

South Dakota Department of Tourism



**2002
Lewis and Clark
Visitor Study**

Final Report

January 2003

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SURVEY METHODOLOGY

A total of 350 random consumers were telephoned and surveyed for the 2002 Lewis and Clark Study during October of 2002. The consumers were from South Dakota's target market areas: Minneapolis, Minn.; St. Paul, Minn.; Des Moines, Iowa; Sioux City, Iowa; Omaha, Neb.; Lincoln, Neb.; Milwaukee, Wisc.; La Crosse, Wisc.; Chicago, Ill.; Kansas City, Mo.; Denver, Colo.; and Dallas, Texas. The consumers surveyed had traveled for leisure in the preceding 12 months.

The number of completed surveys per market area was proportional to the area's population as follows:

Chicago, Ill.	140 surveys
Dallas, Texas	53 surveys
Denver, Colo.	26 surveys
Des Moines, Iowa	10 surveys
Kansas City, Mo.	22 surveys
La Crosse, Wisc.	3 surveys
Lincoln, Neb.	11 surveys
Milwaukee, Wisc.	31 surveys
Minneapolis, Minn.	18 surveys
Omaha, Neb.	19 surveys
St. Paul, Minn.	13 surveys
Sioux City, Iowa	4 surveys
TOTAL	350 surveys

The study evaluates the travelers' interest in and awareness of the Lewis and Clark Trail.

Please note: 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.

EXECUTIVE SUMMARY

- **More than two-thirds (67.4 percent) of all the survey respondents took one to three vacations involving an overnight stay in the last year.** (Pages 5-6.)

Another 20 percent took four to six vacations, 7.1 percent took no vacations, and 5.5 percent took seven or more vacations. The average number of vacations taken was 2.9. Respondents from Sioux City, Iowa, took the fewest number of vacations (1.5), while respondents from Omaha, Neb., took the highest number of vacations (3.5). Respondents from La Crosse, Wisc., skewed the numbers slightly due to one of the three respondents answering that they took 50 vacations in the last year.

- **Half (50.6 percent) of the respondents indicated that they were very interested or somewhat interested in the Lewis and Clark Trail.** (Page 7.)

The other half, 49.4 percent, indicated that they were not interested. Individual markets with the highest interest were Lincoln, Neb., with 81.8 percent of the respondents who were very interested or somewhat interested; Kansas City, Mo., with 77.2 percent; Sioux City, Iowa, with 75 percent; La Crosse, Wisc., with 66.7 percent; and Minneapolis, Minn., with 66.6 percent. Markets with the least interest were Chicago, Ill.; Dallas, Texas; and Omaha, Neb. Level of interest appeared to correspond very little to a community's proximity to the Lewis and Clark Trail.

- **The surveyed markets have not been saturated with promotions about the Lewis and Clark Trail. The study found that 21.1 percent of the respondents said that they had seen or heard advertisements regarding Lewis and Clark Trail vacations or vacations at destinations along the Lewis and Clark Trail.** (Page 8.)

The markets most likely to have seen advertising were Sioux City, Iowa; Omaha, Neb.; La Crosse, Wisc.; and Minneapolis, Minn. The markets least likely to have seen advertising were Des Moines, Iowa; Chicago, Ill.; and St. Paul, Minn.

- **Among respondents who had seen advertising about the Lewis and Clark Trail, print was the most pervasive medium. Of the 21.1 percent of the respondents who had seen or heard advertising, 54 percent had seen the advertising in magazines or newspapers (27 percent each).** (Page 9.)

While a majority of respondents had seen advertising in magazines or newspapers, another 23 percent had seen it on television and 24.3 percent indicated that they had gotten information from other sources such as books, family, signs, and a PBS special. The least likely sources for advertising were direct mail and radio.

- **At this time, there is interest among one-third (34.3 percent) of the population surveyed in visiting sites along the Lewis and Clark Trail.** (Page 10.)

Most likely to be interested in visiting Lewis and Clark Trail sites were respondents from Sioux City, Iowa, and La Crosse, Wisc. Least likely to be interested in visiting sites were respondents from Des Moines, Iowa, and St. Paul, Minn.

Interestingly, the rate of interest in visiting sites along the Lewis and Clark Trail was lower (34.3 percent) than the interest in the Lewis and Clark Trail itself (50.6 percent somewhat to very interested). This may be interpreted that the respondents are more interested in learning about the Lewis and Clark expedition rather than experiencing the sites along the trail.

- **Of the 34.3 percent interested in visiting sites, 23.3 to 45.8 percent of the respondents were interested in 21 of the 22 sites listed.** (Pages 11-13.)

The site receiving the most interest (45.8 percent) was Columbia River Gorge in Oregon. The next closest two sites (both with 35.8 percent) were the Lewis and Clark Information Center in Chamberlain, S.D., and the Sacajawea State Park near Tri-Cities, Wash. Sites close behind these were the Bad River near Fort Pierre, S.D. (35 percent); Fort Clatsop in Astoria, Oregon (34.2 percent); and Pompey's Pillar near Billings, Mont. (34.2 percent). None of the respondents indicated an interest in Spirit Mound near Vermillion, S.D. The remaining 15 sites had the interest of 23.3 to 33.3 percent of the respondents.

- **Word-of-mouth is a powerful tool in the promotion of travel destinations. The survey revealed that 63.1 percent of the respondents typically learn about vacation destinations through family or friends.** (Pages 14-15.)

At more than 20 percentage points less (42.6 percent), the Internet/Web was the second most typical source. Magazines (25.7 percent) was the only other source that had a response rate of at least 25 percent. The least likely source was Travel Bureaus/Destinations (6.9 percent).

- **Respondents were most likely to have visited Colorado, Illinois and/or Wisconsin on a vacation in the last year of a list of 12 destination states.** (Pages 16-17.)

Of all respondents, 35.4 percent had visited Illinois, 32.3 percent had visited Wisconsin and 31.1 percent had visited Colorado. The responses also tended to correspond with the home states of the respondents. All of the La Crosse, Wisc., respondents had vacationed in Wisconsin; all of the Denver, Colo., respondents had vacationed in Colorado; and all of the St. Paul, Minn., respondents had vacationed in Minnesota. Significant exceptions to this were Omaha, Neb., where 31.6 percent vacationed in Nebraska (destinations

of Iowa and Minnesota ranked highest with 36.8 percent, each) and Sioux City, Iowa, where 50 percent vacationed in Iowa (all of the Sioux City respondents vacationed in South Dakota and 50 percent vacationed in both Minnesota and Missouri). Other states on the list were Montana, North Dakota, Texas and Wyoming.

- **Respondents were asked the destination of their most recent vacation. International destinations and Wisconsin had the highest response rates at 12.9 percent and 10.3 percent, respectively.** (Pages 18-23.)

All but eight of the 50 states plus the District of Columbia were visited by one or more of the respondents. Following international destinations and Wisconsin were Colorado (7.4 percent) and Minnesota (6.3 percent). The other 39 states, the District of Columbia, Canada, “no vacation” and “no answer” all had response rates between 0.3 percent and 5.4 percent, so there was no strong indication that the travelers in these markets are, collectively, tending to pick certain destinations.

The only tendencies were slight and were as follows: Chicago respondents tended to vacation in Wisconsin or to international destinations; Dallas respondents tended to vacation in Texas or to international destinations; Denver respondents tended to vacation in Colorado or Wyoming; Des Moines respondents tended to vacation in Iowa or Missouri; Kansas City respondents tended to vacation in Missouri and to international destinations; La Crosse respondents vacationed in Alaska, Minnesota, and South Dakota, equally; Lincoln respondents tended to vacation in Colorado and Wyoming; Milwaukee respondents tended to vacation in Minnesota and to international destinations; Omaha respondents tended to vacation in Colorado; St. Paul respondents tended to vacation in Minnesota; and Sioux City respondents vacationed in Illinois, Minnesota, Missouri and South Dakota, equally. Minneapolis respondents had no strong tendencies. This gives some indication that travelers from all areas tended to vacation close to home and also that travelers from larger, urban areas tended to vacation internationally.

The states not visited included Georgia, Idaho, New Jersey, New Hampshire, Ohio, Rhode Island, Vermont, and West Virginia.

- **The average age of the respondents was 46.2 years old.** (Page 24.)

Most of the respondents (54.9 percent) were in the 35-54 age category. La Crosse, Wisc., tended to have the oldest respondents, with an average age of 59.8 years. Denver, Colo., tended to have the youngest respondents, with an average age of 41.5 years.

- **The average annual household income for all respondents was \$65,156.84.** (Page 25.)

Most of the respondents (41.4 percent) were in the \$50,000-74,999 income range. Kansas City, Mo., tended to have the wealthiest respondents, with an average annual household income of \$70,340.61. St. Paul, Minn., tended to have the least-wealthy respondents, with an average annual household income of \$52,692.

How many vacations, involving one or more overnight stays, have you taken in the last year?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
0 (none)	7.1	5.7	15.4	10.0	4.5
1	21.4	22.6	11.5	10.0	36.4
2	28.6	26.4	23.1	30.0	27.3
3	16.4	17.0	23.1	20.0	9.1
4	10.7	13.2	11.5	20.0	4.5
5	5.0	13.2	7.7	10.0	4.5
6	4.3	--	7.7	--	13.6
7	0.7	--	--	--	--
8	1.4	1.9	--	--	--
10	4.3	--	--	--	--
	2.8 vacations	2.6 vacations	2.6 vacations	2.6 vacations	2.4 vacations

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
0 (none)	33.3	--	9.7	5.6	--
1	--	36.4	22.6	27.8	10.5
2	33.3	27.3	22.6	33.3	31.6
3	--	36.4	19.4	5.6	21.1
4	--	--	12.9	5.6	15.8
5	--	--	--	5.6	5.3
6	--	--	--	5.6	5.3
7	--	--	--	--	--
8	--	--	--	--	5.3
10	--	--	6.5	5.6	5.3
12	--	--	3.2	--	--
15	--	--	3.2	5.6	--
50	33.3	--	--	--	--
	18.0 vacations	2.0 vacations	3.3 vacations	3.3 vacations	3.5 vacations

How many vacations, involving one or more overnight stays, have you taken in the last year? (continued)

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
0 (none)	7.7	--	7.1
1	38.5	50.0	22.6
2	15.4	50.0	27.4
3	30.8	--	17.4
4	--	--	10.3
5	--	--	5.7
6	7.7	--	4.0
7	--	--	0.3
8	--	--	1.1
10	--	--	2.9
12	--	--	0.3
15	--	--	0.6
50	--	--	0.3
	2.1 vacations	1.5 vacations	2.9 vacations

How would you rank your interest in the Lewis and Clark Trail? Would you say you are:

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Not interested	58.6	56.6	38.5	40.0	22.7
Somewhat interested	35.7	20.8	42.3	50.0	54.5
Very interested	5.7	22.6	19.2	10.0	22.7
	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Not interested	33.3	18.2	51.6	33.3	52.6
Somewhat interested	66.7	63.6	45.2	44.4	36.8
Very interested	--	18.2	3.2	22.2	10.5
	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT		
Not interested	46.2	25.0	49.4		
Somewhat interested	53.8	50.0	38.9		
Very interested	--	25.0	11.7		

Have you seen or heard of any advertisements regarding Lewis and Clark Trail vacations or vacations at destinations along the Lewis and Clark Trail?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Yes	14.3	20.8	26.9	10.0	22.7
No	85.7	79.2	73.1	90.0	77.3

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Yes	33.3	27.3	29.0	33.3	36.8
No	66.7	72.7	71.0	66.7	63.2

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Yes	15.4	50.0	21.1
No	84.6	50.0	78.9

If yes, where have you seen or heard these advertisements?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Direct Mail	--	36.4	5.0	--	--
Internet/web	40.0	9.1	--	--	40.0
Magazines	40.0	18.2	14.3	--	20.0
Newspaper	40.0	--	14.3	--	20.0
Radio	--	--	--	--	20.0
Television	20.0	18.2	14.3	100.0	20.0
Other*	20.0	36.4	57.1	--	20.0

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Direct Mail	--	--	--	--	--
Internet/web	--	--	11.1	--	28.6
Magazines	100.0	33.3	11.1	50.0	14.3
Newspaper	100.0	--	22.2	50.0	28.6
Radio	--	33.3	--	--	--
Television	100.0	33.3	22.2	16.7	28.6
Other*	--	--	33.3	--	28.6

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Direct Mail	--	--	6.8
Internet/web	--	--	18.9
Magazines	50.0	--	27.0
Newspaper	--	100.0	27.0
Radio	--	--	2.7
Television	50.0	--	23.0
Other*	--	--	24.3

* "Other" sources given: books, family, museum, signs, school, PBS special, in St. Louis.

Are you interested in visiting sites along the Lewis and Clark Trail?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Yes	27.1	41.5	26.9	10.0	54.5
No	72.9	58.5	73.1	90.0	45.5

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Yes	66.7	54.5	54.8	22.2	31.6
No	33.3	45.5	45.2	77.8	68.4

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Yes	15.4	75.0	34.3
No	84.6	25.0	65.7

If yes, which of these sites interest you?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Bad River near Fort Pierre, SD	28.9	50.0	71.4	100.0	41.7
Fort Atkinson State Historical Park in Nebraska	13.2	36.4	--	--	41.7
Fort Canby Lewis and Clark Interpretive Center in Ilwaco, WA	18.4	36.4	57.1	--	33.3
Fort Clatsop in Astoria, Oregon	13.2	50.0	71.4	--	25.0
Columbia River Gorge in Oregon	31.6	40.9	57.1	--	41.7
Harpers Ferry National Park in WV	23.7	36.4	14.3	--	33.3
Knife River Indian Village Historical Site in North Dakota	7.9	54.5	28.6	--	33.3
Lemhi Pass in Idaho	7.9	40.9	28.6	--	8.3
Lolo Trail in Idaho	28.9	40.9	28.6	--	16.7
Lewis and Clark Information Center in Chamberlain, SD	10.5	54.5	71.4	--	50.0
Lewis and Clark Information Center in Sioux City, IA	7.9	31.8	14.3	--	41.7
Lewis and Clark Interpretive Center in Great Falls, MT	15.8	36.4	28.6	--	25.0
Lewis and Clark Interpretive Center in Fort Mandan, ND	7.9	36.4	--	--	33.3
Lewis and Clark Visitors Center in NE	21.1	31.8	14.3	--	50.0
Monticello in Virginia	21.1	50.0	14.3	--	16.7
Native American Scenic Byway in SD	13.2	59.1	57.1	--	16.7
Pompey's Pillar near Billings, MT	44.7	40.9	42.9	--	16.7
Sacajawea State Park near Tri-Cities, WA	10.5	54.5	42.9	100.0	33.3
St. Louis and St. Charles Sites in Missouri	15.8	31.8	14.3	--	50.0
Sergeant Floyd Monument in Sioux City, IA	7.9	36.4	28.6	--	58.3
Spirit Mound near Vermillion, SD	--	--	--	--	--
Western Historic Trails Center in Council Bluffs, IA	23.7	31.8	14.3	--	25.0

If yes, which of these sites interest you? (continued)

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Bad River near Fort Pierre, SD	100.0	--	23.5	25.0	--
Fort Atkinson State Historical Park in Nebraska	50.0	66.7	41.2	25.0	--
Fort Canby Lewis and Clark Interpretive Center in Ilwaco, WA	50.0	50.0	41.2	--	--
Fort Clatsop in Astoria, Oregon	100.0	66.7	47.1	25.0	--
Columbia River Gorge in Oregon	100.0	83.3	88.2	--	--
Harpers Ferry National Park in WV	50.0	83.3	47.1	--	--
Knife River Indian Village Historical Site in North Dakota	100.0	50.0	41.2	50.0	33.3
Lemhi Pass in Idaho	50.0	66.7	41.2	25.0	--
Lolo Trail in Idaho	50.0	66.7	47.1	--	--
Lewis and Clark Information Center in Chamberlain, SD	100.0	33.3	35.3	25.0	66.7
Lewis and Clark Information Center in Sioux City, IA	50.0	16.7	29.4	50.0	50.0
Lewis and Clark Interpretive Center in Great Falls, MT	50.0	33.3	58.8	25.0	50.0
Lewis and Clark Interpretive Center in Fort Mandan, ND	100.0	66.7	23.5	25.0	33.3
Lewis and Clark Visitors Center in NE	50.0	50.0	29.4	25.0	16.7
Monticello in Virginia	50.0	50.0	58.8	50.0	--
Native American Scenic Byway in SD	100.0	66.7	35.3	25.0	--
Pompey's Pillar near Billings, MT	50.0	50.0	29.4	--	--
Sacajawea State Park near Tri-Cities, WA	50.0	33.3	47.1	25.0	33.3
St. Louis and St. Charles Sites in Missouri	50.0	83.3	35.3	25.0	--
Sergeant Floyd Monument in Sioux City, IA	50.0	50.0	23.5	25.0	--
Spirit Mound near Vermillion, SD	--	--	--	--	--
Western Historic Trails Center in Council Bluffs, IA	50.0	66.7	17.6	25.0	--

If yes, which of these sites interest you? (continued)

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Bad River near Fort Pierre, SD	50.0	33.3	35.0
Fort Atkinson State Historical Park in Nebraska	--	33.3	26.7
Fort Canby Lewis and Clark Interpretive Center in Ilwaco, WA	50.0	66.7	30.8
Fort Clatsop in Astoria, Oregon	--	66.7	34.2
Columbia River Gorge in Oregon	50.0	66.7	45.8
Harpers Ferry National Park in WV	50.0	33.3	31.7
Knife River Indian Village Historical Site in North Dakota	50.0	33.3	32.5
Lemhi Pass in Idaho	--	66.7	25.0
Lolo Trail in Idaho	--	66.7	32.5
Lewis and Clark Information Center in Chamberlain, SD	--	33.3	35.8
Lewis and Clark Information Center in Sioux City, IA	--	66.7	25.0
Lewis and Clark Interpretive Center in Great Falls, MT	--	33.3	30.8
Lewis and Clark Interpretive Center in Fort Mandan, ND	--	--	23.3
Lewis and Clark Visitors Center in NE	--	33.3	28.3
Monticello in Virginia	50.0	33.3	33.3
Native American Scenic Byway in SD	--	33.3	31.7
Pompey's Pillar near Billings, MT	--	33.3	34.2
Sacajawea State Park near Tri-Cities, WA	--	66.7	35.8
St. Louis and St. Charles Sites in Missouri	--	33.3	28.3
Sergeant Floyd Monument in Sioux City, IA	--	33.3	25.0
Spirit Mound near Vermillion, SD	--	--	0.0
Western Historic Trails Center in Council Bluffs, IA	--	--	25.0

How do you typically learn about vacation destinations that you have visited?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Books	14.3	32.1	30.8	--	4.5
Direct Mailings	7.9	18.9	7.7	20.0	4.5
Family/Friends	70.0	58.5	50.0	50.0	68.2
Internet/Web	52.9	39.6	42.3	40.0	40.9
Magazines	23.6	26.4	30.8	30.0	27.3
Newspapers	17.1	17.0	26.9	--	13.6
Radio	6.4	17.0	15.4	10.0	--
Television	7.9	22.6	11.5	30.0	9.1
Travel Agents	11.4	13.2	3.8	--	--
Travel Bureaus/Destinations	6.4	13.2	3.8	--	--
Other*	2.9	17.0	3.8	10.0	18.2

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Books	33.3	36.4	12.9	5.6	21.1
Direct Mailings	33.3	18.2	9.7	5.6	5.3
Family/Friends	66.7	54.5	58.1	61.1	57.9
Internet/Web	--	18.2	25.8	27.8	36.8
Magazines	66.7	18.2	29.0	27.8	21.1
Newspapers	--	9.1	25.8	11.1	10.5
Radio	33.3	18.2	6.5	--	--
Television	33.3	27.3	16.1	5.6	10.5
Travel Agents	33.3	27.3	9.7	27.8	5.3
Travel Bureaus/Destinations	--	9.1	6.5	--	10.5
Other*	33.3	9.1	16.1	16.7	5.3

How do you typically learn about vacation destinations that you have visited? (continued)

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Books	15.4	--	17.7
Direct Mailings	23.1	--	10.6
Family/Friends	69.2	50.0	63.1
Internet/Web	53.8	25.0	42.6
Magazines	23.1	25.0	25.7
Newspapers	15.4	--	16.6
Radio	23.1	--	8.9
Television	15.4	--	12.9
Travel Agents	15.4	25.0	11.4
Travel Bureaus/Destinations	15.4	--	6.9
Other*	15.4	25.0	9.4

* "Other" sources given: AAA/AAA guide, business travel/work, camping shows, catalogs, church groups, maps, schools, sports.

Which of these states have you visited on a vacation in the last year?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Colorado	28.6	28.3	100.0	20.0	18.2
Illinois	57.1	17.0	11.5	30.0	9.1
Iowa	13.6	1.9	3.8	90.0	9.1
Minnesota	12.9	7.5	11.5	10.0	9.1
Missouri	6.4	13.2	--	40.0	81.8
Montana	5.7	18.9	7.7	--	4.5
Nebraska	9.3	15.1	11.5	20.0	13.6
North Dakota	1.4	5.7	3.8	--	--
South Dakota	4.3	13.2	19.2	10.0	9.1
Texas	8.6	92.5	15.4	20.0	18.2
Wisconsin	50.0	1.9	7.7	10.0	9.1
Wyoming	7.1	9.4	46.2	--	4.5

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Colorado	--	63.6	9.7	22.2	31.6
Illinois	66.7	27.3	41.9	16.7	21.1
Iowa	33.3	36.4	16.1	22.2	36.8
Minnesota	66.7	9.1	29.0	66.7	31.6
Missouri	--	27.3	6.5	5.6	36.8
Montana	--	--	3.2	--	10.5
Nebraska	--	90.9	6.5	22.2	31.6
North Dakota	--	9.1	6.5	11.1	5.3
South Dakota	66.7	45.5	6.5	22.2	15.8
Texas	--	9.1	3.2	11.1	10.5
Wisconsin	100.0	--	71.0	22.2	10.5
Wyoming	--	36.4	9.7	16.7	--

Which of these states have you visited on a vacation in the last year? (continued)

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Colorado	7.7	25.0	31.1
Illinois	7.7	25.0	35.4
Iowa	53.8	50.0	17.7
Minnesota	100.0	50.0	20.9
Missouri	15.4	50.0	15.7
Montana	--	--	6.9
Nebraska	15.4	25.0	15.7
North Dakota	15.4	--	4.0
South Dakota	30.8	100.0	12.9
Texas	15.4	--	22.6
Wisconsin	38.5	25.0	32.3
Wyoming	--	--	10.9

What was the destination of your most recent vacation?

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Alabama	--	1.9	--	--	--
Alaska	1.4	3.8	--	--	4.5
Arizona	--	3.8	--	--	--
Arkansas	0.7	1.9	--	10.0	--
California	5.0	3.8	11.5	10.0	9.1
Colorado	10.0	3.8	19.2	--	--
Connecticut	--	--	--	--	4.5
Delaware	0.7	--	--	--	--
Florida	7.9	3.8	7.7	--	4.5
Hawaii	--	1.9	--	--	4.5
Illinois	2.9	--	3.8	--	--
Indiana	2.1	--	--	--	--
Iowa	2.1	--	--	20.0	--
Kansas	--	--	--	--	4.5
Kentucky	--	--	--	--	--
Louisiana	1.4	1.9	--	--	--
Maine	1.4	1.9	--	--	--
Maryland	--	1.9	--	--	--
Massachusetts	1.4	--	--	--	--
Michigan	5.0	--	--	--	--
Minnesota	2.9	3.8	3.8	10.0	--
Mississippi	--	1.9	--	--	--
Missouri	--	5.7	--	40.0	13.6
Montana	1.4	--	--	--	--
Nebraska	0.7	--	--	--	4.5
Nevada	2.1	1.9	--	--	4.5
New Mexico	0.7	1.9	3.8	--	--
New York	3.6	1.9	--	--	--
North Carolina	--	--	--	--	--
North Dakota	--	1.9	--	--	--
Oklahoma	--	1.9	3.8	--	--

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Oregon	0.7	--	--	--	--
Pennsylvania	--	1.9	--	--	--
South Carolina	1.4	1.9	--	--	--
South Dakota	1.4	--	7.7	--	--
Tennessee	--	--	--	--	4.5
Texas	--	15.1	3.8	10.0	9.1
Utah	--	1.9	--	--	--
Virginia	--	--	--	--	4.5
Washington	1.4	--	3.8	--	4.5
Washington D.C.	0.7	--	--	--	--
Wisconsin	21.4	1.9	--	--	4.5
Wyoming	2.1	3.8	15.4	--	--
Canada	0.7	1.9	--	--	--
International destinations	15.7	20.8	11.5	--	13.6
No vacation	--	--	--	--	4.5
No answer/answer unclear	0.7	1.9	3.8	--	--

What was the destination of your most recent vacation? (continued)

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Alabama	--	--	--	--	--
Alaska	33.3	9.1	--	5.6	5.3
Arizona	--	--	--	5.6	--
Arkansas	--	--	--	--	--
California	--	--	--	11.1	--
Colorado	--	18.2	--	--	15.8
Connecticut	--	--	--	--	--
Delaware	--	--	--	--	--
Florida	--	9.1	9.7	--	--
Hawaii	--	--	--	--	--
Illinois	--	--	3.2	11.1	5.3
Indiana	--	--	--	--	--
Iowa	--	--	3.2	--	10.5
Kansas	--	--	--	--	--
Kentucky	--	9.1	--	--	--
Louisiana	--	--	--	--	--
Maine	--	--	3.2	--	--
Maryland	--	--	--	--	--
Massachusetts	--	--	--	--	--
Michigan	--	--	3.2	5.6	--
Minnesota	33.3	--	16.1	5.6	10.5
Mississippi	--	--	--	--	--
Missouri	--	9.1	--	--	10.5
Montana	--	--	--	--	--
Nebraska	--	9.1	--	5.6	10.5
Nevada	--	--	6.5	11.1	5.3
New Mexico	--	--	--	--	--
New York	--	--	6.5	5.6	5.3
North Carolina	--	--	3.2	--	5.3
North Dakota	--	9.1	3.2	--	--
Oklahoma	--	--	--	--	--

	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Oregon	--	9.1	--	--	5.3
Pennsylvania	--	--	--	--	--
South Carolina	--	--	3.2	--	--
South Dakota	33.3	--	--	--	10.5
Tennessee	--	--	3.2	--	5.3
Texas	--	--	--	5.6	--
Utah	--	--	--	--	--
Virginia	--	--	--	--	--
Washington	--	--	6.5	--	--
Washington D.C.	--	--	--	--	--
Wisconsin	--	--	9.7	--	--
Wyoming	--	18.2	--	5.6	--
Canada	--	--	3.2	11.1	--
International destinations	--	--	12.9	11.1	--
No vacation	--	--	--	--	--
No answer/answer unclear	--	--	3.2	--	--

What was the destination of your most recent vacation? (continued)

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Alabama	--	--	0.3
Alaska	7.7	--	2.9
Arizona	--	--	0.9
Arkansas	--	--	0.9
California	7.7	--	5.4
Colorado	--	--	7.4
Connecticut	--	--	0.3
Delaware	--	--	0.3
Florida	--	--	5.7
Hawaii	--	--	0.6
Illinois	7.7	25.0	3.1
Indiana	--	--	0.9
Iowa	--	--	2.3
Kansas	--	--	0.3
Kentucky	--	--	0.3
Louisiana	--	--	0.9
Maine	--	--	1.1
Maryland	--	--	0.3
Massachusetts	--	--	0.6
Michigan	--	--	2.6
Minnesota	30.8	25.0	6.3
Mississippi	--	--	0.3
Missouri	7.7	25.0	4.3
Montana	--	--	0.6
Nebraska	--	--	1.7
Nevada	15.4	--	3.1
New Mexico	--	--	0.9
New York	--	--	2.9
North Carolina	7.7	--	0.9
North Dakota	--	--	0.9
Oklahoma	--	--	0.6

	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT
Oregon	--	--	0.9
Pennsylvania	--	--	0.3
South Carolina	--	--	1.1
South Dakota	--	25.0	2.3
Tennessee	--	--	0.9
Texas	--	--	3.7
Utah	--	--	0.3
Virginia	--	--	0.3
Washington	--	--	1.7
Washington D.C.	--	--	0.3
Wisconsin	7.7	--	10.3
Wyoming	--	--	3.4
Canada	7.7	--	1.7
International destinations	--	--	12.9
No vacation	--	--	0.6
No answer/answer unclear	--	--	0.9

Age of respondents

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
18-34	24.3	18.9	30.8	30.0	9.1
35-54	56.4	60.4	57.7	30.0	54.5
55+	19.3	20.8	11.5	40.0	36.4
Average age	44.4 years	45.8 years	41.5 years	48.2 years	51.2 years
	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
18-34	--	27.3	25.8	--	5.3
35-54	33.3	27.3	58.1	61.1	57.9
55+	66.7	45.5	16.1	38.9	36.8
Average age	59.8 years	49.9 years	43.4 years	53.4 years	52.0 years
	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT		
18-34	30.8	--	20.9		
35-54	38.5	50.0	54.9		
55+	30.8	50.0	24.3		
Average age	45.9 years	56.0 years	46.2 years		

Annual Total Household Income

	Chicago, Ill. Percent	Dallas, Texas Percent	Denver, Colo. Percent	Des Moines, Iowa Percent	Kansas City, Mo. Percent
Less than \$25,000	2.1	11.3	7.7	--	--
\$25,000 to \$49,999	12.9	28.3	23.1	30.0	13.6
\$50,000 to \$74,999	47.1	30.2	30.8	60.0	45.5
\$75,000+	37.9	30.2	38.5	10.0	40.9
Average annual household income	\$68,785.41	\$58,914.80	\$64,038.19	\$57,749.55	\$70,340.61
	La Crosse, Wisc. Percent	Lincoln, Neb. Percent	Milwaukee, Wisc. Percent	Minneapolis, Minn. Percent	Omaha, Neb. Percent
Less than \$25,000	--	9.1	6.5	--	--
\$25,000 to \$49,999	--	18.2	22.6	22.2	21.1
\$50,000 to \$74,999	100.0	18.2	38.7	44.4	47.4
\$75,000+	--	54.5	32.3	33.3	31.6
Average annual household income	\$62,499.50	\$69,090.73	\$62,983.56	\$66,110.78	\$65,920.71
	St. Paul, Minn. Percent	Sioux City, Iowa Percent	TOTAL PERCENT		
Less than \$25,000	15.4	25.0	4.9		
\$25,000 to \$49,999	38.5	--	19.1		
\$50,000 to \$74,999	23.1	50.0	41.4		
\$75,000+	23.1	25.0	34.6		
Average annual household income	\$52,692.00	\$58,749.75	\$65,156.84		