

2015 Domestic Travel to California (Long Haul States)

Trip and Travel Behavior and Stats

Longhaul States include all states except for Arizona, Colorado, Nevada, Oregon, Utah, and Washington

Trip Level Data

Trip level data are for trips to California that may have included visits to other states

CONTENT	Page
Panel: State of Origin, DMA	1
Household Income	
Household Size	
Presence of Children	
Marital Status	
Age	2
Gender	
Education	
Employment	
Ethnicity	
Spanish Origin	
Purpose of Trip	3
Extension of trip for Leisure Purposes	
Modes of Transportation	
Travel Party Size	
Number of States Visited	

State Level Data

State level data apply only to the portion of the trip that was in California.

CONTENT	Page
Cities Visited	
Stayed Overnight	
Average Expenditure in California	5
Number of Night Spent, proportional	
Trip Activities	
Trip Planning	6
Trip Booking Characteristics	
Trip Satisfaction	7

Source: TNS TravelsAmerica, 2015

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	1,189	1,181	838	831	265	264	447	628
Top Long haul States of Origin								
Texas	13.8%	13.9%	12.6%	12.7%	15.4%	15.5%	16.3%	12.1%
New York	10.8%	10.8%	11.3%	11.4%	10.6%	10.7%	10.3%	9.9%
Illinois	7.7%	7.8%	7.9%	8.0%	7.2%	7.2%	6.8%	8.2%
Florida	7.4%	7.4%	7.6%	7.6%	5.0%	5.1%	7.5%	6.8%
Virginia	3.7%	3.6%	3.8%	3.7%	3.4%	3.5%	4.1%	3.6%
Ohio	3.5%	3.5%	3.7%	3.6%	3.6%	3.6%	3.0%	3.5%
Pennsylvania	3.5%	3.4%	4.0%	3.9%	2.9%	2.9%	3.8%	3.4%
Hawaii	3.4%	3.1%	3.0%	3.2%	2.5%	2.7%	4.8%	1.9%
Massachusetts	3.3%	3.3%	3.2%	3.2%	3.6%	3.7%	2.9%	3.8%
Georgia	3.1%	3.1%	2.5%	2.5%	5.3%	5.3%	2.5%	3.5%
Missouri	3.1%	3.1%	3.1%	3.1%	4.3%	4.3%	2.9%	3.9%
New Jersey	2.6%	2.6%	2.8%	2.8%	2.6%	2.6%	1.8%	3.3%
Minnesota	2.5%	2.6%	2.6%	2.6%	2.5%	2.5%	2.3%	3.2%
Michigan	2.4%	2.5%	3.1%	3.1%	0.9%	0.9%	2.3%	2.4%
Maryland	2.3%	2.3%	2.1%	2.1%	1.9%	1.9%	2.7%	2.4%
Indiana	2.2%	2.3%	2.0%	2.1%	3.2%	3.2%	2.6%	2.2%
New Mexico	2.1%	2.1%	2.8%	2.8%	0.6%	0.6%	2.9%	1.2%
Top Demographic Market Areas (DMAs) of Origin								
New York	11.4%	11.4%	12.1%	12.2%	10.9%	10.9%	10.6%	10.6%
Chicago	6.7%	6.7%	6.5%	6.6%	7.0%	7.0%	5.3%	7.3%
Dallas-Ft. Worth	5.2%	5.3%	3.9%	4.0%	7.2%	7.2%	7.5%	3.5%
Washington, DC (Hagerstown)	4.0%	3.9%	3.7%	3.7%	3.4%	3.4%	5.4%	3.5%
Houston	3.5%	3.5%	3.4%	3.4%	3.1%	3.1%	3.9%	3.1%
Honolulu	3.4%	3.1%	3.0%	2.5%	2.7%	2.8%	4.8%	1.9%
Boston (Manchester)	3.1%	3.2%	2.8%	2.8%	4.2%	4.3%	2.1%	4.0%
Atlanta	2.9%	2.9%	2.2%	2.2%	5.3%	5.3%	2.3%	3.2%
Philadelphia	2.9%	2.9%	3.2%	3.2%	2.6%	2.6%	3.4%	2.4%
Miami-Ft. Lauderdale	2.8%	2.8%	2.8%	2.9%	2.6%	2.6%	3.5%	2.3%
Minneapolis-St. Paul	2.2%	2.3%	2.2%	2.2%	2.5%	2.5%	2.2%	2.7%
Orlando-Daytona Beach-Melbourne	1.7%	1.7%	1.7%	1.8%	0.7%	0.7%	1.4%	2.1%
St Louis	1.7%	1.7%	1.3%	1.3%	3.3%	3.3%	1.5%	2.1%
Austin	1.6%	1.6%	1.8%	1.8%	1.2%	1.2%	1.7%	1.9%
Detroit	1.6%	1.6%	2.1%	2.1%	0.6%	0.6%	1.5%	1.5%
San Antonio	1.6%	1.6%	1.7%	1.7%	1.7%	1.7%	1.2%	1.7%
Albuquerque-Santa Fe	1.5%	1.5%	1.9%	1.9%	0.6%	0.6%	2.4%	0.5%
Indianapolis	1.5%	1.5%	1.6%	1.6%	1.2%	1.2%	1.5%	1.5%
Household Income								
Under \$10,000 (10)	2.3%	2.3%	2.6%	2.7%	0.7%	0.7%	2.4%	1.1%
\$10,000-\$14,999 (12.5)	1.5%	1.5%	1.5%	1.6%	1.0%	1.0%	1.9%	1.3%
\$15,000-\$19,999 (17.5)	1.4%	1.4%	1.7%	1.7%	0.6%	0.6%	1.1%	1.0%
\$20,000-\$24,999 (22.5)	2.9%	3.0%	3.7%	3.7%	0.6%	0.6%	4.7%	1.6%
\$25,000-\$29,999 (27.5)	3.6%	3.3%	3.8%	3.3%	2.8%	2.8%	4.0%	3.2%
\$30,000-\$34,999 (32.5)	3.9%	3.9%	3.8%	3.8%	4.0%	4.1%	3.7%	3.6%
\$35,000-\$39,999 (37.5)	3.2%	3.3%	3.4%	3.4%	2.5%	2.5%	2.9%	3.9%
\$40,000-\$49,999 (45)	6.1%	6.2%	6.4%	6.5%	5.5%	5.6%	6.4%	6.0%
\$50,000-\$59,999 (55)	7.5%	7.6%	8.4%	8.5%	5.2%	5.2%	8.3%	7.2%
\$60,000-\$74,999 (67.5)	8.5%	8.4%	8.7%	8.6%	7.5%	7.1%	7.1%	9.1%
\$75,000-\$99,999 (87.5)	14.1%	14.1%	14.0%	14.0%	13.9%	13.9%	14.7%	13.4%
\$100,000-\$124,999 (112.5)	18.0%	18.0%	18.0%	18.0%	18.1%	18.2%	18.8%	17.0%
\$125,000-\$149,999 (137.5)	8.7%	8.7%	8.8%	8.9%	8.9%	9.0%	8.1%	9.8%
\$150,000-\$199,999 (175)	7.6%	7.7%	7.6%	7.7%	8.6%	8.6%	7.3%	8.1%
\$200,000 + (225)	10.7%	10.8%	7.6%	7.6%	20.1%	20.2%	8.5%	13.6%
Mean	99.35	99.65	93.40	93.74	118.88	119.07	94.51	106.14

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	1,189	1,181	838	831	265	264	447	628
Household Size								
1	17.2%	17.2%	17.7%	17.9%	15.6%	15.3%	16.0%	18.3%
2	33.8%	33.7%	35.3%	35.2%	30.9%	31.0%	25.6%	40.9%
3	17.5%	17.6%	16.0%	16.1%	20.0%	20.1%	17.5%	17.4%
4	18.7%	18.5%	17.4%	17.1%	21.9%	22.0%	24.2%	14.7%
5+	12.9%	13.0%	13.6%	13.7%	11.5%	11.5%	16.6%	8.6%
Presence of Children in Household								
Net - Children Under 18	42.9%	42.9%	41.8%	41.9%	44.5%	44.7%	52.0%	34.4%
Children 0-5	20.5%	20.5%	19.9%	19.9%	22.0%	22.0%	24.5%	16.4%
6-12	25.8%	25.9%	25.5%	25.5%	26.4%	26.5%	34.9%	17.7%
13-17	19.4%	19.4%	18.7%	18.7%	19.3%	19.4%	24.1%	15.0%
None Under 18	57.1%	57.1%	58.2%	58.1%	55.5%	55.3%	48.0%	65.6%
Marital Status								
Now married	63.0%	62.9%	62.5%	62.3%	62.8%	63.1%	65.2%	62.6%
Never married	28.0%	28.0%	27.7%	27.9%	29.9%	29.6%	29.2%	25.5%
Divorced, Widowed, Separated	9.0%	9.0%	9.8%	9.8%	7.3%	7.3%	5.6%	11.8%
Age								
18-20	4.1%	4.0%	4.6%	4.5%	2.1%	2.1%	5.6%	2.7%
21-24	6.1%	6.1%	6.6%	6.6%	4.7%	4.7%	8.1%	4.2%
25-34	34.4%	34.5%	32.7%	32.9%	39.8%	39.9%	42.1%	27.6%
35-44	15.4%	15.4%	15.4%	15.5%	14.9%	14.6%	16.4%	13.9%
45-54	12.2%	12.3%	10.7%	10.7%	16.3%	16.4%	10.4%	14.9%
55-64	16.7%	16.8%	16.4%	16.5%	17.2%	17.2%	11.0%	22.8%
65+	11.1%	10.9%	13.7%	13.4%	4.9%	4.9%	6.4%	14.0%
Average Age	42	42	43	43	41	41	38	46
Gender								
Female	59.6%	59.6%	59.7%	59.7%	58.1%	58.3%	59.1%	62.3%
Male	40.4%	40.4%	40.3%	40.3%	41.9%	41.7%	40.9%	37.7%
Education (Head of Household)								
Grade School	0.1%	0.1%	0.1%	0.1%	0.3%	0.3%	0.1%	0%
Some High School	0.9%	0.9%	1.0%	1.0%	0%	0%	1.0%	0.6%
Graduated High School	8.6%	8.2%	9.3%	8.7%	5.1%	5.1%	12.6%	4.5%
Some College - no degree	15.2%	15.3%	15.8%	15.9%	13.7%	13.8%	17.6%	12.8%
Graduated College - Associate's degree (2 year)	9.2%	9.2%	9.7%	9.8%	6.6%	6.2%	8.0%	9.8%
Graduated College - Bachelor's degree (4 year)	41.5%	41.6%	41.4%	41.5%	41.2%	41.4%	41.7%	42.2%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc.	24.3%	24.5%	22.5%	22.7%	33.1%	33.2%	18.8%	30.0%
No answer	0.2%	0.2%	0.3%	0.3%	0%	0%	0.2%	0.1%
Employment (Head of Household)								
Full time	61.6%	61.6%	57.4%	57.4%	76.4%	76.4%	64.1%	60.5%
Part time	12.6%	12.7%	12.4%	12.5%	12.8%	12.9%	11.3%	12.1%
Net - Other	25.2%	25.1%	29.5%	29.3%	10.7%	10.8%	24.2%	26.6%
Retired	14.7%	14.6%	18.2%	18.0%	4.2%	4.2%	12.8%	16.5%
Not employed	10.5%	10.6%	11.3%	11.4%	6.6%	6.6%	11.4%	10.1%
No answer	0.6%	0.6%	0.8%	0.8%	0%	0%	0.4%	0.7%
Ethnicity								
White	80.8%	81.1%	80.6%	80.9%	82.5%	82.8%	76.8%	85.7%
Black/African American	8.0%	8.0%	8.5%	8.6%	6.5%	6.2%	9.1%	5.9%
Asian or Pacific Islander	8.4%	8.1%	8.1%	7.6%	8.9%	8.9%	10.4%	6.8%
American Indian, Aleut Eskimo	0.6%	0.6%	0.7%	0.7%	0.4%	0.4%	1.5%	0%
Other	1.7%	1.7%	1.6%	1.7%	1.4%	1.5%	1.6%	1.1%
No answer	0.4%	0.4%	0.5%	0.5%	0.3%	0.3%	0.5%	0.5%
Spanish Origin								
Yes	12.4%	12.5%	12.3%	12.4%	12.6%	12.6%	15.3%	9.0%
No	86.7%	86.6%	86.6%	86.5%	87.1%	87.0%	83.8%	90.3%
No answer	0.9%	0.9%	1.2%	1.2%	0.3%	0.3%	1.0%	0.7%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	1,189	1,181	838	831	265	264	447	628
Primary Purpose of Trips								
Leisure (Net)	70.5%	70.4%	100.0%	100.0%	0%	0%	77.0%	66.7%
Visit friends/relatives	40.1%	39.9%	56.9%	56.7%	0%	0%	42.3%	42.1%
Outdoor recreation	6.5%	6.5%	9.2%	9.2%	0%	0%	8.8%	4.0%
Entertainment/Sightseeing	13.6%	13.7%	19.3%	19.4%	0%	0%	16.7%	10.3%
Other pleasure/personal	10.3%	10.4%	14.6%	14.7%	0%	0%	9.1%	10.3%
Personal business	3.9%	3.9%	0%	0%	0%	0%	4.2%	4.1%
Business (Net)	22.3%	22.4%	0%	0%	100.0%	100.0%	16.8%	26.7%
Business - General (Sub Net)	17.6%	17.6%	0%	0%	78.9%	78.8%	13.6%	20.9%
Employee Training/Seminar	4.2%	4.2%	0%	0%	18.9%	18.9%	5.0%	3.7%
Client or Customer Meeting/Service	4.3%	4.3%	0%	0%	19.2%	19.3%	1.3%	6.5%
Internal Business Meeting	2.9%	3.0%	0%	0%	13.1%	13.2%	1.3%	4.2%
Sales/Marketing	1.7%	1.6%	0%	0%	7.4%	7.1%	1.3%	1.9%
Incentive/Reward	0.4%	0.4%	0%	0%	1.7%	1.8%	0.7%	0.2%
Internal Operations/Equipment Repair or Service	0.6%	0.6%	0%	0%	2.6%	2.6%	0.8%	0.5%
Any Other General Business	3.6%	3.6%	0%	0%	16.0%	16.0%	3.2%	3.9%
Business - Convention/Conference/Tradeshow/Seminar (Sub Net)	4.7%	4.7%	0%	0%	21.1%	21.2%	3.2%	5.8%
Business - Convention/Tradeshow	2.2%	2.2%	0%	0%	9.9%	9.9%	1.6%	2.3%
Business - Conference/Seminar	2.5%	2.5%	0%	0%	11.2%	11.3%	1.6%	3.5%
Other	3.3%	3.3%	0%	0%	0%	0%	2.0%	2.4%
All Purposes of Trips								
Leisure (Sub Net)	82.9%	82.8%	100.0%	100.0%	40.6%	40.8%	91.7%	76.7%
Visit friends/relatives	61.4%	61.3%	74.3%	74.1%	30.7%	30.8%	69.3%	57.5%
Outdoor recreation	29.6%	29.8%	33.8%	34.0%	20.8%	20.8%	39.8%	20.3%
Entertainment/Sightseeing	42.7%	42.9%	50.5%	50.8%	24.3%	24.4%	47.9%	36.7%
Other pleasure/personal	35.6%	35.8%	42.1%	42.4%	20.8%	20.9%	36.7%	33.1%
Personal business	16.4%	16.5%	11.4%	11.5%	17.8%	17.9%	22.1%	11.4%
Business (Sub Net)	37.4%	37.6%	19.0%	19.2%	100.0%	100.0%	38.3%	34.8%
Business - General (Sub Net)	33.2%	33.4%	18.5%	18.6%	83.5%	83.4%	35.4%	29.7%
Employee Training/Seminar	14.9%	15.0%	10.2%	10.2%	30.4%	30.5%	19.4%	9.6%
Client or Customer Meeting/Service	16.6%	16.7%	11.1%	11.2%	34.9%	35.0%	19.3%	12.8%
Internal Business Meeting	13.5%	13.6%	9.6%	9.7%	26.5%	26.6%	16.4%	10.2%
Sales/Marketing	11.8%	11.8%	9.4%	9.4%	20.4%	20.1%	16.0%	7.4%
Incentive/Reward	10.8%	10.9%	8.9%	9.0%	17.2%	17.3%	15.9%	5.2%
Internal Operations/Equipment Repair or Service	11.4%	11.5%	9.7%	9.8%	17.5%	17.6%	15.6%	6.4%
Any Other General Business	14.5%	14.6%	9.7%	9.8%	30.2%	30.3%	19.9%	9.9%
Business-Convention/Conference/Tradeshow/Seminar (Sub Net)	17.7%	17.8%	11.6%	11.7%	38.7%	38.9%	21.1%	12.7%
Business - Convention/Tradeshow	13.3%	13.4%	10.0%	10.1%	24.5%	24.6%	17.8%	7.6%
Business - Conference/Seminar	13.2%	13.3%	9.0%	9.1%	27.1%	27.2%	17.0%	9.5%
Other	9.4%	9.4%	6.6%	6.6%	6.1%	6.1%	9.8%	6.3%
Did you extend your stay for leisure purposes?								
Yes	38.8%	38.9%	0%	0%	38.8%	38.9%	52.4%	29.0%
No	61.2%	61.1%	0%	0%	61.2%	61.1%	47.6%	71.0%
Primary Mode of Transportation Used on Trip								
Airplane	52.8%	53.1%	50.0%	50.4%	63.3%	63.2%	0%	100.0%
Own Auto/Truck	23.0%	22.6%	26.7%	26.1%	13.4%	13.5%	61.3%	0%
Rental Car	13.2%	13.3%	13.0%	13.1%	14.2%	14.3%	35.2%	0%
Other	2.6%	2.6%	1.2%	1.2%	2.5%	2.6%	0%	0%
Motorcycle	2.3%	2.3%	2.5%	2.5%	1.9%	1.9%	0%	0%
Train	1.5%	1.5%	1.6%	1.6%	1.6%	1.6%	0%	0%
Ship/Boat	1.3%	1.3%	1.5%	1.6%	1.0%	1.0%	0%	0%
Camper/RV	1.3%	1.3%	1.4%	1.4%	0.7%	0.7%	3.4%	0%
Bus	1.1%	1.2%	1.3%	1.3%	0.7%	0.7%	0%	0%
Motor coach/Group Tour	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%	0%	0%

	Total Trips	Trip Type- Overnight	Leisure- Total	Leisure- Overnight	Business- Total	Business- Overnight	Prim. Mode- Auto/Truck/Rental/Camper	Prim. Mode- Airplane
Sample Size	1,189	1,181	838	831	265	264	447	628
All Mode of Transportation Used on Trip								
Airplane	69.5%	69.8%	66.4%	66.9%	80.7%	80.6%	33.5%	100.0%
Rental Car	40.2%	40.4%	39.8%	40.1%	43.4%	43.6%	46.2%	37.1%
Own Auto/Truck	35.1%	34.8%	38.3%	37.8%	27.2%	27.3%	68.7%	11.6%
Bus	13.2%	13.3%	13.2%	13.3%	13.7%	13.7%	14.8%	8.1%
Train	11.7%	11.8%	10.9%	11.0%	14.4%	14.5%	12.3%	6.6%
Motorcycle	9.4%	9.4%	9.7%	9.8%	9.0%	9.0%	12.2%	2.5%
Ship/Boat	9.3%	9.4%	9.3%	9.4%	9.5%	9.5%	12.8%	3.4%
Other	8.7%	8.8%	6.4%	6.4%	11.8%	11.8%	6.7%	5.2%
Camper/RV	8.5%	8.5%	7.9%	7.9%	9.8%	9.8%	13.8%	2.3%
Motor coach/Group Tour	7.5%	7.6%	7.1%	7.1%	9.4%	9.5%	9.7%	3.5%
Average Total Party Size	2.25	2.25	2.44	2.43	1.72	1.72	2.70	1.82
All Travel Party Members Under 18								
0	69.9%	69.8%	66.1%	66.1%	81.3%	81.2%	58.0%	81.2%
1	11.8%	11.9%	12.9%	13.0%	8.4%	8.5%	13.6%	9.4%
2	12.9%	12.9%	14.9%	14.9%	8.1%	8.1%	20.4%	7.7%
3	3.4%	3.4%	3.6%	3.7%	1.3%	1.3%	5.2%	1.2%
4	0.9%	0.9%	1.1%	1.1%	0.3%	0.3%	1.2%	0.3%
5+	1.2%	1.1%	1.4%	1.3%	0.7%	0.7%	1.6%	0.2%
All Travel Party Members Over 18								
1	46.8%	47.0%	38.2%	38.5%	71.5%	71.4%	36.4%	55.1%
2	46.0%	45.8%	54.0%	53.7%	22.9%	23.0%	53.7%	40.5%
3	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	4.5%	3.2%
4	1.4%	1.4%	1.8%	1.8%	0.4%	0.4%	2.5%	0.6%
5+	1.9%	1.8%	2.2%	2.1%	1.2%	1.2%	2.8%	0.6%
All Travel Party Member								
1	40.6%	40.7%	31.4%	31.6%	68.6%	68.5%	28.6%	50.8%
2	31.0%	30.7%	35.9%	35.6%	14.1%	14.1%	29.2%	31.9%
3	8.3%	8.3%	9.8%	9.9%	4.1%	4.1%	11.1%	7.0%
4	12.9%	12.9%	14.5%	14.5%	9.6%	9.6%	20.2%	7.2%
5+	7.4%	7.3%	8.4%	8.3%	3.6%	3.7%	10.8%	3.2%
Total number of States Visited	1.85	1.86	1.84	1.85	1.84	1.85	2.31	1.31
Number of States Visited								
1	72.6%	72.5%	71.0%	70.8%	77.1%	77.0%	61.8%	83.8%
2	12.2%	12.3%	13.9%	14.0%	8.2%	8.2%	14.4%	10.9%
3	5.1%	5.1%	5.0%	5.0%	6.4%	6.5%	7.6%	2.3%
4+	10.1%	10.1%	10.1%	10.2%	8.3%	8.3%	16.1%	3.0%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation-Trend	Trip Type-Private Home Only	Leisure - Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
State Level Data										
Sample Size	1,135	1,051	774	220	806	748	253	234	416	622
Cities Visited in the State										
Los Angeles Area	36.2%	37.0%	38.2%	32.8%	36.5%	37.4%	35.2%	36.0%	36.7%	34.9%
San Francisco Area	27.9%	28.4%	30.9%	20.8%	25.6%	26.0%	34.5%	34.8%	26.7%	28.2%
San Diego Area	20.8%	20.9%	24.9%	10.4%	20.0%	20.4%	22.1%	21.1%	18.2%	21.7%
Anaheim/Orange County	18.2%	18.4%	20.9%	10.3%	19.2%	19.4%	16.4%	16.8%	18.1%	17.5%
Oakland	9.2%	9.3%	9.4%	8.2%	9.2%	9.3%	7.6%	7.2%	13.9%	5.4%
Lake Tahoe	9.0%	8.1%	9.1%	4.5%	9.8%	8.7%	6.6%	6.0%	15.0%	4.4%
Palm Springs	8.8%	8.4%	8.5%	5.9%	9.2%	9.0%	8.0%	6.5%	12.1%	5.7%
Sacramento	8.7%	8.7%	7.9%	9.9%	9.2%	9.2%	6.6%	6.7%	14.7%	4.6%
San Jose	8.6%	8.3%	8.3%	8.7%	9.0%	8.8%	6.4%	5.5%	10.1%	7.3%
Fresno	7.5%	6.7%	7.2%	4.7%	8.3%	7.5%	5.5%	4.9%	13.8%	2.9%
Monterey/Santa Cruz	6.1%	5.4%	5.9%	3.0%	6.7%	6.1%	4.8%	3.8%	7.9%	4.8%
Santa Barbara	5.8%	5.8%	6.7%	3.2%	6.1%	6.2%	5.6%	5.0%	6.8%	4.2%
Other (Specify)	15.5%	16.0%	12.6%	24.8%	17.5%	18.0%	9.6%	9.9%	14.8%	16.9%
Stayed Overnight/Did Not Stay Overnight										
Stayed overnight	92.6%	100.0%	100.0%	100.0%	92.7%	100.0%	92.8%	100.0%	90.0%	95.4%
Did not stay overnight	5.8%	0%			5.6%	0%	5.5%	0%	8.3%	3.0%
Average Trip Expenditures per Party										
Transportation to get to State	\$595	\$620	\$633	\$579	\$585	\$612	\$662	\$682	\$457	\$693
Lodging	\$388	\$414	\$544	\$12	\$363	\$386	\$519	\$554	\$267	\$480
Food/Beverage/Dining	\$254	\$263	\$302	\$152	\$248	\$257	\$280	\$291	\$209	\$293
Transportation within State	\$202	\$202	\$236	\$94	\$190	\$195	\$250	\$233	\$199	\$193
Entertainment	\$140	\$144	\$176	\$49	\$145	\$150	\$141	\$146	\$137	\$130
Shopping/Gifts/Souvenirs	\$113	\$114	\$132	\$53	\$125	\$129	\$84	\$82	\$123	\$107
Gasoline within State	\$61	\$62	\$68	\$42	\$61	\$62	\$63	\$64	\$61	\$45
Groceries	\$59	\$61	\$61	\$61	\$64	\$67	\$44	\$42	\$62	\$51
Amenities	\$45	\$46	\$53	\$7	\$45	\$48	\$54	\$53	\$51	\$38
Other	\$36	\$32	\$34	\$6	\$28	\$28	\$49	\$45	\$21	\$35
Gaming	\$28	\$28	\$36	\$8	\$32	\$34	\$20	\$17	\$37	\$16
Total Expenditure minus Transportation	\$1,264	\$1,305	\$1,574	\$442	\$1,241	\$1,294	\$1,441	\$1,464	\$1,106	\$1,343
Average Spending per Visitor	\$562	\$580			\$509	\$533	\$838	\$851	\$410	\$738
Average Nights in California	5.45	5.89	5.42	7.22	5.64	6.08	4.57	4.92	5.09	5.69
Stayed at Accommodation - Proportion										
Hotel	70.2%	70.2%	95.3%		64.5%	64.5%	90.4%	90.4%	71.2%	67.5%
Private Home	35.3%	35.3%	17.8%	100.0%	40.0%	40.0%	16.4%	16.4%	35.1%	35.5%
B&B	7.0%	7.0%	9.5%		7.2%	7.2%	6.7%	6.7%	11.7%	2.5%
Rental Home	6.4%	6.4%	6.5%		7.3%	7.3%	3.2%	3.2%	8.0%	4.4%
Personal Second Home/Condo	5.2%	5.2%	5.5%		5.2%	5.2%	4.4%	4.4%	8.4%	1.9%
Other	5.1%	5.1%	3.4%		6.0%	6.0%	2.9%	2.9%	5.9%	3.2%
Time Share	4.6%	4.6%	6.3%		5.4%	5.4%	2.2%	2.2%	7.0%	2.0%
RV/Tent	3.9%	3.9%	5.3%		4.2%	4.2%	2.2%	2.2%	6.9%	0.9%
Rental Condo	3.9%	3.9%	5.3%		4.4%	4.4%	2.1%	2.1%	5.4%	1.4%
Trip Activities										
Shopping	28.6%	29.0%	28.2%	29.4%	32.9%	33.3%	16.9%	16.8%	27.7%	29.4%
Visiting relatives	25.1%	26.1%	17.4%	52.4%	30.3%	31.4%	8.6%	8.8%	20.3%	30.5%
Beach	24.8%	25.4%	26.3%	22.7%	27.5%	28.4%	16.2%	16.0%	24.1%	26.1%
Fine dining	23.1%	23.5%	25.0%	20.2%	22.8%	23.1%	26.1%	26.4%	17.2%	27.8%
Urban sightseeing	21.1%	22.1%	22.7%	20.3%	24.2%	25.4%	12.9%	13.4%	18.6%	22.5%
Museums	19.0%	19.0%	19.9%	15.0%	22.3%	22.4%	9.4%	9.4%	22.8%	16.0%
Visiting friends	18.6%	18.9%	15.8%	27.6%	20.4%	20.9%	15.0%	14.3%	16.8%	20.7%
Art galleries	15.5%	15.6%	16.7%	10.5%	16.9%	17.2%	11.2%	10.7%	20.8%	10.2%
Historic sites/churches	12.2%	12.4%	13.0%	10.1%	14.0%	14.1%	6.7%	6.7%	15.6%	9.0%
Rural sightseeing	11.7%	11.7%	11.0%	14.3%	13.5%	13.4%	8.1%	8.1%	10.0%	12.5%
State park/Monuments/ Recreation areas	11.6%	11.8%	11.4%	11.3%	13.5%	13.6%	7.0%	7.1%	10.3%	13.2%
Wine tasting/winery tour	11.2%	11.5%	12.2%	11.0%	12.4%	12.7%	8.3%	8.3%	10.6%	11.8%
Theme park/ Amusement park/ Water park	9.9%	9.9%	11.4%	5.6%	12.3%	12.5%	3.5%	2.8%	8.9%	11.0%
Theme park	9.9%	9.9%	11.4%	5.6%	12.3%	12.5%	3.5%	2.8%	8.9%	11.0%
National park/Monuments/ Recreation areas	8.9%	8.3%	8.1%	7.7%	10.9%	10.3%	3.9%	3.2%	8.2%	9.5%
Gardens	8.8%	9.2%	9.0%	8.1%	9.3%	9.8%	7.5%	7.6%	8.9%	8.9%
Nightclub/dancing	8.7%	8.6%	9.8%	3.4%	9.4%	9.4%	6.9%	7.0%	10.2%	7.1%
Zoos/ Aquariums/ Aviaries	8.4%	8.3%	9.2%	6.1%	9.8%	10.0%	4.1%	2.9%	9.1%	7.7%
Family reunion	7.5%	7.5%	8.4%	8.4%	9.6%	9.5%	2.1%	2.3%	8.7%	7.0%
Casino/gaming	7.1%	7.0%	8.4%	3.1%	8.1%	8.2%	4.2%	3.0%	9.7%	5.3%
Theater/drama	6.8%	6.8%	7.7%	3.9%	7.5%	7.6%	4.1%	3.9%	7.5%	6.2%
Hiking/ Backpacking/ Canyoneering	6.7%	6.9%	5.8%	9.8%	7.8%	8.1%	4.2%	4.0%	6.3%	6.9%
Spa/health club	6.7%	6.8%	7.6%	3.3%	6.7%	6.9%	7.6%	7.3%	7.9%	5.4%
Wildlife viewing	6.0%	6.0%	6.1%	4.9%	6.4%	6.7%	4.8%	3.7%	5.8%	5.6%
Musical theater	5.9%	5.7%	6.6%	3.0%	6.7%	6.4%	3.9%	4.2%	8.7%	3.6%
Musical performance/show	5.9%	5.6%	6.3%	3.6%	6.6%	6.3%	4.0%	3.5%	6.5%	5.6%
Craft breweries	5.8%	5.6%	6.5%	3.3%	5.1%	5.0%	7.0%	6.6%	4.6%	5.9%
Old homes/mansions	5.7%	5.7%	6.4%	3.3%	6.2%	6.2%	4.4%	4.3%	6.7%	4.8%
Nature travel/ecotouring	5.5%	5.1%	5.7%	2.8%	6.1%	5.7%	2.8%	2.6%	5.1%	5.7%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation-Trend	Trip Type-Private Home Only	Leisure - Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
State Level Data										
Sample Size	1,135	1,051	774	220	806	748	253	234	416	622
Trip Activities (Continued)										
Area where a TV show or movie was filmed	5.2%	5.3%	5.1%	5.0%	6.1%	6.3%	2.8%	2.5%	5.2%	5.3%
Sports events - Major/ Professional	4.4%	4.5%	4.8%	4.6%	4.6%	4.8%	3.1%	2.8%	5.3%	4.0%
Mountain biking	4.2%	4.1%	4.7%	0.9%	3.7%	3.4%	5.4%	5.8%	5.0%	2.8%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4.1%	3.9%	4.6%	1.9%	4.0%	3.7%	4.6%	4.6%	5.2%	3.0%
Local/folk arts/crafts	4.1%	3.8%	4.0%	1.8%	3.8%	3.4%	5.1%	4.4%	5.5%	2.8%
Bird watching	4.0%	3.9%	4.3%	3.1%	3.7%	3.7%	3.9%	3.6%	5.2%	2.3%
Other nature (photography, rockhound, etc)	4.0%	4.1%	3.8%	3.9%	4.5%	4.6%	2.1%	2.3%	4.8%	3.4%
Sailing	3.8%	3.9%	4.6%	1.7%	3.9%	4.1%	1.5%	1.7%	6.0%	1.3%
Fishing	3.6%	3.3%	4.3%	0.9%	4.0%	3.9%	2.9%	2.2%	5.0%	2.1%
Golf	3.5%	3.7%	4.0%	3.3%	3.3%	3.6%	4.2%	4.1%	3.8%	3.5%
Biking /Road biking/ Cycling	3.5%	3.3%	3.7%	1.7%	3.4%	3.0%	3.9%	4.2%	4.2%	2.6%
Rock/mountain climbing	3.4%	3.2%	3.3%	2.1%	3.2%	3.0%	4.1%	3.5%	5.5%	1.4%
Camping	3.4%	3.1%	3.7%	1.2%	3.6%	3.1%	2.8%	3.0%	6.4%	1.6%
Horseracing	3.3%	3.1%	3.6%	1.2%	3.4%	3.4%	2.8%	1.6%	4.0%	1.6%
Native American ruins/Rock art	3.1%	2.5%	2.7%	1.8%	3.1%	2.7%	2.8%	1.6%	4.6%	1.7%
Hunting	3.0%	2.8%	3.5%		3.1%	3.0%	2.6%	2.2%	4.7%	1.4%
Horseback riding	2.6%	2.4%	2.6%	2.0%	3.1%	2.9%	0.5%	0%	3.6%	1.0%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2.6%	2.4%	2.7%	1.8%	2.8%	2.9%	1.3%	0.4%	2.9%	1.9%
Motor boat/Jet ski	2.4%	2.0%	2.7%		2.1%	2.2%	3.4%	1.7%	3.5%	1.0%
ATV/Four-wheeling	2.4%	1.9%	2.1%	0.4%	2.5%	2.1%	2.1%	1.2%	2.6%	1.2%
Motor sports - NASCAR/Indy	2.3%	1.8%	2.3%		2.0%	1.7%	2.8%	1.2%	3.9%	0.7%
Hang gliding/ Skydiving/ Base jumping	2.3%	2.0%	2.2%	1.8%	2.3%	2.1%	1.7%	0.8%	4.4%	0.4%
Farms/ Ranches/ Agri-tours	2.2%	2.0%	1.9%	2.2%	2.3%	2.2%	2.2%	1.5%	2.9%	1.5%
Symphony/opera/concert	2.2%	2.1%	2.5%	1.4%	2.1%	2.0%	2.9%	3.2%	2.4%	1.7%
Scuba diving/snorkeling	2.1%	1.8%	2.3%	0.4%	2.1%	1.9%	1.8%	1.3%	2.2%	1.4%
Water skiing	2.0%	1.9%	2.4%		2.1%	2.0%	2.5%	2.1%	3.4%	1.2%
Skiing/snowboarding	1.8%	1.7%	2.0%		2.1%	2.1%	0.7%	0%	2.7%	1.0%
Tennis	1.7%	1.6%	1.4%	1.2%	2.0%	1.8%	1.0%	1.1%	2.5%	1.4%
Snowmobiling	1.5%	1.3%	1.8%		1.5%	1.3%	2.0%	1.7%	2.5%	0.3%
Caverns	1.5%	1.5%	2.0%		1.5%	1.6%	1.6%	1.3%	1.8%	0.5%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1.5%	1.4%	1.7%	0.8%	1.0%	1.0%	1.4%	1.1%	1.6%	1.2%
High School/College reunion	1.4%	1.3%	1.7%		1.1%	1.0%	1.5%	1.6%	1.8%	0.5%
Rodeo/State fair	1.1%	1.0%	0.9%	1.2%	1.0%	0.8%	1.1%	1.2%	2.0%	0.3%
Snow sports other than skiing or snowmobiling	1.0%	0.8%	1.0%	0.6%	0.9%	0.7%	0.3%	0%	1.0%	0.3%
Whitewater rafting/ Kayaking/ Canoeing/ Paddle boarding	1.0%	0.9%	1.0%	0.7%	0.7%	0.8%	0.4%	0%	0.4%	1.0%
Distilleries	0.8%	0.5%	0.5%	0.6%	0.6%	0.4%	1.0%	0.7%	1.5%	0.1%
None of the above	11.4%	11.2%	11.9%	10.9%	6.5%	6.2%	25.2%	26.4%	7.9%	13.4%
Trip Planning Sources										
Offline Sources (Net)	73.6%	73.2%	74.6%	68.2%	76.0%	75.7%	67.6%	65.9%	77.6%	70.5%
Corporate travel department (in person or by phone)	5.9%	5.9%	7.5%		3.1%	3.0%	15.0%	15.0%	4.5%	6.9%
Destination printed material	6.2%	5.7%	7.1%	0.6%	6.8%	5.9%	4.8%	5.2%	9.2%	3.7%
Friends/relatives	31.4%	31.8%	28.6%	43.2%	35.3%	35.7%	18.1%	18.3%	29.5%	33.8%
Magazine	7.0%	6.8%	8.5%	1.6%	7.5%	7.3%	5.1%	5.0%	8.4%	4.4%
Newspaper	4.4%	4.0%	4.9%	0.9%	4.5%	3.9%	3.5%	3.3%	7.6%	1.3%
Own experience	30.7%	31.7%	30.2%	36.0%	32.6%	33.5%	25.3%	25.9%	30.2%	32.2%
Radio	4.5%	3.9%	4.9%	0.6%	5.0%	4.2%	2.2%	2.3%	7.7%	1.4%
TV	9.8%	9.1%	11.7%	1.5%	10.5%	10.1%	8.6%	7.1%	14.6%	5.3%
Travel agent	6.8%	6.5%	8.4%	0.4%	6.3%	6.1%	8.7%	8.0%	6.4%	5.9%
Travel book	7.8%	7.7%	9.6%	3.3%	8.6%	8.5%	5.6%	5.2%	12.1%	4.1%
Travel club (AAA)	9.4%	9.3%	11.6%	2.4%	10.2%	10.3%	7.0%	6.1%	12.8%	5.9%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	11.8%	11.8%	13.7%	6.7%	12.1%	12.1%	10.5%	10.5%	10.1%	11.7%
Other 'offline' planning sources(s)	1.1%	1.0%	1.0%	1.3%	1.1%	1.1%	1.1%	1.2%	1.3%	1.1%
Online Sources (Including Social/Commercial Networking Sources) (Net)	60.2%	60.6%	49.3%	41.0%	60.9%	61.0%	61.1%	61.8%	54.1%	65.9%
Online Sources (Excluding Social/Commercial Networking Sources) (Net)	46.6%	47.4%	63.3%	51.5%	46.7%	47.3%	47.4%	48.3%	37.9%	54.4%
Corporate desktop travel tool/internet	4.3%	4.2%	5.4%	0.6%	1.9%	1.8%	12.6%	12.0%	2.6%	5.7%
Destination website (official site of state or attraction)	12.0%	11.7%	14.0%	3.9%	12.8%	12.5%	9.3%	9.0%	13.5%	11.1%
Online full service travel website (Expedia, Travelocity, etc.)	19.6%	20.0%	20.5%	19.5%	21.8%	21.9%	12.8%	13.8%	17.7%	21.3%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3.3%	3.3%	4.5%		3.5%	3.6%	3.1%	3.0%	4.2%	2.3%
Travel provider website (airline, hotel, rental car, cruise, tour)	21.2%	22.0%	21.9%	22.0%	23.1%	23.8%	15.4%	16.2%	14.7%	26.5%
Search engines (Google, Bing, Yahoo, etc.)	21.5%	21.5%	23.3%	15.1%	23.7%	23.6%	16.0%	16.0%	22.0%	21.4%
Other online planning sources(s)	1.6%	1.8%	1.4%	2.1%	1.8%	2.0%	1.2%	1.3%	0.7%	2.2%
Social/Commercial Networking Sources (Net)	23.7%	23.0%	27.2%	9.5%	25.1%	24.3%	21.0%	19.9%	30.2%	18.0%
Pinterest	2.9%	2.8%	3.1%	2.6%	2.7%	2.7%	2.5%	2.4%	4.3%	1.7%
Facebook	10.9%	10.6%	12.1%	6.8%	11.4%	11.2%	9.7%	8.8%	15.7%	6.3%
LinkedIn	1.7%	1.8%	2.2%	0.6%	1.6%	1.6%	1.3%	1.4%	2.4%	0.9%
Twitter.com	5.2%	5.0%	6.0%	1.9%	5.3%	5.0%	4.0%	3.4%	7.2%	2.8%
Blogs	3.4%	3.2%	3.5%	1.8%	3.9%	3.5%	1.4%	1.5%	5.4%	1.4%
Travel review sites (TripAdvisor, Yelp, etc.)	9.3%	9.3%	11.3%	3.2%	9.5%	9.3%	9.3%	10.0%	9.7%	9.2%
Yahoo Trip Planner	3.0%	2.4%	2.7%	0.6%	2.7%	2.1%	3.8%	3.1%	4.5%	1.9%
VibeAgent	1.0%	1.0%	0.9%	0.6%	1.2%	1.2%	0%	0%	1.0%	0.4%
Other social/commercial networking sources	0.7%	0.5%	0.7%		0.7%	0.6%	0.8%	0.4%	0.8%	0.2%
Online forums	2.5%	2.2%	2.8%	0.4%	2.5%	2.5%	2.9%	1.2%	2.8%	1.6%
Mobile (Net)	11.3%	10.6%	10.8%	9.6%	11.5%	10.7%	12.4%	11.4%	17.5%	7.1%

	Total Trips	Trip Type-Overnight	Trip Type-Paid Accomodation-Trend	Trip Type-Private Home Only	Leisure - Total	Leisure-Overnight	Business-Total	Business-Overnight	Prim. Mode-Auto/Truck/Rental/Camper	Prim. Mode-Airplane
State Level Data										
Sample Size	1,135	1,051	774	220	806	748	253	234	416	622
Trip Planning Sources (continued)										
Mobile Web Browsing	10.9%	10.2%	10.7%	8.2%	11.0%	10.3%	12.0%	11.1%	16.8%	6.8%
Other mobile sites	0.6%	0.5%	0.2%	1.4%	0.6%	0.6%	0.8%	0.3%	1.0%	0.5%
Someone else planned for me and I don't know the method	2.2%	2.2%	2.6%	1.2%	0.9%	1.0%	4.6%	4.6%	1.5%	2.5%
No plans were made for this destination	8.9%	8.8%	6.5%	15.5%	8.9%	8.7%	7.8%	8.4%	10.2%	7.7%
Advance Trip Considerations										
Less than 2 weeks before the visit	9.9%	9.6%	10.3%	5.9%	8.3%	7.8%	15.1%	15.4%	11.7%	9.2%
Within 2 weeks-4 weeks of visit	13.0%	12.8%	14.3%	9.9%	10.7%	10.4%	18.4%	18.5%	14.5%	10.6%
At least 1 month, but less than 3 months before the visit	18.4%	18.5%	18.8%	15.5%	17.1%	17.1%	24.3%	25.0%	16.7%	20.2%
At least 3 months, but less than 6 months before the visit	21.0%	21.4%	19.6%	28.6%	21.3%	21.9%	18.7%	18.1%	18.8%	22.9%
At least 6 months, but less than 1 year before the visit	22.6%	22.7%	22.9%	22.5%	25.1%	25.2%	17.3%	17.3%	21.2%	24.1%
More than a year before the visit	15.1%	14.9%	14.2%	17.6%	17.5%	17.6%	6.1%	5.6%	17.2%	13.0%
Advance Trip Decision										
Less than 2 weeks before the visit	16.3%	15.8%	16.4%	11.4%	14.5%	13.7%	21.3%	21.7%	18.2%	14.5%
Within 2 weeks-4 weeks of visit	15.1%	14.6%	16.0%	10.8%	12.5%	11.8%	21.4%	21.4%	17.9%	12.7%
At least 1 month, but less than 3 months before the visit	22.8%	23.5%	22.0%	27.8%	21.4%	22.1%	29.8%	30.2%	18.7%	26.8%
At least 3 months, but less than 6 months before the visit	20.0%	20.7%	19.3%	26.2%	22.2%	23.0%	12.3%	12.4%	16.6%	22.8%
At least 6 months, but less than 1 year before the visit	17.4%	17.2%	18.7%	13.4%	19.5%	19.3%	12.4%	12.0%	18.3%	16.6%
More than a year before the visit	8.4%	8.2%	7.6%	10.5%	10.0%	10.1%	2.8%	2.4%	10.4%	6.5%
Trip Booking Sources										
Offline booking (Net)	47.2%	46.2%	52.5%	25.1%	46.0%	44.9%	51.8%	50.3%	55.2%	39.3%
Corporate travel department	13.9%	13.9%	17.7%	1.8%	9.3%	9.0%	28.3%	29.0%	17.2%	10.9%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	13.9%	13.4%	16.4%	4.8%	15.0%	15.0%	10.4%	8.8%	19.6%	8.7%
Directly with travel provider in person/phone	20.9%	20.8%	21.4%	18.0%	22.3%	21.9%	15.4%	15.6%	21.7%	19.5%
Travel Agent	7.4%	6.9%	8.4%	1.8%	7.9%	7.2%	5.6%	5.1%	8.5%	5.1%
Travel club (e.g. AAA)	5.5%	5.1%	6.3%	0.8%	6.0%	5.9%	4.8%	3.4%	8.8%	2.9%
Some other offline booking method	1.0%	0.9%	0.7%	1.7%	1.3%	1.2%	0.3%	0.3%	0.5%	1.3%
Online booking (Excluding Social/Commercial Networking) (Net)	62.0%	62.7%	62.7%	64.0%	62.9%	63.9%	60.4%	61.0%	55.9%	67.6%
Online booking (Including Social/Commercial Networking) (Net)	62.8%	63.6%	63.7%	65.0%	64.0%	65.0%	60.4%	61.0%	56.6%	68.4%
Corporate desktop travel tool/intranet	8.8%	8.4%	10.5%	1.4%	5.4%	5.1%	19.2%	18.8%	8.2%	8.9%
Destination website	11.1%	10.8%	12.5%	4.8%	10.7%	10.3%	11.9%	11.6%	16.1%	7.6%
Online full service travel website (Expedia, Travelocity, etc.)	25.8%	25.9%	26.9%	25.0%	27.9%	28.1%	19.3%	19.4%	24.1%	26.7%
Traditional travel agency website	5.5%	5.4%	5.9%	2.7%	5.9%	5.8%	4.4%	4.7%	6.8%	4.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	25.3%	25.9%	25.0%	31.3%	27.3%	27.9%	19.0%	19.2%	16.7%	31.5%
Some other online booking method	2.2%	2.3%	1.5%	3.4%	2.6%	2.8%	0.4%	0.4%	1.5%	2.8%
Unsure, I just used link from social/commercial networking or mobile source	0.8%	0.9%	0.9%	0.9%	1.1%	1.1%	0%	0%	0.8%	0.9%
Someone else booked for me and I don't know the method	4.6%	4.4%	4.8%	2.5%	3.5%	3.2%	6.4%	6.5%	3.0%	5.3%
No bookings were made for this destination	8.5%	8.0%	5.5%	14.8%	9.8%	9.3%	4.7%	4.2%	14.0%	4.5%
Trip Satisfaction (1-5)										
Top 2 Box (Net)	90.4%	91.0%	90.2%	94.8%	92.3%	93.2%	85.1%	85.4%	90.8%	90.8%
Extremely Satisfied (5)	53.5%	53.8%	51.1%	63.4%	57.2%	58.1%	42.7%	42.4%	56.6%	50.9%
Very Satisfied (4)	36.9%	37.2%	39.1%	31.5%	35.1%	35.1%	42.4%	43.0%	34.2%	40.0%
Somewhat Satisfied (3)	8.2%	7.5%	8.3%	4.3%	6.0%	5.1%	14.5%	14.2%	6.6%	8.9%
Bottom 2 Box (Net)	1.4%	1.5%	1.5%	0.8%	1.7%	1.7%	0.4%	0.4%	2.6%	0.3%
Not Very Satisfied (2)	0.9%	0.9%	1.1%	1.1%	1.0%	0.9%	0.4%	0.4%	1.6%	0.1%
Not At all Satisfied (1)	0.5%	0.6%	0.4%	0.8%	0.7%	0.8%			1.0%	0.1%