

Visitor Profile Survey
2008 Annual Report:
December 2007-November 2008

A total of 3,038 intercept interviews were completed with visitors to the Florida Keys/Key West from December 2007 through November 2008. The quota of 50 interviews per district for each month was met or exceeded in each district. The survey data were weighted by visitation figures for each district. There were several new questions added to this survey this year as explained below. The following provides a brief summary of overall results and comparisons to the previous four years also included in the report:

Tripographics:

- The vast majority of respondents drove to their Keys destination (74%), though this figure has decreased over the past 4 years. In 2007, 76% of respondents drove; 81% in 2006 and 83% in 2005. Drive visitors broke down as 35% driving directly to the Keys in their own car; 3.9% arriving in a car rented outside of Florida; 20% flying into Miami and then driving a rental car down; and finally 12% flying into another airport in Florida and then driving a rental car down. We have seen over the past two years an increase in visitors fly/drive into a Florida airport other than Miami and more arriving via Marathon airport.
- The majority of respondents reported that their primary purpose for visiting the Keys was recreation or vacation (82%), followed by Visit Friends and Family (12%) and Business/Pleasure Combined (4%). During hurricane season, Business/Pleasure combined trips were lower this year. As a result, this figure was below historic averages of 7 to 8%.
- This year we saw lead time for planning a Keys vacation shorten. The majority of respondents planned their trip one month to two weeks ahead of time (32%). Historically, most visitors have planned their Keys vacation one to three months in advance (29% in 2008, historically 37% to 40%).
- 10% of respondents used a travel agent in 2008. Among respondents who used travel agent services, most did so for air reservations (91%) indicating the difficulty in finding available, affordable flights may be persuading more consumers to utilize travel agents. Travel agents were also utilized by these respondents for hotel reservations and car reservations (both 80%). 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 noticeably increased in the later half of the year. This would seem to suggest sales campaigns to boost travel agent room nights made a positive impact.
- The average visitor spent \$360 a day; including \$140 on their accommodations, \$26 on transportation within the county, \$29 on water-based activities, \$34 on land-based activities, \$104 on food & beverages and \$27 on other miscellaneous expenses. Compared to 2007, visitor spending did increase slightly with increased in food & beverage and lodging observed. However, this gain occurred in quarters 1-3 as by the 4th quarter visitor spending was down over the prior year. This is consistent with ADR (average daily lodging rate) decreases observed in the second half of the year on Smith Travel Reports.
- The average length of stay was 6 nights. Towards the second half of the year, there was a decrease observed in average length of stay in Key West from nearly 7 nights on average to

nearly 4. More visitors reported opting for extended weekend stays/short trips over weeklong excursions. The rest of the district's respondents remained consistent in 6 to 7 night stays on average throughout the year.

- The average party size was 3.3 in total, down slightly from 2007's average of 3.7. About 20% of visitors were traveling with children under the age of 18. The most popular travel party size was two people (48%), followed by three to five people (41%).
- 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 (31%). This marks a continued change observed throughout the year in booking trends. For a few years, once hotels' offering an internet lowest price guarantee on their own website became popular, we saw a return from 3rd party online travel properties to booking directly with properties. Consumers seem to be trending back to 3rd party sites for bargains and package deals.
- Most visitors stayed at a hotel/motel/resort (64%); followed by B&B/guest house/Inn (23%), campground/RV park (5%) and vacation rental (6%).
- Visitors most often engaged in a culinary and/or nightlife experience during their vacation (99%). Enjoying sightseeing activities and other attractions was the second most popular activity (97%), followed in the top five by visiting a beach (88%), museums/historic areas (82%) and viewing wildlife (68%). In 2007 we added the activity of attending a wedding or commitment ceremony which 10.5% reported participating in one during their trip. There was a large decrease this year with only 1.4% reporting participating in a wedding or commitment ceremony. Trends in the wedding market have been showing returns to smaller destination weddings and elopements to cope with high wedding costs in the down economy.

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" (50%). This remains the unchallenged number on reason visitors reporting primarily coming to the Keys by far. It also was an experience almost 100% of visitors reporting they wanted as part of their trip this year, up from last year's 78%. The second highest reason continues to be, "to go somewhere new" (16%). Moving up to third place this year was "culture & history" (6%). Last year, romance (6%) had been the third highest motivator.
- 63% of respondents recalled seeing some type of advertising in the past three months. Magazine had the highest media source recall (21.86%), nearly tied with Television at 21.22%. Followed these was Internet (18%) and Newspaper (15%). In the past three years, Internet has been the most highly recalled media. Back in 2006 and 2005, Magazine recall had been relatively low compared to current levels indicating consumers are responding more to the enhanced print ads.

Demographics

- Average age was 42. Nine percent of adult visitors were Generation Y (age 18-25), 56% Generation X (age 26-45) and 34% were Baby Boomers (age 46-65). The majority of visitors were non-Hispanic white (73%), followed by Latino (18%), Africa-American (5%) and Asian (2%). 53% were male, while 47% were female.
- The number of repeat visitors increased this year over last with 51% having visitors before versus 35% last year. The 2008 results are more in line with historic number which usually see about 50% to just under of our visitors being repeats.
- In 2007 we added a question asking visitor sexual orientation. 91% of respondents were heterosexual, 5% gay, 2% lesbian and <1% bi-sexual. The remaining 1% declined to answer the question. Gay and Lesbian visitor figures decreased from last year (6.5% and 4.1% respectively).
- Florida remains the number one origin state (23.1%); followed in the top ten this year by Ohio, New York, New Jersey, California, Georgia, Louisiana, Connecticut, Pennsylvania and Texas.
- 27.3% of visitors were foreign. The top five foreign origin counties this year were Canada, Germany, Scandinavia, the United Kingdom and Italy.

TRIOGRAPHICS

	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
Transportation to Keys	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Drive Own Vehicle	1060	34.85	1073	35.8	1033	36.8%	1121	36.9%
Fly to Key West	544	17.90	444	14.85	373	13.2%	440	14.5%
Drive Rental Vehicle (outside FLA)	118	3.85	125	4.2	118	4.4%	228	7.5%
Fly to Miami, Drive	622	20.45	604	20.2	727	26.7%	839	27.6%
Fly to Other FL Airport, Drive	372	12.33	355	11.875	329	11.7%	328	10.8%
Fly to Marathon	164	5.40	235	7.775	110	3.7%	19	0.6%
Tour Bus	73	2.43	107	3.55	36	1.2%	8	0.3%
Other	85	2.78	55	1.8	69	2.3%	55	1.8%
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	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
Transportation	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Auto	2246.71	73.91	2263	75.55	2244	80.7%	2511	82.6%
Air	709.3	23.28	680	22.625	483	17.2%	473	15.6%
Other	85.23	2.78	55	1.8	69	2.1%	53	1.7%

	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
Purpose of Trip	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Recreation or Vacation	2487	81.78	2147	71	2147	77.7%	2424	79.8%
Visiting Family or Friends	350	11.55	485	16.025	303	10.7%	307	10.1%
Business/Pleasure Combined	121	3.95	242	8	203	6.9%	248	8.2%
Convention or Meeting	31	1.00	88	2.875	66	2.2%	27	0.9%
Other	53	1.73	63	2.125	70	2.4%	31	1.0%

	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
Lead Time for Trip Planning	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Week	405	13.30	390	12.88%	399	13.1%	307	10.1%
2-4 Weeks	968	31.80	734	24.28%	792	26.0%	1000	32.9%
1-3 Months	877	28.85	1095	36.23%	1222	40.1%	1205	39.7%
4-6 Months	539	17.75	522	17.23%	409	13.4%	333	11.0%
More than 6 Months	252	8.28	286	9.45%	222	7.3%	191	6.3%

	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
% that Used a Travel Agent	9.7%		n/a		n/a		n/a	

What agent was used for:	2008		2007		2006		2005	
	Frequency	% of cases*	Frequency	Percent	Frequency	Percent	Frequency	Percent
Airline Reservations	334	0.91	447	29.3675	413	33.1%	365	29.8%
Hotel Reservations	292	0.80	387	25.9035	288	23.2%	291	25.8%
Rental Car Reservations	286	0.80	298	18.999	283	23.4%	289	23.0%
Recommend Keys/Key West	218	0.61	221	13.87425	190	15.8%	164	13.6%
Other Service	27	0.06	44	3.43425	54	4.5%	102	7.9%

*note: in 2008 percent of responses was replaced with percent of cases; meaning of the people who used a travel agent, what % used one for this service

Average DAILY Trip Expenditures*	2008		2007	
	December 07- November 08	Total Avg.	December 06- November 07	Total Avg.
Lodging	\$138.75		\$130.88	
Transportation	\$26.25		\$23.29	
Water-Related Activities	\$29.25		\$23.25	
Land-Based Activities	\$34.75		\$27.49	
Food & Beverages	\$104.00		\$94.47	
All Other	\$27.00		\$24.32	
Total Average Daily Expenditures	\$360.00		\$323.69	

Average DAILY expenditure by Lodging Property Type	2008			
	December 07- November 08	Hotel/Motel/Resort	B&B/Guest house	Rental
Lodging	\$144.75	\$135.00	\$127.00	\$107.00
Transportation	\$26.25	\$25.75	\$18.50	\$26.33
Water-Related Activities	\$29.50	\$29.00	\$28.00	\$27.00
Land-Based Activities	\$36.50	\$34.25	\$25.75	\$25.67
Food & Beverages	\$107.50	\$102.00	\$113.50	\$72.33
All Other	\$31.50	\$27.50	\$22.50	\$22.33
Total Average Daily Expenditures	\$376.00	\$353.50	\$335.25	\$280.67

*In we introduced a new mentod of querying visitor spending; in 2008 we added calculations by lodging type

Length of Stay*	2008	
	December 07- November 08	Frequency
0-3	807	21.24
4-7	1627	42.80
8-14	522	13.74
15-29	56	1.44
30+	139	0.84
Average overall	5.9825	

*revised 2008

Travel Party	2008		2007	
	December 07- November 08	Party Size (Average)	December 06- November 07	Party Size (Average)
Party Size (Average)	3.3		3.7	
% traveling with kids under 18	20.4%			

Number of Travelers	2008		2007	
	December 07- November 08	Number	December 06- November 07	Number
Number in party				
1	88	2.90%	5.0%	
2	1450	47.78%	43.5%	
3-5	1232	40.59%	37.3%	
6-10	199	6.56%	10.7%	
11-20	59	1.94%	3.0%	
21-30	2	0.07%	0.4%	
31+	5	0.16%	0.1%	

Accommodations Reservation	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Used a Travel Agent	298	9.80	422	14.0%	287	9.4%	289	9.5%
Used a reservation service by phone	156	5.13	187	6.2%	103	3.4%	182	6.0%
Made direct call to property	525	17.28	684	22.6%	889	29.2%	844	27.8%
On-line through a travel web site	947	31.16	752	24.9%	435	14.3%	354	11.7%
On-line through property's web site	600	19.70	382	12.9%	404	13.3%	360	11.9%
Made no advance reservation	357	11.75	454	15.0%	774	25.4%	859	28.3%
Other	157	5.18	146	4.8%	155	5.1%	148	4.9%

Lodging Type	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Hotel/Motel/Resort	1956	64.36	1746	57.7	2085	68.4%	2073	68.2%
B&B/Guest house/Inn	712	23.42	668	22.1	514	16.9%	562	18.5%
Seasonal/Vacation Rental	100	3.27	206	6.8	115	3.8%	142	4.7%
Campground/RV Park	150	4.98	209	7.0	154	5.1%	131	4.3%
Other	121	3.99	194	6.4	180	5.9%	131	4.3%

Recreational Activities	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Diving	436	14.3%	556	18.5%	651	20.87%	578	19.1
Snorkeling	1093	36.0%	1156	38.3%	1160	36.53%	1225	40.4
Fishing	537	17.7%	733	24.3%	917	27.97%	868	28.6
Viewing Wildlife	2070	68.1%	1816	60.2%	2190	69.80%	2285	75.3
Boating	1381	45.4%	1392	46.0%	1464	49.03%	1404	46.3
Beach Activities	2684	88.3%	2652	87.9%	2610	85.77%	2487	82.0
Dine Out/Night Life	3017	99.3%	2870	95.1%	2894	96.10%	2891	95.4
Museums/Historic Areas	2501	82.3%	2023	67.0%	1781	61.17%	1676	55.3
Sightseeing & Attractions	2932	96.5%	2601	86.2%	2652	88.57%	2717	89.6
Cultural Events	1810	59.6%	1674	55.5%	1365	46.37%	1196	39.5
Wedding or Commitment Ceremony	62	1.4%	237	10.5%				

* In 2007 we added Wedding or Commitment ceremony

PSYCHOGRAPHICS

PRIMARY experience sought,

i.e. motivation for decision to travel the Keys

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

	2008			2007		
	Rank	Frequency	Percent	Rank	Frequency	Percent
Relaxation and escape, de-stressing, reconnecting with friends and family	1	1522.8	50.11	1	1441.1	47.90
Scuba Diving	10	46.0	1.50	14	53.8	1.80
Fishing	9	70.2	2.33	7	125.2	4.16
Soft adventure, e.g. kayaking, snorkeling, wildlife, beaching	5	125.1	4.12	4	160.5	5.31
Culture & history, e.g. museums, historic architecture, cultural cuisine	3	180.3	5.96	8	109.0	3.63
Fine Arts & Performing Arts, e.g. theatre, art, music, crafts, film	15	13.3	0.42	15	11.1	0.36
Sunshine, i.e. warm, sunny, mild weather. A better climate	4	134.3	4.39	9	106.8	3.56
New experiences, i.e. to go somewhere new	2	473.6	15.58	2	302.2	10.04
Prestige, i.e.. high quality accommodations & tourism product cleanliness	11	41.2	1.34	13	71.0	2.39
Safety & Convenience, i.e. safe area, convenient to travel to	12	35.5	1.15	12	73.7	2.45
Value, i.e. a good value for the cost of trip. A bargain or special deal	14	31.0	1.02	11	77.4	2.56
Family, i.e. lots of things for a family to do, family friendly	7	119.6	3.95	5	157.4	5.21
Romance, i.e. romantic location to share with loved one or find new love	6	121.4	3.97	3	127.0	5.60
Other	8	92.9	3.07	6	124.7	4.17
Don't know/No Answer	13	33.2	1.07	10	70.2	3.10

Sexual Orientation	2008		2007	
	December 07- November 08		December 06- November 07	
	Frequency	Percent	Frequency	Percent
Heteorsexual	2764	90.91	1495	83.8
Gay	163	5.37	121	6.5
Lesbian	73	2.42	61	4.1
Bi-Sexual	3	0.09	11	0.7
Refused	35	1.15	61	4.9

Gender	2008		2007	
	December 07- November 08		December 06- November 07	
	Frequency	Percent	Frequency	Percent
Male	1603	52.73	1207	53.2
Female	1438	47.28	1063	46.8

Repeat Visitor	2008		2007		2006		2005	
	December 07- November 08		December 06- November 07		December 05- November 06		December 04- November 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	1562	51.35	824	34.90%	1360	44.6%	1481	48.8%
No	1478	48.65	689	29.18%	1689	55.4%	1556	51.2%

State of Origin	2008			2007			2006			2005		
	December 07- November 08			December 06- November 07			December 05- November 06			December 04- November 05		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
Florida	1	700	23.1	1	864	28.97%	1	892	38.5%	1	1004	53.9%
Ohio	2	65	2.2	5	66	2.40%	4	60	2.6%	8	89	4.8%
New York	3	61	2.1	2	87	2.90%	2	93	3.9%	3	146	7.8%
New Jersey	4	56	1.8	3	82	2.73%	7	51	2.2%	9	87	4.7%
California	5	52	1.7	10	51	1.77%	6	53	2.3%	25	29	1.6%
Georgia	6	48	1.6	7	61	1.97%	3	71	3.0%	2	252	13.5%
Louisiana	7	48	1.6	15	36	0.93%	29	17	0.7%	23	31	1.7%
Connecticut	8	45	1.5	12	46	1.40%	15	30	1.2%	15	52	2.8%
Pennsylvania	9	43	1.4	9	57	1.87%	8	51	2.0%	6	109	5.8%
Texas	10	39	1.3	14	37	1.17%	5	55	2.3%	16	50	2.7%
Michigan	11	36	1.2	6	65	2.40%	12	41	1.8%	7	92	4.9%
Utah	12	36	1.2	40	10	0.33%	41	11	0.5%	44	9	0.5%
Kentucky	13	34	1.2	22	24	0.73%	26	21	0.9%	18	49	2.6%
Massachusetts	14	34	1.1	8	58	1.90%	13	34	1.4%	10	74	4.0%
Illinois	15	33	1.1	4	69	2.43%	11	44	1.8%	11	71	3.8%
Iowa	16	32	1.1	41	10	0.20%	42	10	0.4%	49	6	0.3%
Missouri	17	30	1.0	11	47	1.77%	18	26	1.0%	29	26	1.4%
Hawaii	18	29	1.0	51	2	0.07%	50	5	0.2%	51	1	0.1%
Indiana	19	27	0.9	21	26	1.00%	20	25	1.1%	19	41	2.2%
North Carolina	20	27	0.9	13	43	1.50%	10	46	1.9%	5	123	6.6%
Maryland	21	26	0.8	18	28	0.87%	14	34	1.4%	13	61	3.3%
South Carolina	22	26	0.9	17	29	0.83%	19	25	1.1%	4	137	7.3%
Tennessee	23	26	0.9	16	30	0.80%	9	48	2.0%	12	65	3.5%
Maine	24	23	0.8	23	23	0.77%	17	28	1.2%	21	31	1.7%
Arizona	25	22	0.8	26	22	0.67%	30	17	0.7%	41	11	0.6%
Rhode Island	26	21	0.7	37	13	0.50%	21	25	1.1%	27	28	1.5%
Alabama	27	19	0.6	19	27	0.77%	22	23	0.9%	20	33	1.8%
Colorado	28	18	0.6	24	23	0.77%	24	22	1.0%	33	16	0.9%
Oklahoma	29	18	0.6	30	14	2.70%	27	21	0.9%	40	11	0.6%
Minnesota	30	17	0.6	20	27	0.60%	34	15	0.7%	28	27	1.4%
Montana	31	17	0.5	31	14	0.37%	43	9	0.4%	38	14	0.8%
North Dakota	32	17	0.6	49	6	0.27%	40	12	0.5%	43	10	0.5%
Oregon	33	15	0.5	29	15	0.60%	32	16	0.6%	31	23	1.2%
Virginia	34	15	0.5	42	10	0.43%	39	13	0.6%	14	56	3.0%
Washington	35	15	0.5	32	14	0.53%	16	29	1.2%	17	49	2.6%
Nevada	36	14	0.5	33	14	0.47%	33	16	0.7%	34	16	0.9%
Wisconsin	37	14	0.5	25	23	0.60%	36	13	0.5%	26	29	1.6%
Delaware	38	13	0.4	38	13	0.43%	38	13	0.6%	36	15	0.8%
South Dakota	39	13	0.5	43	9	0.33%	49	5	0.2%	37	15	0.8%
Mississippi	40	12	0.4	45	8	0.17%	48	6	0.3%	32	20	1.1%
West Virginia	41	12	0.4	34	14	0.37%	44	8	0.4%	45	8	0.4%
Arkansas	42	11	0.4	44	9	1.27%	51	3	5.1%	47	7	0.4%
Kansas	43	11	0.4	39	12	1.27%	23	23	1.0%	22	31	1.7%
Vermont	44	11	0.4	46	8	0.20%	28	18	0.8%	30	23	1.2%
Nebraska	45	9	0.4	35	14	0.53%	37	13	0.5%	35	16	0.9%
Wyoming	46	9	0.2	47	7	0.27%	45	7	0.3%	50	2	0.1%
New Hampshire	47	7	1.2	27	20	0.77%	31	16	0.6%	24	30	1.6%
New Mexico	48	6	0.2	36	14	0.60%	25	22	1.0%	39	11	0.6%
Alaska	49	6	0.3	28	15	0.37%	47	6	0.3%	46	8	0.4%
District of Columbia	50	3	0.1	48	7	0.27%	46	7	0.3%	42	11	0.6%
Idaho	51	3	0.1	50	6	0.27%	35	14	0.6%	48	6	0.3%

Region or Country of Origin of Keys Visitors

	2008			2007			2006			2005		
	December 07- November 08			December 06- November 07			December 05- November 06			December 04- November 05		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
USA	1	2208	72.6	1	2293	75.1	1	2207	72.5%	1	2207	72.50%
Canada	2	166	5.5	2	120	4.0	2	258	8.5%	2	258	8.48%
Germany	3	149	4.9	4	70	2.3	4	71	2.3%	4	71	2.33%
Scandinavia (Sweden, Norway, Demark, Finland)	4	106	3.5	5	79	2.6	5	63	2.1%	5	63	2.07%
United Kingdom	5	67	2.2	3	76	2.5	3	119	3.9%	3	119	3.91%
Italy	6	53	1.8	10	34	1.1	10	21	0.7%	10	21	0.69%
France	7	47	1.5	7	42	1.4	7	45	1.5%	7	45	1.48%
BeNeLux (Belgium, Netherlands, Luxembourg)	8	38	1.3	9	54	1.8	9	33	1.1%	9	33	1.08%
Ireland	9	24	0.7	13	24	0.8	13	17	0.6%	13	17	0.56%
Switzerland	10	22	0.7	12	24	0.8	12	19	0.6%	12	19	0.62%
Brazil	11	19	0.6	11	16	0.5	11	19	0.6%	11	19	0.62%
Japan	12	19	0.6	8	13	0.4	8	37	1.2%	8	37	1.22%
Other	13	17	0.5	15	17	0.6	15	14	0.5%	15	14	0.46%
Mexico	14	15	0.5	23	14	0.5	24	1	0.0%	23	1	0.03%
Central America	15	13	0.4	14	9	0.3	14	16	0.5%	14	16	0.53%
Austria	16	13	0.4	16	11	0.4	16	11	0.4%	16	11	0.36%
Australia/Oceana	17	12	0.4	21	10	0.4	22	4	0.1%	21	4	0.13%
Venezuela	18	12	0.4	17	19	0.6	17	11	0.4%	17	11	0.36%
Other Europe	19	12	0.4	6	12	0.4	6	52	1.7%	6	52	1.71%
Argentina	20	9	0.3	19	19	0.6	19	8	0.3%	19	8	0.26%
Other South America	21	5	0.2	18	4	0.1	18	10	0.3%	18	10	0.33%
Peru	22	5	0.2	26	5	0.2	27	1	0.0%	26	1	0.03%
Chile	23	5	0.2	22	9	0.3	23	3	0.1%	22	3	0.10%
Middle East	24	3	0.1	20	5	0.2	21	5	0.2%	20	5	0.16%
Africa	25	3	0.1	24	6	0.2	25	1	0.0%	24	1	0.03%
Other Asian/Far East	26	1	0.0	25	1	0.0	26	1	0.0%	25	1	0.03%