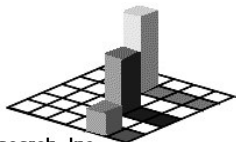


Image And Use Study

Respondents From Florida 2002

Prepared for The St. Johns County Tourist Development Council

by:



Mid-Florida Marketing & Research, Inc.

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MISSION

To determine the behavior patterns and reasons for Florida residents' choice of Florida destinations for vacation.

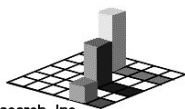
METHODOLOGY

A telephone survey was conducted with 425 Florida residents, randomly selected. A vacation was defined as spending at least one night away from home in paid lodging. Those who owned vacation homes or condos at a Florida destination were screened out of the study. Those who only chose St. Johns County locations for vacation also were screened out.

Interviews were conducted evenings, weekends and days in order to assure a balanced sample. As is industry standard, 10% of all completed surveys were validated by supervisory staff.

Data was analyzed using ABTABtm software, specifically designed to accomplish survey research analyses, automatically conducting standard tests of validity.

The confidence level in this data is 95% \pm 5%. That is, the data is accurate for 95% of the surveyed population (Florida residents who take vacations to a Florida destination) within 5% on each question. This is industry standard.



EXECUTIVE SUMMARY

St. Augustine was **second** (49%) most mentioned choice, of Florida destinations overall, for Florida residents' in-state vacations and the destination was the **sixth** (6%) most popular choice for most recent Florida vacation. **Ponte Vedra** was **seventh** overall (15%) and number **four** (8%) for most recent vacation.

Number one in both instances, Orlando received 68% overall and 23% for the most recent vacation.

The dominant reason for the choice had to do with location (wanted nearby destination) followed by family and/or friends (family/friends in the area and/or family/friends chose destination).

The next most significant reasons had to do with attractions, golf and fishing.

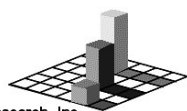
The most dominant "activity" was rest & relaxation; followed by dining out on local foods, followed by visiting friends & relatives and followed by fine dining.

Orlando attractions, golf and fishing followed.

On a scale of 1-5, with 1 a good vacation (and 5 a poor vacation) respondents rated their most recent vacations and average 1.44 (the median was 1).

Typical Florida vacations for Florida residents are consistent with their most recent vacations with the same activities.

Respondents rated various Florida destinations, on the 1-5 scale, with one a good vacation destination and 5 a poor one. **St. Augustine** rated a 1.69 (median 2) and **Ponte Vedra** a 2.14 (median 2).

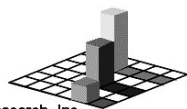


The vast majority perceive **St. Augustine** as:

- ◆ having enough (to do) for children and families
- ◆ reasonably priced vacation
- ◆ providing a choice of accommodation
- ◆ a variety of eating places
- ◆ family oriented
- ◆ near many attractions and sights
- ◆ safe
- ◆ not having enough to do at night

Around half to two thirds perceive **St. Augustine** as:

- ◆ not enough golf opportunities/good place to play golf
- ◆ good fishing/not enough places to fish
- ◆ not enough places to go boating/good boating
- ◆ good outdoor activities/not enough outdoor activities
- ◆ poor sports venues
- ◆ enough activities for seniors and adults

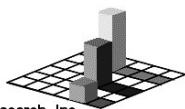


The vast majority perceive **Ponte Vedra** as:

- ◆ not much for children and families
- ◆ an expensive Florida vacation
- ◆ provides a good choice of accommodation
- ◆ un-crowded
- ◆ adult oriented
- ◆ good place to play golf
- ◆ safe
- ◆ not enough places to fish
- ◆ not enough places for boating
- ◆ good outdoor activities
- ◆ enough venues for amateur athletics
- ◆ enough activities for adults and seniors

About half say **Ponte Vedra**:

- ◆ does not have enough eating places/has a good variety of eating places
- ◆ is near many attractions and sights/has too few attractions and sights



DETAILED FINDINGS

(n=425; respondents from Florida)

1. Do you take vacations to Florida destinations? By vacations I mean spending at least one night in a motel or hotel.

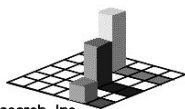
Yes	100%
No	0%

2. Do you own a vacation home or condo at a Florida destination?

Yes	0%
No	100%

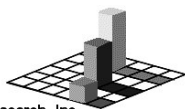
3. Approximately, how many Florida vacations do you take each year?

Mean	2.43 Vacations
Median	2.00 Vacations



4. Which Florida destination do you choose for your vacations?

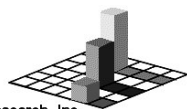
Florida Destination	Percent of Respondents
Orlando	68
St. Augustine	49
Key West	39
Miami	28
Daytona Beach	24
Tampa	23
Ponte Vedra	15
Fort Myers	13
Jacksonville	12
Sarasota	12
St. Petersburg	12
Clearwater	10
Fort Lauderdale	10
Sanibel	10
Boca Raton	7
Cocoa Beach	6
Lakeland	6
Naples	5
Panama City	4
Winter Haven	4
Anna Maria Island	3
Lake Wales	3
Cedar Key	2
Destin	2
Pensacola	2
Bradenton	1



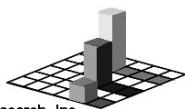
Florida Destination	Percent of Respondents
Captiva Island	1
Fort Walton Beach	1
Gainesville	1
Marco Island	1
Melbourne	1
New Port Richey	1
Singer Island	1
Tallahassee	1
Tarpon Springs	1
Venice	1
Boynton Beach	trace
Everglades	trace
Fort Meade	trace
Jupiter	trace
Lake City	trace
Long Boat Key	trace
New Smyrna Beach	trace
Ocala	trace
Palm Coast	trace
West Palm Beach	trace

5. Of the destinations you mentioned, which was your destination on your last Florida vacation?

Florida Destination	Percent of Respondents
Orlando	23
Daytona Beach	10
Key West	9
Ponte Vedra	8
Miami	7
St. Augustine	6
Tampa	6
Jacksonville	3
Naples	3
Sarasota	3
Clearwater	2
Anna Maria Island	1
Boca Raton	1
Cocoa Beach	1
Destin	1
Fort Lauderdale	1
Fort Myers	1
Fort Walton Beach	1
Melbourne	1
Pensacola	1
Sanibel	1
Singer Island	1
St. Petersburg	1
Tarpon Springs	1
Winter Haven	1

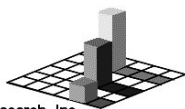


Florida Destination	Percent of Respondents
Boynton Beach	trace
Bradenton	trace
Cedar Key	trace
Everglades	trace
Fort Meade	trace
Gainesville	trace
Jupiter	trace
Lakeland	trace
Long Boat Key	trace
New Port Richey	trace
New Smyrna Beach	trace
Ocala	trace
Palm Coast	trace
Panama City	trace
Venice	trace

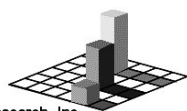


6. Why is that?

Reason	Percent Unassisted	Percent Assisted
Wanted nearby destination/Near home	49	1
Family friends in the area	32	1
Family/friends chose destination	24	1
Recommendation of family/friends	5	1
Area fits my budget	3	3
Saw newspaper ad for area	0	1
Saw TV commercial for area	3	1
Saw magazine ad for area	0	0
Saw newspaper ad with good lodging prices	trace	1
Saw newspaper ad with good package prices	2	1
Travel agent recommendation	1	trace
Came here as a child	1	2
Always wanted to visit	6	2
Family event, In general	5	1
Family event, Graduation	trace	0
Family event, Reunion	3	0
Family event, Birthday	1	0
Family event, Anniversary	4	0
Family event, Wedding	4	0
Destination event, In general	5	0
Destination event, NASCAR Races	4	0
Destination event, Baseball Games	1	trace
Destination event, Football Games	1	0
Destination event, Bike Week/Biketoberfest	4	0
Destination event, Military Reunion	trace	0
Destination event, Tennis Matches	1	0



Reason	Percent Unassisted	Percent Assisted
Attractions, In general	3	3
Attractions, Busch Gardens	3	0
Attractions, Orlando Attractions	16	0
Golf	14	2
Fishing	15	trace
Activities for children and the family, In general	3	1
Outdoor recreation, In general	2	1
Good night life	2	4
Historic Sights	6	2
Shopping	5	8
Amateur Athletic Event I participated	1	0
Amateur Athletic Event I was a spectator	trace	0
Cycling	1	1
Boating	6	1
Canoeing	1	trace
Kayaking	1	0
Business/Convention	6	0
Meet a Cruise	1	0
4 th of July Holiday	trace	0
Beach	6	0
Rest and Relaxation	1	0
Timeshare Deal	trace	0
New Years Eve	trace	0
Good Food	trace	0

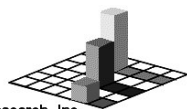


7. On a scale of 1 - 5, with 1 being a good vacation and 5 a poor vacation; how satisfied were you with your last Florida vacation?

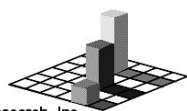
Mean 1.44
Median 1.00

8. What activities are included in your Florida vacations?

Activities	Percent Unassisted	Percent Assisted
Rest and relaxation	72	2
Sports on beach (volleyball, bicycling.....)	3	2
Dining out....local foods	51	15
Dining out....fast foods	1	3
Dining out...fine dining	39	11
Spectator sports....pari-mutual	1	trace
Spectator sports, In general	2	0
Spectator sport, Football	4	0
Spectator sport, NASCAR races	5	0
Spectator sport, Baseball	4	0
Spectator sport, Tennis	2	0
Spectator sport, Fishing Tournament	trace	0
Spectator sport, Basketball	trace	0
Spectator sport, Golf Tournament	5	0
Shopping....souvenirs	10	13
Shopping.....discount	12	13
Sight-seeing, In general	8	2
Sight-seeing, Gardens	1	0
Cruise	3	1
Attractions, In general	15	2
Attractions, Busch Gardens	3	0
Attractions, Orlando Attractions	35	0

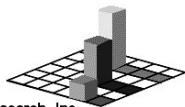


Activities	Percent Unassisted	Percent Assisted
Attractions, Parks	1	0
Attractions, Cypress Gardens	1	0
Water sports, In general	1	0
Water sports, Snorkeling/Diving	1	0
Night clubs/Shows	5	4
Concerts	6	7
Art shows	6	8
Festivals	5	8
Visiting family/friends	45	6
Museums, In general	11	2
Museums, Lightner	2	0
Museums, Bok Tower	trace	0
Water parks	1	1
Visiting historic sights	34	7
Amateur athletic event-participated, In general	trace	0
Amateur athletic event-participated, Body building	trace	0
Amateur athletic event -spectator	0	0
Cycling	1	1
Boating	11	3
Canoeing	3	0
Kayaking	1	0
Golf	23	trace
Fishing	24	1
Miniature golf	trace	0
Shelling/Beach combing	trace	0
Boat show	1	0
Water parks	trace	0



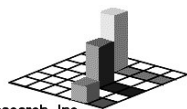
- 9a. Now, I'm going to read that list of Florida destinations again, on a scale of 1 - 5, with 1 being a good place for a vacation, rate each of those destinations.

Destination	Mean Rating	Median Rating
Fort Lauderdale	2.57	3.00
St. Petersburg	2.06	2.00
Ponte Vedra	2.14	2.00
Jacksonville	3.20	3.00
St. Augustine	1.69	2.00
Daytona Beach	2.82	3.00
Lakeland	2.51	2.00
Lake Wales	2.83	3.00
Orlando	1.74	2.00
Boca Raton	2.79	3.00
Winter Haven	2.38	2.00
Sarasota	2.10	2.00
Anna Maria Island	1.87	2.00
Miami	2.61	2.00
Panama City	2.68	3.00
Fort Myers	2.35	2.00
Cocoa Beach	2.65	3.00
Clearwater	1.94	2.00
Sanibel	1.77	2.00
Tampa	2.07	2.00
Key West	1.60	1.00



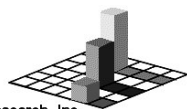
9b. Ratings of other destinations mentioned in question 4.

Destination	# of Ratings	Mean Rating	Median Rating
Naples	10	1.50	1.5
Destin	3	1.00	1.00
Gainesville	3	1.33	1.00
Pensacola	3	1.33	1.00
Singer Island	3	2.33	1.00
Bradenton	2	1.50	1.50
Cedar Key	2	2.00	2.00
Marco Island	2	1.00	1.00
New Port Richey	2	1.00	1.00
West Palm Beach	2	1.00	1.00
Boynton Beach	1	1.00	1.00
Captiva Island	1	1.00	1.00
Fort Walton Beach	1	2.00	2.00
Jupiter	1	2.00	2.00
Long Boat Key	1	1.00	1.00
Palm Beach	1	1.00	1.00
Tarpon Springs	1	1.00	1.00



(12a.) I'm going to read a series of statements which might describe **St. Augustine** for each set of 2 statements, tell me which would best describe **St. Augustine** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	97
Has not much for children and families.	3
Is a reasonably priced Florida vacation.	82
Is an expensive Florida vacation.	18
Does not have enough good accommodations.	12
Provides a good choice of accommodations.	88
Is un-crowded and roomy.	63
Is too crowded.	37
Does not have enough eating places	9
Provides a good variety of eating places.	91
Is family oriented.	97
Is adult oriented.	3
Doesn't have enough golf opportunities.	60
Is a good place to play golf.	40
Has a good night life.	22
Hasn't enough nightclubs or activities.	78
Is near many attractions and sights.	98
Has too few attractions.	2
Is an un-safe place to stay	0
Is a safe place to stay	100
Has good fishing	49
Hasn't enough places to fish	51
Has good boating	45
Hasn't enough places to go boating	55



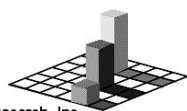
Statement	% of Respondents
Has good outdoor activities	52
Hasn't enough outdoor activities	48
Has good venues for amateur athletic sports	40
Sports venues are poor	60
Has enough activities for adults and seniors	63
Doesn't have enough activities for adults and seniors	37
Other Ways to Describe... <u>St. Augustine</u>	
Historic	11
Clean and beautiful	1

(13a.) How would you change St. Augustine as a vacation destination?

Statement	% of Respondents
More night activities	2
No change	3
Attractions/Stores open later at night	trace
Lower prices	trace
More parking	trace

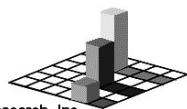
(14a.) You said St. Augustine does not have enough activities for children...what activities for children would you like to see in St. Augustine?

Activities	% of Respondents
Don't know/No response	trace
Interactive museum	trace
No children/Keep as is	trace
Play grounds	trace



(12b.) I'm going to read a series of statements which might describe **Ponte Vedra** for each set of 2 statements, tell me which would best describe **Ponte Vedra** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	18
Has not much for children and families.	82
Is a reasonably priced Florida vacation.	4
Is an expensive Florida vacation.	96
Does not have enough good accommodations.	20
Provides a good choice of accommodations.	80
Is un-crowded and roomy.	100
Is too crowded.	0
Does not have enough eating places	49
Provides a good variety of eating places.	51
Is family oriented.	7
Is adult oriented.	93
Doesn't have enough golf opportunities.	0
Is a good place to play golf.	100
Has a good night life.	13
Hasn't enough nightclubs or activities.	87
Is near many attractions and sights.	58
Has too few attractions.	42
Is an un-safe place to stay	0
Is a safe place to stay	100
Has good fishing	10
Hasn't enough places to fish	90
Has good boating	10
Hasn't enough places to go boating	90
Has good outdoor activities	73



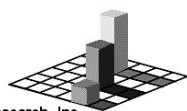
Statement	% of Respondents
Hasn't enough outdoor activities	27
Has good venues for amateur athletic sports	92
Sports venues are poor	8
Has enough activities for adults and seniors	91
Doesn't have enough activities for adults and seniors	9
Other Ways to Describe...Ponte Vedra	
Great golf	3
Beautiful	2
Elegant/Classy	trace

(13b.) How would you change **Ponte Vedra** as a vacation destination?

Statement	% of Respondents
No change	1
Lower prices	trace
Become more family friendly	trace

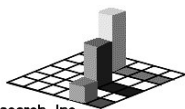
(14b.) You said **Ponte Vedra** does not have enough activities for children...what activities for children would you like to see in **Ponte Vedra**?

Activities	% of Respondents
No children/Keep as is	5
Children's golf clinics/Tournaments	4
Don't know/No response	3
More parks	trace
Water parks	trace



10a. I'm going to read a series of statements which might describe **Orlando** for each set of 2 statements, tell me which would best describe **Orlando** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	98
Has not much for children and families.	2
Is a reasonably priced Florida vacation.	38
Is an expensive Florida vacation.	62
Does not have enough good accommodations.	4
Provides a good choice of accommodations.	96
Is un-crowded and roomy.	13
Is too crowded.	87
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	98
Is adult oriented.	2
Doesn't have adequate golf courses.	6
Is a good place to play golf.	94
Has a good night life.	91
Hasn't enough night-time activities.	9
Is near many attractions and sights.	98
Has too few attractions.	2
Has good fishing	40
Hasn't enough places to fish	60
Has good boating	42
Hasn't enough places to go boating	58
Has good outdoor activities	74
Hasn't enough outdoor activities	26
Has good venues for amateur athletic sports	87
Sports venues are poor	13



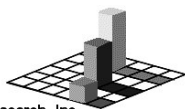
Statement	% of Respondents
Has enough activities for adults and seniors	98
Doesn't have enough activities for adults and seniors	2
Other Ways to Describe...Orlando	
Fun attractions	3
Too crowded	3
Too expensive	3
Plenty to do	1
Good shopping	trace
Nice place	trace

11a. How would you change **Orlando** as a vacation destination?

Statement	% of Respondents
Lower Prices	3
Make less crowded	1
No change	1
Better highways/roads	trace

- 10b. I'm going to read a series of statements which might describe **Tampa** for each set of 2 statements, tell me which would best describe **Tampa** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	90
Has not much for children and families.	10
Is a reasonably priced Florida vacation.	87
Is an expensive Florida vacation.	13
Does not have enough good accommodations.	13
Provides a good choice of accommodations.	87
Is un-crowded and roomy.	45
Is too crowded.	55
Does not have enough restaurants.	16
Provides a good variety of places to eat.	84
Is family oriented.	87
Is adult oriented.	13
Doesn't have adequate golf courses.	8
Is a good place to play golf.	92
Has a good night life.	92
Hasn't enough night-time activities.	8
Is near many attractions and sights.	97
Has too few attractions.	3
Has good fishing	93
Hasn't enough places to fish	7
Has good boating	96
Hasn't enough places to go boating	4
Has good outdoor activities	97
Hasn't enough outdoor activities	3
Has good venues for amateur athletic sports	100
Sports venues are poor	0



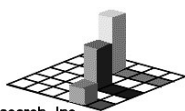
Statement	% of Respondents
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>Tampa</u>	
Very busy	1
Good food	trace

11b. How would you change Tampa as a vacation destination?

Statement	% of Respondents
No change	1

- 10c. I'm going to read a series of statements which might describe **Miami Beach** for each set of 2 statements, tell me which would best describe **Miami Beach** as a vacation destination.

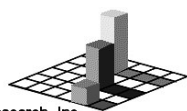
Statement	% of Respondents
Has plenty of activities for children and families.	97
Has not much for children and families.	3
Is a reasonably priced Florida vacation.	32
Is an expensive Florida vacation.	68
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	29
Is too crowded.	71
Does not have enough restaurants.	3
Provides a good variety of places to eat.	97
Is family oriented.	71
Is adult oriented.	29
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	97
Hasn't enough night-time activities.	3
Is near many attractions and sights.	94
Has too few attractions.	6
Has good fishing	94
Hasn't enough places to fish	6
Has good boating	97
Hasn't enough places to go boating	3
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	95
Sports venues are poor	5
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>Miami Beach</u>	
Plenty to do	3

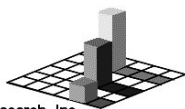
11c. How would you change Miami Beach as a vacation destination?

Statement	% of Respondents
No change	1
Clean up some areas	trace
More parking	trace



- 10d. I'm going to read a series of statements which might describe **Jacksonville** for each set of 2 statements, tell me which would best describe **Jacksonville** as a vacation destination.

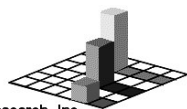
Statement	% of Respondents
Has plenty of activities for children and families.	39
Has not much for children and families.	61
Is a reasonably priced Florida vacation.	44
Is an expensive Florida vacation.	56
Does not have enough good accommodations.	6
Provides a good choice of accommodations.	94
Is un-crowded and roomy.	33
Is too crowded.	67
Does not have enough restaurants.	6
Provides a good variety of places to eat.	94
Is family oriented.	28
Is adult oriented.	72
Doesn't have adequate golf courses.	36
Is a good place to play golf.	64
Has a good night life.	94
Hasn't enough night-time activities.	6
Is near many attractions and sights.	39
Has too few attractions.	61
Has good fishing	14
Hasn't enough places to fish	86
Has good boating	14
Hasn't enough places to go boating	86
Has good outdoor activities	61
Hasn't enough outdoor activities	39
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	78
Doesn't have enough activities for adults and seniors	22
Other Ways to Describe... <u>Jacksonville</u>	
Too big/Crowded	2

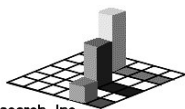
11d. How would you change Jacksonville as a vacation destination?

Statement	% of Respondents
More activities/More to do in general	trace
Need more for children/families to do	trace



- 10e. I'm going to read a series of statements which might describe **Clearwater** for each set of 2 statements, tell me which would best describe **Clearwater** as a vacation destination.

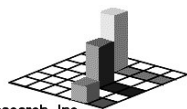
Statement	% of Respondents
Has plenty of activities for children and families.	62
Has not much for children and families.	38
Is a reasonably priced Florida vacation.	58
Is an expensive Florida vacation.	42
Does not have enough good accommodations.	15
Provides a good choice of accommodations.	85
Is un-crowded and roomy.	69
Is too crowded.	31
Does not have enough restaurants.	19
Provides a good variety of places to eat.	81
Is family oriented.	73
Is adult oriented.	27
Doesn't have adequate golf courses.	68
Is a good place to play golf.	32
Has a good night life.	50
Hasn't enough night-time activities.	50
Is near many attractions and sights.	65
Has too few attractions.	35
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	88
Doesn't have enough activities for adults and seniors	12
Other Ways to Describe... <u>Clearwater</u>	
Relaxing	1
Pretty area	1
Clean/Nice area	trace

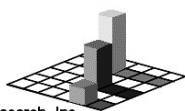
11e. How would you change Clearwater as a vacation destination?

Statement	% of Respondents
Lower prices	trace
Make less crowded	trace
More night activities	trace
Need more for children/families to do	trace
No change	trace



- 10f. I'm going to read a series of statements which might describe **St. Petersburg** for each set of 2 statements, tell me which would best describe **St. Petersburg** as a vacation destination.

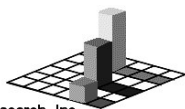
Statement	% of Respondents
Has plenty of activities for children and families.	68
Has not much for children and families.	32
Is a reasonably priced Florida vacation.	57
Is an expensive Florida vacation.	43
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	68
Is too crowded.	32
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	68
Is adult oriented.	32
Doesn't have adequate golf courses.	30
Is a good place to play golf.	70
Has a good night life.	63
Hasn't enough night-time activities.	37
Is near many attractions and sights.	68
Has too few attractions.	32
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	100
Sports venues are poor	0
Has enough activities for adults and seniors	96
Doesn't have enough activities for adults and seniors	4
Other Ways to Describe... <u>St. Petersburg</u>	
Relaxing/Peaceful	3
Beautiful	1
Clean	trace
Crowded	trace
Expensive	trace
Quiet	trace

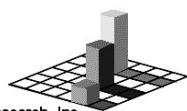
11f. How would you change St. Petersburg as a vacation destination?

Statement	% of Respondents
No change	1



10g. I'm going to read a series of statements which might describe **Sarasota** for each set of 2 statements, tell me which would best describe **Sarasota** as a vacation destination.

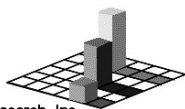
Statement	% of Respondents
Has plenty of activities for children and families.	80
Has not much for children and families.	20
Is a reasonably priced Florida vacation.	60
Is an expensive Florida vacation.	40
Does not have enough good accommodations.	3
Provides a good choice of accommodations.	97
Is un-crowded and roomy.	67
Is too crowded.	33
Does not have enough restaurants.	3
Provides a good variety of places to eat.	97
Is family oriented.	67
Is adult oriented.	33
Doesn't have adequate golf courses.	24
Is a good place to play golf.	76
Has a good night life.	65
Hasn't enough night-time activities.	35
Is near many attractions and sights.	90
Has too few attractions.	10
Has good fishing	93
Hasn't enough places to fish	7
Has good boating	97
Hasn't enough places to go boating	3
Has good outdoor activities	93
Hasn't enough outdoor activities	7
Has good venues for amateur athletic sports	70
Sports venues are poor	30



Statement	% of Respondents
Has enough activities for adults and seniors	97
Doesn't have enough activities for adults and seniors	3
Other Ways to Describe... <u>Sarasota</u>	
Nice area	3

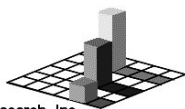
11g. How would you change Sarasota as a vacation destination?

Statement	% of Respondents
No change	1
More handicap/Wheel chair friendly	trace



10h. I'm going to read a series of statements which might describe **Key West** for each set of 2 statements, tell me which would best describe **Key West** as a vacation destination.

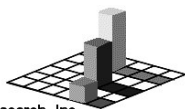
Statement	% of Respondents
Has plenty of activities for children and families.	57
Has not much for children and families.	43
Is a reasonably priced Florida vacation.	25
Is an expensive Florida vacation.	75
Does not have enough good accommodations.	94
Provides a good choice of accommodations.	6
Is un-crowded and roomy.	24
Is too crowded.	76
Does not have enough restaurants.	2
Provides a good variety of places to eat.	98
Is family oriented.	39
Is adult oriented.	61
Doesn't have adequate golf courses.	86
Is a good place to play golf.	14
Has a good night life.	98
Hasn't enough night-time activities.	2
Is near many attractions and sights.	48
Has too few attractions.	52
Has good fishing	98
Hasn't enough places to fish	2
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	98
Hasn't enough outdoor activities	2
Has good venues for amateur athletic sports	18
Sports venues are poor	82



Statement	% of Respondents
Has enough activities for adults and seniors	96
Doesn't have enough activities for adults and seniors	4
Other Ways to Describe...Key West	
Gorgeous	5
Expensive	trace

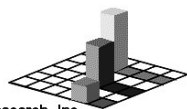
11h. How would you change **Key West** as a vacation destination?

Statement	% of Respondents
No change	2
Better highways/roads	trace
Lower prices	trace



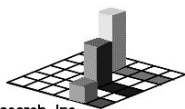
15. Which destination in Florida, if any, have you never been to but would like to visit for a vacation?

Florida Destination	Percent of Respondents
Don't know/No response	39
Key West	33
Gulf coast in general	3
Panhandle area in general	3
St. Augustine	3
Tallahassee	3
Sanibel	2
Cocoa Beach	1
Daytona Beach	1
Everglades	1
Naples	1
Ocala	1
Orlando	1
Panama City	1
Pensacola	1
St. Petersburg	1
Tampa	1
Titusville	1
Anna Maria Island	trace
Fort Myers	trace
Fort Walton Beach	trace
Gainesville	trace
Jacksonville	trace
Marco Island	trace
Miami	trace
Sarasota	trace
Winter Haven	trace



16. Why is that?

Reason	Percent of Respondents
Never been to that area/Like to see it	53
Heard the area was nice/Beautiful place	11
Heard many good things about area	9
Heard the area has good/beautiful beaches	4
Near Cape Canaveral	4
State capital	4
Good fishing/Shell fishing	3
Like historical places	2
Busch Gardens	1
Cypress Gardens	1
Disney attractions	1
Golf	1
Good restaurants	1
Heard the area has a lot to see/Do	1
Heard the area has good shopping	1
Many activities available for children	1
NASCAR races	1
Quiet/Relaxing	1
Shelling/Beach combing	1
Snorkeling/Diving	1
Tennis	1
To see horse country	1



17. Establish sex of the respondent.

Male	47%
Female	53%

18. What is the occupation of the **primary wage earner** of the household?

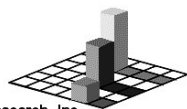
Occupation	Percent of Respondents
Retired	41
Mid-range white collar	26
Professional/Managerial/Self Employed	19
Skilled labor	6
Semi-skilled labor	4
Clerical	1
Refused	1
Unskilled labor	1
Military	trace

19. In what year were you born?

Mean	1946 (56 years old)
Median	1947 (55 years old)

20. Are you married or single?

Marital Status	Percent of Respondents
Married	79
Single	8
Widowed	7
Refused	5
Divorced	1

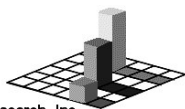


21. Next, in order to divide our interviews into very broad economic categories, what is your best estimate of your household total annual income from all sources before taxes?

Annual Income	Percent of Respondents
Under \$10,000	0
Between \$10,000 and \$20,000	1
Between \$20,000 and \$30,000	4
Between \$30,000 and \$40,000	22
Between \$40,000 and \$50,000	20
Over \$50,000	42
Refused	11

22. City where respondents live.(In Florida by ADI)

ADI	% of Respondents
Miami, Fort Lauderdale, The Keys	24
Tampa, St. Petersburg, Clearwater, Sarasota, (Lakeland, Winter Haven)	21
Orlando, Daytona Beach, Melbourne, (Leesburg, Ocala)	17
West Palm Beach, Ft. Pierce, Vero Beach, (Boca Raton, St. Lucie)	13
Jacksonville	9
Ft. Myers, Naples	5
Gainesville	5
Pensacola, Ft. Walton Beach	3
Tallahassee	3
Panama City	trace



SELECTED FINDINGS

Respondents That Chose St. Augustine as a Vacation Destination

(n=208)

1. Do you take vacations to Florida destinations? By vacations I mean spending at least one night in a motel or hotel.

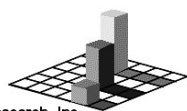
Yes	100%
No	0%

2. Do you own a vacation home or condo at a Florida destination?

Yes	0%
No	100%

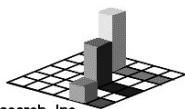
3. Approximately, how many Florida vacations do you take each year?

Mean	2.35 Vacations
Median	2.00 Vacations

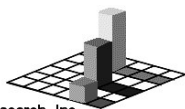


4. Which Florida destination do you choose for your vacations?

Florida Destination	Percent of Respondents
St. Augustine	100
Orlando	75
Key West	42
Miami	30
Daytona Beach	28
Tampa	22
Ponte Vedra	16
Sarasota	15
St. Petersburg	14
Clearwater	13
Jacksonville	11
Fort Myers	11
Sanibel	9
Fort Lauderdale	8
Cocoa Beach	7
Naples	7
Boca Raton	6
Winter Haven	6
Panama City	4
Anna Maria Island	3
Pensacola	3
Cedar Key	2
Lakeland	2
Lake Wales	2
Boynton Beach	1
Bradenton	1

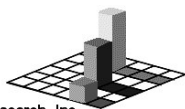


Florida Destination	Percent of Respondents
Captiva Island	1
Destin	1
Everglades	1
Gainesville	1
Jupiter	1
Lake City	1
Marco Island	1
Melbourne	1
New Port Richey	1
Palm Coast	1
Singer Island	1
Tarpon Springs	1
Venice	1

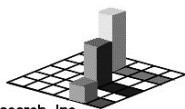


5. Of the destinations you mentioned, which was your destination on your last Florida vacation?

Florida Destination	Percent of Respondents
Orlando	14
St. Augustine	13
Key West	11
Daytona Beach	11
Ponte Vedra	8
Tampa	6
Naples	5
Sarasota	5
Miami	4
Clearwater	3
Fort Myers	2
Jacksonville	2
Melbourne	2
Pensacola	2
St. Petersburg	2
Winter Haven	2
Anna Maria Island	1
Boca Raton	1
Boynton Beach	1
Bradenton	1
Cedar Key	1
Everglades	1
Fort Lauderdale	1
Jupiter	1
New Port Richey	1

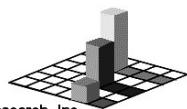


Florida Destination	Percent of Respondents
Palm Coast	1
Panama City	1
Singer Island	1
Tarpon Springs	1
Venice	1



6. Why is that?

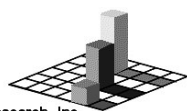
Reason	Percent Unassisted	Percent Assisted
Wanted nearby destination/Near home	46	1
Family friends in the area	45	3
Family/friends chose destination	23	1
Recommendation of family/friends	6	1
Area fits my budget	4	0
Saw newspaper ad for area	0	1
Saw TV commercial for area	2	1
Saw magazine ad for area	0	0
Saw newspaper ad with good lodging prices	1	1
Saw newspaper ad with good package prices	1	1
Travel agent recommendation	2	0
Came here as a child	1	1
Always wanted to visit	6	2
Family event, In general	4	1
Family event, Anniversary	6	0
Family event, Reunion	3	0
Family event, Wedding	2	0
Family event, Birthday	1	0
Family event, Graduation	1	0
Destination event, In general	4	0
Destination event, NASCAR Races	5	0
Destination event, Bike Week/Biketoberfest	3	0
Destination event, Baseball Games	1	0
Destination event, Military Reunion	1	0
Destination event, Tennis Matches	1	0
Attractions, In general	4	2



Reason	Percent Unassisted	Percent Assisted
Attractions, Orlando Attractions	10	0
Attractions, Busch Gardens	1	0
Golf	13	4
Fishing	16	1
Activities for children and the family, In general	2	3
Outdoor recreation, In general	1	1
Good night life	2	2
Historic Sights	10	2
Shopping	1	10
Amateur Athletic Event I participated	1	0
Amateur Athletic Event I was a spectator	0	0
Cycling	1	1
Boating	7	1
Canoeing	1	1
Kayaking	1	0
Business/Convention	4	0
Meet a Cruise	2	0
Beach	5	0
Rest and Relaxation	1	0
New Years Eve	1	0
Good Food	1	0

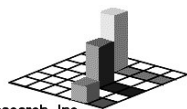
7. On a scale of 1 - 5, with 1 being a good vacation and 5 a poor vacation; how satisfied were you with your last Florida vacation?

Mean 1.44
Median 1.00

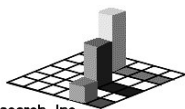


8. What activities are included in your Florida vacations?

Activities	Percent Unassisted	Percent Assisted
Rest and relaxation	77	1
Sports on beach (volleyball, bicycling.....)	3	1
Dining out....local foods	54	13
Dining out....fast foods	0	1
Dining out...fine dining	38	10
Spectator sports....pari-mutual	0	1
Spectator sports, In general	1	0
Spectator sport, NASCAR races	7	0
Spectator sport, Baseball	5	0
Spectator sport, Golf Tournament	4	0
Spectator sport, Football	3	0
Spectator sport, Tennis	2	0
Spectator sport, Fishing Tournament	1	0
Shopping....souvenirs	10	13
Shopping.....discount	13	15
Sight-seeing, In general	11	1
Sight-seeing, Gardens	1	0
Cruise	3	1
Attractions, In general	19	1
Attractions, Busch Gardens	4	0
Attractions, Orlando Attractions	42	0
Attractions, Parks	1	0
Attractions, Cypress Gardens	1	0
Water sports, In general	0	0
Water sports, Snorkeling/Diving	1	0
Night clubs/Shows	2	4

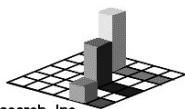


Activities	Percent Unassisted	Percent Assisted
Concerts	6	7
Art shows	7	6
Festivals	6	6
Visiting family/friends	43	4
Museums, In general	18	3
Museums, Lightner	4	0
Museums, Bok Tower	1	0
Water parks	1	0
Visiting historic sights	58	9
Amateur athletic event-participated, In general	1	0
Amateur athletic event-participated, Body building	1	0
Amateur athletic event -spectator	0	0
Cycling	1	1
Boating	11	2
Canoeing	3	0
Kayaking	1	0
Golf	25	1
Fishing	26	1
Shelling/Beach combing	1	0
Boat show	1	0



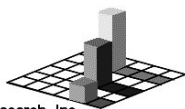
- 9a. Now, I'm going to read that list of Florida destinations again, on a scale of 1 - 5, with 1 being a good place for a vacation, rate each of those destinations.

Destination	Mean Rating	Median Rating
Fort Lauderdale	2.64	3.00
St. Petersburg	2.00	2.00
Ponte Vedra	2.04	2.00
Jacksonville	3.31	3.00
St. Augustine	1.45	1.00
Daytona Beach	2.91	3.00
Lakeland	2.52	2.00
Lake Wales	2.82	3.00
Orlando	1.81	2.00
Boca Raton	2.85	3.00
Winter Haven	2.42	2.00
Sarasota	2.02	2.00
Anna Maria Island	1.85	2.00
Miami	2.65	2.00
Panama City	2.72	3.00
Fort Myers	2.40	2.00
Cocoa Beach	2.67	3.00
Clearwater	1.95	2.00
Sanibel	1.75	2.00
Tampa	2.11	2.00
Key West	1.58	1.00



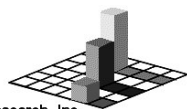
9b. Ratings of other destinations mentioned in question 4.

Destination	# of Ratings	Mean Rating	Median Rating
Naples	8	1.50	1.50
New Port Richey	2	1.00	1.00
Singer Island	2	1.00	1.00
Bradenton	2	1.50	1.50
Pensacola	2	1.50	1.50
Boynton Beach	1	1.00	1.00
Destin	1	1.00	1.00
Marco Island	1	1.00	1.00
Tarpon Springs	1	1.00	1.00
West Palm Beach	1	1.00	1.00
Cedar Key	1	2.00	2.00
Gainesville	1	2.00	2.00
Jupiter	1	2.00	2.00



(12a.) I'm going to read a series of statements which might describe **St. Augustine** for each set of 2 statements, tell me which would best describe **St. Augustine** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	99
Has not much for children and families.	1
Is a reasonably priced Florida vacation.	84
Is an expensive Florida vacation.	16
Does not have enough good accommodations.	10
Provides a good choice of accommodations.	90
Is un-crowded and roomy.	70
Is too crowded.	30
Does not have enough eating places	6
Provides a good variety of eating places.	94
Is family oriented.	99
Is adult oriented.	1
Doesn't have enough golf opportunities.	70
Is a good place to play golf.	30
Has a good night life.	18
Hasn't enough nightclubs or activities.	82
Is near many attractions and sights.	99
Has too few attractions.	1
Is an un-safe place to stay	0
Is a safe place to stay	100
Has good fishing	39
Hasn't enough places to fish	61
Has good boating	35
Hasn't enough places to go boating	65



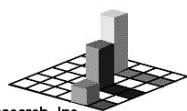
Statement	% of Respondents
Has good outdoor activities	42
Hasn't enough outdoor activities	58
Has good venues for amateur athletic sports	38
Sports venues are poor	62
Has enough activities for adults and seniors	61
Doesn't have enough activities for adults and seniors	39
Other Ways to Describe... <u>St. Augustine</u>	
Historic	12
Clean and beautiful	2

(13a.) How would you change St. Augustine as a vacation destination?

Statement	% of Respondents
More night activities	4
No change	4
Attractions/Stores open later at night	1
Lower prices	1
More parking	1

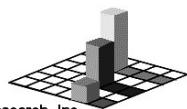
(14a.) You said St. Augustine does not have enough activities for children...what activities for children would you like to see in St. Augustine?

Activities	% of Respondents
Interactive museum	1



(12b.) I'm going to read a series of statements which might describe **Ponte Vedra** for each set of 2 statements, tell me which would best describe **Ponte Vedra** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	21
Has not much for children and families.	79
Is a reasonably priced Florida vacation.	0
Is an expensive Florida vacation.	100
Does not have enough good accommodations.	16
Provides a good choice of accommodations.	84
Is un-crowded and roomy.	100
Is too crowded.	0
Does not have enough eating places	42
Provides a good variety of eating places.	58
Is family oriented.	5
Is adult oriented.	95
Doesn't have enough golf opportunities.	0
Is a good place to play golf.	100
Has a good night life.	16
Hasn't enough nightclubs or activities.	84
Is near many attractions and sights.	84
Has too few attractions.	16
Is an un-safe place to stay	0
Is a safe place to stay	100
Has good fishing	17
Hasn't enough places to fish	83
Has good boating	17
Hasn't enough places to go boating	83
Has good outdoor activities	79



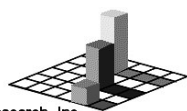
Statement	% of Respondents
Hasn't enough outdoor activities	21
Has good venues for amateur athletic sports	82
Sports venues are poor	18
Has enough activities for adults and seniors	95
Doesn't have enough activities for adults and seniors	5
Other Ways to Describe...Ponte Vedra	
Beautiful	3
Great golf	1

(13b.) How would you change **Ponte Vedra** as a vacation destination?

Statement	% of Respondents
Become more family friendly	1
No change	1

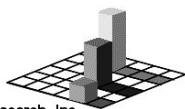
(14b.) You said **Ponte Vedra** does not have enough activities for children...what activities for children would you like to see in **Ponte Vedra**?

Activities	% of Respondents
Children's golf clinics/Tournaments	4
Don't know/No response	3
No children/Keep as is	2
More parks	1



10a. I'm going to read a series of statements which might describe **Orlando** for each set of 2 statements, tell me which would best describe **Orlando** as a vacation destination.

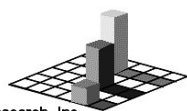
Statement	% of Respondents
Has plenty of activities for children and families.	96
Has not much for children and families.	4
Is a reasonably priced Florida vacation.	32
Is an expensive Florida vacation.	68
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	14
Is too crowded.	86
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	96
Is adult oriented.	4
Doesn't have adequate golf courses.	11
Is a good place to play golf.	89
Has a good night life.	89
Hasn't enough night-time activities.	11
Is near many attractions and sights.	96
Has too few attractions.	4
Has good fishing	42
Hasn't enough places to fish	58
Has good boating	42
Hasn't enough places to go boating	58
Has good outdoor activities	75
Hasn't enough outdoor activities	25
Has good venues for amateur athletic sports	83
Sports venues are poor	17



Statement	% of Respondents
Has enough activities for adults and seniors	96
Doesn't have enough activities for adults and seniors	4
Other Ways to Describe...Orlando	
Too expensive	4
Fun attractions	2
Too crowded	2
Plenty to do	1

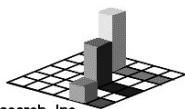
11a. How would you change Orlando as a vacation destination?

Statement	% of Respondents
Lower Prices	3
Make less crowded	1



- 10b. I'm going to read a series of statements which might describe **Tampa** for each set of 2 statements, tell me which would best describe **Tampa** as a vacation destination.

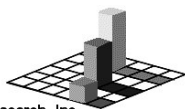
Statement	% of Respondents
Has plenty of activities for children and families.	92
Has not much for children and families.	8
Is a reasonably priced Florida vacation.	92
Is an expensive Florida vacation.	8
Does not have enough good accommodations.	8
Provides a good choice of accommodations.	92
Is un-crowded and roomy.	46
Is too crowded.	54
Does not have enough restaurants.	8
Provides a good variety of places to eat.	92
Is family oriented.	92
Is adult oriented.	8
Doesn't have adequate golf courses.	17
Is a good place to play golf.	83
Has a good night life.	83
Hasn't enough night-time activities.	17
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	92
Hasn't enough places to fish	8
Has good boating	91
Hasn't enough places to go boating	9
Has good outdoor activities	92
Hasn't enough outdoor activities	8
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>Tampa</u>	
Very busy	1
Good food	1

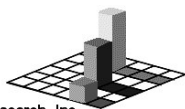
11b. How would you change Tampa as a vacation destination?

Statement	% of Respondents
No change	2



- 10c. I'm going to read a series of statements which might describe **Miami Beach** for each set of 2 statements, tell me which would best describe **Miami Beach** as a vacation destination.

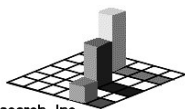
Statement	% of Respondents
Has plenty of activities for children and families.	94
Has not much for children and families.	6
Is a reasonably priced Florida vacation.	38
Is an expensive Florida vacation.	63
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	25
Is too crowded.	75
Does not have enough restaurants.	6
Provides a good variety of places to eat.	94
Is family oriented.	69
Is adult oriented.	31
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	94
Hasn't enough night-time activities.	6
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	94
Hasn't enough places to fish	6
Has good boating	94
Hasn't enough places to go boating	6
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	100
Sports venues are poor	0
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>Miami Beach</u>	
Plenty to do	2

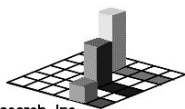
11c. How would you change Miami Beach as a vacation destination?

Statement	% of Respondents
Clean up some areas	1
More parking	1
No change	1



- 10d. I'm going to read a series of statements which might describe **Jacksonville** for each set of 2 statements, tell me which would best describe **Jacksonville** as a vacation destination.

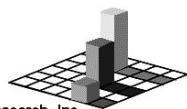
Statement	% of Respondents
Has plenty of activities for children and families.	14
Has not much for children and families.	86
Is a reasonably priced Florida vacation.	57
Is an expensive Florida vacation.	43
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	43
Is too crowded.	57
Does not have enough restaurants.	14
Provides a good variety of places to eat.	86
Is family oriented.	14
Is adult oriented.	86
Doesn't have adequate golf courses.	29
Is a good place to play golf.	71
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	29
Has too few attractions.	71
Has good fishing	29
Hasn't enough places to fish	71
Has good boating	29
Hasn't enough places to go boating	71
Has good outdoor activities	43
Hasn't enough outdoor activities	57
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	71
Doesn't have enough activities for adults and seniors	29
Other Ways to Describe... <u>Jacksonville</u>	
Too big/Crowded	2

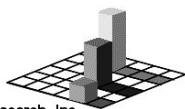
11d. How would you change Jacksonville as a vacation destination?

Statement	% of Respondents
Need more for children/families to do	1



- 10e. I'm going to read a series of statements which might describe **Clearwater** for each set of 2 statements, tell me which would best describe **Clearwater** as a vacation destination.

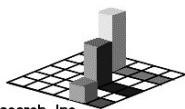
Statement	% of Respondents
Has plenty of activities for children and families.	64
Has not much for children and families.	36
Is a reasonably priced Florida vacation.	64
Is an expensive Florida vacation.	36
Does not have enough good accommodations.	14
Provides a good choice of accommodations.	86
Is un-crowded and roomy.	71
Is too crowded.	21
Does not have enough restaurants.	21
Provides a good variety of places to eat.	79
Is family oriented.	79
Is adult oriented.	21
Doesn't have adequate golf courses.	73
Is a good place to play golf.	27
Has a good night life.	31
Hasn't enough night-time activities.	69
Is near many attractions and sights.	64
Has too few attractions.	36
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	93
Doesn't have enough activities for adults and seniors	7
Other Ways to Describe...Clearwater	
Relaxing	1
Pretty area	1
Clean/Nice area	1

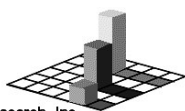
11e. How would you change Clearwater as a vacation destination?

Statement	% of Respondents
Lower prices	1
Make less crowded	1
No change	1



- 10f. I'm going to read a series of statements which might describe **St. Petersburg** for each set of 2 statements, tell me which would best describe **St. Petersburg** as a vacation destination.

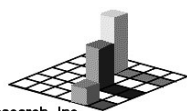
Statement	% of Respondents
Has plenty of activities for children and families.	50
Has not much for children and families.	50
Is a reasonably priced Florida vacation.	50
Is an expensive Florida vacation.	50
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	57
Is too crowded.	43
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	50
Is adult oriented.	50
Doesn't have adequate golf courses.	230
Is a good place to play golf.	80
Has a good night life.	60
Hasn't enough night-time activities.	40
Is near many attractions and sights.	64
Has too few attractions.	36
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	100
Sports venues are poor	0
Has enough activities for adults and seniors	93
Doesn't have enough activities for adults and seniors	7
Other Ways to Describe... <u>St. Petersburg</u>	
Relaxing/Peaceful	2
Beautiful	1
Clean	1
Crowded	1
Expensive	1
Quiet	1

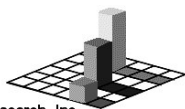
11f. How would you change St. Petersburg as a vacation destination?

Statement	% of Respondents
No change	1



10g. I'm going to read a series of statements which might describe **Sarasota** for each set of 2 statements, tell me which would best describe **Sarasota** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	72
Has not much for children and families.	28
Is a reasonably priced Florida vacation.	72
Is an expensive Florida vacation.	28
Does not have enough good accommodations.	6
Provides a good choice of accommodations.	94
Is un-crowded and roomy.	72
Is too crowded.	28
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	67
Is adult oriented.	33
Doesn't have adequate golf courses.	23
Is a good place to play golf.	77
Has a good night life.	60
Hasn't enough night-time activities.	40
Is near many attractions and sights.	89
Has too few attractions.	11
Has good fishing	89
Hasn't enough places to fish	11
Has good boating	94
Hasn't enough places to go boating	6
Has good outdoor activities	88
Hasn't enough outdoor activities	12
Has good venues for amateur athletic sports	71
Sports venues are poor	29



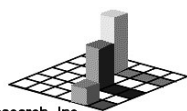
Statement	% of Respondents
Has enough activities for adults and seniors	94
Doesn't have enough activities for adults and seniors	6
Other Ways to Describe... <u>Sarasota</u>	
Nice area	3

11g. How would you change Sarasota as a vacation destination?

Statement	% of Respondents
No change	1

10h. I'm going to read a series of statements which might describe **Key West** for each set of 2 statements, tell me which would best describe **Key West** as a vacation destination.

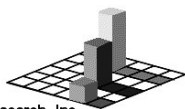
Statement	% of Respondents
Has plenty of activities for children and families.	58
Has not much for children and families.	42
Is a reasonably priced Florida vacation.	17
Is an expensive Florida vacation.	83
Does not have enough good accommodations.	8
Provides a good choice of accommodations.	92
Is un-crowded and roomy.	21
Is too crowded.	79
Does not have enough restaurants.	4
Provides a good variety of places to eat.	96
Is family oriented.	50
Is adult oriented.	50
Doesn't have adequate golf courses.	100
Is a good place to play golf.	0
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	50
Has too few attractions.	50
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	0
Sports venues are poor	100



Statement	% of Respondents
Has enough activities for adults and seniors	96
Doesn't have enough activities for adults and seniors	4
Other Ways to Describe...Key West	
Gorgeous	4

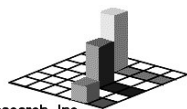
11h. How would you change **Key West** as a vacation destination?

Statement	% of Respondents
No change	1



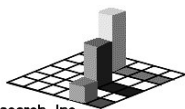
15. Which destination in Florida, if any, have you never been to but would like to visit for a vacation?

Florida Destination	Percent of Respondents
Don't know/No response	41
Key West	36
Gulf coast in general	4
Panhandle area in general	4
Cocoa Beach	2
Naples	2
Sanibel	2
Tallahassee	2
Daytona Beach	1
Fort Walton Beach	1
Gainesville	1
Jacksonville	1
Miami	1
Ocala	1
Pensacola	1
Sarasota	1
St. Petersburg	1
Tampa	1
Titusville	1



16. Why is that?

Reason	Percent of Respondents
Never been to that area/Like to see it	53
Heard the area was nice/Beautiful place	15
Heard many good things about area	8
Good fishing/Shell fishing	5
Heard the area has good/beautiful beaches	4
Near Cape Canaveral	4
State capital	4
Busch Gardens	1
Heard the area has a lot to see/Do	1
Many activities available for children	1
NASCAR races	1
Shelling/Beach combing	1
Snorkeling/Diving	1
To see horse country	1



17. Establish sex of the respondent.

Male	45%
Female	55%

18. What is the occupation of the **primary wage earner** of the household?

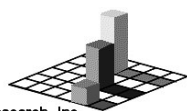
Occupation	Percent of Respondents
Retired	53
Mid-range white collar	21
Professional/Managerial/Self Employed	17
Skilled labor	4
Semi-skilled labor	2
Military	1
Refused	1
Unskilled labor	1

19. In what year were you born?

Mean	1942 (60 years old)
Median	1939 (63 years old)

20. Are you married or single?

Marital Status	Percent of Respondents
Married	81
Widowed	8
Refused	7
Single	4
Divorced	0

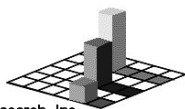


21. Next, in order to divide our interviews into very broad economic categories, what is your best estimate of your household total annual income from all sources before taxes?

Annual Income	Percent of Respondents
Under \$10,000	0
Between \$10,000 and \$20,000	1
Between \$20,000 and \$30,000	4
Between \$30,000 and \$40,000	23
Between \$40,000 and \$50,000	16
Over \$50,000	45
Refused	11

22. City where respondents live.(In Florida by ADI)

ADI	% of Respondents
Tampa, St. Petersburg, Clearwater, Sarasota, (Lakeland, Winter Haven)	25
Miami, Fort Lauderdale, The Keys	24
Orlando, Daytona Beach, Melbourne, (Leesburg, Ocala)	20
West Palm Beach, Ft. Pierce, Vero Beach, (Boca Raton, St. Lucie)	8
Jacksonville	7
Ft. Myers, Naples	6
Gainesville	6
Pensacola, Ft. Walton Beach	2
Tallahassee	1
Panama City	0



Respondents That Chose Ponte Vedra as a Vacation Destination

(n=65)

1. Do you take vacations to Florida destinations? By vacations I mean spending at least one night in a motel or hotel.

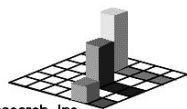
Yes	100%
No	0%

2. Do you own a vacation home or condo at a Florida destination?

Yes	0%
No	100%

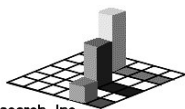
3. Approximately, how many Florida vacations do you take each year?

Mean	2.24 Vacations
Median	2.00 Vacations



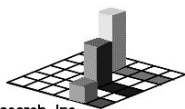
4. Which Florida destination do you choose for your vacations?

Florida Destination	Percent of Respondents
Ponte Vedra	100
Orlando	59
St. Augustine	51
Key West	27
Miami	27
Daytona Beach	22
Jacksonville	15
Tampa	15
St. Petersburg	10
Fort Lauderdale	7
Sanibel	7
Sarasota	7
Clearwater	5
Winter Haven	5
Boca Raton	2
Fort Myers	2
Lakeland	2
Lake Wales	2
Naples	2



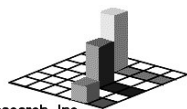
5. Of the destinations you mentioned, which was your destination on your last Florida vacation?

Florida Destination	Percent of Respondents
Ponte Vedra	51
Daytona Beach	7
Miami	7
Sarasota	7
St. Augustine	7
Orlando	5
Tampa	5
Clearwater	2
Fort Myers	2
Key West	2
Naples	2



6. Why is that?

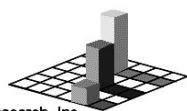
Reason	Percent Unassisted	Percent Assisted
Wanted nearby destination/Near home	37	0
Family friends in the area	29	0
Family/friends chose destination	27	2
Recommendation of family/friends	0	0
Area fits my budget	0	0
Saw newspaper ad for area	0	2
Saw TV commercial for area	0	0
Saw magazine ad for area	0	0
Saw newspaper ad with good lodging prices	0	2
Saw newspaper ad with good package prices	2	2
Travel agent recommendation	0	0
Came here as a child	0	2
Always wanted to visit	2	0
Family event, In general	7	0
Family event, Anniversary	10	0
Family event, Wedding	5	0
Family event, Graduation	2	0
Destination event, In general	0	0
Destination event, NASCAR Races	5	0
Attractions, In general	2	2
Attractions, Orlando Attractions	2	0
Golf	66	2
Fishing	12	0
Activities for children and the family, In general	5	2
Outdoor recreation, In general	0	0
Good night life	0	0



Reason	Percent Unassisted	Percent Assisted
Historic Sights	2	2
Shopping	10	2
Amateur Athletic Event I participated	2	0
Amateur Athletic Event I was a spectator	0	0
Cycling	0	0
Boating	0	0
Canoeing	0	0
Kayaking	0	0
Business/Convention	2	0

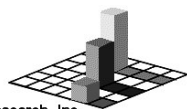
7. On a scale of 1 - 5, with 1 being a good vacation and 5 a poor vacation; how satisfied were you with your last Florida vacation?

Mean 1.24
Median 1.00

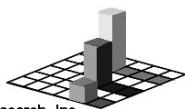


8. What activities are included in your Florida vacations?

Activities	Percent Unassisted	Percent Assisted
Rest and relaxation	68	5
Sports on beach (volleyball, bicycling.....)	2	2
Dining out....local foods	37	7
Dining out....fast foods	0	2
Dining out...fine dining	76	12
Spectator sports....pari-mutual	0	0
Spectator sports, In general	2	0
Spectator sport, Golf Tournament	22	0
Spectator sport, NASCAR races	5	0
Spectator sport, Tennis	5	0
Shopping....souvenirs	2	2
Shopping.....discount	5	2
Sight-seeing, In general	2	2
Sight-seeing, Gardens	2	0
Cruise	0	0
Attractions, In general	5	0
Attractions, Busch Gardens	2	0
Attractions, Orlando Attractions	24	0
Attractions, Parks	2	0
Attractions, Cypress Gardens	5	0
Water sports, In general	0	0
Night clubs/Shows	0	0
Concerts	7	2
Art shows	7	0
Festivals	5	5
Visiting family/friends	32	2

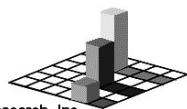


Activities	Percent Unassisted	Percent Assisted
Museums, In general	7	0
Museums, Lightner	2	0
Water parks	0	0
Visiting historic sights	39	2
Amateur athletic event-participated, In general	0	0
Amateur athletic event-participated, Body building	2	0
Amateur athletic event -spectator	0	0
Cycling	0	0
Boating	5	0
Canoeing	0	0
Kayaking	0	0
Golf	90	0
Fishing	24	0



- 9a. Now, I'm going to read that list of Florida destinations again, on a scale of 1 - 5, with 1 being a good place for a vacation, rate each of those destinations.

Destination	Mean Rating	Median Rating
Fort Lauderdale	2.54	3.00
St. Petersburg	1.88	2.00
Ponte Vedra	1.71	1.00
Jacksonville	3.07	3.00
St. Augustine	1.56	2.00
Daytona Beach	3.05	3.00
Lakeland	2.42	2.00
Lake Wales	3.00	3.00
Orlando	1.83	2.00
Boca Raton	2.81	3.00
Winter Haven	2.34	2.00
Sarasota	2.00	2.00
Anna Maria Island	1.91	2.00
Miami	2.24	2.00
Panama City	2.82	3.00
Fort Myers	2.43	2.00
Cocoa Beach	2.88	3.00
Clearwater	2.00	2.00
Sanibel	1.92	2.00
Tampa	2.12	2.00
Key West	1.58	2.00

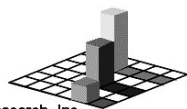


9b. Ratings of other destinations mentioned in question 4.

Destination	# of Ratings	Mean Rating	Median Rating
Naples	1	1.00	1.00

(12a.) I'm going to read a series of statements which might describe **St. Augustine** for each set of 2 statements, tell me which would best describe **St. Augustine** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	100
Has not much for children and families.	0
Is a reasonably priced Florida vacation.	100
Is an expensive Florida vacation.	0
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	100
Is too crowded.	0
Does not have enough eating places	0
Provides a good variety of eating places.	100
Is family oriented.	100
Is adult oriented.	0
Doesn't have enough golf opportunities.	100
Is a good place to play golf.	0
Has a good night life.	0
Hasn't enough nightclubs or activities.	100
Is near many attractions and sights.	100
Has too few attractions.	0
Is an un-safe place to stay	0
Is a safe place to stay	100



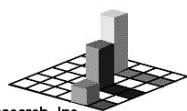
Statement	% of Respondents
Has good fishing	0
Hasn't enough places to fish	100
Has good boating	0
Hasn't enough places to go boating	100
Has good outdoor activities	0
Hasn't enough outdoor activities	100
Has good venues for amateur athletic sports	No Response
Sports venues are poor	
Has enough activities for adults and seniors	0
Doesn't have enough activities for adults and seniors	100
Other Ways to Describe...<u>St. Augustine</u>	
No responses to this question	

(13a.) How would you change St. Augustine as a vacation destination?

Statement	% of Respondents
No responses to this question	

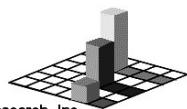
(14a.) You said St. Augustine does not have enough activities for children...what activities for children would you like to see in St. Augustine?

Activities	% of Respondents
No responses to this question	



(12b.) I'm going to read a series of statements which might describe **Ponte Vedra** for each set of 2 statements, tell me which would best describe **Ponte Vedra** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	18
Has not much for children and families.	82
Is a reasonably priced Florida vacation.	3
Is an expensive Florida vacation.	97
Does not have enough good accommodations.	20
Provides a good choice of accommodations.	80
Is un-crowded and roomy.	100
Is too crowded.	0
Does not have enough eating places	53
Provides a good variety of eating places.	47
Is family oriented.	6
Is adult oriented.	94
Doesn't have enough golf opportunities.	0
Is a good place to play golf.	100
Has a good night life.	9
Hasn't enough nightclubs or activities.	91
Is near many attractions and sights.	65
Has too few attractions.	35
Is an un-safe place to stay	0
Is a safe place to stay	100
Has good fishing	9
Hasn't enough places to fish	91
Has good boating	9
Hasn't enough places to go boating	91
Has good outdoor activities	73



Statement	% of Respondents
Hasn't enough outdoor activities	27
Has good venues for amateur athletic sports	89
Sports venues are poor	11
Has enough activities for adults and seniors	97
Doesn't have enough activities for adults and seniors	3
Other Ways to Describe...Ponte Vedra	
Great golf	14
Beautiful	10
Elegant/Classy	2

(13b.) How would you change **Ponte Vedra** as a vacation destination?

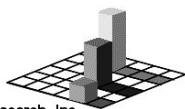
Statement	% of Respondents
No change	7
Become more family friendly	2

(14b.) You said **Ponte Vedra** does not have enough activities for children...what activities for children would you like to see in **Ponte Vedra**?

Activities	% of Respondents
No children/Keep as is	26
Children's golf clinics/Tournaments	21
Don't know/No response	14
More parks	2

10a. I'm going to read a series of statements which might describe **Orlando** for each set of 2 statements, tell me which would best describe **Orlando** as a vacation destination.

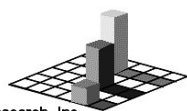
Statement	% of Respondents
Has plenty of activities for children and families.	100
Has not much for children and families.	0
Is a reasonably priced Florida vacation.	17
Is an expensive Florida vacation.	83
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	0
Is too crowded.	100
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	100
Is adult oriented.	0
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	50
Hasn't enough places to fish	50
Has good boating	50
Hasn't enough places to go boating	50
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe...Orlando	
Too crowded	2
Too expensive	5

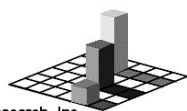
11a. How would you change Orlando as a vacation destination?

Statement	% of Respondents
Lower Prices	2



10b. I'm going to read a series of statements which might describe **Tampa** for each set of 2 statements, tell me which would best describe **Tampa** as a vacation destination.

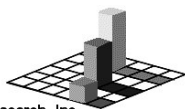
Statement	% of Respondents
Has plenty of activities for children and families.	100
Has not much for children and families.	0
Is a reasonably priced Florida vacation.	100
Is an expensive Florida vacation.	0
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	50
Is too crowded.	50
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	100
Is adult oriented.	0
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	50
Hasn't enough places to fish	50
Has good boating	50
Hasn't enough places to go boating	50
Has good outdoor activities	50
Hasn't enough outdoor activities	50
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>Tampa</u>	
Very busy	
Good food	

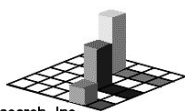
11b. How would you change Tampa as a vacation destination?

Statement	% of Respondents
No responses to this question	



- 10c. I'm going to read a series of statements which might describe **Miami Beach** for each set of 2 statements, tell me which would best describe **Miami Beach** as a vacation destination.

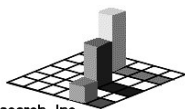
Statement	% of Respondents
Has plenty of activities for children and families.	100
Has not much for children and families.	0
Is a reasonably priced Florida vacation.	50
Is an expensive Florida vacation.	50
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	30
Is too crowded.	70
Does not have enough restaurants.	10
Provides a good variety of places to eat.	90
Is family oriented.	80
Is adult oriented.	20
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	90
Hasn't enough night-time activities.	10
Is near many attractions and sights.	90
Has too few attractions.	10
Has good fishing	90
Hasn't enough places to fish	10
Has good boating	90
Hasn't enough places to go boating	10
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	100
Sports venues are poor	0
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe...<u>Miami Beach</u>	
Plenty to do	7

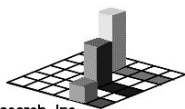
11c. How would you change Miami Beach as a vacation destination?

Statement	% of Respondents
No responses to this question	



- 10d. I'm going to read a series of statements which might describe **Jacksonville** for each set of 2 statements, tell me which would best describe **Jacksonville** as a vacation destination.

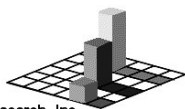
Statement	% of Respondents
Has plenty of activities for children and families.	0
Has not much for children and families.	100
Is a reasonably priced Florida vacation.	100
Is an expensive Florida vacation.	0
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	0
Is too crowded.	100
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	0
Is adult oriented.	100
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	100
Sports venues are poor	0



Statement	% of Respondents
Has enough activities for adults and seniors	0
Doesn't have enough activities for adults and seniors	100
Other Ways to Describe... <u>Jacksonville</u>	
Too big/Crowded	2

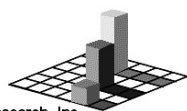
11d. How would you change Jacksonville as a vacation destination?

Statement	% of Respondents
Need more for children/families to do	2



- 10e. I'm going to read a series of statements which might describe **Clearwater** for each set of 2 statements, tell me which would best describe **Clearwater** as a vacation destination.

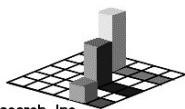
Statement	% of Respondents
Has plenty of activities for children and families.	50
Has not much for children and families.	50
Is a reasonably priced Florida vacation.	50
Is an expensive Florida vacation.	50
Does not have enough good accommodations.	50
Provides a good choice of accommodations.	50
Is un-crowded and roomy.	50
Is too crowded.	50
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	100
Is adult oriented.	0
Doesn't have adequate golf courses.	100
Is a good place to play golf.	0
Has a good night life.	0
Hasn't enough night-time activities.	100
Is near many attractions and sights.	50
Has too few attractions.	50
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	No Response
Sports venues are poor	
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe...Clearwater	
No responses to this question	

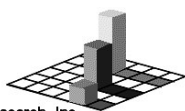
11e. How would you change **Clearwater** as a vacation destination?

Statement	% of Respondents
No responses to this question	



- 10f. I'm going to read a series of statements which might describe **St. Petersburg** for each set of 2 statements, tell me which would best describe **St. Petersburg** as a vacation destination.

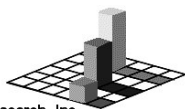
Statement	% of Respondents
Has plenty of activities for children and families.	71
Has not much for children and families.	29
Is a reasonably priced Florida vacation.	14
Is an expensive Florida vacation.	86
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	86
Is too crowded.	14
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	71
Is adult oriented.	29
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	86
Hasn't enough night-time activities.	14
Is near many attractions and sights.	57
Has too few attractions.	43
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0



Statement	% of Respondents
Has good venues for amateur athletic sports	100
Sports venues are poor	0
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe... <u>St. Petersburg</u>	
Relaxing/Peaceful	5
Beautiful	2

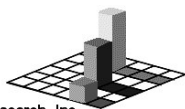
11f. How would you change St. Petersburg as a vacation destination?

Statement	% of Respondents
No change	5



10g. I'm going to read a series of statements which might describe **Sarasota** for each set of 2 statements, tell me which would best describe **Sarasota** as a vacation destination.

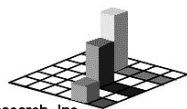
Statement	% of Respondents
Has plenty of activities for children and families.	100
Has not much for children and families.	0
Is a reasonably priced Florida vacation.	60
Is an expensive Florida vacation.	40
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	80
Is too crowded.	20
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	100
Is adult oriented.	0
Doesn't have adequate golf courses.	0
Is a good place to play golf.	100
Has a good night life.	60
Hasn't enough night-time activities.	40
Is near many attractions and sights.	100
Has too few attractions.	0
Has good fishing	80
Hasn't enough places to fish	20
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	67
Sports venues are poor	33



Statement	% of Respondents
Has enough activities for adults and seniors	100
Doesn't have enough activities for adults and seniors	0
Other Ways to Describe...Sarasota	
No responses to this question	

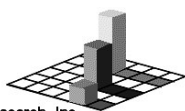
11g. How would you change Sarasota as a vacation destination?

Statement	% of Respondents
No responses to this question	



10h. I'm going to read a series of statements which might describe **Key West** for each set of 2 statements, tell me which would best describe **Key West** as a vacation destination.

Statement	% of Respondents
Has plenty of activities for children and families.	25
Has not much for children and families.	75
Is a reasonably priced Florida vacation.	12
Is an expensive Florida vacation.	88
Does not have enough good accommodations.	0
Provides a good choice of accommodations.	100
Is un-crowded and roomy.	12
Is too crowded.	88
Does not have enough restaurants.	0
Provides a good variety of places to eat.	100
Is family oriented.	12
Is adult oriented.	88
Doesn't have adequate golf courses.	100
Is a good place to play golf.	0
Has a good night life.	100
Hasn't enough night-time activities.	0
Is near many attractions and sights.	25
Has too few attractions.	75
Has good fishing	100
Hasn't enough places to fish	0
Has good boating	100
Hasn't enough places to go boating	0
Has good outdoor activities	100
Hasn't enough outdoor activities	0
Has good venues for amateur athletic sports	0
Sports venues are poor	100



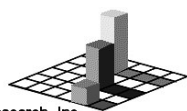
Statement	% of Respondents
Has enough activities for adults and seniors	88
Doesn't have enough activities for adults and seniors	12
Other Ways to Describe...Key West	
Gorgeous	5
Good fishing	2

11h. How would you change **Key West** as a vacation destination?

Statement	% of Respondents
No responses to this question	

15. Which destination in Florida, if any, have you never been to but would like to visit for a vacation?

Florida Destination	Percent of Respondents
Key West	59
Don't know/No response	32
Panhandle area in general	5
Gulf coast in general	2
Jacksonville	2



16. Why is that?

Reason	Percent of Respondents
Never been to that area/Like to see it	68
Heard the area was nice/Beautiful place	11
Heard many good things about area	7
Good fishing/Shell fishing	4
Heard the area has good/beautiful beaches	4
Like historical places	4
Many activities available for children	4

Establish sex of the respondent.

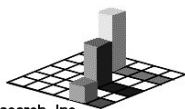
Male	76%
Female	24%

17. What is the occupation of the **primary wage earner** of the household?

Occupation	Percent of Respondents
Mid-range white collar	37
Professional/Managerial/Self Employed	29
Retired	29
Skilled labor	2
Semi-skilled labor	0
Unskilled labor	0
Clerical	0
Refused	2

18. In what year were you born?

Mean	1948 (54 years old)
Median	1948 (54 years old)

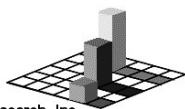


19. Are you married or single?

Marital Status	Percent of Respondents
Married	85
Single	12
Divorced	0
Widowed	0
Refused	2

20. Next, in order to divide our interviews into very broad economic categories, what is your best estimate of your household total annual income from all sources before taxes?

Annual Income	Percent of Respondents
Under \$10,000	0
Between \$10,000 and \$20,000	0
Between \$20,000 and \$30,000	0
Between \$30,000 and \$40,000	0
Between \$40,000 and \$50,000	27
Over \$50,000	71
Refused	2



21. City where respondents live.(In Florida by ADI)

ADI	% of Respondents
Miami, Fort Lauderdale, The Keys	34
West Palm Beach, Ft. Pierce, Vero Beach, (Boca Raton, St. Lucie)	22
Orlando, Daytona Beach, Melbourne, (Leesburg, Ocala)	20
Jacksonville	10
Tampa, St. Petersburg, Clearwater, Sarasota, (Lakeland, Winter Haven)	10
Ft. Myers, Naples	2
Tallahassee	2
Gainesville	0
Panama City	0
Pensacola, Ft. Walton Beach	0

