

**2018 TDC Visitor Profile Survey**  
**County-wide ANNUAL Summary by Quarter**  
**January – December 2017/2018**  
*REVISION II 03202019*



**2018 TDC Visitor Profile Survey**  
**County Wide ANNUAL Summary by Quarter**  
**January - December 2017 - 2018**

The findings for the total County continued to be positive and highlighted key areas of improvement/strength:

- \* **Satisfaction** with the Keys experience continues to be **extremely high (99% rate it 4 or 5 out of 5)**
- \* Average Party sizes declined by about one person from 2017 to 2018
- \* Visitors tended to stay for slightly shorter periods compared to 2017
- \* Visitor parties changed to include more children and more same-gender friends traveling to the Keys
- \* Once again, **Advertising** played an important role in attracting visitors
- \* Hotels/Motels & Resorts remained the most popular accommodations, but unlike 2017, there was less 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 2017, the average amount spent by 2018 visitors was down in lodging, transportation and souvenirs while increasing slightly in the activities and food and beverage categories
- \* Use of the Internet changed from mostly Social Media websites and Travel Review sites to focus more on Travel Blogs and the Florida Keys official website
- \* The four primary activities of 2018 Visitors were:
  - Visiting Museums and Historic areas (76%)
  - Dining out (75%)
  - Beach activities (73%)
  - Bars/Nightlife (71%)
- \* Orlando continued to grow as a major second market to visit while visiting the Keys  
More than other Florida markets; Orlando was also the most likely area where visitors own a second home in F
- \* Domestic visitors to the Keys represented 46% of all visitors (up from 31% in 2017)



**Note A:** The early months of 2018 were a recovery period for the Keys following Hurricane Irma in September 2017. When reviewing the findings in this report there are some findings that differ from past periods in some ways that are consistent with Hurricane recovery efforts. It is important to remember this when reviewing the findings some of the differences are consistent with friends and relatives visiting the Keys to assist in the clean-up and repair of Hurricane damage (more males, more use of personal vehicles, more same sex couples traveling together, and others).

**Note B:** In 2017 and in 2018, an error occurred in the data collection for Question 11k regarding the visitor's participation in a wedding or commitment ceremony. The error resulted in the deletion of data from Question 11k for 2017 and 2018 ... shown in the report as "Not reported."

**About the Study**

The Visitor Profile Survey is conducted monthly for the Board of County Commissioners Monroe County, Florida by *JDO Insights, Inc.* using Intercept Interviews in all five Districts of the County. A total of 300 intercept interviews are completed in the Florida Keys each month (100 in Key West and 50 in each of the other four Districts) for a total of 300 completed interviews each month in Monroe County, Florida totaling 3,600 completed interviews per year. Interviews are rotated across days of the week each month to provide a reliable representation of visitors throughout the month. Locations are selected and approved by the County and residents are excluded as are one night visitors. Interviewers are hired from the local labor pool and are residents of the Florida Keys.

**QD2 - REASON FOR TRIP**

- \* The most significant change in transportation behavior was the greater use of personal vehicles (7% in 2015; 20% in 2016; 36% in 2017; 35% in 2018 +28 points overall)
- \* 27% drove a rental car; 16% drove a rental car last year
- \* The proportion of visitors who **flew directly into Key West** increased from 14% in 2017 to 23% in 2018
- \* In 2018, nine out of ten visitors (89%) had visited the Keys in the past three years; 66 per cent of 2017 visitors were repeaters, an increase of 23 points
- \* Visitors **flying to Miami and renting a car** (10%) was down 20 percentage points from last year

**Q1 - ACCOMMODATIONS**

- \* In 2018, the number of visitors staying in **B&B's, Guest houses and Inns** **dropped 6** points from 41% to 35% with the most significant change coming in the First Quarter (-13 points)
- \* **Hotels/motels/resorts remained about the same both years** (53%-55%) and remained visitors' primary choice for lodging in the Keys
- \* B&B's, Guest Houses, Inns and Vacation Rentals were used by 43% of visitors (45% in 2017)
- \* 57% of 2018 visitors planned 2-4 weeks in advance compared to 37% of 2017 visitors (+20 pts.)
- \* Visitors in 2018 did not plan as far ahead as 2017 visitors
- In 2017, 28% planned 4+ months in advance while in 2018, 8% planned 4+ months in advance (**down 20** points)
- \* Use of **Travel websites** (13%) was down 21 points from 2017 (35%) and Reservations by **phone service** (50%) were the most often-used type of reservation made
- \* In 2018, 16% of visitors made a direct phone call to the property for their reservation (up 4 points from 2017)

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

Visitor stays were **shorter** in 2018 than in 2017  
 1-3 nights  
 Stayed 4-7 nights  
 Stayed 8+ nights  
 Average number of nights

Annual	
2017	2018
11%	<b>24%</b>
53%	<b>57%</b>
36%	<b>19%</b>
7.18	<b>5.52</b>

**Q4b - LENGTH OF STAY IN MARATHON**

Visitor stays were **shorter** in 2018 than in 2017  
 1-3 nights  
 Stayed 4-7 nights  
 Stayed 8+ nights  
 Average number of nights

Annual	
2017	2018
27%	<b>65%</b>
66%	<b>35%</b>
7%	<b>+</b>
4.53	<b>3.01</b>



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

Visitor stays were **shorter** in 2018 than in 2017  
 1-3 nights  
 Stayed 4-7 nights  
 Stayed 8+ nights  
 Average number of nights

Annual	
2017	2018
32%	<b>62%</b>
63%	<b>37%</b>
5%	<b>1%</b>
4.27	<b>3.07</b>

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

Visitor stays were **shorter** in 2018 than in 2017  
 1-3 nights  
 Stayed 4-7 nights  
 Stayed 8+ nights  
 Average number of nights

Annual	
2017	2018
38%	<b>79%</b>
53%	<b>17%</b>
9%	<b>3%</b>
4.27	<b>2.70</b>

**Q4e - LENGTH OF STAY IN ISLAMORADA**

Visitor stays were **shorter** in 2018 than in 2017  
 1-3 nights  
 Stayed 4-7 nights  
 Stayed 8+ nights  
 Average number of nights

Annual	
2017	2018
49%	<b>68%</b>
49%	<b>31%</b>
2%	<b>1%</b>
3.60	<b>2.85</b>

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

Visitor stays were **shorter** in 2018 than in 2017  
1-3 nights  
Stayed 4-7 nights  
Stayed 8+ nights  
Average number of nights

Annual	
2017	2018
9%	22%
59%	56%
32%	22%
7.05	5.94



**Q5 - AVERAGE NUMBER OF PEOPLE IN PARTY**

Visitors traveled in **smaller** parties in 2018 than in 2017  
1 Visitor  
2 Visitors  
3-5 Visitors  
6-9 Visitors  
10 or More Visitors  
Average number of Visitors in Party

Annual	
2017	2018
1%	*
29%	31%
31%	44%
29%	22%
10%	3%
5.37	4.39

\* less than 0.5%

**Q5a - TRAVELED WITH ...**

Similar to 2017, the mix of travel partners changed significantly in 2018:  
\* Visitors traveling with their spouse or significant other remained about the same in 2017 and 2018 after significantly dropping in prior years  
\* Significantly **more** visitors came with Children/Step-children (7% in 2016; 24% in 2017; 28% in 2018; **Up 4 points**)  
\* Significantly **more** came with Friends of the same gender (13% in 2017; 18% in 2018 **Up 5 points**)  
\* **Fewer** came with Friends of a different gender 15%, down 8 points  
**Fewer** visitors traveled with children under 17 in 2018; Average of 0.84 in 2017; 0.76 in 2018

**Q6 - OVERALL SATISFACTION WITH KEYS VACATION**

\* **Almost all** rated their **Satisfaction** with their Keys vacation 4 or 5 out of 5; 98% in 2016; 99% in 2017 & 2018

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

\* **Use of Social Media** sites (Facebook, Twitter, ...) and **Traveler Online** review websites experienced significant **declines** in usage by 2018 Keys travelers (Facebook -11 points; Traveler Reviews -7 points)  
\* **Travel blogs increased significantly** in popularity again by +12 percentage points (+15% in 2017; +27% in 2018)

**Q7b - SPECIAL DEALS**

\* The percent of visitors who looked for **Special Deals** before visiting the Keys improved by 3 points in 2018 (58% in 2017; 61% in 2018)

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

Likelihood of recommending a Keys vacation to friends remained strong at 89%, although **down** from 2017 by 7 points (Rated Likelihood 4 or 5 out of 5)

**Q9 - ADVERTISING**

In 2017, 12% of visitors said they had **NOT** seen or heard any advertising for the Keys  
In 2018, 12% of visitors said they had **NOT** seen or heard any advertising for the Keys  
Keys advertising was seen/heard by 88% of visitors both years  
\* Television was cited by 38% of 2017 visitors and by 2018 visitors  
\* Internet/email Newsletters were cited by 22% of visitors in 2017; 8% in 2018 (down 14 points)  
\* Radio ads for the Keys were heard by 18% of 2018 visitors, **up by 8 points** from 2017  
\* Magazine up 7 points to 18%  
\* Newspaper -3 points



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

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

	2017	2018
Recommendations from Family and Friends	32%	21%
Travel Shows/Travel Agents	7%	12%
<b>Advertisements</b>	<b>27%</b>	<b>30%</b>
TV shows	9%	16%
Online review/Blog	7%	7%
Always wanted to go here	4%	3%
Activity or Event you wanted to participate in	1%	2%
Been here before	10%	5%

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

Several of the Activities tracked in the study showed significant negative changes from 2017 to 2018. When reviewing the participation in activities results, keep in mind the possible impact that Hurricane Irma had in the first four months of 2018 and the activities that would have been affected most.

Activities	2017	2018	+/- dif.
Visit Museums/Historic Areas	71%	76%	5%
Dining Out	91%	75%	-16%
Beach Activities	94%	73%	-21%
Bars/Nightlife	69%	71%	2%
Viewing Wildlife	72%	65%	-7%
Sightseeing and Attractions	89%	64%	-25%
Cultural Events	61%	58%	-3%
Boating	76%	57%	-19%
Snorkeling	69%	57%	-12%
Spa/Health Club/Gym	36%	46%	10%
Fishing	42%	45%	3%
Scuba Diving	27%	23%	-4%
Wedding/Commitment Ceremony	Not Reported	Not Reported	Not Reported



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

(Annual Average)

	2017	2018	\$ dif.
Spent per Night on <b>LODGING:</b>	\$271.72	\$256.80	-\$14.92
Spent on <b>TRANSPORTATION in the Keys</b>	\$164.71	\$135.37	-\$29.34
Spent on <b>WATER-ORIENTED ACTIVITIES</b>	\$117.81	\$139.08	\$21.27
Spent on <b>LAND-ORIENTED ACTIVITIES</b>	\$126.29	\$137.79	\$11.50
Spent per day on <b>FOOD/BEVERAGES</b>	\$163.26	\$179.23	\$15.97
Spent on <b>SOUVENIERS, GIFTS, CLOTHING</b>	\$74.87	\$52.44	-\$22.43

**Q14 - What best describes WHY you came to the Keys**

	2017	2018	+/- dif.
To relax and escape	12%	12%	0%
Family friendly	10%	9%	-1%
To have an Adventure	8%	9%	1%
To experience romance	6%	9%	3%
To experience a better climate	8%	8%	0%

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

In 2018, 54% of Keys visitors visited another Florida market on their trip, same as 2017

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

Florida market visited:	2017	2018	+/- dif.
Miami	10%	3%	-7%
Fort Lauderdale	14%	14%	0%
<b>Orlando</b>	<b>58%</b>	<b>67%</b>	<b>9%</b>
Tampa Area	4%	4%	0%
West Palm Beach	7%	6%	-1%

**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  
12% of 2018 Visitors owned a second home in Florida

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

Orlando 41%; **up 13 points** from last year  
Ft. Lauderdale 26%; **up 1 point** from 2017  
Ft. Myers/Naples area 2%; unchanged from 2017  
Tampa area 7%; **unchanged** from 2017  
West Palm Beach 14%; **down 7 points** from last year  
Miami 5%; **down 10 points** from last year



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

- \* Domestic visitors to the Keys **increased** 15 points from 2017 to 2018 (representing 46% of all visitors)  
Domestic visitors to the Florida Keys **increased** significantly from California (+4%), Kentucky (+3%), Alabama (+3%), Ohio (+2%) and Pennsylvania (+2%)  
Visitors to the Florida Keys **decreased** significantly from Florida (-11%) and Illinois (-3%)
- \* All other states remained about the same as in 2017
- \* States representing the most visitors to the Keys were:  
Florida (21%), California (9%), Alabama (7%), Illinois (6%) and Georgia (5%)
- \* Foreign visitors to the Florida Keys from six (6) foreign countries **decreased** significantly from 2017:  
United Kingdom (-5%), Germany (-3%), Italy (-2%), Switzerland (-2%), Benelux (-2%) and China (-2%)
- \* There were no significant **increases** in tourists from any foreign nation in 2018
- \* The largest share of foreign visitors captured in the sample was from Canada (19%) followed by France (9%), Brazil (5%), Germany (4%), Argentina (4%), China (4%), Italy (3%) and "Other" South America (3%)

**Q17 - Age of Visitors**

There was **no significant change** in the average age of Keys visitors from 2017 (44.62) to 2018 (44.92):  
Visitors age 26 - 35 **increased** 6 points (20% - 26%) from 2017 to 2018  
Visitors age 46 - 60 **dropped** by 8 points (25% - 17%) from 2017 to 2018  
Seniors (61+) **increased** 6 points from 13% in 2017 to 19% in 2018

**Household Income of Visitors**

The household income of visitors in 2018 was lower than visitors in 2017:  
The \$150,000+ was **down** 10 percentage points  
\$75,000 - \$150,000 was **up** 9 points  
The under \$75,000 income category was **up** by 4 points from 2017 to 2018

**Race/Ethnicity**

- \* Non-Hispanic White visitors **declined by 6 points**, dropping from 61% in 2017 to 55% in 2018
- \* Hispanic visitors **decreased** 4 percentage points, representing 15% of all visitors
- \* The African American/Black visitors were up 6 percentage points representing 16% of total visitors

**Sexual Orientation**

- \* Heterosexual visitors accounted for 95% of Keys visitors in 2018 (93% in 2017)
- \* No significant changes were measured in any of the sexual orientation groups

Gay	3%
Lesbian	1%
Bisexual	1%



**Gender**

- \* The male/female ratio of visitors was more male in 2018 (65% Male vs. 35% Female)



**TDC Visitor Profile Survey**  
**County-wide Quarterly Summary**  
**2017 - 2018 All Districts**

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QD2 - Which one of the following best describes your trip?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Recreation/vacation trip</b>															
Count	2100	2162		458	593		532	668		569	466		542	435	
Column %	60.3%	72.2%	-11.9%	54.2%	70.2%	-15.9%	62.3%	78.0%	-15.8%	64.3%	81.6%	-17.3%	60.2%	60.1%	0.1%
<b>Visiting family/friends</b>															
Count	1114	626		299	177		272	152		261	89		281	208	
Column %	32.0%	20.9%	11.1%	35.5%	20.9%	14.5%	31.9%	17.7%	14.2%	29.5%	15.6%	13.9%	31.2%	28.8%	2.4%
<b>Business/Pleasure combined</b>															
Count	200	132		74	34		46	23		45	13		34	62	
Column %	5.7%	4.4%	1.4%	8.8%	4.0%	4.8%	5.4%	2.7%	2.7%	5.1%	2.3%	2.8%	3.8%	8.5%	-4.7%
<b>Convention or meeting</b>															
Count	30	43		13	21		3	8		6	3		8	11	
Column %	0.9%	1.4%	-0.6%	1.5%	2.5%	-1.0%	0.4%	1.0%	-0.6%	0.7%	0.5%	0.2%	0.9%	1.5%	-0.6%
<b>Other</b>															
Count	39	33		0	20		0	5		3	0		35	8	
Column %	1.1%	1.1%	0.0%	0.0%	2.4%	-2.4%	0.0%	0.6%	-0.6%	0.4%	0.0%	0.4%	3.9%	1.1%	2.8%
<b>Refused</b>															
Count	0	0		0	0		0	0		0	0		0	0	
Column %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>QE - How did you get to the Keys for this trip?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Drive personal vehicle</b>															
Count	1228	1089		290	301		334	373		308	183		296	233	
Column %	35.3%	36.3%	-1.1%	34.3%	35.6%	-1.3%	39.2%	43.5%	-4.4%	34.8%	32.0%	2.8%	32.9%	32.2%	0.7%
<b>Drive rental vehicle</b>															
Count	959	475		226	113		212	92		271	72		250	199	
Column %	27.5%	15.9%	11.7%	26.8%	13.4%	13.4%	24.9%	10.7%	14.1%	30.6%	12.6%	18.0%	27.7%	27.4%	0.3%
<b>Come by Tour Bus</b>															
Count	48	25		26	8		9	3		10	3		2	10	
Column %	1.4%	0.8%	0.6%	3.1%	1.0%	2.2%	1.1%	0.4%	0.7%	1.2%	0.5%	0.6%	0.2%	1.4%	-1.2%
<b>Fly into Marathon</b>															
Count	113	34		47	9		30	6		26	5		10	13	
Column %	3.2%	1.1%	2.1%	5.6%	1.1%	4.5%	3.5%	0.7%	2.7%	3.0%	0.8%	2.1%	1.1%	1.8%	-0.7%
<b>Fly into Key West</b>															
Count	788	416		194	117		237	84		151	72		206	143	
Column %	22.6%	13.9%	8.7%	23.0%	13.8%	9.1%	27.7%	9.9%	17.9%	17.1%	12.6%	4.5%	22.9%	19.7%	3.1%
<b>Fly to Miami and rent a car</b>															
Count	347	895		60	285		32	284		118	208		136	118	
Column %	10.0%	29.9%	-19.9%	7.1%	33.7%	-26.6%	3.8%	33.2%	-29.4%	13.4%	36.4%	-23.1%	15.2%	16.3%	-1.2%
<b>Other FL airport and drive rental</b>															
Count	1	61		0	12		0	14		0	29		0	7	
Column %	0.0%	2.0%	-2.0%	0.0%	1.4%	-1.3%	0.0%	1.6%	-1.6%	0.0%	5.0%	-5.0%	0.0%	1.0%	-0.9%
<b>Other</b>															
Count	0	2		0	0		0	0		0	0		0	2	
Column %	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	-0.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QF - Have you visited the Keys before in the past 3 years?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Yes</b>															
Count	3083	1962	23.1%	722	541	21.5%	756	563	22.8%	759	298	33.7%	846	560	16.7%
Column %	88.5%	65.5%		85.5%	64.0%		88.6%	65.8%		85.8%	52.1%		94.0%	77.3%	
<b>No</b>															
Count	399	1035	-23.1%	123	304	-21.5%	98	293	-22.8%	125	273	-33.7%	54	164	-16.7%
Column %	11.5%	34.5%		14.5%	36.0%		11.4%	34.2%		14.2%	47.9%		6.0%	22.7%	
<b>Q1 - Accommodations</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Hotel/ Motel/Resort</b>															
Count	1898	1591	1.4%	438	347	10.9%	446	387	7.0%	512	410	-13.9%	502	448	-6.1%
Column %	54.5%	53.1%		51.9%	41.0%		52.2%	45.2%		57.9%	71.8%		55.8%	61.9%	
<b>B&amp;B/ Guest House/ Inn</b>															
Count	1219	1212	-5.5%	311	423	-13.1%	328	415	-10.2%	273	150	4.6%	307	224	3.1%
Column %	35.0%	40.5%		36.9%	50.0%		38.4%	48.5%		30.9%	26.3%		34.1%	30.9%	
<b>Seasonal/ Vacation rental</b>															
Count	274	111	4.2%	68	53	1.8%	65	25	4.6%	70	3	7.4%	71	30	3.7%
Column %	7.9%	3.7%		8.1%	6.2%		7.6%	2.9%		7.9%	0.5%		7.9%	4.2%	
<b>Campground/ RV Park</b>															
Count	83	68	0.1%	24	20	0.5%	15	25	-1.2%	26	8	1.6%	18	15	0.0%
Column %	2.4%	2.3%		2.9%	2.4%		1.7%	3.0%		2.9%	1.4%		2.0%	2.1%	
<b>Other</b>															
Count	9	13	-0.2%	2	3	-0.1%	1	3	-0.3%	3	0	0.4%	2	7	-0.7%
Column %	0.3%	0.4%		0.3%	0.4%		0.1%	0.4%		0.4%	0.0%		0.2%	0.9%	
<b>Refused</b>															
Count	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
Column %	0.0%	0.0%		0.0%	0.0%		0.0%	0.0%		0.0%	0.0%		0.0%	0.0%	
<b>Q2 - How far in advance make decision to visit Keys?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>1 Week</b>															
Count	302	290	-1.0%	67	64	0.4%	79	51	3.2%	101	24	7.4%	55	151	-14.8%
Column %	8.7%	9.7%		7.9%	7.6%		9.2%	6.0%		11.5%	4.1%		6.1%	20.9%	
<b>2-4 weeks</b>															
Count	1991	1112	20.0%	479	234	29.1%	491	288	24.0%	499	233	15.6%	521	358	8.5%
Column %	57.2%	37.1%		56.8%	27.7%		57.5%	33.6%		56.4%	40.8%		57.9%	49.4%	
<b>1-3 months</b>															
Count	885	708	1.8%	218	221	-0.3%	217	238	-2.4%	214	120	3.1%	237	129	8.5%
Column %	25.4%	23.6%		25.8%	26.1%		25.4%	27.8%		24.2%	21.1%		26.3%	17.8%	
<b>4-6 months</b>															
Count	233	660	-15.3%	60	230	-20.2%	47	203	-18.2%	52	170	-23.9%	74	56	0.4%
Column %	6.7%	22.0%		7.1%	27.3%		5.5%	23.7%		5.9%	29.8%		8.2%	7.8%	
<b>More than 6 months</b>															
Count	61	200	-4.9%	14	90	-9.1%	18	69	-6.0%	18	24	-2.2%	12	17	-1.0%
Column %	1.7%	6.7%		1.6%	10.7%		2.1%	8.0%		2.0%	4.2%		1.3%	2.3%	
<b>NA/Do not recall</b>															
Count	11	26	-0.6%	7	6	0.1%	2	7	-0.6%	0	0	0.0%	1	12	-1.5%
Column %	0.3%	0.9%		0.8%	0.7%		0.3%	0.8%		0.0%	0.0%		0.2%	1.7%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q3 - For accommodation reservations, did you ...?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Use a travel agent</b>															
Count	429	434		127	109		143	71		101	94		57	160	
Column %	12.3%	14.5%	-2.2%	15.0%	12.9%	2.1%	16.8%	8.3%	8.4%	11.5%	16.4%	-4.9%	6.4%	22.1%	-15.7%
<b>Use reservation service by phone</b>															
Count	1758	974		471	176		446	240		419	187		423	371	
Column %	50.5%	32.5%	18.0%	55.8%	20.8%	35.0%	52.2%	28.0%	24.2%	47.4%	32.8%	14.5%	47.0%	51.2%	-4.2%
<b>Make a direct call to the property</b>															
Count	564	367		141	134		131	103		145	45		147	84	
Column %	16.2%	12.2%	3.9%	16.7%	15.9%	0.9%	15.3%	12.1%	3.3%	16.4%	7.9%	8.5%	16.3%	11.6%	4.7%
<b>Online through a travel web site</b>															
Count	464	1036		48	354		61	394		151	221		205	67	
Column %	13.3%	34.6%	-21.2%	5.7%	41.9%	-36.1%	7.1%	46.0%	-38.9%	17.0%	38.7%	-21.7%	22.7%	9.3%	13.5%
<b>Online through property web site</b>															
Count	106	102		20	43		29	23		31	13		26	23	
Column %	3.1%	3.4%	-0.3%	2.4%	5.1%	-2.7%	3.4%	2.7%	0.7%	3.6%	2.2%	1.3%	2.8%	3.2%	-0.4%
<b>Booked during last visit</b>															
Count	88	40		22	12		28	13		13	6		25	8	
Column %	2.5%	1.3%	1.2%	2.6%	1.5%	1.1%	3.3%	1.6%	1.7%	1.5%	1.1%	0.4%	2.7%	1.1%	1.6%
<b>Made no advance reservation</b>															
Count	69	41		14	16		15	10		22	5		19	11	
Column %	2.0%	1.4%	0.6%	1.7%	1.9%	-0.2%	1.7%	1.1%	0.6%	2.5%	0.8%	1.7%	2.1%	1.5%	0.6%
<b>Other</b>															
Count	4	3		1	2		1	2		2	0		0	0	
Column %	0.1%	0.1%	0.0%	0.1%	0.2%	-0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%
<b>Q4a - Average nights in Key West</b>															
Sample Size	2695	1786		640	443		660	461		687	294		708	587	
Mean	5.52	7.18		6.04	7.60		5.90	7.93		5.06	7.39		5.14	6.16	
<b>Q4a - Nights spent in Key West</b>															
Sample Size	2695	1786		640	443		660	461		687	294		708	587	
<b>1 - 3 nights</b>															
Count	648	191		128	52		142	34		192	13		186	92	
Column %	24.0%	10.7%	13.4%	19.9%	11.7%	8.2%	21.5%	7.3%	14.2%	27.9%	4.3%	23.6%	26.3%	15.7%	10.7%
<b>4 - 7</b>															
Count	1548	941		362	209		363	218		396	164		427	350	
Column %	57.4%	52.7%	4.7%	56.6%	47.2%	9.3%	55.0%	47.2%	7.8%	57.6%	55.7%	2.0%	60.4%	59.7%	0.7%
<b>8 or more</b>															
Count	499	654		150	182		155	210		100	118		94	144	
Column %	18.5%	36.6%	-18.1%	23.5%	41.1%	-17.6%	23.5%	45.5%	-21.9%	14.5%	40.0%	-25.5%	13.3%	24.6%	-11.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4b - Average nights in Marathon/Duck Key/KCB Area</b>															
Sample Size	597	611		144	201		162	172		150	137		141	101	
Mean	3.01	4.53		3.04	4.94		2.78	4.94		3.22	4.36		3.00	3.25	
<b>Q4b - Nights spent in Marathon</b>															
Sample Size	597	611		144	201		162	172		150	137		141	101	
<b>1 - 3 nights</b>															
Count	386	166		98	45		117	31		83	32		87	58	
Column %	64.6%	27.2%	37.5%	68.1%	22.3%	45.8%	72.4%	18.2%	54.2%	55.7%	23.1%	32.5%	61.7%	57.5%	4.2%
<b>4 - 7</b>															
Count	209	400		45	127		44	125		66	106		54	43	
Column %	35.0%	65.6%	-30.6%	31.2%	63.3%	-32.1%	27.4%	72.9%	-45.5%	43.8%	76.9%	-33.1%	38.3%	42.2%	-3.9%
<b>8 or more</b>															
Count	2	45		1	29		0	15		1	0		0	0	
Column %	0.4%	7.3%	-6.9%	0.7%	14.4%	-13.7%	0.2%	8.9%	-8.7%	0.5%	0.0%	0.5%	0.0%	0.3%	-0.3%
<b>Q4c - Average nights in Key Largo area</b>															
Sample Size	514	492		156	147		148	163		113	83		96	99	
Mean	3.07	4.27		3.36	4.54		3.12	4.81		2.90	3.82		2.75	3.36	
<b>Q4c - Nights spent in Key Largo</b>															
Sample Size	514	492		156	147		148	163		113	83		96	99	
<b>1 - 3 nights</b>															
Count	319	156		92	35		86	26		74	37		66	58	
Column %	62.1%	31.7%		58.9%	23.8%		58.1%	15.9%		65.5%	44.5%		68.8%	58.6%	
<b>4 - 7</b>															
Count	189	312		62	102		58	127		39	46		31	36	
Column %	36.9%	63.4%	-26.5%	39.3%	69.7%	-30.4%	39.5%	77.8%	-38.4%	34.5%	55.2%	-20.7%	31.7%	37.0%	-5.3%
<b>8 or more</b>															
Count	6	24		3	9		3	10		0	1		0	4	
Column %	1.1%	4.9%	-3.8%	1.6%	6.5%	-4.8%	2.1%	6.2%	-4.1%	0.0%	0.7%	-0.7%	0.0%	3.8%	-3.8%
<b>Q4d - Average nights in Lower Keys/Big Pine Key area</b>															
Sample Size	286	320		88	81		87	92		48	83		63	64	
Mean	2.70	4.27		2.88	4.75		2.90	4.75		2.41	3.94		2.41	3.38	
<b>Q4d - Nights spent in Lower Keys area</b>															
Sample Size	286	320		88	81		87	92		48	83		63	64	
<b>1 - 3 nights</b>															
Count	227	122		67	24		68	26		42	33		50	39	
Column %	79.4%	38.3%	41.2%	76.6%	29.6%	47.0%	77.5%	28.7%	48.9%	86.4%	40.2%	46.2%	80.7%	60.6%	20.1%
<b>4 - 7</b>															
Count	50	168		17	44		14	54		6	48		12	22	
Column %	17.4%	52.7%	-35.3%	19.5%	55.0%	-35.5%	16.3%	58.6%	-42.3%	12.9%	57.9%	-45.0%	19.3%	34.5%	-15.2%
<b>8 or more</b>															
Count	9	29		3	12		5	12		0	2		0	3	
Column %	3.2%	9.1%	-5.8%	4.0%	15.5%	-11.5%	6.1%	12.7%	-6.6%	0.7%	1.9%	-1.2%	0.0%	4.9%	-4.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4e - Average of nights in Islamorada area</b>															
Sample Size	583	579		177	138		196	159		118	163		92	119	
Mean	2.85	3.60		2.68	3.55		2.80	3.80		3.09	3.90		2.95	2.97	
<b>Q4e - Nights spent in Islamorada area</b>															
Sample Size	583	579		177	138		196	159		118	163		92	119	
<b>1 - 3 nights</b>	398	283		136	65		135	75		71	70		56	72	
Count	68.3%	48.8%	19.4%	76.8%	47.2%	29.6%	68.8%	47.3%	21.5%	60.4%	43.2%	17.2%	60.7%	60.5%	0.2%
Column %															
<b>4 - 7</b>	182	284		39	70		61	78		46	90		36	47	
Count	31.3%	49.1%	-17.9%	21.8%	50.9%	-29.1%	31.2%	48.7%	-17.6%	39.3%	54.9%	-15.6%	39.3%	39.5%	-0.2%
Column %															
<b>8 or more</b>	3	12		2	3		0	6		0	3		0	0	
Count	0.5%	2.1%	-1.6%	1.4%	1.9%	-0.5%	0.0%	4.0%	-4.0%	0.3%	1.9%	-1.6%	0.0%	0.0%	0.0%
Column %															
<b>Q4f - Average nights in the Keys</b>															
** Category not reported for 2017/2018															
Sample Size	3480	2996		842	845		854	856		884	571		900	723	
Mean	5.94	7.05		6.60	6.98		6.56	7.40		5.39	7.10		5.27	6.69	
<b>Q4f - Total nights spent in the Keys</b>															
Sample Size	3480	2996		842	845		854	856		884	571		900	723	
<b>1 - 3 nights</b>	747	260		185	82		164	41		176	44		222	94	
Count	21.5%	8.7%	12.8%	22.0%	9.7%	12.4%	19.2%	4.7%	14.5%	19.9%	7.7%	12.2%	24.6%	12.9%	11.7%
Column %															
<b>4 - 7</b>	1953	1783		413	494		447	530		558	348		534	412	
Count	56.1%	59.5%	-3.4%	49.1%	58.4%	-9.3%	52.4%	61.9%	-9.6%	63.1%	60.9%	2.3%	59.4%	56.9%	2.4%
Column %															
<b>8 or more</b>	779	953		243	270		243	285		150	180		144	218	
Count	22.4%	31.8%	-9.4%	28.9%	31.9%	-3.1%	28.4%	33.3%	-4.9%	17.0%	31.4%	-14.5%	16.0%	30.1%	-14.1%
Column %															
<b>Q5 - Average number of people in party</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
Mean	4.39	5.37		4.51	5.12		4.32	5.62		4.60	5.45		4.12	5.31	
<b>Q5 - Total in party</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>1 in party</b>	13	32		7	14		2	5		3	3		1	10	
Count	0.4%	1.1%	-0.7%	0.9%	1.7%	-0.8%	0.2%	0.6%	-0.3%	0.3%	0.5%	-0.2%	0.1%	1.4%	-1.3%
Column %															
<b>2</b>	1064	867		248	277		248	277		271	129		297	184	
Count	30.6%	28.9%	1.6%	29.4%	32.7%	-3.4%	29.0%	32.4%	-3.4%	30.6%	22.6%	8.0%	33.0%	25.4%	7.6%
Column %															
<b>3 - 5</b>	1537	944		313	270		388	228		420	198		416	249	
Count	44.1%	31.5%	12.6%	37.1%	32.0%	5.2%	45.4%	26.6%	18.9%	47.5%	34.6%	12.9%	46.2%	34.4%	11.8%
Column %															
<b>6 - 9</b>	771	864		252	224		192	235		166	188		160	216	
Count	22.1%	28.8%	-6.7%	29.9%	26.5%	3.4%	22.5%	27.5%	-5.0%	18.8%	33.0%	-14.2%	17.8%	29.8%	-12.0%
Column %															
<b>10 or more</b>	98	290		23	60		24	111		25	54		26	65	
Count	2.8%	9.7%	-6.9%	2.7%	7.1%	-4.4%	2.9%	13.0%	-10.1%	2.9%	9.4%	-6.5%	2.8%	8.9%	-6.1%
Column %															

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q5 - Average number in party under age 17</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
Mean	0.76	0.84		0.75	0.62		0.87	0.96		0.71	1.09		0.70	0.76	
<b>Q5 - Under age 17 in party</b>															
Sample Size	1141	1093		264	256		333	339		277	257		268	241	
<b>1 under 17</b>	227	258		48	77		61	66		63	57		54	59	
Count	19.9%	23.6%	-3.7%	18.4%	30.1%	-11.7%	18.4%	19.4%	-1.0%	22.6%	22.0%	0.7%	20.3%	24.4%	-4.0%
Column %															
<b>2</b>	543	503		113	129		175	154		132	104		123	116	
Count	47.6%	46.0%	1.6%	43.0%	50.3%	-7.3%	52.4%	45.5%	6.9%	47.7%	40.2%	7.5%	45.9%	48.2%	-2.3%
Column %															
<b>3 or more</b>	372	333		102	50		97	119		82	97		91	66	
Count	32.6%	30.4%	2.1%	38.7%	19.6%	19.0%	29.1%	35.1%	-5.9%	29.7%	37.8%	-8.2%	33.8%	27.5%	6.3%
Column %															
<b>Q5a - Traveling with:</b>															
Sample Size	3466	2953		835	830		852	847		881	566		897	710	
Valid Cases	3466	2953		835	830		852	847		881	566		897	710	
Total Mentions	4332	3440		990	970		991	996		1152	665		1200	810	
<b>Spouse/Partner/Girl - Boy friend</b>	1307	1152		259	380		250	375		387	183		411	214	
Mentions	37.7%	39.0%	-1.3%	31.0%	45.8%	-14.8%	29.4%	44.3%	-14.9%	44.0%	32.3%	11.6%	45.8%	30.1%	15.6%
% Valid Cases	30.2%	33.5%	-3.3%	26.2%	39.2%	-13.1%	25.3%	37.7%	-12.4%	33.6%	27.5%	6.1%	34.2%	26.4%	7.8%
% Total Mentions															
<b>Children/Step-children</b>	981	725		235	159		273	187		248	194		224	185	
Mentions	28.3%	24.5%	3.8%	28.1%	19.1%	9.0%	32.1%	22.1%	10.0%	28.2%	34.3%	-6.1%	25.0%	26.1%	-1.1%
% Valid Cases	22.6%	21.1%	1.6%	23.7%	16.4%	7.3%	27.6%	18.7%	8.9%	21.5%	29.2%	-7.6%	18.7%	22.8%	-4.1%
% Total Mentions															
<b>Parents/Grandparents</b>	320	221		89	42		67	75		79	53		85	50	
Mentions	9.2%	7.5%	1.8%	10.7%	5.1%	5.5%	7.9%	8.9%	-1.0%	9.0%	9.4%	-0.4%	9.4%	7.0%	2.4%
% Valid Cases	7.4%	6.4%	1.0%	9.0%	4.4%	4.6%	6.8%	7.5%	-0.7%	6.9%	8.0%	-1.1%	7.1%	6.2%	0.9%
% Total Mentions															
<b>Grandchildren</b>	186	227		45	84		61	78		39	29		40	36	
Mentions	5.4%	7.7%	-2.3%	5.4%	10.1%	-4.7%	7.1%	9.2%	-2.1%	4.5%	5.2%	-0.7%	4.5%	5.1%	-0.6%
% Valid Cases	4.3%	6.6%	-2.3%	4.6%	8.7%	-4.1%	6.1%	7.8%	-1.7%	3.4%	4.4%	-1.0%	3.4%	4.4%	-1.1%
% Total Mentions															
<b>Friends - all same gender</b>	625	391		156	71		136	72		175	91		157	157	
Mentions	18.0%	13.2%	4.8%	18.7%	8.5%	10.2%	16.0%	8.5%	7.5%	19.9%	16.1%	3.8%	17.5%	22.1%	-4.6%
% Valid Cases	14.4%	11.4%	3.1%	15.8%	7.3%	8.5%	13.8%	7.2%	6.6%	15.2%	13.7%	1.5%	13.1%	19.4%	-6.3%
% Total Mentions															
<b>Friends - different genders</b>	506	663		130	218		127	196		128	111		122	139	
Mentions	14.6%	22.4%	-7.8%	15.5%	26.2%	-10.7%	14.9%	23.1%	-8.2%	14.5%	19.6%	-5.1%	13.6%	19.5%	-6.0%
% Valid Cases	11.7%	19.3%	-7.6%	13.1%	22.4%	-9.3%	12.8%	19.6%	-6.9%	11.1%	16.7%	-5.6%	10.1%	17.1%	-7.0%
% Total Mentions															
<b>Other family</b>	405	46		74	9		76	9		95	3		161	24	
Mentions	11.7%	1.5%	10.1%	8.8%	1.1%	7.7%	8.9%	1.1%	7.8%	10.7%	0.6%	10.2%	18.0%	3.4%	14.5%
% Valid Cases	9.4%	1.3%	8.0%	7.5%	1.0%	6.5%	7.6%	0.9%	6.7%	8.2%	0.5%	7.7%	13.4%	3.0%	10.4%
% Total Mentions															
<b>Pets</b>	0	3		0	2		0	2		0	0		0	0	
Mentions	0.0%	0.1%	-0.1%	0.0%	0.2%	-0.2%	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Valid Cases	0.0%	0.1%	-0.1%	0.0%	0.2%	-0.2%	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total Mentions															
<b>Other</b>	2	13		2	5		0	3		0	0		0	5	
Mentions	0.0%	0.4%	-0.4%	0.2%	0.6%	-0.4%	0.0%	0.4%	-0.4%	0.0%	0.0%	0.0%	0.0%	0.7%	-0.7%
% Valid Cases	0.0%	0.4%	-0.3%	0.2%	0.5%	-0.3%	0.0%	0.3%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	-0.6%
% Total Mentions															

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q6 - Overall satisfaction with Keys vacation</b>															
Sample Size	3445	2966		842	835		849	839		867	570		886	722	
<b>Rate 4-5 satisfaction</b>															
Count	3395	2928		827	829		835	837		858	563		875	700	
Column %	98.5%	98.7%	-0.2%	98.2%	99.3%	-1.1%	98.3%	99.7%	-1.4%	99.0%	98.8%	0.1%	98.7%	96.9%	1.8%
<b>Rate 1-2 satisfaction</b>															
Count	2	3		1	2		1	1		0	0		0	0	
Column %	0.1%	0.1%	0.0%	0.1%	0.2%	-0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>3 Neutral</b>															
Count	48	35		15	4		13	2		9	7		12	22	
Column %	1.4%	1.2%	0.2%	1.7%	0.5%	1.3%	1.5%	0.2%	1.3%	1.0%	1.2%	-0.1%	1.3%	3.1%	-1.8%
<b>Q7 - Internet tools used to plan trip</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Traveler online review site</b>															
Count	631	750		156	211		139	318		197	79		140	141	
Column %	18.1%	25.0%	-6.9%	18.4%	25.0%	-6.6%	16.3%	37.2%	-20.9%	22.3%	13.9%	8.4%	15.5%	19.5%	-4.0%
<b>Social site (Facebook, Twitter...)</b>															
Count	1042	1227		264	315		232	386		253	232		293	294	
Column %	29.9%	41.0%	-11.0%	31.3%	37.3%	-6.0%	27.2%	45.1%	-17.9%	28.6%	40.6%	-12.0%	32.5%	40.6%	-8.1%
<b>A blog about travel</b>															
Count	935	456		226	154		259	94		188	108		261	100	
Column %	26.8%	15.2%	11.6%	26.8%	18.2%	8.5%	30.4%	11.0%	19.4%	21.3%	18.9%	2.4%	29.0%	13.8%	15.2%
<b>FL Keys official website</b>															
Count	757	308		172	134		208	41		210	15		166	118	
Column %	21.7%	10.3%	11.5%	20.4%	15.8%	4.5%	24.4%	4.8%	19.6%	23.8%	2.6%	21.1%	18.5%	16.3%	2.2%
<b>NA/DK</b>															
Count	118	255		27	31		15	17		36	137		40	71	
Column %	3.4%	8.5%	-5.1%	3.2%	3.6%	-0.5%	1.7%	1.9%	-0.2%	4.1%	24.0%	-19.9%	4.5%	9.8%	-5.3%
<b>Q7b - Looked for special deal when planning trip?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Yes</b>															
Count	2135	1751		537	451		507	507		527	276		563	518	
Column %	61.3%	58.4%	2.9%	63.6%	53.4%	10.3%	59.4%	59.2%	0.2%	59.6%	48.2%	11.4%	62.6%	71.5%	-8.9%
<b>No</b>															
Count	1226	1155		272	364		326	325		317	293		311	173	
Column %	35.2%	38.6%	-3.4%	32.3%	43.1%	-10.8%	38.1%	37.9%	0.2%	35.9%	51.3%	-15.5%	34.5%	23.9%	10.6%
<b>NA/DK</b>															
Count	121	90		35	30		21	25		40	2		26	33	
Column %	3.5%	3.0%	0.5%	4.1%	3.5%	0.6%	2.5%	2.9%	-0.4%	4.5%	0.4%	4.1%	2.9%	4.5%	-1.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q8 - How likely to recommend Keys to a friend?</b>															
Sample Size	3403	2959		831	830		840	843		857	571		875	715	
<b>Rate 4-5 recommend</b>															
Count	3028	2835		717	805		725	813		787	555		798	662	
Column %	89.0%	95.8%	-6.8%	86.3%	97.0%	-10.7%	86.3%	96.4%	-10.1%	91.9%	97.2%	-5.3%	91.2%	92.7%	-1.4%
<b>Rate 1-2 recommend</b>															
Count	67	40		25	8		16	15		19	7		6	10	
Column %	2.0%	1.4%	0.6%	3.0%	1.0%	2.1%	2.0%	1.8%	0.2%	2.2%	1.2%	0.9%	0.7%	1.4%	-0.7%
<b>3 Neutral</b>															
Count	308	84		89	17		99	15		51	9		70	42	
Column %	9.1%	2.8%	6.2%	10.7%	2.1%	8.6%	11.7%	1.8%	9.9%	5.9%	1.6%	4.4%	8.0%	5.9%	2.1%
<b>Q9 - Seen/heard advertising</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
Valid Cases	3482	2996		844	845		854	856		884	571		900	724	
Total Mentions	3657	3145		884	907		897	925		950	576		927	736	
<b>No</b>															
Mentions	403	347		124	30		92	29		100	134		87	154	
% Valid Cases	11.6%	11.6%	0.0%	14.7%	3.6%	11.1%	10.7%	3.4%	7.4%	11.3%	23.5%	-12.2%	9.6%	21.3%	-11.6%
% Total Mentions	11.0%	11.0%	0.0%	14.0%	3.4%	10.7%	10.2%	3.1%	7.1%	10.5%	23.3%	-12.7%	9.4%	20.9%	-11.5%
<b>Yes, Television</b>															
Mentions	1350	1127		361	270		358	309		341	212		291	337	
% Valid Cases	38.8%	37.6%	1.2%	42.8%	31.9%	10.9%	41.9%	36.1%	5.8%	38.6%	37.1%	1.5%	32.3%	46.5%	-14.2%
% Total Mentions	36.9%	35.8%	1.1%	40.9%	29.7%	11.1%	39.8%	33.4%	6.4%	35.9%	36.8%	-0.9%	31.3%	45.7%	-14.4%
<b>Yes, Radio</b>															
Mentions	638	300		149	90		153	108		144	41		193	61	
% Valid Cases	18.3%	10.0%	8.3%	17.6%	10.6%	7.0%	17.9%	12.6%	5.3%	16.3%	7.2%	9.1%	21.4%	8.5%	12.9%
% Total Mentions	17.5%	9.5%	7.9%	16.8%	9.9%	6.9%	17.0%	11.7%	5.4%	15.2%	7.1%	8.0%	20.8%	8.3%	12.4%
<b>Yes, Magazine</b>															
Mentions	623	319		146	98		167	118		160	31		149	72	
% Valid Cases	17.9%	10.7%	7.2%	17.3%	11.5%	5.8%	19.6%	13.8%	5.7%	18.1%	5.5%	12.6%	16.6%	9.9%	6.7%
% Total Mentions	17.0%	10.2%	6.9%	16.5%	10.8%	5.8%	18.6%	12.8%	5.8%	16.9%	5.5%	11.4%	16.1%	9.7%	6.4%
<b>Yes, Newspaper</b>															
Mentions	262	301		53	127		57	135		99	9		53	31	
% Valid Cases	7.5%	10.1%	-2.5%	6.3%	15.0%	-8.7%	6.7%	15.7%	-9.0%	11.2%	1.5%	9.7%	5.9%	4.3%	1.6%
% Total Mentions	7.2%	9.6%	-2.4%	6.0%	14.0%	-8.0%	6.4%	14.5%	-8.2%	10.4%	1.5%	8.9%	5.8%	4.3%	1.5%
<b>Yes, Internet/Email newsletter</b>															
Mentions	260	654		27	253		48	205		69	135		117	61	
% Valid Cases	7.5%	21.8%	-14.3%	3.2%	29.9%	-26.7%	5.6%	23.9%	-18.3%	7.8%	23.7%	-15.9%	13.0%	8.5%	4.5%
% Total Mentions	7.1%	20.8%	-13.7%	3.0%	27.8%	-24.8%	5.3%	22.1%	-16.8%	7.2%	23.5%	-16.2%	12.6%	8.3%	4.3%
<b>Yes, but don't remember where</b>															
Mentions	121	96		24	41		23	22		36	14		38	20	
% Valid Cases	3.5%	3.2%	0.3%	2.8%	4.8%	-2.0%	2.7%	2.5%	0.2%	4.1%	2.4%	1.8%	4.2%	2.8%	1.4%
% Total Mentions	3.3%	3.1%	0.3%	2.7%	4.5%	-1.8%	2.6%	2.4%	0.2%	3.8%	2.3%	1.5%	4.1%	2.8%	1.3%
<b>Q9b. Was contributing to the Keys recovery from the hurricane a motivation for your decision to visit the Keys?</b>															
Sample Size	844	695		844										695	
<b>Yes</b>															
Count	619	543		619	-		-	-		-	-		-	543	
Column %	73.3%	78.0%	-4.7%	73.3%	-		-	-		-	-		-	78.0%	
<b>No</b>															
Count	148	87		148	-		-	-		-	-		-	87	
Column %	17.6%	12.6%	5.0%	17.6%	-		-	-		-	-		-	12.6%	
<b>Don't know</b>															
Count	77	65		77	-		-	-		-	-		-	65	
Column %	9.1%	9.4%	-0.2%	9.1%	-		-	-		-	-		-	9.4%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q10 - What influenced you to first think FL Keys for this trip?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Friend/family recommendation</b>															
Count	726	962		175	193		186	342		185	148		180	280	
Column %	20.8%	32.1%	-11.3%	20.8%	22.8%	-2.1%	21.7%	39.9%	-18.2%	20.9%	25.8%	-4.9%	20.0%	38.6%	-18.7%
<b>Advertisement seen</b>															
Count	1057	801		279	182		286	225		263	161		229	233	
Column %	30.4%	26.7%	3.6%	33.1%	21.6%	11.5%	33.5%	26.2%	7.3%	29.7%	28.2%	1.5%	25.5%	32.2%	-6.7%
<b>TV show/article seen</b>															
Count	565	261		145	74		135	82		125	45		159	60	
Column %	16.2%	8.7%	7.5%	17.2%	8.7%	8.4%	15.9%	9.6%	6.3%	14.1%	8.0%	6.2%	17.7%	8.3%	9.4%
<b>Travel show/travel agent</b>															
Count	422	204		118	53		101	41		98	73		106	37	
Column %	12.1%	6.8%	5.3%	13.9%	6.2%	7.7%	11.8%	4.8%	7.0%	11.1%	12.8%	-1.7%	11.7%	5.2%	6.6%
<b>Online review/blog article</b>															
Count	234	216		42	78		61	43		74	58		57	36	
Column %	6.7%	7.2%	-0.5%	5.0%	9.2%	-4.2%	7.1%	5.0%	2.1%	8.3%	10.2%	-1.9%	6.4%	5.0%	1.4%
<b>Been here before</b>															
Count	183	311		28	183		41	79		52	32		61	16	
Column %	5.2%	10.4%	-5.1%	3.4%	21.7%	-18.3%	4.9%	9.3%	-4.4%	5.9%	5.6%	0.3%	6.8%	2.2%	4.5%
<b>Always wanted to go here</b>															
Count	111	123		21	43		13	32		28	29		49	19	
Column %	3.2%	4.1%	-0.9%	2.5%	5.1%	-2.6%	1.5%	3.8%	-2.2%	3.2%	5.0%	-1.8%	5.5%	2.6%	2.8%
<b>Activity/event you wanted to do</b>															
Count	64	42		14	17		11	7		7	6		33	13	
Column %	1.8%	1.4%	0.4%	1.6%	2.0%	-0.4%	1.2%	0.8%	0.4%	0.8%	1.1%	-0.3%	3.7%	1.7%	1.9%
<b>None of these</b>															
Count	119	76		22	22		20	5		52	19		26	30	
Column %	3.4%	2.5%	0.9%	2.6%	2.6%	0.0%	2.3%	0.6%	1.7%	5.9%	3.4%	2.5%	2.9%	4.1%	-1.3%
<b>Q11a - Participated in Scuba diving</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	2666	2194		642	613		612	480		694	490		718	611	
Column %	76.6%	73.2%	3.4%	76.1%	72.5%	3.5%	71.7%	56.1%	15.6%	78.5%	85.7%	-7.2%	79.8%	84.4%	-4.6%
<b>Yes</b>															
Count	816	803		202	232		241	376		190	82		182	113	
Column %	23.4%	26.8%	-3.4%	23.9%	27.5%	-3.5%	28.3%	43.9%	-15.6%	21.5%	14.3%	7.2%	20.2%	15.6%	4.6%
<b>Q11b - Participated in Snorkeling</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	1509	929		374	205		345	129		370	246		420	350	
Column %	43.3%	31.0%	12.3%	44.3%	24.3%	20.1%	40.4%	15.0%	25.4%	41.8%	43.1%	-1.3%	46.7%	48.3%	-1.6%
<b>Yes</b>															
Count	1973	2067		470	640		509	727		515	325		480	374	
Column %	56.7%	69.0%	-12.3%	55.7%	75.7%	-20.1%	59.6%	85.0%	-25.4%	58.2%	56.9%	1.3%	53.3%	51.7%	1.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11c - Participated in Fishing</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	1917	1749		386	566		437	486		541	299		553	399	
Column %	55.0%	58.4%	-3.3%	45.7%	66.9%	-21.2%	51.2%	56.8%	-5.6%	61.2%	52.4%	8.8%	61.5%	55.1%	6.4%
Yes															
Count	1565	1247		458	279		417	370		344	272		347	325	
Column %	45.0%	41.6%	3.3%	54.3%	33.1%	21.2%	48.8%	43.2%	5.6%	38.8%	47.6%	-8.8%	38.5%	44.9%	-6.4%
<b>Q11d - Participated in Viewing wildlife</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	1226	828		281	184		292	114		324	249		329	281	
Column %	35.2%	27.6%	7.6%	33.3%	21.8%	11.5%	34.2%	13.3%	20.9%	36.7%	43.6%	-6.9%	36.6%	38.8%	-2.3%
Yes															
Count	2256	2169		563	661		562	742		560	322		571	443	
Column %	64.8%	72.4%	-7.6%	66.7%	78.2%	-11.5%	65.8%	86.7%	-20.9%	63.3%	56.4%	6.9%	63.4%	61.2%	2.3%
<b>Q11e - Participated in Boating</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	1501	727		302	157		410	124		400	197		390	248	
Column %	43.1%	24.3%	18.8%	35.7%	18.6%	17.1%	48.0%	14.5%	33.4%	45.3%	34.5%	10.8%	43.3%	34.3%	9.0%
Yes															
Count	1981	2269		542	688		444	732		484	374		510	475	
Column %	56.9%	75.7%	-18.8%	64.3%	81.4%	-17.1%	52.0%	85.5%	-33.4%	54.7%	65.5%	-10.8%	56.7%	65.7%	-9.0%
<b>Q11f - Participated in Beach activities</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	925	196		209	46		265	20		187	8		264	122	
Column %	26.6%	6.5%	20.0%	24.8%	5.4%	19.3%	31.0%	2.3%	28.7%	21.2%	1.4%	19.8%	29.3%	16.9%	12.5%
Yes															
Count	2557	2801		635	800		589	836		697	563		636	602	
Column %	73.4%	93.5%	-20.0%	75.2%	94.6%	-19.3%	69.0%	97.7%	-28.7%	78.8%	98.6%	-19.8%	70.7%	83.1%	-12.5%
<b>Q11g - Participated in Dining out</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	857	284		209	109		235	103		169	17		245	55	
Column %	24.6%	9.5%	15.1%	24.7%	12.9%	11.8%	27.5%	12.0%	15.5%	19.1%	3.0%	16.2%	27.2%	7.7%	19.5%
Yes															
Count	2625	2713		635	736		619	753		715	554		655	668	
Column %	75.4%	90.5%	-15.1%	75.3%	87.1%	-11.8%	72.5%	88.0%	-15.5%	80.9%	97.0%	-16.2%	72.8%	92.3%	-19.5%
<b>Q11h - Participated in Visit museums/historic areas</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
No															
Count	853	878		198	215		187	285		191	205		277	173	
Column %	24.5%	29.3%	-4.8%	23.4%	25.5%	-2.0%	21.9%	33.2%	-11.3%	21.6%	35.9%	-14.3%	30.8%	23.9%	6.9%
Yes															
Count	2629	2119		646	630		667	572		694	366		623	551	
Column %	75.5%	70.7%	4.8%	76.6%	74.5%	2.0%	78.1%	66.8%	11.3%	78.4%	64.1%	14.3%	69.2%	76.1%	-6.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11i - Participated in Sightseeing and attractions</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	1257	321	25.4%	278	64	25.4%	309	49	30.5%	317	17	32.9%	352	191	12.8%
Column %	36.1%	10.7%		33.0%	7.6%		36.2%	5.7%		35.8%	2.9%		39.1%	26.4%	
<b>Yes</b>															
Count	2226	2676	-25.4%	566	781	-25.4%	545	807	-30.5%	567	555	-32.9%	548	533	-12.8%
Column %	63.9%	89.3%		67.0%	92.4%		63.8%	94.3%		64.2%	97.1%		60.9%	73.6%	
<b>Q11j - Participated in Cultural events</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	1479	1171	3.4%	295	289	0.7%	357	342	1.8%	420	288	-2.9%	407	252	10.4%
Column %	42.5%	39.1%		34.9%	34.2%		41.8%	39.9%		47.5%	50.4%		45.3%	34.8%	
<b>Yes</b>															
Count	2004	1825	-3.4%	549	556	-0.7%	497	514	-1.8%	464	283	2.9%	493	472	-10.4%
Column %	57.5%	60.9%		65.1%	65.8%		58.2%	60.1%		52.5%	49.6%		54.7%	65.2%	
<b>Q11k - Participated in Wedding/commitment ceremony</b>															
<b>No</b>															
Count	Not reported			Not reported			Not reported			Not reported			Not reported		
Column %															
<b>Yes</b>															
Count															
Column %															
<b>Q11l - Participated in Going out to bars/nightlife</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	1006	924	-2.0%	200	360	-18.9%	266	378	-13.0%	248	90	12.3%	292	96	19.1%
Column %	28.9%	30.8%		23.7%	42.6%		31.1%	44.1%		28.1%	15.8%		32.4%	13.3%	
<b>Yes</b>															
Count	2476	2072	2.0%	644	485	18.9%	588	478	13.0%	636	481	-12.3%	608	628	-19.1%
Column %	71.1%	69.2%		76.3%	57.4%		68.9%	55.9%		71.9%	84.2%		67.6%	86.7%	
<b>Q11m - Participated in Spa/health club/gym</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>No</b>															
Count	1892	1929	-10.0%	395	580	-21.9%	385	541	-18.1%	496	387	-11.7%	616	421	10.3%
Column %	54.3%	64.4%		46.8%	68.7%		45.1%	63.2%		56.1%	67.8%		68.4%	58.1%	
<b>Yes</b>															
Count	1590	1067	10.0%	449	265	21.9%	469	315	18.1%	388	184	11.7%	284	303	-10.3%
Column %	45.7%	35.6%		53.2%	31.3%		54.9%	36.8%		43.9%	32.2%		31.6%	41.9%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11a - How well did your Keys Scuba Diving experience match your expectations?</b>															
Sample Size	202	113		202										113	
<b>Much better than expected</b>															
Count	39	32		39	-		-	-		-	-		-	32	
Column %	19.4%	28.3%	-8.9%	19.4%	-		-	-		-	-		-	28.3%	
<b>Somewhat better than expected</b>															
Count	69	53		69	-		-	-		-	-		-	53	
Column %	34.3%	46.9%	-12.6%	34.3%	-		-	-		-	-		-	46.9%	
<b>Met my expectations</b>															
Count	92	23		92	-		-	-		-	-		-	23	
Column %	45.5%	20.6%	24.9%	45.5%	-		-	-		-	-		-	20.6%	
<b>Somewhat worse than expected</b>															
Count	2	5		2	-		-	-		-	-		-	5	
Column %	0.7%	4.2%	-3.4%	0.7%	-		-	-		-	-		-	4.2%	
<b>Much worse than expected</b>															
Count	0	0		0	-		-	-		-	-		-	0	
Column %	0.0%	0.0%	0.0%	0.0%	-		-	-		-	-		-	0.0%	
<b>Q11b - How well did your Keys Snorkeling experience match your expectations?</b>															
Sample Size	470	363		470										363	
<b>Much better than expected</b>															
Count	63	118		63	-		-	-		-	-		-	118	
Column %	13.5%	32.5%	-19.0%	13.5%	-		-	-		-	-		-	32.5%	
<b>Somewhat better than expected</b>															
Count	172	150		172	-		-	-		-	-		-	150	
Column %	36.6%	41.5%	-4.9%	36.6%	-		-	-		-	-		-	41.5%	
<b>Met my expectations</b>															
Count	217	79		217	-		-	-		-	-		-	79	
Column %	46.2%	21.8%	24.5%	46.2%	-		-	-		-	-		-	21.8%	
<b>Somewhat worse than expected</b>															
Count	17	11		17	-		-	-		-	-		-	11	
Column %	3.6%	3.0%	0.7%	3.6%	-		-	-		-	-		-	3.0%	
<b>Much worse than expected</b>															
Count	0	5		0	-		-	-		-	-		-	5	
Column %	0.1%	1.3%	-1.2%	0.1%	-		-	-		-	-		-	1.3%	
<b>Q11c - How well did your Keys Fishing experience match your expectations?</b>															
Sample Size	458	319		458										319	
<b>Much better than expected</b>															
Count	59	125		59	-		-	-		-	-		-	125	
Column %	12.9%	39.1%	-26.2%	12.9%	-		-	-		-	-		-	39.1%	
<b>Somewhat better than expected</b>															
Count	158	121		158	-		-	-		-	-		-	121	
Column %	34.5%	37.9%	-3.3%	34.5%	-		-	-		-	-		-	37.9%	
<b>Met my expectations</b>															
Count	224	64		224	-		-	-		-	-		-	64	
Column %	48.9%	19.9%	29.0%	48.9%	-		-	-		-	-		-	19.9%	
<b>Somewhat worse than expected</b>															
Count	15	8		15	-		-	-		-	-		-	8	
Column %	3.2%	2.6%	0.6%	3.2%	-		-	-		-	-		-	2.6%	
<b>Much worse than expected</b>															
Count	2	2		2	-		-	-		-	-		-	2	
Column %	0.5%	0.5%	0.0%	0.5%	-		-	-		-	-		-	0.5%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11e - How well did your Keys Boating experience match your expectations?</b>															
Sample Size	542	460		542										460	
<b>Much better than expected</b>															
Count	61	168		61	-		-	-		-	-		-	168	
Column %	11.3%	36.5%	-25.2%	11.3%	-		-	-		-	-		-	36.5%	
<b>Somewhat better than expected</b>															
Count	213	163		213	-		-	-		-	-		-	163	
Column %	39.2%	35.6%	3.7%	39.2%	-		-	-		-	-		-	35.6%	
<b>Met my expectations</b>															
Count	255	99		255	-		-	-		-	-		-	99	
Column %	46.9%	21.6%	25.4%	46.9%	-		-	-		-	-		-	21.6%	
<b>Somewhat worse than expected</b>															
Count	12	21		12	-		-	-		-	-		-	21	
Column %	2.2%	4.6%	-2.4%	2.2%	-		-	-		-	-		-	4.6%	
<b>Much worse than expected</b>															
Count	2	8		2	-		-	-		-	-		-	8	
Column %	0.4%	1.8%	-1.4%	0.4%	-		-	-		-	-		-	1.8%	
<b>Q11 - Did your experience in the Keys match the media's portrayal of the Keys following Hurricane Irma?</b>															
Sample Size	844	695		844										695	
<b>Better than portrayed by the media</b>															
Count	47	173		47	-		-	-		-	-		-	173	
Column %	5.6%	24.8%	-19.3%	5.6%	-		-	-		-	-		-	24.8%	
<b>Somewhat better</b>															
Count	195	225		195	-		-	-		-	-		-	225	
Column %	23.1%	32.4%	-9.3%	23.1%	-		-	-		-	-		-	32.4%	
<b>Same as portrayed</b>															
Count	545	251		545	-		-	-		-	-		-	251	
Column %	64.5%	36.1%	28.5%	64.5%	-		-	-		-	-		-	36.1%	
<b>Somewhat worse than portrayed</b>															
Count	45	29		45	-		-	-		-	-		-	29	
Column %	5.3%	4.2%	1.1%	5.3%	-		-	-		-	-		-	4.2%	
<b>Much worse than portrayed</b>															
Count	2	4		2	-		-	-		-	-		-	4	
Column %	0.2%	0.6%	-0.4%	0.2%	-		-	-		-	-		-	0.6%	
<b>Don't know</b>															
Count	11	13		11	-		-	-		-	-		-	13	
Column %	1.3%	1.9%	-0.6%	1.3%	-		-	-		-	-		-	1.9%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December			
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	
<b>Q12a - Average amount party spent per night on lodging</b>																
Sample Size	3417	2932		833	825		823	833		865	555		896	719		
Mean	256.80	271.72		278.01	243.06		258.30	262.82		250.49	300.74		241.79	292.48		
<b>Q12b - Average amount party spent on transportation in the Keys</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
Mean	135.37	164.71		150.65	187.44		155.41	209.12		117.64	114.29		119.45	125.42		
<b>Q12c - Average amount party spent on Water-oriented activities</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
Mean	139.08	117.81		141.71	109.36		149.36	109.21		126.88	123.34		138.85	133.48		
<b>Q12d - Average amount party spent on Land-oriented activities</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
Mean	137.79	126.29		138.68	112.66		137.47	117.30		133.20	168.06		141.77	119.88		
<b>Q12e - Average amount party spent per day on food/beverages</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
Mean	179.23	163.26		167.14	151.69		212.60	160.20		167.20	159.32		170.75	183.49		
<b>Q12f - Average amount party spent on souvenirs, gifts, film, clothing</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
Mean	52.44	74.87		61.28	58.30		48.83	67.89		43.84	117.46		56.02	68.86		
<b>Q14 - Which best describes why you came to the Keys?</b>																
Sample Size	3482	2996		844	845		854	856		884	571		900	724		
<b>To relax and escape</b>	Count	432	364	0.2%	112	98	1.7%	119	65	6.3%	112	89	-2.9%	89	111	-5.5%
	Column %	12.4%	12.1%		13.3%	11.6%		13.9%	7.6%		12.6%	15.5%		9.9%	15.4%	
<b>To go scuba diving</b>	Count	168	43	3.4%	43	18	3.0%	54	6	5.6%	42	3	4.2%	30	16	1.1%
	Column %	4.8%	1.4%		5.1%	2.1%		6.3%	0.7%		4.8%	0.5%		3.3%	2.2%	
<b>To go fishing</b>	Count	111	79	0.6%	38	21	2.0%	28	20	1.0%	30	9	1.7%	15	28	-2.3%
	Column %	3.2%	2.6%		4.5%	2.5%		3.3%	2.3%		3.4%	1.6%		1.7%	3.9%	
<b>To experience adventure</b>	Count	317	241	1.0%	81	72	1.2%	80	62	2.2%	78	49	0.2%	77	59	0.4%
	Column %	9.1%	8.1%		9.6%	8.5%		9.4%	7.2%		8.8%	8.6%		8.6%	8.2%	
<b>To experience culture, arts, history</b>	Count	207	160	0.6%	55	31	2.9%	47	41	0.8%	51	37	-0.6%	53	52	-1.2%
	Column %	5.9%	5.3%		6.5%	3.7%		5.5%	4.8%		5.8%	6.4%		5.9%	7.2%	
<b>To experience Nightlife</b>	Count	223	180	0.4%	49	37	1.4%	50	37	1.5%	61	46	-1.1%	63	60	-1.3%
	Column %	6.4%	6.0%		5.8%	4.4%		5.9%	4.4%		6.9%	8.0%		7.0%	8.3%	
<b>To experience a better climate</b>	Count	278	245	-0.2%	75	62	1.6%	71	61	1.2%	59	46	-1.4%	73	76	-2.4%
	Column %	8.0%	8.2%		8.9%	7.4%		8.3%	7.1%		6.6%	8.0%		8.1%	10.6%	
<b>To go somewhere new</b>	Count	221	220	-1.0%	45	87	-4.9%	52	61	-1.1%	63	33	1.3%	61	39	1.4%
	Column %	6.3%	7.4%		5.3%	10.3%		6.1%	7.2%		7.1%	5.8%		6.7%	5.4%	
<b>High quality accommodations</b>	Count	196	320	-5.0%	45	79	-4.0%	49	115	-7.7%	45	72	-7.5%	57	53	-1.1%
	Column %	5.6%	10.7%		5.4%	9.4%		5.7%	13.5%		5.1%	12.6%		6.3%	7.4%	
<b>Somewhere safe and convenient</b>	Count	207	306	-4.3%	37	102	-7.6%	47	122	-8.8%	52	48	-2.6%	71	33	3.3%
	Column %	6.0%	10.2%		4.4%	12.1%		5.5%	14.3%		5.9%	8.5%		7.9%	4.6%	
<b>Somewhere that was a good value</b>	Count	192	285	-4.0%	52	108	-6.6%	43	99	-6.5%	53	42	-1.4%	44	37	-0.2%
	Column %	5.5%	9.5%		6.2%	12.7%		5.1%	11.5%		6.0%	7.3%		4.9%	5.1%	
<b>Somewhere that is family friendly</b>	Count	308	290	-0.8%	48	78	-3.7%	70	115	-5.2%	81	48	0.8%	108	48	5.4%
	Column %	8.8%	9.7%		5.6%	9.3%		8.2%	13.5%		9.2%	8.4%		12.0%	6.7%	
<b>To experience romance</b>	Count	327	168	3.8%	86	25	7.2%	81	33	5.7%	74	40	1.4%	87	71	-0.2%
	Column %	9.4%	5.6%		10.1%	2.9%		9.5%	3.8%		8.4%	7.0%		9.6%	9.8%	
<b>Green vacation</b>	Count	258	74	4.9%	72	15	6.7%	60	17	5.1%	63	8	5.7%	63	34	2.3%
	Column %	7.4%	2.5%		8.5%	1.8%		7.1%	2.0%		7.1%	1.4%		7.0%	4.7%	
<b>Other</b>	Count	8	16	-0.3%	0	12	-1.4%	1	2	-0.1%	0	0	0.0%	7	3	0.4%
	Column %	0.2%	0.5%		0.0%	1.4%		0.1%	0.2%		0.0%	0.0%		0.8%	0.4%	
<b>Don't know/no answer</b>	Count	30	5		6	0		0	0		21	2		2	2	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15a - Did/will you visit somewhere else in FL on this trip?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Yes</b>															
Count	1887	1650		440	472		393	405		485	340		569	432	
Column %	54.2%	55.1%	-0.9%	52.1%	55.8%	-3.7%	46.0%	47.3%	-1.3%	54.9%	59.6%	-4.7%	63.2%	59.7%	3.5%
<b>No</b>															
Count	1596	1347		404	373		461	451		399	231		331	292	
Column %	45.8%	44.9%	0.9%	47.9%	44.2%	3.7%	54.0%	52.7%	1.3%	45.1%	40.4%	4.7%	36.8%	40.3%	-3.5%
<b>Q15b - If yes, Where? (closest city)</b>															
Sample Size	1887	1655		440	472		393	405		485	346		569	432	
<b>Miami</b>															
Count	56	163		12	90		8	38		16	10		21	25	
Column %	3.0%	9.9%	-6.9%	2.6%	19.1%	-16.5%	1.9%	9.4%	-7.5%	3.2%	2.8%	0.4%	3.7%	5.8%	-2.1%
<b>Orlando</b>															
Count	1258	958		290	236		226	247		336	208		406	268	
Column %	66.7%	57.9%	8.8%	66.0%	50.0%	15.9%	57.5%	60.9%	-3.4%	69.1%	60.0%	9.2%	71.4%	62.0%	9.4%
<b>Ft Lauderdale</b>															
Count	259	236		70	70		63	50		62	44		64	73	
Column %	13.7%	14.3%	-0.5%	16.0%	14.9%	1.2%	15.9%	12.3%	3.6%	12.8%	12.6%	0.2%	11.3%	16.8%	-5.6%
<b>West Palm/Palm Beach</b>															
Count	112	110		32	29		28	27		27	29		25	25	
Column %	5.9%	6.7%	-0.7%	7.2%	6.2%	1.0%	7.0%	6.7%	0.4%	5.6%	8.4%	-2.8%	4.4%	5.7%	-1.3%
<b>Tampa area</b>															
Count	79	73		10	18		9	15		20	28		40	12	
Column %	4.2%	4.4%	-0.2%	2.2%	3.7%	-1.6%	2.3%	3.8%	-1.5%	4.2%	8.1%	-3.9%	7.1%	2.9%	4.2%
<b>Panhandle</b>															
Count	40	54		13	16		7	17		15	9		5	11	
Column %	2.1%	3.2%	-1.1%	3.0%	3.3%	-0.3%	1.7%	4.3%	-2.6%	3.1%	2.7%	0.4%	0.9%	2.6%	-1.7%
<b>Ft Myers/Naples area</b>															
Count	29	53		10	11		3	11		10	13		6	18	
Column %	1.6%	3.2%	-1.6%	2.3%	2.4%	-0.1%	0.8%	2.7%	-1.9%	2.0%	3.7%	-1.7%	1.1%	4.1%	-3.0%
<b>Other</b>															
Count	54	2		3	2		50	0		0	0		0	0	
Column %	2.9%	0.1%	2.8%	0.7%	0.3%	0.4%	12.8%	0.0%	12.8%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
<b>DK</b>															
Count	0	6		0	0		0	0		0	6		0	0	
Column %	0.0%	0.3%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	-1.6%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15c - Do you own a second home in FL?</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	724	
<b>Yes</b>															
Count	400	318		89	124		124	92		84	37		103	64	
Column %	11.5%	10.6%	0.9%	10.6%	14.7%	-4.1%	14.5%	10.8%	3.7%	9.5%	6.5%	3.0%	11.4%	8.9%	2.5%
<b>No</b>															
Count	3082	2678		755	721		730	764		800	534		797	660	
Column %	88.5%	89.4%	-0.9%	89.4%	85.3%	4.1%	85.5%	89.2%	-3.7%	90.5%	93.5%	-3.0%	88.6%	91.1%	-2.5%
<b>NA</b>															
Count	0	0		0	0		0	0		0	0		0	0	
Column %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Q15d - If yes, Where? (closest city)</b>															
Sample Size	400	319		89	124		124	93		84	37		103	64	
<b>Miami</b>															
Count	19	46		5	31		6	7		3	2		6	7	
Column %	4.9%	14.4%	-9.5%	5.1%	24.7%	-19.6%	4.7%	7.3%	-2.5%	3.2%	4.2%	-1.0%	6.2%	10.7%	-4.5%
<b>Orlando</b>															
Count	166	90		40	34		52	25		40	9		33	23	
Column %	41.4%	28.3%	13.1%	44.6%	27.0%	17.5%	42.4%	27.0%	15.4%	47.9%	24.1%	23.7%	32.3%	35.1%	-2.9%
<b>Ft Lauderdale</b>															
Count	103	78		22	26		38	22		16	13		28	17	
Column %	25.9%	24.5%	1.4%	24.6%	21.1%	3.5%	30.6%	23.6%	7.0%	18.6%	33.7%	-15.1%	27.2%	26.8%	0.4%
<b>West Palm/Palm Beach</b>															
Count	55	66		14	21		13	25		8	13		20	7	
Column %	13.7%	20.5%	-6.8%	15.9%	17.0%	-1.2%	10.7%	27.0%	-16.3%	9.0%	33.7%	-24.7%	19.4%	10.3%	9.1%
<b>Tampa area</b>															
Count	29	24		6	6		6	8		7	0		10	9	
Column %	7.2%	7.4%	-0.2%	6.8%	5.0%	1.8%	5.0%	8.4%	-3.4%	8.2%	0.0%	8.2%	9.3%	14.7%	-5.4%
<b>Ft Myers/Naples area</b>															
Count	9	8		1	3		2	3		3	2		3	0	
Column %	2.3%	2.5%	-0.1%	0.9%	2.5%	-1.6%	1.5%	3.4%	-1.8%	4.1%	4.2%	-0.1%	3.1%	0.0%	3.1%
<b>Other</b>															
Count	18.48	7.85		2	3		6	3		8	0		3	2	
Column %	0	0		2.1%	2.5%	-0.4%	5.1%	3.4%	1.7%	9.0%	0.0%	9.0%	2.6%	2.4%	0.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in</b>															
Sample Size	3480	2996		842	845		854	856		884	571		900	724	
<b>USA</b>															
Count	1611	939		380	307		438	230		422	138		372	265	
Column %	46.3%	31.3%	15.0%	45.1%	36.3%	8.8%	51.3%	26.9%	24.4%	47.7%	24.1%	23.6%	41.3%	36.5%	4.8%
<b>Argentina</b>															
Count	142	81		40	15		37	3		25	37		40	26	
Column %	4.1%	2.7%	1.4%	4.8%	1.8%	3.0%	4.3%	0.4%	4.0%	2.8%	6.5%	-3.7%	4.4%	3.6%	0.8%
<b>Brazil</b>															
Count	168	121		43	29		45	32		36	32		43	28	
Column %	4.8%	4.0%	0.8%	5.1%	3.4%	1.8%	5.3%	3.7%	1.6%	4.1%	5.6%	-1.5%	4.8%	3.9%	0.9%
<b>Canada</b>															
Count	664	553		139	152		140	156		171	114		213	130	
Column %	19.1%	18.5%	0.6%	16.6%	18.0%	-1.4%	16.4%	18.2%	-1.9%	19.3%	20.0%	-0.7%	23.7%	18.0%	5.7%
<b>France</b>															
Count	301	240		85	51		73	91		90	27		53	72	
Column %	8.7%	8.0%	0.7%	10.1%	6.0%	4.1%	8.6%	10.6%	-2.0%	10.2%	4.7%	5.5%	5.8%	9.9%	-4.1%
<b>Germany</b>															
Count	153	223		45	65		34	80		37	33		37	45	
Column %	4.4%	7.4%	-3.0%	5.4%	7.7%	-2.3%	4.0%	9.3%	-5.3%	4.2%	5.9%	-1.7%	4.1%	6.2%	-2.1%
<b>Italy</b>															
Count	119	165		34	56		37	50		25	27		24	32	
Column %	3.4%	5.5%	-2.1%	4.0%	6.6%	-2.6%	4.3%	5.8%	-1.6%	2.8%	4.8%	-2.0%	2.7%	4.4%	-1.7%
<b>Middle East</b>															
Count	14	27		6	3		4	13		2	8		2	3	
Column %	0.4%	0.9%	-0.5%	0.7%	0.4%	0.3%	0.4%	1.5%	-1.0%	0.3%	1.4%	-1.1%	0.2%	0.4%	-0.3%
<b>Switzerland</b>															
Count	8	54		3	16		2	18		3	9		0	11	
Column %	0.2%	1.8%	-1.6%	0.4%	1.9%	-1.4%	0.2%	2.1%	-1.9%	0.3%	1.6%	-1.4%	0.0%	1.6%	-1.5%
<b>United Kingdom</b>															
Count	31	163		12	39		2	52		9	48		7	24	
Column %	0.9%	5.4%	-4.6%	1.5%	4.6%	-3.2%	0.3%	6.1%	-5.8%	1.1%	8.4%	-7.3%	0.7%	3.3%	-2.6%
<b>Other Asian/Far East</b>															
Count	4	6		2	3		0	1		0	1		3	1	
Column %	0.1%	0.2%	-0.1%	0.2%	0.3%	-0.1%	0.0%	0.1%	-0.1%	0.0%	0.2%	-0.2%	0.3%	0.2%	0.1%
<b>Other Europe</b>															
Count	25	24		3	7		4	2		5	7		12	8	
Column %	0.7%	0.8%	-0.1%	0.4%	0.8%	-0.5%	0.5%	0.3%	0.2%	0.6%	1.3%	-0.6%	1.3%	1.1%	0.3%
<b>Other South America</b>															
Count	87	112		7	21		3	7		28	60		48	24	
Column %	2.5%	3.7%	-1.3%	0.9%	2.5%	-1.6%	0.3%	0.8%	-0.4%	3.2%	10.6%	-7.4%	5.4%	3.3%	2.1%
<b>Other</b>															
Count	8	16		4	1		0	6		0	5		4	5	
Column %	0.2%	0.5%	-0.3%	0.5%	0.1%	0.4%	0.0%	0.7%	-0.7%	0.0%	0.8%	-0.8%	0.4%	0.7%	-0.2%
<b>Scandinavia</b>															
Count	7	39		2	11		0	25		4	2		1	2	
Column %	0.2%	1.3%	-1.1%	0.2%	1.3%	-1.1%	0.0%	3.0%	-3.0%	0.4%	0.3%	0.1%	0.1%	0.2%	-0.1%
<b>BeNeLux</b>															
Count	9	64		2	20		0	38		2	4		5	2	
Column %	0.3%	2.1%	-1.9%	0.3%	2.4%	-2.2%	0.0%	4.4%	-4.4%	0.2%	0.6%	-0.4%	0.6%	0.3%	0.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in (cont)</b>															
Sample Size	3480	2996		842	845		854	856		884	571		900	724	
<b>China</b>															
Count	131	169		33	50		35	53		25	18		37	53	
Column %	3.8%	5.6%	-1.9%	3.9%	5.9%	-2.0%	4.1%	6.2%	-2.1%	2.8%	3.1%	-0.3%	4.2%	6.2%	-2.1%
<b>Q16b - State living in</b>															
Sample Size	1610	942		379	307		438	232		422	139		372	232	
<b>Florida</b>															
Count	340	307		43	108		82	99		114	49		101	99	
Column %	21.1%	32.6%	-11.4%	11.4%	35.3%	-23.9%	18.7%	42.8%	-24.1%	27.1%	35.2%	-8.0%	27.1%	42.8%	-15.7%
<b>Alabama</b>															
Count	107	32		40	1		24	2		17	2		26	2	
Column %	6.6%	3.4%	3.2%	10.6%	0.2%	10.4%	5.5%	1.0%	4.5%	4.1%	1.4%	2.7%	6.9%	1.0%	5.9%
<b>Alaska</b>															
Count	12	7		2	0		3	3		3	0		3	3	
Column %	0.7%	0.8%	0.0%	0.7%	0.0%	0.7%	0.7%	1.4%	-0.6%	0.7%	0.0%	0.7%	0.8%	1.4%	-0.5%
<b>Arizona</b>															
Count	28	9		2	3		13	2		3	0		9	2	
Column %	1.7%	1.0%	0.8%	0.6%	0.9%	-0.3%	3.1%	0.9%	2.1%	0.8%	0.0%	0.8%	2.4%	0.9%	1.4%
<b>Arkansas</b>															
Count	18	3		5	1		7	0		3	0		3	0	
Column %	1.1%	0.4%	0.8%	1.4%	0.2%	1.2%	1.6%	0.0%	1.6%	0.6%	0.0%	0.6%	0.8%	0.0%	0.8%
<b>California</b>															
Count	142	50		6	6		20	20		36	12		80	20	
Column %	8.8%	5.3%	3.5%	1.5%	1.8%	-0.3%	4.6%	8.6%	-4.1%	8.5%	8.4%	0.1%	21.6%	8.6%	12.9%
<b>Colorado</b>															
Count	27	8		5	1		12	0		9	3		1	0	
Column %	1.7%	0.8%	0.8%	1.2%	0.5%	0.7%	2.8%	0.0%	2.8%	2.1%	2.3%	-0.2%	0.3%	0.0%	0.3%
<b>Connecticut</b>															
Count	2	9		0	3		0	4		0	1		2	4	
Column %	0.1%	0.9%	-0.8%	0.0%	1.0%	-1.0%	0.0%	1.8%	-1.8%	0.0%	0.6%	-0.6%	0.4%	1.8%	-1.4%
<b>Delaware</b>															
Count	13	4		1	2		7	2		4	0		1	2	
Column %	0.8%	0.4%	0.4%	0.2%	0.6%	-0.3%	1.7%	0.7%	0.9%	0.9%	0.0%	0.9%	0.2%	0.7%	-0.5%
<b>District of Columbia</b>															
Count	6	2		2	1		4	1		0	0		0	1	
Column %	0.3%	0.2%	0.2%	0.4%	0.2%	0.2%	0.9%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	-0.5%
<b>Georgia</b>															
Count	72	43		19	15		11	9		30	2		12	9	
Column %	4.5%	4.5%	-0.1%	4.9%	5.0%	-0.1%	2.5%	4.0%	-1.5%	7.0%	1.5%	5.6%	3.3%	4.0%	-0.6%
<b>Hawaii</b>															
Count	12	13		2	5		10	3		1	2		0	3	
Column %	0.8%	1.3%	-0.6%	0.5%	1.5%	-1.0%	2.2%	1.4%	0.9%	0.2%	1.1%	-1.0%	0.0%	1.4%	-1.4%
<b>Idaho</b>															
Count	2	4		0	1		2	0		0	2		0	0	
Column %	0.1%	0.4%	-0.3%	0.0%	0.2%	-0.2%	0.4%	0.0%	0.4%	0.0%	1.1%	-1.1%	0.0%	0.0%	0.0%
<b>Illinois</b>															
Count	92	80		31	25		20	21		26	13		15	21	
Column %	5.7%	8.5%	-2.8%	8.2%	8.3%	-0.1%	4.6%	9.1%	-4.5%	6.1%	9.1%	-2.9%	3.9%	9.1%	-5.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1610	942		379	307		438	232		422	139		372	232	
<b>Indiana</b>															
Count	21	2		2	2		7	0		8	0		4	0	
Column %	1.3%	0.2%	1.1%	0.5%	0.7%	-0.2%	1.6%	0.0%	1.6%	1.9%	0.0%	1.9%	1.2%	0.0%	1.2%
<b>Iowa</b>															
Count	15	5		5	2		0	2		10	2		0	2	
Column %	0.9%	0.6%	0.4%	1.3%	0.5%	0.8%	0.0%	0.7%	-0.7%	2.4%	1.1%	1.3%	0.0%	0.7%	-0.7%
<b>Kansas</b>															
Count	13	9		3	4		4	1		4	0		1	1	
Column %	0.8%	1.0%	-0.2%	0.8%	1.2%	-0.4%	1.0%	0.3%	0.7%	1.0%	0.0%	1.0%	0.3%	0.3%	0.1%
<b>Kentucky</b>															
Count	63	13		17	2		18	2		13	0		15	2	
Column %	3.9%	1.4%	2.5%	4.5%	0.7%	3.8%	4.0%	0.7%	3.4%	3.1%	0.0%	3.1%	4.1%	0.7%	3.4%
<b>Louisiana</b>															
Count	28	12		8	9		15	0		5	3		0	0	
Column %	1.7%	1.3%	0.5%	2.1%	2.8%	-0.7%	3.5%	0.0%	3.5%	1.2%	2.3%	-1.1%	0.0%	0.0%	0.0%
<b>Maine</b>															
Count	0	2		0	0		0	0		0	0		0	0	
Column %	0.0%	0.2%	-0.2%	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Maryland</b>															
Count	13	4		3	0		3	0		4	0		3	0	
Column %	0.8%	0.4%	0.4%	0.8%	0.0%	0.8%	0.7%	0.0%	0.7%	1.0%	0.0%	1.0%	0.7%	0.0%	0.7%
<b>Massachusetts</b>															
Count	32	11		2	5		2	4		0	2		29	4	
Column %	2.0%	1.1%	0.9%	0.4%	1.6%	-1.1%	0.4%	1.8%	-1.5%	0.0%	1.2%	-1.2%	7.8%	1.8%	6.0%
<b>Michigan</b>															
Count	40	38		10	14		8	9		13	6		9	9	
Column %	2.5%	4.0%	-1.5%	2.7%	4.5%	-1.8%	1.8%	3.9%	-2.0%	3.1%	4.5%	-1.4%	2.3%	3.9%	-1.6%
<b>Minnesota</b>															
Count	14	10		0	8		3	2		6	0		5	2	
Column %	0.9%	1.0%	-0.1%	0.0%	2.7%	-2.7%	0.7%	0.7%	0.0%	1.5%	0.0%	1.5%	1.3%	0.7%	0.6%
<b>Mississippi</b>															
Count	9	2		2	2		3	0		2	0		2	0	
Column %	0.6%	0.2%	0.4%	0.4%	0.5%	-0.1%	0.7%	0.0%	0.7%	0.6%	0.0%	0.6%	0.6%	0.0%	0.6%
<b>Missouri</b>															
Count	22	8		13	3		5	2		2	2		2	2	
Column %	1.3%	0.8%	0.5%	3.5%	1.1%	2.4%	1.1%	0.7%	0.4%	0.5%	1.1%	-0.7%	0.5%	0.7%	-0.2%
<b>Montana</b>															
Count	3	6		0	3		3	3		0	0		0	3	
Column %	0.2%	0.6%	-0.4%	0.0%	0.9%	-0.9%	0.7%	1.4%	-0.7%	0.0%	0.0%	0.0%	0.0%	1.4%	-1.4%
<b>Nebraska</b>															
Count	11	1		2	1		8	0		0	0		2	0	
Column %	0.7%	0.1%	0.6%	0.5%	0.4%	0.1%	1.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
<b>Nevada</b>															
Count	18	8		3	2		12	2		2	0		1	2	
Column %	1.1%	0.8%	0.3%	0.8%	0.5%	0.3%	2.8%	0.7%	2.1%	0.5%	0.0%	0.5%	0.2%	0.7%	-0.5%
<b>New Hampshire</b>															
Count	3	8		0	3		3	2		0	3		0	2	
Column %	0.2%	0.8%	-0.6%	0.0%	1.0%	-1.0%	0.7%	0.7%	0.0%	0.0%	2.3%	-2.3%	0.0%	0.7%	-0.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1610	942		379	307		438	232		422	139		372	232	
<b>New Jersey</b>															
Count	12	16		0	7		0	2		6	4		6	2	
Column %	0.7%	1.7%	-1.0%	0.0%	2.2%	-2.2%	0.0%	0.9%	-0.9%	1.5%	3.1%	-1.6%	1.5%	0.9%	0.6%
<b>New Mexico</b>															
Count	49	39		17	15		14	5		9	6		10	5	
Column %	3.0%	4.1%	-1.1%	4.4%	4.7%	-0.3%	3.1%	2.2%	0.9%	2.0%	4.0%	-2.0%	2.6%	2.2%	0.5%
<b>New York</b>															
Count	19	26		1	12		6	8		3	3		9	8	
Column %	1.2%	2.7%	-1.5%	0.3%	3.9%	-3.6%	1.4%	3.3%	-1.9%	0.7%	2.2%	-1.4%	2.4%	3.3%	-0.9%
<b>No Carolina</b>															
Count	64	25		31	5		14	4		17	0		2	4	
Column %	4.0%	2.6%	1.3%	8.1%	1.5%	6.6%	3.2%	1.6%	1.6%	4.1%	0.2%	3.9%	0.4%	1.6%	-1.2%
<b>No Dakota</b>															
Count	19	2		10	0		4	2		3	0		2	2	
Column %	1.2%	0.2%	1.0%	2.8%	0.0%	2.8%	0.8%	0.7%	0.2%	0.6%	0.0%	0.6%	0.7%	0.7%	0.0%
<b>Ohio</b>															
Count	49	11		17	6		10	1		13	0		9	1	
Column %	3.1%	1.2%	1.8%	4.4%	2.0%	2.4%	2.2%	0.3%	2.0%	3.2%	0.0%	3.2%	2.5%	0.3%	2.3%
<b>Oklahoma</b>															
Count	6	3		0	2		2	0		5	0		0	0	
Column %	0.4%	0.3%	0.1%	0.0%	0.5%	-0.5%	0.4%	0.0%	0.4%	1.1%	0.0%	1.1%	0.0%	0.0%	0.0%
<b>Oregon</b>															
Count	2	4		2	2		0	0		0	0		0	0	
Column %	0.1%	0.4%	-0.3%	0.5%	0.6%	-0.1%	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	-0.1%
<b>Pennsylvania</b>															
Count	40	2		18	1		13	1		8	0		2	1	
Column %	2.5%	0.2%	2.3%	4.7%	0.2%	4.5%	2.9%	0.4%	2.5%	1.9%	0.0%	1.9%	0.4%	0.4%	0.0%
<b>Rhode Island</b>															
Count	1	3		0	2		0	0		0	1		0	0	
Column %	0.0%	0.4%	-0.3%	0.0%	0.6%	-0.6%	0.0%	0.1%	-0.1%	0.1%	0.8%	-0.7%	0.1%	0.1%	-0.1%
<b>So Carolina</b>															
Count	54	29		29	2		19	1		5	15		2	1	
Column %	3.4%	3.1%	0.3%	7.7%	0.7%	7.0%	4.2%	0.5%	3.7%	1.1%	10.8%	-9.6%	0.5%	0.5%	0.0%
<b>So Dakota</b>															
Count	1	3		0	0		1	0		0	2		0	0	
Column %	0.0%	0.4%	-0.3%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	1.1%	-1.1%	0.0%	0.1%	-0.1%
<b>Tennessee</b>															
Count	12	5		2	0		6	2		3	1		2	2	
Column %	0.7%	0.6%	0.2%	0.4%	0.0%	0.4%	1.4%	0.8%	0.6%	0.6%	1.1%	-0.5%	0.4%	0.8%	-0.4%
<b>Texas</b>															
Count	48	28		15	5		10	6		21	3		3	6	
Column %	3.0%	3.0%	0.0%	3.9%	1.5%	2.3%	2.2%	2.7%	-0.5%	4.9%	2.3%	2.6%	0.8%	2.7%	-1.9%
<b>Utah</b>															
Count	4	6		0	2		2	3		2	0		0	3	
Column %	0.2%	0.6%	-0.3%	0.0%	0.8%	-0.8%	0.4%	1.4%	-0.9%	0.4%	0.0%	0.4%	0.1%	1.4%	-1.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1610	942		379	307		438	232		422	139		372	232	
<b>Vermont</b>															
Count	0	3	-0.3%	0	2	-0.8%	0	1	-0.3%	0	0	0.0%	0	1	-0.3%
Column %	0.0%	0.3%		0.0%	0.8%		0.0%	0.3%		0.0%	0.0%		0.0%	0.3%	
<b>Virginia</b>															
Count	9	3	0.2%	2	0	0.4%	6	0	1.4%	2	0	0.4%	0	0	0.0%
Column %	0.6%	0.3%		0.4%	0.0%		1.4%	0.0%		0.4%	0.0%		0.0%	0.0%	
<b>Washington</b>															
Count	12	9	-0.3%	2	4	-0.9%	7	1	1.3%	2	2	-0.8%	0	1	-0.2%
Column %	0.7%	1.0%		0.5%	1.4%		1.6%	0.3%		0.5%	1.4%		0.1%	0.3%	
<b>West Virginia</b>															
Count	5	1	0.2%	0	1	-0.3%	3	0	0.8%	2	0	0.4%	0	0	0.0%
Column %	0.3%	0.1%		0.0%	0.3%		0.8%	0.0%		0.4%	0.0%		0.0%	0.0%	
<b>Wisconsin</b>															
Count	24	4	1.0%	8	1	1.7%	8	0	1.7%	7	0	1.7%	2	0	0.4%
Column %	1.5%	0.5%		2.1%	0.4%		1.7%	0.0%		1.7%	0.0%		0.4%	0.0%	
<b>Wyoming</b>															
Count	5	11	-0.8%	0	9	-3.1%	5	2	0.6%	0	0	0.0%	0	2	-0.7%
Column %	0.3%	1.2%		0.0%	3.1%		1.2%	0.7%		0.0%	0.0%		0.0%	0.7%	
<b>Q17 - Age</b>															
Sample Size	3482	2994		844	845		854	855		884	571		900	855	
<b>18 - 25</b>															
Count	25	78	-1.9%	10	33	-2.8%	5	20	-1.7%	5	13	-1.7%	6	20	-1.7%
Column %	0.7%	2.6%		1.2%	4.0%		0.5%	2.3%		0.6%	2.3%		0.6%	2.3%	
<b>26 - 35</b>															
Count	902	587	6.3%	278	158	14.3%	252	114	16.2%	195	135	-1.6%	177	114	6.3%
Column %	25.9%	19.6%		32.9%	18.7%		29.6%	13.3%		22.0%	23.7%		19.7%	13.3%	
<b>36 - 45</b>															
Count	1277	1164	-2.2%	285	315	-3.5%	273	366	-10.9%	348	223	0.2%	371	366	-1.6%
Column %	36.7%	38.9%		33.8%	37.2%		31.9%	42.8%		39.3%	39.1%		41.2%	42.8%	
<b>46 - 60</b>															
Count	609	761	-7.9%	127	231	-12.3%	140	228	-10.2%	176	143	-5.1%	166	228	-8.2%
Column %	17.5%	25.4%		15.1%	27.4%		16.4%	26.6%		19.9%	25.0%		18.4%	26.6%	
<b>61+</b>															
Count	669	403	5.8%	144	108	4.3%	184	128	6.6%	160	57	8.2%	181	128	5.1%
Column %	19.2%	13.5%		17.1%	12.8%		21.6%	14.9%		18.1%	9.9%		20.1%	14.9%	
<b>Q17 - Average Age</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	856	
Mean	44.92	44.62		43.53	44.45		45.19	45.63		45.45	43.68		45.47	45.63	
<b>Household income</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	856	
<b>Under \$75,000</b>															
Count	1085	827	3.5%	242	210	3.9%	237	203	4.1%	294	220	-5.2%	311	203	10.8%
Column %	31.1%	27.6%		28.7%	24.8%		27.8%	23.7%		33.3%	38.5%		34.5%	23.7%	
<b>\$75,000 - \$150,000</b>															
Count	2185	1601	9.3%	537	403	15.9%	557	450	12.8%	538	292	9.8%	553	450	8.9%
Column %	62.7%	53.4%		63.6%	47.6%		65.3%	52.5%		60.8%	51.0%		61.4%	52.5%	
<b>Over \$150,000</b>															
Count	185	460	-10.0%	58	187	-15.2%	57	157	-11.6%	37	53	-5.2%	33	157	-14.7%
Column %	5.3%	15.4%		6.9%	22.1%		6.7%	18.3%		4.2%	9.4%		3.6%	18.3%	
<b>Refused</b>															
Count	28	108	-2.8%	7	46	-4.7%	2	47	-5.2%	15	6	0.6%	4	47	-5.0%
Column %	0.8%	3.6%		0.8%	5.5%		0.2%	5.4%		1.7%	1.1%		0.5%	5.4%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff	2018	2017	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Ethnicity</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	856	
<b>Non-Hispanic White</b>															
Count	1896	1819		416	548		486	607		521	313		472	607	
Column %	54.5%	60.7%	-6.3%	49.3%	64.8%	-15.5%	57.0%	70.9%	-13.9%	58.9%	54.7%	4.2%	52.5%	70.9%	-18.4%
<b>African American/Black</b>															
Count	554	297		134	58		128	71		129	55		164	71	
Column %	15.9%	9.9%	6.0%	15.9%	6.8%	9.1%	15.0%	8.3%	6.7%	14.5%	9.6%	5.0%	18.2%	8.3%	9.9%
<b>Hispanic/Spanish/Latino</b>															
Count	535	591		154	177		119	118		149	174		114	118	
Column %	15.4%	19.7%	-4.4%	18.2%	20.9%	-2.7%	13.9%	13.8%	0.2%	16.8%	30.5%	-13.7%	12.6%	13.8%	-1.2%
<b>Asian or Pacific Islander</b>															
Count	129	186		39	61		34	52		24	24		33	52	
Column %	3.7%	6.2%	-2.5%	4.6%	7.2%	-2.6%	4.0%	6.1%	-2.1%	2.7%	4.2%	-1.6%	3.6%	6.1%	-2.5%
<b>American Indian or Alaska Native</b>															
Count	10	11		3	0		3	3		2	3		2	3	
Column %	0.3%	0.4%	-0.1%	0.4%	0.0%	0.4%	0.4%	0.4%	0.0%	0.3%	0.5%	-0.2%	0.2%	0.4%	-0.2%
<b>Other</b>															
Count	357	90		98	2		84	5		60	2		116	5	
Column %	10.3%	3.0%	7.2%	11.6%	0.2%	11.4%	9.8%	0.6%	9.2%	6.8%	0.3%	6.5%	12.9%	0.6%	12.3%
<b>Refused</b>															
Count	0	2		0	0		0	0		0	2		0	0	
Column %	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	-0.3%	0.0%	0.0%	0.0%
<b>Orientation</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	856	
<b>Heterosexual</b>															
Count	3304	2775		795	777		818	808		841	514		850	808	
Column %	94.9%	92.6%	2.3%	94.2%	91.9%	2.3%	95.8%	94.3%	1.5%	95.0%	89.9%	5.1%	94.5%	94.3%	0.1%
<b>Gay</b>															
Count	119	135		28	32		23	34		31	44		37	34	
Column %	3.4%	4.5%	-1.1%	3.4%	3.8%	-0.5%	2.7%	4.0%	-1.2%	3.5%	7.8%	-4.3%	4.1%	4.0%	0.1%
<b>Lesbian</b>															
Count	30	65		13	26		5	11		6	13		5	11	
Column %	0.9%	2.2%	-1.3%	1.6%	3.1%	-1.5%	0.6%	1.3%	-0.7%	0.7%	2.2%	-1.5%	0.6%	1.3%	-0.7%
<b>Bisexual</b>															
Count	24	16		7	9		5	2		7	1		5	2	
Column %	0.7%	0.5%	0.1%	0.9%	1.1%	-0.2%	0.6%	0.2%	0.4%	0.8%	0.1%	0.7%	0.5%	0.2%	0.4%
<b>Refused</b>															
Count	5	6		0	1		3	2		0	0		3	2	
Column %	0.2%	0.2%	0.0%	0.0%	0.1%	-0.1%	0.3%	0.2%	0.1%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%
<b>Gender</b>															
Sample Size	3482	2996		844	845		854	856		884	571		900	856	
<b>Male</b>															
Count	2267	1723		541	497		549	532		596	300		581	532	
Column %	65.1%	57.5%	7.6%	64.1%	58.8%	5.3%	64.3%	62.1%	2.2%	67.3%	52.5%	14.8%	64.5%	62.1%	2.4%
<b>Female</b>															
Count	1216	1273		303	348		305	324		289	271		319	324	
Column %	34.9%	42.5%	-7.6%	35.9%	41.2%	-5.3%	35.7%	37.9%	-2.2%	32.7%	47.5%	-14.8%	35.5%	37.9%	-2.4%