

South Dakota
Office of Tourism



2008 Intercept
Survey Report

August 2008
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Methodology

Sixty-five hundred surveys were given to the thirteen Interstate Information Centers around the state of South Dakota on July 3. These intercept surveys were distributed for four weeks and four days, with August 4 being the final day.

Questions were asked similarly in nature to those that were asked in the 2007 Interstate Intercept Survey. In many cases though, the format in which they were asked was altered to affect the respondents' attitude and answering in hopes to guide them to answer questions more sincerely and accurately.

Fourteen-hundred and eighty leisure travelers responded to the survey. This number was then broken down further to include only those that fall within the target markets prescribed by the South Dakota Department of Tourism and make up 628 individuals. These markets include Colorado, Iowa, Manitoba, Minnesota, North Dakota, Nebraska, South Dakota, Wisconsin, and Wyoming. These two groups are then analyzed; and then compared, and contrasted against each other throughout the course of this report to show the differences and similarities that they possess.

Executive Summary

Question 1 – Is South Dakota your final destination on this trip?

Out of all of the 1,480 respondents in the Aggregate group, forty-four percent respondents indicated that South Dakota was their final destination. As for the in-target group of respondents, sixty-three percent out of the 619 that answered the question indicated that it was their final destination. For the both groups, the most common city destination in-state was Rapid City, while the out-of-state destination was Yellowstone.

Question 3 – How many days total will you be spending on your entire vacation?

The average within the Aggregate group for total days spent was 18.8. The In-Target group however revealed that their average total vacation was 9.6 days.

Question 4 – How many days of your vacation will you be spending in South Dakota?

The average days spent in South Dakota within the In-Target group was 4.9 and closely matched the Aggregate group's 5.0 days.

Question 5 – What time of year did you make the decision to come to/ through South Dakota?

The most common month for both groups to decide when to travel was July. Additionally, the second most commonly indicated month was June and showed up less than half of the time when compared to July.

Question 6 – What in particular prompted you to choose South Dakota for your vacation this year?

The most frequent selection for the Aggregate group was a special attraction. There were many destinations that were given by respondents here, but the most common was Mt. Rushmore. Forty-five percent of individuals chose scenery as a reason that prompted respondents to choose the state and was the second most popular selection for this group. The In-Target group however, revealed the opposite was noticed as far as commonalities of the two top frequently indicated reasons to visit, scenery being specified forty-three percent of the time and specific attractions being specified forty-two percent of the time.

Question 7 – Have you ever visited the South Dakota state tourism website, www.travelsd.com?

Of those within the Aggregate group that responded to the survey, only twenty-five percent actually used the www.TravelSD.com website. This value was quite close to the In-Target group's twenty-nine percent. Of those that did visit the website, eighty-five percent within the Aggregate group indicated that the website answered all of their questions. When analyzing the In-Target group however, a close but slightly lower percentage (eighty-three percent) of respondents had indicated the same.

Question 8 – While traveling in South Dakota, are you using a South Dakota Vacation Guide?

While traveling through the state, the Aggregate group indicated that 748 (fifty-one percent) travel parties used a travel guide. When analyzing the percentages, the In-Target group nearly mirrored this at fifty percent (308 respondents).

Question 9 – Are you using a travel special or vacation package that combines lodging and activities on your trip?

Out of those that responded to this question, five percent of the In-Target group and four percent of the Aggregate group indicated that they used some form of vacation package.

Question 10 – Have you been to South Dakota prior to this trip?

Of those that answered this question, sixty-five percent stated they have been to South Dakota previous to this trip. For those individuals, the average time since their last trip was 11.2 years. The In-Target group varied a little with their responses by comparison to the aforementioned group. Seventy-four percent stated that they have been to South Dakota previously and averaged 9.9 years since their last visit.

Question 11 – From what Zip Code did your travel party originate from?

The most common Zip Codes for the both groups were 82716 and 82718 (both Gillette, WY). These two Zip Codes were selected a total of six times each.

Question 12 – How many people are in your travel party?

The average party size for the Aggregate and In-Target groups were 3.3 and 3.6 people respectively and the most common travel party was two.

Question 13 – How many children (under 18) are in your travel party?

Of those travel parties within the Aggregate group that had children, the average was 2.2 children. This result also was similar in the In-Target group (2.3). When the amount of travel parties with children are compared to those without, the total average children per travel party is less than one (0.66). The child per travel party value was larger in the In-Target group and was calculated to be at 0.83.

Question 14 – What are the genders and ages (and the number) of adults in your party?

The most common gender and age category for the both groups were females 35-54 (504 for Aggregate and 260 for In-Target). The next most common varied however with both groups. The Aggregate group was found to have males 65+ as their second most common, while the In-Target group had males 35-54 as their second most common gender and age group.

Question 15 – Approximately, how much are you spending total per day for your entire travel party?

The average that a travel party spends per day in the Aggregate group was \$213.32. The In-Target group averaged a lower value of \$207.70 as their amount spent per day.

Question 16 – How did you travel to South Dakota?

Private vehicles were by far the most popular mode of transportation. In the Aggregate group, 1,109 (76.1%) out of the 1,458 respondents to this question indicated that they used this method. The In-Target had 542 respondents (85.5%) indicate that they used private vehicles.

Question 17 – Which types of activities do you enjoy participating in on a vacation?

Visiting national and state parks and general sightseeing were the most common selections for both groups when asked about activities of interest during their vacation. Visiting national and state parks was selected by sixteen and fifteen percent of the Aggregate and In-Target groups, respectively. As for general sightseeing, these were selected by fourteen and thirteen percent of these same groups respectively.

Question 18 – Does your travel party use any wireless internet enable devices (Wi-Fi) while on vacation?

Within the Aggregate group, forty-four percent indicated that those individuals use Wi-Fi. A lower percent (thirty-five percent) however within the In-Target group indicated this.

Question 19 – How satisfied are you with the South Dakota portion of your trip?

The great majority of respondents indicated that they were either “Very Satisfied” or “Satisfied”. Both groups reported that ninety-eight percent fall into these two categories.

Question 20 – What did you like about your South Dakota vacation?

The most common words that appeared in this question by respondents in the Aggregate group were: “Scenery”, “Beautiful”, “Friendly”, and “Mt. Rushmore”. For this group all but twenty-five people answered this question in some form. The most common for the In-Target group were: “Mt. Rushmore”, “Scenery”, “Rest Areas”, and “Black Hills”

Question 21 – What did you not like about your time in South Dakota?

Many of the individuals within the In-Target and Aggregate groups both reported negatively that things that were not liked were the general price of things, the roads, and specifically the price of gas. There was also an unusual phenomenon among respondents when it came to answering this question. Of these people (forty-six percent within the Aggregate group and forty-seven percent within the In-Target group) actually indicated something positive or neutral.

Question 22 – Comments, Suggestions, Feedback?

A vast majority of individuals (eighty-nine percent in the Aggregate group and eighty-seven in the In-Target group) indicated something positive in this question. The most common keywords within these responses for the Aggregate group were, “Love(d)”, “Great”, “Nice” and “Rest Areas”. As for the negative comments that

were mentioned, common topics appeared within both groups. Road conditions, prices, road signs, and recycling were frequent.

Results

The data that was collected this year varies in some respects to that which was collected last year. This variance can be attributed to a few different sources. One of these sources is the fact that the format has been changed and therefore some data does not measure the exact same thing. One example of this is the price ranges that exist in the 2007 version and the price ranges that exist in the 2008 version. These ranges were changed for 2008 in order to retrieve a more accurate answer from the respondent.

Another source of variance comes from the definition of how the groups are made up. This was done in order to better view the entire population of leisure travelers in order to better compare that to the In-Target group that was defined.

Another variance comes from the addition of South Dakota into the In-Target group. This was added in order to see how South Dakotans contributed to the tourism industry within South Dakota. This is important because trying to understand South Dakota's citizen's vacation needs and wants will help keep them from spending in-state dollars out of the state. As of August 2008, they make up about thirteen percent of the tourism industry that was sampled in this intercept survey. This thirteen percent is also unique, due in part that they will need to be differently marketed to since they already are mostly knowledgeable about South Dakota attractions. In other words, conventional methods that attract outsiders may not be as effective.

Another source of variance in this data is also present in 2008's data with respect to the days of vacation. This year, several people indicated vacations that were beyond one month. These long-term vacationers were typically RV travelers.

One of the first questions asked in this intercept survey had them indicate if South Dakota was their final destination. To much surprise, the two groups of respondents did not respond similarly as they have in many cases of this intercept survey. Forty-four percent of the Aggregate group had indicated that South Dakota was their final destination. This is then compared to the sixty-three percent that had indicated identically in the In-target group.

The most common states of origin were Minnesota and Wisconsin. The Aggregate group's destination for in-state and out-of-state were nearly equal. Rapid City was traveled to by 160 respondents and Wyoming by 144 respondents. The In-Target group had eighty-three respondents travel to Rapid City and forty-nine respondents to Wyoming.

When the in-state destinations were observed, one region above all others was picked most of all. Regions one through three (Southeast, Great Lakes, Glacial Lakes and Prairies respectively), combined, could not match even half of the number of respondents who selected region four (Black Hills Badlands and Lakes). This observation should not come to much surprise however, since this has been a pattern in previous years of this survey.

The days spent in South Dakota by leisure travelers most commonly was two and three days. These responses made up anywhere from 37-39% of those individuals that answered the question. These vacationers from both the Aggregate and In-Target groups

closely resembled each other with respects to their time in South Dakota. However, this is not the case when total vacation days are analyzed. Looking at average days of travel within the In-Target group, a large digression was noticed when comparing differences present in the sets of data within the entire intercept survey. This group reported only spending an average of 9.6 days on their entire vacation. The Aggregate group though, had 18.8 days.

Question six asked respondents what prompted them to come to South Dakota. Generally, “Special Attractions” and “Scenery” were the most popularly selected categories. In the case of the In-Target group though, “Scenery” was selected slightly more often (by a difference only five). The third most commonly selected category after those that were mentioned previously was “Friends and Family”. This held true for both groups

Commonly, respondents to this survey did not visit the State of South Dakota’s tourism website. Both groups revealed this 71-74%. Of the approximate 25-29% that did visit the website, a very high percentage (85-92%) indicated that all their questions were answered. Another question was asked about whether they used a vacation guide while they were spending their time in South Dakota. Virtually both groups responded the same to this question. Roughly half of the respondents indicated that they did use one during their time in South Dakota. Of those that did use one, the Aggregate group indicated that fifty-nine percent received it after arriving in the state. The In-Target group, indicated fifty-six percent.

The interests of those individuals that responded to this intercept survey remained consistent between the two different groups. Only small degrees of difference (approximately one percent) were noticeable. Therefore, the level of commonality of each of the selectable categories remains the same between the In-Target and Aggregate groups.

Qualitative responses within this survey revealed much of what respondents were doing and what they thought about their time in South Dakota. Questions twenty, twenty-one, and twenty-two were by far the largest source of information with regards to qualitative analysis. The In-Target group stated more positive things than negative things on average, and did so at a ratio of approximately 6:1. The Aggregate did so at an even larger, 8:1 ratio. Exclamation marks were also analyzed to see what people were enthusiastic about. 315 positive remarks and sixty-five negative remarks with “!” were found in the Aggregate group, while 121 positive and thirty-seven negative were found in the In-Target group. There were many common themes that these can be sorted into. Positive remarks with exclamations were usually along the lines of, “I enjoyed our trip!”, “Keep up the good work!”, or “I liked the nice, clean rest areas!”. Negative remarks were mainly concerning gas prices, road construction, or generally something about the quality of the roads.

Conclusions

When analyzing the statistics, it seems that people within the In-Target group are spending more time in South Dakota, but less time total on vacation. This can be proven when looking at the data mentioned at the beginning of the Results section of this report that discussed respondents indications of whether South Dakota was their final destination or not.

The difference in spending that was indicated in the Executive Summary can possibly be attributed to the fact that slightly higher percentages were revealed in the lower monetary categories for the In-Target group, thus resulting in a decreased average.

Throughout the course of this analysis, it became apparent that the Aggregate group also contained a proportionately larger number of RV'ers. This group outnumbered the In-Target RV'ers in number by a ratio of over 4:1. This significantly large ratio could be the cause for variances in vacation days, daily spending, and many other statistics. To further prove the effect that this had on the survey, one question was looked at in detail. Approximately half of these individuals reported vacations totaling more than thirty days. This large volume of days undoubtedly altered the results of on this set of data.

The common insertion of positive responses, discussed in the Results section, in question twenty-one was a very interesting phenomenon. The difference in responses was only a matter of six percent in the In-Target group and eight percent in the Aggregate group. This occurrence could be due to the overall quality of the respondents' experiences while in South Dakota.

The importance of discussing these numerous similarities between the Aggregate and In-Target groups is that these statistics that are parallel to each other could be used later on for many purposes. One example of this could be if the target market changes and a new state is later decided to be added or removed. Generally, with many pieces of data quite similar in percentage, adjustments could be made without largely changing strategies, barring regional customs.

To conclude, the average traveler to South Dakota:

- Spends \$207.70-\$213.32 per day
- Is on vacation for 9.6-18.8 days (depending on where they are from)
- Stays in South Dakota for approximately 5 days
- Travels by private vehicle
- Will likely be above the age of 35
- Travels in a party consisting of statistically, 3.3-3.6 people
- Statistically, will have less than one child
- Will likely have come to South Dakota for either a specific attraction or the general scenery
- Will likely travel to Region 4 for the majority of their time in South Dakota

Appendices

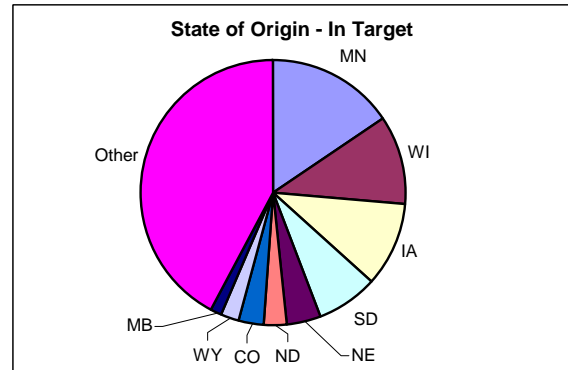
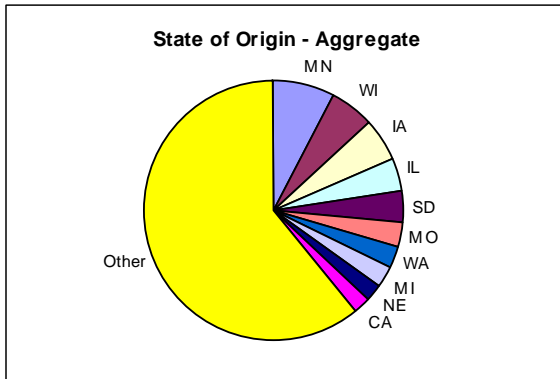
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State of Origin – Aggregate

State of Origin	n=1480	%
MN	169	11%
WI	119	8%
IA	110	7%
IL	94	6%
SD	81	5%
MO	67	5%
WA	56	4%
MI	55	4%
NE	47	3%
CA	45	3%
Other	1311	89%

State of Origin – In-Target

State of Origin	n=628	%
MN	169	27%
WI	119	19%
IA	110	18%
SD	81	13%
NE	47	7%
ND	31	5%
CO	31	5%
WY	26	4%
MB	14	2%
Other	459	73%



Question 1 – Aggregate

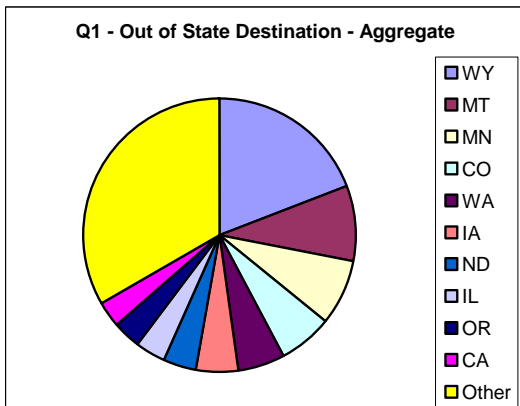
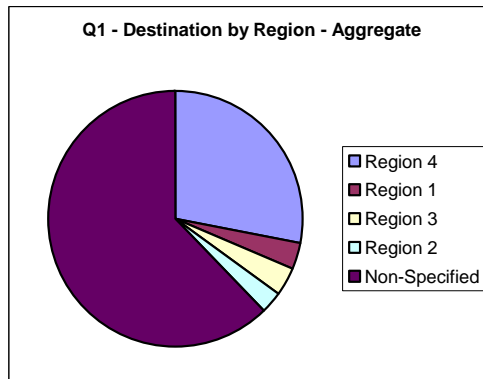
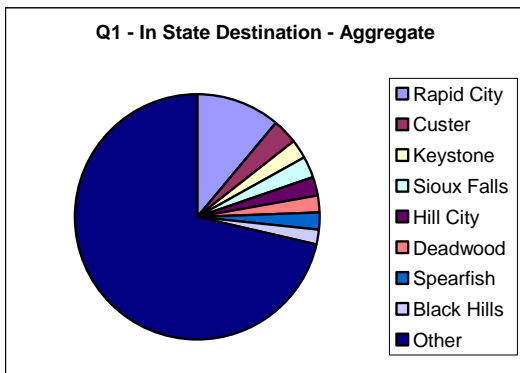
Q1 - Is SD Your Final Destination	n=1470	%
Yes	648	44%
No	822	56%

Q1A - What City is Your Destination	n=1438	%
Rapid City	160	11%
Custer	47	3%
Keystone	38	3%
Sioux Falls	37	3%
Hill City	37	3%
Deadwood	34	2%
Spearfish	30	2%
Black Hills	30	2%
Other	1025	71%

Q1B - What Region is Your Destination?	n=1438	%
Region 4	402	28%
Region 1	51	4%
Region 3	49	3%
Region 2	40	3%
Non-Specified	896	62%

Q1C - If no to 1A, then "What is your final destination?"	n=759	%
Yellowstone	73	9%
Gillette	22	3%
Denver	16	2%
Seattle	15	2%
Chicago	12	1%
Cheyenne	11	1%
Omaha	9	1%
Other	601	79%

Q1D - Final Destination State/ Providence	n=756	%
WY	144	19%
MT	69	9%
MN	57	8%
CO	49	6%
WA	42	6%
IA	39	5%
ND	28	4%
IL	27	4%
OR	26	3%
CA	23	3%
Other	252	33%



Question 1 – In-Target

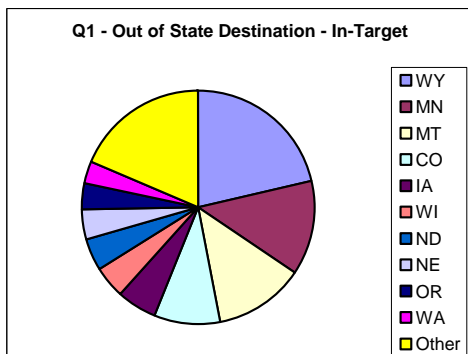
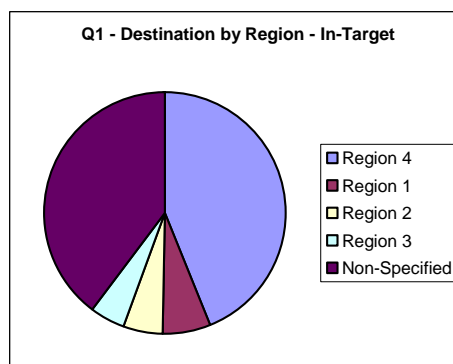
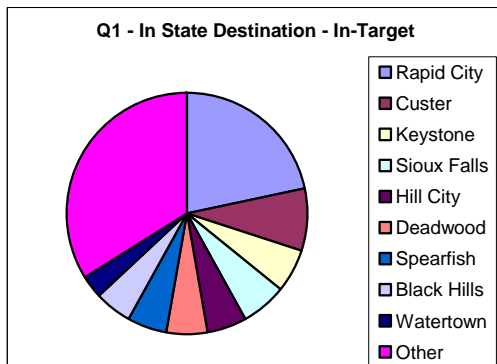
Q1 - Is SD Your Final Destination	n=628	%
Yes	389	61.94%
No	230	36.62%

Q1A - What City is Your Destination	n=385	%
Rapid City	83	22%
Custer	32	8%
Keystone	23	6%
Sioux Falls	23	6%
Hill City	21	5%
Deadwood	21	5%
Spearfish	21	5%
Black Hills	19	5%
Watertown	11	3%
Other	131	34%

Q1B - What Region is Your Destination?	n=542	%
Region 4	238	44%
Region 1	34	6%
Region 2	29	1%
Region 3	26	5%
Non-Specified	215	40%

Q1C - If no to 1A, then "What is your final destination?"	n=230	%
Yellowstone	25	11%
Denver	7	3%
Omaha	6	3%
Winnipeg	4	2%
Gillette	3	1%
Glacier Park	3	1%
Casper	3	1%
Other	179	78%
		100%

Q1D - Final Destination State/ Providence	n=230	%
WY	49	21%
MN	30	13%
MT	29	13%
CO	21	9%
IA	13	6%
WI	10	4%
ND	10	4%
NE	10	4%
OR	8	3%
WA	7	3%
Other	43	19%

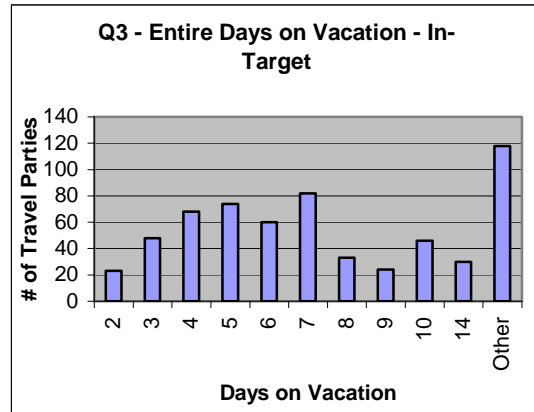
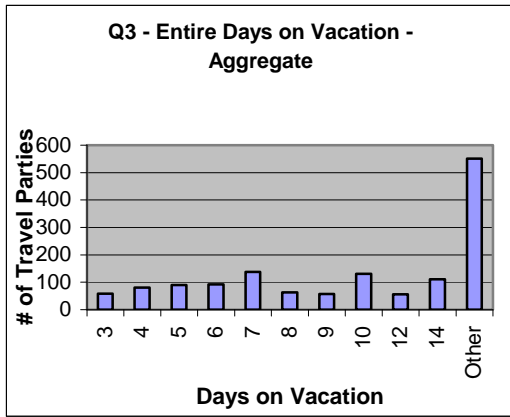


Question 3 – Aggregate

Q3 - How Many Days on Entire Vacation	n=1428	%	Avg
3	58	4%	18.8
4	81	6%	
5	90	6%	
6	92	6%	
7	138	10%	
8	63	4%	
9	57	4%	
10	131	9%	
12	56	4%	
14	111	8%	
Other	551	39%	

Question 3 – In-Target

Q3 - How Many Days on Entire Vacation	n=606	%	Avg
2	23	4%	9.6
3	48	8%	
4	68	11%	
5	74	12%	
6	60	10%	
7	82	14%	
8	33	5%	
9	24	4%	
10	46	8%	
14	30	5%	
Other	118	19%	

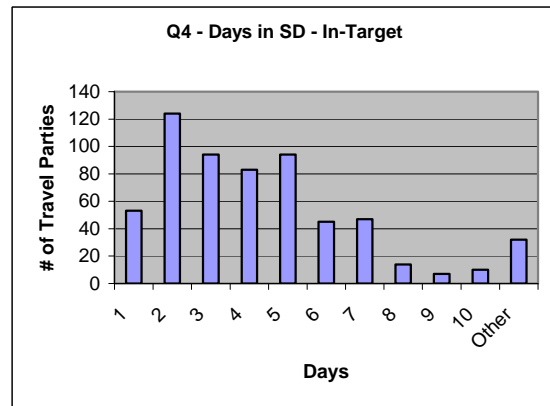
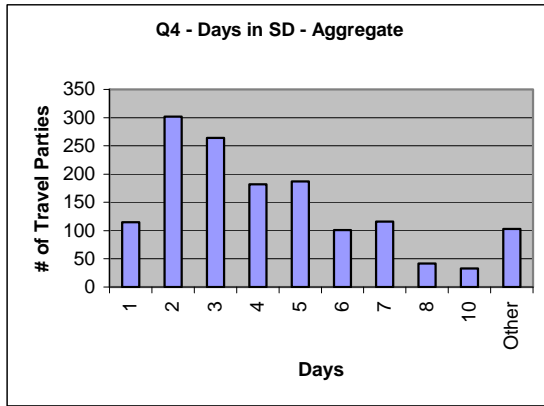


Question 4 - Aggregate

Q4 - How Many Days in SD	n=1445	%	Avg
1	115	8%	5.0
2	302	21%	
3	264	18%	
4	182	13%	
5	187	13%	
6	101	7%	
7	116	8%	
8	42	3%	
10	33	2%	
Other	103	7%	

Question 4 – In-Target

Q4 - How Many Days in SD	n=603	%	Avg
1	53	9%	4.9
2	124	21%	
3	94	16%	
4	83	14%	
5	94	16%	
6	45	7%	
7	47	8%	
8	14	2%	
9	7	1%	
10	10	2%	
Other	32	5%	

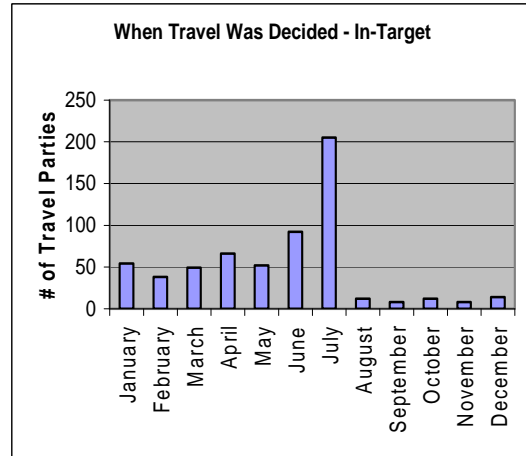
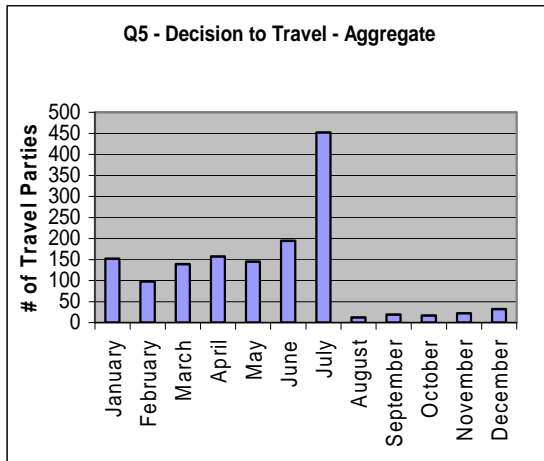


Question 5 - Aggregate

Q5 - When Did You Decide to Travel	n=1441	%
January	152	11%
February	98	7%
March	139	10%
April	157	11%
May	145	10%
June	195	14%
July	452	31%
August	12	1%
September	19	1%
October	17	1%
November	22	2%
December	32	2%

Question 5 – In-Target

Q5 - When Did You Decide to Travel	n=607	%
January	54	9%
February	38	6%
March	49	8%
April	66	11%
May	52	9%
June	92	15%
July	205	34%
August	12	2%
September	8	1%
October	12	2%
November	8	1%
December	14	2%

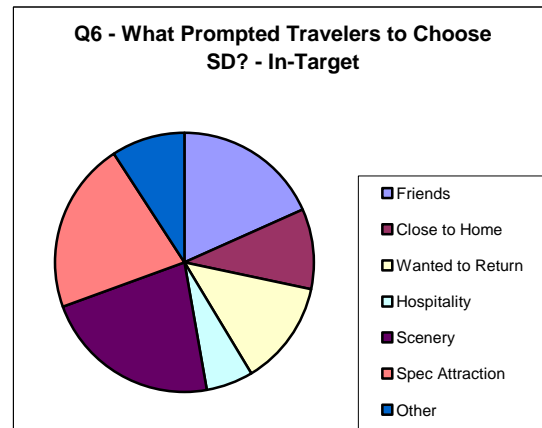
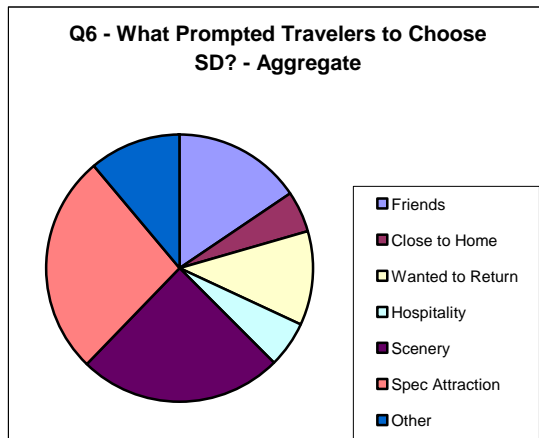


Question 6 - Aggregate

Q6 - What Prompted You to Choose SD	n=2704	%
Friends	424	16%
Close to Home	130	5%
Wanted to Return	313	12%
Hospitality	144	5%
Scenery	670	25%
Spec Attraction	720	27%
Other	303	11%

Question 6 – In-Target

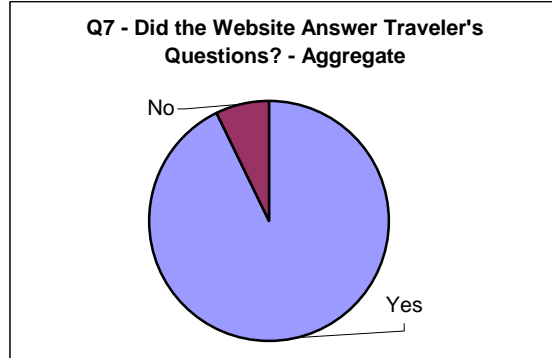
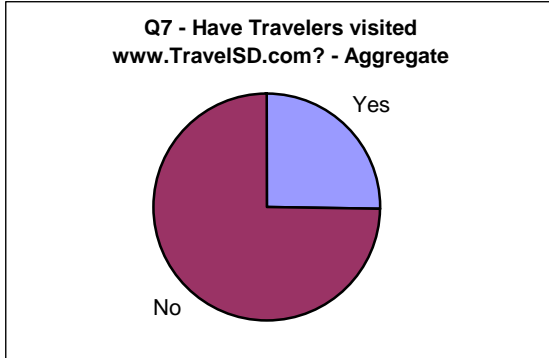
Q6 - What Prompted You to Choose SD	n=1229	%
Friends	226	18%
Close to Home	122	10%
Wanted to Return	162	13%
Hospitality	71	6%
Scenery	271	22%
Spec Attraction	266	22%
Other	111	9%



Question 7 - Aggregate

Q7A - Visited TravelSD	n=1480	%
Yes	367	25%
No	1089	74%

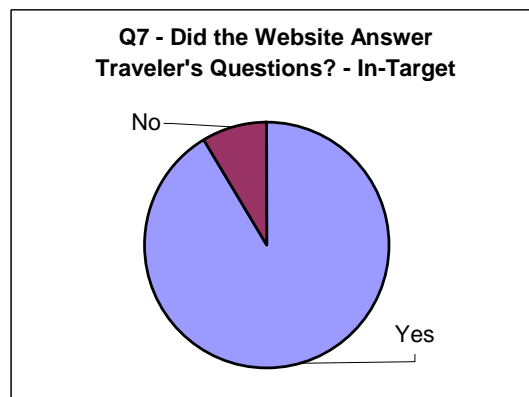
Q7B - Answer Questions?	n=367	%
Yes	313	85%
No	24	7%



Question 7 - In-Target

Q7A - Visited TravelSD	n=628	%
Yes	182	29%
No	435	69%

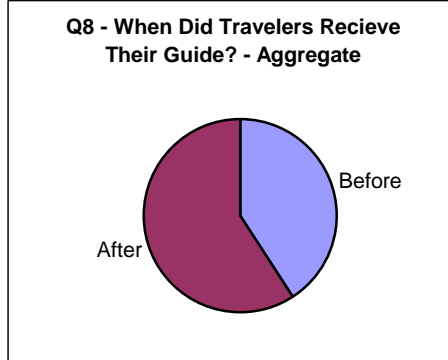
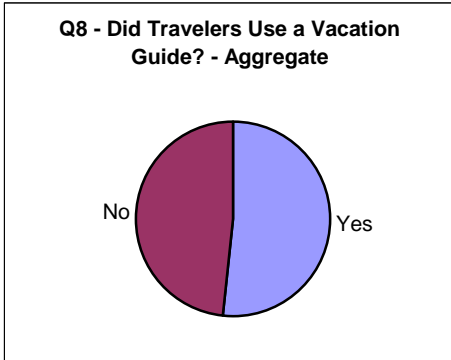
Q7B - Answer Questions?	n=182	%
Yes	151	83%
No	14	8%



Question 8 - Aggregate

Q8A - Did You Use a Vacation Guide	n=1480	%
Yes	748	51%
No	703	48%

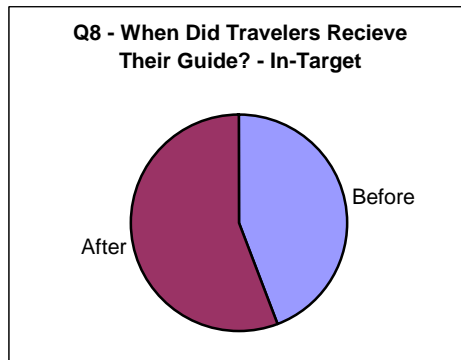
Q8B - When Did you Receive It?	n=748	%
Before	278	37%
After	403	54%



Question 8 – In-Target

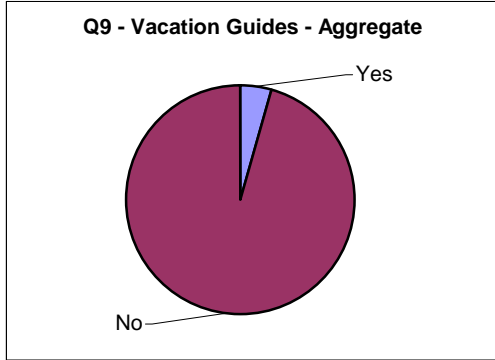
Q8A - Did You Use a Vacation Guide	n=628	%
Yes	308	49%
No	304	48%

Q8B - When Did you Receive It?	n=308	%
Before	120	39%
After	152	49%



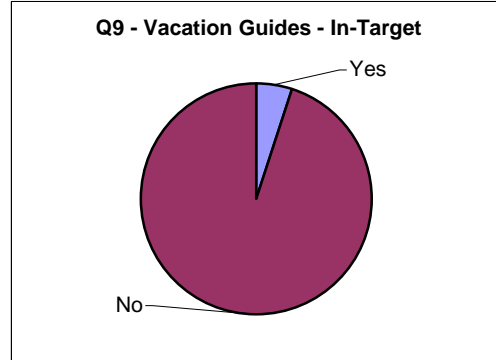
Question 9 - Aggregate

Q9 - Vacation Packages	n=1480	%
Yes	63	4%
No	1400	95%



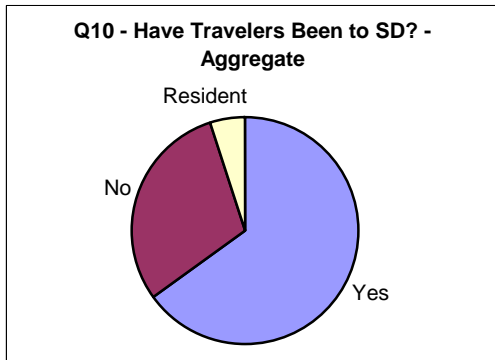
Question 9 - In-Target

Q9 - Vacation Packages	n=628	%
Yes	31	5%
No	589	94%



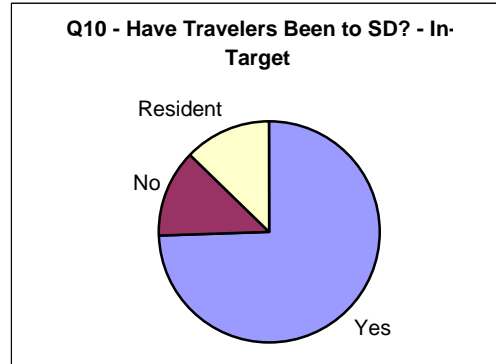
Question 10 - Aggregate

Q10A - Have You Been to SD?			Avg
Yes	962	65%	9.2
No	441	30%	
Resident	75	5%	



Question 10 - In-Target

Q10A - Have You Been to SD?			Avg
Yes	476	74%	4.3
No	82	13%	
Resident	81	13%	



Question 11 - Aggregate

Q11 - Origin	n=1453	%
82716	6	0.41%
82718	6	0.41%
51503	5	0.34%
51301	5	0.34%
56187	5	0.34%
57702	5	0.34%
57301	5	0.34%

Question 11 – In-Target

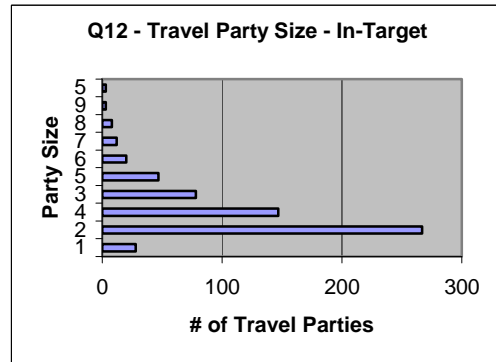
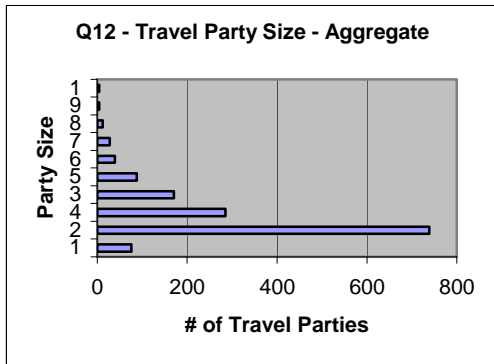
Q11 - Origin	n=615	%
82716	6	0.98%
82718	6	0.98%
51503	5	0.81%
56187	5	0.81%
51301	5	0.81%
57301	5	0.81%
57702	5	0.81%

Question 12 - Aggregate

Q12 - Travel Party Size	n=1473	%	Avg
1	76	5.16%	3.3
2	739	50.17%	
4	285	19.35%	
3	171	11.61%	
5	88	5.97%	
6	39	2.65%	
7	28	1.90%	
8	12	0.81%	
9	4	0.27%	
15	4	0.27%	

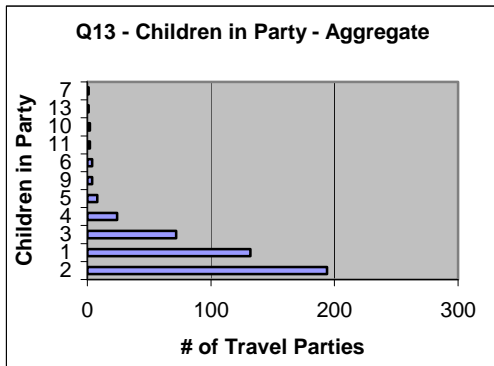
Question 12 – In-Target

Q12 - Travel Party Size	n=624	%	Avg
1	28	4.49%	3.6
2	267	42.79%	
4	147	23.56%	
3	78	12.50%	
5	47	7.53%	
6	20	3.21%	
7	12	1.92%	
8	8	1.28%	
9	3	0.48%	
53	3	0.48%	



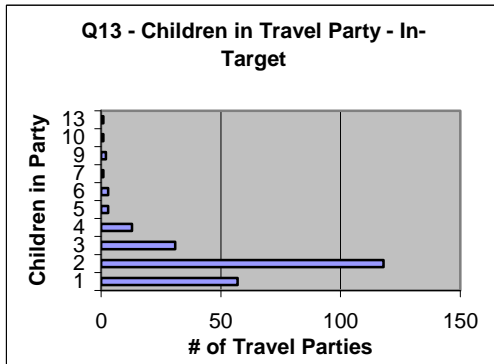
Question 13 - Aggregate

Q13 - Children in Party	n=444	%	Avg	Total Avg	0.66
2	194	43.69%	2.2	Total Response Rate	30%
1	132	29.73%			
3	72	16.22%			
4	24	5.41%			
5	8	1.80%			
9	4	0.90%			
6	4	0.90%			
11	2	0.45%			
10	2	0.45%			
13	1	0.23%			
7	1	0.23%			



Question 13 – In-Target

Q13 - Children in Party	n=230	%	Avg	Total Avg	0.83
1	57	24.78%	2.3	Total Response Rate	37%
2	118	51.30%			
3	31	13.48%			
4	13	5.65%			
5	3	1.30%			
6	3	1.30%			
7	1	0.43%			
9	2	0.87%			
10	1	0.43%			
13	1	0.43%			



Question 14 - Aggregate

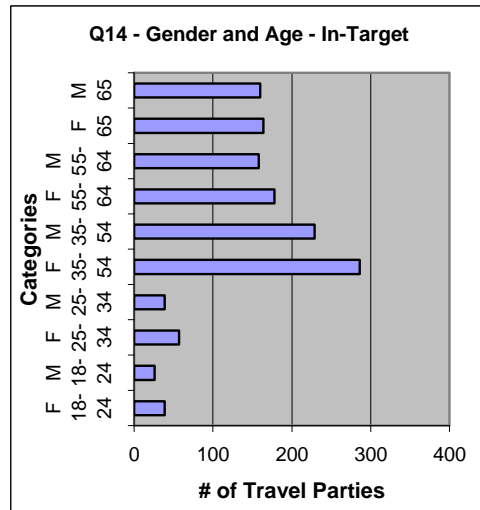
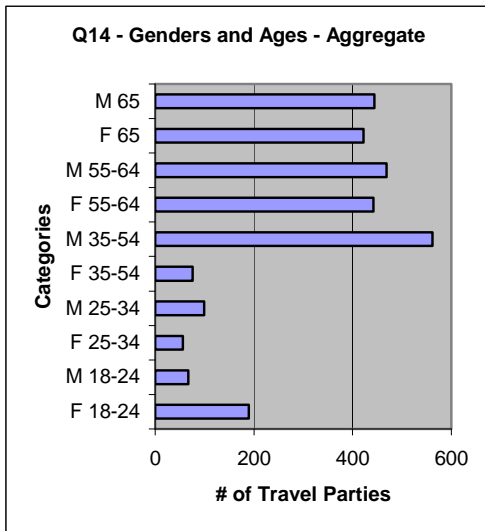
Q14 - Genders and Ages	n=2827	%
F 18-24	190	2%
M 18-24	67	2%
F 25-34	56	3%
M 25-34	99	2%
F 35-54	76	18%
M 35-54	562	14%
F 55-64	442	15%
M 55-64	469	13%
F 65	422	14%
M 65	444	16%

Avg
Female - 52.0 years
Male - 53.2 years
Total - 52.5 years

Question 14 - In-Target

Q14 - Genders and Ages	n=1336	%
F 18-24	39	3%
M 18-24	26	2%
F 25-34	57	4%
M 25-34	39	3%
F 35-54	286	21%
M 35-54	229	17%
F 55-64	178	13%
M 55-64	158	12%
F 65	164	12%
M 65	160	12%

Avg
Female - 49.9 years
Male - 51.3 years
Total - 50.5 years

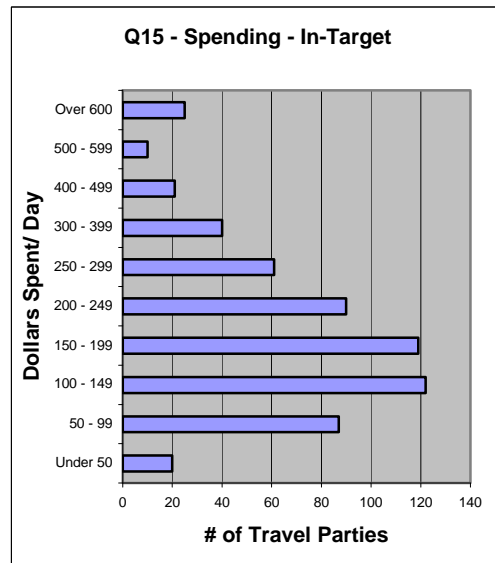
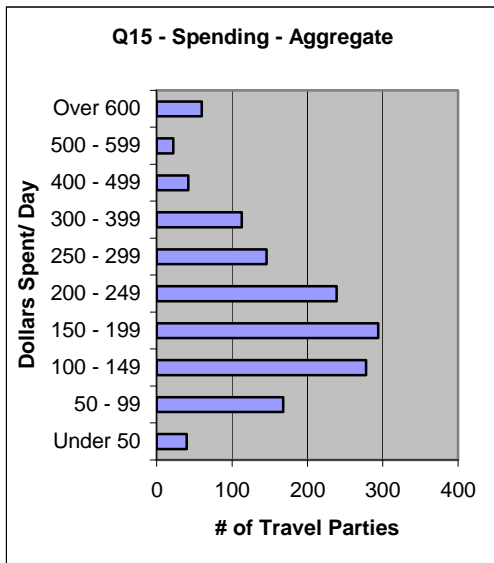


Question 15 – Aggregate

Q15 - Spending	n=1402	%	Avg
Under 50	40	3%	213.32
50 - 99	168	12%	
100 - 149	278	20%	
150 - 199	294	21%	
200 - 249	239	17%	
250 - 299	146	10%	
300 - 399	113	8%	
400 - 499	42	3%	
500 - 599	22	2%	
Over 600	60	4%	

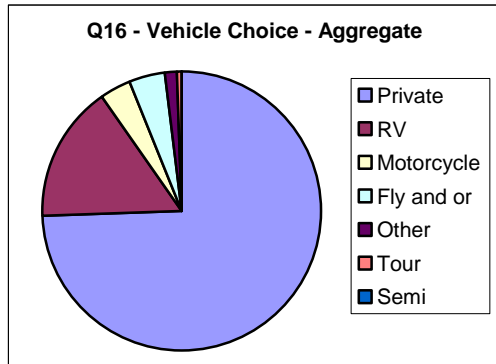
Question 15 – In-Target

Q15 - Spending	n=595	%	Avg
Under 50	20	3%	207.70
50 - 99	87	15%	
100 - 149	122	21%	
150 - 199	119	20%	
200 - 249	90	15%	
250 - 299	61	10%	
300 - 399	40	7%	
400 - 499	21	4%	
500 - 599	10	2%	
Over 600	25	4%	



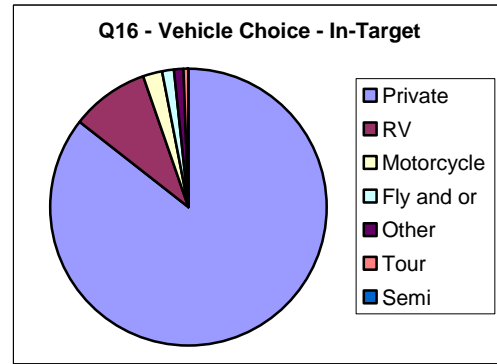
Question 16 – Aggregate

Q16 - Vehicle	n=1458	%
Private	1109	76%
RV	235	16%
Motorcycle	54	4%
Fly and or	63	4%
Other	19	1%
Tour	9	1%
Semi	0	0%



Question 16 – In-Target

Q16 - Vehicle	n=634	%
Private	542	85%
RV	58	9%
Motorcycle	14	2%
Fly and or	9	1%
Other	7	1%
Tour	4	1%
Semi	0	0%

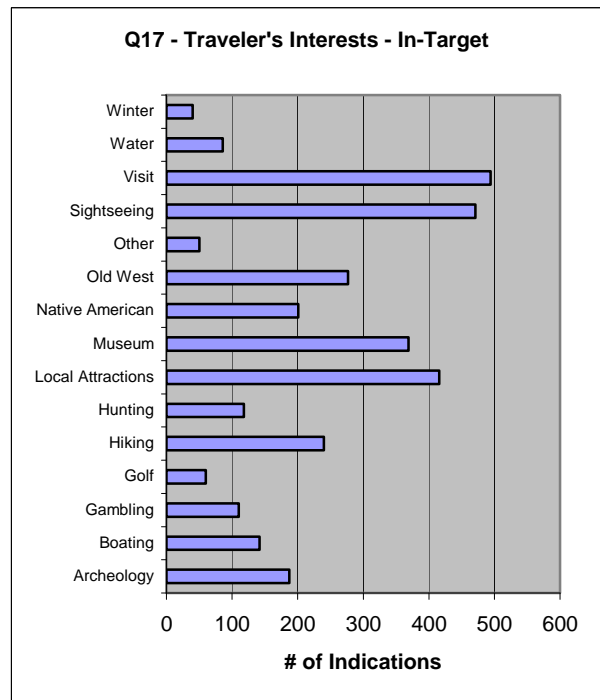
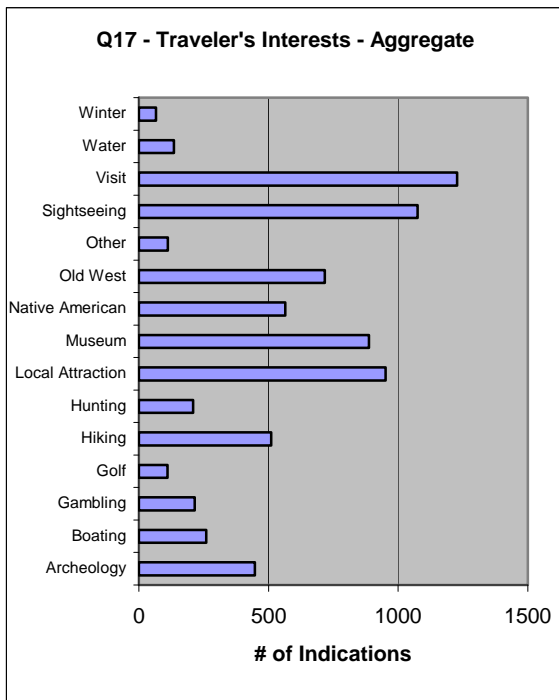


Question 17 – Aggregate

Q17 - Interests	n=7491	%
Archeology	448	6%
Boating	260	3%
Gambling	216	3%
Golf	111	1%
Hiking	510	7%
Hunting	209	3%
Local Attraction	951	13%
Museum	888	12%
Native American	564	8%
Old West	717	10%
Other	112	1%
Sightseeing	1075	14%
Visit	1227	16%
Water	136	2%
Winter	67	1%

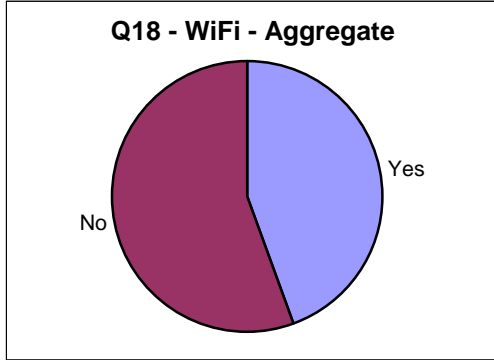
Question 17 – In-Target

Q17 - Interests	n=3261	%
Archeology	187	6%
Boating	142	4%
Gambling	110	3%
Golf	60	2%
Hiking	240	7%
Hunting	118	4%
Local Attractions	416	13%
Museum	369	11%
Native American	201	6%
Old West	277	8%
Other	50	2%
Sightseeing	471	14%
Visit	494	15%
Water	86	3%
Winter	40	1%



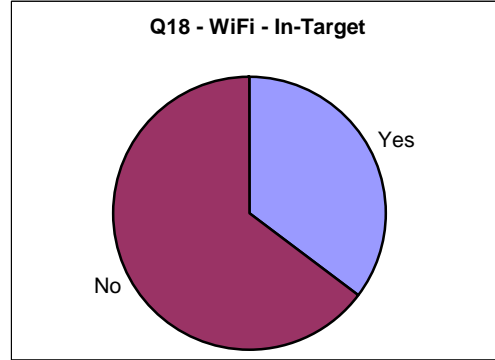
Question 18 – Aggregate

Q18 - WiFi	n=1445	%
Yes	643	44%
No	802	56%



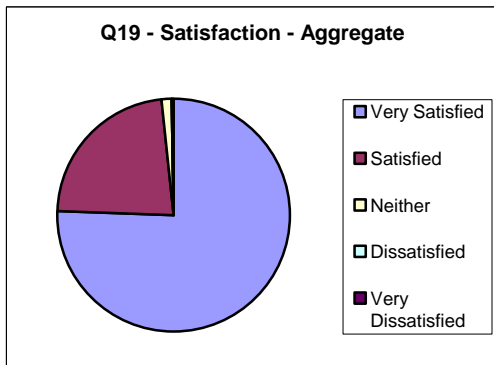
Question 18 – In-Target

Q18 - WiFi	n=609	%
Yes	215	35%
No	394	65%



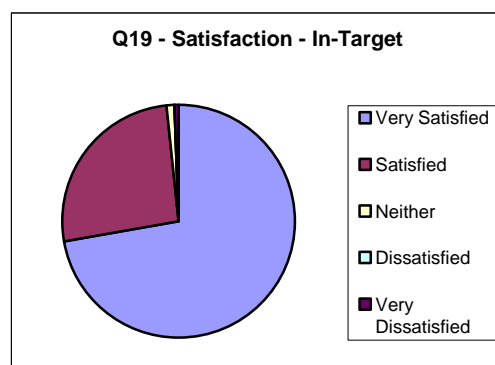
Question 19 – Aggregate

Q19 - Satisfaction	n=1455	%	Avg
Very Satisfied	1098	75.46%	1.7
Satisfied	334	22.96%	
Neither	17	1.17%	
Dissatisfied	2	0.14%	
Very Dissatisfied	4	0.27%	



Question 19 – In-Target

Q19 - Satisfaction	n=619	%	Avg
Very Satisfied	447	72.21%	1.70
Satisfied	161	26.01%	
Neither	8	1.29%	
Dissatisfied	0	0.00%	
Very Dissatisfied	3	0.48%	



Question 21, 22, & 23 – Aggregate

Responses to Q20-Q22	
Q20	1455
Q21	1029
Q22	687
Total Responses	3171

Location-Based	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Grand Total
				Pos	Neg	Pos	Neg			
Mt. Rushmore	451	7	120	1	19	14	6	593	25	618
Badlands	183	5	112	0	7	10	1	310	8	318
Black Hills	130	5	115	0	7	18	4	268	11	279
Crazy Horse	107	3	46	0	6	5	2	161	8	169
Custer	43	5	54	0	10	7	4	109	14	123
Wall	31	1	45	1	7	2	1	80	8	88
Corn Palace	33	1	23	0	4	3	1	92	6	65
Rapid City	7	5	10	0	16	4	0	49	17	42
Sioux Falls	7	3	13	0	10	2	1	75	12	36
Sturgis	16	1	4	0	0	1	0	50	0	22
Rest Areas/ Stops	7	5	171	4	25	95	13	190	26	320

Adjective or Feeling-Based	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Total Responses
				Pos	Neg	Pos	Neg			
Friendly	2	2	258	3	1	54	3	319	4	323
Beautiful	2	3	231	7	3	39	1	282	4	286
Great	1	2	97	16	0	105	0	221	0	221
Nice	0	1	106	42	5	52	6	201	11	212
Like	0	4	37	2	8	35	2	78	10	88
Clean	0	0	96	8	3	27	1	131	4	135
Helpful	0	0	51	1	3	52	2	104	5	109
Wonderful	0	0	21	0	0	29	0	50	0	50
Interesting	1	1	31	1	1	3	1	37	2	39
Bad	0	0	0	0	9	0	0	0	9	9
Excellent	1	1	19	2	0	8	0	31	0	31
Return	0	6	5	14	3	18	0	43	3	46
Pleasant	0	1	11	2	0	7	0	21	0	21
Enjoyable	1	3	51	0	0	51	0	106	0	106
Amazing	0	1	7	2	0	1	0	11	0	11
Poor	0	0	0	0	12	2	0	2	12	14
Boring	0	0	0	0	4	2	0	2	4	6
Love	2	0	62	8	0	146	9	218	9	227
N/a	0	0	6	59	0	6	0	71	0	71
Nothing	0	0	1	166	1	4	1	171	2	173
Everything	0	0	92	29	1	7	0	128	1	129
Exclamatory	2	4	121	42	56	146	9	315	65	380

Misc.	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Grand Total
				Pos	Neg	Pos	Neg			
Scenery	2	3	390	9	2	11	0	415	2	417
Wildlife	5	0	36	1	0	1	0	43	0	43
Park	47	5	111	30	0	19	7	212	7	219
Hospitality	1	1	32	2	0	6	0	42	0	42
Attraction	3	3	64	13	0	7	5	90	5	95
Long Drive	0	0	0	0	18	0	0	0	18	18
Wind	0	4	3	0	48	1	1	8	49	57
Prices	0	4	6	0	78	0	11	10	89	99
Roads	1	4	73	2	73	7	14	87	87	174
Construction	0	0	4	0	42	0	6	4	48	52
Gas/ Fuel	1	1	4	0	64	0	8	6	72	78
Weather	0	0	101	2	23	1	1	104	24	128
Passing Through	3	90	34	20		9		156	0	156
Sightseeing	10	7	93	4	4	3	4	117	8	125
Recycling					4		4	0	8	8
			2967	493	577	1020	129	5813	697	6478
				46%	54%	89%	11%			
				Total	Total	Total	Total			

Question 21, 22, & 23 – In-Target

Responses to Q20-Q22	
Q20	553
Q21	393
Q22	273
Total Responses	1219

Location-Based	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Grand Total
				Pos	Neg	Pos	Neg			
Mt. Rushmore	121	1	52	0	4	6	1	58	5	185
Badlands	37	1	29	0	2	2	0	31	2	71
Black Hills	44	3	53	0	3	13	3	66	6	119
Crazy Horse	16	1	13	0	0	2	2	15	2	34
Custer	19	4	22	0	4	6	1	28	5	56
Wall	9	0	16	1	4	0	1	17	5	31
Corn Palace	8	0	6	0	0	1	2	7	2	17
Rapid City	1	1	2	0	7	4	0	6	7	15
Sioux Falls	2	0	7	0	6	2	0	9	6	17
Sturgis	2	1	0	0	0	1	0	1	0	4
Rest Areas/ Stops	0	1	56	4	6	48	4	108	10	119

Adjective or Feeling-Based	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Total Responses
				Pos	Neg	Pos	Neg			
Friendly			86	2	1	22	1	110	2	112
Beautiful			78	0	1	13	1	91	2	93
Great			47	9	0	43	0	99	0	99
Nice			43	2	2	23	3	68	5	73
Like			17	20	4	12	2	49	6	55
Clean			37	5	2	12	0	54	2	56
Helpful			12	1	0	11	0	24	0	24
Wonderful			8	3	0	6	0	17	0	17
Interesting			12	1	0	2	0	15	0	15
Bad			0	0	2	0	0	0	2	2
Excellent			10	1	0	1	0	12	0	12
Return			2	1	0	7	0	10	0	10
Pleasant			1	1	0	1	0	3	0	3
Enjoyable			19	7	0	19	0	45	0	45
Amazing			3	0	1	1	0	4	1	5
Poor			0	0	2	0	0	0	2	2
Boring			0	0	3	1	0	1	3	4
Love			30	4	0	25	0	59	0	59
N/a			1	22	0	5	0	28	0	28
Nothing			1	54	1	2	0	57	1	58
Everything			28	11	0	2	0	41	0	41
Exclamatory			47	20	28	54	9	121	37	158

Misc.	Q6 Spec	Q6 Other	Q20	Q21		Q22		Pos Total	Neg Total	Grand Total
				Pos	Neg	Pos	Neg			
Scenery			138	5	2	4	0	147	2	149
Wildlife			17	0	0	1	0	18	0	18
Park			37	1	0	8	5	46	5	51
Hospitality			8	0	0	2	0	10	0	10
Attraction			28	1	5	1	4	30	9	39
								0	0	
Long Drive			0	0	7	0	0	0	7	7
Wind			0	0	12	0	0	0	12	12
Prices			2	1	9	0	4	3	13	16
Roads			19	0	14	2	7	21	21	42
Construction			0	1	31	0	3	1	34	35
Gas/ Fuel			0	1	34	0	2	1	36	37
Weather			0	3	7	1	0	4	7	11
								0	0	
Passing Through		32	13	2	5	0	0	15	5	52
Sightseeing		1	36	5	1	0	0	41	1	43
Recycling		0	0	0	4	1	0	1	4	5
			1036	189	214	367	55	1592	269	2166
				47%	53%	87%	13%			
			Total	Total	Total	Total	Total			