

**2017 TDC Visitor Profile Survey**  
**County-wide ANNUAL Summary by Quarter**  
**January – December 2016/2017**  
**REVISED\***



<http://www.onlineinsights.com>

***\*The data for 2016 and 2017 were adjusted manually to exclude any respondents who said they were staying 30 or more days in the Florida Keys.***

## 2017 TDC Visitor Profile Survey County Wide ANNUAL Summary by Quarter January - December 2016 - 2017

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### Overall Satisfaction with Keys vacations remains very high.

99% of 2017 visitors rated their satisfaction with their Keys vacation 4 or 5 out of 5 compared with 98% of 2016 visitors.

### ***Hurricane Irma Impact***

This report summarizes the findings from the ongoing Visitor Profile Survey conducted monthly in the Florida Keys using intercept interviews with tourists in the five Keys Districts. A total of 300 interviews are completed in the Keys each month, 100 in Key West, and 50 in each of the other four Districts for a total of 300 completed interviews per month.

In the third Quarter of 2017 on September 10, 2017, Hurricane Irma smashed into the Florida Keys leaving extensive damage in the Upper and Middle Keys, but largely sparing Key West. As a result no data were collected in the month of September, 2017 and interviewing was suspended throughout the Keys and scheduled to resume as the recovery progressed.

A full sample of 100 was collected in District 1, Key West in October, 2017 with only 10 completed in District 2. No additional interviews were completed in the other four Districts. In November, interview quotas were met in all Districts except for District 2. For December, the survey was back up to quota in all Districts. As you review the tabulations of the data, September, October and November will be short interviews.

**NOTE:** The data for 2016 and 2017 were adjusted manually to exclude any respondents who said they were staying 30 or more days in the Florida Keys.

The findings for the total County were very positive and highlighted key areas of improvement/strength:

- \* Hurricane Irma had no significant effect on visitors enjoyment and felt that their expectations were exceeded or met
- \* **Satisfaction** with the Keys experience continues to be **extremely high (99% rate it 4 or 5 out of 5)**
- \* Average Party sizes continued a pattern of growth
- \* Visitors tended to stay for slightly shorter periods compared to 2017
- \* Visitor parties were less likely to be connected couples and were more likely to be Family Groups
- \* Advertising played an important role in attracting visitors
- \* Although Hotels/Motels & Resorts remained the most *popular* accommodations, similar to 2016, there was movement toward the more casual accommodations (B & B's, Guest Houses and Vacation Rentals)
- \* Online travel web sites declined as a source of Keys lodging reservations in 2017
- \* Use of social media remained about the same as a source for travel planning
- \* Compared to 2016, the average amount spent by 2017 visitors was up in all categories except Transportation

## QD2 - REASON FOR TRIP

Reasons for visiting the Keys continue to show increasing Friends/Family visits and decreasing Vacation/Recreation visits

- \* More than 7 visitors in 10 (72%) said the main reason for their trip was for recreation/vacation ( **down 14 points** from 2016)
- \* More visitors in 2017 said they came to the Keys to **Visit Friends/Family** (21%); **up 12 points** from last year

## QE - HOW DID YOU GET TO THE KEYS

- \* The most significant change in transportation behavior was the greater use of personal vehicles (7% in 2015; 20% in 2016; 36% in 2017; +29 points overall)
- \* 16% drove a rental car; 17% drove a rental car last year
- \* The proportion of visitors who **flew directly into Key West** decreased from 17% in 2016 to 14% in 2017
- \* In 2017, more than two-thirds (66%) had visited the Keys in the past three years; 47 per cent of 2016 visitors were repeaters, an increase of 21 points
- \* Visitors **flying to Miami and renting a car** (30%) was down 8 percentage points from last year

## Q1 - ACCOMMODATIONS

- \* In 2017, the number of visitors staying in B&B's, Guest houses and Inns **increased 4 points** from 37% to 41%
- \* **Hotels/motels/resorts remained about the same both years** (53%-55%) and remained visitors primary choice
- \* B&B's, Guest Houses and Vacation Rentals were used by 44% of visitors (up 3 points from 2016 )
- \* 37% of 2017 visitors planned 2-4 weeks in advance compared to 25% of 2016 visitors (+12 pts.)
- \* Visitors in 2016 planned significantly further ahead than 2017 Visitors  
In 2016, 22% planned 6+ months in advance; in 2017, 7% planned 6+ months in advance ( **down 16 points**)
- \* **Travel websites** (35%) and Reservations by **phone** (45%) were the **most often used** type of reservation made
- \* Phone reservation services were used by 33% (+15 points from 2016)
- \* In 2017, 12% of visitors made a direct phone call to the property for their reservation (same as 2016)

**Q4a - LENGTH OF STAY IN KEY WEST**

Visitor stays were **shorter** in 2016 than in 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
10%	<b>11%</b>
60%	<b>53%</b>
30%	<b>36%</b>
6.92	<b>7.18</b>



**Q4b - LENGTH OF STAY IN MARATHON**

Visitors stayed **longer** in 2016 than in 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
23%	<b>27%</b>
53%	<b>66%</b>
<b>24%</b>	<b>7%</b>
<b>5.66</b>	<b>4.53</b>



**Q4c - LENGTH OF STAY IN KEY LARGO**

Visitors stayed **slightly longer** in 2016 than in 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
35%	<b>32%</b>
55%	<b>63%</b>
10%	<b>5%</b>
4.62	<b>4.27</b>

**Q4d - LENGTH OF STAY IN LOWER KEYS/BIG PINE KEY**

Visitors stayed **significantly longer** in 2016 than in 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
13%	<b>38%</b>
66%	<b>53%</b>
21%	<b>9%</b>
5.85	<b>4.27</b>

**Q4e - LENGTH OF STAY IN ISLAMORADA**

Visitors stayed **significantly longer** in 2016 than in 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
41%	<b>49%</b>
50%	<b>49%</b>
9%	<b>2%</b>
4.19	<b>3.60</b>

**Q4f - LENGTH OF STAY IN ALL THE KEYS**

Visitor stays were unchanged between 2016 and 2017

- 1-3 nights
- Stayed 4-7 nights
- Stayed 8+ nights
- Average number of nights

Annual	
2016	2017
8%	<b>9%</b>
57%	<b>59%</b>
35%	<b>32%</b>
7.10	<b>7.05</b>



More visitors traveled with children under 17 in 2016; Average of 0.27 in 2016; .84 in 2017

**Q5 - AVERAGE NUMBER of PEOPLE in PARTY**

Visitors traveled in **larger** parties in 2017 than in 2016

- 1 Visitor
- 2 Visitors
- 3-5 Visitors
- 6-9 Visitors
- 10 or More Visitors
- Average number of Visitors in Party

Annual	
2016	2017
2%	1%
47%	<b>29%</b>
30%	31%
10%	<b>29%</b>
11%	10%
4.64	<b>5.37</b>

**Q5a - TRAVELED WITH ...**

Similar to 2016, the mix of travel partners changed significantly in 2017:

- \* Significantly fewer visitors came with a spouse/partner, etc. (57% in '16; 39% in '17; Down 18 points)
- \* Significantly **more** visitors came with Children/Step-children (7% in 2016; 25% in 2017; **Up 17 points**)
- \* Significantly **more** came with Parents/Grandparents (3% in 2016; 8% in 2017; **Up 5 points**)
- \* **More** came with Grandchildren

**Q6 - OVERALL SATISFACTION WITH KEYS VACATION**

\* Almost all visitors rated their **Satisfaction** with their Keys vacation 4 or 5 out of 5; 98% in 2016; 99% in 2017

**Q7 - INTERNET TOOLS USED FOR TRIP PLANNING**

- \* **Use of Social Media** sites (Facebook, Twitter, ...) **remained about the same** as a source of travel planning information for Keys visitors (41% in both years)
- \* **Travel blogs increased** in popularity by 8 percentage points (7% in 2016; 15% in 2017)
- \* Traveler Online Review websites **declined** in popularity by 13 points (38% in 2016; 25% in 2017)

**Q7b - SPECIAL DEALS**

\* The percent of visitors who looked for **Special Deals** before visiting the Keys was **down significantly** (73% in 2016; 58% in 2017; **down 15%**)

**Q8 - RECOMMENDATION OF A KEYS VISIT TO A FRIEND**

Likelihood of recommending a Keys vacation to a friend remained strong:

\* 98% of visitors in 2016 and 96% in 2017 rated the likelihood of **recommending the Keys** a four or five out of five

**Q9 - ADVERTISING**

In 2016, 35% of visitors said they had **NOT** seen or heard any advertising for the Keys

In 2017, 12% of visitors said they had **NOT** seen or heard any advertising for the Keys

Keys advertising was seen/heard:

\* Television was cited by 38% of 2017 visitors up from 25% a year ago (+13%)

\* Internet/email Newsletter were cited by 22% of visitors in 2017 (20% in 2016)

\* Radio ads for the Keys were heard by 10% of 2017 visitors, **down** by 6 points from 2016

\* Other ad sources (Newspaper - 10%; Magazine - 11%) were each **down** by 5-6 points from 2016 to 2017

**Q9b - CONTRIBUTING TO KEYS RECOVERY, A VISIT MOTIVATING FACTOR (October, November, December ONLY)**

\* Contributing to hurricane recovery efforts was a visit-motivating factor for eight visitors in ten (78%)

**Q10 - WHAT INFLUENCED YOU TO CONSIDER THE KEYS FOR THIS TRIP**

**Advertising** was the key influence in their decision to visit

- Recommendations from Family and Friends
- Travel Shows/Travel Agents
- Advertisements
- TV shows
- Online review/Blog
- Always wanted to go here
- Activity or Event you wanted to participate in
- Been here before

	<u>2016</u>	<u>2017</u>
Recommendations from Family and Friends	40%	<b>32%</b>
Travel Shows/Travel Agents	16%	<b>7%</b>
Advertisements	14%	<b>27%</b>
TV shows	9%	9%
Online review/Blog	4%	7%
Always wanted to go here	3%	4%
Activity or Event you wanted to participate in	2%	1%
Been here before	8%	10%



### Q11a -11m - PARTICIPATION IN ACTIVITIES (Annual Average)

Participation in activities **increased** for FIVE of the listed activities

Participation in activities **decreased** for FOUR of the listed activities while FOUR activities remained at the same level of participation as in 2016

#### Participation Increased

**Snorkeling: Increased** from 56% in 2016 to 69% in 2017

**Fishing: Increased** from 24% in 2016 to 42% in 2017

**Wedding/Commitment Ceremony: Increased** from 11% in 2016 to 26% in 2017

**Bars/Nightlife: Increased** from 54% in 2016 to 69% in 2017

**Spa/Health Club/Gym: Increased** from 15% in 2016 to 36% in 2017

#### Participation Unchanged

**Scuba Diving:** No change; 27% both years

**Viewing Wildlife:** No Change; 71% in 2016; 72% in 2017

**Beach Activities:** No Change; 96% in 2016; 94% in 2017

**Sightseeing and Attractions:** No Change; 91% in 2016; 89% in 2017

#### Participation Decreased

\* **Boating: Decreased** from 85% in 2016 to 76% in 2017

**Cultural Events: Decreased** from 76% in 2016 to 63% in 2017

\* **Dining Out: Decreased** from 94% in 2016 to 91% in 2017

**Visit Museums/Historic Areas: Decreased** from 82% in 2016 to 71% in 2017

*\* indicates above 75%-participation*

### **Q11 - HOW WELL KEYS EXPERIENCE MATCHED EXPECTATION (NOVEMBER/DECEMBER)**

**Post-Hurricane Irma visitors to the Keys found the Keys the same as or better than portrayed in the media**

**Their personal experiences exceeded expectations**

\* Nine out of ten (94%) visitors found the Keys better than or the same as portrayed in the media (25% better, 32% somewhat better)

\* Seven out of ten (75%) **Scuba Divers'** experience exceeded expectations; 28% **much better** than expected

\* Seven out of ten (74%) **Snorkelers'** experience exceeded expectations; 33% **much better** than expected

\* Eight out of ten (77%) **Fishermen's** experience exceeded expectations; 39% **much better** than expected

\* Seven out of ten (72%) **Boaters'** experience exceeded expectations; 37% **much better** than expected

**Q11 - HOW WELL KEYS EXPERIENCE MATCHED EXPECTATION ((NOVEMBER/DECEMBER)**

	<u>Experience</u>		
	Better than <u>Media Portrayal</u>	<u>Matched</u>	Worse than Media Portrayal
Keys experience	57%	36%	5%
	Better than <u>Expected</u>	<u>Met Expectation</u>	<u>Worse than Expected</u>
Scuba diving	75%	21%	4%
Snorkeling	74%	22%	4%
Fishing	77%	20%	3%
Boating	72%	22%	6%

**Q12a-12f - AVERAGE AMOUNT PARTY SPENT**

(Annual Average)

Spent per Night on **LODGING:**  
 Spent on **TRANSPORTATION in the Keys**  
 Spent on **WATER-ORIENTED ACTIVITIES**  
 Spent on **LAND-ORIENTED ACTIVITIES**  
 Spent per day on **FOOD/BEVERAGES**  
 Spent on **SOUVENIERS, GIFTS, CLOTHING**

**CHANGE: 2016-2017**

	<u>2016</u>	<u>2017</u>	<u>\$ dif.</u>
	\$230.12	\$271.72	\$41.60
	\$188.80	\$164.71	<b>-\$24.09</b>
	\$86.84	\$117.81	\$30.97
	\$90.38	\$126.29	\$35.91
	\$161.67	\$163.26	\$1.59
	\$54.23	\$74.87	\$20.64



**Q13a-13n - EXPERIENCES BEING SOUGHT**

Relax and Escape  
 Go Scuba Diving  
 Go Fishing  
 Adventure/Kayaking  
 Culture, Arts and History  
 Night life, Live entertainment  
 Better Climate  
 New Experiences  
 High Quality Accommodations/Services.  
 Safe and Convenient travel  
 Good value; Special deal  
 Family Friendly  
 Experience romance  
 Have a Green Vacation

<u>2016</u>	<u>2017</u>	<u>+/- dif.</u>
95%	96%	1%
12%	20%	8%
20%	36%	16%
89%	87%	-2%
86%	55%	-31%
87%	63%	-24%
92%	83%	-9%
93%	93%	0%
91%	91%	0%
93%	96%	3%
92%	91%	-1%
73%	76%	3%
58%	54%	-4%
47%	43%	-4%



**Q14 - What best describes WHY you came to the Keys (open end)**

Family friendly  
 Good value  
 To relax and escape  
 Safe and convenient  
 To experience a better climate  
 To go somewhere new  
 High quality accommodations  
 To have an Adventure

<u>2016</u>	<u>2017</u>	<u>+/- dif.</u>
3%	10%	7%
6%	10%	4%
11%	12%	1%
9%	10%	1%
9%	8%	-1%
10%	7%	-3%
16%	11%	-5%
16%	8%	-8%

**Q15a-b - Did you/Will you Visit other Florida markets?**

In 2017, 55% of Keys visitors **visited another Florida market** on their trip, up 5 points from 2016

**Popularity continued to shift away from Miami and Ft. Lauderdale while Orlando grew significantly in popularity**

<u>Florida market visited:</u>	<u>2016</u>	<u>2017</u>	<u>+/- dif.</u>
Miami	30%	10%	<b>-20%</b>
Fort Lauderdale	18%	14%	<b>-4%</b>
<b>Orlando</b>	37%	58%	<b>21%</b>
Tampa Area	6%	4%	<b>-2%</b>
West Palm Beach	5%	7%	<b>2%</b>

**Q15c-d - Do you own a second home in Florida?**

Small Sample

7% of 2016 Visitors owned a second home in Florida  
11% of 2017 Visitors owned a second home in Florida

**Second homes** owned by visitors to Florida were spread across six major markets in Florida:

- Ft. Myers/Naples area 3%; **down 6 points** from 2016
- Ft. Lauderdale 25%; **up 8 points** from 2016
- West Palm Beach 21%; **up 5 points** from last year
- Miami 14%; **down 13 points** from last year
- Tampa area 7%; **unchanged** from 2016
- Orlando 28%; **up 11%** from last year



**Q16a-16b - Country/State of residence**

- \* **Domestic** visitors to the Keys **decreased** 5 points from 2016 to 2017 (31% of all visitors)
- \* The category "Other South American" was the only Foreign market to experience a significant change (+3%)  
"Other South American" includes all of South America **except** for Argentina (3%) and Brazil (4%)
- \* The largest share of foreign visitors captured in the sample was Canadians (19%) followed by France (8%), Germany (7%), Italy (6%) and the United Kingdom (5%)
- \* Florida was the only domestic market to show an **increase** in visitors from 2016 to 2017 (**up 7 points** to 33%)

### Q17 - Age of Visitors

The average age of Keys visitors **increased** about one year from 2016 (43.57) to 2017 (44.62)  
The 46-60 age group **dropped** 6 points of total share of visitors (31% - 25%)  
The 36-45 age group grew by 5 points (34%-39%)  
Seniors age 61+ were up 4% (9%-13%)



### Household Income of Visitors

The household income of visitors was generally higher in 2017:  
\$75,000 - \$150,000 was up 7 points  
The \$150,000+ was up 2 points  
The under \$75,000 income category was down by 3 points from 2016 to 2017

### Race/Ethnicity

- \* Non-Hispanic White visitors **declined by 16 points**, dropping from 77% in 2016 to 61% in 2017
- \* Hispanic visitors **increased** 10 percentage points, representing 20% of all visitors
- \* The African American/Black visitors were up 3 percentage points representing 10% of total visitors

### Sexual Orientation

- \* Heterosexual visitors accounted for 93% of Keys visitors in both years
  - \* No significant changes were measured in any of the different sexual orientation groups
- |          |                     |
|----------|---------------------|
| Gay      | 5%                  |
| Lesbian  | 2%                  |
| Bisexual | <i>* small base</i> |

### Gender

- \* The male/female ratio of visitors was more male in 2017 (57% Male vs. 43% Female)



**TDC Visitor Profile Survey  
County-wide Quarterly Summary  
2016 - 2017 All Districts**

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QD2 - Which one of the following best describes your trip?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Recreation/vacation trip</b>															
Count	2162	2975		593	797		668	761		466	736		435	680	
Column %	72.2%	86.6%	-14.4%	70.2%	93.2%	-23.0%	78.0%	88.4%	-10.4%	81.6%	85.0%	-3.4%	60.1%	79.7%	-19.6%
<b>Visiting family/friends</b>															
Count	626	301		177	35		152	68		89	90		208	108	
Column %	20.9%	8.8%	12.1%	20.9%	4.0%	16.9%	17.7%	7.9%	9.8%	15.6%	10.4%	5.2%	28.8%	12.7%	16.1%
<b>Business/Pleasure combined</b>															
Count	132	78		34	13		23	10		13	22		62	32	
Column %	4.4%	2.3%	2.1%	4.0%	1.6%	2.4%	2.7%	1.2%	1.5%	2.3%	2.6%	-0.3%	8.5%	3.8%	4.7%
<b>Convention or meeting</b>															
Count	43	15		21	2		8	2		3	9		11	1	
Column %	1.4%	0.4%	1.0%	2.5%	0.2%	2.3%	1.0%	0.3%	0.7%	0.5%	1.1%	-0.5%	1.5%	0.2%	1.3%
<b>Other</b>															
Count	33	44		20	5		5	3		0	5		8	31	
Column %	1.1%	1.3%	-0.2%	2.4%	0.6%	1.9%	0.6%	0.4%	0.2%	0.0%	0.5%	-0.5%	1.1%	3.7%	-2.5%
<b>Refused</b>															
Count	0	24		0	4		0	16		0	4		0	0	
Column %	0.0%	0.7%	-0.7%	0.0%	0.5%	-0.5%	0.0%	1.9%	-1.9%	0.0%	0.4%	-0.4%	0.0%	0.0%	0.0%
<b>QE - How did you get to the Keys for this trip?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Drive personal vehicle</b>															
Count	1089	676		301	58		373	43		183	209		233	366	
Column %	36.3%	19.7%	16.7%	35.6%	6.7%	28.9%	43.5%	5.0%	38.5%	32.0%	24.2%	7.8%	32.2%	42.9%	-10.7%
<b>Drive rental vehicle</b>															
Count	475	577		113	157		92	174		72	140		199	106	
Column %	15.9%	16.8%	-0.9%	13.4%	18.3%	-5.0%	10.7%	20.2%	-9.5%	12.6%	16.1%	-3.6%	27.4%	12.4%	15.1%
<b>Come by Tour Bus</b>															
Count	25	100		8	27		3	35		3	28		10	11	
Column %	0.8%	2.9%	-2.1%	1.0%	3.1%	-2.2%	0.4%	4.0%	-3.6%	0.5%	3.3%	-2.7%	1.4%	1.3%	0.1%
<b>Fly into Marathon</b>															
Count	34	68		9	14		6	28		5	23		13	2	
Column %	1.1%	2.0%	-0.9%	1.1%	1.7%	-0.6%	0.7%	3.3%	-2.5%	0.8%	2.7%	-1.8%	1.8%	0.3%	1.6%
<b>Fly into Key West</b>															
Count	416	577		117	152		84	171		72	159		143	96	
Column %	13.9%	16.8%	-2.9%	13.8%	17.8%	-3.9%	9.9%	19.8%	-10.0%	12.6%	18.3%	-5.6%	19.7%	11.3%	8.5%
<b>Fly to Miami and rent a car</b>															
Count	895	1316		285	387		284	389		208	285		118	254	
Column %	29.9%	38.3%	-8.4%	33.7%	45.2%	-11.4%	33.2%	45.2%	-12.1%	36.4%	32.9%	3.5%	16.3%	29.8%	-13.5%
<b>Other FL airport and drive rental</b>															
Count	61	88		12	45		14	12		29	15		7	16	
Column %	2.0%	2.6%	-0.5%	1.4%	5.3%	-3.9%	1.6%	1.4%	0.2%	5.0%	1.7%	3.4%	1.0%	1.8%	-0.9%
<b>Other</b>															
Count	2	35		0	16		0	9		0	8		2	3	
Column %	0.1%	1.0%	-1.0%	0.0%	1.8%	-1.8%	0.0%	1.0%	-1.0%	0.0%	0.9%	-0.9%	0.2%	0.4%	-0.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QF - Have you visited the Keys before in the past 3 years?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Yes</b>															
Count	1962	1601		541	343		563	396		298	382		560	480	
Column %	65.5%	46.6%	18.9%	64.0%	40.1%	23.9%	65.8%	46.1%	19.7%	52.1%	44.0%	8.1%	77.3%	56.2%	21.1%
<b>No</b>															
Count	1035	1836		304	513		293	464		273	485		164	374	
Column %	34.5%	53.4%	-18.9%	36.0%	59.9%	-23.9%	34.2%	53.9%	-19.7%	47.9%	56.0%	-8.1%	22.7%	43.8%	-21.1%
<b>Q1 - Accommodations</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Hotel/ Motel/Resort</b>															
Count	1591	1880		347	459		387	472		410	507		448	442	
Column %	53.1%	54.7%	-1.6%	41.0%	53.7%	-12.7%	45.2%	54.9%	-9.7%	71.8%	58.5%	13.3%	61.9%	51.8%	10.1%
<b>B&amp;B/ Guest House/ Inn</b>															
Count	1212	1285		423	336		415	337		150	298		224	314	
Column %	40.5%	37.4%	3.1%	50.0%	39.3%	10.7%	48.5%	39.2%	9.3%	26.3%	34.3%	-8.1%	30.9%	36.8%	-5.9%
<b>Seasonal/ Vacation rental</b>															
Count	111	114		53	20		25	16		3	28		30	50	
Column %	3.7%	3.3%	0.4%	6.2%	2.3%	3.9%	2.9%	1.9%	1.0%	0.5%	3.3%	-2.7%	4.2%	5.8%	-1.6%
<b>Campground/ RV Park</b>															
Count	68	115		20	27		25	19		8	28		15	41	
Column %	2.3%	3.3%	-1.1%	2.4%	3.2%	-0.8%	3.0%	2.2%	0.8%	1.4%	3.2%	-1.8%	2.1%	4.8%	-2.8%
<b>Other</b>															
Count	13	28		3	6		3	12		0	4		7	6	
Column %	0.4%	0.8%	-0.4%	0.4%	0.7%	-0.4%	0.4%	1.4%	-1.0%	0.0%	0.4%	-0.4%	0.9%	0.7%	0.2%
<b>Refused</b>															
Count	0	14		0	7		0	4		0	3		0	0	
Column %	0.0%	0.4%	-0.4%	0.0%	0.8%	-0.8%	0.0%	0.5%	-0.5%	0.0%	0.3%	-0.3%	0.0%	0.0%	0.0%
<b>Q2 - How far in advance make decision to visit Keys?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>1 Week</b>															
Count	290	241		64	59		51	57		24	72		151	53	
Column %	9.7%	7.0%	2.7%	7.6%	6.9%	0.7%	6.0%	6.6%	-0.6%	4.1%	8.3%	-4.2%	20.9%	6.2%	14.7%
<b>2-4 weeks</b>															
Count	1112	871		234	180		288	202		233	258		358	232	
Column %	37.1%	25.4%	11.8%	27.7%	21.0%	6.6%	33.6%	23.5%	10.1%	40.8%	29.7%	11.1%	49.4%	27.2%	22.3%
<b>1-3 months</b>															
Count	708	865		221	247		238	193		120	231		129	194	
Column %	23.6%	25.2%	-1.5%	26.1%	28.9%	-2.8%	27.8%	22.4%	5.4%	21.1%	26.6%	-5.6%	17.8%	22.7%	-4.8%
<b>4-6 months</b>															
Count	660	659		230	120		203	126		170	170		56	243	
Column %	22.0%	19.2%	2.8%	27.3%	14.0%	13.2%	23.7%	14.6%	9.1%	29.8%	19.6%	10.2%	7.8%	28.5%	-20.7%
<b>More than 6 months</b>															
Count	200	770		90	247		69	267		24	127		17	128	
Column %	6.7%	22.4%	-15.7%	10.7%	28.9%	-18.2%	8.0%	31.1%	-23.0%	4.2%	14.7%	-10.5%	2.3%	15.0%	-12.7%
<b>NA/Do not recall</b>															
Count	26	31		6	2		7	16		0	9		12	4	
Column %	0.9%	0.9%	-0.1%	0.7%	0.3%	0.5%	0.8%	1.9%	-1.0%	0.0%	1.0%	-1.0%	1.7%	0.5%	1.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q3 - For accommodation reservations, did you ...?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Use a travel agent</b>															
Count	434	279		109	45		71	74		94	90		160	70	
Column %	14.5%	8.1%	6.4%	12.9%	5.3%	7.6%	8.3%	8.6%	-0.3%	16.4%	10.4%	6.0%	22.1%	8.2%	13.9%
<b>Use reservation service by phone</b>															
Count	974	597		176	113		240	125		187	156		371	202	
Column %	32.5%	17.4%	15.1%	20.8%	13.2%	7.6%	28.0%	14.5%	13.5%	32.8%	18.0%	14.8%	51.2%	23.7%	27.5%
<b>Make a direct call to the property</b>															
Count	367	451		134	110		103	105		45	119		84	117	
Column %	12.2%	13.1%	-0.9%	15.9%	12.8%	3.0%	12.1%	12.2%	-0.2%	7.9%	13.7%	-5.8%	11.6%	13.8%	-2.1%
<b>Online through a travel web site</b>															
Count	1036	1818		354	497		394	513		221	421		67	387	
Column %	34.6%	52.9%	-18.3%	41.9%	58.1%	-16.3%	46.0%	59.6%	-13.6%	38.7%	48.6%	-9.9%	9.3%	45.3%	-36.0%
<b>Online through property web site</b>															
Count	102	133		43	34		23	26		13	44		23	29	
Column %	3.4%	3.9%	-0.5%	5.1%	4.0%	1.1%	2.7%	3.0%	-0.3%	2.2%	5.1%	-2.9%	3.2%	3.4%	-0.2%
<b>Booked during last visit</b>															
Count	40	46		12	17		13	7		6	13		8	9	
Column %	1.3%	1.3%	0.0%	1.5%	1.9%	-0.5%	1.6%	0.8%	0.8%	1.1%	1.5%	-0.4%	1.1%	1.1%	0.0%
<b>Made no advance reservation</b>															
Count	41	104		16	36		10	11		5	20		11	37	
Column %	1.4%	3.0%	-1.7%	1.9%	4.3%	-2.4%	1.1%	1.2%	-0.1%	0.8%	2.3%	-1.4%	1.5%	4.3%	-2.9%
<b>Other</b>															
Count	3	8		2	3		2	0		0	3		0	2	
Column %	0.1%	0.2%	-0.1%	0.2%	0.4%	-0.2%	0.2%	0.0%	0.2%	0.0%	0.4%	-0.4%	0.0%	0.2%	-0.2%
<b>Q4a - Average nights in Key West</b>															
Sample Size	1786	1923		443	436		461	462		294	505		587	520	
Mean	7.18	6.92		7.60	6.76		7.93	6.84		7.39	6.94		6.16	7.12	
<b>Q4a - Nights spent in Key West</b>															
Sample Size	1786	1923		443	436		461	462		294	505		587	520	
<b>1 - 3 nights</b>															
Count	191	197		52	39		34	47		13	58		92	52	
Column %	10.7%	10.2%	0.4%	11.7%	8.9%	2.8%	7.3%	10.3%	-2.9%	4.3%	11.6%	-7.2%	15.7%	10.0%	5.7%
<b>4 - 7</b>															
Count	941	1159		209	273		218	283		164	292		350	310	
Column %	52.7%	60.3%	-7.5%	47.2%	62.6%	-15.4%	47.2%	61.2%	-14.0%	55.7%	57.9%	-2.2%	59.7%	59.7%	0.0%
<b>8 or more</b>															
Count	654	568		182	124		210	132		118	154		144	157	
Column %	36.6%	29.5%	7.1%	41.1%	28.5%	12.6%	45.5%	28.5%	17.0%	40.0%	30.6%	9.4%	24.6%	30.3%	-5.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4b - Average nights in Marathon/Duck Key/KCB Area</b>															
Sample Size	611	680		201	206		172	149		137	184		101	141	
Mean	4.53	5.66		4.94	7.08		4.94	5.66		4.36	4.17		3.25	5.55	
<b>Q4b - Nights spent in Marathon</b>															
Sample Size	611	680		201	206		172	149		137	184		101	141	
<b>1 - 3 nights</b>															
Count	166	156		45	21		31	30		32	77		58	28	
Column %	27.2%	22.9%	4.2%	22.3%	10.1%	12.2%	18.2%	20.1%	-1.9%	23.1%	42.0%	-18.8%	57.5%	19.8%	37.7%
<b>4 - 7</b>															
Count	400	361		127	91		125	87		106	100		43	84	
Column %	65.6%	53.1%	12.4%	63.3%	44.1%	19.2%	72.9%	58.5%	14.4%	76.9%	54.0%	22.8%	42.2%	59.7%	-17.5%
<b>8 or more</b>															
Count	45	162		29	95		15	32		0	7		0	29	
Column %	7.3%	23.9%	-16.6%	14.4%	45.8%	-31.4%	8.9%	21.4%	-12.5%	0.0%	4.0%	-4.0%	0.3%	20.5%	-20.2%
<b>Q4c - Average nights in Key Largo area</b>															
Sample Size	492	351		147	59		163	47		83	84		99	162	
Mean	4.27	4.62		4.54	5.10		4.81	3.62		3.82	3.43		3.36	5.36	
<b>Q4c - Nights spent in Key Largo</b>															
Sample Size	492	351		147	59		163	47		83	84		99	162	
<b>1 - 3 nights</b>															
Count	156	124		35	18		26	25		37	49		58	31	
Column %	31.7%	35.3%	-3.6%	23.8%	31.1%	-7.3%	15.9%	53.8%	-37.8%	44.1%	58.9%	-14.9%	59.2%	19.2%	40.1%
<b>4 - 7</b>															
Count	312	191		102	30		127	21		46	32		36	109	
Column %	63.4%	54.5%	8.9%	69.7%	51.4%	18.3%	77.8%	44.3%	33.6%	55.2%	37.7%	17.5%	37.0%	67.3%	-30.3%
<b>8 or more</b>															
Count	24	36		9	10		10	1		1	3		4	22	
Column %	4.9%	10.2%	-5.3%	6.5%	17.4%	-11.0%	6.2%	2.0%	4.3%	0.7%	3.3%	-2.6%	3.8%	13.5%	-9.7%
<b>Q4d - Average nights in Lower Keys/Big Pine Key area</b>															
Sample Size	320	703		81	199		92	263		83	178		64	63	
Mean	4.27	5.85		4.75	6.67		4.75	5.99		3.94	4.95		3.38	5.29	
<b>Q4d - Nights spent in Lower Keys area</b>															
Sample Size	320	703		81	199		92	263		83	178		64	63	
<b>1 - 3 nights</b>															
Count	122	95		24	15		26	19		33	48		39	14	
Column %	38.3%	13.5%	24.8%	29.6%	7.3%	22.3%	28.7%	7.3%	21.4%	40.2%	26.8%	13.4%	60.6%	21.7%	38.9%
<b>4 - 7</b>															
Count	168	463		44	120		54	195		48	114		22	34	
Column %	52.7%	65.9%	-13.2%	55.0%	60.3%	-5.4%	58.6%	74.1%	-15.5%	57.9%	64.0%	-6.1%	34.5%	54.6%	-20.1%
<b>8 or more</b>															
Count	29	145		12	64		12	49		2	16		3	15	
Column %	9.1%	20.6%	-11.6%	15.5%	32.4%	-16.9%	12.7%	18.7%	-5.9%	1.9%	9.2%	-7.3%	4.9%	23.7%	-18.8%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4e - Average of nights in Islamorada area</b>															
Sample Size	579	327		138	50		159	54		163	94		119	129	
Mean	3.60	4.19		3.55	5.40		3.80	4.01		3.90	3.33		2.97	4.41	
<b>Q4e - Nights spent in Islamorada area</b>															
Sample Size	579	327		138	50		159	54		163	94		119	129	
<b>1 - 3 nights</b>															
Count	283	136		65	12		75	25		70	53		72	46	
Column %	48.8%	41.4%	7.4%	47.2%	23.1%	24.1%	47.3%	45.1%	2.2%	43.2%	56.6%	-13.5%	60.5%	35.9%	24.6%
<b>4 - 7</b>															
Count	284	161		70	26		78	24		90	41		47	71	
Column %	49.1%	49.3%	-0.2%	50.9%	51.0%	-0.1%	48.7%	44.4%	4.3%	54.9%	43.4%	11.5%	39.5%	55.0%	-15.5%
<b>8 or more</b>															
Count	12	30		3	13		6	6		3	0		0	12	
Column %	2.1%	9.3%	-7.2%	1.9%	25.8%	-24.0%	4.0%	10.5%	-6.5%	1.9%	0.0%	1.9%	0.0%	9.2%	-9.2%
<b>Q4f - Average nights in the Keys</b>															
Sample Size	2996	3419		845	851		856	848		571	867		723	854	
Mean	7.05	7.10		6.98	7.41		7.40	7.03		7.10	6.64		6.69	7.32	
<b>Q4f - Total nights spent in the Keys</b>															
Sample Size	2996	3419		845	851		856	848		571	867		723	854	
<b>1 - 3 nights</b>															
Count	260	272		82	45		41	50		44	128		94	49	
Column %	8.7%	8.0%	0.7%	9.7%	5.2%	4.4%	4.7%	5.9%	-1.2%	7.7%	14.8%	-7.1%	12.9%	5.8%	7.2%
<b>4 - 7</b>															
Count	1783	1957		494	438		530	506		348	495		412	517	
Column %	59.5%	57.2%	2.3%	58.4%	51.5%	6.9%	61.9%	59.7%	2.2%	60.9%	57.2%	3.7%	56.9%	60.6%	-3.6%
<b>8 or more</b>															
Count	953	1191		270	368		285	292		180	243		218	288	
Column %	31.8%	34.8%	-3.0%	31.9%	43.2%	-11.3%	33.3%	34.4%	-1.1%	31.4%	28.1%	3.4%	30.1%	33.7%	-3.6%
<b>Q5 - Average number of people in party</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	5.37	4.64		5.12	3.68		5.62	4.07		5.45	4.72		5.31	6.09	
<b>Q5 - Total in party</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>1 in party</b>															
Count	32	86		14	27		5	34		3	17		10	8	
Column %	1.1%	2.5%	-1.4%	1.7%	3.2%	-1.5%	0.6%	3.9%	-3.4%	0.5%	2.0%	-1.5%	1.4%	0.9%	0.5%
<b>2</b>															
Count	867	1599		277	477		277	483		129	370		184	269	
Column %	28.9%	46.5%	-17.6%	32.7%	55.7%	-23.0%	32.4%	56.1%	-23.7%	22.6%	42.6%	-20.1%	25.4%	31.6%	-6.1%
<b>3 - 5</b>															
Count	944	1043		270	245		228	210		198	287		249	301	
Column %	31.5%	30.4%	1.2%	32.0%	28.7%	3.3%	26.6%	24.5%	2.1%	34.6%	33.1%	1.5%	34.4%	35.2%	-0.8%
<b>6 - 9</b>															
Count	864	345		224	48		235	43		188	98		216	156	
Column %	28.8%	10.0%	18.8%	26.5%	5.6%	21.0%	27.5%	5.0%	22.4%	33.0%	11.3%	21.6%	29.8%	18.3%	11.6%
<b>10 or more</b>															
Count	290	364		60	59		111	90		54	95		65	120	
Column %	9.7%	10.6%	-0.9%	7.1%	6.9%	0.2%	13.0%	10.5%	2.5%	9.4%	10.9%	-1.5%	8.9%	14.1%	-5.1%



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q5 - Average number in party under age 17</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	0.84	0.27		0.62	0.17		0.96	0.18		1.09	0.32		0.76	0.39	
<b>Q5 - Under age 17 in party</b>															
Sample Size	1093	456		256	90		339	79		257	137		241	151	
<b>1 under 17</b>															
Count	258	205		77	51		66	45		57	55		59	55	
Column %	23.6%	44.9%	-21.3%	30.1%	56.5%	-26.4%	19.4%	56.8%	-37.4%	22.0%	40.0%	-18.0%	24.4%	36.4%	-12.0%
<b>2</b>															
Count	503	145		129	27		154	14		104	44		116	60	
Column %	46.0%	31.7%	14.3%	50.3%	30.4%	19.9%	45.5%	17.9%	27.6%	40.2%	31.8%	8.4%	48.2%	39.5%	8.6%
<b>3 or more</b>															
Count	333	107		50	12		119	20		97	39		66	36	
Column %	30.4%	23.4%	7.1%	19.6%	13.1%	6.6%	35.1%	25.3%	9.8%	37.8%	28.2%	9.6%	27.5%	24.1%	3.4%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q5a - Traveling with:</b>															
Sample Size	2953	3347		830	824		847	831		566	848		710	844	
Valid Cases	2953	3347		830	824		847	831		566	848		710	844	
Total Mentions	3440	3820		970	914		996	895		665	976		810	1036	
<b>Spouse/Partner/Girl - Boy friend</b>															
Mentions	1152	1917		380	490		375	534		183	467		214	425	
% Valid Cases	39.0%	57.3%	-18.2%	45.8%	59.5%	-13.7%	44.3%	64.2%	-19.9%	32.3%	55.1%	-22.7%	30.1%	50.4%	-20.3%
% Total Mentions	33.5%	50.2%	-16.7%	39.2%	53.7%	-14.5%	37.7%	59.7%	-22.0%	27.5%	47.9%	-20.3%	26.4%	41.1%	-14.7%
<b>Children/Step-children</b>															
Mentions	725	240		159	49		187	18		194	79		185	95	
% Valid Cases	24.5%	7.2%	17.4%	19.1%	5.9%	13.2%	22.1%	2.1%	19.9%	34.3%	9.3%	25.0%	26.1%	11.2%	14.8%
% Total Mentions	21.1%	6.3%	14.8%	16.4%	5.4%	11.0%	18.7%	2.0%	16.8%	29.2%	8.1%	21.1%	22.8%	9.1%	13.7%
<b>Parents/Grandparents</b>															
Mentions	221	90		42	15		75	13		53	19		50	43	
% Valid Cases	7.5%	2.7%	4.8%	5.1%	1.9%	3.3%	8.9%	1.5%	7.3%	9.4%	2.2%	7.2%	7.0%	5.1%	1.9%
% Total Mentions	6.4%	2.4%	4.1%	4.4%	1.7%	2.7%	7.5%	1.4%	6.1%	8.0%	1.9%	6.1%	6.2%	4.2%	2.0%
<b>Grandchildren</b>															
Mentions	227	165		84	32		78	25		29	57		36	52	
% Valid Cases	7.7%	4.9%	2.8%	10.1%	3.9%	6.2%	9.2%	3.0%	6.2%	5.2%	6.7%	-1.5%	5.1%	6.1%	-1.1%
% Total Mentions	6.6%	4.3%	2.3%	8.7%	3.5%	5.1%	7.8%	2.8%	5.0%	4.4%	5.8%	-1.4%	4.4%	5.0%	-0.6%
<b>Friends - all same gender</b>															
Mentions	391	382		71	70		72	77		91	118		157	117	
% Valid Cases	13.2%	11.4%	1.8%	8.5%	8.5%	0.0%	8.5%	9.2%	-0.7%	16.1%	13.9%	2.2%	22.1%	13.9%	8.2%
% Total Mentions	11.4%	10.0%	1.4%	7.3%	7.7%	-0.4%	7.2%	8.6%	-1.3%	13.7%	12.1%	1.6%	19.4%	11.3%	8.1%
<b>Friends - different genders</b>															
Mentions	663	791		218	205		196	170		111	171		139	244	
% Valid Cases	22.4%	23.6%	-1.2%	26.2%	24.9%	1.3%	23.1%	20.5%	2.6%	19.6%	20.2%	-0.6%	19.5%	28.9%	-9.4%
% Total Mentions	19.3%	20.7%	-1.4%	22.4%	22.4%	0.0%	19.6%	19.0%	0.6%	16.7%	17.5%	-0.9%	17.1%	23.6%	-6.5%
<b>Other family</b>															
Mentions	46	218		9	50		9	59		3	59		24	50	
% Valid Cases	1.5%	6.5%	-5.0%	1.1%	6.1%	-5.0%	1.1%	7.1%	-6.0%	0.6%	7.0%	-6.4%	3.4%	5.9%	-2.5%
% Total Mentions	1.3%	5.7%	-4.4%	1.0%	5.5%	-4.5%	0.9%	6.6%	-5.7%	0.5%	6.0%	-5.6%	3.0%	4.8%	-1.8%
<b>Pets</b>															
Mentions	3	4		2	0		2	0		0	2		0	2	
% Valid Cases	0.1%	0.1%	0.0%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.0%	0.2%	-0.2%	0.0%	0.3%	-0.3%
% Total Mentions	0.1%	0.1%	0.0%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.0%	0.2%	-0.2%	0.0%	0.2%	-0.2%
<b>Other</b>															
Mentions	13	13		5	2		3	0		0	5		5	7	
% Valid Cases	0.4%	0.4%	0.1%	0.6%	0.2%	0.4%	0.4%	0.0%	0.4%	0.0%	0.6%	-0.6%	0.7%	0.8%	-0.1%
% Total Mentions	0.4%	0.3%	0.0%	0.5%	0.2%	0.3%	0.3%	0.0%	0.3%	0.0%	0.5%	-0.5%	0.6%	0.6%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q6 - Overall satisfaction with Keys vacation</b>															
Sample Size	2966	3393		835	851		839	846		570	854		722	842	
<b>Rate 4-5 satisfaction</b>															
Count	2928	3330		829	843		837	837		563	815		700	835	
Column %	98.7%	98.1%	0.6%	99.3%	99.0%	0.3%	99.7%	98.9%	0.8%	98.8%	95.5%	3.3%	96.9%	99.2%	-2.2%
<b>Rate 1-2 satisfaction</b>															
Count	3	25		2	3		1	10		0	9		0	3	
Column %	0.1%	0.7%	-0.7%	0.2%	0.4%	-0.1%	0.1%	1.1%	-1.1%	0.0%	1.1%	-1.1%	0.0%	0.4%	-0.4%
<b>3 Neutral</b>															
Count	35	38		4	5		2	0		7	29		22	4	
Column %	1.2%	1.1%	0.0%	0.5%	0.6%	-0.1%	0.2%	0.0%	0.2%	1.2%	3.4%	-2.2%	3.1%	0.5%	2.6%
<b>Q7 - Internet tools used to plan trip</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Traveler online review site</b>															
Count	750	1290		211	363		318	346		79	427		141	154	
Column %	25.0%	37.5%	-12.5%	25.0%	42.4%	-17.4%	37.2%	40.2%	-3.0%	13.9%	49.3%	-35.4%	19.5%	18.1%	1.5%
<b>Social site (Facebook, Twitter...)</b>															
Count	1227	1397		315	429		386	444		232	249		294	274	
Column %	41.0%	40.6%	0.3%	37.3%	50.2%	-12.9%	45.1%	51.5%	-6.4%	40.6%	28.7%	11.8%	40.6%	32.1%	8.5%
<b>A blog about travel</b>															
Count	456	223		154	30		94	33		108	57		100	103	
Column %	15.2%	6.5%	8.7%	18.2%	3.5%	14.8%	11.0%	3.8%	7.1%	18.9%	6.6%	12.3%	13.8%	12.1%	1.7%
<b>FL Keys official website</b>															
Count	308	396		134	24		41	27		15	73		118	272	
Column %	10.3%	11.5%	-1.3%	15.8%	2.8%	13.0%	4.8%	3.1%	1.7%	2.6%	8.5%	-5.8%	16.3%	31.9%	-15.6%
<b>NA/DK</b>															
Count	255	131		31	9		17	12		137	60		71	50	
Column %	8.5%	3.8%	4.7%	3.6%	1.1%	2.5%	1.9%	1.3%	0.6%	24.0%	7.0%	17.0%	9.8%	5.8%	3.9%
<b>Q7b - Looked for special deal when planning trip?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Yes</b>															
Count	1751	2521		451	776		507	782		276	568		518	395	
Column %	58.4%	73.3%	-14.9%	53.4%	90.7%	-37.3%	59.2%	90.9%	-31.7%	48.2%	65.5%	-17.2%	71.5%	46.3%	25.3%
<b>No</b>															
Count	1155	692		364	66		325	58		293	274		173	294	
Column %	38.6%	20.1%	18.4%	43.1%	7.7%	35.4%	37.9%	6.8%	31.2%	51.3%	31.7%	19.7%	23.9%	34.4%	-10.5%
<b>NA/DK</b>															
Count	90	224		30	14		25	20		2	25		33	165	
Column %	3.0%	6.5%	-3.5%	3.5%	1.7%	1.9%	2.9%	2.4%	0.5%	0.4%	2.8%	-2.4%	4.5%	19.3%	-14.8%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q8 - How likely to recommend Keys to a friend?</b>															
Sample Size	2959	3373		830	847		843	855		571	849		715	822	
<b>Rate 4-5 recommend</b>															
Count	2835	3297		805	839		813	850		555	818		662	790	
Column %	95.8%	97.8%	-1.9%	97.0%	99.1%	-2.2%	96.4%	99.5%	-3.0%	97.2%	96.4%	0.8%	92.7%	96.1%	-3.4%
<b>Rate 1-2 recommend</b>															
Count	40	32		8	3		15	3		7	16		10	11	
Column %	1.4%	1.0%	0.4%	1.0%	0.3%	0.6%	1.8%	0.3%	1.4%	1.2%	1.8%	-0.6%	1.4%	1.3%	0.1%
<b>3 Neutral</b>															
Count	84	43		17	5		15	2		9	15		42	21	
Column %	2.8%	1.3%	1.5%	2.1%	0.6%	1.5%	1.8%	0.2%	1.6%	1.6%	1.8%	-0.2%	5.9%	2.6%	3.3%
<b>Q9 - Seen/heard advertising</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Valid Cases	2996	3437		845	856		856	861		571	867		724	854	
Total Mentions	3145	4474		907	1469		925	1153		576	972		736	879	
<b>No</b>															
Mentions	347	1216		30	377		29	452		134	354		154	34	
% Valid Cases	11.6%	35.4%	-23.8%	3.6%	44.0%	-40.4%	3.4%	52.5%	-49.1%	23.5%	40.8%	-17.3%	21.3%	4.0%	17.3%
% Total Mentions	11.0%	27.2%	-16.1%	3.4%	25.6%	-22.3%	3.1%	39.1%	-36.0%	23.3%	36.4%	-13.1%	20.9%	3.9%	17.0%
<b>Yes, Television</b>															
Mentions	1127	869		270	240		309	199		212	182		337	248	
% Valid Cases	37.6%	25.3%	12.3%	31.9%	28.0%	3.8%	36.1%	23.1%	13.0%	37.1%	21.0%	16.1%	46.5%	29.1%	17.4%
% Total Mentions	35.8%	19.4%	16.4%	29.7%	16.3%	13.4%	33.4%	17.3%	16.1%	36.8%	18.7%	18.1%	45.7%	28.2%	17.5%
<b>Yes, Radio</b>															
Mentions	300	537		90	202		108	154		41	101		61	80	
% Valid Cases	10.0%	15.6%	-5.6%	10.6%	23.6%	-12.9%	12.6%	17.9%	-5.3%	7.2%	11.7%	-4.5%	8.5%	9.3%	-0.9%
% Total Mentions	9.5%	12.0%	-2.5%	9.9%	13.7%	-3.8%	11.7%	13.4%	-1.7%	7.1%	10.4%	-3.3%	8.3%	9.1%	-0.8%
<b>Yes, Magazine</b>															
Mentions	319	567		98	231		118	125		31	106		72	106	
% Valid Cases	10.7%	16.5%	-5.8%	11.5%	27.0%	-15.4%	13.8%	14.5%	-0.6%	5.5%	12.3%	-6.8%	9.9%	12.4%	-2.4%
% Total Mentions	10.2%	12.7%	-2.5%	10.8%	15.7%	-4.9%	12.8%	10.8%	2.0%	5.5%	10.9%	-5.5%	9.7%	12.0%	-2.3%
<b>Yes, Newspaper</b>															
Mentions	301	528		127	200		135	106		9	74		31	149	
% Valid Cases	10.1%	15.4%	-5.3%	15.0%	23.4%	-8.4%	15.7%	12.3%	3.5%	1.5%	8.5%	-7.0%	4.3%	17.4%	-13.1%
% Total Mentions	9.6%	11.8%	-2.2%	14.0%	13.6%	0.3%	14.5%	9.1%	5.4%	1.5%	7.6%	-6.0%	4.3%	16.9%	-12.6%
<b>Yes, Internet/Email newsletter</b>															
Mentions	654	675		253	205		205	109		135	133		61	229	
% Valid Cases	21.8%	19.6%	2.2%	29.9%	23.9%	6.0%	23.9%	12.6%	11.3%	23.7%	15.3%	8.3%	8.5%	26.8%	-18.3%
% Total Mentions	20.8%	15.1%	5.7%	27.8%	13.9%	13.9%	22.1%	9.4%	12.7%	23.5%	13.7%	9.8%	8.3%	26.0%	-17.7%
<b>Yes, but don't remember where</b>															
Mentions	96	82		41	15		22	10		14	23		20	34	
% Valid Cases	3.2%	2.4%	0.8%	4.8%	1.7%	3.0%	2.5%	1.1%	1.4%	2.4%	2.6%	-0.3%	2.8%	4.0%	-1.2%
% Total Mentions	3.1%	1.8%	1.2%	4.5%	1.0%	3.4%	2.4%	0.8%	1.5%	2.3%	2.3%	0.0%	2.8%	3.9%	-1.2%
<b>Q9b. Was contributing to the Keys recovery from the hurricane a motivation for your decision to visit the Keys?</b>															
Sample Size	695			-			-			-			695		
<b>Yes</b>															
Count	543	---		-	---		-	---		-	---		543	---	
Column %	78.0%			-			-			-			78.0%		
<b>No</b>															
Count	87	---		-	---		-	---		-	---		87	---	
Column %	12.6%			-			-			-			12.6%		
<b>Don't know</b>															
Count	65	---		-	---		-	---		-	---		65	---	
Column %	9.4%			-			-			-			9.4%		

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q10 - What influenced you to first think FL Keys for this trip?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Friend/family recommendation</b>															
Count	962	1375		193	463		342	428		148	304		280	180	
Column %	32.1%	40.0%	-7.9%	22.8%	54.1%	-31.3%	39.9%	49.7%	-9.8%	25.8%	35.0%	-9.2%	38.6%	21.1%	17.5%
<b>Advertisement seen</b>															
Count	801	492		182	87		225	85		161	151		233	168	
Column %	26.7%	14.3%	12.4%	21.6%	10.2%	11.4%	26.2%	9.9%	16.3%	28.2%	17.4%	10.8%	32.2%	19.7%	12.5%
<b>TV show/article seen</b>															
Count	261	302		74	69		82	67		45	84		60	83	
Column %	8.7%	8.8%	-0.1%	8.7%	8.0%	0.7%	9.6%	7.7%	1.9%	8.0%	9.7%	-1.7%	8.3%	9.8%	-1.5%
<b>Travel show/travel agent</b>															
Count	204	550		53	156		41	192		73	152		37	50	
Column %	6.8%	16.0%	-9.2%	6.2%	18.3%	-12.0%	4.8%	22.3%	-17.5%	12.8%	17.5%	-4.7%	5.2%	5.9%	-0.7%
<b>Online review/blog article</b>															
Count	216	136		78	21		43	14		58	36		36	66	
Column %	7.2%	4.0%	3.2%	9.2%	2.4%	6.8%	5.0%	1.6%	3.5%	10.2%	4.1%	6.1%	5.0%	7.7%	-2.8%
<b>Been here before</b>															
Count	311	276		183	16		79	28		32	46		16	186	
Column %	10.4%	8.0%	2.4%	21.7%	1.9%	19.8%	9.3%	3.3%	6.0%	5.6%	5.3%	0.3%	2.2%	21.7%	-19.5%
<b>Always wanted to go here</b>															
Count	123	103		43	16		32	9		29	16		19	62	
Column %	4.1%	3.0%	1.1%	5.1%	1.8%	3.3%	3.8%	1.1%	2.7%	5.0%	1.8%	3.2%	2.6%	7.3%	-4.6%
<b>Activity/event you wanted to do</b>															
Count	42	64		17	13		7	14		6	16		13	21	
Column %	1.4%	1.9%	-0.4%	2.0%	1.5%	0.5%	0.8%	1.6%	-0.8%	1.1%	1.8%	-0.8%	1.7%	2.5%	-0.8%
<b>None of these</b>															
Count	76	139		22	15		5	24		19	63		30	37	
Column %	2.5%	4.0%	-1.5%	2.6%	1.8%	0.8%	0.6%	2.7%	-2.2%	3.4%	7.3%	-3.9%	4.1%	4.3%	-0.2%
<b>Q11a - Participated in Scuba diving</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>No</b>															
Count	2194	2512		613	568		480	598		490	652		611	694	
Column %	73.2%	73.1%	0.1%	72.5%	66.4%	6.2%	56.1%	69.4%	-13.3%	85.7%	75.3%	10.4%	84.4%	81.3%	3.1%
<b>Yes</b>															
Count	803	925		232	288		376	263		82	214		113	160	
Column %	26.8%	26.9%	-0.1%	27.5%	33.6%	-6.2%	43.9%	30.6%	13.3%	14.3%	24.7%	-10.4%	15.6%	18.7%	-3.1%
<b>Q11b - Participated in Snorkeling</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>No</b>															
Count	929	1512		205	435		129	471		246	384		350	221	
Column %	31.0%	44.0%	-13.0%	24.3%	50.9%	-26.6%	15.0%	54.8%	-39.7%	43.1%	44.3%	-1.3%	48.3%	25.9%	22.4%
<b>Yes</b>															
Count	2067	1925		640	420		727	389		325	482		374	633	
Column %	69.0%	56.0%	13.0%	75.7%	49.1%	26.6%	85.0%	45.2%	39.7%	56.9%	55.7%	1.3%	51.7%	74.1%	-22.4%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11c - Participated in Fishing</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	1749	2601		566	705		486	631		299	638		399	628	
Column %	58.4%	75.7%	-17.3%	66.9%	82.3%	-15.4%	56.8%	73.3%	-16.5%	52.4%	73.6%	-21.2%	55.1%	73.5%	-18.5%
Yes															
Count	1247	836		279	151		370	230		272	229		325	226	
Column %	41.6%	24.3%	17.3%	33.1%	17.7%	15.4%	43.2%	26.7%	16.5%	47.6%	26.4%	21.2%	44.9%	26.5%	18.5%
<b>Q11d - Participated in Viewing wildlife</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	828	996		184	270		114	214		249	318		281	195	
Column %	27.6%	29.0%	-1.4%	21.8%	31.5%	-9.7%	13.3%	24.8%	-11.5%	43.6%	36.6%	6.9%	38.8%	22.8%	16.0%
Yes															
Count	2169	2441		661	586		742	647		322	549		443	659	
Column %	72.4%	71.0%	1.4%	78.2%	68.5%	9.7%	86.7%	75.2%	11.5%	56.4%	63.4%	-6.9%	61.2%	77.2%	-16.0%
<b>Q11e - Participated in Boating</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	727	527		157	133		124	92		197	156		248	146	
Column %	24.3%	15.3%	8.9%	18.6%	15.5%	3.1%	14.5%	10.7%	3.9%	34.5%	18.0%	16.4%	34.3%	17.2%	17.2%
Yes															
Count	2269	2910		688	723		732	769		374	710		475	707	
Column %	75.7%	84.7%	-8.9%	81.4%	84.5%	-3.1%	85.5%	89.3%	-3.9%	65.5%	82.0%	-16.4%	65.7%	82.8%	-17.2%
<b>Q11f - Participated in Beach activities</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	196	154		46	32		20	25		8	55		122	42	
Column %	6.5%	4.5%	2.1%	5.4%	3.7%	1.7%	2.3%	2.8%	-0.5%	1.4%	6.3%	-4.9%	16.9%	5.0%	11.9%
Yes															
Count	2801	3283		800	824		836	836		563	812		602	812	
Column %	93.5%	95.5%	-2.1%	94.6%	96.3%	-1.7%	97.7%	97.2%	0.5%	98.6%	93.7%	4.9%	83.1%	95.0%	-11.9%
<b>Q11g - Participated in Dining out</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	284	217		109	10		103	13		17	154		55	40	
Column %	9.5%	6.3%	3.2%	12.9%	1.2%	11.7%	12.0%	1.5%	10.5%	3.0%	17.8%	-14.8%	7.7%	4.6%	3.0%
Yes															
Count	2713	3220		736	845		753	848		554	713		668	814	
Column %	90.5%	93.7%	-3.2%	87.1%	98.8%	-11.7%	88.0%	98.5%	-10.5%	97.0%	82.2%	14.8%	92.3%	95.4%	-3.0%
<b>Q11h - Participated in Visit museums/historic areas</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	878	615		215	126		285	109		205	163		173	217	
Column %	29.3%	17.9%	11.4%	25.5%	14.7%	10.7%	33.2%	12.6%	20.6%	35.9%	18.8%	17.1%	23.9%	25.4%	-1.6%
Yes															
Count	2119	2822		630	730		572	752		366	703		551	637	
Column %	70.7%	82.1%	-11.4%	74.5%	85.3%	-10.7%	66.8%	87.4%	-20.6%	64.1%	81.2%	-17.1%	76.1%	74.6%	1.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11i - Participated in Sightseeing and attractions</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	321	309		64	50		49	61		17	164		191	34	
Column %	10.7%	9.0%	1.7%	7.6%	5.9%	1.7%	5.7%	7.1%	-1.3%	2.9%	19.0%	-16.1%	26.4%	3.9%	22.4%
Yes															
Count	2676	3128		781	805		807	800		555	703		533	820	
Column %	89.3%	91.0%	-1.7%	92.4%	94.1%	-1.7%	94.3%	92.9%	1.3%	97.1%	81.0%	16.1%	73.6%	96.1%	-22.4%
<b>Q11j - Participated in Cultural events</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	1171	857		289	166		342	178		288	261		252	251	
Column %	39.1%	24.9%	14.2%	34.2%	19.4%	14.9%	39.9%	20.7%	19.2%	50.4%	30.1%	20.2%	34.8%	29.4%	5.4%
Yes															
Count	1825	2580		556	690		514	682		283	606		472	603	
Column %	60.9%	75.1%	-14.2%	65.8%	80.6%	-14.9%	60.1%	79.3%	-19.2%	49.6%	69.9%	-20.2%	65.2%	70.6%	-5.4%
<b>Q11k - Participated in Wedding/commitment ceremony</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	2212	3066		659	766		630	776		420	781		503	742	
Column %	73.8%	89.2%	-15.4%	77.9%	89.5%	-11.6%	73.6%	90.2%	-16.6%	73.6%	90.2%	-16.5%	69.5%	86.9%	-17.4%
Yes															
Count	785	371		187	90		226	84		151	85		221	112	
Column %	26.2%	10.8%	15.4%	22.1%	10.5%	11.6%	26.4%	9.8%	16.6%	26.4%	9.8%	16.5%	30.5%	13.1%	17.4%
<b>Q11l - Participated in Going out to bars/nightlife</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	924	1596		360	411		378	422		90	361		96	402	
Column %	30.8%	46.4%	-15.6%	42.6%	48.0%	-5.5%	44.1%	49.0%	-4.9%	15.8%	41.6%	-25.8%	13.3%	47.1%	-33.8%
Yes															
Count	2072	1841		485	445		478	439		481	506		628	452	
Column %	69.2%	53.6%	15.6%	57.4%	52.0%	5.5%	55.9%	51.0%	4.9%	84.2%	58.4%	25.8%	86.7%	52.9%	33.8%
<b>Q11m - Participated in Spa/health club/gym</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
No															
Count	1929	2913		580	721		541	749		387	752		421	692	
Column %	64.4%	84.8%	-20.4%	68.7%	84.2%	-15.6%	63.2%	87.0%	-23.8%	67.8%	86.8%	-19.0%	58.1%	81.0%	-22.9%
Yes															
Count	1067	524		265	135		315	112		184	115		303	162	
Column %	35.6%	15.2%	20.4%	31.3%	15.8%	15.6%	36.8%	13.0%	23.8%	32.2%	13.2%	19.0%	41.9%	19.0%	22.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11a - How well did your Keys Scuba Diving experience match your expectations?</b>															
Sample Size	113			-			-			-			113		
Much better than expected															
Count	32	---		-	---		-	---		-	---		32	---	
Column %	28.3%			-			-			-			28.3%		
Somewhat better than expected															
Count	53	---		-	---		-	---		-	---		53	---	
Column %	46.9%			-			-			-			46.9%		
Met my expectations															
Count	23	---		-	---		-	---		-	---		23	---	
Column %	20.6%			-			-			-			20.6%		
Somewhat worse than expected															
Count	5	---		-	---		-	---		-	---		5	---	
Column %	4.2%			-			-			-			4.2%		
Much worse than expected															
Count	0	---		-	---		-	---		-	---		0	---	
Column %	0.0%			-			-			-			0.0%		
<b>Q11b - How well did your Keys Snorkeling experience match your expectations?</b>															
Sample Size	363			-			-			-			363		
Much better than expected															
Count	118	---		-	---		-	---		-	---		118	---	
Column %	32.5%			-			-			-			32.5%		
Somewhat better than expected															
Count	150	---		-	---		-	---		-	---		150	---	
Column %	41.5%			-			-			-			41.5%		
Met my expectations															
Count	79	---		-	---		-	---		-	---		79	---	
Column %	21.8%			-			-			-			21.8%		
Somewhat worse than expected															
Count	11	---		-	---		-	---		-	---		11	---	
Column %	3.0%			-			-			-			3.0%		
Much worse than expected															
Count	5	---		-	---		-	---		-	---		5	---	
Column %	1.3%			-			-			-			1.3%		
<b>Q11c - How well did your Keys Fishing experience match your expectations?</b>															
Sample Size	319			-			-			-			319		
Much better than expected															
Count	125	---		-	---		-	---		-	---		125	---	
Column %	39.1%			-			-			-			39.1%		
Somewhat better than expected															
Count	121	---		-	---		-	---		-	---		121	---	
Column %	37.9%			-			-			-			37.9%		
Met my expectations															
Count	64	---		-	---		-	---		-	---		64	---	
Column %	19.9%			-			-			-			19.9%		
Somewhat worse than expected															
Count	8	---		-	---		-	---		-	---		8	---	
Column %	2.6%			-			-			-			2.6%		
Much worse than expected															
Count	2	---		-	---		-	---		-	---		2	---	
Column %	0.5%			-			-			-			0.5%		



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11e - How well did your Keys Boating experience match your expectations?</b>															
Sample Size	460			-			-			-			460		
<b>Much better than expected</b>															
Count	168	---		-	---		-	---		-	---		168	---	
Column %	36.5%			-			-			-			36.5%		
<b>Somewhat better than expected</b>															
Count	163	---		-	---		-	---		-	---		163	---	
Column %	35.6%			-			-			-			35.6%		
<b>Met my expectations</b>															
Count	99	---		-	---		-	---		-	---		99	---	
Column %	21.6%			-			-			-			21.6%		
<b>Somewhat worse than expected</b>															
Count	21	---		-	---		-	---		-	---		21	---	
Column %	4.6%			-			-			-			4.6%		
<b>Much worse than expected</b>															
Count	8	---		-	---		-	---		-	---		8	---	
Column %	1.8%			-			-			-			1.8%		
<b>Q11 - Did your experience in the Keys match the media's portrayal of the Keys following Hurricane Irma?</b>															
Sample Size	695			-			-			-			695		
<b>Better than portrayed by the media</b>															
Count	173	---		-	---		-	---		-	---		173	---	
Column %	24.8%			-			-			-			24.8%		
<b>Somewhat better than portrayed</b>															
Count	225	---		-	---		-	---		-	---		225	---	
Column %	32.4%			-			-			-			32.4%		
<b>Same as portrayed</b>															
Count	251	---		-	---		-	---		-	---		251	---	
Column %	36.1%			-			-			-			36.1%		
<b>Somewhat worse than portrayed</b>															
Count	29	---		-	---		-	---		-	---		29	---	
Column %	4.2%			-			-			-			4.2%		
<b>Much worse than portrayed</b>															
Count	4	---		-	---		-	---		-	---		4	---	
Column %	0.6%			-			-			-			0.6%		
<b>Don't know</b>															
Count	13	---		-	---		-	---		-	---		13	---	
Column %	1.9%			-			-			-			1.9%		

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q12a - Average amount party spent per night on lodging</b>															
Sample Size	2932	3332		825	845		833	842		555	842		719	804	
Mean	271.72	230.12		243.06	234.26		262.82	231.64		300.74	219.53		292.48	235.28	
<b>Q12b - Average amount party spent on transportation in the Keys</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	164.71	188.80		187.44	203.75		209.12	212.41		114.29	154.16		125.42	185.19	
<b>Q12c - Average amount party spent on Water-oriented activities</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	117.81	86.84		109.36	83.79		109.21	83.13		123.34	85.14		133.48	95.34	
<b>Q12d - Average amount party spent on Land-oriented activities</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	126.29	90.38		112.66	87.21		117.30	93.15		168.06	82.06		119.88	99.19	
<b>Q12e - Average amount party spent per day on food/beverages</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	163.26	161.67		151.69	140.06		160.20	155.48		159.32	159.93		183.49	191.32	
<b>Q12f - Average amount party spent on souvenirs, gifts, film, clothing</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
Mean	74.87	54.23		58.30	57.76		67.89	57.99		117.46	51.00		68.86	50.17	
<b>Q13a - Seeking to Relax and escape</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	2171	3255		795	847		828	855		548	726		-	827	
Column %	95.5%	94.7%	0.8%	94.0%	99.0%	-5.0%	96.7%	99.3%	-2.6%	96.0%	83.7%	12.3%	-	96.9%	
<b>No</b>															
Count	98	179		49	8		28	6		21	139		-	26	
Column %	4.3%	5.2%	-0.9%	5.8%	1.0%	4.8%	3.3%	0.7%	2.6%	3.7%	16.0%	-12.3%	-	3.0%	
<b>Don't know</b>															
Count	3	3		2	0		0	0		2	2		-	1	
Column %	0.2%	0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	-	0.1%	
<b>Q13b - Go scuba diving</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	449	403		143	106		203	128		103	70		-	99	
Column %	19.7%	11.7%	8.0%	16.9%	12.4%	4.5%	23.8%	14.8%	8.9%	18.0%	8.1%	9.9%	-	11.6%	
<b>No</b>															
Count	1800	2986		693	750		642	719		466	767		-	750	
Column %	79.2%	86.9%	-7.6%	82.0%	87.6%	-5.7%	75.0%	83.5%	-8.6%	81.5%	88.5%	-7.0%	-	87.8%	
<b>Don't know</b>															
Count	23	49		9	0		11	14		3	30		-	4	
Column %	1.0%	1.4%	-0.4%	1.1%	0.0%	1.1%	1.3%	1.6%	-0.4%	0.5%	3.5%	-2.9%	-	0.5%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q13c - Go fishing</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	807	681		262	157		327	153		218	160		-	212	
Column %	35.5%	19.8%	15.7%	31.0%	18.3%	12.7%	38.2%	17.7%	20.4%	38.2%	18.4%	19.7%	-	24.8%	
<b>No</b>															
Count	1449	2705		576	698		524	693		349	682		-	632	
Column %	63.7%	78.7%	-15.0%	68.2%	81.5%	-13.4%	61.2%	80.5%	-19.4%	61.0%	78.7%	-17.6%	-	74.0%	
<b>Don't know</b>															
Count	17	51		7	1		6	15		5	25		-	10	
Column %	0.8%	1.5%	-0.7%	0.8%	0.1%	0.7%	0.7%	1.7%	-1.0%	0.8%	2.9%	-2.1%	-	1.2%	
<b>Q13d - Experience adventure/kayaking/snorkeling/etc.</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1985	3046		660	757		767	780		557	750		-	759	
Column %	87.3%	88.6%	-1.3%	78.1%	88.4%	-10.3%	89.6%	90.6%	-1.0%	97.6%	86.6%	11.0%	-	88.9%	
<b>No</b>															
Count	286	385		185	98		88	81		13	113		-	94	
Column %	12.6%	11.2%	1.4%	21.9%	11.4%	10.4%	10.2%	9.4%	0.8%	2.3%	13.0%	-10.7%	-	11.0%	
<b>Don't know</b>															
Count	2	6		0	1		2	0		1	4		-	1	
Column %	0.1%	0.2%	-0.1%	0.0%	0.1%	-0.1%	0.2%	0.0%	0.2%	0.1%	0.4%	-0.3%	-	0.1%	
<b>Q13e - Experience culture, arts and history</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1256	2954		472	808		453	835		331	685		-	626	
Column %	55.3%	85.9%	-30.7%	55.9%	94.4%	-38.5%	52.9%	97.0%	-44.1%	58.0%	79.1%	-21.1%	-	73.3%	
<b>No</b>															
Count	1008	476		372	47		397	25		239	179		-	225	
Column %	44.4%	13.9%	30.5%	44.0%	5.5%	38.5%	46.4%	2.9%	43.5%	41.9%	20.6%	21.3%	-	26.4%	
<b>Don't know</b>															
Count	8	7		1	1		6	0		1	3		-	2	
Column %	0.4%	0.2%	0.2%	0.2%	0.1%	0.0%	0.7%	0.0%	0.7%	0.1%	0.3%	-0.2%	-	0.3%	
<b>Q13f - Experience night life &amp; live entertainment</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1431	3004		489	830		491	834		451	696		-	643	
Column %	63.0%	87.4%	-24.4%	57.9%	97.0%	-39.1%	57.3%	96.9%	-39.6%	79.0%	80.3%	-1.2%	-	75.3%	
<b>No</b>															
Count	830	422		351	24		360	26		119	167		-	205	
Column %	36.5%	12.3%	24.2%	41.5%	2.9%	38.7%	42.1%	3.0%	39.1%	20.8%	19.3%	1.5%	-	24.0%	
<b>Don't know</b>															
Count	11	11		5	1		5	1		1	4		-	6	
Column %	0.5%	0.3%	0.2%	0.6%	0.1%	0.5%	0.6%	0.1%	0.6%	0.1%	0.4%	-0.3%	-	0.7%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q13g - Experience a better climate</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1893	3155		673	836		750	844		470	687		-	788	
Column %	83.3%	91.8%	-8.5%	79.6%	97.7%	-18.2%	87.6%	98.0%	-10.4%	82.4%	79.3%	3.1%	-	92.2%	
<b>No</b>															
Count	376	276		172	18		103	17		101	177		-	64	
Column %	16.5%	8.0%	8.5%	20.3%	2.1%	18.2%	12.1%	2.0%	10.1%	17.6%	20.4%	-2.8%	-	7.5%	
<b>Don't know</b>															
Count	4	6		1	1		3	0		0	2		-	2	
Column %	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.3%	0.0%	0.3%	0.0%	0.3%	-0.3%	-	0.3%	
<b>Q13h - Go where new; new experiences</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	2105	3181		802	830		803	839		499	706		-	806	
Column %	92.6%	92.5%	0.1%	94.9%	96.9%	-2.0%	93.8%	97.5%	-3.7%	87.3%	81.5%	5.8%	-	94.3%	
<b>No</b>															
Count	165	251		40	25		53	22		72	158		-	46	
Column %	7.3%	7.3%	0.0%	4.7%	2.9%	1.8%	6.2%	2.5%	3.7%	12.7%	18.2%	-5.6%	-	5.4%	
<b>Don't know</b>															
Count	3	5		3	1		0	0		0	2		-	2	
Column %	0.1%	0.2%	0.0%	0.4%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	-0.3%	-	0.2%	
<b>Q13i - Go where have high quality accommodations/services</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	2056	3133		762	834		763	845		531	677		-	777	
Column %	90.5%	91.1%	-0.7%	90.1%	97.4%	-7.3%	89.1%	98.2%	-9.1%	93.0%	78.1%	14.9%	-	91.0%	
<b>No</b>															
Count	214	300		82	21		92	16		40	187		-	76	
Column %	9.4%	8.7%	0.7%	9.7%	2.4%	7.3%	10.7%	1.8%	8.9%	7.0%	21.6%	-14.6%	-	8.9%	
<b>Don't know</b>															
Count	3	5		1	1		1	0		0	2		-	1	
Column %	0.1%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.3%	-0.3%	-	0.1%	
<b>Q13j - Go where safe and convenient to travel to</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	2192	3205		819	839		826	844		546	704		-	817	
Column %	96.4%	93.2%	3.2%	96.9%	98.1%	-1.2%	96.5%	98.1%	-1.6%	95.6%	81.2%	14.4%	-	95.6%	
<b>No</b>															
Count	78	228		26	15		28	16		23	159		-	37	
Column %	3.4%	6.6%	-3.2%	3.1%	1.8%	1.3%	3.3%	1.9%	1.4%	4.1%	18.4%	-14.3%	-	4.3%	
<b>Don't know</b>															
Count	3	5		0	1		2	0		2	3		-	1	
Column %	0.1%	0.1%	0.0%	0.0%	0.1%	-0.1%	0.2%	0.0%	0.2%	0.3%	0.4%	-0.1%	-	0.1%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q13k - Go where it was a good value/special deal</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	2068	3175		810	826		790	832		469	701		-	816	
Column %	91.0%	92.4%	-1.3%	95.8%	96.5%	-0.7%	92.2%	96.6%	-4.4%	82.2%	80.9%	1.2%	-	95.5%	
<b>No</b>															
Count	203	258		36	29		65	29		102	163		-	37	
Column %	8.9%	7.5%	1.4%	4.2%	3.4%	0.8%	7.6%	3.4%	4.2%	17.8%	18.8%	-1.0%	-	4.3%	
<b>Don't know</b>															
Count	2	5		0	1		2	0		0	2		-	1	
Column %	0.1%	0.1%	-0.1%	0.0%	0.1%	-0.1%	0.2%	0.0%	0.2%	0.0%	0.3%	-0.3%	-	0.2%	
<b>Q13l - Go where family friendly/lots for kids to do</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1718	2507		669	562		712	739		338	559		-	647	
Column %	75.6%	72.9%	2.7%	79.1%	65.7%	13.5%	83.1%	85.9%	-2.7%	59.1%	64.5%	-5.4%	-	75.8%	
<b>No</b>															
Count	549	917		175	293		143	122		232	304		-	199	
Column %	24.2%	26.7%	-2.5%	20.7%	34.2%	-13.5%	16.7%	14.1%	2.5%	40.6%	35.1%	5.5%	-	23.3%	
<b>Don't know</b>															
Count	5	13		2	1		2	0		2	4		-	8	
Column %	0.2%	0.4%	-0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.5%	-0.2%	-	0.9%	
<b>Q13m - Experience romance, romantic locations</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	1217	2005		444	451		437	468		337	461		-	624	
Column %	53.6%	58.3%	-4.8%	52.5%	52.7%	-0.3%	51.0%	54.4%	-3.4%	59.0%	53.2%	5.8%	-	73.1%	
<b>No</b>															
Count	1053	1425		399	403		419	392		234	402		-	227	
Column %	46.3%	41.4%	4.9%	47.2%	47.1%	0.1%	49.0%	45.6%	3.4%	41.0%	46.4%	-5.4%	-	26.5%	
<b>Don't know</b>															
Count	3	8		3	1		0	0		0	4		-	3	
Column %	0.1%	0.2%	-0.1%	0.3%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	-0.4%	-	0.4%	
<b>Q13n - Have a green vacation</b>															
Sample Size	2273	3437		845	856		856	861		571	867		-	854	
<b>Yes</b>															
Count	965	1630		376	428		428	449		161	340		-	412	
Column %	42.5%	47.4%	-5.0%	44.5%	50.1%	-5.6%	50.0%	52.1%	-2.2%	28.2%	39.3%	-11.1%	-	48.2%	
<b>No</b>															
Count	1301	1790		467	426		425	412		409	517		-	435	
Column %	57.3%	52.1%	5.2%	55.2%	49.8%	5.4%	49.7%	47.9%	1.8%	71.7%	59.6%	12.0%	-	51.0%	
<b>Don't know</b>															
Count	7	17		3	1		3	0		1	10		-	7	
Column %	0.3%	0.5%	-0.2%	0.3%	0.1%	0.2%	0.4%	0.0%	0.4%	0.1%	1.1%	-1.0%	-	0.8%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q14 - Which best describes why you came to the Keys?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>To relax and escape</b>															
Count	364	368		98	45		65	57		89	107		111	159	
Column %	12.1%	10.7%	1.4%	11.6%	5.3%	6.3%	7.6%	6.6%	1.0%	15.5%	12.4%	3.1%	15.4%	18.6%	-3.2%
<b>To go scuba diving</b>															
Count	43	30		18	2		6	19		3	8		16	2	
Column %	1.4%	0.9%	0.6%	2.1%	0.2%	1.9%	0.7%	2.2%	-1.5%	0.5%	0.9%	-0.4%	2.2%	0.2%	2.0%
<b>To go fishing</b>															
Count	79	105		21	19		20	31		9	39		28	15	
Column %	2.6%	3.0%	-0.4%	2.5%	2.2%	0.3%	2.3%	3.6%	-1.4%	1.6%	4.5%	-2.9%	3.9%	1.8%	2.1%
<b>To experience adventure</b>															
Count	241	561		72	148		62	160		49	179		59	73	
Column %	8.1%	16.3%	-8.3%	8.5%	17.3%	-8.8%	7.2%	18.6%	-11.4%	8.6%	20.7%	-12.1%	8.2%	8.5%	-0.4%
<b>To experience culture, arts, history</b>															
Count	160	160		31	31		41	26		37	50		52	53	
Column %	5.3%	4.7%	0.7%	3.7%	3.7%	0.0%	4.8%	3.0%	1.8%	6.4%	5.7%	0.7%	7.2%	6.2%	0.9%
<b>To experience Nightlife</b>															
Count	180	166		37	44		37	27		46	62		60	34	
Column %	6.0%	4.8%	1.2%	4.4%	5.1%	-0.8%	4.4%	3.1%	1.3%	8.0%	7.1%	0.9%	8.3%	4.0%	4.4%
<b>To experience a better climate</b>															
Count	245	310		62	141		61	55		46	56		76	58	
Column %	8.2%	9.0%	-0.8%	7.4%	16.5%	-9.1%	7.1%	6.3%	0.8%	8.0%	6.5%	1.5%	10.6%	6.8%	3.7%
<b>To go somewhere new</b>															
Count	220	331		87	66		61	95		33	64		39	105	
Column %	7.4%	9.6%	-2.3%	10.3%	7.8%	2.5%	7.2%	11.1%	-3.9%	5.8%	7.4%	-1.6%	5.4%	12.3%	-7.0%
<b>High quality accommodations</b>															
Count	320	539		79	157		115	179		72	142		53	61	
Column %	10.7%	15.7%	-5.0%	9.4%	18.3%	-8.9%	13.5%	20.8%	-7.4%	12.6%	16.4%	-3.8%	7.4%	7.2%	0.2%
<b>Somewhere safe and convenient</b>															
Count	306	320		102	94		122	90		48	51		33	85	
Column %	10.2%	9.3%	0.9%	12.1%	11.0%	1.1%	14.3%	10.5%	3.8%	8.5%	5.9%	2.6%	4.6%	9.9%	-5.3%
<b>Somewhere that was a good value</b>															
Count	285	189		108	31		99	34		42	42		37	82	
Column %	9.5%	5.5%	4.0%	12.7%	3.6%	9.1%	11.5%	3.9%	7.6%	7.3%	4.9%	2.5%	5.1%	9.6%	-4.5%
<b>Somewhere that is family friendly</b>															
Count	290	94		78	12		115	20		48	15		48	47	
Column %	9.7%	2.7%	6.9%	9.3%	1.4%	7.9%	13.5%	2.3%	11.2%	8.4%	1.8%	6.6%	6.7%	5.5%	1.2%
<b>To experience romance</b>															
Count	168	122		25	17		33	27		40	37		71	42	
Column %	5.6%	3.6%	2.1%	2.9%	2.0%	0.9%	3.8%	3.1%	0.7%	7.0%	4.2%	2.8%	9.8%	4.9%	4.9%
<b>Green vacation</b>															
Count	74	47		15	13		17	11		8	6		34	17	
Column %	2.5%	1.4%	1.1%	1.8%	1.6%	0.3%	2.0%	1.2%	0.7%	1.4%	0.7%	0.6%	4.7%	1.9%	2.7%
<b>Other</b>															
Count	16	71		12	28		2	19		0	4		3	20	
Column %	0.5%	2.1%	-1.5%	1.4%	3.3%	-1.9%	0.2%	2.2%	-2.0%	0.0%	0.4%	-0.4%	0.4%	2.4%	-1.9%
<b>Don't know/no answer</b>															
Count	5	24		0	6		0	12		2	5		2	2	
Column %	0.2%	0.7%	-0.6%	0.0%	0.7%	-0.7%	0.0%	1.4%	-1.4%	0.4%	0.5%	-0.1%	0.3%	0.2%	0.1%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15a - Did/will you visit somewhere else in FL on this trip?</b>															
Sample Size	2996	3430		845	854		856	857		571	865		724	854	
<b>Yes</b>															
Count	1650	1728		472	377		405	377		340	525		432	449	
Column %	55.1%	50.4%	4.7%	55.8%	44.2%	11.7%	47.3%	44.0%	3.3%	59.6%	60.7%	-1.1%	59.7%	52.6%	7.1%
<b>No</b>															
Count	1347	1702		373	477		451	480		231	340		292	405	
Column %	44.9%	49.6%	-4.7%	44.2%	55.8%	-11.7%	52.7%	56.0%	-3.3%	40.4%	39.3%	1.1%	40.3%	47.4%	-7.1%
<b>Q15b - If yes, Where? (closest city)</b>															
Sample Size	1655	1728		472	377		405	377		346	525		432	449	
<b>Miami</b>															
Count	163	517		90	139		38	101		10	195		25	82	
Column %	9.9%	29.9%	-20.1%	19.1%	36.9%	-17.9%	9.4%	26.8%	-17.4%	2.8%	37.2%	-34.3%	5.8%	18.1%	-12.3%
<b>Orlando</b>															
Count	958	633		236	93		247	131		208	182		268	228	
Column %	57.9%	36.6%	21.3%	50.0%	24.6%	25.5%	60.9%	34.9%	26.0%	60.0%	34.6%	25.4%	62.0%	50.7%	11.3%
<b>Ft Lauderdale</b>															
Count	236	307		70	66		50	80		44	85		73	76	
Column %	14.3%	17.7%	-3.5%	14.9%	17.4%	-2.6%	12.3%	21.3%	-9.0%	12.6%	16.1%	-3.5%	16.8%	16.9%	-0.1%
<b>West Palm/Palm Beach</b>															
Count	110	85		29	24		27	20		29	23		25	17	
Column %	6.7%	4.9%	1.8%	6.2%	6.5%	-0.3%	6.7%	5.4%	1.3%	8.4%	4.4%	4.0%	5.7%	3.7%	2.0%
<b>Tampa area</b>															
Count	73	99		18	25		15	31		28	24		12	19	
Column %	4.4%	5.7%	-1.3%	3.7%	6.7%	-2.9%	3.8%	8.3%	-4.6%	8.1%	4.5%	3.6%	2.9%	4.2%	-1.3%
<b>Panhandle</b>															
Count	54	50		16	13		17	3		9	13		11	22	
Column %	3.2%	2.9%	0.3%	3.3%	3.3%	0.0%	4.3%	0.8%	3.4%	2.7%	2.4%	0.3%	2.6%	4.9%	-2.3%
<b>Ft Myers/Naples area</b>															
Count	53	27		11	13		11	8		13	2		18	5	
Column %	3.2%	1.5%	1.6%	2.4%	3.3%	-0.9%	2.7%	2.1%	0.6%	3.7%	0.3%	3.4%	4.1%	1.0%	3.0%
<b>Other</b>															
Count	2	11		2	5		0	2		0	3		0	2	
Column %	0.1%	0.6%	-0.5%	0.3%	1.2%	-0.9%	0.0%	0.4%	-0.4%	0.0%	0.6%	-0.6%	0.0%	0.3%	-0.3%
<b>DK</b>															
Count	6	0		0	0		0	0		6	0		0	0	
Column %	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15c - Do you own a second home in FL?</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>Yes</b>															
Count	318	228		124	31		92	48		37	67		64	82	
Column %	10.6%	6.6%	4.0%	14.7%	3.7%	11.0%	10.8%	5.5%	5.2%	6.5%	7.7%	-1.2%	8.9%	9.6%	-0.8%
<b>No</b>															
Count	2678	3175		721	814		764	803		534	785		660	772	
Column %	89.4%	92.4%	-3.0%	85.3%	95.2%	-9.9%	89.2%	93.3%	-4.1%	93.5%	90.6%	2.9%	91.1%	90.4%	0.8%
<b>NA</b>															
Count	0	34		0	10		0	10		0	15		0	0	
Column %	0.0%	1.0%	-1.0%	0.0%	1.2%	-1.2%	0.0%	1.1%	-1.1%	0.0%	1.7%	-1.7%	0.0%	0.0%	0.0%
<b>Q15d - If yes, Where? (closest city)</b>															
Sample Size	319	228		124	31		93	48		37	67		64	82	
<b>Miami</b>															
Count	46	62		31	6		7	12		2	30		7	14	
Column %	14.4%	27.1%	-12.7%	24.7%	20.0%	4.7%	7.3%	24.4%	-17.1%	4.2%	44.7%	-40.5%	10.7%	17.0%	-6.3%
<b>Orlando</b>															
Count	90	40		34	5		25	6		9	13		23	16	
Column %	28.3%	17.6%	10.8%	27.0%	15.0%	12.0%	27.0%	13.1%	13.8%	24.1%	20.0%	4.1%	35.1%	19.1%	16.1%
<b>Ft Lauderdale</b>															
Count	78	37		26	8		22	8		13	8		17	13	
Column %	24.5%	16.2%	8.3%	21.1%	25.0%	-3.9%	23.6%	16.4%	7.2%	33.7%	11.8%	22.0%	26.8%	16.2%	10.5%
<b>West Palm/Palm Beach</b>															
Count	66	35		21	3		25	5		13	3		7	24	
Column %	20.5%	15.1%	5.4%	17.0%	10.0%	7.0%	27.0%	9.9%	17.1%	33.7%	4.7%	29.0%	10.3%	28.6%	-18.3%
<b>Tampa area</b>															
Count	24	20		6	2		8	5		0	6		9	8	
Column %	7.4%	8.9%	-1.6%	5.0%	5.0%	0.0%	8.4%	9.9%	-1.4%	0.0%	9.4%	-9.4%	14.7%	9.5%	5.1%
<b>Ft Myers/Naples area</b>															
Count	8	19		3	6		3	8		2	3		0	2	
Column %	2.5%	8.3%	-5.8%	2.5%	20.0%	-17.5%	3.4%	16.4%	-13.1%	4.2%	4.7%	-0.5%	0.0%	1.9%	-1.9%
<b>Other</b>															
Count	8	16		3	2		3	5		0	3		2	6	
Column %	2.5%	6.9%	-4.4%	2.5%	5.0%	-2.5%	3.4%	9.9%	-6.5%	0.0%	4.7%	-4.7%	2.4%	7.6%	-5.2%



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
<b>USA</b>															
Count	939	1246		307	299		230	358		138	270		265	319	
Column %	31.3%	36.3%	-4.9%	36.3%	34.9%	1.4%	26.9%	41.6%	-14.8%	24.1%	31.1%	-7.0%	36.5%	37.4%	-0.9%
<b>Argentina</b>															
Count	81	65		15	13		3	8		37	29		26	15	
Column %	2.7%	1.9%	0.8%	1.8%	1.5%	0.3%	0.4%	0.9%	-0.6%	6.5%	3.3%	3.1%	3.6%	1.8%	1.8%
<b>Brazil</b>															
Count	121	90		29	10		32	11		32	38		28	30	
Column %	4.0%	2.6%	1.4%	3.4%	1.1%	2.2%	3.7%	1.3%	2.4%	5.6%	4.4%	1.2%	3.9%	3.5%	0.4%
<b>Canada</b>															
Count	553	561		152	159		156	152		114	128		130	121	
Column %	18.5%	16.3%	2.2%	18.0%	18.6%	-0.6%	18.2%	17.7%	0.6%	20.0%	14.8%	5.2%	18.0%	14.2%	3.8%
<b>France</b>															
Count	240	207		51	38		91	51		27	57		72	61	
Column %	8.0%	6.0%	2.0%	6.0%	4.4%	1.6%	10.6%	5.9%	4.7%	4.7%	6.6%	-1.9%	9.9%	7.1%	2.8%
<b>Germany</b>															
Count	223	227		65	46		80	53		33	58		45	71	
Column %	7.4%	6.6%	0.8%	7.7%	5.4%	2.3%	9.3%	6.1%	3.2%	5.9%	6.7%	-0.8%	6.2%	8.3%	-2.1%
<b>Italy</b>															
Count	165	140		56	19		50	27		27	35		32	59	
Column %	5.5%	4.1%	1.4%	6.6%	2.2%	4.4%	5.8%	3.1%	2.7%	4.8%	4.1%	0.7%	4.4%	6.9%	-2.5%
<b>Middle East</b>															
Count	27	37		3	11		13	14		8	3		3	8	
Column %	0.9%	1.1%	-0.2%	0.4%	1.3%	-1.0%	1.5%	1.6%	-0.2%	1.4%	0.4%	1.0%	0.4%	0.9%	-0.5%
<b>Switzerland</b>															
Count	54	133		16	36		18	32		9	50		11	14	
Column %	1.8%	3.9%	-2.0%	1.9%	4.2%	-2.4%	2.1%	3.7%	-1.6%	1.6%	5.8%	-4.2%	1.6%	1.7%	-0.1%
<b>United Kingdom</b>															
Count	163	273		39	95		52	58		48	61		24	59	
Column %	5.4%	8.0%	-2.5%	4.6%	11.1%	-6.5%	6.1%	6.7%	-0.6%	8.4%	7.0%	1.4%	3.3%	6.9%	-3.6%
<b>Other Asian/Far East</b>															
Count	6	25		3	8		1	6		1	6		1	5	
Column %	0.2%	0.7%	-0.5%	0.3%	0.9%	-0.6%	0.1%	0.7%	-0.6%	0.2%	0.7%	-0.4%	0.2%	0.6%	-0.4%
<b>Other Europe</b>															
Count	24	56		7	11		2	12		7	32		8	2	
Column %	0.8%	1.6%	-0.8%	0.8%	1.3%	-0.5%	0.3%	1.3%	-1.1%	1.3%	3.6%	-2.4%	1.1%	0.2%	0.9%
<b>Other South America</b>															
Count	112	16		21	2		7	3		60	11		24	1	
Column %	3.7%	0.5%	3.3%	2.5%	0.2%	2.3%	0.8%	0.4%	0.4%	10.6%	1.3%	9.3%	3.3%	0.1%	3.2%
<b>Other</b>															
Count	16	36		1	9		6	13		5	8		5	6	
Column %	0.5%	1.1%	-0.5%	0.1%	1.1%	-1.0%	0.7%	1.5%	-0.7%	0.8%	0.9%	-0.1%	0.7%	0.7%	-0.1%
<b>Scandinavia</b>															
Count	39	119		11	52		25	29		2	21		2	17	
Column %	1.3%	3.5%	-2.2%	1.3%	6.1%	-4.8%	3.0%	3.4%	-0.4%	0.3%	2.5%	-2.1%	0.2%	2.0%	-1.8%
<b>BeNeLux</b>															
Count	64	43		20	5		38	5		4	10		2	23	
Column %	2.1%	1.2%	0.9%	2.4%	0.6%	1.9%	4.4%	0.5%	3.9%	0.6%	1.2%	-0.5%	0.3%	2.7%	-2.4%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in (cont)</b>															
Sample Size	2996	3437		845	856		856	861		571	867		724	854	
China															
Count	169	164		50	42		53	30		18	49		53	42	
Column %	5.6%	4.8%	0.9%	5.9%	5.0%	1.0%	6.2%	3.5%	2.8%	3.1%	5.7%	-2.6%	6.2%	5.0%	1.3%
<b>Q16b - State living in</b>															
Sample Size	942	1246		307	295		232	357		139	269		232	326	
Florida															
Count	307	320		108	51		99	75		49	70		99	123	
Column %	32.6%	25.7%	6.9%	35.3%	17.4%	17.9%	42.8%	21.1%	21.7%	35.2%	26.0%	9.1%	42.8%	37.9%	4.9%
Alabama															
Count	32	19		1	3		2	3		2	5		2	9	
Column %	3.4%	1.5%	1.9%	0.2%	1.0%	-0.8%	1.0%	0.8%	0.2%	1.4%	1.7%	-0.3%	1.0%	2.7%	-1.7%
Alaska															
Count	7	12		0	3		3	1		0	2		3	5	
Column %	0.8%	0.9%	-0.2%	0.0%	1.2%	-1.2%	1.4%	0.4%	0.9%	0.0%	0.7%	-0.7%	1.4%	1.5%	-0.1%
Arizona															
Count	9	15		3	3		2	8		0	1		2	3	
Column %	1.0%	1.2%	-0.2%	0.9%	0.9%	0.0%	0.9%	2.2%	-1.2%	0.0%	0.5%	-0.5%	0.9%	0.8%	0.1%
Arkansas															
Count	3	10		1	2		0	4		0	3		0	1	
Column %	0.4%	0.8%	-0.4%	0.2%	0.6%	-0.4%	0.0%	1.2%	-1.2%	0.0%	1.1%	-1.1%	0.0%	0.2%	-0.2%
California															
Count	50	64		6	12		20	24		12	12		20	16	
Column %	5.3%	5.2%	0.2%	1.8%	4.2%	-2.4%	8.6%	6.8%	1.9%	8.4%	4.6%	3.8%	8.6%	4.8%	3.9%
Colorado															
Count	8	26		1	7		0	7		3	7		0	6	
Column %	0.8%	2.1%	-1.3%	0.5%	2.3%	-1.8%	0.0%	1.9%	-1.9%	2.3%	2.4%	-0.2%	0.0%	1.9%	-1.9%
Connecticut															
Count	9	19		3	3		4	4		1	3		4	9	
Column %	0.9%	1.6%	-0.6%	1.0%	1.0%	0.0%	1.8%	1.1%	0.7%	0.6%	1.2%	-0.6%	1.8%	2.9%	-1.1%
Delaware															
Count	4	14		2	3		2	5		0	1		2	4	
Column %	0.4%	1.1%	-0.7%	0.6%	0.9%	-0.3%	0.7%	1.4%	-0.7%	0.0%	0.5%	-0.5%	0.7%	1.4%	-0.6%
District of Columbia															
Count	2	7		1	3		1	1		0	3		1	1	
Column %	0.2%	0.5%	-0.4%	0.2%	0.9%	-0.7%	0.5%	0.2%	0.3%	0.0%	1.0%	-1.0%	0.5%	0.2%	0.2%
Georgia															
Count	43	43		15	6		9	11		2	13		9	13	
Column %	4.5%	3.5%	1.0%	5.0%	1.9%	3.1%	4.0%	3.2%	0.8%	1.5%	5.0%	-3.5%	4.0%	3.9%	0.0%
Hawaii															
Count	13	8		5	2		3	3		2	3		3	0	
Column %	1.3%	0.6%	0.7%	1.5%	0.7%	0.8%	1.4%	0.9%	0.5%	1.1%	1.0%	0.1%	1.4%	0.0%	1.4%
Idaho															
Count	4	11		1	3		0	4		2	3		0	1	
Column %	0.4%	0.9%	-0.5%	0.2%	1.2%	-1.0%	0.0%	1.1%	-1.1%	1.1%	1.0%	0.1%	0.0%	0.3%	-0.3%
Illinois															
Count	80	85		25	17		21	25		13	24		21	19	
Column %	8.5%	6.8%	1.7%	8.3%	5.7%	2.6%	9.1%	7.0%	2.2%	9.1%	9.0%	0.0%	9.1%	5.8%	3.4%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	942	1246		307	295		232	357		139	269		232	326	
<b>Indiana</b>															
Count	2	25		2	13		0	7		0	4		0	2	
Column %	0.2%	2.0%	-1.8%	0.7%	4.3%	-3.6%	0.0%	1.9%	-1.9%	0.0%	1.4%	-1.4%	0.0%	0.6%	-0.6%
<b>Iowa</b>															
Count	5	7		2	2		2	1		2	2		2	2	
Column %	0.6%	0.6%	0.0%	0.5%	0.8%	-0.3%	0.7%	0.3%	0.4%	1.1%	0.7%	0.4%	0.7%	0.5%	0.2%
<b>Kansas</b>															
Count	9	20		4	7		1	9		0	0		1	5	
Column %	1.0%	1.6%	-0.6%	1.2%	2.4%	-1.2%	0.3%	2.4%	-2.2%	0.0%	0.0%	0.0%	0.3%	1.4%	-1.1%
<b>Kentucky</b>															
Count	13	17		2	3		2	8		0	5		2	2	
Column %	1.4%	1.4%	0.0%	0.7%	0.9%	-0.1%	0.7%	2.2%	-1.5%	0.0%	1.8%	-1.8%	0.7%	0.6%	0.1%
<b>Louisiana</b>															
Count	12	11		9	0		0	2		3	8		0	2	
Column %	1.3%	0.9%	0.4%	2.8%	0.0%	2.8%	0.0%	0.4%	-0.4%	2.3%	2.9%	-0.6%	0.0%	0.5%	-0.5%
<b>Maine</b>															
Count	2	9		0	4		0	3		0	1		0	1	
Column %	0.2%	0.7%	-0.5%	0.1%	1.3%	-1.2%	0.0%	0.8%	-0.8%	0.0%	0.3%	-0.3%	0.0%	0.3%	-0.3%
<b>Maryland</b>															
Count	4	13		0	6		0	6		0	0		0	1	
Column %	0.4%	1.0%	-0.6%	0.0%	2.0%	-2.0%	0.0%	1.6%	-1.6%	0.0%	0.0%	0.0%	0.0%	0.3%	-0.3%
<b>Massachusetts</b>															
Count	11	29		5	9		4	9		2	8		4	4	
Column %	1.1%	2.3%	-1.2%	1.6%	3.1%	-1.6%	1.8%	2.4%	-0.6%	1.2%	2.8%	-1.7%	1.8%	1.1%	0.7%
<b>Michigan</b>															
Count	38	64		14	21		9	14		6	14		9	16	
Column %	4.0%	5.1%	-1.1%	4.5%	7.0%	-2.5%	3.9%	3.8%	0.0%	4.5%	5.3%	-0.7%	3.9%	4.8%	-0.9%
<b>Minnesota</b>															
Count	10	14		8	3		2	2		0	4		2	5	
Column %	1.0%	1.1%	-0.1%	2.7%	0.9%	1.8%	0.7%	0.6%	0.0%	0.0%	1.4%	-1.4%	0.7%	1.7%	-1.0%
<b>Mississippi</b>															
Count	2	5		2	1		0	2		0	2		0	0	
Column %	0.2%	0.4%	-0.2%	0.5%	0.3%	0.2%	0.0%	0.6%	-0.6%	0.0%	0.6%	-0.6%	0.0%	0.0%	0.0%
<b>Missouri</b>															
Count	8	20		3	3		2	6		2	8		2	3	
Column %	0.8%	1.6%	-0.8%	1.1%	1.0%	0.1%	0.7%	1.6%	-0.9%	1.1%	2.9%	-1.8%	0.7%	1.0%	-0.3%
<b>Montana</b>															
Count	6	10		3	3		3	2		0	1		3	4	
Column %	0.6%	0.8%	-0.1%	0.9%	0.9%	0.0%	1.4%	0.7%	0.7%	0.0%	0.2%	-0.2%	1.4%	1.2%	0.1%
<b>Nebraska</b>															
Count	1	7		1	1		0	2		0	3		0	2	
Column %	0.1%	0.6%	-0.5%	0.4%	0.2%	0.2%	0.0%	0.7%	-0.7%	0.0%	1.0%	-1.0%	0.0%	0.5%	-0.5%
<b>Nevada</b>															
Count	8	7		2	3		2	2		0	1		2	1	
Column %	0.8%	0.6%	0.3%	0.5%	1.1%	-0.6%	0.7%	0.4%	0.2%	0.0%	0.4%	-0.4%	0.7%	0.3%	0.3%
<b>New Hampshire</b>															
Count	8	5		3	0		2	3		3	0		2	2	
Column %	0.8%	0.4%	0.4%	1.0%	0.0%	1.0%	0.7%	0.9%	-0.2%	2.3%	0.0%	2.3%	0.7%	0.7%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	942	1246		307	295		232	357		139	269		232	326	
<b>New Jersey</b>															
Count	16	19		7	8		2	5		4	2		2	4	
Column %	1.7%	1.5%	0.2%	2.2%	2.6%	-0.3%	0.9%	1.4%	-0.4%	3.1%	0.9%	2.2%	0.9%	1.1%	-0.2%
<b>New Mexico</b>															
Count	39	41		15	12		5	6		6	11		5	12	
Column %	4.1%	3.3%	0.8%	4.7%	4.1%	0.6%	2.2%	1.6%	0.5%	4.0%	4.2%	-0.3%	2.2%	3.6%	-1.4%
<b>New York</b>															
Count	26	46		12	19		8	19		3	3		8	6	
Column %	2.7%	3.7%	-1.0%	3.9%	6.3%	-2.4%	3.3%	5.2%	-1.9%	2.2%	1.3%	0.9%	3.3%	1.8%	1.5%
<b>No Carolina</b>															
Count	25	14		5	4		4	3		0	3		4	4	
Column %	2.6%	1.1%	1.5%	1.5%	1.3%	0.2%	1.6%	0.8%	0.9%	0.2%	1.1%	-0.9%	1.6%	1.3%	0.3%
<b>No Dakota</b>															
Count	2	2		0	2		2	0		0	0		2	0	
Column %	0.2%	0.2%	0.0%	0.0%	0.6%	-0.6%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
<b>Ohio</b>															
Count	11	37		6	5		1	10		0	12		1	9	
Column %	1.2%	3.0%	-1.8%	2.0%	1.7%	0.3%	0.3%	2.9%	-2.7%	0.0%	4.4%	-4.4%	0.3%	2.9%	-2.6%
<b>Oklahoma</b>															
Count	3	0		2	0		0	0		0	0		0	0	
Column %	0.3%	0.0%	0.3%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Oregon</b>															
Count	4	7		2	1		0	4		0	0		0	2	
Column %	0.4%	0.6%	-0.2%	0.6%	0.4%	0.2%	0.1%	1.2%	-1.1%	0.0%	0.1%	-0.1%	0.1%	0.5%	-0.3%
<b>Pennsylvania</b>															
Count	2	13		1	5		1	3		0	1		1	4	
Column %	0.2%	1.1%	-0.9%	0.2%	1.6%	-1.4%	0.4%	0.9%	-0.5%	0.0%	0.4%	-0.4%	0.4%	1.3%	-0.9%
<b>Rhode Island</b>															
Count	3	8		2	1		0	6		1	1		0	1	
Column %	0.4%	0.7%	-0.3%	0.6%	0.3%	0.3%	0.1%	1.6%	-1.5%	0.8%	0.3%	0.5%	0.1%	0.2%	-0.1%
<b>So Carolina</b>															
Count	29	16		2	6		1	2		15	0		1	8	
Column %	3.1%	1.3%	1.8%	0.7%	2.1%	-1.3%	0.5%	0.5%	0.0%	10.8%	0.1%	10.6%	0.5%	2.5%	-2.0%
<b>So Dakota</b>															
Count	3	4		0	1		0	1		2	0		0	2	
Column %	0.4%	0.3%	0.1%	0.0%	0.3%	-0.3%	0.1%	0.2%	-0.1%	1.1%	0.1%	1.0%	0.1%	0.5%	-0.3%
<b>Tennessee</b>															
Count	5	10		0	5		2	2		1	2		2	2	
Column %	0.6%	0.8%	-0.3%	0.0%	1.6%	-1.6%	0.8%	0.6%	0.2%	1.1%	0.6%	0.5%	0.8%	0.6%	0.2%
<b>Texas</b>															
Count	28	38		5	7		6	15		3	11		6	6	
Column %	3.0%	3.1%	-0.1%	1.5%	2.2%	-0.7%	2.7%	4.1%	-1.4%	2.3%	4.1%	-1.8%	2.7%	1.9%	0.9%
<b>Utah</b>															
Count	6	10		2	6		3	2		0	0		3	2	
Column %	0.6%	0.8%	-0.2%	0.8%	2.0%	-1.2%	1.4%	0.6%	0.7%	0.0%	0.0%	0.0%	1.4%	0.5%	0.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	942	1246		307	295		232	357		139	269		232	326	
<b>Vermont</b>															
Count	3	10		2	2		1	5		0	2		1	1	
Column %	0.3%	0.8%	-0.4%	0.8%	0.7%	0.1%	0.3%	1.5%	-1.1%	0.0%	0.6%	-0.6%	0.3%	0.2%	0.1%
<b>Virginia</b>															
Count	3	6		0	3		0	3		0	0		0	0	
Column %	0.3%	0.5%	-0.2%	0.0%	1.1%	-1.1%	0.0%	0.8%	-0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	-0.1%
<b>Washington</b>															
Count	9	14		4	2		1	7		2	3		1	2	
Column %	1.0%	1.1%	-0.1%	1.4%	0.7%	0.7%	0.3%	1.8%	-1.5%	1.4%	1.1%	0.2%	0.3%	0.7%	-0.4%
<b>West Virginia</b>															
Count	1	3		1	0		0	1		0	2		0	0	
Column %	0.1%	0.2%	-0.2%	0.3%	0.1%	0.1%	0.0%	0.3%	-0.3%	0.0%	0.6%	-0.6%	0.0%	0.0%	0.0%
<b>Wisconsin</b>															
Count	4	20		1	10		0	7		0	3		0	0	
Column %	0.5%	1.6%	-1.2%	0.4%	3.3%	-2.9%	0.0%	2.0%	-2.0%	0.0%	1.2%	-1.2%	0.0%	0.1%	-0.1%
<b>Wyoming</b>															
Count	11	12		9	3		2	4		0	3		2	2	
Column %	1.2%	1.0%	0.2%	3.1%	1.0%	2.1%	0.7%	1.2%	-0.5%	0.0%	1.2%	-1.2%	0.7%	0.5%	0.2%
<b>Q17 - Age</b>															
Sample Size	2994	3437		845	856		855	861		571	867		855	854	
<b>18 - 25</b>															
Count	78	193		33	37		20	63		13	44		20	49	
Column %	2.6%	5.6%	-3.0%	4.0%	4.3%	-0.4%	2.3%	7.4%	-5.1%	2.3%	5.0%	-2.7%	2.3%	5.7%	-3.5%
<b>26 - 35</b>															
Count	587	707		158	120		114	237		135	185		114	165	
Column %	19.6%	20.6%	-0.9%	18.7%	14.1%	4.6%	13.3%	27.5%	-14.2%	23.7%	21.3%	2.4%	13.3%	19.3%	-6.0%
<b>36 - 45</b>															
Count	1164	1152		315	296		366	279		223	287		366	290	
Column %	38.9%	33.5%	5.4%	37.2%	34.5%	2.7%	42.8%	32.4%	10.4%	39.1%	33.1%	6.0%	42.8%	34.0%	8.8%
<b>46 - 60</b>															
Count	761	1072		231	339		228	233		143	263		228	238	
Column %	25.4%	31.2%	-5.8%	27.4%	39.6%	-12.2%	26.6%	27.1%	-0.5%	25.0%	30.3%	-5.3%	26.6%	27.8%	-1.2%
<b>61+</b>															
Count	403	313		108	64		128	49		57	89		128	112	
Column %	13.5%	9.1%	4.4%	12.8%	7.4%	5.3%	14.9%	5.7%	9.3%	9.9%	10.3%	-0.4%	14.9%	13.1%	1.9%
<b>Q17 - Average Age</b>															
Sample Size	2996	3437		845	856		856	861		571	867		856	854	
Mean	44.62	43.57		44.45	45.02		45.63	41.13		43.68	44.09		45.63	44.04	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Household income</b>															
Sample Size	2996	3437		845	856		856	861		571	867		856	854	
<b>Under \$75,000</b>															
Count	827	1045		210	245		203	305		220	267		203	228	
Column %	27.6%	30.4%	-2.8%	24.8%	28.7%	-3.9%	23.7%	35.4%	-11.7%	38.5%	30.8%	7.7%	23.7%	26.6%	-2.9%
<b>\$75,000 - \$150,000</b>															
Count	1601	1593		403	478		450	433		292	349		450	333	
Column %	53.4%	46.4%	7.1%	47.6%	55.9%	-8.3%	52.5%	50.3%	2.3%	51.0%	40.3%	10.8%	52.5%	39.0%	13.5%
<b>Over \$150,000</b>															
Count	460	473		187	98		157	66		53	117		157	192	
Column %	15.4%	13.8%	1.6%	22.1%	11.4%	10.7%	18.3%	7.7%	10.7%	9.4%	13.5%	-4.1%	18.3%	22.5%	-4.2%
<b>Refused</b>															
Count	108	326		46	34		47	57		6	134		47	101	
Column %	3.6%	9.5%	-5.9%	5.5%	4.0%	1.5%	5.4%	6.6%	-1.2%	1.1%	15.4%	-14.3%	5.4%	11.9%	-6.4%
<b>Ethnicity</b>															
Sample Size	2996	3437		845	856		856	861		571	867		856	854	
<b>Non-Hispanic White</b>															
Count	1819	2633		548	688		607	675		313	652		607	618	
Column %	60.7%	76.6%	-15.9%	64.8%	80.4%	-15.6%	70.9%	78.4%	-7.5%	54.7%	75.3%	-20.6%	70.9%	72.4%	-1.5%
<b>African American/Black</b>															
Count	297	222		58	52		71	57		55	47		71	66	
Column %	9.9%	6.5%	3.5%	6.8%	6.1%	0.7%	8.3%	6.6%	1.7%	9.6%	5.5%	4.1%	8.3%	7.7%	0.6%
<b>Hispanic/Spanish/Latino</b>															
Count	591	340		177	56		118	75		174	102		118	108	
Column %	19.7%	9.9%	9.8%	20.9%	6.5%	14.4%	13.8%	8.7%	5.1%	30.5%	11.7%	18.8%	13.8%	12.7%	1.1%
<b>Asian or Pacific Islander</b>															
Count	186	208		61	57		52	47		24	49		52	56	
Column %	6.2%	6.1%	0.2%	7.2%	6.6%	0.6%	6.1%	5.4%	0.7%	4.2%	5.7%	-1.5%	6.1%	6.5%	-0.4%
<b>American Indian or Alaska Native</b>															
Count	11	2		0	0		3	0		3	0		3	2	
Column %	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.5%	0.0%	0.5%	0.4%	0.2%	0.2%
<b>Other</b>															
Count	90	9		2	0		5	0		2	4		5	5	
Column %	3.0%	0.3%	2.8%	0.2%	0.0%	0.2%	0.6%	0.0%	0.6%	0.3%	0.4%	-0.2%	0.6%	0.6%	0.0%
<b>Refused</b>															
Count	2	23		0	3		0	7		2	12		0	0	
Column %	0.1%	0.7%	-0.6%	0.0%	0.4%	-0.4%	0.0%	0.9%	-0.9%	0.3%	1.4%	-1.1%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff	2017	2016	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Orientation</b>															
Sample Size	2996	3437		845	856		856	861		571	867		856	854	
<b>Heterosexual</b>															
Count	2775	3182		777	823		808	799		514	764		808	796	
Column %	92.6%	92.6%	0.0%	91.9%	96.2%	-4.3%	94.3%	92.8%	1.5%	89.9%	88.2%	1.7%	94.3%	93.3%	1.1%
<b>Gay</b>															
Count	135	123		32	8		34	23		44	55		34	36	
Column %	4.5%	3.6%	0.9%	3.8%	0.9%	2.9%	4.0%	2.7%	1.2%	7.8%	6.4%	1.4%	4.0%	4.2%	-0.2%
<b>Lesbian</b>															
Count	65	62		26	5		11	11		13	26		11	20	
Column %	2.2%	1.8%	0.4%	3.1%	0.6%	2.5%	1.3%	1.3%	0.0%	2.2%	3.0%	-0.8%	1.3%	2.3%	-1.0%
<b>Bisexual</b>															
Count	16	7		9	0		2	0		1	5		2	2	
Column %	0.5%	0.2%	0.4%	1.1%	0.0%	1.1%	0.2%	0.0%	0.2%	0.1%	0.5%	-0.4%	0.2%	0.2%	0.0%
<b>Refused</b>															
Count	6	64		1	20		2	27		0	16		2	0	
Column %	0.2%	1.9%	-1.7%	0.1%	2.4%	-2.2%	0.2%	3.2%	-3.0%	0.0%	1.9%	-1.9%	0.2%	0.0%	0.2%
<b>Gender</b>															
Sample Size	2996	3437		845	856		856	861		571	867		856	854	
<b>Male</b>															
Count	1723	2200		497	553		532	571		300	536		532	540	
Column %	57.5%	64.0%	-6.5%	58.8%	64.7%	-5.9%	62.1%	66.3%	-4.2%	52.5%	61.8%	-9.3%	62.1%	63.2%	-1.1%
<b>Female</b>															
Count	1273	1238		348	302		324	290		271	331		324	314	
Column %	42.5%	36.0%	6.5%	41.2%	35.3%	5.9%	37.9%	33.7%	4.2%	47.5%	38.2%	9.3%	37.9%	36.8%	1.1%