

South Dakota Department of Tourism

**2000 Peak Season
Conversion Study**

Final Report

January 2001

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SURVEY METHODOLOGY

A total of 250 inquirers were telephoned and surveyed for the 2000 Peak Season Conversion Study during October of 2000. The study evaluates five promotion vehicles: electronic (Internet and e-mail), magazine advertising, traditional/target market television, pay-per-inquiry television, and newspaper inserts. Fifty surveys were completed for each of the promotion vehicles.

Please note: It was common during data processing and tabulating to see questions without a recorded response. In addition, percentages were carried out only to one-tenth, some long answer lists were shortened, and a few questions allowed for multiple answers. Therefore, total percentages may not equal 100 percent.

Comparisons are drawn between the 2000 study and the 1999 Warm Season Conversion Study, which surveyed two promotion vehicles: magazine advertising and electronic inquiries.

EXECUTIVE SUMMARY

- Nearly **41 percent of the survey respondents traveled to South Dakota this past year**. This is down by more than ten percentage points from 1999. Of those who did not come to South Dakota, almost 60 percent are planning to visit South Dakota within the next 12 months. Again, this is a decrease by ten percentage points from 1999. (page 7.)
- Of those respondents who indicated where they went on their last vacation, **25.9 percent stated that they did not take a vacation**. This figure increased significantly from one year ago when 11.4 percent indicated they took no vacation. In the next largest response for 2000, 7.2 percent of the respondents indicated that they went to Colorado. Another 6.5 percent went to Wisconsin. In 1999, 12.9 percent of the respondents indicated they went to Minnesota. Neither Colorado nor Wisconsin were in the top five in 1999, and, in 2000 respectively, Minnesota finished eighth. (page 8.)
- Of the respondents who **did travel to South Dakota, the majority, 79.4 percent, traveled during June, July and August**. (page 13.) **Nearly 60 percent of the respondents who did not travel to South Dakota traveled during June, July and August for their last vacation**. This reflects only a slight decrease from 63 percent for the same three months in 1999. In 2000, **75.7 percent of the respondents spent up to a week at their destination**, which is a small decrease from 76.6 percent in 1999. (page 8.)
- Of those respondents who traveled to South Dakota, **more than half, 54.3 percent, had made their decision to travel to South Dakota prior to making an inquiry** for more information. Respectively, 22.8 percent of the respondents made their inquiry and their decision in the same month, and the remaining 22.8 percent made their decision after their inquiry. In addition, the majority of the respondents, 49 percent, made their decision to travel and their inquiry during March, April, May and June, 2000. **Electronic and newspaper inquirers tended to make their decision to travel to South Dakota prior to inquiring**, 70.4 percent and 73.7 percent, respectively. Magazine, pay-per-inquiry TV and traditional TV inquirers tended to be fairly evenly distributed between making their decision prior to inquiring, making their decision the same month as inquiring, and making their decision after inquiring (pages 9-12.)
- Travelers to South Dakota were **on vacation for an average of 9.3 days, spending 6.4 days in South Dakota**. 1999 travelers vacationed one-half day longer, 9.8 days, and spent the same number of days in South Dakota. In 2000, magazine inquirers tended to take the longest vacations, 11 days, and tended to spend the most time in South Dakota, 8.4 days. Conversely, traditional TV inquirers tended to take the shortest vacations, 7.2 days, and spent the second least amount of time in South Dakota, 5.6 days. Only electronic inquirers spent less time in South Dakota, 5.4 days. (pages 14-15.)

- **The average travel party to South Dakota included 3.8 people.** This is identical to the size of the travel party in 1999. In 2000, magazine inquirers tended to have the smallest travel party with 3.1 people, and newspaper insert inquirers tended to have the largest travel party with 4.6 people. The percentage of travel parties including children under 18 decreased in 2000 to 48 percent. In 1999, 62.3 percent included children. (page 16.)
- **More than three-fourths, 77.5 percent, of those who traveled to South Dakota indicated that South Dakota was their vacation destination.** This is a slight decrease from 1999, when 79.3 percent indicated that South Dakota was their destination. Newspaper inquirers were most likely to make South Dakota their vacation destination with a 90 percent response rate, while pay-per-inquiry TV inquirers were least likely to make South Dakota their vacation destination with a 69.2 percent response rate. (page 17.)
- **In 2000, the purpose of most travelers to South Dakota, 74.5 percent, was to vacation.** This is more than a ten-point decrease from 1999 when 85.4 percent indicated their purpose was solely to vacation. Much of the 2000 decrease was made up in the “to vacation and visit friends/family” category which included 18.6 percent of respondents. In 1999, only 11.5 percent of the respondents indicated they were vacationing and visiting friends/family. (page 17.)
- **Nearly one-half, 47.1 percent, of the travelers to South Dakota had visited the state before this trip.** Electronic, magazine and traditional TV inquirers were more likely to have visited before with 59.3 percent, 60.7 percent and 50 percent, respectively. Nearly the same percent, 46.1, had not visited South Dakota before. Newspaper and pay-per-inquiry TV inquirers were less likely to have visited by 65 percent and 69.2 percent respectively. (page 18).
- **Peak season travelers to South Dakota spent an average of \$208.16 per day per travel party while in the state.** This is a ten dollar increase from 1999. (page 18.)
- **A majority of the travelers to South Dakota, 87.3 percent, rated the value of their vacation in South Dakota as either great or pretty good.** This is down slightly from 1999 when the rating was 91.5 percent great or pretty good. (page 19.)
- Out of ten individual “grades,” South Dakota received seven “A” grades and three “B” grades, based on highest percentages. **For an overall grade, 82.4 percent of the respondents who traveled to South Dakota gave the state either an “A” or a “B” grade,** marking a 7.1 percentage point decrease from 89.5 percent in 1999. (pages 19-24.)
- **The visitors to South Dakota rated Mount Rushmore as their top choice for best attraction/activity in the state.** The next choices were Custer State Park, Crazy Horse and the Badlands. These responses match those reported in 1999 as the top attractions/activities in South Dakota. (pages 25-28.)

- In 2000, the travelers to South Dakota were asked about their use of the Internet. **Nearly one-half, 48 percent, use the Internet for travel planning, while less than one-fourth, 23.5 percent, use the Internet to book travel.** In addition, 68.6 percent indicated that they do not click on banner ads. These responses are consistent with reports from both the Internet industry and the travel industry. (page 30.)
- **The average age of the respondents who were travelers to South Dakota was 48.3 years old.** In 1999, the average age was somewhat older, 51.9 years old. **The average age of all respondents in 2000 was 47.8 years old.** The average age of all respondents from the 1999 study was 51 years old. (page 31.)
- **The average annual household income for all respondents to the 2000 study was \$50,560.** In 1999, the average annual household income was \$59,949. Pay-per-inquiry TV inquirers tended to have the highest annual household income, \$57,256, and traditional TV inquirers tended to have the lowest annual household income, \$36,026. (page 33.)

2000 PEAK SEASON CONVERSION STUDY REPORT

Respondents' Home States

	Electronic Percent	Magazine Percent	Newspaper Percent	Pay-per-inquiry TV Percent	Traditional TV Percent	Combined Total Percent
Arizona		2.0	2.0	6.0		2.0
Arkansas	2.0					0.4
California	4.0			6.0		2.0
Colorado			6.0	6.0	6.0	3.6
Connecticut	2.0			2.0		0.8
Florida			2.0	4.0		1.2
Georgia				2.0		0.4
Idaho			2.0			0.4
Illinois	12.0	16.0	20.0	8.0	21.7	16.4
Indiana	4.0	12.0		4.0	6.0	5.2
Iowa	8.0	12.0	20.0	2.0	4.0	9.2
Kansas	10.0	8.0	2.0		8.0	5.6
Kentucky		2.0				0.4
Louisiana	2.0			6.0		1.6
Massachusetts				2.0		0.4
Maryland	2.0					0.4
Michigan	2.0	8.0	4.0	2.0		3.2
Minnesota	4.0	10.0	24.0	6.0	12.0	11.2
Missouri	10.0	2.0	2.0		6.0	4.0
Mississippi	2.0			2.0		0.8
North Carolina		2.0				0.4
North Dakota	2.0	4.0				1.2
Nebraska	8.0		4.0	2.0	12.0	5.2
New Hampshire				2.0		0.4
New Jersey			2.0			0.4
New Mexico	2.0					0.4
New York	2.0	2.0		2.0		1.2

Respondents' Home States (continued)

	Electronic Percent	Magazine Percent	Newspaper Percent	Pay-per-inquiry TV Percent	Traditional TV Percent	Combined Total Percent
Ohio	4.0	8.0		2.0		2.8
Oregon				2.0		0.4
Pennsylvania	4.0	2.0		10.0		3.2
Tennessee				2.0		0.4
Texas	2.0			6.0		1.6
Utah		2.0		4.0		1.2
Virginia	2.0		2.0			0.8
Washington	2.0			2.0		0.8
Wisconsin	8.0	8.0	8.0	2.0	20.0	9.2
West Virginia				4.0		0.8
Wyoming				2.0		0.4

Month of inquiry (in 2000):

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
February	--	--	--	2.0	--	0.4
March	50.0	20.0	10.0	72.0	26.0	35.6
April	24.0	54.0	22.0	26.0	38.0	32.8
May	18.0	16.0	60.0	--	34.0	25.6
June	8.0	6.0	8.0	--	2.0	4.8
July	--	--	--	--	--	--
August	--	2.0	--	--	--	0.4
September	--	2.0	--	--	--	0.4

NOTE: This question was not reported in 1999.

Did you travel to South Dakota this year?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Yes	54.0	56.0	40.0	26.0	28.0	40.8	51.6
No	44.0	44.0	60.0	68.0	62.0	55.6	48.4
No answer	2.0	--	--	6.0	10.0	3.6	

If no, do you plan to travel to South Dakota within the next 12 months?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Yes	63.6	59.1	60.0	61.8	54.8	59.7	68.4
No	13.6	13.6	13.3	23.5	22.6	18.0	13.9
Unsure	22.7	22.7	23.3	11.8	19.4	19.4	17.7
No answer	--	4.5	3.3	2.9	3.2	2.9	

If no, where did you go on your last vacation?

	Combined Total	
	2000 Percent	1999 Percent
Nowhere/no vacation	25.9	11.4
Other*	18.0	31.4
Colorado	7.2	2.9
Wisconsin	6.5	1.4
Florida	5.0	7.1
No answer	5.0	--
Missouri	4.3	8.6
Nevada	4.3	2.9
Minnesota	3.6	12.9
Canada	2.9	7.1
South Dakota	2.9	4.3
Tennessee	2.9	--
Arizona	2.2	4.3
California	2.2	2.9
New York	2.2	--
North Dakota	2.2	--
Wyoming	2.2	1.4

*Examples of "other" destinations in 2000: Alaska, Arkansas, Iowa, Maine, New Mexico, Pennsylvania, Texas, and Europe.

What month did you go there?

	Combined Total	
	2000 Percent	1999 Percent
January	--	3.1
February	1.0	1.5
March	1.9	4.6
April	4.9	4.6
May	6.8	9.2
June	23.3	16.9
July	21.4	27.7
August	14.6	18.5
September	10.7	4.6
October	5.8	6.2
November	1.9	1.5
December	1.9	--
No answer	5.8	--

How long did you spend there?

	Combined Total	
	2000 Percent	1999 Percent
Less than 1 week	27.2	20.3
1 week	48.5	56.3
2 weeks	9.7	14.1
2+ weeks	5.8	9.4
No answer	8.7	--

Of those people who traveled to South Dakota, how did the month of inquiry relate to the date the decision was made to travel to South Dakota?

(this question was calculated from the answers given, it was not directly asked)

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
January 1998	--	2.6	3.3	3.4	--	2.9
June 1998	--	--	3.3	--	--	1.0
January 1999	--	5.3	--	6.9	--	3.9
February 1999	--	10.5	3.3	--	--	4.9
March 1999	--	7.9	--	--	--	2.9
April 1999	--	2.6	--	3.4	--	2.0
May 1999	--	2.6	3.3	--	--	2.0
June 1999	--	2.6	--	--	--	1.0
July 1999	--	--	--	3.4	--	1.0
August 1999	--	--	3.3	--	--	1.0
January 2000	--	7.9	16.7	3.4	--	8.8
February 2000	--	5.3	10.0	3.4	--	5.9
March 2000	--	13.2	6.7	17.2	--	11.8
April 2000	--	13.2	17.2	13.3	--	13.7
May 2000	--	7.9	13.3	27.6	--	14.7
June 2000	--	2.6	6.7	6.9	100.0	8.8
July 2000	--	2.6	--	--	--	1.0
August 2000	--	2.6	--	--	--	1.0
September 2000	--	--	--	3.4	--	1.0
October 2000	--	2.6	--	--	--	1.0
No answer	100.0	7.9	16.7	3.4	--	9.8

NOTE: This question was not asked in 1999.

Internet Inquirers:

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
January 1998	--	8.3	16.7	16.7	--	11.1
January 1999	--	8.3	--	--	--	3.7
February 1999	--	25.0	--	--	--	11.1
March 1999	--	25.0	--	--	--	11.1
June 1999	--	8.3	--	--	--	3.7
August 1999	--	--	16.7	--	--	3.7
February 2000	--	--	16.7	--	--	3.7
March 2000	--	8.3	16.7	33.3	--	14.8
April 2000	--	16.7	16.7	50.0	--	22.2
May 2000	--	--	16.7	--	--	3.7
June 2000	--	--	--	--	100.0	11.1

Magazine Inquirers:

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
February 1999	--	--	7.1	--	--	3.6
April 1999	--	11.1	--	--	--	3.6
May 1999	--	11.1	7.1	--	--	7.1
January 2000	--	--	14.3	--	--	7.1
February 2000	--	11.1	--	--	--	3.6
March 2000	--	11.1	7.1	--	--	7.1
April 2000	--	22.2	21.4	20.0	--	21.4
May 2000	--	33.3	14.3	80.0	--	32.1
June 2000	--	--	7.1	--	--	3.6
No answer	--	--	21.4	--	--	10.7

Newspaper Inquirers:

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
June 1998	--	--	20.0	--	--	5.0
January 1999	--	--	--	16.7	--	10.0
February 1999	--	50.0	--	--	--	5.0
April 1999	--	--	--	8.3	--	5.0
January 2000	--	50.0	60.0	8.3	--	25.0
February 2000	--	--	--	8.3	--	5.0
March 2000	--	--	--	16.7	--	10.0
April 2000	--	--	--	8.3	--	5.0
May 2000	--	--	--	8.3	--	5.0
June 2000	--	--	--	16.7	100.0	15.0
September 2000	--	--	--	8.3	--	5.0
No answer	--	--	20.0	--	--	5.0

Pay-per-inquiry TV Inquirers:

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
January 2000	--	10.0	--	--	--	7.7
February 2000	--	10.0	50.0	--	--	15.4
March 2000	--	20.0	--	--	--	15.4
May 2000	--	--	50.0	--	--	7.7
June 2000	--	10.0	--	--	--	7.7
July 2000	--	10.0	--	--	--	7.7
October 2000	--	10.0	--	--	--	7.7
No answer	100.0	30.0	--	--	--	30.8

Traditional TV Inquirers:

Inquiry date Decision date	February 2000 Percent	March 2000 Percent	April 2000 Percent	May 2000 Percent	June 2000 Percent	Combined Percent
January 1999	--	20.0	--	--	--	7.1
July 1999	--	--	--	16.7	--	7.1
January 2000	--	20.0	--	--	--	7.1
February 2000	--	--	33.3	--	--	7.1
March 2000	--	20.0	--	16.7	--	14.3
April 2000	--	20.0	--	--	--	7.1
May 2000	--	--	--	50.0	--	21.4
June 2000	--	--	33.3	--	--	7.1
August 2000	--	20.0	--	--	--	7.1
No answer	--	--	33.3	16.7	--	14.3

Did travelers to South Dakota make their decision to travel to the state before or after inquiring?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
Decision made before inquiry	70.4	36.0	73.7	33.3	41.7	54.3
Decision made same month as inquiry	18.5	32.0	10.5	22.2	33.3	22.8
Decision made after inquiry	11.1	32.0	15.8	44.4	25.0	22.8

If you did travel to South Dakota, in what month did you visit?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
February	--	3.6	--	--	--	1.0
March	--	3.6	--	--	--	1.0
April	--	3.6	--	--	7.1	2.0
May	7.4	7.1	--	--	--	3.9
June	33.3	32.1	40.0	--	35.7	30.4
July	37.0	25.0	35.0	53.8	21.4	33.3
August	18.5	17.9	5.0	7.8	28.6	15.7
September	3.7	--	15.0	--	--	3.9
October	--	--	--	15.4	--	2.0
No answer	--	7.1	5.0	23.1	7.1	6.9

NOTE: This question was not reported in 1999.

How long did you spend on that vacation in total days?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
3 days or less	3.7	7.1	5.0	--	--	3.9	3.4
4 days	3.7	10.7	10.0	7.7	14.3	8.8	2.2
5 days	7.4	7.1	20.0	--	21.4	10.8	5.6
6 days	3.7	3.6	10.0	--	--	3.9	10.1
7 days	37.0	7.1	20.0	30.8	14.3	21.6	21.3
8 days	7.4	--	5.0	--	21.4	5.9	7.9
9 days	3.7	7.1	--	--	7.1	3.9	6.7
10 days	11.1	17.9	15.0	7.7	7.1	12.7	18.0
11 days	--	3.6	--	--	--	1.0	1.1
12 days	--	--	5.0	--	--	1.0	3.4
14 days	7.4	7.1	10.0	23.1	7.1	9.8	9.0
15 days	--	--	--	7.7	--	1.0	1.1
16 days	3.7	3.6	--	--	--	2.0	1.1
17 days	--	--	--	--	--	--	1.1
18 days	--	--	--	--	--	--	1.1
19 days	--	3.6	--	--	--	1.0	--
20 days	3.7	3.6	--	--	--	2.0	--
More than 21	7.4	10.7	--	--	--	4.9	6.7
No answer	--	7.1	--	23.1	7.1	5.9	--
Average #:	9.7 days	11.0 days	7.5 days	9.9 days	7.2 days	9.3 days	9.8 days

Of that total vacation time, how many days did you spend in South Dakota

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined 2000 Percent	Total 1999 Percent
3 days or less	22.2	17.9	5.0	15.4	14.3	15.7	14.6
4 days	3.7	10.7	30.0	7.7	14.3	12.7	11.2
5 days	29.6	10.7	30.0	15.4	21.4	21.6	16.9
6 days	7.4	--	10.0	--	14.3	5.9	11.2
7 days	22.2	21.4	10.0	23.1	7.1	17.6	21.3
8 days	11.1	10.7	5.0	--	7.1	7.8	10.1
9 days	--	--	5.0	--	7.1	2.0	2.2
10 days	--	3.6	--	15.4	7.1	3.9	7.9
12 days	3.7	--	--	--	--	1.0	--
14 days	--	--	5.0	--	--	1.0	1.1
16 days	--	3.6	--	--	--	1.0	--
20 days	--	7.1	--	--	--	2.0	2.2
More than 21	--	7.1	--	--	--	2.0	1.1
No answer	--	7.1	--	23.1	7.1	5.9	--
Average #:	5.4 days	8.4 days	5.7 days	5.9 days	5.6 days	6.4 days	6.4 days

How many people were in your travel party?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
1	--	3.6	--	--	--	1.0	--
2	33.3	39.3	20.0	23.1	14.3	28.4	31.9
3	14.8	17.9	5.0	15.4	28.6	15.7	14.9
4	33.3	14.3	40.0	23.1	7.1	24.5	36.2
5	11.1	10.7	15.0	7.7	7.1	10.8	8.5
6	3.7	7.1	15.0	--	14.3	7.8	4.3
7	--	--	--	--	21.4	2.9	--
8	3.7	--	--	--	--	1.0	--
9	--	--	--	--	--	--	1.1
More than 10	--	--	5.0	7.7	--	2.0	3.2
Average # of people per travel party	3.5	3.1	4.6	4.4	4.5	3.8	3.8

Did any children (under 18) travel with your party?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Yes	48.1	35.7	50.0	46.2	71.4	48.0	62.3
No	51.9	64.3	50.0	53.8	28.6	52.0	37.7

Were you traveling as part of a group tour?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Yes	--	--	5.0	--	--	1.0	1.2
No	100.0	92.9	95.0	76.9	85.7	92.2	98.8
No Answer	--	7.1	--	23.1	14.3	6.9	--

Was South Dakota the destination of your vacation?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Yes	74.1	78.6	90.0	69.2	71.4	77.5	79.3
No	25.9	10.7	5.0	7.7	14.3	13.7	20.7
No Answer	--	10.7	5.0	23.1	14.3	8.8	--

How would you describe the purpose of your trip to South Dakota? Would you say:

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Vacation only	81.5	64.3	85.0	69.2	71.4	74.5	85.4
Vacation/friends	18.5	25.0	15.0	7.7	21.4	18.6	11.5
Vacation/business	--	--	--	--	--	--	1.0
Other	--	--	--	--	--	--	2.0
No answer	--	10.7	--	23.1	7.1	6.9	--

Had you visited South Dakota before this trip?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	
Yes	59.3	60.7	35.0	7.7	50.0	47.1	
No	40.7	28.6	65.0	69.2	42.9	46.1	
No answer	--	10.7	--	23.1	7.1	6.9	

NOTE: This question was not asked in 1999.

Can you tell me about how much money you spent per day in South Dakota for your entire travel party?

(Including fuel, accommodations, meals, attractions, extras.)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Less than \$100	11.1	21.4	10.0	7.7	14.3	13.7	23.4
\$100 - \$199	48.1	32.1	75.0	30.8	42.9	46.1	50.0
\$200 - \$299	25.9	25.0	15.0	15.4	21.4	21.6	12.8
\$300 - \$399	7.4	3.6	--	15.4	7.1	5.9	5.3
\$400 - \$499	--	3.6	--	--	7.1	2.0	--
\$500 - \$599	--	3.6	--	--	--	1.0	3.2
Over \$600	7.4	3.6	--	7.7	--	3.9	5.3
No answer	--	7.1	--	23.1	7.1	5.9	--
Ave. amount spent per day per travel party	\$223.30	\$216.17	\$157.55	\$257.60	\$200.35	\$208.16	\$198.69

How would you rate the value of your vacation time here?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Great value	48.1	53.6	55.0	38.5	57.1	51.0	55.9
Pretty good value	44.4	35.7	30.0	30.8	35.7	36.3	35.5
Same as other places	3.7	3.6	15.0	7.7	--	5.9	8.6
Not as good as other places	--	--	--	--	--	--	--
No answer	3.7	7.1	--	23.1	7.1	6.9	--

Availability of Accommodations – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
A	48.1	46.4	40.0	30.8	42.9	43.1	45.3
B	37.0	25.0	45.0	23.1	28.6	32.4	44.2
C	11.1	17.9	--	15.4	14.3	11.8	7.4
D	--	3.6	5.0	7.7	7.1	3.9	1.1
F	3.7	--	5.0	--	--	2.0	2.1
No answer	--	7.1	5.0	23.1	7.1	6.9	--

Price of Accommodations – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
A	25.9	28.6	25.0	7.7	21.4	23.5	28.4
B	63.0	35.7	40.0	46.2	57.1	48.0	56.8
C	7.4	25.0	25.0	7.7	14.3	16.7	12.6
D	--	3.6	--	15.4	--	2.9	--
F	3.7	--	5.0	--	--	2.0	2.1
No answer	--	7.1	5.0	23.1	7.1	6.9	--

Quality of Restaurants – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
A	25.9	32.1	30.0	23.1	21.4	27.5	32.6
B	37.0	42.9	50.0	38.5	42.9	42.2	48.4
C	37.0	14.3	20.0	7.7	14.3	20.6	14.7
D	--	3.6	--	7.7	14.3	3.9	2.1
F	--	--	--	--	--	--	--
No answer	--	7.1	--	23.1	7.1	5.9	2.1

Price of Restaurants – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	22.2	28.6	30.0	23.1	14.3	24.5	30.5
B	63.0	50.0	45.0	38.5	50.0	51.0	50.5
C	14.8	10.7	25.0	7.7	28.6	16.7	15.8
D	--	3.6	--	7.7	--	2.0	--
F	--	--	--	--	--	--	--
No answer	--	7.1	--	23.1	7.1	5.9	3.2

Friendliness of People – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	81.5	64.3	100.0	46.2	64.3	73.5	73.7
B	18.5	17.9	--	23.1	14.3	14.7	21.1
C	--	7.1	--	--	7.1	2.9	4.2
D	--	3.6	--	7.7	7.1	2.9	--
F	--	--	--	--	--	--	--
No answer	--	7.1	--	23.1	7.1	5.9	1.1

Amount of Things to See and Do – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	74.1	64.3	80.0	53.8	92.9	72.5	70.5
B	25.9	21.4	15.0	7.7	--	16.7	23.2
C	--	3.6	5.0	7.7	--	2.9	5.3
D	--	3.6	--	7.7	--	2.0	--
F	--	--	--	--	--	--	--
No answer	--	7.1	--	23.1	7.1	5.9	1.1

National Parks – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	81.5	71.4	70.0	61.5	85.7	74.5	69.5
B	14.8	14.3	25.0	--	7.1	13.7	26.3
C	3.7	3.6	--	7.7	--	2.9	3.2
D	--	3.6	--	7.7	--	2.0	--
F	--	--	--	--	--	--	--
No answer	--	7.1	5.0	23.1	7.1	6.9	1.1

Meeting your expectations of what South Dakota would be like – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	48.1	53.6	65.0	53.8	57.1	54.9	63.2
B	44.4	28.6	30.0	15.4	21.4	30.4	30.5
C	3.7	7.1	5.0	--	14.3	5.9	3.2
D	--	--	--	7.7	--	1.0	--
F	--	--	--	--	--	--	--
No answer	3.7	10.7	--	23.1	7.1	7.8	3.2

How information answered questions – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	Total 1999 Percent
A	63.0	42.9	55.0	30.8	50.0	50.0	66.3
B	25.9	25.0	35.0	30.8	14.3	26.5	27.4
C	7.4	17.9	5.0	--	21.4	10.8	4.2
D	--	3.6	--	7.7	--	2.0	1.1
F	--	--	--	7.7	--	1.0	--
No answer	3.7	10.7	5.0	23.1	14.3	9.8	1.1

How fast information got to you – Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined 2000 Percent	Total 1999 Percent
A	55.6	35.7	55.0	30.8	50.0	46.1	66.3
B	29.6	28.6	25.0	23.1	21.4	26.5	27.4
C	11.1	17.9	10.0	7.7	14.3	12.7	3.2
D	--	3.6	5.0	7.7	--	2.9	--
F	--	--	--	7.7	--	1.0	--
No answer	3.7	14.3	5.0	23.1	14.3	10.8	3.2

Overall Grade (with “A” being the best)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined 2000 Percent	Total 1999 Percent
A	55.6	39.3	60.0	46.2	57.1	51.0	48.4
B	40.7	28.6	35.0	23.1	21.4	31.4	41.1
C	--	7.1	5.0	--	--	2.9	3.2
D	--	--	--	--	--	--	--
F	--	--	--	--	--	--	--
No answer	3.7	25.0	--	30.8	21.4	14.7	7.4

What would you consider to be the top 3 things you saw or did while you were here?

FIRST CHOICE

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Mount Rushmore	55.6	35.7	40.0	61.5	71.4	50.0	53.2
Other *	18.5	25.0	20.0	--	7.1	16.7	27.1
Custer State Park	11.1	10.7	15.0	--	14.3	10.8	8.5
No answer	3.7	7.1	5.0	23.1	7.1	7.8	--
Badlands	--	7.1	5.0	7.7	--	3.9	5.3
Deadwood	3.7	3.6	5.0	--	--	2.9	1.1
Black Hills	3.7	3.6	--	--	--	2.0	3.2
Corn Palace	--	--	10.0	--	--	2.0	1.1
Devils Tower	--	7.1	--	--	--	2.0	1.1
Sturgis Rally	3.7	--	--	7.7	--	2.0	--

*examples of “other” first choices for 2000: Bear Country, Crazy Horse, Falls Park, Mitchell, Reptile Gardens, Storybook Island, and Wall Drug.

SECOND CHOICE

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Other *	29.6	14.3	10.0	7.7	14.3	16.7	15.4
Mount Rushmore	7.4	10.7	35.0	15.4	--	13.7	24.5
Crazy Horse	7.4	10.7	20.0	7.7	21.4	12.7	19.1
Custer State Park	18.5	10.7	5.0	7.7	7.1	10.8	11.7
Badlands	11.1	7.1	10.0	15.4	7.1	9.8	12.8
No answer	7.4	14.3	--	23.1	7.1	9.8	--
Caves	3.7	3.6	5.0	7.7	14.3	5.9	4.3
Deadwood	7.4	7.1	--	--	7.1	4.9	4.3
Black Hills	3.7	--	--	15.4	--	2.9	1.1
Rapid City	--	3.6	5.0	--	7.1	2.9	--
Bear Country	--	--	--	--	14.3	2.0	1.1
Buffalo/wildlife	--	3.6	5.0	--	--	2.0	1.1
Corn Palace	--	3.6	5.0	--	--	2.0	--
Devils Tower	3.7	--	5.0	--	--	2.0	3.2
Landscape/beauty	--	7.1	--	--	--	2.0	2.1
Wall Drug	--	7.1	--	--	--	2.0	2.1

*examples of "other" second choices for 2000: Custer, Flintstone's Bedrock City, hiking, horseback riding, Hot Springs, Mammoth Site, Pierre and Sturgis Rally.

THIRD CHOICE

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
No answer	7.4	25.0	10.0	30.8	42.9	20.6	--
Other *	22.2	21.4	10.0	7.7	14.3	16.7	28.1
Mount Rushmore	22.2	14.3	5.0	--	14.3	12.7	9.6
Custer State Park	11.1	7.1	20.0	15.4	--	10.8	12.8
Badlands	--	10.7	15.0	15.4	--	7.8	12.8
Crazy Horse	11.1	--	10.0	7.7	14.3	7.8	16.0
Deadwood	3.7	7.1	5.0	--	--	3.9	1.1
Wall Drug/Wall	3.7	3.6	--	7.7	7.1	3.9	2.1
Caves	3.7	--	10.0	--	--	2.9	4.3
Corn Palace	3.7	3.6	5.0	--	--	2.9	2.1
Landscape/scenery	3.7	7.1	--	--	--	2.9	--
Bear Country	--	--	--	15.4	--	2.0	3.2
Keystone	7.4	--	--	--	--	2.0	1.1
Reptile Gardens	--	3.6	--	--	7.1	2.0	1.1
Spearfish Canyon	--	--	10.0	--	--	2.0	1.1

*examples of "other" third choices for 2000: 1880 Train, archaeological dig, Central States Fair, Gold Mine, Hill City, Laura Ingalls, Woodcarving Museum.

Overall, what do you think was the BEST thing about your vacation in South Dakota?

	2000 Percent	1999 Percent
Mount Rushmore	22.5	17.7
Scenery	18.6	22.9
Other*	16.7	17.7
All/everything	7.8	--
National/State Parks	7.8	8.3
No answer	7.8	8.3
Family	5.9	3.1
Badlands	3.9	4.2
Deadwood	3.9	--
People	3.9	--
Buffalo	2.9	--
Drive	2.9	--
Crazy Horse	2.0	2.1
Getting away/relaxing	--	6.3
Open spaces	--	3.1

*examples of "other" best things for 2000: Native American people, Bear Country, Jewel Cave, fishing, Murdo car museum, prices.

What was the WORST thing about your vacation in South Dakota?

	2000 Percent	1999 Percent
Nothing	34.3	16.7
Weather	13.7	12.5
No answer	11.8	31.3
Other*	10.8	14.6
Drive/distance	8.8	4.2
Leaving/going home	3.9	--
Trip too short	3.9	--
Wall Drug	3.9	--
Gas prices	2.9	--
Lodging/lack of	2.9	5.2
Restaurant/lack of	2.9	4.2
Traffic	2.0	5.2
Crazy Horse	--	2.1
Motorcycles/cyclists	--	2.1
Mount Rushmore	--	2.1

*examples of "other" worst things for 2000: roadwork, too many people, Bear Country, Corn Palace, 1880 Town, high prices.

Have you been to these other vacation destinations?

("yes" responses only)

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Branson, Missouri	48.1	57.1	25.0	30.8	14.3	39.2	24.7
The Ozarks	55.6	53.6	25.0	38.5	21.4	42.2	29.2
Yellowstone	55.6	64.3	50.0	53.8	42.9	54.9	67.4
Colorado Rockies	70.4	78.6	55.0	61.5	50.0	65.7	65.2
Northern Minnesota	40.7	50.0	55.0	30.8	64.3	48.0	50.6
Wisconsin Dells	48.1	46.4	55.0	7.7	64.3	46.1	57.3
Disney World/Orlando	66.7	75.0	65.0	46.2	28.6	60.8	65.2
Mall of America	33.3	57.1	70.0	30.8	42.9	48.0	50.0
Texas	44.4	50.0	50.0	53.8	14.3	44.1	47.2

Do you use the Internet for travel planning?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
Yes	77.8	46.4	35.0	38.5	21.4	48.0
No	22.2	42.9	60.0	38.5	71.4	44.1
No answer	--	10.7	5.0	23.1	7.1	7.8

Do you ever click on Internet banner ads to find out more about the product or service advertised?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
Yes	25.9	32.1	15.0	23.1	28.6	25.5
No	74.1	60.7	85.0	53.8	64.3	68.6
No answer	--	7.1	--	23.1	7.1	5.9

Do you use the Internet to book travel?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent
Yes	25.9	25.0	20.0	15.4	28.6	23.5
No	74.1	67.9	80.0	61.5	64.3	70.6
No answer	--	7.1	--	23.1	7.1	5.9

Level of Education

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
High School graduate	12.0	30.0	20.0	28.0	28.0	23.6	23.0
High School w/ college	40.0	40.0	52.0	32.0	46.0	42.0	27.5
College graduate	34.0	16.0	16.0	30.0	14.0	22.0	35.0
College Graduate +	12.0	14.0	10.0	10.0	4.0	10.0	10.0
No answer	2.0	--	2.0	--	8.0	2.4	4.5

Age of respondents

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
18-24	--	2.0	--	4.0	10.0	3.2	2.5
25-34	8.0	8.0	12.0	14.0	14.0	11.2	6.5
35-49	64.0	46.0	24.0	44.0	32.0	42.0	38.0
50-64	22.0	26.0	36.0	30.0	24.0	27.6	27.5
65-74	6.0	12.0	16.0	6.0	10.0	10.0	20.5
75+	--	4.0	6.0	--	--	2.0	0.5
No answer	--	2.0	6.0	2.0	10.0	4.0	4.5
Average age	46	49.4	53.3	45.6	44.8	47.8	51

What is your occupation?

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined 2000 Percent	Total 1999 Percent
Retired	16.0	24.0	42.0	26.0	20.0	26.0	22.5
Other*	24.0	18.0	14.0	20.0	28.0	20.8	32.5
Homemaker	12.0	16.0	12.0	24.0	10.0	14.8	6.5
Education/ school worker	4.0	10.0	10.0	6.0	2.0	6.4	6.0
Medical/Dental	6.0	8.0	2.0	8.0	4.0	5.6	5.5
Office/secretarial	10.0	8.0	--	4.0	4.0	5.2	6.0
No answer	--	4.0	--	--	14.0	3.6	7.5
Student	--	4.0	4.0	2.0	8.0	3.6	--
Management	2.0	2.0	6.0	2.0	4.0	3.2	--
Sales	6.0	2.0	6.0	--	--	2.8	2.5
Daycare provider	4.0	--	2.0	2.0	4.0	2.4	1.5
Self-employed/ business owner	4.0	4.0	--	2.0	--	2.0	5.0
Banking	2.0	2.0	2.0	2.0	--	1.6	1.5
Accounting	4.0	--	--	2.0	--	1.2	--
Farmer	2.0	2.0	2.0	--	--	1.2	2.0
Machinist	2.0	--	--	--	4.0	1.2	1.0
Professional	6.0	--	--	--	--	1.2	--

*Examples of “other” occupations in 2000: correctional officer, factory worker, landscaper, music director, plumber, travel agent, and waitress.

Annual Household Income

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 Percent	1999 Percent
Less than \$25,000	2.0	16.0	10.0	8.0	22.0	11.6	2.5
\$25,000 to \$39,000	14.0	18.0	14.0	14.0	24.0	16.8	9.0
\$40,000 to \$54,000	32.0	24.0	34.0	26.0	24.0	28.0	31.0
\$55,000 to \$69,000	12.0	12.0	14.0	16.0	4.0	11.6	14.0
\$70,000 to \$84,000	14.0	10.0	6.0	6.0	2.0	7.6	11.0
\$85,000 to \$99,000	6.0	4.0	2.0	10.0	--	4.4	5.5
More than \$100,000	--	4.0	8.0	6.0	--	3.6	6.0
No answer	20.0	12.0	12.0	14.0	24.0	16.4	21.0
Average annual household income	\$54,575	\$49,841	\$53,636	\$57,256	\$36,026	\$50,560	\$59,949