

2019 TDC Visitor Profile Survey
County-wide ANNUAL Summary by Quarter
January – December 2018/2019



<http://www.onlineinsights.com>

2019 TDC Visitor Profile Survey County Wide ANNUAL Summary by Quarter January - December 2018 - 2019

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 (98% rate it 4 or 5 out of 5)**
- * Average Party size was unchanged from 2018 (4.39) to 2019 (4.36)
- * Visitors tended to stay for slightly shorter periods compared to 2018
- * Visitor parties changed to include more children and other family members traveling to the Keys
- * Once again, **Advertising** played an important role in attracting visitors
- * Hotels/Motels & Resorts remained the most popular accommodations, there was less movement toward the more casual accommodations (B & B's, Guest Houses and Vacation Rentals)
- * Online travel web sites increased as a source of Keys lodging reservations in 2018
- * Use of social media remained about the same as a source for travel planning
- * Compared to 2018, the average amount spent by 2019 visitors was down in all categories: lodging, transportation, souvenirs, activities and food and beverage
- * Use of the Internet was unchanged for Social Media websites and Travel Review sites, Travel Blogs and the Florida Keys official website
- * The four primary activities of 2019 Visitors were:
 - Dining out (75%)
 - Beach activities (71%)
 - Bars/Nightlife (71%)
 - Visiting Museums and Historic areas (69%)
- * Orlando continued to as a major second market to visit while visiting the Keys, more than other Florida markets; Orlando was second to Ft. Lauderdale as the most likely area where visitors own a second home in Florida
- * Domestic visitors to the Keys represented 38% of all visitors, a decline from 46% in 2018)



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

- * Six out of ten visitors (63%) said they came to the Keys for Recreation or Vacation, an increase from 2018 (60%)
- * Nearly a third of visitors (30%) were visiting Friends and/or Family, with time of year having no impact

QE - HOW DID YOU GET TO THE KEYS

- * More than a third of visitors drove **personal vehicles** (36% in 2019 as in 2018 (35%); The largest quarterly share was October - December (40%), the smallest (30%) January - March
- * Nearly one-third of the Key West visitors came in a rental car (29%), the same as in 2018 (28%)
- * Visitors flying to Miami and renting a car (10%) compared to 8% last year
- * The number of visitors who **flew directly into Key West** remained at 23%; the highest percentage in the Fourth Quarter (30%), the lowest (19%) in the Second Quarter
- * Nine out of ten of visitors had visited the Keys in the past 3 years (95% repeaters), 88% in 2018
- * Alternate ways visitors came to Key West compared to last year:

Drive a rental vehicle	29%	+1 point
Fly into Key West	23%	0 points
Fly to Miami and rent a car	8%	-2 points
Come by Tour Bus	1%	0 points
Fly into Marathon	3%	0 points
Drive personal car	36%	+1 point

Q1 - ACCOMMODATIONS

- * In 2019, the number of visitors staying in B&B's, Guest houses and Inns dropped 3 points from 35% to 32% with the most significant changes coming in the First Quarter (-9 points) and Second Quarter (-8 points)
- * **Hotels/motels/resorts remained the same both years** (55%) and remained visitors' primary choice for lodging in the Keys. Significant quarterly fluctuations occurred in the First (+10 points), Third and Fourth (-6 points each) Quarters
- * B&B's, Guest Houses, Inns and Vacation Rentals were used by 42% of visitors (43% in 2018)
- * 54% of 2019 visitors planned 2-4 weeks in advance compared to 57% of 2018 visitors (-3 pts.)
- * Visitors in 2019 planned slightly more ahead than in 2018
In 2018, 8% planned 4+ months in advance while in 2019, 10% planned 4+ months in advance (up 2 points)
- * Use of Travel websites (26%) was up 13 points from 2018 (13%) and Reservations by phone service (34%) were the most often-used type of reservation made
- * In 2019, 34% of visitors made a direct phone call to the property for their reservation (down 16 points from 2018)

Q4a - LENGTH OF STAY IN KEY WEST

Visitor stays were shorter in 2019 than in 2018

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

Annual	
2018	2019
24%	32%
57%	57%
19%	11%
5.52	4.93

Q4b - LENGTH OF STAY IN MARATHON

Visitor stays were shorter in 2019 than in 2018

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

Annual	
2018	2019
65%	69%
35%	31%
*	0%
3.01	2.83

* less than 0.5%



Q4c - LENGTH OF STAY IN KEY LARGO

Visitor stays were shorter in 2019 than in 2018

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

Annual	
2018	2019
62%	78%
37%	22%
1%	0%
3.07	2.48

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

Visitor stays were shorter in 2019 than in 2018

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

Annual	
2018	2019
79%	80%
17%	20%
3%	0%
2.70	2.67

Q4e - LENGTH OF STAY IN ISLAMORADA

Visitor stays were slightly longer in 2019 than in 2018
 1-3 nights
 Stayed 4-7 nights
 Stayed 8+ nights
 Average number of nights

Annual	
2018	2019
68%	69%
31%	31%
1%	0%
2.85	2.89

Q4f - LENGTH OF STAY IN ALL THE KEYS

Visitor stays were shorter in 2019 than in 2018
 1-3 nights
 Stayed 4-7 nights
 Stayed 8+ nights
 Average number of nights

Annual	
2018	2019
22%	33%
56%	53%
22%	14%
5.94	4.95



Q5 - AVERAGE NUMBER of PEOPLE in PARTY

Visitors traveled in slightly smaller parties in 2019 than in 2018
 1 Visitor
 2 Visitors
 3-5 Visitors
 6-9 Visitors
 10 or More Visitors
 Average number of Visitors in Party

Annual	
2018	2019
*	*
31%	23%
44%	57%
22%	17%
3%	3%
4.39	4.36

* less than 0.5%

Visitors traveled with nearly the same number of children under 17 in 2019; Average of 0.76 in 2018; 0.75 in 2019

Q5a - TRAVELED WITH ...

Similar to 2018, the mix of travel partners changed in 2019:

- * Visitors traveling with their spouse or significant other declined 6 points from 2018 (38%) to (32%) in 2019
- * **Fewer came** with Friends of a different gender 10%, down 5 points
- * Traveling with other family members increased 8 points from 2018 to 20% in 2019

Q6 - OVERALL SATISFACTION WITH KEYS VACATION

* Almost all rated their Satisfaction with their Keys vacation 4 or 5 out of 5; 99% in 2018, 98% in 2019

Q7 - INTERNET TOOLS USED FOR TRIP PLANNING

- * **Use of Social Media** sites (Facebook, Twitter, ...) and **Traveler Online** review websites experienced little change in usage by 2019 Keys travelers (Facebook +3 points; Traveler Reviews -3 points)
- * Travel blogs increased slightly in popularity, +2 percentage points compared to +27% in 2018

Q7b - SPECIAL DEALS

- * The percent of visitors who looked for Special Deals before visiting the Keys remained unchanged in 2019 (61% in 2018 and 2019)

Q8 - RECOMMENDATION OF A KEYS VISIT TO A FRIEND

Likelihood of recommending a Keys vacation to friends remained strong at 93%, up from 2018 by 4 points (Rated Likelihood 4 or 5 out of 5)

Q9 - ADVERTISING

In 2018, 12% of visitors said they had NOT seen or heard any advertising for the Keys
In 2019, 23% of visitors said they had NOT seen or heard any advertising for the Keys
Keys advertising was seen/heard by 77% of visitors both years

- * Television was cited by 31% of 2019 visitors compared to 39% for 2018 visitors
- * Internet/email Newsletters were cited by 8% of visitors in 2018; 7% in 2019 (down 1 points)
- * Radio ads for the Keys were heard by 17% of 2019 visitors, down by 1 point from 2018
- * Magazine down 2 points to 16%
- * Newspaper down 4 points

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

	<u>2018</u>	<u>2019</u>
Recommendations from Family and Friends	21%	29%
Travel Shows/Travel Agents	12%	10%
Advertisements	30%	24%
TV shows	16%	16%
Online review/Blog	7%	7%
Always wanted to go here	3%	3%
Activity or Event you wanted to participate in	2%	2%
Been here before	5%	6%



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

<u>Activities</u>	<u>2018</u>	<u>2019</u>	<u>+/- dif.</u>
Dining Out	75%	75%	0%
Beach Activities	73%	71%	-2%
Bars/Nightlife	71%	71%	0%
Visit Museums/Historic Areas	76%	69%	-7%
Viewing Wildlife	65%	65%	0%
Sightseeing and Attractions	64%	65%	1%
Boating	57%	61%	4%
Snorkeling	57%	54%	-3%
Cultural Events	58%	53%	-5%
Spa/Health Club/Gym	46%	51%	5%
Fishing	45%	47%	2%
Wedding/Commitment Ceremony	<i>Not Reported</i>	22%	---
Scuba Diving	23%	21%	-2%



Q12a-12f - AVERAGE AMOUNT PARTY SPENT

(Annual Average)

	<u>2018</u>	<u>2019</u>	<u>\$ dif.</u>
Spent per Night on LODGING:	\$256.80	\$243.63	-\$13.17
Spent on TRANSPORTATION in the Keys	\$135.37	\$113.54	-\$21.83
Spent on WATER-ORIENTED ACTIVITIES	\$139.08	\$132.71	-\$6.37
Spent on LAND-ORIENTED ACTIVITIES	\$137.79	\$131.53	-\$6.26
Spent per day on FOOD/BEVERAGES	\$179.23	\$165.84	-\$13.39
Spent on SOUVENIERS, GIFTS, CLOTHING	\$52.44	\$48.44	-\$4.00

Q14 - What best describes WHY you came to the Keys

	2018	2019	+/- dif.
To relax and escape	12%	10%	-2%
Family friendly	9%	10%	1%
To have an adventure	9%	9%	0%
To experience romance	9%	9%	0%
To experience a better climate	8%	10%	2%

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

In 2019, 61% of Keys visitors visited another Florida market on their trip

In 2018, 63% of Keys visitors visited another Florida market on their trip

Popularity shifted away from Orlando; Ft. Lauderdale and West Palm Beach grew in popularity

<u>Florida market visited:</u>	2018	2019	+/- dif.
Miami	3%	3%	0%
Fort Lauderdale	14%	20%	6%
Orlando	67%	53%	-14%
Tampa Area	4%	7%	3%
West Palm Beach	6%	13%	7%

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

Small Sample

11% of 2017 Visitors owned a second home in Florida

12% of 2018 Visitors owned a second home in Florida

11% of 2019 Visitors owned a second home in Florida

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

Orlando 20%; **down 21 points** from last year

Ft. Lauderdale 29%; up 3 points from 2018

Ft. Myers/Naples area 7%; up 4 points from 2018

Tampa area 12%; up 5 points from 2018

West Palm Beach 19%; **up 5 points** from last year

Miami 8%; **up 5 points** from last year



Q16a-16b - Country/State of residence

- * Domestic visitors to the Keys declined 8 points from 2018 to 2019 (representing 38% of all visitors)
Domestic visitors to the Florida Keys **increased** significantly from Florida (+19%),
California and Minnesota (+3% ea)
Visitors to the Florida Keys **decreased** significantly from Alabama (-5%), North Carolina (-4%) and
Georgia, Kentucky, South Carolina (-3% ea)
- * All other states remained about the same as in 2018
- * States representing the most visitors to the Keys were:
Florida (40%), California (12%), Illinois (6%) and New Mexico (5%)

- * There were no significant declines in Foreign visitors to the Florida Keys
- * There were significant increases in tourists from foreign nations in 2019: Canada (+5%) and
"Other" South American (+7%)
- * The largest share of foreign visitors captured in the sample was from Canada (24%) followed by France (8%),
Brazil (4%), Germany (3%), Italy (3%) and "Other" South America (10%)

Q17 - Age of Visitors

The average age of Keys visitors declined from 2018 (44.92) to 2019 (43.18):
Visitors age 26 - 35 increased 2 points (26% - 28%) from 2018 to 2019
Visitors age 46 - 60 increased by 6 points (27% - 23%) from 2018 to 2019
Seniors (61+) declined 9 points from 19% in 2018 to 10% in 2019

Household Income of Visitors

The household income of visitors in 2019 was lower than visitors in 2018:
The \$150,000+ was **down** 2 percentage points
\$75,000 - \$150,000 was **down** 11 points
The under \$75,000 income category was up by 8 points from 2018 to 2019

Race/Ethnicity

- * Non-Hispanic White visitors increased by 3 points, from 55% in 2018
to 58% in 2019
- * Hispanic visitors **decreased** 1 percentage points, representing 14% of all visitors
- * The African American/Black visitors were down 1 percentage point representing 15% of total visitors

Sexual Orientation

* Heterosexual visitors accounted for 92% of Keys visitors in 2019 (95% in 2018)

* No significant changes were measured in any of the sexual orientation groups

Gay	3%
Lesbian	2%
Bisexual	1%

Gender

* The male/female ratio of visitors was more male in 2019
(61% Male vs. 39% Female)



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County-wide ANNUAL Summary by Quarter
2018 - 2019 All Districts

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
QD2 - Which one of the following best describes your trip?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Recreation/vacation trip															
Count	2259	2100		586	458		555	532		567	569		552	542	
Column %	62.7%	60.3%	2.4%	65.1%	54.2%	10.9%	61.6%	62.3%	-0.6%	63.0%	64.3%	-1.3%	61.3%	60.2%	1.1%
Visiting family/friends															
Count	1088	1114		274	299		276	272		262	261		275	281	
Column %	30.2%	32.0%	-1.8%	30.4%	35.5%	-5.0%	30.7%	31.9%	-1.2%	29.1%	29.5%	-0.4%	30.6%	31.2%	-0.6%
Business/Pleasure combined															
Count	173	200		34	74		47	46		62	45		29	34	
Column %	4.8%	5.7%	-0.9%	3.8%	8.8%	-5.0%	5.3%	5.4%	-0.2%	6.9%	5.1%	1.8%	3.2%	3.8%	-0.6%
Convention or meeting															
Count	32	30		5	13		15	3		9	6		3	8	
Column %	0.9%	0.9%	0.0%	0.6%	1.5%	-0.9%	1.7%	0.4%	1.3%	1.0%	0.7%	0.3%	0.3%	0.9%	-0.5%
Other															
Count	48	39		1	0		7	0		0	3		41	35	
Column %	1.3%	1.1%	0.2%	0.1%	0.0%	0.1%	0.7%	0.0%	0.7%	0.0%	0.4%	-0.4%	4.6%	3.9%	0.6%
Refused															
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%
QE - How did you get to the Keys for this trip?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Drive personal vehicle															
Count	1285	1228		271	290		332	334		320	308		363	296	
Column %	35.7%	35.3%	0.4%	30.1%	34.3%	-4.2%	36.9%	39.2%	-2.3%	35.5%	34.8%	0.7%	40.3%	32.9%	7.4%
Drive rental vehicle															
Count	1028	959		253	226		288	212		292	271		196	250	
Column %	28.6%	27.5%	1.0%	28.1%	26.8%	1.3%	32.0%	24.9%	7.1%	32.4%	30.6%	1.8%	21.8%	27.7%	-6.0%
Come by Tour Bus															
Count	24	48		2	26		3	9		14	10		5	2	
Column %	0.7%	1.4%	-0.7%	0.2%	3.1%	-3.0%	0.3%	1.1%	-0.7%	1.6%	1.2%	0.4%	0.6%	0.2%	0.4%
Fly into Marathon															
Count	112	113		24	47		25	30		31	26		33	10	
Column %	3.1%	3.2%	-0.1%	2.6%	5.6%	-3.0%	2.8%	3.5%	-0.6%	3.4%	3.0%	0.5%	3.6%	1.1%	2.5%
Fly into Key West															
Count	837	788		225	194		167	237		177	151		267	206	
Column %	23.2%	22.6%	0.6%	25.0%	23.0%	2.1%	18.6%	27.7%	-9.1%	19.7%	17.1%	2.5%	29.7%	22.9%	6.9%
Fly to Miami and rent a car															
Count	287	347		122	60		76	32		60	118		29	136	
Column %	8.0%	10.0%	-2.0%	13.6%	7.1%	6.4%	8.4%	3.8%	4.7%	6.7%	13.4%	-6.7%	3.2%	15.2%	-11.9%
Other FL airport and drive rental															
Count	21	1		4	0		5	0		5	0		7	0	
Column %	0.6%	0.0%	0.6%	0.4%	0.0%	0.4%	0.6%	0.0%	0.6%	0.6%	0.0%	0.6%	0.7%	0.0%	0.7%
Other															
Count	5	0		0	0		3	0		2	0		0	0	
Column %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
QF - Have you visited the Keys before in the past 3 years?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Yes															
Count	3414	3083		874	722		846	756		872	759		822	846	
Column %	94.8%	88.5%	6.3%	97.1%	85.5%	11.6%	94.0%	88.6%	5.4%	96.9%	85.8%	11.1%	91.3%	94.0%	-2.7%
No															
Count	186	399		26	123		54	98		28	125		78	54	
Column %	5.2%	11.5%	-6.3%	2.9%	14.5%	-11.6%	6.0%	11.4%	-5.4%	3.1%	14.2%	-11.1%	8.7%	6.0%	2.7%
Q1 - Accommodations															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Hotel/ Motel/Resort															
Count	1975	1898		554	438		503	446		466	512		452	502	
Column %	54.9%	54.5%	0.4%	61.6%	51.9%	9.7%	55.9%	52.2%	3.7%	51.8%	57.9%	-6.1%	50.2%	55.8%	-5.6%
B&B/ Guest House/ Inn															
Count	1164	1219		253	311		271	328		316	273		324	307	
Column %	32.3%	35.0%	-2.7%	28.1%	36.9%	-8.8%	30.2%	38.4%	-8.2%	35.1%	30.9%	4.2%	36.0%	34.1%	1.9%
Seasonal/ Vacation rental															
Count	362	274		78	68		97	65		87	70		100	71	
Column %	10.1%	7.9%	2.2%	8.7%	8.1%	0.6%	10.8%	7.6%	3.2%	9.6%	7.9%	1.7%	11.1%	7.9%	3.2%
Campground/ RV Park															
Count	90	83		13	24		27	15		30	26		20	18	
Column %	2.5%	2.4%	0.1%	1.4%	2.9%	-1.4%	3.0%	1.7%	1.3%	3.4%	2.9%	0.4%	2.2%	2.0%	0.2%
Other															
Count	8	9		2	2		1	1		1	3		5	2	
Column %	0.2%	0.3%	0.0%	0.2%	0.3%	-0.1%	0.1%	0.1%	0.0%	0.1%	0.4%	-0.2%	0.5%	0.2%	0.3%
Refused															
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%
Q2 - How far in advance make decision to visit Keys?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
1 Week															
Count	224	302		64	67		52	79		48	101		59	55	
Column %	6.2%	8.7%	-2.5%	7.1%	7.9%	-0.8%	5.8%	9.2%	-3.4%	5.3%	11.5%	-6.1%	6.6%	6.1%	0.5%
2-4 weeks															
Count	1935	1991		498	479		506	491		474	499		458	521	
Column %	53.7%	57.2%	-3.4%	55.3%	56.8%	-1.5%	56.2%	57.5%	-1.4%	52.6%	56.4%	-3.8%	50.9%	57.9%	-7.0%
1-3 months															
Count	1080	885		264	218		249	217		291	214		277	237	
Column %	30.0%	25.4%	4.6%	29.3%	25.8%	3.5%	27.7%	25.4%	2.3%	32.3%	24.2%	8.1%	30.7%	26.3%	4.4%
4-6 months															
Count	254	233		56	60		61	47		59	52		78	74	
Column %	7.1%	6.7%	0.4%	6.3%	7.1%	-0.8%	6.8%	5.5%	1.3%	6.6%	5.9%	0.6%	8.6%	8.2%	0.4%
More than 6 months															
Count	97	61		17	14		30	18		24	18		25	12	
Column %	2.7%	1.7%	0.9%	1.9%	1.6%	0.3%	3.4%	2.1%	1.3%	2.7%	2.0%	0.7%	2.8%	1.3%	1.5%
NA/Do not recall															
Count	10	11		1	7		1	2		4	0		3	1	
Column %	0.3%	0.3%	0.0%	0.1%	0.8%	-0.7%	0.1%	0.3%	-0.1%	0.5%	0.0%	0.5%	0.4%	0.2%	0.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q3 - For accommodation reservations, did you ...?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Use a travel agent															
Count	439	429		89	127		115	143		124	101		111	57	
Column %	12.2%	12.3%	-0.1%	9.9%	15.0%	-5.1%	12.8%	16.8%	-4.0%	13.8%	11.5%	2.3%	12.3%	6.4%	5.9%
Use reservation service by phone															
Count	1227	1758		336	471		320	446		289	419		281	423	
Column %	34.1%	50.5%	-16.4%	37.4%	55.8%	-18.4%	35.6%	52.2%	-16.7%	32.2%	47.4%	-15.2%	31.3%	47.0%	-15.7%
Make a direct call to the property															
Count	718	564		165	141		162	131		167	145		224	147	
Column %	19.9%	16.2%	3.7%	18.3%	16.7%	1.6%	18.0%	15.3%	2.7%	18.5%	16.4%	2.1%	24.9%	16.3%	8.6%
Online through a travel web site															
Count	936	464		236	48		235	61		246	151		220	205	
Column %	26.0%	13.3%	12.7%	26.2%	5.7%	20.5%	26.1%	7.1%	19.0%	27.3%	17.0%	10.3%	24.4%	22.7%	1.7%
Online through property web site															
Count	122	106		33	20		27	29		29	31		33	26	
Column %	3.4%	3.1%	0.3%	3.6%	2.4%	1.2%	3.0%	3.4%	-0.4%	3.2%	3.6%	-0.3%	3.7%	2.8%	0.9%
Booked during last visit															
Count	77	88		19	22		21	28		24	13		14	25	
Column %	2.1%	2.5%	-0.4%	2.1%	2.6%	-0.5%	2.4%	3.3%	-0.9%	2.6%	1.5%	1.1%	1.5%	2.7%	-1.2%
Made no advance reservation															
Count	80	69		23	14		19	15		21	22		17	19	
Column %	2.2%	2.0%	0.2%	2.5%	1.7%	0.9%	2.2%	1.7%	0.4%	2.3%	2.5%	-0.2%	1.9%	2.1%	-0.2%
Other															
Count	0	4		0	1		0	1		0	2		0	0	
Column %	0.0%	0.1%	-0.1%	0.0%	0.1%	-0.1%	0.0%	0.1%	-0.1%	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%
Q4a - Average nights in Key West															
Sample Size	2943	2695		706	640		771	660		743	687		723	708	
Mean	4.93	5.52		5.18	6.04		4.70	5.90		5.01	5.06		4.85	5.14	
Q4a - Nights spent in Key West															
Sample Size	2943	2695		706	640		771	660		743	687		723	708	
1 - 3 nights															
Count	929	648		198	128		244	142		236	192		251	186	
Column %	31.6%	24.0%	7.5%	28.1%	19.9%	8.2%	31.6%	21.5%	10.1%	31.7%	27.9%	3.9%	34.7%	26.3%	8.4%
4 - 7															
Count	1669	1548		415	362		459	363		397	396		398	427	
Column %	56.7%	57.4%	-0.7%	58.8%	56.6%	2.3%	59.5%	55.0%	4.5%	53.4%	57.6%	-4.2%	55.1%	60.4%	-5.3%
8 or more															
Count	345	499		92	150		69	155		110	100		74	94	
Column %	11.7%	18.5%	-6.8%	13.0%	23.5%	-10.5%	8.9%	23.5%	-14.6%	14.9%	14.5%	0.4%	10.2%	13.3%	-3.1%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q4b - Average nights in Marathon/Duck Key/KCB Area															
Sample Size	507	597		156	144		113	162		113	150		126	141	
Mean	2.83	3.01		2.89	3.04		2.84	2.78		2.86	3.22		2.74	3.00	
Q4b - Nights spent in Marathon															
Sample Size	507	597		156	144		113	162		113	150		126	141	
1 - 3 nights															
Count	351	386		103	98		77	117		76	83		95	87	
Column %	69.3%	64.6%	4.6%	66.4%	68.1%	-1.7%	68.5%	72.4%	-3.9%	67.0%	55.7%	11.3%	75.6%	61.7%	13.8%
4 - 7															
Count	156	209		52	45		35	44		37	66		31	54	
Column %	30.7%	35.0%	-4.3%	33.6%	31.2%	2.3%	31.5%	27.4%	4.2%	33.0%	43.8%	-10.8%	24.4%	38.3%	-13.8%
8 or more															
Count	0	2		0	1		0	0		0	1		0	0	
Column %	0.0%	0.4%	-0.4%	0.0%	0.7%	-0.7%	0.0%	0.2%	-0.2%	0.0%	0.5%	-0.5%	0.0%	0.0%	0.0%
Q4c - Average nights in Key Largo area															
Sample Size	193	514		72	156		45	148		42	113		35	96	
Mean	2.48	3.07		2.51	3.36		2.25	3.12		2.78	2.90		2.38	2.75	
Q4c - Nights spent in Key Largo															
Sample Size	193	514		72	156		45	148		42	113		35	96	
1 - 3 nights															
Count	151	319		56	92		38	86		30	74		27	66	
Column %	78.2%	62.0%	16.2%	78.0%	59.0%	18.9%	84.1%	58.4%	25.7%	72.5%	65.5%	7.0%	77.8%	68.3%	9.5%
4 - 7															
Count	42	189		16	62		7	58		11	39		8	31	
Column %	21.8%	36.9%	-15.1%	22.0%	39.3%	-17.3%	15.9%	39.5%	-23.6%	27.5%	34.5%	-7.0%	22.2%	31.7%	-9.5%
8 or more															
Count	0	6		0	3		0	3		0	0		0	0	
Column %	0.0%	1.1%	-1.1%	0.0%	1.6%	-1.6%	0.0%	2.1%	-2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Q4d - Average nights in Lower Keys/Big Pine Key area															
Sample Size	230	286		79	88		69	87		40	48		42	63	
Mean	2.67	2.70		2.64	2.88		2.88	2.90		2.48	2.41		2.55	2.41	
Q4d - Nights spent in Lower Keys area															
Sample Size	230	286		79	88		69	87		40	48		42	63	
1 - 3 nights															
Count	183	227		63	67		51	68		34	42		34	50	
Column %	79.6%	79.4%	0.2%	80.2%	76.6%	3.6%	74.2%	77.5%	-3.4%	86.4%	86.4%	0.0%	81.1%	80.7%	0.5%
4 - 7															
Count	47	50		16	17		18	14		5	6		8	12	
Column %	20.4%	17.4%	3.0%	19.8%	19.5%	0.4%	25.8%	16.3%	9.5%	13.6%	12.9%	0.7%	18.9%	19.3%	-0.5%
8 or more															
Count	0	9		0	3		0	5		0	0		0	0	
Column %	0.0%	3.2%	-3.2%	0.0%	4.0%	-4.0%	0.0%	6.1%	-6.1%	0.0%	0.7%	-0.7%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q4e - Average of nights in Islamorada area															
Sample Size	269	583		82	177		55	196		55	118		77	92	
Mean	2.89	2.85		2.75	2.68		2.94	2.80		2.67	3.09		3.18	2.95	
Q4e - Nights spent in Islamorada area															
Sample Size	269	583		82	177		55	196		55	118		77	92	
1 - 3 nights															
Count	185	398		56	136		35	135		44	71		50	56	
Column %	68.7%	68.3%	0.4%	68.0%	76.8%	-8.8%	63.8%	68.8%	-5.0%	79.1%	60.4%	18.7%	65.3%	60.7%	4.6%
4 - 7															
Count	84	182		26	39		20	61		11	46		27	36	
Column %	31.3%	31.3%	0.1%	32.0%	21.8%	10.2%	36.2%	31.2%	5.0%	20.9%	39.3%	-18.4%	34.7%	39.3%	-4.6%
8 or more															
Count	0	3		0	2		0	0		0	0		0	0	
Column %	0.0%	0.5%	-0.5%	0.0%	1.4%	-1.4%	0.0%	0.0%	0.0%	0.0%	0.3%	-0.3%	0.0%	0.0%	0.0%
Q4f - Average nights in the Keys															
Sample Size	3600	3480		900	842		900	854		900	884		900	900	
Mean	4.95	5.94		5.24	6.60		4.90	6.56		4.90	5.39		4.76	5.27	
Q4f - Total nights spent in the Keys															
Sample Size	3600	3480		900	842		900	854		900	884		900	900	
1 - 3 nights															
Count	1200	747		256	185		282	164		315	176		348	222	
Column %	33.3%	21.5%	11.9%	28.4%	22.0%	6.4%	31.4%	19.2%	12.1%	35.0%	19.9%	15.0%	38.6%	24.6%	14.0%
4 - 7															
Count	1915	1953		507	413		502	447		455	558		452	534	
Column %	53.2%	56.1%	-2.9%	56.3%	49.1%	7.2%	55.8%	52.4%	3.5%	50.5%	63.1%	-12.6%	50.2%	59.4%	-9.2%
8 or more															
Count	484	779		137	243		115	243		130	150		101	144	
Column %	13.5%	22.4%	-8.9%	15.3%	28.9%	-13.6%	12.8%	28.4%	-15.6%	14.5%	17.0%	-2.5%	11.2%	16.0%	-4.8%
Q5 - Average number of people in party															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	4.36	4.39		4.43	4.51		4.42	4.32		4.25	4.60		4.33	4.12	
Q5 - Total in party															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
1 in party															
Count	5	13		3	7		0	2		2	3		0	1	
Column %	0.1%	0.4%	-0.2%	0.3%	0.9%	-0.5%	0.0%	0.2%	-0.2%	0.2%	0.3%	-0.1%	0.0%	0.1%	-0.1%
2															
Count	813	1064		192	248		163	248		235	271		223	297	
Column %	22.6%	30.6%	-8.0%	21.3%	29.4%	-8.1%	18.1%	29.0%	-10.9%	26.1%	30.6%	-4.5%	24.8%	33.0%	-8.2%
3 - 5															
Count	2065	1537		513	313		536	388		497	420		519	416	
Column %	57.4%	44.1%	13.2%	57.0%	37.1%	19.9%	59.5%	45.4%	14.1%	55.2%	47.5%	7.8%	57.7%	46.2%	11.5%
6 - 9															
Count	595	771		168	252		178	192		141	166		108	160	
Column %	16.5%	22.1%	-5.6%	18.6%	29.9%	-11.3%	19.8%	22.5%	-2.7%	15.7%	18.8%	-3.1%	12.0%	17.8%	-5.8%
10 or more															
Count	122	98		24	23		23	24		25	25		49	26	
Column %	3.4%	2.8%	0.6%	2.7%	2.7%	0.0%	2.6%	2.9%	-0.3%	2.8%	2.9%	-0.1%	5.5%	2.8%	2.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q5 - Average number in party under age 17															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	0.75	0.76		0.85	0.75		0.70	0.87		0.83	0.71		0.63	0.70	
Q5 - Under age 17 in party															
Sample Size	1272	1141		353	264		300	333		335	277		285	268	
1 under 17															
Count	378	227		93	48		94	61		95	63		95	54	
Column %	29.7%	19.9%	9.8%	26.4%	18.4%	8.0%	31.5%	18.4%	13.0%	28.5%	22.6%	5.9%	33.3%	20.3%	13.0%
2															
Count	527	543		141	113		117	175		133	132		136	123	
Column %	41.5%	47.6%	-6.1%	40.1%	43.0%	-2.9%	39.2%	52.4%	-13.3%	39.7%	47.7%	-8.0%	47.7%	45.9%	1.8%
3 or more															
Count	367	372		118	102		88	97		107	82		54	91	
Column %	28.8%	32.6%	-3.7%	33.5%	38.7%	-5.1%	29.4%	29.1%	0.2%	31.8%	29.7%	2.2%	19.0%	33.8%	-14.8%
Q5a - Traveling with:															
Sample Size	3585	3466		897	835		898	852		894	881		896	897	
Valid Cases	3585	3466		897	835		898	852		894	881		896	897	
Total Mentions	4469	4332		1165	990		1123	991		1095	1152		1086	1200	
Spouse/Partner/Girl - Boy friend															
Mentions	1141	1307		307	259		243	250		299	387		292	411	
% Valid Cases	31.8%	37.7%	-5.9%	34.2%	31.0%	3.2%	27.1%	29.4%	-2.3%	33.4%	44.0%	-10.5%	32.6%	45.8%	-13.1%
% Total Mentions	25.5%	30.2%	-4.6%	26.3%	26.2%	0.2%	21.6%	25.3%	-3.6%	27.3%	33.6%	-6.3%	26.9%	34.2%	-7.3%
Children/Step-children															
Mentions	1129	981		323	235		286	273		298	248		222	224	
% Valid Cases	31.5%	28.3%	3.2%	36.0%	28.1%	7.9%	31.9%	32.1%	-0.2%	33.3%	28.2%	5.1%	24.7%	25.0%	-0.3%
% Total Mentions	25.3%	22.6%	2.6%	27.7%	23.7%	4.0%	25.5%	27.6%	-2.1%	27.2%	21.5%	5.7%	20.4%	18.7%	1.7%
Parents/Grandparents															
Mentions	327	320		89	89		72	67		73	79		93	85	
% Valid Cases	9.1%	9.2%	-0.1%	10.0%	10.7%	-0.7%	8.1%	7.9%	0.2%	8.1%	9.0%	-0.9%	10.3%	9.4%	0.9%
% Total Mentions	7.3%	7.4%	-0.1%	7.7%	9.0%	-1.3%	6.5%	6.8%	-0.3%	6.7%	6.9%	-0.2%	8.5%	7.1%	1.5%
Grandchildren															
Mentions	118	186		26	45		23	61		18	39		52	40	
% Valid Cases	3.3%	5.4%	-2.1%	2.9%	5.4%	-2.6%	2.5%	7.1%	-4.6%	2.0%	4.5%	-2.5%	5.8%	4.5%	1.3%
% Total Mentions	2.6%	4.3%	-1.6%	2.2%	4.6%	-2.4%	2.0%	6.1%	-4.1%	1.6%	3.4%	-1.8%	4.7%	3.4%	1.4%
Friends - all same gender															
Mentions	672	625		155	156		203	136		151	175		164	157	
% Valid Cases	18.8%	18.0%	0.7%	17.3%	18.7%	-1.4%	22.6%	16.0%	6.5%	16.9%	19.9%	-3.0%	18.3%	17.5%	0.8%
% Total Mentions	15.0%	14.4%	0.6%	13.3%	15.8%	-2.5%	18.0%	13.8%	4.3%	13.8%	15.2%	-1.4%	15.1%	13.1%	2.0%
Friends - different genders															
Mentions	353	506		92	130		106	127		76	128		79	122	
% Valid Cases	9.9%	14.6%	-4.8%	10.2%	15.5%	-5.3%	11.9%	14.9%	-3.0%	8.6%	14.5%	-6.0%	8.8%	13.6%	-4.8%
% Total Mentions	7.9%	11.7%	-3.8%	7.9%	13.1%	-5.2%	9.5%	12.8%	-3.3%	7.0%	11.1%	-4.1%	7.2%	10.1%	-2.9%
Other family															
Mentions	720	405		172	74		188	76		179	95		182	161	
% Valid Cases	20.1%	11.7%	8.4%	19.2%	8.8%	10.3%	20.9%	8.9%	12.0%	20.0%	10.7%	9.2%	20.3%	18.0%	2.4%
% Total Mentions	16.1%	9.4%	6.8%	14.7%	7.5%	7.3%	16.7%	7.6%	9.1%	16.3%	8.2%	8.1%	16.8%	13.4%	3.4%
Pets															
Mentions	4	0		2	0		2	0		2	0		0	0	
% Valid Cases	0.1%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
% Total Mentions	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Other															
Mentions	3	2		0	2		0	0		0	0		3	0	
% Valid Cases	0.1%	0.0%	0.1%	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
% Total Mentions	0.1%	0.0%	0.0%	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q6 - Overall satisfaction with Keys vacation															
Sample Size	3528	3445		884	842		884	849		885	867		876	886	
Rate 4-5 satisfaction															
Count	3473	3395		873	827		869	835		871	858		861	875	
Column %	98.4%	98.5%	-0.1%	98.8%	98.2%	0.6%	98.3%	98.3%	0.0%	98.4%	99.0%	-0.5%	98.3%	98.7%	-0.4%
Rate 1-2 satisfaction															
Count	5	2		1	1		0	1		1	0		3	0	
Column %	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	-0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.3%
3 Neutral															
Count	50	48		10	15		15	13		13	9		12	12	
Column %	1.4%	1.4%	0.0%	1.1%	1.7%	-0.6%	1.7%	1.5%	0.2%	1.4%	1.0%	0.4%	1.4%	1.3%	0.1%
Q7 - Internet tools used to plan trip															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Traveler online review site															
Count	556	631		88	156		139	139		171	197		159	140	
Column %	15.5%	18.1%	-2.7%	9.8%	18.4%	-8.6%	15.4%	16.3%	-0.9%	18.9%	22.3%	-3.3%	17.7%	15.5%	2.2%
Social site (Facebook, Twitter...)															
Count	1195	1042		328	264		320	232		272	253		275	293	
Column %	33.2%	29.9%	3.3%	36.5%	31.3%	5.2%	35.6%	27.2%	8.4%	30.2%	28.6%	1.6%	30.5%	32.5%	-2.0%
A blog about travel															
Count	1041	935		264	226		266	259		271	188		240	261	
Column %	28.9%	26.8%	2.1%	29.3%	26.8%	2.6%	29.5%	30.4%	-0.9%	30.1%	21.3%	8.8%	26.7%	29.0%	-2.3%
FL Keys official website															
Count	617	757		184	172		125	208		152	210		155	166	
Column %	17.1%	21.7%	-4.6%	20.5%	20.4%	0.1%	13.9%	24.4%	-10.4%	16.9%	23.8%	-6.9%	17.3%	18.5%	-1.2%
NA/DK															
Count	190	118		35	27		50	15		35	36		70	40	
Column %	5.3%	3.4%	1.9%	3.9%	3.2%	0.8%	5.6%	1.7%	3.8%	3.9%	4.1%	-0.2%	7.8%	4.5%	3.3%
Q7b - Looked for special deal when planning trip?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Yes															
Count	2212	2135		564	537		552	507		551	527		545	563	
Column %	61.4%	61.3%	0.1%	62.6%	63.6%	-1.0%	61.3%	59.4%	1.9%	61.2%	59.6%	1.6%	60.6%	62.6%	-2.0%
No															
Count	1266	1226		320	272		314	326		319	317		314	311	
Column %	35.2%	35.2%	0.0%	35.5%	32.3%	3.3%	34.9%	38.1%	-3.2%	35.4%	35.9%	-0.5%	34.8%	34.5%	0.3%
NA/DK															
Count	122	121		17	35		34	21		30	40		41	26	
Column %	3.4%	3.5%	-0.1%	1.9%	4.1%	-2.2%	3.8%	2.5%	1.3%	3.4%	4.5%	-1.1%	4.6%	2.9%	1.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q8 - How likely to recommend Keys to a friend?															
Sample Size	3495	3403		880	831		873	840		877	857		865	875	
Rate 4-5 recommend															
Count	3239	3028		827	717		814	725		789	787		809	798	
Column %	92.7%	89.0%	3.7%	94.0%	86.3%	7.7%	93.2%	86.3%	6.9%	90.0%	91.9%	-1.9%	93.6%	91.2%	2.3%
Rate 1-2 recommend															
Count	37	67		9	25		6	16		14	19		8	6	
Column %	1.1%	2.0%	-0.9%	1.1%	3.0%	-2.0%	0.7%	2.0%	-1.3%	1.6%	2.2%	-0.6%	0.9%	0.7%	0.2%
3 Neutral															
Count	218	308		44	89		54	99		73	51		48	70	
Column %	6.2%	9.1%	-2.8%	5.0%	10.7%	-5.7%	6.1%	11.7%	-5.6%	8.4%	5.9%	2.5%	5.5%	8.0%	-2.5%
Q9 - Seen/heard advertising															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Valid Cases	3600	3482		900	844		900	854		900	884		900	900	
Total Mentions	3635	3657		915	884		908	897		907	950		906	927	
No															
Mentions	840	403		133	124		227	92		225	100		256	87	
% Valid Cases	23.3%	11.6%	11.8%	14.7%	14.7%	0.0%	25.2%	10.7%	14.5%	25.0%	11.3%	13.7%	28.4%	9.6%	18.7%
% Total Mentions	23.1%	11.0%	12.1%	14.5%	14.0%	0.4%	25.0%	10.2%	14.8%	24.8%	10.5%	14.3%	28.2%	9.4%	18.8%
Yes, Television															
Mentions	1106	1350		252	361		270	358		297	341		287	291	
% Valid Cases	30.7%	38.8%	-8.0%	28.0%	42.8%	-14.7%	30.0%	41.9%	-11.9%	33.0%	38.6%	-5.6%	31.8%	32.3%	-0.4%
% Total Mentions	30.4%	36.9%	-6.5%	27.6%	40.9%	-13.3%	29.7%	39.8%	-10.1%	32.8%	35.9%	-3.2%	31.6%	31.3%	0.3%
Yes, Radio															
Mentions	629	638		165	149		158	153		156	144		149	193	
% Valid Cases	17.5%	18.3%	-0.9%	18.4%	17.6%	0.7%	17.6%	17.9%	-0.3%	17.3%	16.3%	1.0%	16.6%	21.4%	-4.8%
% Total Mentions	17.3%	17.5%	-0.2%	18.1%	16.8%	1.2%	17.4%	17.0%	0.4%	17.2%	15.2%	2.0%	16.5%	20.8%	-4.3%
Yes, Magazine															
Mentions	568	623		159	146		133	167		144	160		132	149	
% Valid Cases	15.8%	17.9%	-2.1%	17.7%	17.3%	0.4%	14.8%	19.6%	-4.8%	16.0%	18.1%	-2.2%	14.6%	16.6%	-2.0%
% Total Mentions	15.6%	17.0%	-1.4%	17.4%	16.5%	0.9%	14.7%	18.6%	-4.0%	15.9%	16.9%	-1.0%	14.5%	16.1%	-1.6%
Yes, Newspaper															
Mentions	130	262		42	53		28	57		31	99		29	53	
% Valid Cases	3.6%	7.5%	-3.9%	4.7%	6.3%	-1.6%	3.1%	6.7%	-3.6%	3.5%	11.2%	-7.7%	3.2%	5.9%	-2.7%
% Total Mentions	3.6%	7.2%	-3.6%	4.6%	6.0%	-1.4%	3.1%	6.4%	-3.3%	3.5%	10.4%	-7.0%	3.2%	5.8%	-2.6%
Yes, Internet/Email newsletter															
Mentions	253	260		130	27		62	48		29	69		32	117	
% Valid Cases	7.0%	7.5%	-0.4%	14.4%	3.2%	11.3%	6.9%	5.6%	1.3%	3.2%	7.8%	-4.5%	3.6%	13.0%	-9.4%
% Total Mentions	7.0%	7.1%	-0.1%	14.2%	3.0%	11.2%	6.9%	5.3%	1.5%	3.2%	7.2%	-4.0%	3.6%	12.6%	-9.0%
Yes, but don't remember where															
Mentions	109	121		34	24		30	23		24	36		22	38	
% Valid Cases	3.0%	3.5%	-0.4%	3.7%	2.8%	0.9%	3.3%	2.7%	0.6%	2.7%	4.1%	-1.4%	2.4%	4.2%	-1.8%
% Total Mentions	3.0%	3.3%	-0.3%	3.7%	2.7%	1.0%	3.3%	2.6%	0.7%	2.7%	3.8%	-1.1%	2.4%	4.1%	-1.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q10 - What influenced you to first think FL Keys for this trip?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Friend/family recommendation															
Count	1043	726		195	175		288	186		276	185		284	180	
Column %	29.0%	20.8%	8.1%	21.7%	20.8%	0.9%	32.0%	21.7%	10.3%	30.7%	20.9%	9.8%	31.6%	20.0%	11.6%
Advertisement seen															
Count	875	1057		188	279		252	286		229	263		206	229	
Column %	24.3%	30.4%	-6.1%	20.9%	33.1%	-12.2%	28.0%	33.5%	-5.5%	25.5%	29.7%	-4.2%	22.8%	25.5%	-2.6%
TV show/article seen															
Count	576	565		172	145		128	135		143	125		133	159	
Column %	16.0%	16.2%	-0.2%	19.1%	17.2%	1.9%	14.3%	15.9%	-1.6%	15.9%	14.1%	1.7%	14.8%	17.7%	-3.0%
Travel show/travel agent															
Count	350	422		110	118		71	101		83	98		85	106	
Column %	9.7%	12.1%	-2.4%	12.2%	13.9%	-1.7%	7.9%	11.8%	-3.9%	9.2%	11.1%	-1.9%	9.5%	11.7%	-2.2%
Online review/blog article															
Count	243	234		81	42		43	61		63	74		56	57	
Column %	6.8%	6.7%	0.0%	9.0%	5.0%	4.0%	4.7%	7.1%	-2.4%	7.0%	8.3%	-1.3%	6.2%	6.4%	-0.1%
Been here before															
Count	208	183		50	28		52	41		47	52		60	61	
Column %	5.8%	5.2%	0.5%	5.6%	3.4%	2.2%	5.7%	4.9%	0.9%	5.2%	5.9%	-0.7%	6.6%	6.8%	-0.1%
Always wanted to go here															
Count	102	111		43	21		27	13		16	28		16	49	
Column %	2.8%	3.2%	-0.4%	4.8%	2.5%	2.3%	3.0%	1.5%	1.4%	1.8%	3.2%	-1.4%	1.8%	5.5%	-3.7%
Activity/event you wanted to do															
Count	87	64		31	14		14	11		21	7		21	33	
Column %	2.4%	1.8%	0.6%	3.5%	1.6%	1.8%	1.5%	1.2%	0.3%	2.4%	0.8%	1.6%	2.3%	3.7%	-1.4%
None of these															
Count	117	119		30	22		26	20		22	52		40	26	
Column %	3.2%	3.4%	-0.2%	3.3%	2.6%	0.7%	2.9%	2.3%	0.6%	2.4%	5.9%	-3.5%	4.4%	2.9%	1.5%
Q11a - Participated in Scuba diving															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	2843	2666		753	642		720	612		719	694		652	718	
Column %	79.0%	76.6%	2.4%	83.6%	76.1%	7.5%	80.0%	71.7%	8.3%	79.9%	78.5%	1.4%	72.4%	79.8%	-7.4%
Yes															
Count	757	816		147	202		180	241		181	190		248	182	
Column %	21.0%	23.4%	-2.4%	16.4%	23.9%	-7.5%	20.0%	28.3%	-8.3%	20.1%	21.5%	-1.4%	27.6%	20.2%	7.4%
Q11b - Participated in Snorkeling															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1664	1509		535	374		384	345		330	370		415	420	
Column %	46.2%	43.3%	2.9%	59.5%	44.3%	15.2%	42.7%	40.4%	2.3%	36.7%	41.8%	-5.1%	46.1%	46.7%	-0.6%
Yes															
Count	1936	1973		365	470		516	509		570	515		485	480	
Column %	53.8%	56.7%	-2.9%	40.5%	55.7%	-15.2%	57.3%	59.6%	-2.3%	63.3%	58.2%	5.1%	53.9%	53.3%	0.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q11c - Participated in Fishing															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1896	1917		530	386		487	437		401	541		478	553	
Column %	52.7%	55.0%	-2.4%	58.8%	45.7%	13.1%	54.2%	51.2%	3.0%	44.6%	61.2%	-16.6%	53.2%	61.5%	-8.3%
Yes															
Count	1704	1565		370	458		413	417		499	344		422	347	
Column %	47.3%	45.0%	2.4%	41.2%	54.3%	-13.1%	45.8%	48.8%	-3.0%	55.4%	38.8%	16.6%	46.8%	38.5%	8.3%
Q11d - Participated in Viewing wildlife															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1255	1226		325	281		309	292		265	324		356	329	
Column %	34.9%	35.2%	-0.3%	36.2%	33.3%	2.9%	34.3%	34.2%	0.1%	29.5%	36.7%	-7.2%	39.6%	36.6%	3.0%
Yes															
Count	2345	2256		575	563		591	562		635	560		544	571	
Column %	65.1%	64.8%	0.3%	63.8%	66.7%	-2.9%	65.7%	65.8%	-0.1%	70.5%	63.3%	7.2%	60.4%	63.4%	-3.0%
Q11e - Participated in Boating															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1414	1501		397	302		357	410		304	400		357	390	
Column %	39.3%	43.1%	-3.8%	44.1%	35.7%	8.4%	39.6%	48.0%	-8.4%	33.7%	45.3%	-11.5%	39.7%	43.3%	-3.6%
Yes															
Count	2186	1981		503	542		543	444		596	484		543	510	
Column %	60.7%	56.9%	3.8%	55.9%	64.3%	-8.4%	60.4%	52.0%	8.4%	66.3%	54.7%	11.5%	60.3%	56.7%	3.6%
Q11f - Participated in Beach activities															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1039	925		270	209		234	265		241	187		294	264	
Column %	28.9%	26.6%	2.3%	30.0%	24.8%	5.2%	26.0%	31.0%	-5.0%	26.8%	21.2%	5.6%	32.7%	29.3%	3.4%
Yes															
Count	2561	2557		630	635		666	589		659	697		606	636	
Column %	71.1%	73.4%	-2.3%	70.0%	75.2%	-5.2%	74.0%	69.0%	5.0%	73.2%	78.8%	-5.6%	67.3%	70.7%	-3.4%
Q11g - Participated in Dining out															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	919	857		203	209		229	235		216	169		271	245	
Column %	25.5%	24.6%	0.9%	22.5%	24.7%	-2.2%	25.4%	27.5%	-2.1%	24.0%	19.1%	4.9%	30.1%	27.2%	3.0%
Yes															
Count	2681	2625		697	635		671	619		684	715		629	655	
Column %	74.5%	75.4%	-0.9%	77.5%	75.3%	2.2%	74.6%	72.5%	2.1%	76.0%	80.9%	-4.9%	69.9%	72.8%	-3.0%
Q11h - Participated in Visit museums/historic areas															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1109	853		245	198		272	187		245	191		347	277	
Column %	30.8%	24.5%	6.3%	27.3%	23.4%	3.9%	30.2%	21.9%	8.3%	27.2%	21.6%	5.6%	38.6%	30.8%	7.7%
Yes															
Count	2491	2629		655	646		628	667		655	694		553	623	
Column %	69.2%	75.5%	-6.3%	72.7%	76.6%	-3.9%	69.8%	78.1%	-8.3%	72.8%	78.4%	-5.6%	61.4%	69.2%	-7.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q11i - Participated in Sightseeing and attractions															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1263	1257		307	278		308	309		310	317		338	352	
Column %	35.1%	36.1%	-1.0%	34.1%	33.0%	1.1%	34.3%	36.2%	-1.9%	34.5%	35.8%	-1.4%	37.5%	39.1%	-1.6%
Yes															
Count	2337	2226		593	566		592	545		590	567		562	548	
Column %	64.9%	63.9%	1.0%	65.9%	67.0%	-1.1%	65.7%	63.8%	1.9%	65.5%	64.2%	1.4%	62.5%	60.9%	1.6%
Q11j - Participated in Cultural events															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1690	1479		449	295		444	357		375	420		421	407	
Column %	46.9%	42.5%	4.5%	49.9%	34.9%	15.0%	49.4%	41.8%	7.6%	41.7%	47.5%	-5.8%	46.7%	45.3%	1.5%
Yes															
Count	1910	2004		451	549		456	497		525	464		479	493	
Column %	53.1%	57.5%	-4.5%	50.1%	65.1%	-15.0%	50.6%	58.2%	-7.6%	58.3%	52.5%	5.8%	53.3%	54.7%	-1.5%
Q11k - Participated in Wedding/commitment ceremony															
Sample Size	3600			900			900			900			900		
No															
Count	2815	Not Reported		757	Not Reported		719	Not Reported		665	Not Reported		674	Not Reported	
Column %	78.2%	---		84.1%	---		79.9%	---		73.9%	---		74.9%	---	
Yes															
Count	785	Not Reported		143	Not Reported		181	Not Reported		235	Not Reported		226	Not Reported	
Column %	21.8%	---		15.9%	---		20.1%	---		26.1%	---		25.1%	---	
Q11l - Participated in Going out to bars/nightlife															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1048	1006		281	200		246	266		254	248		268	292	
Column %	29.1%	28.9%	0.2%	31.2%	23.7%	7.5%	27.3%	31.1%	-3.8%	28.2%	28.1%	0.1%	29.8%	32.4%	-2.6%
Yes															
Count	2552	2476		619	644		654	588		646	636		632	608	
Column %	70.9%	71.1%	-0.2%	68.8%	76.3%	-7.5%	72.7%	68.9%	3.8%	71.8%	71.9%	-0.1%	70.2%	67.6%	2.6%
Q11m - Participated in Spa/health club/gym															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
No															
Count	1784	1892		558	395		481	385		394	496		350	616	
Column %	49.5%	54.3%	-4.8%	62.0%	46.8%	15.2%	53.5%	45.1%	8.4%	43.8%	56.1%	-12.4%	38.9%	68.4%	-29.5%
Yes															
Count	1816	1590		342	449		419	469		506	388		550	284	
Column %	50.5%	45.7%	4.8%	38.0%	53.2%	-15.2%	46.5%	54.9%	-8.4%	56.2%	43.9%	12.4%	61.1%	31.6%	29.5%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q12a - Average amount party spent per night on lodging															
Sample Size	3598	3417		900	833		898	823		900	865		900	896	
Mean	243.63	256.80		242.77	278.01		240.18	258.30		249.12	250.49		242.44	241.79	
Q12b - Average amount party spent on transportation in the Keys															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	113.54	135.37		116.82	150.65		114.44	155.41		110.33	117.64		112.56	119.45	
Q12c - Average amount party spent on Water-oriented activities															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	132.71	139.08		129.44	141.71		136.16	149.36		134.89	126.88		130.35	138.85	
Q12d - Average amount party spent on Land-oriented activities															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	131.53	137.79		134.66	138.68		134.25	137.47		128.81	133.20		128.40	141.77	
Q12e - Average amount party spent per day on food/beverages															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	165.84	179.23		161.90	167.14		159.53	212.60		169.39	167.20		172.54	170.75	
Q12f - Average amount party spent on souvenirs, gifts, film, clothing															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	48.44	52.44		47.71	61.28		48.50	48.83		48.39	43.84		49.17	56.02	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q14 - Which best describes why you came to the Keys?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
To relax and escape															
Count	351	432		76	112		86	119		89	112		99	89	
Column %	9.7%	12.4%	-2.7%	8.5%	13.3%	-4.8%	9.6%	13.9%	-4.4%	9.9%	12.6%	-2.7%	11.0%	9.9%	1.1%
To go scuba diving															
Count	149	168		33	43		41	54		35	42		40	30	
Column %	4.1%	4.8%	-0.7%	3.7%	5.1%	-1.4%	4.6%	6.3%	-1.7%	3.8%	4.8%	-0.9%	4.4%	3.3%	1.1%
To go fishing															
Count	109	111		30	38		28	28		26	30		25	15	
Column %	3.0%	3.2%	-0.2%	3.3%	4.5%	-1.2%	3.1%	3.3%	-0.2%	2.8%	3.4%	-0.5%	2.8%	1.7%	1.1%
To experience adventure															
Count	318	317		96	81		71	80		66	78		85	77	
Column %	8.8%	9.1%	-0.3%	10.6%	9.6%	1.0%	7.9%	9.4%	-1.5%	7.4%	8.8%	-1.4%	9.4%	8.6%	0.8%
To experience culture, arts, history															
Count	219	207		51	55		43	47		65	51		60	53	
Column %	6.1%	5.9%	0.1%	5.7%	6.5%	-0.9%	4.7%	5.5%	-0.8%	7.2%	5.8%	1.4%	6.7%	5.9%	0.7%
To experience Nightlife															
Count	237	223		42	49		59	50		62	61		74	63	
Column %	6.6%	6.4%	0.2%	4.7%	5.8%	-1.1%	6.5%	5.9%	0.6%	6.9%	6.9%	0.0%	8.2%	7.0%	1.2%
To experience a better climate															
Count	350	278		74	75		92	71		111	59		74	73	
Column %	9.7%	8.0%	1.7%	8.2%	8.9%	-0.7%	10.3%	8.3%	1.9%	12.3%	6.6%	5.7%	8.2%	8.1%	0.1%
To go somewhere new															
Count	226	221		52	45		63	52		61	63		50	61	
Column %	6.3%	6.3%	-0.1%	5.8%	5.3%	0.5%	7.0%	6.1%	0.9%	6.8%	7.1%	-0.4%	5.5%	6.7%	-1.2%
High quality accommodations															
Count	251	196		63	45		64	49		58	45		65	57	
Column %	7.0%	5.6%	1.3%	7.0%	5.4%	1.6%	7.1%	5.7%	1.4%	6.5%	5.1%	1.4%	7.3%	6.3%	1.0%
Somewhere safe and convenient															
Count	197	207		44	37		50	47		51	52		52	71	
Column %	5.5%	6.0%	-0.5%	4.9%	4.4%	0.4%	5.6%	5.5%	0.1%	5.7%	5.9%	-0.2%	5.8%	7.9%	-2.1%
Somewhere that was a good value															
Count	232	192		63	52		53	43		65	53		51	44	
Column %	6.5%	5.5%	0.9%	7.0%	6.2%	0.8%	5.9%	5.1%	0.9%	7.2%	6.0%	1.3%	5.7%	4.9%	0.8%
Somewhere that is family friendly															
Count	364	308		126	48		106	70		68	81		64	108	
Column %	10.1%	8.8%	1.3%	14.0%	5.6%	8.3%	11.8%	8.2%	3.6%	7.5%	9.2%	-1.7%	7.1%	12.0%	-5.0%
To experience romance															
Count	326	327		74	86		85	81		75	74		92	87	
Column %	9.1%	9.4%	-0.3%	8.2%	10.1%	-2.0%	9.5%	9.5%	-0.1%	8.4%	8.4%	0.0%	10.2%	9.6%	0.6%
Green vacation															
Count	253	258		69	72		54	60		66	63		64	63	
Column %	7.0%	7.4%	-0.4%	7.6%	8.5%	-0.9%	6.0%	7.1%	-1.1%	7.4%	7.1%	0.3%	7.1%	7.0%	0.2%
Other															
Count	3	8		2	0		0	1		0	0		2	7	
Column %	0.1%	0.2%	-0.1%	0.2%	0.0%	0.2%	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.2%	0.8%	-0.6%
Don't know/no answer															
Count	14	30		6	6		3	0		1	21		4	2	
Column %	0.4%	0.8%	-0.5%	0.7%	0.7%	0.0%	0.3%	0.0%	0.3%	0.1%	2.4%	-2.3%	0.4%	0.2%	0.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q15a - Did/will you visit somewhere else in FL on this trip?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Yes															
Count	2186	1887		544	440		540	393		556	485		546	569	
Column %	60.7%	54.2%	6.5%	60.5%	52.1%	8.4%	59.9%	46.0%	13.9%	61.8%	54.9%	6.9%	60.7%	63.2%	-2.5%
No															
Count	1414	1596		356	404		360	461		344	399		354	331	
Column %	39.3%	45.8%	-6.5%	39.5%	47.9%	-8.4%	40.1%	54.0%	-13.9%	38.2%	45.1%	-6.9%	39.3%	36.8%	2.5%
Q15b - If yes, Where? (closest city)															
Sample Size	2186	1887		544	440		540	393		556	485		546	569	
Miami															
Count	58	56		18	12		12	8		16	16		12	21	
Column %	2.7%	3.0%	-0.3%	3.4%	2.6%	0.7%	2.2%	1.9%	0.3%	2.9%	3.2%	-0.3%	2.1%	3.7%	-1.6%
Orlando															
Count	1148	1258		336	290		277	226		240	336		296	406	
Column %	52.5%	66.7%	-14.1%	61.6%	66.0%	-4.3%	51.4%	57.5%	-6.1%	43.2%	69.1%	-26.0%	54.2%	71.4%	-17.3%
Ft Lauderdale															
Count	443	259		88	70		120	63		135	62		100	64	
Column %	20.3%	13.7%	6.5%	16.2%	16.0%	0.2%	22.2%	15.9%	6.2%	24.3%	12.8%	11.5%	18.3%	11.3%	7.1%
West Palm/Palm Beach															
Count	277	112		34	32		58	28		98	27		87	25	
Column %	12.7%	5.9%	6.8%	6.2%	7.2%	-1.0%	10.8%	7.0%	3.7%	17.6%	5.6%	12.1%	15.9%	4.4%	11.5%
Tampa area															
Count	163	79		42	10		43	9		45	20		32	40	
Column %	7.5%	4.2%	3.3%	7.8%	2.2%	5.6%	8.0%	2.3%	5.7%	8.1%	4.2%	3.9%	5.9%	7.1%	-1.2%
Panhandle															
Count	47	40		11	13		19	7		10	15		7	5	
Column %	2.2%	2.1%	0.0%	2.0%	3.0%	-1.0%	3.5%	1.7%	1.8%	1.8%	3.1%	-1.3%	1.3%	0.9%	0.4%
Ft Myers/Naples area															
Count	47	29		13	10		10	3		12	10		12	6	
Column %	2.1%	1.6%	0.6%	2.3%	2.3%	0.0%	1.9%	0.8%	1.1%	2.1%	2.0%	0.1%	2.2%	1.1%	1.1%
Other															
Count	3	54		3	3		0	50		0	0		0	0	
Column %	0.1%	2.9%	-2.7%	0.5%	0.7%	-0.2%	0.0%	12.8%	-12.8%	0.1%	0.0%	0.1%	0.0%	0.1%	-0.1%
DK															
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%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q15c - Do you own a second home in FL?															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Yes															
Count	400	400		93	89		90	124		126	84		92	103	
Column %	11.1%	11.5%	-0.4%	10.3%	10.6%	-0.3%	10.0%	14.5%	-4.5%	14.0%	9.5%	4.4%	10.2%	11.4%	-1.2%
No															
Count	3200	3082		807	755		810	730		774	800		808	797	
Column %	88.9%	88.5%	0.4%	89.7%	89.4%	0.3%	90.0%	85.5%	4.5%	86.0%	90.5%	-4.4%	89.8%	88.6%	1.2%
NA															
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%
Q15d - If yes, Where? (closest city)															
Sample Size	400	400		93	89		90	124		126	84		92	103	
Miami															
Count	34	19		7	5		7	6		8	3		11	6	
Column %	8.4%	4.9%	3.5%	7.8%	5.1%	2.7%	8.1%	4.7%	3.4%	6.4%	3.2%	3.1%	12.1%	6.2%	5.9%
Orlando															
Count	81	166		22	40		14	52		22	40		22	33	
Column %	20.3%	41.4%	-21.2%	24.0%	44.6%	-20.6%	16.1%	42.4%	-26.2%	17.5%	47.9%	-30.4%	24.4%	32.3%	-7.9%
Ft Lauderdale															
Count	116	103		29	22		27	38		36	16		24	28	
Column %	28.9%	25.9%	3.0%	31.7%	24.6%	7.1%	29.6%	30.6%	-1.0%	28.7%	18.6%	10.1%	25.7%	27.2%	-1.5%
West Palm/Palm Beach															
Count	77	55		13	14		17	13		27	8		20	20	
Column %	19.2%	13.7%	5.4%	14.6%	15.9%	-1.3%	18.5%	10.7%	7.8%	21.1%	9.0%	12.1%	21.7%	19.4%	2.4%
Tampa area															
Count	49	29		9	6		16	6		12	7		12	10	
Column %	12.1%	7.2%	5.0%	9.7%	6.8%	2.9%	17.6%	5.0%	12.6%	9.6%	8.2%	1.5%	12.7%	9.3%	3.4%
Ft Myers/Naples area															
Count	27	9		8	1		2	2		13	3		3	3	
Column %	6.7%	2.3%	4.4%	9.0%	0.9%	8.1%	2.7%	1.5%	1.1%	10.4%	4.1%	6.3%	3.1%	3.1%	0.0%
Other															
Count	18	18		3	2		7	6		8	8		0	3	
Column %	4.5%	4.6%		3.3%	2.1%	1.1%	7.4%	5.1%	2.3%	6.3%	9.0%	-2.8%	0.4%	2.6%	-2.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q16a - Country living in															
Sample Size	3600	3480		900	842		900	854		900	884		900	900	
USA															
Count	1365	1611		370	380		370	438		286	422		339	372	
Column %	37.9%	46.3%	-8.4%	41.2%	45.1%	-3.9%	41.1%	51.3%	-10.2%	31.7%	47.7%	-15.9%	37.6%	41.3%	-3.7%
Argentina															
Count	100	142		27	40		27	37		26	25		20	40	
Column %	2.8%	4.1%	-1.3%	3.0%	4.8%	-1.8%	3.0%	4.3%	-1.3%	2.8%	2.8%	0.0%	2.3%	4.4%	-2.1%
Brazil															
Count	141	168		36	43		36	45		39	36		30	43	
Column %	3.9%	4.8%	-0.9%	4.0%	5.1%	-1.1%	4.0%	5.3%	-1.3%	4.3%	4.1%	0.2%	3.4%	4.8%	-1.5%
Canada															
Count	862	664		239	139		209	140		199	171		216	213	
Column %	23.9%	19.1%	4.9%	26.6%	16.6%	10.0%	23.2%	16.4%	6.8%	22.1%	19.3%	2.7%	24.0%	23.7%	0.3%
France															
Count	279	301		70	85		57	73		72	90		79	53	
Column %	7.8%	8.7%	-0.9%	7.8%	10.1%	-2.3%	6.3%	8.6%	-2.3%	8.0%	10.2%	-2.1%	8.8%	5.8%	3.0%
Germany															
Count	118	153		24	45		19	34		30	37		45	37	
Column %	3.3%	4.4%	-1.1%	2.7%	5.4%	-2.7%	2.1%	4.0%	-1.9%	3.3%	4.2%	-0.9%	5.0%	4.1%	1.0%
Italy															
Count	102	119		27	34		15	37		29	25		30	24	
Column %	2.8%	3.4%	-0.6%	3.0%	4.0%	-1.0%	1.7%	4.3%	-2.6%	3.2%	2.8%	0.4%	3.4%	2.7%	0.7%
Middle East															
Count	13	14		2	6		3	4		1	2		6	2	
Column %	0.4%	0.4%	0.0%	0.3%	0.7%	-0.5%	0.3%	0.4%	-0.1%	0.2%	0.3%	-0.1%	0.6%	0.2%	0.5%
Switzerland															
Count	8	8		1	3		0	2		3	3		4	0	
Column %	0.2%	0.2%	0.0%	0.1%	0.4%	-0.3%	0.0%	0.2%	-0.1%	0.3%	0.3%	0.1%	0.5%	0.0%	0.4%
United Kingdom															
Count	27	31		3	12		11	2		11	9		2	7	
Column %	0.7%	0.9%	-0.1%	0.3%	1.5%	-1.1%	1.2%	0.3%	0.9%	1.2%	1.1%	0.2%	0.2%	0.7%	-0.5%
Other Asian/Far East															
Count	10	4		1	2		5	0		4	0		1	3	
Column %	0.3%	0.1%	0.2%	0.1%	0.2%	-0.1%	0.5%	0.0%	0.5%	0.4%	0.0%	0.4%	0.1%	0.3%	-0.2%
Other Europe															
Count	53	25		12	3		19	4		14	5		8	12	
Column %	1.5%	0.7%	0.8%	1.3%	0.4%	0.9%	2.1%	0.5%	1.7%	1.6%	0.6%	0.9%	0.8%	1.3%	-0.5%
Other South America															
Count	354	87		53	7		83	3		138	28		80	48	
Column %	9.8%	2.5%	7.3%	5.9%	0.9%	5.0%	9.2%	0.3%	8.8%	15.3%	3.2%	12.1%	8.9%	5.4%	3.6%
Other															
Count	2	8		0	4		0	0		0	0		2	4	
Column %	0.0%	0.2%	-0.2%	0.0%	0.5%	-0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	-0.2%
Scandinavia															
Count	17	7		4	2		5	0		5	4		3	1	
Column %	0.5%	0.2%	0.3%	0.4%	0.2%	0.2%	0.6%	0.0%	0.6%	0.5%	0.4%	0.1%	0.3%	0.1%	0.2%
BeNeLux															
Count	7	9		3	2		4	0		0	2		0	5	
Column %	0.2%	0.3%	0.0%	0.4%	0.3%	0.1%	0.4%	0.0%	0.4%	0.0%	0.2%	-0.1%	0.0%	0.6%	-0.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q16a - Country living in (cont)															
Sample Size	3600	3480		900	842		900	854		900	884		900	900	
China															
Count	143	131		27	33		37	35		44	25		35	37	
Column %	4.0%	3.8%	0.2%	3.0%	3.9%	-0.9%	4.1%	4.1%	0.0%	4.9%	2.8%	2.1%	3.9%	4.2%	-0.3%
Q16b - State living in															
Sample Size	1325	1610		353	379		363	438		274	422		336	372	
Florida															
Count	532	340		124	43		144	82		110	114		154	101	
Column %	40.1%	21.1%	19.0%	35.1%	11.4%	23.7%	39.7%	18.7%	21.0%	40.0%	27.1%	12.9%	46.0%	27.1%	18.9%
Alabama															
Count	27	107		17	40		5	24		2	17		3	26	
Column %	2.1%	6.6%	-4.6%	4.8%	10.6%	-5.8%	1.5%	5.5%	-4.0%	0.9%	4.1%	-3.2%	0.9%	6.9%	-6.0%
Alaska															
Count	26	12		4	2		9	3		5	3		7	3	
Column %	1.9%	0.7%	1.2%	1.2%	0.7%	0.6%	2.6%	0.7%	1.9%	1.8%	0.7%	1.1%	2.1%	0.8%	1.2%
Arizona															
Count	9	28		0	2		6	13		3	3		1	9	
Column %	0.7%	1.7%	-1.0%	0.1%	0.6%	-0.5%	1.6%	3.1%	-1.5%	0.9%	0.8%	0.1%	0.2%	2.4%	-2.2%
Arkansas															
Count	31	18		7	5		7	7		4	3		14	3	
Column %	2.3%	1.1%	1.2%	1.9%	1.4%	0.5%	1.8%	1.6%	0.2%	1.4%	0.6%	0.8%	4.1%	0.8%	3.4%
California															
Count	157	142		46	6		36	20		41	36		34	80	
Column %	11.9%	8.8%	3.1%	13.0%	1.5%	11.5%	9.9%	4.6%	5.3%	15.0%	8.5%	6.5%	10.3%	21.6%	-11.3%
Colorado															
Count	7	27		4	5		0	12		3	9		0	1	
Column %	0.5%	1.7%	-1.1%	1.1%	1.2%	-0.1%	0.1%	2.8%	-2.8%	1.1%	2.1%	-1.0%	0.0%	0.3%	-0.3%
Connecticut															
Count	7	2		0	0		3	0		3	0		0	2	
Column %	0.5%	0.1%	0.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	1.3%	0.0%	1.3%	0.0%	0.4%	-0.4%
Delaware															
Count	6	13		1	1		2	7		2	4		2	1	
Column %	0.5%	0.8%	-0.3%	0.3%	0.2%	0.1%	0.4%	1.7%	-1.3%	0.7%	0.9%	-0.2%	0.5%	0.2%	0.3%
District of Columbia															
Count	11	6		7	2		4	4		0	0		0	0	
Column %	0.8%	0.3%	0.5%	1.9%	0.4%	1.5%	1.1%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Georgia															
Count	23	72		16	19		3	11		2	30		1	12	
Column %	1.7%	4.5%	-2.7%	4.6%	4.9%	-0.3%	0.9%	2.5%	-1.6%	0.7%	7.0%	-6.3%	0.4%	3.3%	-3.0%
Hawaii															
Count	3	12		0	2		0	10		0	1		3	0	
Column %	0.3%	0.8%	-0.5%	0.0%	0.5%	-0.5%	0.0%	2.2%	-2.2%	0.1%	0.2%	0.0%	0.9%	0.0%	0.9%
Idaho															
Count	5	2		0	0		2	2		2	0		2	0	
Column %	0.4%	0.1%	0.3%	0.0%	0.0%	0.0%	0.4%	0.4%	0.1%	0.6%	0.0%	0.6%	0.6%	0.0%	0.6%
Illinois															
Count	75	92		11	31		19	20		15	26		31	15	
Column %	5.7%	5.7%	0.0%	3.2%	8.2%	-5.0%	5.2%	4.6%	0.5%	5.3%	6.1%	-0.8%	9.2%	3.9%	5.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q16b - State living in (cont)															
Sample Size	1325	1610		353	379		363	438		274	422		336	372	
Indiana															
Count	4	21		3	2		0	7		0	8		0	4	
Column %	0.3%	1.3%	-1.0%	0.8%	0.5%	0.4%	0.1%	1.6%	-1.5%	0.0%	1.9%	-1.9%	0.1%	1.2%	-1.1%
Iowa															
Count	29	15		3	5		15	0		6	10		5	0	
Column %	2.2%	0.9%	1.2%	0.9%	1.3%	-0.4%	4.1%	0.0%	4.1%	2.3%	2.4%	-0.1%	1.4%	0.0%	1.4%
Kansas															
Count	10	13		2	3		3	4		2	4		2	1	
Column %	0.7%	0.8%	-0.1%	0.6%	0.8%	-0.1%	1.0%	1.0%	0.0%	0.8%	1.0%	-0.2%	0.5%	0.3%	0.2%
Kentucky															
Count	12	63		1	17		2	18		6	13		3	15	
Column %	0.9%	3.9%	-3.0%	0.3%	4.5%	-4.3%	0.5%	4.0%	-3.5%	2.3%	3.1%	-0.8%	0.9%	4.1%	-3.2%
Louisiana															
Count	14	28		1	8		9	15		1	5		3	0	
Column %	1.1%	1.7%	-0.7%	0.2%	2.1%	-1.9%	2.5%	3.5%	-1.0%	0.4%	1.2%	-0.7%	0.9%	0.0%	0.9%
Maine															
Count	7	0		0	0		2	0		0	0		5	0	
Column %	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	1.4%
Maryland															
Count	1	13		1	3		0	3		0	4		0	3	
Column %	0.1%	0.8%	-0.7%	0.3%	0.8%	-0.4%	0.0%	0.7%	-0.7%	0.0%	1.0%	-1.0%	0.0%	0.7%	-0.7%
Massachusetts															
Count	5	32		2	2		0	2		3	0		0	29	
Column %	0.4%	2.0%	-1.6%	0.5%	0.4%	0.1%	0.0%	0.4%	-0.4%	1.1%	0.0%	1.1%	0.0%	7.8%	-7.8%
Michigan															
Count	29	40		7	10		8	8		10	13		4	9	
Column %	2.2%	2.5%	-0.3%	2.0%	2.7%	-0.6%	2.2%	1.8%	0.4%	3.6%	3.1%	0.5%	1.1%	2.3%	-1.2%
Minnesota															
Count	51	14		31	0		12	3		4	6		3	5	
Column %	3.8%	0.9%	3.0%	8.8%	0.0%	8.8%	3.3%	0.7%	2.6%	1.6%	1.5%	0.1%	1.0%	1.3%	-0.2%
Mississippi															
Count	20	9		2	2		3	3		2	2		13	2	
Column %	1.5%	0.6%	0.9%	0.4%	0.4%	0.0%	1.0%	0.7%	0.3%	0.7%	0.6%	0.1%	3.9%	0.6%	3.2%
Missouri															
Count	7	22		4	13		1	5		2	2		0	2	
Column %	0.5%	1.3%	-0.8%	1.2%	3.5%	-2.3%	0.2%	1.1%	-0.9%	0.6%	0.5%	0.1%	0.1%	0.5%	-0.4%
Montana															
Count	2	3		0	0		0	3		2	0		0	0	
Column %	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	-0.7%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
Nebraska															
Count	3	11		1	2		0	8		2	0		0	2	
Column %	0.2%	0.7%	-0.5%	0.2%	0.5%	-0.2%	0.0%	1.8%	-1.8%	0.8%	0.0%	0.8%	0.0%	0.4%	-0.4%
Nevada															
Count	2	18		0	3		2	12		0	2		0	1	
Column %	0.1%	1.1%	-1.0%	0.0%	0.8%	-0.8%	0.5%	2.8%	-2.3%	0.0%	0.5%	-0.5%	0.0%	0.2%	-0.2%
New Hampshire															
Count	3	3		0	0		2	3		0	0		0	0	
Column %	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	-0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q16b - State living in (cont)															
Sample Size	1325	1610		353	379		363	438		274	422		336	372	
New Jersey															
Count	8	12		2	0		5	0		0	6		2	6	
Column %	0.6%	0.7%	-0.1%	0.5%	0.0%	0.5%	1.3%	0.0%	1.3%	0.0%	1.5%	-1.5%	0.5%	1.5%	-1.1%
New Mexico															
Count	70	49		10	17		20	14		13	9		27	10	
Column %	5.3%	3.0%	2.3%	3.0%	4.4%	-1.5%	5.4%	3.1%	2.3%	4.7%	2.0%	2.7%	8.1%	2.6%	5.4%
New York															
Count	23	19		10	1		5	6		7	3		2	9	
Column %	1.8%	1.2%	0.6%	2.8%	0.3%	2.5%	1.4%	1.4%	0.0%	2.4%	0.7%	1.7%	0.5%	2.4%	-1.9%
No Carolina															
Count	1	64		1	31		0	14		0	17		0	2	
Column %	0.1%	4.0%	-3.9%	0.2%	8.1%	-7.9%	0.0%	3.2%	-3.2%	0.1%	4.1%	-4.0%	0.0%	0.4%	-0.4%
No Dakota															
Count	6	19		2	10		3	4		0	3		2	2	
Column %	0.5%	1.2%	-0.7%	0.6%	2.8%	-2.1%	0.7%	0.8%	-0.1%	0.0%	0.6%	-0.6%	0.5%	0.7%	-0.2%
Ohio															
Count	31	49		14	17		9	10		3	13		5	9	
Column %	2.3%	3.1%	-0.7%	4.0%	4.4%	-0.4%	2.4%	2.2%	0.2%	1.2%	3.2%	-2.0%	1.4%	2.5%	-1.1%
Oklahoma															
Count	6	6		2	0		1	2		2	5		2	0	
Column %	0.4%	0.4%	0.0%	0.4%	0.0%	0.4%	0.3%	0.4%	-0.1%	0.6%	1.1%	-0.5%	0.5%	0.0%	0.5%
Oregon															
Count	2	2		0	2		0	0		0	0		1	0	
Column %	0.1%	0.1%	0.0%	0.1%	0.5%	-0.4%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.3%	0.0%	0.3%
Pennsylvania															
Count	1	40		0	18		0	13		0	8		0	2	
Column %	0.0%	2.5%	-2.4%	0.1%	4.7%	-4.6%	0.1%	2.9%	-2.8%	0.0%	1.9%	-1.9%	0.0%	0.4%	-0.4%
Rhode Island															
Count	0	1		0	0		0	0		0	0		0	0	
Column %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	-0.1%	0.0%	0.1%	-0.1%
So Carolina															
Count	0	54		0	29		0	19		0	5		0	2	
Column %	0.0%	3.4%	-3.3%	0.0%	7.7%	-7.7%	0.1%	4.2%	-4.1%	0.0%	1.1%	-1.1%	0.0%	0.5%	-0.5%
So Dakota															
Count	0	1		0	0		0	1		0	0		0	0	
Column %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tennessee															
Count	5	12		0	2		3	6		1	3		1	2	
Column %	0.4%	0.7%	-0.3%	0.0%	0.4%	-0.4%	0.9%	1.4%	-0.5%	0.4%	0.6%	-0.2%	0.3%	0.4%	-0.1%
Texas															
Count	20	48		5	15		4	10		7	21		3	3	
Column %	1.5%	3.0%	-1.5%	1.5%	3.9%	-2.4%	1.1%	2.2%	-1.1%	2.7%	4.9%	-2.2%	0.9%	0.8%	0.2%
Utah															
Count	2	4		0	0		0	2		0	2		2	0	
Column %	0.1%	0.2%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	-0.4%	0.0%	0.4%	-0.4%	0.5%	0.1%	0.4%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Q16b - State living in (cont)															
Sample Size	1325	1610		353	379		363	438		274	422		336	372	
Vermont															
Count	1	0		1	0		0	0		0	0		0	0	
Column %	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Virginia															
Count	7	9	-0.1%	2	2	0.1%	0	6	-1.4%	5	2	1.3%	0	0	0.0%
Column %	0.5%	0.6%	-0.1%	0.5%	0.4%	0.1%	0.0%	1.4%	-1.4%	1.7%	0.4%	1.3%	0.0%	0.0%	0.0%
Washington															
Count	5	12	-0.4%	1	2	-0.3%	1	7	-1.4%	3	2	0.6%	0	0	-0.1%
Column %	0.3%	0.7%	-0.4%	0.2%	0.5%	-0.3%	0.2%	1.6%	-1.4%	1.1%	0.5%	0.6%	0.0%	0.1%	-0.1%
West Virginia															
Count	3	5	-0.1%	2	0	0.4%	2	3	-0.3%	0	2	-0.4%	0	0	0.0%
Column %	0.3%	0.3%	-0.1%	0.4%	0.0%	0.4%	0.5%	0.8%	-0.3%	0.0%	0.4%	-0.4%	0.0%	0.0%	0.0%
Wisconsin															
Count	11	24	-0.7%	2	8	-1.5%	9	8	0.7%	0	7	-1.7%	0	2	-0.4%
Column %	0.8%	1.5%	-0.7%	0.6%	2.1%	-1.5%	2.5%	1.7%	0.7%	0.0%	1.7%	-1.7%	0.0%	0.4%	-0.4%
Wyoming															
Count	6	5	0.1%	4	0	1.3%	2	5	-0.7%	0	0	0.0%	0	0	0.0%
Column %	0.5%	0.3%	0.1%	1.3%	0.0%	1.3%	0.5%	1.2%	-0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Q17 - Age															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
18 - 25															
Count	33	25	0.2%	4	10	-0.7%	9	5	0.5%	14	5	0.9%	6	6	0.1%
Column %	0.9%	0.7%	0.2%	0.5%	1.2%	-0.7%	1.0%	0.5%	0.5%	1.5%	0.6%	0.9%	0.7%	0.6%	0.1%
26 - 35															
Count	1014	902	2.3%	222	278	-8.2%	285	252	2.1%	255	195	6.2%	252	177	8.3%
Column %	28.2%	25.9%	2.3%	24.7%	32.9%	-8.2%	31.7%	29.6%	2.1%	28.3%	22.0%	6.2%	28.0%	19.7%	8.3%
36 - 45															
Count	1386	1277	1.8%	395	285	10.1%	317	273	3.3%	320	348	-3.7%	353	371	-2.0%
Column %	38.5%	36.7%	1.8%	43.9%	33.8%	10.1%	35.2%	31.9%	3.3%	35.6%	39.3%	-3.7%	39.2%	41.2%	-2.0%
46 - 60															
Count	817	609	5.2%	202	127	7.4%	197	140	5.5%	237	176	6.5%	180	166	1.6%
Column %	22.7%	17.5%	5.2%	22.5%	15.1%	7.4%	21.9%	16.4%	5.5%	26.4%	19.9%	6.5%	20.0%	18.4%	1.6%
61+															
Count	349	669	-9.5%	76	144	-8.6%	91	184	-11.4%	74	160	-9.9%	108	181	-8.0%
Column %	9.7%	19.2%	-9.5%	8.4%	17.1%	-8.6%	10.1%	21.6%	-11.4%	8.2%	18.1%	-9.9%	12.0%	20.1%	-8.0%
Q17 - Average Age															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Mean	43.18	44.92		43.15	43.53		42.92	45.19		43.48	45.45		43.17	45.47	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Household income															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Under \$75,000															
Count	1391	1085		298	242		362	237		382	294		349	311	
Column %	38.6%	31.1%	7.5%	33.1%	28.7%	4.4%	40.2%	27.8%	12.4%	42.4%	33.3%	9.1%	38.8%	34.5%	4.3%
\$75,000 - \$150,000															
Count	1861	2185		539	537		443	557		427	538		452	553	
Column %	51.7%	62.7%	-11.0%	59.9%	63.6%	-3.7%	49.2%	65.3%	-16.1%	47.4%	60.8%	-13.4%	50.3%	61.4%	-11.1%
Over \$150,000															
Count	100	185		23	58		30	57		16	37		30	33	
Column %	2.8%	5.3%	-2.5%	2.6%	6.9%	-4.4%	3.3%	6.7%	-3.4%	1.8%	4.2%	-2.4%	3.4%	3.6%	-0.2%
Refused															
Count	248	28		40	7		65	2		75	15		68	4	
Column %	6.9%	0.8%	6.1%	4.4%	0.8%	3.6%	7.2%	0.2%	7.0%	8.4%	1.7%	6.7%	7.5%	0.5%	7.1%
Ethnicity															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Non-Hispanic White															
Count	2096	1896		528	416		517	486		537	521		515	472	
Column %	58.2%	54.5%	3.8%	58.7%	49.3%	9.4%	57.4%	57.0%	0.5%	59.7%	58.9%	0.7%	57.2%	52.5%	4.7%
African American/Black															
Count	531	554		139	134		128	128		126	129		138	164	
Column %	14.7%	15.9%	-1.2%	15.4%	15.9%	-0.5%	14.2%	15.0%	-0.8%	14.0%	14.5%	-0.5%	15.3%	18.2%	-2.9%
Hispanic/Spanish/Latino															
Count	517	535		128	154		118	119		125	149		146	114	
Column %	14.4%	15.4%	-1.0%	14.2%	18.2%	-4.0%	13.2%	13.9%	-0.8%	13.9%	16.8%	-3.0%	16.2%	12.6%	3.6%
Asian or Pacific Islander															
Count	132	129		25	39		38	34		44	24		26	33	
Column %	3.7%	3.7%	0.0%	2.8%	4.6%	-1.8%	4.2%	4.0%	0.2%	4.9%	2.7%	2.2%	2.8%	3.6%	-0.8%
American Indian or Alaska Native															
Count	17	10		3	3		4	3		7	2		3	2	
Column %	0.5%	0.3%	0.2%	0.3%	0.4%	-0.1%	0.5%	0.4%	0.1%	0.7%	0.3%	0.5%	0.3%	0.2%	0.2%
Other															
Count	307	357		77	98		95	84		62	60		73	116	
Column %	8.5%	10.3%	-1.7%	8.6%	11.6%	-3.0%	10.6%	9.8%	0.8%	6.8%	6.8%	0.1%	8.1%	12.9%	-4.8%
Refused															
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%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff	2019	2018	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
Orientation															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Heterosexual															
Count	3327	3304		846	795		833	818		822	841		826	850	
Column %	92.4%	94.9%	-2.4%	94.0%	94.2%	-0.2%	92.6%	95.8%	-3.2%	91.4%	95.0%	-3.7%	91.8%	94.5%	-2.7%
Gay															
Count	121	119		26	28		29	23		30	31		36	37	
Column %	3.4%	3.4%	-0.1%	2.9%	3.4%	-0.5%	3.2%	2.7%	0.5%	3.3%	3.5%	-0.1%	4.0%	4.1%	-0.1%
Lesbian															
Count	59	30		9	13		22	5		21	6		8	5	
Column %	1.6%	0.9%	0.8%	1.0%	1.6%	-0.6%	2.5%	0.6%	1.9%	2.3%	0.7%	1.6%	0.9%	0.6%	0.3%
Bisexual															
Count	23	24		11	7		4	5		6	7		3	5	
Column %	0.6%	0.7%	0.0%	1.2%	0.9%	0.3%	0.4%	0.6%	-0.1%	0.7%	0.8%	-0.1%	0.3%	0.5%	-0.2%
Refused															
Count	69	5		9	0		12	3		21	0		28	3	
Column %	1.9%	0.2%	1.8%	0.9%	0.0%	0.9%	1.3%	0.3%	1.0%	2.3%	0.0%	2.3%	3.1%	0.3%	2.8%
Gender															
Sample Size	3600	3482		900	844		900	854		900	884		900	900	
Male															
Count	2180	2267		532	541		560	549		533	596		555	581	
Column %	60.6%	65.1%	-4.5%	59.1%	64.1%	-5.0%	62.2%	64.3%	-2.1%	59.3%	67.3%	-8.1%	61.7%	64.5%	-2.9%
Female															
Count	1420	1216		368	303		340	305		367	289		345	319	
Column %	39.4%	34.9%	4.5%	40.9%	35.9%	5.0%	37.8%	35.7%	2.1%	40.7%	32.7%	8.1%	38.3%	35.5%	2.9%