

South Dakota Department of Tourism

**2001 Peak Season
Conversion Study**

Final Report

January 2002

TABLE OF CONTENTS

Survey Methodology	1
Executive Summary	2-6
Respondents' Home States	7-8
Month of Inquiry	9
Conversion Rates	10-11
Past Vacations	12
Inquiry Date vs. Decision Date	13-20
South Dakota Vacations	21-34
Making the Grade	35-45
Best and Worst of South Dakota	46-49
Other Vacation Destinations	50
Use of Internet	51-53
Impact of Recent Events	54
Demographics	55-58

SURVEY METHODOLOGY

A total of 200 inquirers were telephoned and surveyed for the 2001 Peak Season Conversion Study during October and November of 2001. The study evaluates four promotion vehicles: electronic (Internet and e-mail), advertising in Meredith publications (*Midwest Living, Better Homes and Gardens, Ladies Home Journal*), other magazine advertising, and pay-per-inquiry television. 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 2001 Study and the 2000 Peak Season Conversion Study and the 1999 Warm Season Conversion Study. The 2000 Study surveyed five promotion vehicles: electronic (Internet and e-mail), magazine advertising, traditional/target market television, pay-per-inquiry television, and newspaper inserts, and the 1999 Study surveyed two promotion vehicles: magazine advertising and electronic inquiries.

EXECUTIVE SUMMARY

- **46.5 percent of the survey respondents traveled to South Dakota this past year.** (page 10.)

This is an increase of more than 5.5 percentage points from 2000, but still down slightly from 1999. Of those who did not come to South Dakota, 43.4 percent are planning to visit South Dakota within the next 12 months. This is a decrease by 16.3 percentage points from 2000 and 25 percentage points from 1999. Notably, those unsure of their plans to travel to South Dakota increased by nearly the same amounts in 2000 and 1999, respectively. For 2001, 38.7 percent were unsure of their travel plans, in 2000 it was 19.4 percent, and in 1999 it was 17.7 percent. (page 11.)

- **11.3 percent of the respondents stated that they did not take a vacation.** (page 12.)

This figure decreased significantly from one year ago when 25.9 percent indicated that they took no vacation, but is nearly identical to 1999's response of 11.4 percent. In 2001, 8.5 percent of the respondents indicated that they traveled to Florida. Also, 6.6 percent traveled to Colorado and another 6.6 percent traveled to a foreign country. In the next largest response for 2000, 7.2 percent went to Colorado. Another 6.5 percent went to Wisconsin. In 1999, 12.9 percent of the respondents indicated they went to Minnesota.

Florida, Colorado, a foreign country, Missouri and Texas were the top five specified destinations in 2001. Colorado, Wisconsin, Florida, Missouri and Nevada were the top five in 2000. Minnesota, Missouri, Canada, Florida and Arizona were the top five in 1999.

- **Of the respondents who did travel to South Dakota, most, 75.3 percent, traveled during June, July and August.** (page 21.)

This is down by 4.1 percentage points from 79.4 percent in 2000. In 2001, a few more respondents traveled in the shoulder season months of May and September than did in the same months in 2000.

- **More than half, 56.5 percent, of the respondents who did not travel to South Dakota, traveled during June, July and August for their last vacation.** (page 12.)

This reflects a decrease of 2.8 percentage points from 59.3 percent in 2000 and a decrease of 6.6 percentage points from 63.1 percent in 1999 for the same three months.

- **More than 60 percent of the 2001 respondents spent up to a week at their destination, while 27.3 percent spent two or more weeks at their destination.** (page 12.)

In 2000, the respondents took shorter vacations with 75.7 percent of the respondents spending up to a week at their destination and 15.5 percent spending two or more weeks. In 1999, 76.6 percent spent up to a week and 23.5 percent spent two or more weeks.

- **Of those respondents who traveled to South Dakota, nearly half, 46.7 percent, had made their decision to travel to South Dakota prior to making an inquiry for more information. Also, 40 percent of the respondents made their inquiry and their decision in the same month, and 13.3 percent made their decision after their inquiry.** (pages 13-20.)

Compared to the 2000 results, the “before” and “after” categories decreased while the “same month” category increased. Those deciding before inquiring decreased by 7.6 percentage points from 54.3 percent in 2000. Those deciding after inquiring decreased by 9.5 percentage points from 22.8 in 2000. Those deciding and inquiring in the same month increased by the largest margin, 17.2 percentage points, from 22.8 percent in 2000.

In 2001, Meredith and non-Meredith magazine inquirers tended to make their decisions to travel to South Dakota prior to inquiring, 46.4 percent and 68.2 percent, respectively. Electronic and pay-per-inquiry television inquirers tended to make their decisions the same month as inquiring, 53.6 percent and 58.3 percent, respectively. Significant changes were noted in the electronic and the pay-per-inquiry television categories.

- **In 2001, travelers to South Dakota were on vacation for an average of 9.4 total days, and spent 5.4 days in South Dakota.** (pages 22-25.)

Travelers in 2000 vacationed nearly the same amount of time, 9.3 total days, but spent a full day more in South Dakota, 6.4 days. 1999 travelers vacationed one-half day longer, 9.8 total days, and spent 6.4 days in South Dakota.

In 2001, pay-per-inquiry television inquirers tended to take the longest vacations, 12.7 total days, and spent the most number of days in South Dakota, 6.3 days. Non-Meredith magazine inquirers tended to take the shortest vacations, 7.9 total days, and spent the least number of days in South Dakota, 4.6 days. In comparison, in 2000, magazine inquirers tended to take the longest vacations, 11 total days, and tended to spend the most time in South Dakota, 8.4 days.

- **The average travel party to South Dakota included 4.2 people.** (page 26-27.)

This is slightly larger than the sizes of the travel parties in 2000 and 1999, which were both 3.8 people. In 2001, pay-per-inquiry television inquirers tended to have the smallest travel party, with 4.0 people, and non-Meredith magazine inquirers tended to have the largest travel party, with 4.3 people. In comparison, 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.

While the decrease was not as dramatic, the percentage of travel parties including children under 18 in 2001 was down by 3.9 percentage points from 2000. The percentage of travel parties including children was 44.1 percent in 2001, 48 percent in 2000 and 62.3 percent in 1999. (page 28.)

- **Nearly three-fourths, 72 percent, of those who traveled to South Dakota indicated that South Dakota was their vacation destination.** (page 30.)

This is a 5.5 percentage point decrease from 2000, when 77.5 percent indicated that South Dakota was their destination, and a 7.3 percentage point decrease from 1999, when the response rate was 79.3 percent.

In 2001, non-Meredith magazine inquirers were most likely to make South Dakota their vacation destination with an 86.4 percent response rate, while pay-per-inquiry television inquirers were least likely to make South Dakota their vacation destination with a 46.2 percent response rate. This compares to 2000, when newspaper inquirers were most likely to make South Dakota their vacation destination with a 90 percent response rate, while pay-per-inquiry television inquirers were least likely to make South Dakota their vacation destination with a 69.2 percent response rate.

- **In 2001, vacationing only was the purpose of the trips of most travelers to South Dakota at 71 percent. For nearly one-fourth of the respondents, 23.7 percent, vacationing and visiting friends/family was the purpose of their trip.** (page 31.)

As in 2000, the “vacationing and visiting friends/family” category experienced an increase. In 2001, it increased by 5.1 percentage points over 2000 and more than doubled since 1999. In 2000, 74.5 percent of the respondents indicated the purpose of their trip was to vacation only and 18.6 percent was to vacation and visit friends/family. Comparatively, in 1999, 85.4 percent of the respondents indicated that the purpose of their trip was to vacation only, and for 11.5 percent the purpose was to vacation and visit friends/family.

- **Nearly 70 percent of the respondents who traveled to South Dakota had visited the state before this trip.** (page 32.)

This marks a significant increase of 22.8 percentage points over 2000's 47.1 percent. In 2001, all categories were more likely to have visited South Dakota before this trip. With 77.3 percent, non-Meredith magazine inquirers were most likely to have visited South Dakota before. Electronic inquirers, with 58.6 percent, were least likely to have visited the state before. The pay-per-inquiry television category showed the biggest increase. In 2001, 76.9 percent said they had visited South Dakota before. In 2000, just 7.7 percent had.

In 2000, electronic, magazine and traditional television inquirers were more likely to have visited before with 59.3 percent, 60.7 percent and 50 percent, respectively. Newspaper and pay-per-inquiry television inquirers were less likely to have visited with 35 percent and 7.7 percent, respectively.

- **Peak season respondents who traveled to South Dakota spent an average of \$220.72 per day per travel party while in the state. Pay-per-inquiry respondents spent \$78.02 less per day in 2001 than they did in 2000.** (page 33.)

Overall, this is a \$12 increase from 2000 and a \$22 increase from 1999 in peak season spending.

- **A majority of the travelers to South Dakota, 91.4 percent, rated the value of their South Dakota vacation as either great or pretty good.** (page 34.)

This is a 4.1 percentage point increase from 87.3 percent who gave this rating in 2000, and almost equivalent to 91.5 percent in 1999.

- **For an overall "grade," 91.4 percent of the respondents who traveled to South Dakota gave the state either an "A" or a "B" grade.** (pages 35-45.)

This marks a 9.0 percentage point increase from 82.4 percent of respondents who gave these grades in 2000, and a 1.9 percentage point increase from 89.5 percent in 1999.

Out of ten individual "grades," South Dakota received eight "A" grades and two "B" grades in 2001, based on highest percentages. This is a change from seven "A" grades and three "B" grades in 2000. Most notably, significant individual "grade" improvements were recorded in the availability of accommodations (the "A" grade increased by 21.4 percentage points to 64.5 percent in 2001); in how the information received answered their questions (the "A" grade increased by 28.5 percentage points to 78.5 percent in 2001); and in how fast the information got to the respondent (the "A" grade increased by 25.9 percentage points to 72 percent in 2001). The only decrease was in the "A" grade for national parks, which was 74.5 percent in 2000 and 74.2 percent in 2001.

- **The visitors to South Dakota rated Mount Rushmore as their top choice for best attraction/activity in the state.** (pages 46-49.)

Other top choices were the Badlands, Custer State Park, and Crazy Horse. These responses match those reported in both 2000 and 1999 as the top attractions/activities in South Dakota.

- **More than one-half, 54.8 percent, of the 2001 respondents use the Internet for travel planning, and nearly one-third, 31.2 percent, use the Internet to book travel.** (page 51-53.)

Both of these marked increases from 2000. Those that use the Internet for travel planning increased by 6.8 percentage points from 48 percent in 2000. Those who use the Internet to book travel increased by slightly more, 7.7 percentage points, from 23.5 percent in 2000.

In addition, respondents who indicated that they do not click on banner ads increased by 6.7 percentage points from 68.6 percent in 2000 to 75.3 percent in 2001.

- **In 2001, respondents were asked about the effect recent events in the United States and abroad had on their plans to travel to South Dakota. The majority, 79.5 percent, responded that the events had no effect on their travel plans.** (page 54.)
- **The average age of the respondents in 2001 who were travelers to South Dakota was 49.8 years old. The average age of all respondents in 2001 was 50.8 years old.** (page 56.)

While both averages increased from 2000, the average age of all respondents increased by more, 3 years, than did the average age of respondents who were travelers to South Dakota, which increased by 1.5 years. In 2000, the average age of respondents who traveled to South Dakota was 48.3 years old and the average age of all respondents was 47.8 years old. In 1999, the average ages were somewhat older than both 2000 and 2001: the average age of respondents who traveled to South Dakota was 51.9 years and the average age of all respondents was 51 years old.

- **The average annual household income for all respondents in the 2001 study was \$54,924.** (page 58.)

This is an increase of \$4,364 over 2000, when the average annual household income was \$50,560. However, it is still \$5,025 less than 1999, when the average annual household income was \$59,949.

For 2001, non-Meredith magazine inquirers tended to have the highest annual household income at \$58,535, and pay-per-inquiry television inquirers tended to have the lowest annual household income at \$51,326. Comparably in 2000, pay-per-inquiry television inquirers tended to have the highest annual household income at \$57,256, and traditional television inquirers tended to have the lowest annual household income at \$36,026.

2001 PEAK SEASON CONVERSION STUDY REPORT

Respondents' Home States (target markets appear in boldface)

	Electronic Percent	Meredith Percent	Other Magazine Percent	Pay-per-inquiry TV Percent	Combined Total Percent
Alaska	2.0				0.5
Alabama	2.0				0.5
Arizona				4.0	1.0
Arkansas			2.0	2.0	1.0
California	2.0	2.0	4.0	2.0	2.5
Colorado				2.0	0.5
Connecticut	4.0		2.0		1.5
Florida	4.0		2.0	8.0	3.5
Georgia	2.0		2.0		1.0
Idaho			2.0	2.0	1.0
Illinois	2.0	8.0	8.0	8.0	6.5
Indiana		2.0		4.0	1.5
Iowa	4.0	12.0	12.0		7.0
Kansas	8.0	6.0	4.0		4.5
Kentucky		2.0	2.0		1.0
Massachusetts	2.0				0.5
Maryland	2.0				0.5
Michigan	4.0		2.0	6.0	3.0
Minnesota	18.0	18.0	16.0	6.0	14.5
Missouri	6.0	8.0	4.0	4.0	5.5
Montana		2.0			0.5
North Carolina	4.0	2.0	2.0	2.0	2.5
North Dakota	4.0	10.0	2.0		4.0
Nebraska	4.0	10.0	8.0	2.0	6.0
Nevada			2.0		0.5
New Hampshire				2.0	0.5

Respondents' Home States (continued)

	Electronic Percent	Meredith Percent	Other Magazine Percent	Pay-per-inquiry TV Percent	Combined Total Percent
New Jersey				2.0	0.5
New Mexico				4.0	1.0
New York	6.0	2.0		4.0	3.0
Ohio	2.0	2.0	2.0	4.0	2.5
Oklahoma			2.0		0.5
Oregon				4.0	1.0
Pennsylvania	4.0		8.0	8.0	5.0
Texas		6.0	2.0	10.0	4.5
Utah	2.0				0.5
Vermont				2.0	0.5
Washington	2.0			2.0	1.0
Wisconsin	10.0	8.0	8.0	4.0	7.5
West Virginia				2.0	0.5
Wyoming			2.0		0.5

Month of inquiry:

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
March 2001	28.0	40.0	12.0	100.0	45.0
April 2001	30.0	24.0	20.0	--	18.5
May 2001	24.0	28.0	48.0	--	25.0
June 2001	18.0	8.0	20.0	--	11.5

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Yes	58.0	58.0	44.0	26.0	46.5	40.8
No	42.0	40.0	56.0	74.0	53.0	55.6
No answer	--	2.0	--	--	0.5	3.6

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Yes	38.1	35.0	46.4	48.6	43.4	59.7
No	14.3	20.0	32.1	8.1	17.9	18.0
Unsure	47.6	45.0	21.4	43.2	38.7	19.4
No answer	--	--	--	--	--	2.9

	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		
	2001 Percent	2000 Percent	1999 Percent
Nowhere/no vacation	11.3	25.9	11.4
Other*	11.3	18.0	21.3
Florida	8.5	5.0	7.1
Colorado	6.6	7.2	2.9
Foreign country	6.6	--	--
Missouri	5.7	4.3	8.6
Texas	5.7	--	--
North Carolina	4.7	--	2.9
South Dakota	4.7	2.9	4.3
Wisconsin	4.7	6.5	1.4
Minnesota	3.8	3.6	12.9
Tennessee	3.8	2.9	2.9
Virginia	3.8	--	--
Arizona	2.8	2.2	4.3
Nevada	2.8	4.3	2.9
New York	2.8	2.2	--
California	1.9	2.2	2.9
Canada	1.9	2.9	7.1
Hawaii	1.9	--	--
Idaho	1.9	--	--
Kansas	1.9	--	1.4
Michigan	1.9	--	2.9
Washington, DC	1.9	--	--
Wyoming	1.9	2.2	1.4
North Dakota	0.9	2.2	--
No answer	--	5.0	--

*Examples of "other" destinations in 2001: Alaska, Illinois, Maine, Montana, New Mexico, Ohio, Utah, and Washington.

What month did you go there?

	Combined Total		
	2001 Percent	2000 Percent	1999 Percent
January	0.9	--	3.1
February	0.9	1.0	1.5
March	0.9	1.9	4.6
April	1.9	4.9	4.6
May	3.8	6.8	9.2
June	22.6	23.3	16.9
July	16.0	21.4	27.7
August	17.9	14.6	18.5
September	6.6	10.7	4.6
October	11.3	5.8	6.2
November	2.8	1.9	1.5
December	1.9	1.9	--
No answer	12.3	5.8	--

How long did you spend there?

	Combined Total		
	2001 Percent	2000 Percent	1999 Percent
Less than 1 week	27.4	27.2	20.3
1 week	33.0	48.5	56.3
2 weeks	16.0	9.7	14.1
2+ weeks	11.3	5.8	9.4
No answer	12.3	8.7	--

Of those people who traveled to South Dakota, how did the month of inquiry relate to the date that 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	March 2001 Percent	April 2001 Percent	May 2001 Percent	June 2001 Percent	Combined Percent
July 1999	--	--	3.6	--	1.1
January 2000	--	5.6	3.6	--	2.2
February 2000	2.7	--	--	--	1.1
March 2000	5.4	5.6	--	--	3.2
April 2000	--	--	--	--	--
May 2000	--	5.6	7.1	--	3.2
June 2000	--	--	3.6	--	1.1
July 2000	2.7	--	--	--	1.1
August 2000	--	5.6	--	--	1.1
September 2000	--	--	3.6	--	1.1
October 2000	5.4	--	--	--	2.2
November 2000	--	--	3.6	--	1.1
January 2001	16.2	11.1	7.1	--	10.8
February 2001	5.4	5.6	3.6	--	4.3
March 2001	37.8	11.1	3.6	10.0	19.4
April 2001	10.8	33.3	10.7	10.0	15.1
May 2001	8.1	5.6	39.3	30.0	19.4
June 2001	--	5.6	3.6	50.0	7.5
July 2001	2.7	--	3.6	--	2.2
No answer	2.7	5.6	3.6	--	3.2

How did the month of inquiry relate to the date that the decision was made to travel to South Dakota?
(continued)

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.

Electronic/Internet Inquirers:

Inquiry date Decision date	March 2001 Percent	April 2001 Percent	May 2001 Percent	June 2001 Percent	Combined Percent
January 2000	--	11.1	--	--	3.4
March 2000	11.1	--	--	--	3.4
July 2000	11.1	--	--	--	3.4
January 2001	11.1	11.1	--	--	6.9
February 2001	--	11.1	--	--	3.4
March 2001	44.4	11.1	--	--	17.2
April 2001	22.2	44.4	--	20.0	24.1
May 2001	--	--	83.3	40.0	24.1
June 2001	--	--	16.7	40.0	10.3
No answer	--	11.1	--	--	3.4

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

Meredith Publications Inquirers

Inquiry date Decision date	March 2001 Percent	April 2001 Percent	May 2001 Percent	June 2001 Percent	Combined Percent
February 2000	8.3	--	--	--	3.4
March 2000	8.3	--	--	--	3.4
May 2000	--	--	10.0	--	3.4
September 2000	--	--	10.0	--	3.4
October 2000	16.7	--	--	--	6.9
January 2001	16.7	20.0	10.0	--	13.8
February 2001	--	--	--	--	--
March 2001	16.7	--	10.0	50.0	13.8
April 2001	16.7	40.0	--	--	13.8
May 2001	16.7	20.0	40.0	50.0	27.6
June 2001	--	20.0	--	--	3.4
July 2001	--	--	10.0	--	3.4
No answer	--	--	10.0	--	3.4

Other Magazine Inquirers:

Inquiry date Decision date	March 2001 Percent	April 2001 Percent	May 2001 Percent	June 2001 Percent	Combined Percent
July 1999	--	--	8.3	--	4.5
January 2000	--	--	8.3	--	4.5
March 2000	--	25.0	--	--	4.5
May 2000	--	25.0	8.3	--	9.1
June 2000	--	--	8.3	--	4.5
August 2000	--	25.0	--	--	4.5
November 2000	--	--	8.3	--	4.5
January 2001	--	--	8.3	--	4.5
February 2001	33.3	--	8.3	--	9.1
March 2001	33.3	25.0	--	--	9.1
April 2001	--	--	25.0	--	13.6
May 2001	--	--	16.7	--	9.1
June 2001	--	--	--	100.0	13.6
July 2001	33.3	--	--	--	4.5

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

Pay-per-inquiry TV Inquirers:

Inquiry date Decision date	March 2001 Percent	April 2001 Percent	May 2001 Percent	June 2001 Percent	Combined Percent
January 2001	23.1	--	--	--	23.1
February 2001	7.7	--	--	--	7.7
March 2001	53.8	--	--	--	53.8
April 2001	--	--	--	--	--
May 2001	7.7	--	--	--	7.7
No answer	7.7	--	--	--	7.7

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

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

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
Decision made before inquiry	35.7	46.4	68.2	33.3	46.7
Decision made same month as inquiry	53.6	28.6	27.3	58.3	40.0
Decision made after inquiry	10.7	25.0	4.5	8.3	13.3

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total	
					2001 Percent	2000 Percent
February	--	--	--	--	--	1.0
March	--	--	--	--	--	1.0
April	--	3.4	--	--	1.1	2.0
May	6.9	3.4	18.2	7.7	8.6	3.9
June	27.6	34.5	22.7	15.4	26.9	30.4
July	48.3	31.0	22.7	30.8	34.4	33.3
August	13.8	10.3	13.6	23.1	14.0	15.7
September	--	13.8	18.2	7.7	9.7	3.9
October	--	--	4.5	7.7	2.2	2.0
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
3 days or less	6.9	6.9	18.2	--	8.6	3.9
4 days	6.9	10.3	13.6	--	8.6	8.8
5 days	3.4	10.3	9.1	15.4	8.6	10.8
6 days	3.4	10.3	--	--	4.3	3.9
7 days	37.9	20.7	13.6	7.7	22.6	21.6
8 days	6.9	--	9.1	7.7	5.4	5.9
9 days	--	--	4.5	--	1.1	3.9
10 days	3.4	13.8	9.1	7.7	8.6	12.7
11 days	--	3.4	4.5	--	2.2	1.0
12 days	--	3.4	--	--	1.1	1.0
13 days	--	3.4	--	--	1.1	--
14 days	17.2	6.9	13.6	30.8	15.0	9.8
15 days	--	--	--	7.7	1.1	1.0
16 days	--	--	--	--	--	2.0
17 days	--	--	--	--	--	--
18 days	--	--	--	--	--	--
19 days	--	--	--	--	--	1.0
20 days	--	--	--	--	--	2.0
21 days	--	--	--	7.7	1.1	--
More than 21	10.3	6.9	4.5	7.7	7.5	4.9
No answer	3.4	3.4	--	7.7	3.2	5.9
Average #:	9.7 days	8.8 days	7.9 days	12.7 days	9.4 days	9.3 days

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

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
3 days or less	20.7	17.2	45.5	23.1	25.8	15.7
4 days	24.1	27.6	9.1	23.1	21.5	12.7
5 days	24.1	20.7	13.6	7.7	18.3	21.6
6 days	3.4	--	--	15.4	3.2	5.9
7 days	13.8	17.2	18.2	7.7	15.1	17.6
8 days	--	--	4.5	--	1.1	7.8
9 days	3.4	--	4.5	--	2.2	2.0
10 days	--	10.3	--	--	3.2	3.9
12 days	3.4	--	--	--	1.1	1.0
13 days	--	3.4	--	--	1.1	--
14 days	--	--	4.5	7.7	2.2	1.0
16 days	--	--	--	--	--	1.0
20 days	--	--	--	7.7	1.1	2.0
More than 21	3.4	--	--	--	1.1	2.0
No answer	3.4	3.4	--	7.7	3.2	5.9
Average #:	5.5 days	5.4 days	4.6 days	6.3 days	5.4 days	6.4 days

Of that total vacation time, how many days did you spend in South Dakota? (continued)

	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
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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
1	--	--	4.5	7.7	2.2	1.0
2	34.5	41.4	36.4	30.8	36.6	28.4
3	6.9	10.3	18.2	23.1	12.9	15.7
4	27.6	10.3	22.7	--	17.2	24.5
5	10.3	17.2	9.1	23.1	14.0	10.8
6	10.3	--	--	--	3.2	7.8
7	--	--	--	--	--	2.9
8	--	10.3	--	--	3.2	1.0
9	--	3.4	4.5	--	2.2	--
10	3.4	--	--	--	1.1	--
More than 10	3.4	3.4	4.5	7.7	4.3	2.0
No Answer	3.4	3.4	--	7.7	3.2	--
Average # of people per travel party	4.1	4.1	4.3	4.0	4.2	3.8

How many people were in your travel party? (continued)

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Yes	51.7	41.4	36.4	46.2	44.1	48.0
No	41.4	58.6	63.6	38.5	51.6	52.0
No Answer	6.9	--	--	15.4	4.3	--

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 2000 Percent Percent	
Yes	--	--	4.5	--	1.1	1.0
No	96.6	96.6	95.5	84.6	94.6	92.2
No Answer	3.4	3.4	--	15.4	4.3	6.9

	Electronic 2000 Percent	Magazine 2000 Percent	Newspaper 2000 Percent	Pay-per-inquiry TV 2000 Percent	Traditional TV 2000 Percent	Combined Total 2000 1999 Percent 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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Yes	79.3	65.5	86.4	46.2	72.0	77.5
No	17.2	24.1	13.6	46.2	22.6	13.7
No Answer	3.4	10.3	--	7.7	5.4	8.8

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total	
					2001 Percent	2000 Percent
Vacation only	79.3	69.0	72.7	53.8	71.0	74.5
Vacation/friends	17.2	20.7	27.3	38.5	23.7	18.6
Vacation/business	--	6.9	--	--	2.2	--
Other	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 2000 Percent Percent	
Yes	58.6	72.4	77.3	76.9	69.9	47.1
No	37.9	24.1	22.7	15.4	26.9	46.1
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Less than \$100	17.2	20.7	9.1	15.4	16.1	13.7
\$100 - \$199	34.5	44.8	50.0	61.5	45.2	46.1
\$200 - \$299	31.0	10.3	27.3	7.7	20.4	21.6
\$300 - \$399	10.3	--	4.5	--	4.3	5.9
\$400 - \$499	--	--	--	--	--	2.0
\$500 - \$599	3.4	6.9	4.5	7.7	5.4	1.0
Over \$600	--	13.8	4.5	--	5.4	3.9
No answer	3.4	3.4	--	7.7	3.2	5.9
Ave. amount spent per day per travel party	\$204.95	\$252.54	\$222.75	\$179.58	\$220.72	\$208.16

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Great value	51.7	55.2	63.6	53.8	55.9	51.0
Pretty good value	31.0	41.4	36.4	30.8	35.5	36.3
Same as other places	13.8	--	--	7.7	5.4	5.9
Not as good as other places	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	65.5	58.6	77.3	53.8	64.5	43.1
B	24.1	24.1	18.2	15.4	21.5	32.4
C	3.4	10.3	4.5	23.1	8.6	11.8
D	--	3.4	--	--	1.1	3.9
F	3.4	--	--	--	1.1	2.0
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	44.8	41.4	40.9	30.8	40.9	23.5
B	44.8	37.9	31.8	30.8	37.6	48.0
C	6.9	13.8	22.7	30.8	16.1	16.7
D	--	--	4.5	--	1.1	2.9
F	--	3.4	--	--	1.1	2.0
No answer	3.4	3.4	--	7.7	3.2	6.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	34.5	37.9	36.4	38.5	36.6	27.5
B	41.4	48.3	45.5	38.5	44.1	42.2
C	17.2	10.3	18.2	15.4	15.1	20.6
D	--	--	--	--	--	3.9
F	3.4	--	--	--	1.1	--
No answer	3.4	3.4	--	7.7	3.2	5.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	Total 2000 Percent
A	37.9	37.9	45.5	30.8	38.7	24.5
B	51.7	44.8	22.7	38.5	40.9	51.0
C	6.9	13.8	27.3	23.1	16.1	16.7
D	--	--	4.5	--	1.1	2.0
F	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	5.9

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	75.9	72.4	81.8	61.5	74.2	73.5
B	20.7	24.1	13.6	15.4	19.4	14.7
C	--	--	4.5	15.4	3.2	2.9
D	--	--	--	--	--	2.9
F	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	5.9

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	72.4	75.9	81.8	61.5	74.2	72.5
B	20.7	17.2	4.5	23.1	16.1	16.7
C	3.4	3.4	9.1	7.7	5.4	2.9
D	--	--	4.5	--	1.1	2.0
F	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	5.9

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	62.1	72.4	90.9	76.9	74.2	74.5
B	24.1	17.2	4.5	15.4	16.1	13.7
C	6.9	6.9	4.5	--	5.4	2.9
D	--	--	--	--	--	2.0
F	--	--	--	--	--	--
No answer	6.9	3.4	--	7.7	4.3	6.9

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	86.2	69.0	54.5	61.5	69.9	54.9
B	10.3	24.1	36.4	30.8	23.7	30.4
C	--	3.4	4.5	--	2.2	5.9
D	--	--	4.5	--	1.1	1.0
F	--	--	--	--	--	--
No answer	3.4	3.4	--	7.7	3.2	7.8

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	75.9	79.3	86.4	69.2	78.5	50.0
B	20.7	10.3	13.6	7.7	14.0	26.5
C	--	3.4	--	15.4	3.2	10.8
D	--	3.4	--	--	1.1	2.0
F	--	--	--	--	--	1.0
No answer	3.4	3.4	--	7.7	3.2	9.8

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	65.5	79.3	86.4	46.2	72.0	46.1
B	13.8	10.3	9.1	30.8	14.0	26.5
C	17.2	6.9	4.5	15.4	10.8	12.7
D	--	--	--	--	--	2.9
F	--	--	--	--	--	1.0
No answer	3.4	3.4	--	7.7	3.2	10.8

	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	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
A	75.9	65.5	63.6	46.2	65.6	51.0
B	17.2	24.1	31.8	38.5	25.8	31.4
C	3.4	3.4	4.5	--	3.2	2.9
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	3.4	6.9	--	15.4	5.4	14.7

	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	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	Meredith	Other Magazine	Pay-per-inquiry TV	Combined Total		
	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2000 Percent	1999 Percent
Mount Rushmore	48.3	48.3	54.5	53.8	50.5	50.0	53.2
Other *	24.1	27.6	36.4	7.7	25.8	16.7	27.1
Badlands	10.3	3.4	9.1	7.7	7.5	3.9	5.3
Custer State Park	10.3	6.9	--	7.7	6.5	10.8	8.5
No answer	3.4	3.4	--	7.7	3.2	7.8	--
Black Hills	--	6.9	--	--	2.2	2.0	3.2
Laura Ingalls	3.4	--	--	7.7	2.2	--	--
Wilder sites	--	3.4	--	--	1.1	2.9	1.1
Deadwood	--	--	--	7.7	1.1	2.0	--
Sturgis Rally	--	--	--	--	--	2.0	1.1
Corn Palace	--	--	--	--	--	2.0	1.1
Devils Tower	--	--	--	--	--	2.0	1.1

*examples of "other" first choices for 2001: 1880 Town, Bear Country, Cabela's, Crazy Horse, Evan's Plunge, fishing, Storybook Island, and Wall Drug.

SECOND CHOICE

	Electronic	Meredith	Other Magazine	Pay-per-inquiry TV	Combined Total		
	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2000 Percent	1999 Percent
Other *	20.7	27.6	18.2	15.4	21.5	16.7	14.4
Mount Rushmore	17.2	14.0	9.1	23.1	15.1	13.7	24.5
Crazy Horse	17.2	10.3	13.6	15.4	14.0	12.7	19.1
Badlands	6.9	10.3	9.1	7.7	8.6	9.8	12.8
Black Hills	6.9	3.4	9.1	--	5.4	2.9	2.1
Custer State Park	--	10.3	9.1	--	5.4	10.8	11.7
Deadwood	--	6.9	13.6	--	5.4	4.9	4.3
No answer	6.9	3.4	--	7.7	4.3	9.8	--
Caves/caverns	3.4	--	4.5	7.7	3.2	5.9	4.3
Corn Palace	--	6.9	--	7.7	3.2	2.0	--
Buffalo/wildlife	3.4	--	--	7.7	2.2	2.0	3.2
Needles Highway	6.9	--	--	--	2.2	--	--
Reptile Gardens	3.4	--	4.5	--	2.2	--	--
Scenery	3.4	--	--	7.7	2.2	2.0	--
Wall Drug	--	3.4	4.5	--	2.2	2.0	2.1
Wildlife Loop	3.4	--	4.5	--	2.2	--	--
Rapid City	--	3.4	--	--	1.1	2.9	--
Bear Country	--	3.4	--	--	1.1	2.0	1.1
Devils Tower	--	--	--	--	--	2.0	2.1

*examples of "other" second choices for 2001: Air Force Museum, Boot Hill, camping, Cosmos, Evan's Plunge, hunting, Rally, shopping, Sioux Falls, Wild Horse Sanctuary.

THIRD CHOICE

	Electronic	Meredith	Other Magazine	Pay-per-inquiry TV	Combined Total		
	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2000 Percent	1999 Percent
Other *	17.2	10.3	31.8	23.1	19.4	16.7	22.7
Badlands	10.3	24.1	4.5	7.7	12.9	7.8	12.8
Custer State Park	6.9	10.3	13.6	15.4	10.8	10.8	12.8
No answer	6.9	17.2	--	23.1	10.8	20.6	--
Crazy Horse	13.8	3.4	9.1	15.4	9.7	7.8	16.0
Mount Rushmore	6.9	6.9	18.2	7.7	9.7	12.7	9.6
Scenery	6.9	6.9	9.1	--	6.5	2.9	--
Mammoth Site	10.3	6.9	--	--	5.4	--	1.1
Deadwood	10.3	--	4.5	--	4.3	3.9	1.1
Bear Country	6.9	--	--	--	2.2	2.0	3.2
Black Hills	--	6.9	--	--	2.2	--	3.2
Cosmos	--	3.4	4.5	--	2.2	--	1.1
Wall Drug/Wall	--	--	--	15.4	2.2	3.9	2.1
Corn Palace	--	--	4.5	--	1.1	2.9	2.1
Reptile Gardens	3.4	--	--	--	1.1	2.0	1.1
Spearfish Canyon	--	3.4	--	--	1.1	2.0	1.1
Caves	--	--	--	--	--	2.9	4.3
Keystone	--	--	--	--	--	2.0	1.1

*examples of "other" third choices for 2001: 1880 Train, Cabela's, hiking trails, Hot Springs, Passion Play, Rapid City, restaurants, swimming.

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

	2001 Percent	2000 Percent	1999 Percent
Scenery	25.8	18.6	22.9
Other*	23.7	16.7	25.0
Mount Rushmore	15.1	22.5	17.7
Family	15.1	5.9	3.1
Weather/climate	6.5	--	3.1
Black Hills	4.3	--	--
Getting away/relaxing	4.3	--	6.3
No answer	4.3	7.8	8.3
Custer State Park/Parks	3.2	7.8	8.3
People	3.2	3.9	--
Tour	3.2	--	--
Badlands	2.2	3.9	4.2
Close by	2.2	--	--
Needles Highway	2.2	--	--
Seeing things/sites	2.2	--	--
All/everything	1.1	7.8	--
Crazy Horse	1.1	2.0	2.1
Deadwood	1.1	3.9	--
Buffalo	--	2.9	--
Drive	--	2.9	--

*examples of "other" best things for 2001: Camping spots, Corn Palace, fishing, great attractions, polka festival, price was great, Sylvan Lake, uniqueness.

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

	2001 Percent	2000 Percent	1999 Percent
Nothing	43.0	34.3	16.7
No answer	9.7	11.8	31.3
Weather	9.7	13.7	12.5
Drive/distance	8.6	8.8	4.2
Other*	8.6	10.8	18.8
Lodging (lack of/quality/price)	5.4	2.9	5.2
Roads/construction	5.4	--	--
Restaurants (lack of/quality)	4.3	2.9	4.2
Car trouble	3.2	--	--
Trip too short/not enough time	3.2	3.9	--
Rude people	2.2	--	--
Gas prices	1.1	2.9	--
Mount Rushmore	1.1	--	2.1
Leaving/going home	--	3.9	--
Traffic	--	2.0	5.2
Wall Drug	--	3.9	--

*examples of "other" worst things for 2001: lack of buffalo, national parks need to be better maintained, Presidents Wax Museum, Wounded Knee was a let down.

Have you been to these other vacation destinations? (“yes” responses only)

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Branson, Missouri	31.0	55.2	36.4	23.1	38.7	39.2
The Ozarks	41.4	51.7	31.8	38.5	41.9	42.2
Yellowstone	58.6	75.9	68.2	69.2	67.7	54.9
Colorado Rockies	62.1	86.2	59.1	69.2	69.9	65.7
Northern Minnesota	62.1	62.1	68.2	23.1	58.1	48.0
Wisconsin Dells	41.4	55.2	45.5	38.5	46.2	46.1
Disney World/Orlando	48.3	44.8	45.5	69.2	49.5	60.8
Mall of America	55.2	65.5	45.5	23.1	51.6	48.0
Texas	79.3	51.7	31.8	46.2	54.8	44.1

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
Yes	93.1	34.5	36.4	46.2	54.8
No	3.4	55.2	59.1	46.2	38.7
No answer	3.4	10.3	4.5	7.7	6.5

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
Yes	24.1	10.3	22.7	23.1	19.4
No	69.0	82.8	77.3	69.2	75.3
No answer	6.9	6.9	--	7.7	5.4

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
Yes	55.2	27.6	13.6	15.4	31.2
No	37.9	69.0	86.4	76.9	64.5
No answer	6.9	3.4	--	7.7	4.3

	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

Considering recent events that have taken place in our country and abroad, have your plans to travel to South Dakota been affected? Would you say that you are

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent
More likely to visit South Dakota	6.0	4.0	6.0	8.0	6.0
Less likely to visit South Dakota	2.0	2.0	10.0	4.0	4.5
Had no affect on travel plans	84.0	74.0	72.0	88.0	79.5
No answer	8.0	20.0	12.0	--	10.0

Level of Education

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
High School graduate	20.0	30.0	20.0	28.0	24.5	23.6
High School w/ college	30.0	30.0	34.0	38.0	33.0	42.0
College graduate	28.0	16.0	36.0	20.0	25.0	22.0
College Graduate +	22.0	20.0	10.0	12.0	16.0	10.0
No answer	--	4.0	--	2.0	1.5	2.4

	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 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
18-24	4.0	--	2.0	4.0	2.5	3.2
25-34	12.0	12.0	8.0	4.0	9.0	11.2
35-49	40.0	28.0	28.0	42.0	34.5	42.0
50-64	30.0	26.0	38.0	40.0	33.5	27.6
65-74	12.0	22.0	22.0	6.0	15.5	10.0
75+	--	8.0	--	2.0	2.5	2.0
No answer	2.0	4.0	2.0	2.0	2.5	4.0
Average age	47.6	54.0	52.5	49.2	50.8	47.8

	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	Meredith	Other Magazine	Pay-per-inquiry TV	Combined Total		
	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2001 Percent	2000 Percent	1999 Percent
Retired	20.0	28.0	26.0	20.0	23.5	26.0	22.5
Other*	26.0	12.0	22.0	28.0	22.0	20.8	30.5
Homemaker	6.0	12.0	14.0	18.0	12.5	14.8	6.5
Education/teacher	10.0	10.0	8.0	4.0	8.0	6.4	6.0
Medical/Dental	10.0	4.0	6.0	8.0	7.0	5.6	5.5
No answer	--	8.0	4.0	4.0	4.0	3.6	7.5
Farmer	4.0	6.0	2.0	--	3.0	1.2	2.0
Student	4.0	--	6.0	2.0	3.0	3.6	--
Computers	6.0	2.0	2.0	--	2.5	--	--
Self-employed	2.0	4.0	2.0	2.0	2.5	2.0	5.0
Daycare provider	--	--	2.0	4.0	1.5	2.4	1.5
Engineer	2.0	2.0	--	2.0	1.5	--	--
Accounting	--	4.0	--	--	1.0	1.2	--
Bookkeeper	--	4.0	--	--	1.0	--	--
Cafeteria worker	2.0	--	2.0	--	1.0	--	--
Carpenter	--	2.0	2.0	--	1.0	--	--
Disabled	--	--	--	4.0	1.0	--	--
Postal worker	--	--	2.0	2.0	1.0	--	1.0
Management	2.0	--	2.0	--	1.0	3.2	1.0
Sales	--	2.0	--	2.0	1.0	2.8	2.5
Travel Industry	4.0	--	--	--	1.0	--	--
Banking	2.0	--	--	--	0.5	1.6	1.5
Machinist	--	--	--	--	--	1.2	1.0
Office/secretarial	--	--	--	--	--	5.2	6.0
Professional	--	--	--	--	--	1.2	--

*Examples of "other" occupations in 2001: appraiser, attorney, bartender, chef, designer, factory worker, librarian, pastor, taxidermist, truck driver, writer.

Annual Household Income

	Electronic 2001 Percent	Meredith 2001 Percent	Other Magazine 2001 Percent	Pay-per-inquiry TV 2001 Percent	Combined Total 2001 Percent	2000 Percent
Less than \$25,000	4.0	12.0	8.0	18.0	10.5	11.6
\$25,000 to \$39,000	10.0	20.0	4.0	18.0	13.0	16.8
\$40,000 to \$54,000	24.0	10.0	20.0	18.0	18.0	28.0
\$55,000 to \$69,000	14.0	10.0	20.0	10.0	13.5	11.6
\$70,000 to \$84,000	6.0	6.0	4.0	12.0	7.0	7.6
\$85,000 to \$99,000	8.0	2.0	4.0	4.0	4.5	4.4
More than \$100,000	4.0	8.0	6.0	6.0	6.0	3.6
No answer	30.0	32.0	34.0	14.0	27.5	16.4
Average annual household income	\$58,200	\$52,588	\$58,545	\$51,326	\$54,924	\$50,560

	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