

**2020 TDC Visitor Profile Survey**  
**County-wide ANNUAL Summary by Quarter**  
**January – December 2019/2020**



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## 2020 TDC Visitor Profile Survey County Wide ANNUAL Summary by Quarter January - December 2019 - 2020

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 2019 (4.39) to 2020 (4.36)
- \* Visitors tended to stay for slightly shorter periods compared to 2019
- \* 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 2019
- \* Use of social media remained about the same as a source for travel planning
- \* Compared to 2019, the average amount spent by 2020 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 2020 Visitors were:
  - Dining out (75%)
  - Beach activities (71%)
  - Bars/Nightlife (71%)
  - Visiting Museums and Historic areas (69%)
- \* Orlando continued 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 2019



**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.

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In late March 2020, the Florida Keys and Key West closed to visitors due to the Covid-19 Pandemic. Coinciding with the closing, first quarter interviewing stopped March 21, 2020 with 774 of the 900 scheduled First Quarter interviews completed. No interviews were conducted in the second quarter. Interviewing resumed at the start of the third quarter, following the reopening of the Florida Keys and Key West to visitors.

Note: For the 2019/2020 comparisons in this report, 2019 data corresponds with 2020 data collection tie frames: First, Third and Fourth quarters.

## QD2 - REASON FOR TRIP

- \* Six out of ten visitors (64%) said they came to the Keys for Recreation or Vacation, unchanged from 2019 (63%)
- \* Nearly a third of visitors (31%) were visiting Friends and/or Family, the fourth quarter having the highest percentage (36%)

## QE - HOW DID YOU GET TO THE KEYS

- \* Four out of ten visitors drove personal vehicles (42% in 2020 up 7 points from 2019 (35%); The largest quarterly share was July - September (45%), the smallest (38%) October - December
- \* Nearly one-third of the Key West visitors came in a rental car (28%), the same as in 2019 (27%)
- \* Visitors flying to Miami and renting a car (7%) compared to 8% last year
- \* The number of visitors who **flew directly into Key West** (20%) declined 5 points from 2019; the highest percentage in the First Quarter (27%), the lowest (16%) in the Fourth Quarter
- \* Nine out of ten visitors had visited the Keys in the past 3 years (87% repeaters), 95% in 2019
- \* Alternate ways visitors came to The Keys compared to last year:

<b>Drive a rental vehicle</b>	<b>28%</b>	<b>+1 point</b>
<b>Fly into Key West</b>	<b>20%</b>	<b>-5 points</b>
Fly to Miami and rent a car	7%	-1 point
Come by Tour Bus	*	* points
Fly into Marathon	2%	-1 point
<b>Drive personal car</b>	<b>42%</b>	<b>+7 point</b>

\* less than 0.5%



## Q1 - ACCOMMODATIONS

- \* In 2020, the number of visitors staying in B&B's, Guest houses and Inns dropped 2 points from 33% to 31% with the most significant changes coming in the First Quarter (+7 points) and the Third Quarter (-8 points)
- \* **Hotels/motels/resorts increased from 54% (2019) to 58% (2020)** and remained visitors' primary choice for lodging in the Keys. Significant quarterly fluctuations occurred: First Quarter (-6 points), Third Quarter (+12 points), and Fourth Quarter (+5 points)
- \* B&B's, Guest Houses, Inns and Vacation Rentals were used by 40% of visitors (43% in 2019)
- \* 57% of 2020 visitors planned 2-4 weeks in advance compared to 53% of 2019 visitors (+4 pts.)
- \* Visitors in 2020 planned ahead about the same as in 2019. In 2019 10% planned 4+ months in advance while in 2020 9% did so
- \* Use of Travel websites (28%) - up 2 points from 2019 (26%) and Reservations by phone service (36%) were the most often-used type of reservation made. Use of a travel agent declined 3 points to 9% in 2020
- \* In 2020, 21% of visitors made a direct phone call to the property for their reservation (unchanged from 2019)

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

Visitor stays were shorter in 2020 than in 2019

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

Annual	
2019	2020
31%	<b>33%</b>
56%	<b>61%</b>
13%	<b>6%</b>
5.01	<b>4.58</b>

**Q4b - LENGTH OF STAY IN MARATHON**

Visitor stays were somewhat shorter in 2020 than in 2019

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

Annual	
2019	2020
69%	<b>73%</b>
31%	<b>27%</b>
0%	*
2.83	<b>2.88</b>

\* less than 0.5%

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

Visitor stays were longer in 2020 than in 2019

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

Annual	
2019	2020
76%	<b>79%</b>
24%	<b>21%</b>
0%	<b>0%</b>
2.55	<b>2.64</b>



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

Visitor stays were unchanged in 2020 from 2019

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

Annual	
2019	2020
82%	<b>82%</b>
18%	<b>18%</b>
0%	<b>0%</b>
2.58	<b>2.58</b>

**Q4e - LENGTH OF STAY IN ISLAMORADA**

Visitor stays were shorter in 2020 than in 2019

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

Annual	
2019	2020
70%	<b>77%</b>
30%	<b>23%</b>
0%	<b>0%</b>
2.88	<b>2.76</b>

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

Visitor stays were shorter in 2020 than in 2019

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

Annual	
2019	2020
34%	<b>41%</b>
52%	<b>51%</b>
14%	<b>8%</b>
4.96	<b>4.51</b>



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

Visitors traveled in slightly smaller parties in 2020 than in 2019

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

Annual	
2019	2020
*	*
24%	<b>20%</b>
57%	<b>62%</b>
15%	<b>16%</b>
4%	<b>1%</b>
4.33	<b>4.07</b>

\* less than 0.5%

Visitors traveled with the same number of children under 17 in 2020; Average of 0.77 in both 2019 and 2020

**Q5a - TRAVELED WITH ...**

Similar to 2019, the mix of travel partners changed in 2020:

- \* Visitors traveling with their spouse or significant other declined 8 points from 2019 (33%) to (25%) in 2020
- \* Traveling with Friends was unchanged; 16% same gender, 8% different gender
- \* Traveling with other family members increased 3 points from 2019 to 23% in 2020
- \* Fewer visitors came with children (25%), a decline of 6 points from 2019 while more came with grandchildren (9%), up 5 points from 2019

**Q6 - OVERALL SATISFACTION WITH KEYS VACATION**

\* Almost all rated their Satisfaction with their Keys vacation 4 or 5 out of 5; 99% in both 2019 and 2020

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

- \* **Use of Social Media** sites (Facebook, Twitter, ...) and **Travel Blogs declined** in usage by 2020 Keys travelers (Facebook -7 points; Travel Blogs -7 points)
- \* In 2020, Traveler Online Review Websites (18%) and FL Keys Official Website (23%) increased in popularity (+2 points and +5 points, respectively)

**Q7b - SPECIAL DEALS**

- \* The percent of visitors who looked for Special Deals before visiting the Keys declined 7 points in 2020 (61% in 2019; 55% in 2020)

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

- \* Likelihood of recommending a Keys vacation to friends remained strong at 90%, a decline from 2019 by 2 points (Rated Likelihood 4 or 5 out of 5). The quarters varied significantly with a decline (-5 points) in the fourth quarter, (89% in 2020, 94% in 2019) compared the first quarter (95% in 2020, 94% in 2019)

**Q9 - ADVERTISING**

- In 2019, 23% of visitors said they had NOT seen or heard any advertising for the Keys  
 In 2020, 35% of visitors said they had NOT seen or heard any advertising for the Keys  
 Keys advertising was seen/heard by 65% of visitors in 2020
- \* Television was cited by 28% of 2020 visitors compared to 31% for 2019 visitors
  - \* Internet/email Newsletters were cited by 7% of visitors in 2019; 2% in 2020 (down 5 points)
  - \* Radio ads for the Keys were heard by 15% of 2020 visitors, down by 2 points from 2019
  - \* Magazine down 3 points to 13%
  - \* Newspaper down 1 point

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

	<u>2019</u>	<u>2020</u>
Recommendations from Family and Friends	28%	<b>32%</b>
Travel Shows/Travel Agents	10%	<b>9%</b>
Advertisements	23%	<b>21%</b>
TV shows	17%	<b>14%</b>
Online review/Blog	7%	<b>6%</b>
Always wanted to go here	3%	<b>3%</b>
Activity or Event you wanted to participate in	3%	<b>4%</b>
Been here before	6%	<b>5%</b>



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

<u>Activities</u>	<u>2019</u>	<u>2020</u>	<u>+/- dif.</u>
Dining Out	74%	65%	-9%
Bars/Nightlife	70%	61%	-9%
Beach Activities	70%	60%	-10%
Viewing Wildlife	65%	51%	-14%
Sightseeing and Attractions	65%	50%	-15%
Boating	61%	48%	-13%
Visit Museums/Historic Areas	69%	40%	-29%
Spa/Health Club/Gym	52%	40%	-12%
Fishing	48%	31%	-17%
Snorkeling	53%	29%	-24%
Cultural Events	54%	28%	-26%
Scuba Diving	21%	21%	0%
Wedding/Commitment Ceremony	22%	17%	-5%



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

<u>(Annual Average)</u>	<u>2019</u>	<u>2020</u>	<u>\$ dif.</u>
Spent per Night on <u>LODGING:</u>	\$244.78	\$230.37	-\$14.41
Spent on <u>TRANSPORTATION in the Keys</u>	\$113.24	\$113.20	-\$0.04
Spent on <u>WATER-ORIENTED ACTIVITIES</u>	\$131.56	\$126.63	-\$4.93
Spent on <u>LAND-ORIENTED ACTIVITIES</u>	\$130.62	\$117.75	-\$12.87
Spent per day on <u>FOOD/BEVERAGES</u>	\$167.95	\$178.09	\$10.14
Spent on <u>SOUVENIERS, GIFTS, CLOTHING</u>	\$48.42	\$38.97	-\$9.45



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

	<b>2019</b>	<b>2020</b>	<b>+/- dif.</b>
To relax and escape	10%	13%	<b>3%</b>
Family friendly	9%	10%	<b>1%</b>
To have an adventure	9%	10%	<b>1%</b>
To experience romance	9%	10%	<b>1%</b>
To experience a better climate	10%	8%	<b>-2%</b>

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

In 2020, 54% of Keys visitors visited another Florida market on their trip

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

**Popularity shifted away from Orlando; Ft. Lauderdale and Miami grew in popularity**

<u>Florida market visited:</u>	<b>2019</b>	<b>2020</b>	<b>+/- dif.</b>
Miami	3%	11%	<b>8%</b>
Fort Lauderdale	20%	23%	<b>3%</b>
<b>Orlando</b>	53%	37%	<b>-16%</b>
Tampa Area	7%	7%	<b>0%</b>
West Palm Beach	13%	14%	<b>1%</b>

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

Small Sample

11% of 2019 Visitors owned a second home in Florida

9% of 2020 Visitors owned a second home in Florida

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

- Orlando 22%; **unchanged** from last year
- Ft. Lauderdale 31%; up 2 points from 2019
- Ft. Myers/Naples area 3%; **down 5 points** from 2019
- Tampa area 9%; down 1 point from 2019
- West Palm Beach 21%; up 2 points from last year
- Miami 11%; **up 3 points** from last year



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

- \* Domestic visitors to the Keys increased 9 points from 2019 to 2020 (representing 46% of all visitors); the greatest quarterly increase (20 points) occurred in the third quarter of 2020 (52% compared to 32% in 2019)  
Domestic visitors to the Florida Keys **increased** from Florida (+5%)  
Visitors to the Florida Keys **decreased** significantly from California (-4%), Minnesota (-3%)
- \* All other states remained about the same as in 2019
- \* States representing the most visitors to the Keys were:  
Florida (45%), California (8%), Illinois (6%) and New Mexico (6%)
  
- \* There were no significant declines in Foreign visitors to the Florida Keys, Canada the exception (-3%)
- \* There was a significant increase in foreign tourists from "Other" South American (+5%) countries
- \* The largest share of foreign visitors captured in the sample was from Canada (21%) followed by France (5%), Brazil (3%), Germany (3%), China (3%) and "Other" South America (15%)

### Q17 - Age of Visitors

The average age of Keys visitors increased slightly from 2019 (43.27) to 2020 (44.62):  
Visitors age 26 - 35 increased 4 points (27% - 31%) from 2019 to 2020  
Visitors age 36 - 45 declined by 9 points (40% - 31%) from 2019 to 2020  
Seniors (61+) increased 5 points from 10% in 2019 to 14% in 2020

### Household Income of Visitors

The household income of visitors in 2020 was similar to that of visitors in 2019:  
The \$150,000+ was **unchanged**  
\$75,000 - \$150,000 was **up** 2 points  
The under \$75,000 income category was up by 1 point from 2019 to 2020



## Race/Ethnicity

- \* Non-Hispanic White visitors was unchanged, representing 58% of all visitors in 2019 and 2020
- \* Hispanic visitors **was also unchanged**, representing 15% of all visitors
- \* The African American/Black visitors were up 4 percentage points representing 19% of total visitors

## Sexual Orientation

- \* Heterosexual visitors accounted for 93% of Keys visitors in 2020 (92% in 2019)
  - \* No significant changes were measured in any of the sexual orientation groups
- |          |     |
|----------|-----|
| Gay      | 4%  |
| Lesbian  | 1%  |
| Bisexual | <1% |

## Gender

- \* The male/female ratio of visitors was more male in 2020 (64% Male vs. 36% Female)



**2020 TDC Visitor Profile Survey**  
**County-wide ANNUAL Summary by Quarter**  
**2019 - 2020 All Districts**

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QD2 - Which one of the following best describes your trip?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Recreation/vacation trip</b>															
Count	1649	1704		520	586		---	555		610	567		520	552	
Column %	64.1%	63.1%	1.0%	67.2%	65.1%	2.1%	---	61.6%	---	67.8%	63.0%	4.8%	57.7%	61.3%	-3.6%
<b>Visiting family/friends</b>															
Count	805	812		228	274		---	276		250	262		327	275	
Column %	31.3%	30.1%	1.2%	29.5%	30.4%	-1.0%	---	30.7%	---	27.8%	29.1%	-1.4%	36.4%	30.6%	5.8%
<b>Business/Pleasure combined</b>															
Count	93	126		20	34		---	47		36	62		37	29	
Column %	3.6%	4.7%	-1.0%	2.5%	3.8%	-1.3%	---	5.3%	---	4.0%	6.9%	-2.9%	4.2%	3.2%	0.9%
<b>Convention or meeting</b>															
Count	12	17		5	5		---	15		2	9		5	3	
Column %	0.5%	0.6%	-0.2%	0.6%	0.6%	0.0%	---	1.7%	---	0.3%	1.0%	-0.7%	0.5%	0.3%	0.2%
<b>Other</b>															
Count	14	42		2	1		---	7		2	0		11	41	
Column %	0.5%	1.5%	-1.0%	0.2%	0.1%	0.1%	---	0.7%	---	0.2%	0.0%	0.2%	1.2%	4.6%	-3.3%
<b>Refused</b>															
Count	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%
<b>QE - How did you get to the Keys for this trip?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Drive personal vehicle</b>															
Count	1093	953		341	271		---	332		406	320		346	363	
Column %	42.5%	35.3%	7.2%	44.1%	30.1%	14.0%	---	36.9%	---	45.1%	35.5%	9.6%	38.5%	40.3%	-1.8%
<b>Drive rental vehicle</b>															
Count	732	740		163	253		---	288		273	292		297	196	
Column %	28.5%	27.4%	1.0%	21.0%	28.1%	-7.1%	---	32.0%	---	30.3%	32.4%	-2.1%	33.0%	21.8%	11.3%
<b>Come by Tour Bus</b>															
Count	10	21		3	2		---	3		2	14		5	5	
Column %	0.4%	0.8%	-0.4%	0.4%	0.2%	0.2%	---	0.3%	---	0.3%	1.6%	-1.3%	0.5%	0.6%	-0.1%
<b>Fly into Marathon</b>															
Count	41	87		19	24		---	25		11	31		11	33	
Column %	1.6%	3.2%	-1.6%	2.4%	2.6%	-0.2%	---	2.8%	---	1.3%	3.4%	-2.2%	1.2%	3.6%	-2.4%
<b>Fly into Key West</b>															
Count	513	670		211	225		---	167		157	177		145	267	
Column %	19.9%	24.8%	-4.9%	27.2%	25.0%	2.2%	---	18.6%	---	17.4%	19.7%	-2.2%	16.1%	29.7%	-13.6%
<b>Fly to Miami and rent a car</b>															
Count	182	211		38	122		---	76		49	60		96	29	
Column %	7.1%	7.8%	-0.7%	4.9%	13.6%	-8.7%	---	8.4%	---	5.4%	6.7%	-1.2%	10.7%	3.2%	7.4%
<b>Other FL airport and drive rental</b>															
Count	2	15		0	4		---	5		2	5		0	7	
Column %	0.1%	0.6%	-0.5%	0.0%	0.4%	-0.4%	---	0.6%	---	0.2%	0.6%	-0.4%	0.0%	0.7%	-0.7%
<b>Other</b>															
Count	0	2		0	0		---	3		0	2		0	0	
Column %	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	---	0.3%	---	0.0%	0.2%	-0.2%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>QF - Have you visited the Keys before in the past 3 years?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Yes</b>															
Count	2239	2568		698	874		---	846		756	872		785	822	
Column %	87.0%	95.1%	-8.1%	90.2%	97.1%	-6.9%	---	94.0%	---	84.0%	96.9%	-12.9%	87.2%	91.3%	-4.1%
<b>No</b>															
Count	335	132		76	26		---	54		144	28		115	78	
Column %	13.0%	4.9%	8.1%	9.8%	2.9%	6.9%	---	6.0%	---	16.0%	3.1%	12.9%	12.8%	8.7%	4.1%
<b>Q1 - Accommodations</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Hotel/ Motel/Resort</b>															
Count	1505	1472		431	554		---	503		572	466		502	452	
Column %	58.5%	54.5%	3.9%	55.7%	61.6%	-5.9%	---	55.9%	---	63.6%	51.8%	11.8%	55.7%	50.2%	5.5%
<b>B&amp;B/ Guest House/ Inn</b>															
Count	790	893		270	253		---	271		247	316		272	324	
Column %	30.7%	33.1%	-2.4%	34.9%	28.1%	6.8%	---	30.2%	---	27.4%	35.1%	-7.6%	30.3%	36.0%	-5.7%
<b>Seasonal/ Vacation rental</b>															
Count	231	265		68	78		---	97		67	87		97	100	
Column %	9.0%	9.8%	-0.8%	8.7%	8.7%	0.0%	---	10.8%	---	7.4%	9.6%	-2.2%	10.7%	11.1%	-0.4%
<b>Campground/ RV Park</b>															
Count	44	63		4	13		---	27		14	30		26	20	
Column %	1.7%	2.3%	-0.6%	0.5%	1.4%	-0.9%	---	3.0%	---	1.6%	3.4%	-1.8%	2.9%	2.2%	0.7%
<b>Other</b>															
Count	4	7		1	2		---	1		0	1		3	5	
Column %	0.2%	0.3%	-0.1%	0.1%	0.2%	-0.1%	---	0.1%	---	0.0%	0.1%	-0.1%	0.4%	0.5%	-0.1%
<b>Refused</b>															
Count	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%
<b>Q2 - How far in advance make decision to visit Keys?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>1 Week</b>															
Count	220	171		49	64		---	52		102	48		69	59	
Column %	8.5%	6.3%	2.2%	6.4%	7.1%	-0.7%	---	5.8%	---	11.3%	5.3%	6.0%	7.6%	6.6%	1.1%
<b>2-4 weeks</b>															
Count	1477	1429		400	498		---	506		534	474		543	458	
Column %	57.4%	52.9%	4.4%	51.7%	55.3%	-3.5%	---	56.2%	---	59.3%	52.6%	6.7%	60.3%	50.9%	9.4%
<b>1-3 months</b>															
Count	649	831		256	264		---	249		195	291		198	277	
Column %	25.2%	30.8%	-5.6%	33.1%	29.3%	3.8%	---	27.7%	---	21.6%	32.3%	-10.7%	22.0%	30.7%	-8.7%
<b>4-6 months</b>															
Count	168	193		52	56		---	61		47	59		68	78	
Column %	6.5%	7.2%	-0.6%	6.8%	6.3%	0.5%	---	6.8%	---	5.2%	6.6%	-1.3%	7.6%	8.6%	-1.0%
<b>More than 6 months</b>															
Count	56	67		15	17		---	30		22	24		19	25	
Column %	2.2%	2.5%	-0.3%	2.0%	1.9%	0.1%	---	3.4%	---	2.4%	2.7%	-0.3%	2.1%	2.8%	-0.7%
<b>NA/Do not recall</b>															
Count	5	8		1	1		---	1		1	4		3	3	
Column %	0.2%	0.3%	-0.1%	0.1%	0.1%	-0.1%	---	0.1%	---	0.1%	0.5%	-0.4%	0.4%	0.4%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q3 - For accommodation reservations, did you ...?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Use a travel agent</b>															
Count	235	324		73	89		---	115		109	124		53	111	
Column %	9.1%	12.0%	-2.9%	9.4%	9.9%	-0.5%	---	12.8%	---	12.1%	13.8%	-1.7%	5.9%	12.3%	-6.5%
<b>Use reservation service by phone</b>															
Count	920	907		324	336		---	320		306	289		291	281	
Column %	35.8%	33.6%	2.2%	41.9%	37.4%	4.5%	---	35.6%	---	34.0%	32.2%	1.8%	32.3%	31.3%	1.0%
<b>Make a direct call to the property</b>															
Count	533	556		152	165		---	162		162	167		220	224	
Column %	20.7%	20.6%	0.1%	19.6%	18.3%	1.3%	---	18.0%	---	18.0%	18.5%	-0.6%	24.4%	24.9%	-0.5%
<b>Online through a travel web site</b>															
Count	731	701		187	236		---	235		268	246		275	220	
Column %	28.4%	26.0%	2.4%	24.2%	26.2%	-2.0%	---	26.1%	---	29.8%	27.3%	2.5%	30.6%	24.4%	6.2%
<b>Online through property web site</b>															
Count	73	95		21	33		---	27		21	29		31	33	
Column %	2.8%	3.5%	-0.7%	2.7%	3.6%	-0.9%	---	3.0%	---	2.4%	3.2%	-0.9%	3.4%	3.7%	-0.3%
<b>Booked during last visit</b>															
Count	34	56		9	19		---	21		11	24		14	14	
Column %	1.3%	2.1%	-0.8%	1.1%	2.1%	-0.9%	---	2.4%	---	1.2%	2.6%	-1.4%	1.6%	1.5%	0.0%
<b>Made no advance reservation</b>															
Count	46	61		9	23		---	19		23	21		14	17	
Column %	1.8%	2.3%	-0.5%	1.1%	2.5%	-1.4%	---	2.2%	---	2.5%	2.3%	0.2%	1.6%	1.9%	-0.3%
<b>Other</b>															
Count	2	0		0	0		---	0		0	0		2	0	
Column %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	---	0.0%	---	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
<b>Q4a - Average nights in Key West</b>															
Sample Size	1844	2171		626	706			771		611	743		607	723	
Mean	4.58	5.01		4.72	5.18		---	4.70		4.37	5.01		4.64	4.85	
<b>Q4a - Nights spent in Key West</b>															
Sample Size	1844	2171		626	706			771		611	743		607	723	
<b>1 - 3 nights</b>															
Count	617	685		198	198		---	244		235	236		184	251	
Column %	33.5%	31.5%	1.9%	31.7%	28.1%	3.6%	---	31.6%	---	38.5%	31.7%	6.7%	30.3%	34.7%	-4.5%
<b>4 - 7</b>															
Count	1122	1210		399	415		---	459		345	397		378	398	
Column %	60.8%	55.7%	5.1%	63.9%	58.8%	5.0%	---	59.5%	---	56.4%	53.4%	3.0%	62.2%	55.1%	7.1%
<b>8 or more</b>															
Count	105	276		28	92		---	69		31	110		46	74	
Column %	5.7%	12.7%	-7.0%	4.4%	13.0%	-8.6%	---	8.9%	---	5.1%	14.9%	-9.7%	7.6%	10.2%	-2.6%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4b - Average nights in Marathon/Duck Key/KCB Area</b>															
Sample Size	393	394		104	156			113		131	113		158	126	
Mean	2.88	2.83		3.03	2.89		---	2.84		2.69	2.86		2.94	2.74	
<b>Q4b - Nights spent in Marathon</b>															
Sample Size	393	394		104	156			113		131	113		158	126	
<b>1 - 3 nights</b>															
Count	287	274		67	103		---	77		105	76		115	95	
Column %	73.0%	69.5%	3.5%	64.8%	66.4%	-1.6%	---	68.5%	---	80.0%	67.0%	13.1%	72.6%	75.6%	-3.0%
<b>4 - 7</b>															
Count	104	120		37	52		---	35		26	37		42	31	
Column %	26.6%	30.5%	-3.9%	35.2%	33.6%	1.6%	---	31.5%	---	20.0%	33.0%	-13.1%	26.4%	24.4%	2.0%
<b>8 or more</b>															
Count	2	0		0	0		---	0		0	0		2	0	
Column %	0.4%	0.0%	0.4%	0.0%	0.0%	0.0%	---	0.0%	---	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
<b>Q4c - Average nights in Key Largo area</b>															
Sample Size	198	148		24	72			45		74	42		100	35	
Mean	2.64	2.55		2.42	2.51		---	2.25		2.55	2.78		2.76	2.38	
<b>Q4c - Nights spent in Key Largo</b>															
Sample Size	198	148		24	72			45		74	42		100	35	
<b>1 - 3 nights</b>															
Count	155	113		19	56		---	38		62	30		74	27	
Column %	78.7%	76.4%	2.3%	80.5%	78.0%	2.5%	---	84.1%	---	84.0%	72.5%	11.4%	74.3%	77.8%	-3.5%
<b>4 - 7</b>															
Count	42	35		5	16		---	7		12	11		26	8	
Column %	21.3%	23.6%	-2.3%	19.5%	22.0%	-2.5%	---	15.9%	---	16.0%	27.5%	-11.4%	25.7%	22.2%	3.5%
<b>8 or more</b>															
Count	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%
<b>Q4d - Average nights in Lower Keys/Big Pine Key area</b>															
Sample Size	231	160		32	79			69		68	40		131	42	
Mean	2.58	2.58		2.74	2.64		---	2.88		2.73	2.48		2.47	2.55	
<b>Q4d - Nights spent in Lower Keys area</b>															
Sample Size	231	160		32	79			69		68	40		131	42	
<b>1 - 3 nights</b>															
Count	189	132		27	63		---	51		55	34		107	34	
Column %	81.6%	82.0%	-0.3%	82.6%	80.2%	2.4%	---	74.2%	---	81.0%	86.4%	-5.4%	81.7%	81.1%	0.6%
<b>4 - 7</b>															
Count	42	29		6	16		---	18		13	5		24	8	
Column %	18.4%	18.0%	0.3%	17.4%	19.8%	-2.4%	---	25.8%	---	19.0%	13.6%	5.4%	18.3%	18.9%	-0.6%
<b>8 or more</b>															
Count	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%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q4e - Average of nights in Islamorada area</b>															
Sample Size	328	214		42	82			55		128	55		158	77	
Mean	2.76	2.88		2.88	2.75		---	2.94		2.77	2.67		2.72	3.18	
<b>Q4e - Nights spent in Islamorada area</b>															
Sample Size	328	214		42	82			55		128	55		158	77	
<b>1 - 3 nights</b>															
Count	252	150		31	56		---	35		102	44		118	50	
Column %	76.9%	69.9%	6.9%	74.2%	68.0%	6.2%	---	63.8%	---	80.1%	79.1%	1.0%	74.9%	65.3%	9.6%
<b>4 - 7</b>															
Count	76	64		11	26		---	20		25	11		39	27	
Column %	23.0%	30.1%	-7.0%	25.8%	32.0%	-6.2%	---	36.2%	---	19.9%	20.9%	-1.0%	24.9%	34.7%	-9.8%
<b>8 or more</b>															
Count	0	0		0	0		---	0		0	0		0	0	
Column %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	---	0.0%	---	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
<b>Q4f - Average nights in the Keys</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	4.51	4.96		4.57	5.24		---	4.90		4.17	4.90		4.79	4.76	
<b>Q4f - Total nights spent in the Keys</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>1 - 3 nights</b>															
Count	1050	918		276	256		---	282		448	315		326	348	
Column %	40.8%	34.0%	6.8%	35.7%	28.4%	7.2%	---	31.4%	---	49.7%	35.0%	14.8%	36.2%	38.6%	-2.4%
<b>4 - 7</b>															
Count	1308	1413		458	507		---	502		386	455		464	452	
Column %	50.8%	52.3%	-1.5%	59.2%	56.3%	2.9%	---	55.8%	---	42.9%	50.5%	-7.6%	51.5%	50.2%	1.4%
<b>8 or more</b>															
Count	216	369		39	137		---	115		66	130		110	101	
Column %	8.4%	13.7%	-5.3%	5.1%	15.3%	-10.2%	---	12.8%	---	7.3%	14.5%	-7.2%	12.3%	11.2%	1.0%
<b>Q5 - Average number of people in party</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	4.07	4.33		4.03	4.43		---	4.42		3.72	4.25		4.46	4.33	
<b>Q5 - Total in party</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>1 in party</b>															
Count	4	5		0	3		---	0		2	2		2	0	
Column %	0.1%	0.2%	0.0%	0.0%	0.3%	-0.3%	---	0.0%	---	0.2%	0.2%	0.0%	0.2%	0.0%	0.2%
<b>2</b>															
Count	518	650		166	192		---	163		236	235		116	223	
Column %	20.1%	24.1%	-4.0%	21.4%	21.3%	0.1%	---	18.1%	---	26.3%	26.1%	0.1%	12.9%	24.8%	-12.0%
<b>3 - 5</b>															
Count	1604	1529		467	513		---	536		564	497		572	519	
Column %	62.3%	56.6%	5.7%	60.4%	57.0%	3.4%	---	59.5%	---	62.7%	55.2%	7.5%	63.6%	57.7%	5.9%
<b>6 - 9</b>															
Count	419	417		134	168		---	178		87	141		198	108	
Column %	16.3%	15.5%	0.8%	17.3%	18.6%	-1.3%	---	19.8%	---	9.6%	15.7%	-6.1%	22.0%	12.0%	9.9%
<b>10 or more</b>															
Count	30	98		7	24		---	23		11	25		12	49	
Column %	1.2%	3.6%	-2.5%	0.9%	2.7%	-1.8%	---	2.6%	---	1.2%	2.8%	-1.6%	1.4%	5.5%	-4.1%



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q5 - Average number in party under age 17</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	0.77	0.77		0.79	0.85		---	0.70		0.63	0.83		0.88	0.63	
<b>Q5 - Under age 17 in party</b>															
Sample Size	982	972		324	353			300		297	335		361	285	
<b>1 under 17</b>															
Count	314	284		108	93		---	94		108	95		98	95	
Column %	32.0%	29.2%	2.9%	33.4%	26.4%	7.0%	---	31.5%	---	36.5%	28.5%	8.0%	27.2%	33.3%	-6.2%
<b>2</b>															
Count	410	410		148	141		---	117		123	133		139	136	
Column %	41.8%	42.2%	-0.4%	45.7%	40.1%	5.6%	---	39.2%	---	41.6%	39.7%	1.9%	38.5%	47.7%	-9.2%
<b>3 or more</b>															
Count	257	279		68	118		---	88		65	107		124	54	
Column %	26.2%	28.7%	-2.5%	20.9%	33.5%	-12.6%	---	29.4%	---	22.0%	31.8%	-9.9%	34.3%	19.0%	15.4%
<b>Q5a - Traveling with:</b>															
Sample Size	2554	2687		774	897			898		889	894		891	896	
Valid Cases	2554	2687		774	897			898		889	894		891	896	
Total Mentions	2989	3346		943	1165			1123		1024	1095		1021	1086	
<b>Spouse/Partner/Girl - Boy friend</b>															
Mentions	644	898		247	307			243		241	299		157	292	
% Valid Cases	25.2%	33.4%	-8.2%	31.9%	34.2%	-2.3%	---	27.1%	---	27.1%	33.4%	-6.3%	17.6%	32.6%	-15.1%
% Total Mentions	21.6%	26.8%	-5.3%	26.2%	26.3%	-0.2%	---	21.6%	---	23.5%	27.3%	-3.8%	15.3%	26.9%	-11.6%
<b>Children/Step-children</b>															
Mentions	642	842		220	323			286		204	298		218	222	
% Valid Cases	25.1%	31.3%	-6.2%	28.4%	36.0%	-7.6%	---	31.9%	---	23.0%	33.3%	-10.3%	24.4%	24.7%	-0.3%
% Total Mentions	21.5%	25.2%	-3.7%	23.3%	27.7%	-4.4%	---	25.5%	---	19.9%	27.2%	-7.3%	21.3%	20.4%	0.9%
<b>Parents/Grandparents</b>															
Mentions	263	255		110	89			72		80	73		74	93	
% Valid Cases	10.3%	9.5%	0.8%	14.2%	10.0%	4.2%	---	8.1%	---	8.9%	8.1%	0.8%	8.3%	10.3%	-2.1%
% Total Mentions	8.8%	7.6%	1.2%	11.6%	7.7%	4.0%	---	6.5%	---	7.8%	6.7%	1.1%	7.2%	8.5%	-1.3%
<b>Grandchildren</b>															
Mentions	220	95		53	26			23		45	18		123	52	
% Valid Cases	8.6%	3.5%	5.1%	6.8%	2.9%	3.9%	---	2.5%	---	5.1%	2.0%	3.1%	13.8%	5.8%	8.0%
% Total Mentions	7.4%	2.8%	4.5%	5.6%	2.2%	3.4%	---	2.0%	---	4.4%	1.6%	2.8%	12.0%	4.7%	7.3%
<b>Friends - all same gender</b>															
Mentions	421	470		108	155			203		150	151		163	164	
% Valid Cases	16.5%	17.5%	-1.0%	14.0%	17.3%	-3.3%	---	22.6%	---	16.9%	16.9%	0.0%	18.3%	18.3%	0.0%
% Total Mentions	14.1%	14.0%	0.1%	11.5%	13.3%	-1.8%	---	18.0%	---	14.6%	13.8%	0.9%	16.0%	15.1%	0.9%
<b>Friends - different genders</b>															
Mentions	202	247		49	92			106		81	76		73	79	
% Valid Cases	7.9%	9.2%	-1.3%	6.3%	10.2%	-4.0%	---	11.9%	---	9.1%	8.6%	0.6%	8.1%	8.8%	-0.6%
% Total Mentions	6.8%	7.4%	-0.6%	5.2%	7.9%	-2.7%	---	9.5%	---	7.9%	7.0%	0.9%	7.1%	7.2%	-0.1%
<b>Other family</b>															
Mentions	594	533		157	172			188		223	179		213	182	
% Valid Cases	23.3%	19.8%	3.4%	20.3%	19.2%	1.2%	---	20.9%	---	25.1%	20.0%	5.1%	23.9%	20.3%	3.6%
% Total Mentions	19.9%	15.9%	4.0%	16.7%	14.7%	1.9%	---	16.7%	---	21.8%	16.3%	5.5%	20.9%	16.8%	4.1%
<b>Pets</b>															
Mentions	2	3		0	2			2		0	2		2	0	
% Valid Cases	0.1%	0.1%	0.0%	0.0%	0.2%	-0.2%	---	0.2%	---	0.0%	0.2%	-0.2%	0.2%	0.0%	0.2%
% Total Mentions	0.1%	0.1%	0.0%	0.0%	0.1%	-0.1%	---	0.1%	---	0.0%	0.1%	-0.1%	0.2%	0.0%	0.2%
<b>Other</b>															
Mentions	0	3		0	0			0		0	0		0	3	
% Valid Cases	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	---	0.0%	---	0.0%	0.0%	0.0%	0.0%	0.4%	-0.4%
% Total Mentions	0.0%	0.1%	-0.1%	0.0%	0.0%	0.0%	---	0.0%	---	0.0%	0.0%	0.0%	0.0%	0.3%	-0.3%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q6 - Overall satisfaction with Keys vacation</b>															
Sample Size	2410	2644		731	884			884		812	885		868	876	
<b>Rate 4-5 satisfaction</b>															
Count	2373	2604		723	873		---	869		796	871		854	861	
Column %	98.5%	98.5%	0.0%	99.0%	98.8%	0.3%	---	98.3%	---	98.1%	98.4%	-0.3%	98.4%	98.3%	0.1%
<b>Rate 1-2 satisfaction</b>															
Count	1	5		0	1		---	0		1	1		0	3	
Column %	0.0%	0.2%	-0.2%	0.0%	0.1%	-0.1%	---	0.0%	---	0.1%	0.2%	-0.1%	0.0%	0.3%	-0.3%
<b>3 Neutral</b>															
Count	36	35		7	10		---	15		15	13		14	12	
Column %	1.5%	1.3%	0.2%	1.0%	1.1%	-0.1%	---	1.7%	---	1.9%	1.4%	0.4%	1.6%	1.4%	0.2%
<b>Q7 - Internet tools used to plan trip</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Traveler online review site</b>															
Count	455	418		148	88		---	139		173	171		134	159	
Column %	17.7%	15.5%	2.2%	19.1%	9.8%	9.3%	---	15.4%	---	19.2%	18.9%	0.3%	14.9%	17.7%	-2.8%
<b>Social site (Facebook, Twitter...)</b>															
Count	646	875		218	328		---	320		214	272		213	275	
Column %	25.1%	32.4%	-7.3%	28.2%	36.5%	-8.3%	---	35.6%	---	23.8%	30.2%	-6.4%	23.7%	30.5%	-6.8%
<b>A blog about travel</b>															
Count	633	775		198	264		---	266		197	271		237	240	
Column %	24.6%	28.7%	-4.1%	25.6%	29.3%	-3.7%	---	29.5%	---	21.9%	30.1%	-8.2%	26.3%	26.7%	-0.4%
<b>FL Keys official website</b>															
Count	587	492		129	184		---	125		205	152		253	155	
Column %	22.8%	18.2%	4.6%	16.7%	20.5%	-3.8%	---	13.9%	---	22.8%	16.9%	5.9%	28.1%	17.3%	10.8%
<b>NA/DK</b>															
Count	254	140		81	35		---	50		110	35		63	70	
Column %	9.9%	5.2%	4.7%	10.4%	3.9%	6.5%	---	5.6%	---	12.2%	3.9%	8.4%	7.0%	7.8%	-0.8%
<b>Q7b - Looked for special deal when planning trip?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Yes</b>															
Count	1410	1660		469	564		---	552		447	551		495	545	
Column %	54.8%	61.5%	-6.7%	60.6%	62.6%	-2.0%	---	61.3%	---	49.6%	61.2%	-11.6%	55.0%	60.6%	-5.6%
<b>No</b>															
Count	974	952		248	320		---	314		372	319		354	314	
Column %	37.9%	35.2%	2.6%	32.0%	35.5%	-3.5%	---	34.9%	---	41.4%	35.4%	6.0%	39.3%	34.8%	4.5%
<b>NA/DK</b>															
Count	189	88		57	17		---	34		81	30		52	41	
Column %	7.4%	3.3%	4.1%	7.4%	1.9%	5.5%	---	3.8%	---	9.0%	3.4%	5.6%	5.7%	4.6%	1.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q8 - How likely to recommend Keys to a friend?</b>															
Sample Size	2439	2622		725	880			873		844	877		870	865	
<b>Rate 4-5 recommend</b>															
Count	2206	2426	-2.1%	689	827	1.1%	---	814	---	746	789	-1.5%	771	809	-5.0%
Column %	90.5%	92.5%		95.1%	94.0%			93.2%		88.5%	90.0%		88.6%	93.6%	
<b>Rate 1-2 recommend</b>															
Count	33	31	0.2%	5	9	-0.4%	---	6	---	13	14	0.0%	15	8	0.8%
Column %	1.4%	1.2%		0.7%	1.1%			0.7%		1.6%	1.6%		1.7%	0.9%	
<b>3 Neutral</b>															
Count	199	165	1.9%	31	44	-0.7%	---	54	---	84	73	1.6%	85	48	4.2%
Column %	8.2%	6.3%		4.2%	5.0%			6.1%		9.9%	8.4%		9.7%	5.5%	
<b>Q9 - Seen/heard advertising</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Valid Cases	2574	2700		774	900			900		900	900		900	900	
Total Mentions	2585	2728		775	915			908		904	907		906	906	
<b>No</b>															
Mentions	907	613	12.5%	199	133	11.0%	---	227	---	368	225	15.9%	340	256	9.4%
% Valid Cases	35.2%	22.7%		25.7%	14.7%			25.2%		40.9%	25.0%		37.7%	28.4%	
% Total Mentions	35.1%	22.5%		25.7%	14.5%			25.0%		40.8%	24.8%		37.5%	28.2%	
<b>Yes, Television</b>															
Mentions	725	836	-2.8%	233	252	2.1%	---	270	---	213	297	-9.4%	279	287	-0.9%
% Valid Cases	28.2%	31.0%		30.1%	28.0%			30.0%		23.6%	33.0%		31.0%	31.8%	
% Total Mentions	28.0%	30.6%		30.1%	27.6%			29.7%		23.5%	32.8%		30.8%	31.6%	
<b>Yes, Radio</b>															
Mentions	385	471	-2.5%	127	165	-2.0%	---	158	---	142	156	-1.5%	116	149	-3.7%
% Valid Cases	14.9%	17.4%		16.4%	18.4%			17.6%		15.8%	17.3%		12.9%	16.6%	
% Total Mentions	14.9%	17.3%		16.3%	18.1%			17.4%		15.7%	17.2%		12.8%	16.5%	
<b>Yes, Magazine</b>															
Mentions	333	435	-3.2%	140	159	0.4%	---	133	---	91	144	-5.8%	102	132	-3.3%
% Valid Cases	12.9%	16.1%		18.1%	17.7%			14.8%		10.2%	16.0%		11.3%	14.6%	
% Total Mentions	12.9%	15.9%		18.1%	17.4%			14.7%		10.1%	15.9%		11.2%	14.5%	
<b>Yes, Newspaper</b>															
Mentions	61	102	-1.4%	15	42	-2.8%	---	28	---	26	31	-0.7%	21	29	-0.9%
% Valid Cases	2.4%	3.8%		1.9%	4.7%			3.1%		2.8%	3.5%		2.3%	3.2%	
% Total Mentions	2.4%	3.8%		1.9%	4.6%			3.1%		2.8%	3.5%		2.3%	3.2%	
<b>Yes, Internet/Email newsletter</b>															
Mentions	63	191	-4.6%	17	130	-12.2%	---	62	---	24	29	-0.5%	22	32	-1.1%
% Valid Cases	2.5%	7.1%		2.2%	14.4%			6.9%		2.7%	3.2%		2.5%	3.6%	
% Total Mentions	2.4%	7.0%		2.2%	14.2%			6.9%		2.7%	3.2%		2.4%	3.6%	
<b>Yes, but don't remember where</b>															
Mentions	112	79	1.4%	45	34	2.1%	---	30	---	40	24	1.7%	28	22	0.7%
% Valid Cases	4.3%	2.9%		5.8%	3.7%			3.3%		4.4%	2.7%		3.1%	2.4%	
% Total Mentions	4.3%	2.9%		5.8%	3.7%			3.3%		4.4%	2.7%		3.0%	2.4%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q10 - What influenced you to first think FL Keys for this trip?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Friend/family recommendation</b>															
Count	826	755		212	195		---	288		324	276		290	284	
Column %	32.1%	28.0%	4.1%	27.4%	21.7%	5.8%	---	32.0%	---	36.0%	30.7%	5.3%	32.2%	31.6%	0.6%
<b>Advertisement seen</b>															
Count	550	623		180	188		---	252		172	229		198	206	
Column %	21.4%	23.1%	-1.7%	23.3%	20.9%	2.4%	---	28.0%	---	19.1%	25.5%	-6.3%	22.0%	22.8%	-0.9%
<b>TV show/article seen</b>															
Count	361	448		120	172		---	128		105	143		137	133	
Column %	14.0%	16.6%	-2.5%	15.5%	19.1%	-3.6%	---	14.3%	---	11.6%	15.9%	-4.2%	15.2%	14.8%	0.4%
<b>Travel show/travel agent</b>															
Count	228	278		92	110		---	71		73	83		63	85	
Column %	8.9%	10.3%	-1.4%	11.9%	12.2%	-0.3%	---	7.9%	---	8.1%	9.2%	-1.1%	7.0%	9.5%	-2.4%
<b>Online review/blog article</b>															
Count	168	201		66	81		---	43		58	63		45	56	
Column %	6.5%	7.4%	-0.9%	8.5%	9.0%	-0.5%	---	4.7%	---	6.4%	7.0%	-0.6%	5.0%	6.2%	-1.3%
<b>Been here before</b>															
Count	124	156		30	50		---	52		52	47		41	60	
Column %	4.8%	5.8%	-1.0%	3.9%	5.6%	-1.7%	---	5.7%	---	5.8%	5.2%	0.7%	4.6%	6.6%	-2.1%
<b>Always wanted to go here</b>															
Count	77	75		17	43		---	27		26	16		34	16	
Column %	3.0%	2.8%	0.2%	2.2%	4.8%	-2.5%	---	3.0%	---	2.8%	1.8%	1.1%	3.8%	1.8%	2.0%
<b>Activity/event you wanted to do</b>															
Count	109	73		17	31		---	14		43	21		49	21	
Column %	4.2%	2.7%	1.5%	2.1%	3.5%	-1.3%	---	1.5%	---	4.7%	2.4%	2.4%	5.5%	2.3%	3.2%
<b>None of these</b>															
Count	130	91		39	30		---	26		48	22		43	40	
Column %	5.1%	3.4%	1.7%	5.1%	3.3%	1.7%	---	2.9%	---	5.4%	2.4%	3.0%	4.8%	4.4%	0.4%
<b>Q11a - Participated in Scuba diving</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	2042	2123		624	753		---	720		717	719		701	652	
Column %	79.3%	78.6%	0.7%	80.7%	83.6%	-2.9%	---	80.0%	---	79.6%	79.9%	-0.3%	77.9%	72.4%	5.5%
<b>Yes</b>															
Count	532	577		149	147		---	180		183	181		199	248	
Column %	20.7%	21.4%	-0.7%	19.3%	16.4%	2.9%	---	20.0%	---	20.4%	20.1%	0.3%	22.1%	27.6%	-5.4%
<b>Q11b - Participated in Snorkeling</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1835	1280		546	535		---	384		623	330		666	415	
Column %	71.3%	47.4%	23.9%	70.5%	59.5%	11.1%	---	42.7%	---	69.2%	36.7%	32.6%	74.0%	46.1%	27.9%
<b>Yes</b>															
Count	739	1420		228	365		---	516		277	570		234	485	
Column %	28.7%	52.6%	-23.9%	29.5%	40.5%	-11.1%	---	57.3%	---	30.8%	63.3%	-32.6%	26.0%	53.9%	-27.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11c - Participated in Fishing</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1766	1409		482	530		---	487		622	401		661	478	
Column %	68.6%	52.2%	16.4%	62.3%	58.8%	3.5%	---	54.2%	---	69.1%	44.6%	24.6%	73.5%	53.2%	20.3%
<b>Yes</b>															
Count	808	1291		291	370		---	413		278	499		239	422	
Column %	31.4%	47.8%	-16.4%	37.7%	41.2%	-3.5%	---	45.8%	---	30.9%	55.4%	-24.6%	26.5%	46.8%	-20.3%
<b>Q11d - Participated in Viewing wildlife</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1263	947		367	325		---	309		437	265		460	356	
Column %	49.1%	35.1%	14.0%	47.4%	36.2%	11.3%	---	34.3%	---	48.5%	29.5%	19.0%	51.1%	39.6%	11.5%
<b>Yes</b>															
Count	1310	1753		407	575		---	591		463	635		440	544	
Column %	50.9%	64.9%	-14.0%	52.6%	63.8%	-11.3%	---	65.7%	---	51.5%	70.5%	-19.0%	48.9%	60.4%	-11.5%
<b>Q11e - Participated in Boating</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1331	1057		296	397		---	357		515	304		520	357	
Column %	51.7%	39.2%	12.6%	38.2%	44.1%	-5.9%	---	39.6%	---	57.2%	33.7%	23.5%	57.8%	39.7%	18.2%
<b>Yes</b>															
Count	1243	1643		478	503		---	543		385	596		380	543	
Column %	48.3%	60.8%	-12.6%	61.8%	55.9%	5.9%	---	60.4%	---	42.8%	66.3%	-23.5%	42.2%	60.3%	-18.2%
<b>Q11f - Participated in Beach activities</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1037	805		311	270		---	234		381	241		345	294	
Column %	40.3%	29.8%	10.5%	40.3%	30.0%	10.3%	---	26.0%	---	42.3%	26.8%	15.5%	38.3%	32.7%	5.6%
<b>Yes</b>															
Count	1537	1895		462	630		---	666		519	659		555	606	
Column %	59.7%	70.2%	-10.5%	59.7%	70.0%	-10.3%	---	74.0%	---	57.7%	73.2%	-15.5%	61.7%	67.3%	-5.6%
<b>Q11g - Participated in Dining out</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	911	690		256	203		---	229		349	216		305	271	
Column %	35.4%	25.6%	9.8%	33.1%	22.5%	10.6%	---	25.4%	---	38.8%	24.0%	14.8%	33.9%	30.1%	3.7%
<b>Yes</b>															
Count	1663	2010		517	697		---	671		551	684		595	629	
Column %	64.6%	74.4%	-9.8%	66.9%	77.5%	-10.6%	---	74.6%	---	61.2%	76.0%	-14.8%	66.1%	69.9%	-3.7%
<b>Q11h - Participated in Visit museums/historic areas</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1541	837		381	245		---	272		590	245		570	347	
Column %	59.9%	31.0%	28.9%	49.3%	27.3%	22.0%	---	30.2%	---	65.5%	27.2%	38.3%	63.3%	38.6%	24.8%
<b>Yes</b>															
Count	1033	1863		393	655		---	628		310	655		330	553	
Column %	40.1%	69.0%	-28.9%	50.7%	72.7%	-22.0%	---	69.8%	---	34.5%	72.8%	-38.3%	36.7%	61.4%	-24.8%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q11i - Participated in Sightseeing and attractions</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1292	955		274	307		---	308		525	310		493	338	
Column %	50.2%	35.4%	14.8%	35.4%	34.1%	1.4%	---	34.3%	---	58.3%	34.5%	23.9%	54.8%	37.5%	17.3%
<b>Yes</b>															
Count	1282	1745		500	593		---	592		375	590		407	562	
Column %	49.8%	64.6%	-14.8%	64.6%	65.9%	-1.4%	---	65.7%	---	41.7%	65.5%	-23.9%	45.2%	62.5%	-17.3%
<b>Q11j - Participated in Cultural events</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1856	1245		472	449		---	444		669	375		716	421	
Column %	72.1%	46.1%	26.0%	60.9%	49.9%	11.0%	---	49.4%	---	74.3%	41.7%	32.6%	79.5%	46.7%	32.8%
<b>Yes</b>															
Count	718	1455		302	451		---	456		231	525		184	479	
Column %	27.9%	53.9%	-26.0%	39.1%	50.1%	-11.0%	---	50.6%	---	25.7%	58.3%	-32.6%	20.5%	53.3%	-32.8%
<b>Q11k - Participated in Wedding/commitment ceremony</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	2138	2096		600	757		---	719		787	665		750	674	
Column %	83.1%	77.6%	5.4%	77.6%	84.1%	-6.6%	---	79.9%	---	87.5%	73.9%	13.6%	83.3%	74.9%	8.4%
<b>Yes</b>															
Count	436	604		174	143		---	181		113	235		150	226	
Column %	16.9%	22.4%	-5.4%	22.4%	15.9%	6.6%	---	20.1%	---	12.5%	26.1%	-13.6%	16.7%	25.1%	-8.4%
<b>Q11l - Participated in Going out to bars/nightlife</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	993	802		243	281		---	246		474	254		276	268	
Column %	38.6%	29.7%	8.8%	31.4%	31.2%	0.2%	---	27.3%	---	52.6%	28.2%	24.5%	30.7%	29.8%	0.9%
<b>Yes</b>															
Count	1581	1898		531	619		---	654		426	646		624	632	
Column %	61.4%	70.3%	-8.8%	68.6%	68.8%	-0.2%	---	72.7%	---	47.4%	71.8%	-24.5%	69.3%	70.2%	-0.9%
<b>Q11m - Participated in Spa/health club/gym</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>No</b>															
Count	1550	1302		396	558		---	481		634	394		520	350	
Column %	60.2%	48.2%	12.0%	51.2%	62.0%	-10.9%	---	53.5%	---	70.4%	43.8%	26.7%	57.8%	38.9%	18.9%
<b>Yes</b>															
Count	1024	1398		378	342		---	419		266	506		380	550	
Column %	39.8%	51.8%	-12.0%	48.8%	38.0%	10.9%	---	46.5%	---	29.6%	56.2%	-26.7%	42.2%	61.1%	-18.9%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q12a - Average amount party spent per night on lodging</b>															
Sample Size	2574	2700		774	900			898		900	900		900	900	
Mean	230.37	244.78		244.90	242.77		---	240.18		223.82	249.12		224.43	242.44	
<b>Q12b - Average amount party spent on transportation in the Keys</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	113.20	113.24		113.22	116.82		---	114.44		108.07	110.33		118.30	112.56	
<b>Q12c - Average amount party spent on Water-oriented activities</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	126.63	131.56		117.74	129.44		---	136.16		133.85	134.89		127.05	130.35	
<b>Q12d - Average amount party spent on Land-oriented activities</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	117.75	130.62		121.08	134.66		---	134.25		109.71	128.81		122.91	128.40	
<b>Q12e - Average amount party spent per day on food/beverages</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	178.09	167.95		164.07	161.90		---	159.53		181.87	169.39		186.36	172.54	
<b>Q12f - Average amount party spent on souvenirs, gifts, film, clothing</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	38.97	48.42		41.29	47.71		---	48.50		36.28	48.39		39.68	49.17	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q14 - Which best describes why you came to the Keys?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>To relax and escape</b>															
Count	339	265		104	76		---	86		138	89		96	99	
Column %	13.2%	9.8%	3.4%	13.5%	8.5%	5.0%	---	9.6%	---	15.4%	9.9%	5.4%	10.7%	11.0%	-0.3%
<b>To go scuba diving</b>															
Count	55	108		25	33		---	41		24	35		6	40	
Column %	2.1%	4.0%	-1.8%	3.2%	3.7%	-0.5%	---	4.6%	---	2.6%	3.8%	-1.2%	0.7%	4.4%	-3.7%
<b>To go fishing</b>															
Count	71	80		19	30		---	28		27	26		25	25	
Column %	2.8%	3.0%	-0.2%	2.5%	3.3%	-0.8%	---	3.1%	---	3.0%	2.8%	0.2%	2.8%	2.8%	0.0%
<b>To experience adventure</b>															
Count	248	247		77	96		---	71		85	66		85	85	
Column %	9.6%	9.1%	0.5%	10.0%	10.6%	-0.6%	---	7.9%	---	9.4%	7.4%	2.0%	9.5%	9.4%	0.1%
<b>To experience culture, arts, history</b>															
Count	135	176		44	51		---	43		38	65		53	60	
Column %	5.3%	6.5%	-1.3%	5.7%	5.7%	0.0%	---	4.7%	---	4.2%	7.2%	-3.0%	5.9%	6.7%	-0.8%
<b>To experience Nightlife</b>															
Count	171	179		59	42		---	59		69	62		42	74	
Column %	6.6%	6.6%	0.0%	7.7%	4.7%	3.0%	---	6.5%	---	7.7%	6.9%	0.8%	4.7%	8.2%	-3.5%
<b>To experience a better climate</b>															
Count	202	258		55	74		---	92		81	111		66	74	
Column %	7.8%	9.6%	-1.7%	7.1%	8.2%	-1.1%	---	10.3%	---	9.0%	12.3%	-3.3%	7.4%	8.2%	-0.8%
<b>To go somewhere new</b>															
Count	187	163		59	52		---	63		61	61		66	50	
Column %	7.3%	6.0%	1.2%	7.7%	5.8%	1.8%	---	7.0%	---	6.8%	6.8%	0.1%	7.4%	5.5%	1.9%
<b>High quality accommodations</b>															
Count	188	187		54	63		---	64		72	58		62	65	
Column %	7.3%	6.9%	0.4%	6.9%	7.0%	-0.1%	---	7.1%	---	8.0%	6.5%	1.5%	6.9%	7.3%	-0.3%
<b>Somewhere safe and convenient</b>															
Count	164	147		58	44		---	50		43	51		63	52	
Column %	6.4%	5.4%	0.9%	7.5%	4.9%	2.6%	---	5.6%	---	4.8%	5.7%	-0.8%	7.0%	5.8%	1.2%
<b>Somewhere that was a good value</b>															
Count	164	179		60	63		---	53		43	65		62	51	
Column %	6.4%	6.6%	-0.3%	7.7%	7.0%	0.7%	---	5.9%	---	4.8%	7.2%	-2.5%	6.8%	5.7%	1.2%
<b>Somewhere that is family friendly</b>															
Count	271	257		47	126		---	106		82	68		142	64	
Column %	10.5%	9.5%	1.0%	6.1%	14.0%	-7.9%	---	11.8%	---	9.1%	7.5%	1.5%	15.8%	7.1%	8.7%
<b>To experience romance</b>															
Count	252	241		55	74		---	85		105	75		92	92	
Column %	9.8%	8.9%	0.9%	7.1%	8.2%	-1.1%	---	9.5%	---	11.7%	8.4%	3.3%	10.2%	10.2%	0.0%
<b>Green vacation</b>															
Count	115	199		56	69		---	54		25	66		34	64	
Column %	4.5%	7.4%	-2.9%	7.2%	7.6%	-0.5%	---	6.0%	---	2.8%	7.4%	-4.6%	3.8%	7.1%	-3.3%
<b>Other</b>															
Count	6	3		0	2		---	0		3	0		3	2	
Column %	0.2%	0.1%	0.1%	0.0%	0.2%	-0.2%	---	0.0%	---	0.3%	0.0%	0.3%	0.3%	0.2%	0.2%
<b>Don't know/no answer</b>															
Count	5	11		1	6		---	3		3	1		1	4	
Column %	0.2%	0.4%	-0.2%	0.1%	0.7%	-0.5%	---	0.3%	---	0.4%	0.1%	0.3%	0.1%	0.4%	-0.4%



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15a - Did/will you visit somewhere else in FL on this trip?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Yes</b>															
Count	1386	1646		484	544		---	540		410	556		491	546	
Column %	53.8%	61.0%	-7.1%	62.5%	60.5%	2.1%	---	59.9%	---	45.6%	61.8%	-16.2%	54.6%	60.7%	-6.1%
<b>No</b>															
Count	1188	1054		290	356		---	360		490	344		409	354	
Column %	46.2%	39.0%	7.1%	37.5%	39.5%	-2.1%	---	40.1%	---	54.4%	38.2%	16.2%	45.4%	39.3%	6.1%
<b>Q15b - If yes, Where? (closest city)</b>															
Sample Size	1386	1646		484	544			540		410	556		491	546	
<b>Miami</b>															
Count	151	46		45	18		---	12		38	16		68	12	
Column %	10.9%	2.8%	8.1%	9.3%	3.4%	6.0%	---	2.2%	---	9.3%	2.9%	6.4%	13.7%	2.1%	11.6%
<b>Orlando</b>															
Count	510	871		242	336		---	277		128	240		140	296	
Column %	36.8%	52.9%	-16.1%	50.0%	61.6%	-11.6%	---	51.4%	---	31.3%	43.2%	-11.9%	28.5%	54.2%	-25.7%
<b>Ft Lauderdale</b>															
Count	315	323		91	88		---	120		89	135		135	100	
Column %	22.7%	19.6%	3.1%	18.8%	16.2%	2.6%	---	22.2%	---	21.8%	24.3%	-2.5%	27.4%	18.3%	9.1%
<b>West Palm/Palm Beach</b>															
Count	201	219		54	34		---	58		84	98		64	87	
Column %	14.5%	13.3%	1.2%	11.1%	6.2%	4.9%	---	10.8%	---	20.4%	17.6%	2.7%	13.0%	15.9%	-2.9%
<b>Tampa area</b>															
Count	98	120		20	42		---	43		33	45		44	32	
Column %	7.0%	7.3%	-0.2%	4.1%	7.8%	-3.7%	---	8.0%	---	8.1%	8.1%	0.0%	9.0%	5.9%	3.1%
<b>Panhandle</b>															
Count	45	28		12	11		---	19		16	10		18	7	
Column %	3.3%	1.7%	1.5%	2.4%	2.0%	0.4%	---	3.5%	---	3.8%	1.8%	2.0%	3.6%	1.3%	2.3%
<b>Ft Myers/Naples area</b>															
Count	61	36		18	13		---	10		22	12		22	12	
Column %	4.4%	2.2%	2.2%	3.7%	2.3%	1.3%	---	1.9%	---	5.4%	2.1%	3.3%	4.4%	2.2%	2.2%
<b>Other</b>															
Count	5	3		3	3		---	0		0	0		2	0	
Column %	0.3%	0.2%	0.2%	0.6%	0.5%	0.2%	---	0.0%	---	0.0%	0.1%	-0.1%	0.3%	0.0%	0.3%
<b>DK</b>															
Count	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%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q15c - Do you own a second home in FL?</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Yes</b>															
Count	243	311	-2.1%	83	93	0.4%	---	90	---	76	126	-5.5%	84	92	-0.9%
Column %	9.4%	11.5%		10.7%	10.3%		---	10.0%	---	8.4%	14.0%		9.3%	10.2%	
<b>No</b>															
Count	2331	2389	2.1%	691	807	-0.4%	---	810	---	824	774	5.5%	816	808	0.9%
Column %	90.6%	88.5%		89.3%	89.7%		---	90.0%	---	91.6%	86.0%		90.7%	89.8%	
<b>NA</b>															
Count	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%
<b>Q15d - If yes, Where? (closest city)</b>															
Sample Size	243	311		83	93			90		76	126		84	92	
<b>Miami</b>															
Count	27	26	2.5%	4	7	-2.9%	---	7	---	16	8	15.1%	6	11	-4.5%
Column %	11.0%	8.5%		5.0%	7.8%		---	8.1%	---	21.5%	6.4%		7.6%	12.1%	
<b>Orlando</b>															
Count	53	67	0.4%	16	22	-4.9%	---	14	---	14	22	1.4%	23	22	3.0%
Column %	21.9%	21.5%		19.0%	24.0%		---	16.1%	---	18.9%	17.5%		27.4%	24.4%	
<b>Ft Lauderdale</b>															
Count	76	89	2.5%	30	29	4.5%	---	27	---	27	36	6.7%	19	24	-3.3%
Column %	31.2%	28.7%		36.2%	31.7%		---	29.6%	---	35.4%	28.7%		22.3%	25.7%	
<b>West Palm/Palm Beach</b>															
Count	51	60	1.7%	21	13	10.9%	---	17	---	6	27	-13.5%	24	20	7.1%
Column %	21.1%	19.3%		25.5%	14.6%		---	18.5%	---	7.7%	21.1%		28.8%	21.7%	
<b>Tampa area</b>															
Count	22	33	-1.4%	6	9	-2.6%	---	16	---	6	12	-1.4%	10	12	-0.7%
Column %	9.1%	10.5%		7.1%	9.7%		---	17.6%	---	8.3%	9.6%		12.0%	12.7%	
<b>Ft Myers/Naples area</b>															
Count	7	24	-5.0%	2	8	-6.3%	---	2	---	5	13	-4.2%	0	3	-3.1%
Column %	2.8%	7.8%		2.7%	9.0%		---	2.7%	---	6.2%	10.4%		0.0%	3.1%	
<b>Other</b>															
Count	7	11		4	3	1.3%	---	7	---	2	8	-4.2%	2	0	1.5%
Column %	2.9%	3.6%		4.6%	3.3%		---	7.4%	---	2.1%	6.3%		1.9%	0.4%	

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>USA</b>															
Count	1179	995		337	370		---	370		471	286		371	339	
Column %	45.8%	36.9%	9.0%	43.6%	41.2%	2.4%	---	41.1%	---	52.4%	31.7%	20.6%	41.2%	37.6%	3.5%
<b>Argentina</b>															
Count	35	73		16	27		---	27		9	26		10	20	
Column %	1.4%	2.7%	-1.3%	2.0%	3.0%	-1.0%	---	3.0%	---	1.0%	2.8%	-1.9%	1.2%	2.3%	-1.1%
<b>Brazil</b>															
Count	64	105		28	36		---	36		13	39		23	30	
Column %	2.5%	3.9%	-1.4%	3.6%	4.0%	-0.4%	---	4.0%	---	1.5%	4.3%	-2.8%	2.5%	3.4%	-0.9%
<b>Canada</b>															
Count	538	653		198	239		---	209		134	199		206	216	
Column %	20.9%	24.2%	-3.3%	25.6%	26.6%	-0.9%	---	23.2%	---	14.9%	22.1%	-7.2%	22.9%	24.0%	-1.1%
<b>France</b>															
Count	136	222		65	70		---	57		41	72		31	79	
Column %	5.3%	8.2%	-2.9%	8.3%	7.8%	0.5%	---	6.3%	---	4.5%	8.0%	-3.5%	3.4%	8.8%	-5.4%
<b>Germany</b>															
Count	63	99		21	24		---	19		24	30		19	45	
Column %	2.5%	3.7%	-1.2%	2.7%	2.7%	0.0%	---	2.1%	---	2.6%	3.3%	-0.7%	2.1%	5.0%	-2.9%
<b>Italy</b>															
Count	35	87		13	27		---	15		13	29		9	30	
Column %	1.4%	3.2%	-1.8%	1.7%	3.0%	-1.3%	---	1.7%	---	1.4%	3.2%	-1.8%	1.0%	3.4%	-2.3%
<b>Middle East</b>															
Count	2	9		1	2		---	3		0	1		2	6	
Column %	0.1%	0.4%	-0.3%	0.1%	0.3%	-0.2%	---	0.3%	---	0.0%	0.2%	-0.2%	0.2%	0.6%	-0.5%
<b>Switzerland</b>															
Count	1	8		1	1		---	0		0	3		0	4	
Column %	0.0%	0.3%	-0.3%	0.1%	0.1%	0.0%	---	0.0%	---	0.0%	0.3%	-0.3%	0.0%	0.5%	-0.5%
<b>United Kingdom</b>															
Count	16	16		0	3		---	11		11	11		5	2	
Column %	0.6%	0.6%	0.0%	0.0%	0.3%	-0.3%	---	1.2%	---	1.3%	1.2%	0.0%	0.5%	0.2%	0.3%
<b>Other Asian/Far East</b>															
Count	3	5		2	1		---	5		1	4		0	1	
Column %	0.1%	0.2%	-0.1%	0.3%	0.1%	0.2%	---	0.5%	---	0.1%	0.4%	-0.3%	0.0%	0.1%	-0.1%
<b>Other Europe</b>															
Count	17	33		1	12		---	19		4	14		12	8	
Column %	0.6%	1.2%	-0.6%	0.1%	1.3%	-1.2%	---	2.1%	---	0.5%	1.6%	-1.1%	1.3%	0.8%	0.5%
<b>Other South America</b>															
Count	394	271		47	53		---	83		157	138		189	80	
Column %	15.3%	10.0%	5.3%	6.1%	5.9%	0.2%	---	9.2%	---	17.5%	15.3%	2.2%	21.0%	8.9%	12.1%
<b>Other</b>															
Count	0	2		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%	0.2%	-0.2%
<b>Scandinavia</b>															
Count	5	11		0	4		---	5		0	5		5	3	
Column %	0.2%	0.4%	-0.2%	0.0%	0.4%	-0.4%	---	0.6%	---	0.0%	0.5%	-0.5%	0.5%	0.3%	0.2%
<b>BeNeLux</b>															
Count	1	4		1	3		---	4		0	0		0	0	
Column %	0.0%	0.1%	-0.1%	0.1%	0.4%	-0.2%	---	0.4%	---	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16a - Country living in (cont)</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>China</b>															
Count	84	106		43	27		---	37		22	44		19	35	
Column %	3.3%	3.9%	-0.7%	5.6%	3.0%	2.5%	---	4.1%	---	2.4%	4.9%	-2.5%	2.1%	3.9%	-1.8%
<b>Q16b - State living in</b>															
Sample Size	1179	963		337	353			363		471	274		371	336	
<b>Florida</b>															
Count	530	388		156	124		---	144		250	110		124	154	
Column %	44.9%	40.3%	4.6%	46.4%	35.1%	11.2%	---	39.7%	---	53.0%	40.0%	13.0%	33.4%	46.0%	-12.6%
<b>Alabama</b>															
Count	3	22		0	17		---	5		3	2		0	3	
Column %	0.2%	2.3%	-2.1%	0.0%	4.8%	-4.8%	---	1.5%	---	0.6%	0.9%	-0.3%	0.0%	0.9%	-0.9%
<b>Alaska</b>															
Count	27	16		2	4		---	9		8	5		18	7	
Column %	2.3%	1.7%	0.6%	0.6%	1.2%	-0.6%	---	2.6%	---	1.7%	1.8%	-0.2%	4.7%	2.1%	2.7%
<b>Arizona</b>															
Count	29	4		3	0		---	6		13	3		13	1	
Column %	2.4%	0.4%	2.1%	0.9%	0.1%	0.8%	---	1.6%	---	2.7%	0.9%	1.7%	3.5%	0.2%	3.3%
<b>Arkansas</b>															
Count	34	25		25	7		---	7		6	4		3	14	
Column %	2.9%	2.5%	0.3%	7.3%	1.9%	5.3%	---	1.8%	---	1.3%	1.4%	-0.1%	0.8%	4.1%	-3.3%
<b>California</b>															
Count	97	122		26	46		---	36		46	41		25	34	
Column %	8.2%	12.6%	-4.4%	7.6%	13.0%	-5.4%	---	9.9%	---	9.7%	15.0%	-5.3%	6.9%	10.3%	-3.4%
<b>Colorado</b>															
Count	7	7		0	4		---	0		5	3		2	0	
Column %	0.6%	0.7%	-0.1%	0.1%	1.1%	-1.0%	---	0.1%	---	1.0%	1.1%	-0.1%	0.4%	0.0%	0.4%
<b>Connecticut</b>															
Count	2	3		2	0		---	3		0	3		0	0	
Column %	0.2%	0.4%	-0.2%	0.6%	0.0%	0.6%	---	0.9%	---	0.0%	1.3%	-1.3%	0.0%	0.0%	0.0%
<b>Delaware</b>															
Count	2	5		0	1		---	2		2	2		0	2	
Column %	0.1%	0.5%	-0.3%	0.0%	0.3%	-0.3%	---	0.4%	---	0.3%	0.7%	-0.4%	0.0%	0.5%	-0.5%
<b>District of Columbia</b>															
Count	3	7		2	7		---	4		2	0		0	0	
Column %	0.3%	0.7%	-0.4%	0.5%	1.9%	-1.4%	---	1.1%	---	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%
<b>Georgia</b>															
Count	12	19		4	16		---	3		3	2		4	1	
Column %	1.0%	2.0%	-1.0%	1.3%	4.6%	-3.3%	---	0.9%	---	0.7%	0.7%	0.0%	1.0%	0.4%	0.6%
<b>Hawaii</b>															
Count	3	3		2	0		---	0		2	0		0	3	
Column %	0.3%	0.4%	-0.1%	0.6%	0.0%	0.6%	---	0.0%	---	0.3%	0.1%	0.2%	0.0%	0.9%	-0.9%
<b>Idaho</b>															
Count	5	3		2	0		---	2		3	2		0	2	
Column %	0.4%	0.4%	0.1%	0.6%	0.0%	0.6%	---	0.4%	---	0.7%	0.6%	0.1%	0.0%	0.6%	-0.6%
<b>Illinois</b>															
Count	77	57		42	11		---	19		24	15		11	31	
Column %	6.5%	5.9%	0.6%	12.4%	3.2%	9.3%	---	5.2%	---	5.0%	5.3%	-0.3%	3.1%	9.2%	-6.2%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1179	963		337	353			363		471	274		371	336	
<b>Indiana</b>															
Count	5	3		2	3		---	0		2	0		2	0	
Column %	0.4%	0.3%	0.1%	0.5%	0.8%	-0.4%	---	0.1%	---	0.3%	0.0%	0.3%	0.4%	0.1%	0.3%
<b>Iowa</b>															
Count	16	14		4	3		---	15		5	6		6	5	
Column %	1.4%	1.5%	-0.1%	1.3%	0.9%	0.4%	---	4.1%	---	1.1%	2.3%	-1.2%	1.7%	1.4%	0.3%
<b>Kansas</b>															
Count	34	6		2	2		---	3		6	2		25	2	
Column %	2.9%	0.6%	2.2%	0.6%	0.6%	-0.1%	---	1.0%	---	1.3%	0.8%	0.5%	6.9%	0.5%	6.4%
<b>Kentucky</b>															
Count	9	10		2	1		---	2		4	6		3	3	
Column %	0.8%	1.1%	-0.3%	0.7%	0.3%	0.4%	---	0.5%	---	0.7%	2.3%	-1.6%	0.9%	0.9%	0.0%
<b>Louisiana</b>															
Count	7	5		1	1		---	9		1	1		5	3	
Column %	0.6%	0.5%	0.1%	0.4%	0.2%	0.2%	---	2.5%	---	0.1%	0.4%	-0.3%	1.3%	0.9%	0.3%
<b>Maine</b>															
Count	12	5		4	0		---	2		6	0		2	5	
Column %	1.0%	0.5%	0.5%	1.3%	0.0%	1.3%	---	0.5%	---	1.3%	0.0%	1.3%	0.4%	1.4%	-1.0%
<b>Maryland</b>															
Count	3	1		0	1		---	0		3	0		0	0	
Column %	0.3%	0.1%	0.1%	0.0%	0.3%	-0.3%	---	0.0%	---	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
<b>Massachusetts</b>															
Count	11	5		0	2		---	0		5	3		6	0	
Column %	0.9%	0.5%	0.4%	0.0%	0.5%	-0.5%	---	0.0%	---	1.0%	1.1%	-0.1%	1.7%	0.0%	1.7%
<b>Michigan</b>															
Count	35	21		0	7		---	8		11	10		24	4	
Column %	3.0%	2.2%	0.8%	0.0%	2.0%	-2.0%	---	2.2%	---	2.3%	3.6%	-1.3%	6.4%	1.1%	5.3%
<b>Minnesota</b>															
Count	8	39		3	31		---	12		0	4		5	3	
Column %	0.7%	4.1%	-3.4%	0.9%	8.8%	-7.9%	---	3.3%	---	0.0%	1.6%	-1.6%	1.3%	1.0%	0.2%
<b>Mississippi</b>															
Count	18	16		15	2		---	3		0	2		3	13	
Column %	1.5%	1.7%	-0.2%	4.4%	0.4%	4.0%	---	1.0%	---	0.0%	0.7%	-0.7%	0.8%	3.9%	-3.0%
<b>Missouri</b>															
Count	21	6		2	4		---	1		9	2		10	0	
Column %	1.8%	0.6%	1.1%	0.5%	1.2%	-0.7%	---	0.2%	---	2.0%	0.6%	1.4%	2.6%	0.1%	2.5%
<b>Montana</b>															
Count	10	2		0	0		---	0		5	2		5	0	
Column %	0.8%	0.2%	0.6%	0.0%	0.0%	0.0%	---	0.0%	---	1.0%	0.7%	0.3%	1.4%	0.0%	1.4%
<b>Nebraska</b>															
Count	7	3		0	1		---	0		3	2		3	0	
Column %	0.6%	0.3%	0.2%	0.0%	0.2%	-0.2%	---	0.0%	---	0.7%	0.8%	-0.1%	0.9%	0.0%	0.9%
<b>Nevada</b>															
Count	5	0		0	0		---	2		2	0		3	0	
Column %	0.4%	0.0%	0.4%	0.1%	0.0%	0.1%	---	0.5%	---	0.3%	0.0%	0.3%	0.8%	0.0%	0.8%
<b>New Hampshire</b>															
Count	3	0		0	0		---	2		0	0		3	0	
Column %	0.3%	0.0%	0.3%	0.1%	0.0%	0.1%	---	0.6%	---	0.0%	0.0%	0.0%	0.8%	0.1%	0.7%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1179	963		337	353			363		471	274		371	336	
<b>New Jersey</b>															
Count	8	3		0	2		---	5	---	2	0		7	2	
Column %	0.7%	0.4%	0.3%	0.0%	0.5%	-0.5%	---	1.3%	---	0.3%	0.0%	0.3%	1.8%	0.5%	1.3%
<b>New Mexico</b>															
Count	67	50		28	10		---	20	---	22	13		17	27	
Column %	5.7%	5.2%	0.4%	8.2%	3.0%	5.3%	---	5.4%	---	4.7%	4.7%	-0.1%	4.7%	8.1%	-3.4%
<b>New York</b>															
Count	6	18		2	10		---	5	---	5	7		0	2	
Column %	0.5%	1.9%	-1.4%	0.5%	2.8%	-2.3%	---	1.4%	---	1.0%	2.4%	-1.4%	0.0%	0.5%	-0.5%
<b>No Carolina</b>															
Count	15	1		0	1		---	0	---	2	0		13	0	
Column %	1.2%	0.1%	1.1%	0.0%	0.2%	-0.2%	---	0.0%	---	0.3%	0.1%	0.2%	3.5%	0.0%	3.5%
<b>No Dakota</b>															
Count	3	4		0	2		---	3	---	2	0		2	2	
Column %	0.3%	0.4%	-0.1%	0.0%	0.6%	-0.6%	---	0.7%	---	0.3%	0.0%	0.3%	0.5%	0.5%	0.0%
<b>Ohio</b>															
Count	9	22		2	14		---	9	---	1	3		6	5	
Column %	0.8%	2.3%	-1.5%	0.5%	4.0%	-3.5%	---	2.4%	---	0.3%	1.2%	-0.9%	1.7%	1.4%	0.2%
<b>Oklahoma</b>															
Count	2	5		1	2		---	1	---	0	2		2	2	
Column %	0.2%	0.5%	-0.3%	0.2%	0.4%	-0.3%	---	0.3%	---	0.0%	0.6%	-0.6%	0.4%	0.5%	0.0%
<b>Oregon</b>															
Count	3	2		0	0		---	0	---	2	0		2	1	
Column %	0.3%	0.2%	0.1%	0.0%	0.1%	-0.1%	---	0.1%	---	0.3%	0.1%	0.2%	0.4%	0.3%	0.1%
<b>Pennsylvania</b>															
Count	5	0		0	0		---	0	---	2	0		3	0	
Column %	0.4%	0.0%	0.4%	0.0%	0.1%	-0.1%	---	0.1%	---	0.3%	0.0%	0.3%	0.8%	0.0%	0.8%
<b>Rhode Island</b>															
Count	2	0		0	0		---	0	---	0	0		2	0	
Column %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	---	0.1%	---	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
<b>So Carolina</b>															
Count	2	0		0	0		---	0	---	0	0		2	0	
Column %	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	---	0.1%	---	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
<b>So Dakota</b>															
Count	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%
<b>Tennessee</b>															
Count	5	2		1	0		---	3	---	2	1		3	1	
Column %	0.4%	0.2%	0.2%	0.2%	0.0%	0.2%	---	0.9%	---	0.3%	0.4%	-0.1%	0.8%	0.3%	0.5%
<b>Texas</b>															
Count	10	16		1	5		---	4	---	5	7		5	3	
Column %	0.8%	1.6%	-0.8%	0.2%	1.5%	-1.3%	---	1.1%	---	1.0%	2.7%	-1.7%	1.3%	0.9%	0.3%
<b>Utah</b>															
Count	2	2		2	0		---	0	---	0	0		0	2	
Column %	0.1%	0.2%	0.0%	0.5%	0.0%	0.5%	---	0.0%	---	0.0%	0.0%	0.0%	0.0%	0.5%	-0.5%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q16b - State living in (cont)</b>															
Sample Size	1179	963		337	353			363		471	274		371	336	
<b>Vermont</b>															
Count	3	1		0	1		---	0	---	3	0		0	0	
Column %	0.3%	0.1%	0.2%	0.0%	0.2%	-0.2%	---	0.0%	---	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
<b>Virginia</b>															
Count	3	7		0	2		---	0	---	0	5		3	0	
Column %	0.3%	0.7%	-0.4%	0.0%	0.5%	-0.5%	---	0.0%	---	0.0%	1.7%	-1.7%	0.8%	0.0%	0.8%
<b>Washington</b>															
Count	0	4		0	1		---	1	---	0	3		0	0	
Column %	0.0%	0.4%	-0.4%	0.0%	0.2%	-0.2%	---	0.2%	---	0.0%	1.1%	-1.1%	0.0%	0.0%	0.0%
<b>West Virginia</b>															
Count	0	2		0	2		---	2	---	0	0		0	0	
Column %	0.0%	0.2%	-0.2%	0.0%	0.4%	-0.4%	---	0.5%	---	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Wisconsin</b>															
Count	1	2		1	2		---	9	---	0	0		0	0	
Column %	0.1%	0.2%	-0.1%	0.4%	0.6%	-0.2%	---	2.5%	---	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Wyoming</b>															
Count	0	4		0	4		---	2	---	0	0		0	0	
Column %	0.0%	0.5%	-0.5%	0.0%	1.3%	-1.3%	---	0.5%	---	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Q17 - Age</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>18 - 25</b>															
Count	14	24		2	4		---	9		10	14		2	6	
Column %	0.6%	0.9%	-0.3%	0.3%	0.5%	-0.2%	---	1.0%	---	1.2%	1.5%	-0.4%	0.2%	0.7%	-0.5%
<b>26 - 35</b>															
Count	787	729		175	222		---	285		331	255		281	252	
Column %	30.6%	27.0%	3.6%	22.6%	24.7%	-2.1%	---	31.7%	---	36.8%	28.3%	8.5%	31.2%	28.0%	3.2%
<b>36 - 45</b>															
Count	789	1069		228	395		---	317		288	320		274	353	
Column %	30.7%	39.6%	-8.9%	29.5%	43.9%	-14.5%	---	35.2%	---	32.0%	35.6%	-3.6%	30.4%	39.2%	-8.8%
<b>46 - 60</b>															
Count	615	620		209	202		---	197		172	237		234	180	
Column %	23.9%	23.0%	0.9%	27.0%	22.5%	4.5%	---	21.9%	---	19.1%	26.4%	-7.3%	26.0%	20.0%	6.0%
<b>61+</b>															
Count	368	258		160	76		---	91		99	74		110	108	
Column %	14.3%	9.6%	4.7%	20.7%	8.4%	12.2%	---	10.1%	---	11.0%	8.2%	2.7%	12.2%	12.0%	0.1%
<b>Q17 - Average Age</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
Mean	44.62	43.27		47.14	43.15		---	42.92		42.75	43.48		44.31	43.17	
<b>Household Income</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Under \$75,000</b>															
Count	995	1029		286	298		---	362		410	382		299	349	
Column %	38.7%	38.1%	0.5%	36.9%	33.1%	3.8%	---	40.2%	---	45.5%	42.4%	3.2%	33.2%	38.8%	-5.6%
<b>\$75,000 - \$150,000</b>															
Count	1398	1418		447	539		---	443		423	427		528	452	
Column %	54.3%	52.5%	1.8%	57.8%	59.9%	-2.1%	---	49.2%	---	47.0%	47.4%	-0.5%	58.7%	50.3%	8.4%
<b>Over \$150,000</b>															
Count	70	70		11	23		---	30		36	16		24	30	
Column %	2.7%	2.6%	0.1%	1.4%	2.6%	-1.2%	---	3.3%	---	4.0%	1.8%	2.2%	2.6%	3.4%	-0.8%
<b>Refused</b>															
Count	111	183		30	40		---	65		31	75		49	68	
Column %	4.3%	6.8%	-2.5%	3.9%	4.4%	-0.5%	---	7.2%	---	3.5%	8.4%	-4.9%	5.5%	7.5%	-2.1%



	TOTAL, ALL DISTRICTS			January - March			April - June			July - September			October - December		
	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff	2020	2019	Diff
	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg	%	%	+/- chg
<b>Ethnicity</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Non-Hispanic White</b>															
Count	1483	1580		455	528		---	517		534	537		493	515	
Column %	57.6%	58.5%	-0.9%	58.9%	58.7%	0.2%	---	57.4%	---	59.3%	59.7%	-0.3%	54.8%	57.2%	-2.4%
<b>African American/Black</b>															
Count	491	403		154	139		---	128		164	126		173	138	
Column %	19.1%	14.9%	4.2%	19.9%	15.4%	4.5%	---	14.2%	---	18.2%	14.0%	4.2%	19.2%	15.3%	3.9%
<b>Hispanic/Spanish/Latino</b>															
Count	380	399		107	128		---	118		122	125		150	146	
Column %	14.8%	14.8%	0.0%	13.9%	14.2%	-0.3%	---	13.2%	---	13.6%	13.9%	-0.3%	16.7%	16.2%	0.4%
<b>Asian or Pacific Islander</b>															
Count	69	95		26	25		---	38		17	44		26	26	
Column %	2.7%	3.5%	-0.8%	3.4%	2.8%	0.6%	---	4.2%	---	1.9%	4.9%	-3.0%	2.9%	2.8%	0.0%
<b>American Indian or Alaska Native</b>															
Count	6	13		0	3		---	4		0	7		6	3	
Column %	0.2%	0.5%	-0.2%	0.0%	0.3%	-0.3%	---	0.5%	---	0.0%	0.7%	-0.7%	0.7%	0.3%	0.3%
<b>Other</b>															
Count	145	211		31	77		---	95		63	62		52	73	
Column %	5.6%	7.8%	-2.2%	4.0%	8.6%	-4.6%	---	10.6%	---	7.0%	6.8%	0.1%	5.8%	8.1%	-2.3%
<b>Refused</b>															
Count	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%
<b>Orientation</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Heterosexual</b>															
Count	2385	2494		730	846		---	833		826	822		829	826	
Column %	92.7%	92.4%	0.3%	94.3%	94.0%	0.3%	---	92.6%	---	91.8%	91.4%	0.4%	92.1%	91.8%	0.4%
<b>Gay</b>															
Count	110	92		24	26		---	29		43	30		43	36	
Column %	4.3%	3.4%	0.9%	3.1%	2.9%	0.2%	---	3.2%	---	4.8%	3.3%	1.4%	4.7%	4.0%	0.8%
<b>Lesbian</b>															
Count	21	37		4	9		---	22		8	21		8	8	
Column %	0.8%	1.4%	-0.6%	0.5%	1.0%	-0.5%	---	2.5%	---	0.9%	2.3%	-1.4%	0.9%	0.9%	0.1%
<b>Bisexual</b>															
Count	7	19		5	11		---	4		1	6		2	3	
Column %	0.3%	0.7%	-0.5%	0.6%	1.2%	-0.6%	---	0.4%	---	0.1%	0.7%	-0.6%	0.2%	0.3%	-0.1%
<b>Refused</b>															
Count	52	57		11	9		---	12		22	21		18	28	
Column %	2.0%	2.1%	-0.1%	1.4%	0.9%	0.5%	---	1.3%	---	2.5%	2.3%	0.1%	2.0%	3.1%	-1.1%
<b>Gender</b>															
Sample Size	2574	2700		774	900			900		900	900		900	900	
<b>Male</b>															
Count	1636	1620		442	532		---	560		631	533		563	555	
Column %	63.6%	60.0%	3.5%	57.1%	59.1%	-2.0%	---	62.2%	---	70.1%	59.3%	10.8%	62.6%	61.7%	1.0%
<b>Female</b>															
Count	938	1080		332	368		---	340		269	367		337	345	
Column %	36.4%	40.0%	-3.5%	42.9%	40.9%	2.0%	---	37.8%	---	29.9%	40.7%	-10.8%	37.4%	38.3%	-1.0%