

## Frequencies

### Notes

[DataSet1] C:\Documents and Settings\blondon\Desktop\September 2008 thru December 2008 SAPVB VProfile Data Set.sav

## Frequency Table

### Where do you reside year-round?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	U.S.	704	88.3	88.3	88.3
	Canada	59	7.4	7.4	95.7
	Europe	26	3.3	3.3	99.0
	Other	8	1.0	1.0	100.0
	Total	797	100.0	100.0	

### Canadian Provinces . . .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ontario (Toronto)	25	3.1	42.4	42.4
	Quebec (Montreal)	16	2.0	27.1	69.5
	Alberta	7	0.9	11.9	81.4
	British Columbia	6	0.8	10.2	91.5
	Manitoba	2	0.3	3.4	94.9
	Nova Scotia	2	0.3	3.4	98.3
	Saskatchewan	1	0.1	1.7	100.0
	Total	59	7.4	100.0	
Missing	System	738	92.6		
Total		797	100.0		

### European Countries . . .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Germany	15	1.9	57.7	57.7
	England/Great Britain	5	0.6	19.2	76.9
	Scotland	2	0.3	7.7	84.6
	Spain	2	0.3	7.7	92.3
	Ireland	1	0.1	3.8	96.2
	Italy	1	0.1	3.8	100.0
	Total	26	3.3	100.0	
Missing	System	771	96.7		
Total		797	100.0		

### Other Countries . . .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asia	4	0.5	50.0	50.0
	Australia	3	0.4	37.5	87.5
	South America	1	0.1	12.5	100.0
	Total	8	1.0	100.0	
Missing	System	789	99.0		
Total		797	100.0		

### Other -- Please Specify

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		795	99.7	99.7	99.7
	japan	2	0.3	0.3	100.0
	Total	797	100.0		

### When did you arrive in the St. Augustine/P...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yesterday	260	32.6	32.6	32.6
	2 Days Ago	153	19.2	19.2	51.8
	Today	139	17.4	17.4	69.3
	3 Days Ago	97	12.2	12.2	81.4
	4 Days Ago	64	8.0	8.0	89.5
	5 Days Ago	44	5.5	5.5	95.0
	6 Days Ago	22	2.8	2.8	97.7
	7 Days Ago	14	1.8	1.8	99.5
	More than 10 Days Ago	2	0.3	0.3	99.7
	9 Days Ago	2	0.3	0.3	100.0
	Total	797	100.0	100.0	

### While in St. Augustine/Ponte Vedra, what type of lodging are you using?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/Motel/Resort	493	61.9	61.9	61.9
	Bed and Breakfast/Inn	152	19.1	19.1	80.9
	Staying with Friends/Relatives	114	14.3	14.3	95.2
	Campground/RV Park	28	3.5	3.5	98.7
	Rental Condominium	7	0.9	0.9	99.6
	Beach House/Vacation Rental	2	0.3	0.3	99.9
	Personal Condo/ Timeshare	1	0.1	0.1	100.0
	Total	797	100.0	100.0	

### And where in the St. Augustine/Ponte Vedra area are you staying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Downtown/ Historic District area	339	42.5	49.6	49.6
	At the Beaches	179	22.5	26.2	75.8
	At World Golf Village	80	10.0	11.7	87.6
	In Ponte Vedra	64	8.0	9.4	96.9
	Close to I-95	20	2.5	2.9	99.9
	Close to U.S. 1	1	0.1	0.1	100.0
	Total	683	85.7	100.0	

Missing	System	114	14.3		
Total		797	100.0		

**How did you travel to the St. Augustine/Ponte Vedra area? - Fly (Commercial Carrier)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	474	59.5	59.5	59.5
	Fly (Commercial Carrier)	323	40.5	40.5	100.0
	Total	797	100.0	100.0	

**How did you travel to the St. Augustine/Ponte Vedra area? - Drive a Personal Car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive a Personal Car	416	52.2	52.2	52.2
	0	381	47.8	47.8	100.0
	Total	797	100.0	100.0	

**How did you travel to the St. Augustine/Ponte Vedra area? - Drive a Rental Car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	589	73.9	73.9	73.9
	Drive a Rental Car	208	26.1	26.1	100.0
	Total	797	100.0	100.0	

**(IF YOU FLEW) At which Florida airport did...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jacksonville Int'l.	298	37.4	87.1	87.1
	Orlando Int'l.	33	4.1	9.6	96.8
	Miami Int'l.	3	0.4	0.9	97.7
	Tampa Int'l.	3	0.4	0.9	98.5
	Other	1	0.1	0.3	98.8
	Daytona Beach Int'l	1	0.1	0.3	99.1
	Sanford Int'l	1	0.1	0.3	99.4
	DID NOT FLY ON THIS TRIP	1	0.1	0.3	99.7
	Ft. Lauderdale Int'l.	1	0.1	0.3	100.0
	Total	342	42.9	100.0	
Missing	System	455	57.1		
Total		797	100.0		

**And did you come to our area for ... (M... - A Vacation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Vacation	480	60.2	60.2	60.2
	0	317	39.8	39.8	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Visiting Friends/Relatives**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	645	80.9	80.9	80.9
	Visiting Friends/Relatives	152	19.1	19.1	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Personal Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	766	96.1	96.1	96.1
	Personal Business	31	3.9	3.9	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - A Meeting/Conference/Trade Show**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	736	92.3	92.3	92.3
	A Meeting/Conference/Trade Show	61	7.7	7.7	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Company/Gov't Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	753	94.5	94.5	94.5
	Company/Gov't Business	44	5.5	5.5	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Spring Break**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0	100.0

**And did you come to our area for ... (M... - Honeymoon**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	772	96.9	96.9	96.9
	Honeymoon	25	3.1	3.1	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Special Event**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	679	85.2	85.2	85.2
	Special Event	118	14.8	14.8	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Pleasure/Leisure**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	630	79.0	79.0	79.0
	Pleasure/Leisure	167	21.0	21.0	100.0
	Total	797	100.0	100.0	

**And did you come to our area for ... (M... - Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	764	95.9	95.9	95.9

	Other	33	4.1	4.1	100.0
	Total	797	100.0	100.0	

**Is this your first visit to the St. Augustine/Ponte Vedra area?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	486	61.0	71.1	71.1
	Yes	198	24.8	28.9	100.0
	Total	684	85.8	100.0	
Missing	System	113	14.2		
Total		797	100.0		

**Over the past two (2) years, how many times have you visited our area?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	182	22.8	37.4	37.4
	0	137	17.2	28.2	65.6
	2	50	6.3	10.3	75.9
	3	28	3.5	5.8	81.7
	4	22	2.8	4.5	86.2
	10	16	2.0	3.3	89.5
	5	14	1.8	2.9	92.4
	6	9	1.1	1.9	94.2
	50	8	1.0	1.6	95.9
	25	4	0.5	0.8	96.7
	100	4	0.5	0.8	97.5
	20	3	0.4	0.6	98.1
	8	2	0.3	0.4	98.6
	15	2	0.3	0.4	99.0
	24	1	0.1	0.2	99.2
	7	1	0.1	0.2	99.4
	150	1	0.1	0.2	99.6
	30	1	0.1	0.2	99.8
	60	1	0.1	0.2	100.0
	Total	486	61.0	100.0	
Missing	System	311	39.0		
Total		797	100.0		

**On this trip, are you traveling: (Open E... - By Yourself)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	731	91.7	91.7	91.7
	By Yourself	66	8.3	8.3	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - As a Couple)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	As a Couple	493	61.9	61.9	61.9
	0	304	38.1	38.1	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - As a Family)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	661	82.9	82.9	82.9
	As a Family	136	17.1	17.1	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - With Business Associates)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	769	96.5	96.5	96.5
	With Business Associates	28	3.5	3.5	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - In a Tour Group)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	796	99.9	99.9	99.9
	In a Tour Group	1	0.1	0.1	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - With a Group of Couples)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	760	95.4	95.4	95.4
	With a Group of Couples	37	4.6	4.6	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - With a Group of Friends)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	758	95.1	95.1	95.1
	With a Group of Friends	39	4.9	4.9	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - With Extended Family)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	773	97.0	97.0	97.0
	With Extended Family	24	3.0	3.0	100.0
	Total	797	100.0	100.0	

**On this trip, are you traveling: (Open E... - Other)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0	100.0

**Are there any children or young adults in your immediate travel party on this trip?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	661	82.9	82.9	82.9

	Yes		136	17.1	17.1	100.0
	Total		797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Hotel/ Accommodations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	695	87.2	87.2	87.2
	Hotel/ Accommodations	102	12.8	12.8	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Previous Experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	487	61.1	61.1	61.1
	Previous Experience	310	38.9	38.9	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Appealing Brochures/Web site**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	536	67.3	67.3	67.3
	Appealing Brochures/Web site	261	32.7	32.7	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Recommendation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	665	83.4	83.4	83.4
	Recommendation	132	16.6	16.6	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Family Oriented Area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	734	92.1	92.1	92.1
	Family Oriented Area	63	7.9	7.9	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	720	90.3	90.3	90.3
	Business	77	9.7	9.7	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Beach Area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	466	58.5	58.5	58.5
	Beach Area	331	41.5	41.5	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Attractions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	515	64.6	64.6	64.6
	Attractions	282	35.4	35.4	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - History/Culture**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	440	55.2	55.2	55.2
	History/Culture	357	44.8	44.8	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Nature/Environment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	626	78.5	78.5	78.5
	Nature/Environment	171	21.5	21.5	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Performing Arts**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	781	98.0	98.0	98.0
	Performing Arts	16	2.0	2.0	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Golfing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	735	92.2	92.2	92.2
	Golfing	62	7.8	7.8	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Visiting Friends/Family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	601	75.4	75.4	75.4
	Visiting Friends/Family	196	24.6	24.6	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Love/Like Area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	522	65.5	65.5	65.5
	Love/Like Area	275	34.5	34.5	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Festivals/ Reenactments**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	782	98.1	98.1	98.1
	Festivals/ Reenactments	15	1.9	1.9	100.0

Total		797	100.0	100.0
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**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Special Event (Wedding, etc.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	682	85.6	85.6	85.6
	Special Event (Wedding, etc.)	115	14.4	14.4	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Weather**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	688	86.3	86.3	86.3
	Weather	109	13.7	13.7	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - In Daytona for Bike/Speed Week**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	796	99.9	99.9	99.9
	In Daytona for Bike/Speed Week	1	0.1	0.1	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - In Jacksonville for Jaguar Game**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	794	99.6	99.6	99.6
	In Jacksonville for Jaguar Game	3	0.4	0.4	100.0
	Total	797	100.0	100.0	

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - In Jacksonville for a Cruise**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0	100.0

**Why did you choose the St. Augustine/Ponte Vedra area for this trip? - Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	752	94.4	94.4	94.4
	Other	45	5.6	5.6	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Previous Visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	416	52.2	52.2	52.2
	Previous Visit	381	47.8	47.8	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Recommendation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	615	77.2	77.2	77.2
	Recommendation	182	22.8	22.8	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Travel Agent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	786	98.6	98.6	98.6
	Travel Agent	11	1.4	1.4	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Billboards**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	790	99.1	99.1	99.1
	Billboards	7	0.9	0.9	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Television**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	788	98.9	98.9	98.9
	Television	9	1.1	1.1	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Radio**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	796	99.9	99.9	99.9
	Radio	1	0.1	0.1	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Brochures**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	727	91.2	91.2	91.2
	Brochures	70	8.8	8.8	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Newspapers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	796	99.9	99.9	99.9
	Newspapers	1	0.1	0.1	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Magazines**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	794	99.6	99.6	99.6
	Magazines	3	0.4	0.4	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Travel Guides**

		Frequency	Percent	Valid Percent	Cumulative Percent
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	716	89.8	89.8	89.8
	Travel Guides	81	10.2	10.2	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Visitor Guides**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	734	92.1	92.1	92.1
	Visitor Guides	63	7.9	7.9	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	724	90.8	90.8	90.8
	Business	73	9.2	9.2	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Internet**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	426	53.5	53.5	53.5
	Internet	371	46.5	46.5	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Getaway4Florida.com**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	784	98.4	98.4	98.4
	Getaway4Florida.com	13	1.6	1.6	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - AAA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	795	99.7	99.7	99.7
	AAA	2	0.3	0.3	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Chamber of Commerce**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	793	99.5	99.5	99.5
	Chamber of Commerce	4	0.5	0.5	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Special Event**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	704	88.3	88.3	88.3
	Special Event	93	11.7	11.7	100.0
	Total	797	100.0	100.0	

**What information was MOST helpful in bringing you to our area? - Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	767	96.2	96.2	96.2
	Other	30	3.8	3.8	100.0
	Total	797	100.0	100.0	

**Have you recently seen, read, or heard any travel stories, advertising, or promotions?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	432	54.2	54.2	54.2
	Yes	351	44.0	44.0	98.2
	D/K	14	1.8	1.8	100.0
	Total	797	100.0	100.0	

**Where did you see this? Was it: - A Billboard**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	322	40.4	91.7	91.7
	A Billboard	29	3.6	8.3	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

**Where did you see this? Was it: - On Television**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	316	39.6	90.0	90.0
	On Television	35	4.4	10.0	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

**Where did you see this? Was it: - On Radio**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	343	43.0	97.7	97.7
	On Radio	8	1.0	2.3	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

**Where did you see this? Was it: - A Brochure**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	305	38.3	86.9	86.9
	A Brochure	46	5.8	13.1	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - A Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	330	41.4	94.0	94.0
	A Newspaper	21	2.6	6.0	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - A Magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	326	40.9	92.9	92.9
	A Magazine	25	3.1	7.1	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - A Travel/Visitor Guide

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	285	35.8	81.2	81.2
	A Travel/Visitor Guide	66	8.3	18.8	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - A Travel Story

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	326	40.9	92.9	92.9
	A Travel Story	25	3.1	7.1	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	230	28.9	65.5	65.5
	0	121	15.2	34.5	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Web Banner Ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	348	43.7	99.1	99.1
	Web Banner Ads	3	0.4	0.9	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Getaway4Florida.com

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	337	42.3	96.0	96.0
	Getaway4Florida.com	14	1.8	4.0	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Internet Blog

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	350	43.9	99.7	99.7
	Internet Blog	1	0.1	0.3	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Internet Board/Forum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	350	43.9	99.7	99.7
	Internet Board/Forum	1	0.1	0.3	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Video Sharing Portal (i.e., YouTube, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	351	44.0	100.0	100.0
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - AAA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	346	43.4	98.6	98.6
	AAA	5	0.6	1.4	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

Where did you see this? Was it: - Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	347	43.5	98.9	98.9
	Other	4	0.5	1.1	100.0

Missing	Total	351	44.0	100.0
Total	System	446	56.0	
		797	100.0	

**Did this information directly influence you to come to our area?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	212	26.6	60.4	60.4
	Yes	134	16.8	38.2	98.6
	Don't Know	5	0.6	1.4	100.0
	Total	351	44.0	100.0	
Missing	System	446	56.0		
Total		797	100.0		

**Did you get travel information on the Internet for this trip?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	611	76.7	76.7	76.7
	No	183	23.0	23.0	99.6
	D/K	3	0.4	0.4	100.0
	Total	797	100.0	100.0	

**And did you book anything for this trip on the Internet?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	479	60.1	78.4	78.4
	No	127	15.9	20.8	99.2
	Don't Know	5	0.6	0.8	100.0
	Total	611	76.7	100.0	
Missing	System	186	23.3		
Total		797	100.0		

**Have you accessed the web site: www.Getaway4Florida.com?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	363	45.5	45.5	45.5
	D/K	259	32.5	32.5	78.0
	Yes	175	22.0	22.0	100.0
	Total	797	100.0	100.0	

**Did you find the web site easy to use?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	158	19.8	90.3	90.3
	Don't Know	14	1.8	8.0	98.3
	No	3	0.4	1.7	100.0
	Total	175	22.0	100.0	
Missing	System	622	78.0		
Total		797	100.0		

**Which other areas in Florida did you also ... - Jacksonville**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	780	97.9	97.9	97.9
	Jacksonville	17	2.1	2.1	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Orlando/Disney**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	715	89.7	89.7	89.7
	Orlando/Disney	82	10.3	10.3	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - St. Petersburg/ Clearwater**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	760	95.4	95.4	95.4
	St. Petersburg/ Clearwater	37	4.6	4.6	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Tampa Area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	735	92.2	92.2	92.2
	Tampa Area	62	7.8	7.8	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Sarasota Area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	781	98.0	98.0	98.0
	Sarasota Area	16	2.0	2.0	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Ft. Myers/S.W. FL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	783	98.2	98.2	98.2
	Ft. Myers/S.W. FL	14	1.8	1.8	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Miami**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	705	88.5	88.5	88.5
	Miami	92	11.5	11.5	100.0
	Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Ft. Lauderdale/ Palm Bch.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	769	96.5	96.5	96.5
	Ft. Lauderdale/ Palm Bch.	28	3.5	3.5	100.0

Total		797	100.0	100.0
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**Which other areas in Florida did you also ... - Ocala/Gainesville**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	797	100.0	100.0	100.0

**Which other areas in Florida did you also ... - Kennedy/Space Coast/ Cocoa/Melbourne**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	759	95.2	95.2	95.2
Kennedy/Space Coast/ Cocoa/Melbourne	38	4.8	4.8	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Daytona**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	754	94.6	94.6	94.6
Daytona	43	5.4	5.4	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Indian River/ Vero Beach**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	793	99.5	99.5	99.5
Indian River/ Vero Beach	4	0.5	0.5	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Florida Keys**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	672	84.3	84.3	84.3
Florida Keys	125	15.7	15.7	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Panhandle**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	787	98.7	98.7	98.7
Panhandle	10	1.3	1.3	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Tallahassee**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	791	99.2	99.2	99.2
Tallahassee	6	0.8	0.8	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Naples/Marco**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	774	97.1	97.1	97.1
Naples/Marco	23	2.9	2.9	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - Other**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	753	94.5	94.5	94.5
Other	44	5.5	5.5	100.0
Total	797	100.0	100.0	

**Which other areas in Florida did you also ... - NONE**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
NONE	476	59.7	59.7	59.7
0	321	40.3	40.3	100.0
Total	797	100.0	100.0	

**If you wanted to, could you spend more day...**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	699	87.7	87.7	87.7
Yes	79	9.9	9.9	97.6
Don't Know	19	2.4	2.4	100.0
Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Antiquing**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	654	82.1	82.1	82.1
Antiquing	143	17.9	17.9	100.0
Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Art Galleries**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	636	79.8	79.8	79.8
Art Galleries	161	20.2	20.2	100.0
Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Attractions**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Attractions	479	60.1	60.1	60.1
0	318	39.9	39.9	100.0
Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Bars/Nightlife**

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
0	588	73.8	73.8	73.8
Bars/Nightlife	209	26.2	26.2	100.0
Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Beach**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beach	490	61.5	61.5	61.5
	0	307	38.5	38.5	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Bird Watching**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	718	90.1	90.1	90.1
	Bird Watching	79	9.9	9.9	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Boating**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	721	90.5	90.5	90.5
	Boating	76	9.5	9.5	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Cultural Events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	706	88.6	88.6	88.6
	Cultural Events	91	11.4	11.4	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Dining Out**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dining Out	561	70.4	70.4	70.4
	0	236	29.6	29.6	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Fishing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	711	89.2	89.2	89.2
	Fishing	86	10.8	10.8	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Golfing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	637	79.9	79.9	79.9
	Golfing	160	20.1	20.1	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Kayaking/Canoeing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	785	98.5	98.5	98.5
	Kayaking/Canoeing	12	1.5	1.5	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Jet Skiing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	774	97.1	97.1	97.1
	Jet Skiing	23	2.9	2.9	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Meeting/Conference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	746	93.6	93.6	93.6
	Meeting/Conference	51	6.4	6.4	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Miniature Golf**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	709	89.0	89.0	89.0
	Miniature Golf	88	11.0	11.0	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Nature Festival**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	776	97.4	97.4	97.4
	Nature Festival	21	2.6	2.6	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Performing Arts**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	759	95.2	95.2	95.2
	Performing Arts	38	4.8	4.8	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Photography**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	638	80.1	80.1	80.1
	Photography	159	19.9	19.9	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Pool**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	656	82.3	82.3	82.3
	Pool	141	17.7	17.7	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Reading**

		Frequency	Percent	Valid Percent	Cumulative Percent
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	662	83.1	83.1	83.1
	Reading	135	16.9	16.9	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Relaxing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Relaxing	404	50.7	50.7	50.7
	0	393	49.3	49.3	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Shelling**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	700	87.8	87.8	87.8
	Shelling	97	12.2	12.2	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping	493	61.9	61.9	61.9
	0	304	38.1	38.1	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Sight-Seeing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sight-Seeing	558	70.0	70.0	70.0
	0	239	30.0	30.0	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Swimming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	660	82.8	82.8	82.8
	Swimming	137	17.2	17.2	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Visiting Friends/ Relative**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	622	78.0	78.0	78.0
	Visiting Friends/ Relatives	175	22.0	22.0	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Walking**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	506	63.5	63.5	63.5
	Walking	291	36.5	36.5	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Wildlife/Environment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	652	81.8	81.8	81.8
	Wildlife/Environment	145	18.2	18.2	100.0
	Total	797	100.0	100.0	

**What activities or interests are you enjoying while in the St. Augustine/Ponte Vedra area? - Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	668	83.8	83.8	83.8
	Other	129	16.2	16.2	100.0
	Total	797	100.0	100.0	

**Would you recommend the St. Augustine/Ponte Vedra area to a friend?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	740	92.8	92.8	92.8
	Don't Know	53	6.6	6.6	99.5
	No	4	0.5	0.5	100.0
	Total	797	100.0	100.0	

**Will you come back to the St. Augustine/Ponte Vedra area?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	659	82.7	82.7	82.7
	Don't Know	132	16.6	16.6	99.2
	No	6	0.8	0.8	100.0
	Total	797	100.0	100.0	

**How satisfied are you with your stay here in our area?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	513	64.4	64.4	64.4
	Satisfied	215	27.0	27.0	91.3
	Somewhat Satisfied	43	5.4	5.4	96.7
	Don't Know/No Opinion	16	2.0	2.0	98.7
	Dissatisfied	10	1.3	1.3	100.0
	Total	797	100.0	100.0	

**In dollars, what is the approximate combined ANNUAL INCOME of your household before taxes?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N/A	123	15.4	15.4	15.4
	\$80,000 - \$89,999	119	14.9	14.9	30.4
	\$70,000 - \$79,999	94	11.8	11.8	42.2
	\$90,000 - \$99,999	81	10.2	10.2	52.3
	\$120,000 - \$129,999	49	6.1	6.1	58.5
	\$200,000 and over	44	5.5	5.5	64.0
	\$60,000 - \$69,999	43	5.4	5.4	69.4

	\$50,000 - \$59,999	35	4.4	4.4	73.8
	\$100,000 - \$109,999	35	4.4	4.4	78.2
	< \$50,000	34	4.3	4.3	82.4
	\$110,000 - \$119,999	29	3.6	3.6	86.1
	\$160,000 - \$169,999	19	2.4	2.4	88.5
	\$180,000 - \$189,999	18	2.3	2.3	90.7
	\$190,000 - \$199,999	18	2.3	2.3	93.0
	\$150,000 - \$159,999	17	2.1	2.1	95.1
	\$130,000 - \$139,999	15	1.9	1.9	97.0
	\$140,000 - \$149,999	12	1.5	1.5	98.5
	\$170,000 - \$179,999	12	1.5	1.5	100.0
	Total	797	100.0	100.0	

**Spoke to:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	432	54.2	54.2	54.2
	Female	365	45.8	45.8	100.0
	Total	797	100.0	100.0	

**Respondent ethnicity:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Caucasian	729	91.5	91.5	91.5
	African-American	40	5.0	5.0	96.5
	Hispanic	24	3.0	3.0	99.5
	Asian	4	0.5	0.5	100.0
	Total	797	100.0	100.0	

**Month of survey:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	September	205	25.7	25.7	25.7
	November	201	25.2	25.2	50.9
	October	198	24.8	24.8	75.8
	December	193	24.2	24.2	100.0
	Total	797	100.0	100.0	

**Site:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	St. George Street	111	13.9	13.9	13.9
	Downtown	96	12.0	12.0	26.0
	St. Augustine Beach	93	11.7	11.7	37.6
	World Golf Village	75	9.4	9.4	47.1
	Sawgrass Marriott	67	8.4	8.4	55.5
	Outlet Mall	43	5.4	5.4	60.9
	Lightner Museum	39	4.9	4.9	65.7
	Flagler College	37	4.6	4.6	70.4
	Ripley's	36	4.5	4.5	74.9
	Lighthouse	34	4.3	4.3	79.2
	Bayfront	31	3.9	3.9	83.1
	City Gates	30	3.8	3.8	86.8
	County Pier	25	3.1	3.1	90.0
	Parking Garage	20	2.5	2.5	92.5
	City Plaza	19	2.4	2.4	94.9
	Cathedral Place	12	1.5	1.5	96.4
	Vilano Beach	9	1.1	1.1	97.5
	San Sebastian Winery	7	0.9	0.9	98.4
	Castillo San Marcos	6	0.8	0.8	99.1
	Other	5	0.6	0.6	99.7
	Cuna Street	2	0.3	0.3	100.0
	Total	797	100.0	100.0	

**Weather - Hot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	578	72.5	72.5	72.5
	Hot	219	27.5	27.5	100.0
	Total	797	100.0	100.0	

**Weather - Warm**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	460	57.7	57.7	57.7
	Warm	337	42.3	42.3	100.0
	Total	797	100.0	100.0	

**Weather - Cool**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	582	73.0	73.0	73.0
	Cool	215	27.0	27.0	100.0
	Total	797	100.0	100.0	

**Weather - Cold**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	771	96.7	96.7	96.7
	Cold	26	3.3	3.3	100.0
	Total	797	100.0	100.0	

**Weather - Windy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	790	99.1	99.1	99.1
	Windy	7	0.9	0.9	100.0
	Total	797	100.0	100.0	

**Weather - Sunny**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0

Weather - Rainy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0

Weather - Overcast

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	797	100.0	100.0

state

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FLORIDA	173	21.7	24.6
	GEORGIA	80	10.0	11.4
	SOUTH CAROLINA	44	5.5	6.3
	MISSISSIPPI	35	4.4	5.0
	TENNESSEE	33	4.1	4.7
	ALABAMA	27	3.4	3.8
	NORTH CAROLINA	24	3.0	3.4
	KENTUCKY	18	2.3	2.6
	LOUISIANA	18	2.3	2.6
	VIRGINIA	16	2.0	2.3
	TEXAS	15	1.9	2.1
	NEW YORK	14	1.8	2.0
	PENNSYLVANIA	13	1.6	1.8
	CALIFORNIA	12	1.5	1.7
	MISSOURI	11	1.4	1.6
	COLORADO	11	1.4	1.6
	MICHIGAN	10	1.3	1.4
	INDIANA	10	1.3	1.4
	OHIO	9	1.1	1.3
	WEST VIRGINIA	9	1.1	1.3
	IOWA	9	1.1	1.3
	KANSAS	7	0.9	1.0
	OKLAHOMA	7	0.9	1.0
	MINNESOTA	7	0.9	1.0
	ARKANSAS	7	0.9	1.0
	NEBRASKA	7	0.9	1.0
	MARYLAND	6	0.8	0.9
	NEW JERSEY	6	0.8	0.9
	WISCONSIN	6	0.8	0.9
	ALASKA	6	0.8	0.9
	MASSACHUSETTS	5	0.6	0.7
	SOUTH DAKOTA	5	0.6	0.7
	ILLINOIS	5	0.6	0.7
	OREGON	4	0.5	0.6
	ARIZONA	4	0.5	0.6
	CONNECTICUT	4	0.5	0.6
	NEW HAMPSHIRE	4	0.5	0.6
	NEVADA	3	0.4	0.4
	NEW MEXICO	3	0.4	0.4
	RHODE ISLAND	3	0.4	0.4
	NORTH DAKOTA	2	0.3	0.3
	UTAH	2	0.3	0.3
	VERMONT	2	0.3	0.3
	DELAWARE	2	0.3	0.3
	WASHINGTON, D.C.	2	0.3	0.3
	WYOMING	2	0.3	0.3
	MONTANA	1	0.1	0.1
	IDAHO	1	0.1	0.1
	Total	704	88.3	100.0
Missing	System	93	11.7	
Total		797	100.0	

feeder

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ORLANDO-DAYTONA BCH.-MELBOURN	52	6.5	7.4
	ATLANTA	49	6.1	7.0
	TAMPA-ST. PETERSBURG	26	3.3	3.7
	JACKSONVILLE	26	3.3	3.7
	NASHVILLE	18	2.3	2.6
	MIAMI-FT. LAUDERDALE	18	2.3	2.6
	TALLAHASSEE-THOMASVILLE	15	1.9	2.1
	COLUMBIA S.C.	13	1.6	1.9
	NEW YORK	13	1.6	1.9
	WASHINGTON, D.C.	13	1.6	1.9
	BIRMINGHAM	12	1.5	1.7
	SAVANNAH	12	1.5	1.7
	WEST PALM BCH-FT. PIERCE-VERO	12	1.5	1.7
	AUGUSTA	11	1.4	1.6
	GREENVILLE-SPARTANBURG-ASHEVIL	11	1.4	1.6
	GREENSBORO-WINSTON SALEM-HIGH	11	1.4	1.6
	COLUMBUS-TUPELO	10	1.3	1.4
	CHARLESTON, S.C.	10	1.3	1.4
	JACKSON, MS.	10	1.3	1.4
	MEMPHIS	9	1.1	1.3
	GAINESVILLE	9	1.1	1.3
	KANSAS CITY	9	1.1	1.3
	DENVER	8	1.0	1.1
	PITTSBURGH	8	1.0	1.1

INDIANAPOLIS	7	0.9	1.0	56.2
HUNTSVILLE-DECATUR-FLORENCE	7	0.9	1.0	57.2
CHATTANOOGA	7	0.9	1.0	58.2
GREENWOOD-GREENVILLE	7	0.9	1.0	59.2
MOBILE-PENSACOLA	7	0.9	1.0	60.2
MINNEAPOLIS-ST. PAUL	7	0.9	1.0	61.2
DETROIT	7	0.9	1.0	62.2
LEXINGTON	7	0.9	1.0	63.2
LOUISVILLE	6	0.8	0.9	64.0
NORFOLK-PORTSMOUTH-NEWPORT NEW	6	0.8	0.9	64.9
CHARLESTON-HUNTINGTON	6	0.8	0.9	65.8
BOSTON	6	0.8	0.9	66.6
BLUEFIELD-BECKLEY-OAK HILL	6	0.8	0.9	67.5
KNOXVILLE	6	0.8	0.9	68.3
PANAMA CITY	6	0.8	0.9	69.2
FT. MYERS-NAPLES	6	0.8	0.9	70.1
CHARLOTTE	5	0.6	0.7	70.8
MACON	4	0.5	0.6	71.3
PROVIDENCE-NEW BEDFORD	4	0.5	0.6	71.9
MONROE-EL DORADO	4	0.5	0.6	72.5
LOS ANGELES	4	0.5	0.6	73.1
HOUSTON	4	0.5	0.6	73.6
ALBANY-SCHENECTADY-TROY	4	0.5	0.6	74.2
PORTLAND, OR.	4	0.5	0.6	74.8
SAN DIEGO	4	0.5	0.6	75.4
OMAHA	4	0.5	0.6	75.9
OKLAHOMA CITY	4	0.5	0.6	76.5
LITTLE ROCK	4	0.5	0.6	77.1
ST. LOUIS	4	0.5	0.6	77.7
DALLAS-FT. WORTH	4	0.5	0.6	78.2
DES MOINES	4	0.5	0.6	78.8
HARTFORD-NEW HAVEN	4	0.5	0.6	79.4
COLUMBUS, OH	4	0.5	0.6	79.9
SARASOTA	3	0.4	0.4	80.4
BATON ROUGE	3	0.4	0.4	80.8
ALEXANDRIA LA.	3	0.4	0.4	81.2
RAPID CITY	3	0.4	0.4	81.7
TOLEDO	3	0.4	0.4	82.1
NEW ORLEANS	3	0.4	0.4	82.5
FLORENCE-MYRTLE BEACH	3	0.4	0.4	83.0
LINCOLN-HASTINGS-KEARNEY	3	0.4	0.4	83.4
SHREVEPORT-TEXARKANA	3	0.4	0.4	83.8
ALBANY, GA.	3	0.4	0.4	84.2
RENO	3	0.4	0.4	84.7
CHICAGO	3	0.4	0.4	85.1
SPRINGFIELD, MO.	3	0.4	0.4	85.5
CEDAR RAPIDS-WATERLOO-DUBUQUE	3	0.4	0.4	86.0
MONTGOMERY-SELMA	3	0.4	0.4	86.4
PHILADELPHIA	2	0.3	0.3	86.7
FT. SMITH	2	0.3	0.3	87.0
RICHMOND	2	0.3	0.3	87.2
WILMINGTON	2	0.3	0.3	87.5
COLORADO SPRINGS-PUEBLO	2	0.3	0.3	87.8
DOTHAN	2	0.3	0.3	88.1
LAFAYETTE, LA.	2	0.3	0.3	88.4
PORTLAND-POLAND SPRING	2	0.3	0.3	88.7
TULSA	2	0.3	0.3	89.0
CLEVELAND	2	0.3	0.3	89.3
BRISTOL-KINGSPORT-JOHNSON CITY	2	0.3	0.3	89.5
MERIDIAN	2	0.3	0.3	89.8
WAUSAU-RHINELANDER	2	0.3	0.3	90.1
JOHNSTOWN-ALTOONA	2	0.3	0.3	90.4
GRAND JUNCTION	2	0.3	0.3	90.7
TUSCALOOSA	2	0.3	0.3	91.0
SIOUX FALLS-MITCHELL	2	0.3	0.3	91.3
ALBUQUERQUE	2	0.3	0.3	91.5
LAS VEGAS	2	0.3	0.3	91.8
WICHITA FALLS-LAWTON	2	0.3	0.3	92.1
PHOENIX	2	0.3	0.3	92.4
SALT LAKE CITY	2	0.3	0.3	92.7
BURLINGTON-PLATTSBURGH	2	0.3	0.3	93.0
GREENVILLE-NEW BERN-WASHINGTON	2	0.3	0.3	93.3
MILWAUKEE	2	0.3	0.3	93.6
ROANOKE-LYNCHBURG	2	0.3	0.3	93.8
GREEN BAY-APPLETON	2	0.3	0.3	94.1
FLAGSTAFF	1	0.1	0.1	94.3
SPRINGFIELD-DECATUR-CHAMPAIGN	1	0.1	0.1	94.4
SANTA BARBARA-SANTA MARIA	1	0.1	0.1	94.6
FARGO	1	0.1	0.1	94.7
BOWLING GREEN	1	0.1	0.1	94.8
SALISBURY	1	0.1	0.1	95.0
TRAVERSE CITY-CADILLAC	1	0.1	0.1	95.1
EL CENTRO-YUMA	1	0.1	0.1	95.3
EVANSVILLE	1	0.1	0.1	95.4
COLUMBUS, GA.	1	0.1	0.1	95.6
SIOUX CITY	1	0.1	0.1	95.7
EL PASO	1	0.1	0.1	95.8
GRAND RAPIDS-KALAMAZOO-BATTLE	1	0.1	0.1	96.0
JOPLIN-PITTSBURGH	1	0.1	0.1	96.1
DAVENPORT-ROCK ISLAND-MOLINE/Q	1	0.1	0.1	96.3

	MINOT-BISMARCK-DICKENSON	1	0.1	0.1	96.4
	WACO-TEMPLE	1	0.1	0.1	96.6
	HARRISBURG-YORK-LANCASTER-LEBA	1	0.1	0.1	96.7
	NORTH PLATTE	1	0.1	0.1	96.8
	PARKERSBURG	1	0.1	0.1	97.0
	BILOXI-GULFPORT-PASCAGOULA	1	0.1	0.1	97.1
	WICHITA-HUTCHINSON	1	0.1	0.1	97.3
	SAN FRANCISCO	1	0.1	0.1	97.4
	JACKSON, TN.	1	0.1	0.1	97.6
	TYLER-LONGVIEW	1	0.1	0.1	97.7
	BINGHAMTON	1	0.1	0.1	97.9
	BUTTE	1	0.1	0.1	98.0
	CHARLOTTESVILLE	1	0.1	0.1	98.1
	SOUTH BEND-ELKHART	1	0.1	0.1	98.3
	LUBBOCK	1	0.1	0.1	98.4
	TWIN FALLS	1	0.1	0.1	98.6
	SAN ANTONIO-VICTORIA	1	0.1	0.1	98.7
	ELMIRA	1	0.1	0.1	98.9
	TOPEKA	1	0.1	0.1	99.0
	CHEYENE-SCOTTSBLUFF	1	0.1	0.1	99.1
	RALEIGH-DURHAM	1	0.1	0.1	99.3
	FLINT-SAGINAW-BAY CITY	1	0.1	0.1	99.4
	SPRINGFIELD, MA.	1	0.1	0.1	99.6
	SYRACUSE	1	0.1	0.1	99.7
	ABILENE-SWEETWATER	1	0.1	0.1	99.9
	SHERMAN-ADA	1	0.1	0.1	100.0
	Total	698	87.6	100.0	
Missing	System	99	12.4		
Total		797	100.0		

## Descriptives

### Notes

[DataSet1] C:\Documents and Settings\blondon\Desktop\September 2008 thru December 2008 SAPVB VProfile Data Set.sav

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Over the past two (2) years, how many times have you visited our area?	486	0	150	4.15	13.379
Including yourself, altogether, what is the total number of adults in your IMMEDIATE travel party on	797	0	51	2.28	1.928
a. Away from Home	797	1	150	7.92	7.418
b. In our Local Area	797	1	30	5.49	2.886
c. In Florida (Skip for FL Residents)	624	1	120	7.44	6.326
And in total (including credit cards, trav...	795	75	5,400	1,682.41	980.366
What is your year of birth?	797	31	87	56.48	14.350
Valid N (listwise)	319				