$45		\$34		\$41		\$32	
Food & Beverages	\$112		\$104		\$102		\$112		\$102	
All Other	\$28		\$25		\$26		\$30		\$20	
Total Average Daily Expenditures	\$386		\$363		\$331		\$365		\$368	

Average DAILY expenditure by Lodging Property Type

	March - May 09				December 08 - February 09			
	Hotel/Motel/Resort	B&B/Guest house	Rental	Campground	Hotel/Motel/Resort	B&B/Guest house	Rental	Campground
Lodging	\$147	\$132	\$142	\$88	\$154	\$96	\$100	\$59
Transportation	\$26	\$26	\$12	\$28	\$26	\$14	\$24	\$51
Water-Related Activities	\$42	\$34	\$32	\$43	\$25	\$22	\$29	\$10
Land-Based Activities	\$42	\$41	\$26	\$35	\$38	\$25	\$24	\$35
Food & Beverages	\$118	\$105	\$104	\$60	\$116	\$76	\$55	\$98
All Other	\$28	\$29	\$26	\$17	\$27	\$12	\$12	\$31
Total Average Daily Expenditures	\$403	\$367	\$342	\$271	\$386	\$245	\$244	\$284

Length of Stay Number of nights	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1-3	199	26	218	28.63	221	29.1	240	31.6	179	23.5
4-7	444	59	401	52.74	391	51.5	402	52.9	408	53.5
8-14	92	12	123	16.19	132	17.4	105	13.8	147	19.3
15-29	16	2	6	0.83	11	1.4	11	1.4	17	2.2
30+	5	1	12	1.62	4	0.6	3	0.4	120	1.6
Average overall	5.64		6.00		5.57		5.22		6.66	

Percent that stayed overnight in more than district during Keys trip*

	Frequency	percent
Overnighted in one district only	162	64%
Overnighted in more than one district	91	100.0%

	Frequency	% of cases
2 district stays	81	89.0%
3 district stays	9	9.9%
4 district stays	0	0.0%
All 5 districts stayed	1	1.1%

Districts Overnighed In*

	Frequency	Percent of cases
District I - Key West	147	58.2
District II - Big Pine Key & Lower Keys	47	18.6
District III - Marathon & Duck Key	77	30.4
District IV - Islamorada area	31	12.1
District V - Key Largo	55	21.7

Number of Nights Spent on Avg Each District*

	Average
District I - Key West	3.8
District II - Big Pine Key & Lower Keys	3.28
District III - Marathon & Duck Key	3.45
District IV - Islamorada area	3.74
District V - Key Largo	4.04

*Added Questions May 09

Travel Party	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Avg.		Avg.		Avg.		Avg.		Avg.	
Total Party Size	3.34		2.84		3.01		3.09		3.5	
% traveling with kids under 18	15.8%		24.7%		14.5		23.1		20.1%	

Number of Travelers	March - May 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Number in party	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
1	14	1.9%	17	2.18	18	2.3	16	2.2	25	3.3%
2	390	51.4%	431	56.70	417	55.0	383	50.3	331	43.4%
3-5	291	38.3%	284	37.33	274	36.1	315	41.4	321	42.2%
6-10	48	6.4%	21	2.71	37	4.8	32	4.2	64	8.4%
11-20	10	2.0%	4	0.50	11	1.5	10	1.3	19	2.3%
21-30	0	0.0%	0	0.00	0	0.0	0	0.0	2	0.3%
31+	2	0.3%	0	0.00	0	0.0	0	0.0	1	0.1%

Accommodations Reservation	May 09		March - April 09		December 08- February 09		September 08- November 08		June 08- August 08	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Used a Travel Agent	20	8.1	44	8.8	49	6.38	50	6.6	55	7.2
Used a reservation service by phone	7	2.9	15	2.9	38	4.95	25	3.3	41	5.4
Made direct call to property	36	14.3	70	13.8	112	14.66	145	19.2	143	18.8
On-line through a travel web site	102	40.3	180	35.6	286	37.55	260	34.2	259	34.1
On-line through property's web site	40	15.7	128	25.2	142	18.61	154	20.2	127	16.7
Booked during last visit to the Keys*	1	0.2								
Made no advance reservation	38	15.2	45	8.8	110	14.48	86	11.3	94	12.4
Other	9	3.4	24	4.8	26	3.36	39	5.1	41	5.5

*new response choice added May 09

Lodging Type	March - April 09		December 08- February 09		September 08- November 08		June 08- August 08		March 08 - May 08	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Frequency	Percent
Hotel/Motel/Resort	471	62.1	468	61.50	469	61.8	499	65.7	544	71.4
B&B/Guest house/Inn	204	26.9	214	28.07	211	27.8	186	24.5	136	17.9
Seasonal/Vacation Rental	29	3.9	25	3.25	17	2.2	14	1.8	25	3.2
Campground/RV Park	36	4.8	33	4.37	35	4.7	30	4	31	4.1
Other	18	2.4	21	2.81	26	3.5	31	4.1	25	3.3

Recreational Activities	May 09		March - April 09		December 08- February 09		September 08- November 08		June 08- August 08	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Diving	30	11.8%	82	16.20%	116	15.23	113	14.9%	93	12.2%
Snorkeling	70	27.9%	171	33.80%	274	36.13	282	37.3%	275	36.1%
Fishing	36	14.1%	92	18.10%	154	20.26	130	17.2%	123	16.2%
Viewing Wildlife	204	80.6%	350	69.20%	566	74.65	542	71.6%	567	74.5%
Boating	119	47.1%	238	47.00%	361	47.58	307	40.6%	335	44.0%
Beach Activities	194	76.7%	436	86.20%	639	84.28	627	82.8%	657	86.4%
Dine Out*	250	98.9%	501	99.00%	757	99.81	755	99.7%	753	99.0%
Museums/Historic Areas	202	79.8%	440	87.00%	689	90.81	656	86.7%	661	86.9%
Sightseeing & Attractions	248	98.3%	500	98.90%	744	98.00	734	97.0%	745	98.1%
Cultural Events	129	50.9%	324	64.00%	499	65.70	496	65.6%	412	54.2%
Wedding or Commitment Ceremony	7	2.9%	19	3.70%	16	2.09	8	1.1%	13	1.7%
Nightlife/Go out to Bars*	222	87.7%								
Spa or health club/gym*	33	13.0%								

*In May 09 we split nightlife/bars from Dining and also added visit spa as activity options

Satisfaction With Vacation*	May 09	
	Frequency	Perent
Very Satisfied	94	43.7%
Satisfied	77	35.8%
Neutral/Unsure	43	20.0%
Somewhat unsatisfied	1	0.5%
Not at all satisfied	0	0.0%
Combined Positive Experience	171	79.5%
Combined Negative Experience	1	0.5%

Word of Mouth

Would you recommend the Keys to a friend or family member for a Vacation?

	March - April 09	
	Frequency	Perent
Very Likely	259	41.2%
Likely	200	31.8%
Neutral/Unsure	159	25.3%
Somewhat unlikely	10	1.6%
Not at all likely	0	0.0%
Combined Positive Word of Mouth	459	73.1%
Combined Negative Word of Mouth	10	1.60%

Internet Trip Planning Sources & Use of Social Media

For this trip, what online planning tools did you use?

	May 09	
	Frequency	Perent
Internet Review site like Tripadvisor	62	58.5
Social media site like Facebook, Youtube	20	19.2
A blog about travel	18	17.1
Official TDC website fla-keys.com	16	15.4

Recall Ads Past 3 Months	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08	
	Number	Percent	Number	Percent of cases	Frequency	Percent of cases	Frequency	Percent of cases	Frequency	Percent of cases
No	353	46.5%	297	39.03	270	35.6%	309	40.6%	290	38.02
Yes, Television	89	11.7%	135	17.80	186	24.5%	185	24.3%	152	19.96
Yes, Radio	63	8.3%	78	10.26	80	10.5%	89	11.7%	101	13.31
Yes, Magazine	109	14.3%	132	17.35	129	17.0%	152	20.0%	202	26.57
Yes, Newspaper	89	11.7%	107	14.06	152	20.0%	112	14.7%	93	12.27
Yes, Internet	170	22.4%	124	16.29	161	21.2%	112	14.7%	133	17.44
Yes, But Don't Recall Where	74	9.7%	114	14.96	80	10.5%	56	7.3%	70	9.24

	May 09	
	Frequency	Perent
Looked for special deal or value added offer		
Yes	78	31%
No	94	37.4%
Don't Know/Not applicable	80	31.6%

PSYCHOGRAPHICS

PRIMARY experience sought,

i.e. Top motivation for decision to travel the Keys

Note: Respondents may only select ONE experience, the TOP motivator

	May 09			March - April 09		
	Frequency	Percent	Rank	Frequency	Percent	Rank
Relaxation and escape, de-stressing, reconnecting with friends and family	128	50.6	1	291	57.5	1
Scuba Diving	2	0.9	13T	3	0.6	12
Fishing	11	4.2	4	7	1.4	9
Soft adventure, e.g. kayaking, snorkeling, wildlife, beaching	12	4.6	3	18	3.5	4
Culture & history, e.g. museums, historic architecture, cultural cuisine	5	1.9	8	15	2.9	6
Fine Arts & Performing Arts, e.g. theatre, art, music, crafts, film	2	0.9	13T	1	0.1	13
Sunshine, i.e. warm, sunny, mild weather. A better climate	2	0.7	14	19	3.7	3
New experiences, i.e. to go somewhere new	50	19.9	2	91	18.0	2
Prestige, i.e.. high quality accommodations & tourism product cleanliness	4	1.6	10	9	1.8	8T
Safety & Convenience, i.e. safe area, convenient to travel to	4	1.7	9	9	1.8	8T
Value, i.e. a good value for the cost of trip. A bargain or special deal	3	1.0	12	4	0.8	11
Family, i.e. lots of things for a family to do, family friendly	10	4.0	5	10	1.9	7
Romance, i.e. romantic location to share with loved one or find new love	9	3.5	6	15	3.0	5
Green Vacation*, i.e. availability of green travel products & options	3	1.3	11			
Other	2	0.9	13T	9	1.8	8T
Don't know/No Answer	6	2.2	7	6	1.1	10

ALL Experiences & Activites Sought

i.e. expectations for experiences they wanted during Keys vacation and activities sought

Note: respondents may answer affirmative to multiple experiences

	May 09			March - April 09		
	Reply = Yes			Reply = Yes		
	Frequency	Percent	Rank	Frequency	Percent	Rank
Relaxation and escape, de-stressing, reconnecting with friends and family	251	99.4%	1	506	100.0%	1
Scuba Diving	22	8.5%	14	70	13.8%	13
Fishing	31	12.5%	13	75	14.8%	12
Soft adventure, e.g. kayaking, snorkeling, wildlife, beaching	205	81.0%	4	410	81.0%	5
Culture & history, e.g. museums, historic architecture, cultural cuisine	183	72.4%	7	411	81.1%	7
Fine Arts & Performing Arts, e.g. theatre, art, music, crafts, film	163	64.7%	9	420	83.0%	5
Sunshine, i.e. warm, sunny, mild weather. A better climate	221	87.3%	2	463	91.5%	2
New experiences, i.e. to go somewhere new	193	76.4%	6	418	82.5%	6
Prestige, i.e.. high quality accommodations & tourism product cleanliness	214	84.7%	3	453	89.6%	3
Safety & Convenience, i.e. safe area, convenient to travel to	176	69.8%	8	422	83.5%	4
Value, i.e. a good value for the cost of trip. A bargain or special deal	199	78.9%	5	390	77.1%	9
Family, i.e. lots of things for a family to do, family friendly	39	15.6%	12	110	21.7%	11
Romance, i.e. romantic location to share with loved one or find new love	113	44.7%	10	202	40.0%	10
Green Vacation*, i.e. availability of green travel products & options	72	28.3%	11			

*Green Vacation option added May 09

Cuba

Likelihood of visiting Cuba if US Travel Embargo was lifted

	Frequency	Percent
Very Likely	17	6.7%
Likely	29	11.5%
Neutral	26	10.3%
Somewhat unlikely	16	6.3%
Not at all likely	33	13.0%
Don't Know/Not applicable	131	51.8%
<i>Combined Positive Response</i>	46	18.2%
<i>Combined Negative Response</i>	49	19.37%

If likely to visit, would visit be instead of the Keys or in addition to the Keys?

	Frequency	Percent
Cuba instead of the Keys	25	34.40%
Cuba AND the Keys	48	65.60%

Demographics

Household Income	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
Under \$75,000	325	42.9	326	42.81	328	43.3	349	45.9	364	47.8	
\$75,000 or more	240	31.6	294	38.60	288	37.9	280	36.8	255	33.5	
Refused	193	25.5	141	18.59	143	18.8	131	17.3	143	18.7	

Age	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
18-25	73	9.7	50	6.56	58	7.6	76	9.9	58	7.6	
26-35	192	25.5	178	23.43	199	26.2	206	27.1	227	29.8	
36-45	203	27.0	244	32.12	234	30.9	219	28.8	209	27.4	
46-60	175	23.2	172	22.55	154	20.2	154	20.3	155	20.4	
61+	110	14.6	111	14.58	111	14.6	105	13.8	112	14.8	
Average Age	41.97		42.8		42.3		42		42		

Ethnicity	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
Non-Hispanic White	580	76.5	597	78.41	561	74	569	74.9	542	71.2	
African American/Black	34	4.4	24	3.11	35	4.6	29	3.8	38	5.0	
Hispanic/Spanish/Latino	125	16.5	120	15.73	121	15.9	142	18.7	147	19.2	
Asian or Pacific Islander	18	2.3	16	2.11	15	1.9	10	1.3	10	1.3	
American Indian or Alaska Native	0	0.0	1	0.13	4	0.5	1	0.1	5	0.7	
Other	2	0.3	4	0.51	24	3.1	9	1.2	20	2.6	

Sexual Orientation	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
Heterosexual	691	91.2	711	93.48	687	90.6	686	90.3	712	93.3	
Gay	39	5.2	32	4.27	46	6.1	43	5.6	28	3.7	
Lesbian	21	2.8	8	1.11	14	1.8	13	1.8	17	2.2	
Bi-Sexual	2	0.3	2	0.25	0	0	1	0.1	1	0.1	
Refused	3	0.4	7	0.80	12	1.5	16	2.1	4	0.5	

Gender	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
Male	413	54.5	423	55.65	422	55.6	385	50.6	409	53.8	
Female	345	45.5	337	44.35	337	44.4	376	49.4	352	46.2	

Repeat Visitor (within past 3 years)	March - May 09		December 08- February 09		September 08 - November 08		June 08 August 08		March 08 - May 08		
	Number	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	
Yes	381	50.2	388	50.94	396	52.1	367	48.3	408	53.5	
No	378	49.8	373	49.06	363	47.9	393	51.7	354	46.5	

State of Origin	March - May 09			December 08 - February 09			September - November 2007			June - August 2007			March 2008 - May 2008			December 2007 - February 2008		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
Florida	1	181	23.9	1	188	24.7	5	17	2.2	1	236	31.2	1	239	31.7	1	208	27.4
New York	2	32	4.3	2	31	4.1	3	21	2.8	26	4	0.6	5	14	1.9	2	22	2.9
New Jersey	3	21	2.8	9	12	1.5	30	3	0.4	6	24	3.1	13	9	1.2	3	20	2.6
Georgia	4	19	2.5	16	9	1.2	9	15	1.9	24	4	0.6	6	13	1.7	4	16	2.2
Pennsylvania	5	18	2.4	3	21	2.8	12	9	1.2	40	2	0.2	3	18	2.3	9	14	1.9
Michigan	6	18	2.5	10	11	1.5	11	9	1.2	28	3	0.4	12	10	1.4	8	14	1.9
Illinois	7	18	2.3	4	19	2.5	24	4	0.6	37	2	0.2	4	14	1.8	10	13	1.8
Texas	8	13	1.8	17	9	1.2	15	8	1	18	7	0.9	8	13	1.8	14	11	1.4
Virginia	9	13	1.8	21	7	0.9	23	5	0.6	41	1	0.2	16	9	1.2	51	0	0.0
Connecticut	10	13	1.7	8	16	2.0	6	16	2.1	12	8	1.1	18	7	0.9	7	14	1.9
Missouri	11	13	1.7	11	11	1.4	13	8	1	29	3	0.4	9	12	1.6	24	7	1.0
Ohio	12	11	1.5	6	17	2.3	8	16	2.2	4	25	3.3	7	13	1.7	12	11	1.6
Tennessee	13	11	1.4	25	7	0.9	22	5	0.7	46	1	0.1	15	9	1.2	13	11	1.5
Minnesota	14	11	1.4	15	9	1.2	20	5	0.7	33	2	0.3	45	1	0.2	18	9	1.2
Alabama	15	11	1.4	20	8	1.1	33	2	0.2	42	1	0.1	21	6	0.8	15	10	1.4
Indiana	16	11	1.4	23	7	0.9	n/a	0	0	7	16	2.1	19	7	1	32	4	0.6
South Carolina	17	9	1.1	18	9	1.1	37	2	0.3	23	5	0.7	14	9	1.2	16	10	1.3
Maryland	18	7	1.0	13	10	1.3	25	4	0.5	16	7	0.9	22	6	0.8	17	9	1.1
California	19	7	0.9	5	18	2.4	1	21	2.8	36	2	0.2	2	18	2.5	11	11	1.4
Wisconsin	20	7	0.9	19	9	1.1	39	2	0.3	35	2	0.3	49	1	0.1	19	9	1.2
Arkansas	21	6	0.8	45	1	0.1	n/a	0	0	19	6	0.8	26	4	0.5	42	1	0.2
Arizona	22	6	0.8	33	4	0.5	18	5	0.7	20	6	0.8	27	4	0.6	23	7	0.9
Massachusetts	23	6	0.7	26	6	0.8	34	2	0.3	15	7	0.9	11	10	1.3	6	15	2.0
Montana	24	5	0.7	42	1	0.2	21	5	0.6	22	5	0.7	39	2	0.2	30	5	0.6
Delaware	25	5	0.7	40	2	0.3	19	5	0.6	n/a	0	0	28	4	0.6	31	4	0.5
Louisiana	26	5	0.7	41	2	0.3	7	16	2.2	11	9	1.2	17	8	1.1	5	15	2.0
North Carolina	27	4	0.6	7	17	2.2	16	7	0.9	44	1	0.1	10	11	1.4	21	8	1.1
New Mexico	28	4	0.5	32	4	0.5	43	1	0.1	45	1	0.1	31	4	0.5	50	0	0.1
Colorado	29	4	0.5	27	6	0.7	27	3	0.3	13	7	0.9	37	2	0.3	25	6	0.8
Kansas	30	4	0.5	34	3	0.4	29	3	0.4	43	1	0.1	38	2	0.3	29	5	0.6
West Virginia	31	3	0.4	35	3	0.4	32	3	0.4	47	1	0.1	41	2	0.3	27	6	0.9
Iowa	32	3	0.4	39	2	0.3	4	20	2.6	14	7	0.9	n/a	0	0.1	28	5	0.8
Oregon	33	3	0.4	24	7	0.9	26	4	0.5	30	3	0.4	23	6	0.9	40	2	0.3
Washington	34	3	0.4	n/a	n/a	n/a	17	7	0.9	34	2	0.3	32	4	0.5	41	2	0.2
Oklahoma	35	3	0.3	37	3	0.4	36	2	0.3	9	10	1.3	24	5	0.7	44	1	0.2
Vermont	36	2	0.3	30	4	0.6	38	2	0.3	31	3	0.4	40	2	0.3	35	4	0.5
Rhode Island	37	2	0.3	12	10	1.3	14	8	1	17	7	0.9	25	5	0.6	45	1	0.2
Wyoming	38	2	0.3	n/a	n/a	n/a	46	1	0.1	27	4	0.5	36	3	0.2	47	1	0.1
New Hampshire	39	2	0.3	14	9	1.2	n/a	0	0	39	1	0.2	35	3	0.4	36	3	4.0
Kentucky	40	2	0.2	22	7	0.9	2	21	2.8	32	2	0.3	34	3	0.5	20	8	1.0
Mississippi	41	2	0.2	29	5	0.6	41	1	0.1	21	6	0.8	46	1	0.1	33	4	0.5
Nevada	42	1	0.2	38	2	0.3	31	3	0.4	n/a	0	0	20	7	0.9	34	4	0.5
Nebraska	43	1	0.2	44	1	0.1	35	2	0.3	38	1	0.2	30	4	0.6	39	2	0.3
Maine	44	1	0.1	43	1	0.2	10	9	1.2	25	4	0.6	29	4	0.5	26	6	0.8
District of Columbia	45	1	0.1	n/a	n/a	n/a	40	1	0.1	n/a	0	0	43	1	0.1	43	1	0.1
North Dakota	46	1	0.1	31	4	0.5	42	1	0.1	8	15	2	47	1	0.2	49	0	0.0
Alaska	47	1	0.1	36	3	0.4	n/a	0	0	2	210	27.6	42	1	0.1	22	7	1.0
South Dakota	n/a	n/a	0.1	47	1	0.1	44	1	0.2	10	10	1.3	48	1	0.1	46	1	0.2
Utah	n/a	n/a	0.1	n/a	n/a	n/a	45	1	0.1	3	32	4.2	n/a	0	0	37	3	0.3
Hawaii	n/a	n/a	0.0	46	1	0.1	28	3	0.4	5	23	3.1	44	1	0.1	38	2	0.3
Idaho	n/a	n/a	0.0	28	5	0.6	n/a	0	0	n/a	0	0	33	3	0.4	48	0	0.0

Region or Country of Origin of Keys Visitors

	March - May 09			Dec 08 - Feb 09			September - November 08			June - August 08		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
USA	1	533	70.3	1	543	71.4	1	539	71	1	551	72.4
Germany	2	38	5.0	2	36	4.8	4	31	4.1	2	40	5.3
Scandinavia (Sweden, Norway, Denmark, Finland)	3	27	3.5	4	29	3.8	3	35	4.6	4	29	3.8
Canada	4	26	3.5	3	30	3.9	2	44	5.8	3	37	4.9
France	5	21	2.8	7	14	1.8	7	13	1.7	8	9	1.1
Italy	6	18	2.4	6	16	2.1	6	14	1.9	7	11	1.4
BeNeLux (Belgium, Netherlands, Luxembourg)	7	17	2.2	5	18	2.3	11	5	0.7	6	13	1.7
United Kingdom	8	14	1.8	8	12	1.6	5	15	1.9	5	14	1.8
Japan	9	8	1.1	11	6	0.8	10	6	0.8	11	6	0.7
Other Europe	10	7	1.0	18	3	0.4	14	4	0.5	21	3	0.4
Austria	11	7	0.9	15	4	0.5	15	4	0.5	15	4	0.5
Ireland	12	6	0.8	10	7	0.9	8	8	1	10	6	0.7
Brazil	13	4	0.6	17	3	0.4	9	7	0.9	12	5	0.6
Other	14	4	0.6	22	2	0.3	17	3	0.4	9	8	1
Venezuela	15	4	0.5	12	5	0.6	18	3	0.4	20	3	0.3
Other Asian/Far Ea	16	3	0.4	20	3	0.4	24	1	0.1	n/a	0	0
Argentina	17	3	0.4	14	4	0.5	26	1	0.2	17	3	0.4
Switzerland	18	3	0.4	9	7	0.9	12	5	0.6	16	4	0.5
Mexico	19	3	0.4	19	3	0.4	13	5	0.6	13	5	0.6
Australia/Oceania	20	3	0.3	16	3	0.4	16	4	0.5	14	4	0.6
Chile	21	2	0.3	21	3	0.4	19	3	0.4	n/a	0	0
Central America	22	2	0.3	13	4	0.6	20	3	0.4	18	3	0.4
Peru	23	2	0.2	24	2	0.3	25	1	0.2	19	3	0.4
Africa	24	1	0.1	25	1	0.1	23	2	0.3	n/a	0	0
Middle East	n/a	n/a	n/a	26	1	0.1	22	2	0.2	n/a	0	0
Other South America	n/a	n/a	n/a	23	2	0.3	21	2	0.3	22	2	0.2