

*South Dakota Department of Tourism*

**1999 Warm Season  
Conversion Study  
Final Report**

**January 2000**

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## **SURVEY METHODOLOGY**

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A total of 200 randomly selected individuals were telephoned and surveyed for the 1999 Warm Season Conversion Study during September and October of 1999. The study evaluates two promotion vehicles: magazine advertising and electronic inquiries.

### **Magazine Advertising**

People who contacted South Dakota Tourism via telephone or mail to request travel information.

A total of 109 calls were completed.

### **Electronic Inquiries**

People who contacted South Dakota electronically, either via e-mail or through Tourism's web site.

A total of 91 calls were completed.

The study attempted to compare both inquiry groups as well as determine travelers' satisfaction with various aspects of their South Dakota vacation.

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

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In the Executive Summary some comparisons are made with the 1996 Conversion Study. The 1996 study involved random telephone interviews with consumers from the Minneapolis/St. Paul, Minnesota, vicinity who had requested information from South Dakota Tourism. Two hundred consumers were interviewed from two inquiry categories: Giant Step newspaper insert and target market TV buy. The objective of the study was to compare newspaper insert inquiries to television inquiries, and determine how many of those who received South Dakota travel information actually visited the state.

## EXECUTIVE SUMMARY

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- More than half, **51.6 percent, of the survey respondents traveled to South Dakota this past year.** Of those who did not come to South Dakota, nearly 70 percent said they are planning to visit South Dakota within the next 12 months. Magazine inquirers converted to visitors at a slightly higher rate than did electronic inquirers (56.1 percent vs. 46.6 percent).
- When asked where respondents went on their last vacation, **12.9 percent stated they went to Minnesota** while another 11.4 percent indicated that they stayed home. Minnesota topped the list in the 1996 study, however this could also equate to “staying home” when compared with the 1999 study since all 1996 respondents were from Minnesota. In 1996, an additional 8.5 percent indicated they did not take a vacation and another 6.3 percent indicated they went to Florida.
- More than **63 percent of the travelers did their traveling during June, July and August, 1999.** This shows an increase from 52.8 percent in 1996 for the same three months.
- Travelers to South Dakota were **on vacation for an average of 9.8 days, spending 6.4 days in South Dakota.** Electronic inquirers tended to have longer South Dakota vacations than did magazine inquirers. The average stay is up from the 1996 study in which travelers said they stayed an average of 5.4 days in South Dakota.
- The average **travel party included 3.8 people** and most included children under age 18. Children accompanied half of the magazine respondents and over three-fourths of the electronic respondents. Travel party size is almost identical to that in 1996 when it was 4 people per party.
- **South Dakota was the destination of nearly 80 percent of those surveyed who came to the state.** More electronic inquirers, 10 percent more, chose South Dakota as their destination than did magazine inquirers. Practically the reverse is true for those respondents who indicated they were planning to visit South Dakota in the next 12 months. More magazine inquirers, 5.8 percent more, indicated plans to visit South Dakota. In 1996, South Dakota was the destination of nearly 80 percent of travelers as well.
- The average **spending per day per travel party was \$198.69.** The spending per day was up over 1996.
- **More than 90 percent of the respondents rated South Dakota as a pretty good or great vacation value.** This is nearly identical to the 1996 findings in which 87.7 percent rated South Dakota as a good or great vacation value. In 1999, electronic inquirers consistently rated aspects of their South Dakota vacation higher – 10 points or more – than magazine inquirers. Both groups rated South Dakota the same for the amount of things to see and do here.

- Of the respondents who traveled to South Dakota, more than half indicated **Mount Rushmore as their top choice for best feature about South Dakota**, followed by Crazy Horse, the Badlands and Custer State Park. Mount Rushmore and Custer State Park were also travelers' favorite features from the 1996 study.
- The average age of the travelers to South Dakota was **51.9 years old**. This is about the same as the average age of all respondents, which was 51 years old. The survey revealed that electronic inquirers tended to be younger than magazine inquirers. Fifty-seven percent of electronic inquirers were age 49 and younger, while 39 percent of magazine inquirers fit into that category. In 1996, most travelers, 66 percent, were 30 to 49 years old.
- The average annual household income for the respondents to the survey was **\$59,949.37**. (Annual household income was not measured in 1996.)

## 1999 WARM SEASON CONVERSION STUDY REPORT

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### Respondents' Home States

	Magazine Percent	Internet Percent	Combined Percent
Alabama	0.9	--	0.5
Arkansas	0.9	1.1	1.0
Arizona	0.9	--	0.5
California	4.6	2.2	3.5
<b>Colorado</b>	<b>2.8</b>	<b>2.2</b>	<b>2.5</b>
Florida	2.8	2.2	2.5
Georgia	--	2.2	1.0
<b>Iowa</b>	<b>10.1</b>	<b>5.5</b>	<b>8.0</b>
<b>Illinois</b>	<b>6.4</b>	<b>11.0</b>	<b>8.5</b>
<b>Indiana</b>	<b>2.8</b>	<b>2.2</b>	<b>2.5</b>
Kansas	5.5	1.1	3.5
Kentucky	1.8	--	1.0
Louisiana	0.9	--	0.5
Massachusetts	0.9	2.2	1.5
Maryland	--	5.5	2.5
Michigan	4.6	4.4	4.5
<b>Minnesota</b>	<b>5.5</b>	<b>11.0</b>	<b>8.0</b>
<b>Missouri</b>	<b>3.7</b>	<b>4.4</b>	<b>4.0</b>
North Carolina	--	1.1	0.5
<b>North Dakota</b>	<b>4.6</b>	<b>1.1</b>	<b>3.0</b>
<b>Nebraska</b>	<b>2.8</b>	<b>1.1</b>	<b>2.0</b>
New Jersey	--	2.2	1.0
New Mexico	--	2.2	1.0
New York	2.8	4.4	3.5
Nevada	1.8	--	1.0
Ohio	5.5	3.3	4.5
Oklahoma	1.8	--	1.0
Oregon	0.9	--	0.5
Pennsylvania	0.9	3.3	2.0
Rhode Island	0.9	--	0.5
Tennessee	0.9	1.1	1.0
Texas	2.8	5.5	4.0
Utah	--	2.2	1.0
Virginia	0.9	1.1	1.0
Washington	1.8	2.2	2.0
<b>Wisconsin</b>	<b>15.6</b>	<b>11.0</b>	<b>13.5</b>
West Virginia	--	1.1	0.5
Wyoming	0.9	--	0.5

**Note:** Tourism's 1999 target market states are boldfaced. Those respondents may have seen other South Dakota advertising on television or in newspapers, for example.

**Did you travel to South Dakota this year?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Yes	56.1	46.6	51.6
No	43.9	53.4	48.4

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Yes	71.1	65.9	68.4
No	13.2	14.6	13.9
Unsure	15.8	19.5	17.7

**If you did not travel to South Dakota in the last year,  
where did you go on your last vacation?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Minnesota</b>	10.0	15.0	<b>12.9</b>
<b>No vacation</b>	3.3	17.5	<b>11.4</b>
<b>Missouri</b>	10.0	7.5	<b>8.6</b>
<b>Canada</b>	10.0	5.0	<b>7.1</b>
<b>Florida</b>	3.3	10.0	<b>7.1</b>
Arizona	6.7	2.5	4.3
South Dakota	3.3	5.0	4.3
California	6.7	--	2.9
Colorado	3.3	2.5	2.9
Kentucky	3.3	2.5	2.9
Massachusetts	6.7	--	2.9
Michigan	3.3	2.5	2.9
Montana	3.3	2.5	2.9
Nevada	3.3	2.5	2.9
North Carolina	3.3	2.5	2.9
Tennessee	6.7	--	2.9
Alaska	--	2.5	1.4
Bahamas	--	2.5	1.4
Cruise	--	2.5	1.4
Illinois	--	2.5	1.4
Iowa	--	2.5	1.4
Kansas	--	2.5	1.4
Louisiana	3.3	--	1.4
Maryland	--	2.5	1.4
New Hampshire	3.3	--	1.4
Southern states	--	2.5	1.4
Wisconsin	--	2.5	1.4
Wyoming	3.3	--	1.4

**What month did you go there?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
January	--	5.9	3.1
February	--	2.9	1.5
March	3.2	5.9	4.6
April	3.2	5.9	4.6
May	9.7	8.8	9.2
<b>June</b>	<b>19.4</b>	<b>14.7</b>	<b>16.9</b>
<b>July</b>	<b>29.0</b>	<b>26.5</b>	<b>27.7</b>
<b>August</b>	<b>16.1</b>	<b>20.6</b>	<b>18.5</b>
September	6.5	2.9	4.6
October	9.7	2.9	6.2
November	--	2.9	1.5
December	--	--	--
Summer	3.2	--	1.5

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**How long did you spend there?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Less than 1 week	16.7	23.5	20.3
<b>1 week</b>	<b>70.0</b>	<b>44.1</b>	<b>56.3</b>
2 weeks	6.7	20.6	14.1
2+ weeks	6.7	11.8	9.4

**If you did travel to South Dakota, how long did you spend on that vacation, in total days?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
3 days or less	6.0	--	3.4
4 days	2.0	2.6	2.2
5 days	10.0	--	5.6
<b>6 days</b>	<b>10.0</b>	<b>10.3</b>	<b>10.1</b>
<b>7 days</b>	<b>20.0</b>	<b>23.1</b>	<b>21.3</b>
8 days	12.0	2.6	7.9
9 days	4.0	10.3	6.7
<b>10 days</b>	<b>16.0</b>	<b>20.5</b>	<b>18.0</b>
11 days	--	2.6	1.1
12 days	4.0	2.6	3.4
14 days	6.0	12.8	9.0
15 days	--	2.6	1.1
16 days	--	2.6	1.1
17 days	2.0	--	1.1
18 days	2.0	--	1.1
21+ days	6.0	7.7	6.7
<b>Average # of days:</b>	<b>9.1 days</b>	<b>10.6 days</b>	<b>9.8 days</b>

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>3 days or less</b>	<b>24.0</b>	2.6	<b>14.6</b>
<b>4 days</b>	10.0	<b>12.8</b>	11.2
<b>5 days</b>	<b>22.0</b>	10.3	<b>16.9</b>
6 days	12.0	10.3	11.2
<b>7 days</b>	<b>14.0</b>	<b>30.8</b>	<b>21.3</b>
<b>8 days</b>	8.0	<b>12.8</b>	10.1
9 days	4.0	--	2.2
<b>10 days</b>	4.0	<b>12.8</b>	7.9
14 days	--	2.6	1.1
20 days	2.0	2.6	2.2
21+ days	--	2.6	1.1
<b>Average # of days:</b>	<b>5.5 days</b>	<b>7.7 days</b>	<b>6.4 days</b>

**How many people were in your travel party?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>2</b>	<b>42.3</b>	<b>19.0</b>	<b>31.9</b>
3	11.5	19.0	14.9
<b>4</b>	<b>36.5</b>	<b>35.7</b>	<b>36.2</b>
5	3.8	14.3	8.5
6	3.8	4.8	4.3
9	1.9	0.0	1.1
9+	0.0	7.1	3.2
<b>Average # of people:</b>	<b>3.3 people</b>	<b>4.6 people</b>	<b>3.8 people</b>

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**Did any children travel with your party?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Yes</b>	<b>50.0</b>	<b>75.8</b>	<b>62.3</b>
No	50.0	24.2	37.7

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**Were you traveling as part of a group tour?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Yes	--	2.9	1.2
<b>No</b>	<b>100.0</b>	<b>97.1</b>	<b>98.8</b>

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**Was South Dakota the destination of your vacation?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Yes</b>	<b>74.5</b>	<b>86.1</b>	<b>79.3</b>
No	25.5	13.9	20.7

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Vacationing only</b>	<b>90.7</b>	<b>78.6</b>	<b>85.4</b>
Vacation/friends	9.3	14.3	11.5
Vacation/business	--	2.4	1.0
Other – historical	--	2.4	1.0
Other – passing through	--	2.4	1.0

**Have you or anyone in your household ever lived in South Dakota?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Yes	6.0	14.6	9.9
<b>No</b>	<b>94.0</b>	<b>85.4</b>	<b>90.1</b>

**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)**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Less than \$100	26.4	19.5	23.4
<b>\$100 - \$199</b>	<b>54.7</b>	<b>43.9</b>	<b>50.0</b>
\$200 - \$299	7.5	19.5	12.8
\$300 - \$399	5.7	4.9	5.3
\$500 - \$599	3.8	2.4	3.2
Over \$600	1.9	9.8	5.3

<b>Average amount spent:</b>	<b>\$175.49/day</b>	<b>\$228.67/day</b>	<b>\$198.69/day</b>
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**How would you rate the value of your vacation time here?**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Great value</b>	<b>62.7</b>	<b>47.6</b>	<b>55.9</b>
<b>Pretty good value</b>	<b>29.4</b>	<b>42.9</b>	<b>35.5</b>
Same as other places	7.8	9.5	8.6
Not a good value	--	--	--

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>37.7</b>	<b>54.8</b>	<b>45.3</b>
<b>B</b>	<b>50.9</b>	<b>35.7</b>	<b>44.2</b>
C	7.5	7.1	7.4
D	--	2.4	1.1
F	3.8	--	2.1

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
A	26.4	31.0	28.4
<b>B</b>	<b>58.5</b>	<b>54.8</b>	<b>56.8</b>
C	13.2	11.9	12.6
D	--	--	--
F	1.9	2.4	2.1

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>24.5</b>	<b>42.9</b>	<b>32.6</b>
<b>B</b>	<b>54.7</b>	<b>40.5</b>	<b>48.4</b>
C	17.0	11.9	14.7
D	1.9	2.4	2.1
F	--	--	--
No answer	1.9	2.4	2.1

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
A	26.4	35.7	30.5
<b>B</b>	<b>50.9</b>	<b>50.0</b>	<b>50.5</b>
C	18.9	11.9	15.8
D	--	--	--
F	--	--	--
No answer	3.8	2.4	3.2

**Friendliness of People -- Grade** (with "A" being the best)

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>64.2</b>	<b>85.7</b>	<b>73.7</b>
B	26.4	14.3	21.1
C	7.5	--	4.2
D	--	--	--
F	--	--	--
No answer	1.9	--	1.1

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**Amount of Things to See and Do -- Grade** (with "A" being the best)

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>69.8</b>	<b>71.4</b>	<b>70.5</b>
B	22.6	23.8	23.2
C	5.7	4.8	5.3
D	--	--	--
F	--	--	--
No answer	1.9	--	1.1

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**National Parks -- Grade** (with "A" being the best)

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>58.5</b>	<b>83.3</b>	<b>69.5</b>
B	34.0	16.7	26.3
C	5.7	--	3.2
D	--	--	--
F	--	--	--
No answer	1.9	--	1.1

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**Meeting Your Expectations -- Grade** (with "A" being the best)

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>50.9</b>	<b>78.6</b>	<b>63.2</b>
B	37.7	21.4	30.5
C	5.7	--	3.2
D	--	--	--
F	--	--	--
No answer	5.7	--	3.2

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**How Information Answered Questions -- Grade (with "A" being the best)**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>60.4</b>	<b>73.8</b>	<b>66.3</b>
B	30.2	23.8	27.4
C	5.7	2.4	4.2
D	1.9	--	1.1
F	--	--	--
No answer	1.9	--	1.1

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**How Fast Information Got to You -- Grade (with "A" being the best)**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>56.6</b>	<b>78.6</b>	<b>66.3</b>
B	35.8	16.7	27.4
C	3.8	2.4	3.2
D	--	--	--
F	--	--	--
No answer	3.8	2.4	3.2

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**Overall Grade (with "A" being the best)**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>A</b>	<b>34.0</b>	<b>66.7</b>	<b>48.4</b>
<b>B</b>	<b>50.9</b>	<b>28.6</b>	<b>41.1</b>
C	5.7	--	3.2
D	--	--	--
F	--	--	--
No answer	9.4	4.8	7.4

**What would you consider to be the top 3 things you saw or did while you were here?**  
 (answers include all survey groups)

**FIRST CHOICE**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Mount Rushmore</b>	<b>55.8</b>	<b>50.0</b>	<b>53.2</b>
Crazy Horse	7.7	9.5	8.5
Custer State Park	7.7	9.5	8.5
Badlands	7.7	2.4	5.3
Black Hills	3.8	2.4	3.2
Fishing	--	4.8	2.1
Bull riding competition	1.9	--	1.1
Caves	--	2.4	1.1
Corn Palace	1.9	--	1.1
Deadwood	1.9	--	1.1
Devil's Tower	--	2.4	1.1
Driving through park	--	2.4	1.1
Evans Plunge	1.9	--	1.1
Gold panning	--	2.4	1.1
Mammoth Site	--	2.4	1.1
Mickelson Trail	--	2.4	1.1
National Park	1.9	--	1.1
Sioux Falls	1.9	--	1.1
Spearfish Canyon	1.9	--	1.1
State Park	--	2.4	1.1
Tim McGraw concert	--	2.4	1.1
Wall Drug	1.9	--	1.1
Yellowstone	--	2.4	1.1
Zoo in Sioux Falls	1.9	--	1.1

**SECOND CHOICE**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Mount Rushmore</b>	<b>19.2</b>	<b>31.0</b>	<b>24.5</b>
<b>Crazy Horse</b>	<b>17.3</b>	<b>21.4</b>	<b>19.1</b>
<b>Badlands</b>	<b>23.1</b>	<b>--</b>	<b>12.8</b>
Custer State Park	7.7	16.7	11.7
Caves	3.8	4.8	4.3
Deadwood	3.8	4.8	4.3
Devil's Tower	3.8	--	2.1
Wall/Wall Drug	3.8	--	2.1
Animals/wildlife	1.9	2.4	2.1
Bear Country	--	2.4	1.1
Bedrock City	1.9	--	1.1
Black Hills	1.9	--	1.1
Buffalo	--	2.4	1.1
Buffalo steak	--	2.4	1.1
Campground	1.9	--	1.1
Evans Plunge	--	2.4	1.1
Fishing	--	2.4	1.1
Golfing	--	2.4	1.1
Hiking	--	2.4	1.1
Indian Art	1.9	--	1.1
Mitchell museum	1.9	--	1.1
Passion Play	1.9	--	1.1
Shopping	1.9	--	1.1
State parks	1.9	--	1.1
Storybook Island	1.9	--	1.1
Sylvan Lake	--	2.4	1.1

**THIRD CHOICE**

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Crazy Horse</b>	<b>21.2</b>	<b>9.5</b>	<b>16.0</b>
Badlands	9.6	14.3	12.8
Custer State Park	15.4	9.5	12.8
Mount Rushmore	13.5	4.8	9.6
Caves	3.8	4.8	4.3
Bear Country	1.9	4.8	3.2
Black Hills	3.8	2.4	3.2
Corn Palace	3.8	--	2.1
De Smet	--	4.8	2.1
Devil's Tower	--	4.8	2.1
Hiking	1.9	2.4	2.1
Sturgis	1.9	2.4	2.1
Wall/Wall Drug	1.9	2.4	2.1
Battlefield	--	2.4	1.1
Borlum	1.9	--	1.1
Cosmos	1.9	--	1.1
Deadwood	--	2.4	1.1
Fish hatchery	--	2.4	1.1
Fishing	--	2.4	1.1
Harley Museum	--	2.4	1.1
Horseback riding	--	2.4	1.1
Journey Museum	--	2.4	1.1
Keystone	--	2.4	1.1
Lewis & Clark	1.9	--	1.1
Mammoth Site	--	2.4	1.1
Mountain Music Show	--	2.4	1.1
Needles Highway	--	2.4	1.1
Passion Play	--	2.4	1.1
Plains	--	2.4	1.1
Reptile Gardens	1.9	--	1.1
Spearfish Canyon	--	2.4	1.1
Waterslide	1.9	--	1.1

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>Beauty/scenery</b>	<b>23.6</b>	<b>22.0</b>	<b>22.9</b>
<b>Mount Rushmore</b>	<b>23.6</b>	<b>9.8</b>	<b>17.7</b>
Fireworks	1.8	--	1.0
Helicopter ride	1.8	--	1.0
<b>Other*</b>	<b>12.7</b>	<b>24.4</b>	<b>17.7</b>
National/State Parks	3.6	14.6	8.3
No answer	10.9	4.9	8.3
Getting away/relaxing	3.6	9.8	6.3
Badlands	3.6	4.9	4.2
Open spaces	3.6	2.4	3.1
Time with family	3.6	2.4	3.1
Weather	5.5	--	3.1
Being there	1.8	2.4	2.1
Camping	3.6	--	2.1
Crazy Horse	1.8	2.4	2.1

\*examples of "other" best things: Black Hills, Deadwood, fishing, Mickelson Trail, wildlife.

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
<b>No answer</b>	<b>32.7</b>	<b>29.3</b>	<b>31.3</b>
<b>Nothing</b>	<b>21.8</b>	<b>9.8</b>	<b>16.7</b>
<b>Other*</b>	<b>16.4</b>	<b>12.2</b>	<b>14.6</b>
<b>Weather</b>	<b>9.1</b>	<b>17.1</b>	<b>12.5</b>
Hotel	3.6	7.3	5.2
Rally crowds/traffic	3.6	7.3	5.2
Drive	3.6	4.9	4.2
Food/restaurant	3.6	4.9	4.2
Crazy Horse	1.8	2.4	2.1
Motorcycles/cyclists	1.8	2.4	2.1
Mount Rushmore	1.8	2.4	2.1

\*examples of "other" worst things: Deadwood, directions to Corn Palace, fishing license prices, roadwork.

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

	<b>Magazine Percent</b>	<b>Electronic Percent</b>	<b>Combined Total Percent</b>
Branson, Missouri	26.5	22.5	24.7
<b>Colorado Rockies</b>	<b>71.4</b>	<b>57.5</b>	<b>65.2</b>
<b>Disney World, Florida</b>	<b>67.3</b>	<b>62.5</b>	<b>65.2</b>
<b>Mall of America</b>	<b>49.0</b>	<b>51.3</b>	<b>50.0</b>
<b>Northern Minnesota</b>	<b>49.0</b>	<b>52.5</b>	<b>50.6</b>
Ozarks	28.6	30.0	29.2
Texas	51.0	42.5	47.2
Wisconsin Dells	55.1	60.0	57.3
<b>Yellowstone</b>	<b>71.4</b>	<b>62.5</b>	<b>67.4</b>

## Level of Education

	Magazine Percent	Electronic Percent	Combined Total Percent
High School graduate	25.7	19.8	23.0
High School w/ college	23.9	31.9	27.5
<b>College graduate</b>	<b>33.0</b>	<b>37.4</b>	<b>35.0</b>
Graduate education	11.0	8.8	10.0
No answer	6.4	2.2	4.5

## Age of Respondents

	Magazine Percent	Electronic Percent	Combined Total Percent
18-24	1.8	3.3	2.5
25-34	3.7	9.9	6.5
<b>35-49</b>	<b>33.0</b>	<b>44.0</b>	<b>38.0</b>
50-64	29.4	25.3	27.5
65-74	25.7	14.3	20.5
75+	0.9	--	0.5
No answer	5.5	3.3	4.5

<b>Average age:</b>	<b>53.6 years</b>	<b>48 years</b>	<b>51 years</b>
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## Annual Household Income

	Magazine Percent	Electronic Percent	Combined Total Percent
Less than \$25,000	3.7	1.1	2.5
\$25,000 to \$39,000	11.0	6.6	9.0
<b>\$40,000 to \$54,000</b>	<b>31.2</b>	<b>30.8</b>	<b>31.0</b>
\$55,000 to \$69,000	11.9	16.5	14.0
\$70,000 to \$84,000	7.3	15.4	11.0
\$85,000 to \$99,000	5.5	5.5	5.5
More than \$100,000	6.4	5.5	6.0
No answer	22.9	18.7	21.0

<b>Average household income:</b>	<b>\$58,048/year</b>	<b>\$62,108/year</b>	<b>\$59,949/year</b>
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## What is your occupation?

	Magazine Percent	Electronic Percent	Combined Total Percent
<b>Retired</b>	<b>27.5</b>	<b>16.5</b>	<b>22.5</b>
<b>Other*</b>	<b>7.3</b>	<b>22.0</b>	<b>14.0</b>
<b>No answer</b>	<b>9.2</b>	<b>5.5</b>	<b>7.5</b>
<b>Homemaker</b>	<b>7.3</b>	<b>5.5</b>	<b>6.5</b>
<b>Education</b>	<b>7.3</b>	<b>4.4</b>	<b>6.0</b>
<b>Office/clerical</b>	<b>8.3</b>	<b>3.3</b>	<b>6.0</b>
<b>Nursing/health</b>	<b>8.3</b>	<b>2.2</b>	<b>5.5</b>
<b>Self-employed/business owner</b>	<b>3.7</b>	<b>6.6</b>	<b>5.0</b>
Factory worker	3.7	1.1	2.5
Government	1.8	3.3	2.5
Sales	0.9	4.4	2.5
Cashier/clerk	3.7	--	2.0
Farmer	--	4.4	2.0
Firefighter/policeman	1.8	2.2	2.0
Laborer	1.8	2.2	2.0
Plumber/electrician	0.9	3.3	2.0
Aviation/pilot	--	3.3	1.5
Banking	1.8	1.1	1.5
Day care	0.9	2.2	1.5
Barber/hairstylist	--	2.2	1.0
Engineering manager	--	2.2	1.0
Machinist	0.9	1.1	1.0
Postal worker	0.9	1.1	1.0
Repairman	1.8	--	1.0

\*examples of "other" occupations: artist, minister, probation officer, student, travel agent, truck driver.