

South Dakota Department of Tourism

**1999 Winter
Conversion Study
Final Report**

January 2000

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SURVEY METHODOLOGY

A total of 249 individuals were telephoned and surveyed for the 1999 Winter Conversion Study during August of 1999. The study evaluates four promotion vehicles: *SnowGoer* magazine, winter radio advertising, snowmobile postcard, and winter general.

***SnowGoer* magazine**

A total of 24 calls were completed.

Winter radio

A total of 12 calls were completed.

Snowmobile club postcard

A total of 11 calls were completed.

Winter general

A total of 202 calls were completed.

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. There, total percentages may not equal 100 percent.

Comparisons are made to the 1997 Winter Conversion Study. In that study, 211 individuals were surveyed via telephone in August 1997. They had contacted South Dakota Tourism to request winter vacation information. Promotion vehicles included winter radio, snowmobile club postcard, *SnowGoer* magazine, the Weather Channel and winter general.

EXECUTIVE SUMMARY

- An average of **23.0 percent of the survey respondents traveled to South Dakota this past winter**. Of those who did not come to South Dakota, nearly 30 percent are planning to visit South Dakota during the 1999-2000 winter season. Both of these figures indicate a decrease from 1997 when 35.6 percent traveled to South Dakota and 42 percent planned to visit the following winter.
- Of those respondents who indicated where they went on their last winter vacation, **29.9 percent stated that they stayed home during the past winter**. This figure has not changed much from 1997, when 27.9 percent indicated that they stayed home. In the next largest response for 1999, 13.4 percent, respondents indicated that they went to Michigan, while in 1997, 16.2 percent indicated they went to Minnesota.
- **Nearly 75 percent of the respondents did their traveling during January and February**. This is an increase from 40 percent in 1997. In 1999, **more than 80 percent of the respondents spent up to a week at their destination**, which indicates an increase from 60 percent in 1997.
- **Travelers to South Dakota were on vacation for an average of 5 days, spending 4.7 days in South Dakota**. 1997 travelers vacationed slightly longer, 5.3 days, and spent 4.9 days in South Dakota.
- **The average travel party to South Dakota included 4.3 people**. This indicates an increase from 3.6 people in 1997.
- **The majority of those who traveled to South Dakota, 93.2 percent, indicated that South Dakota was their vacation destination**. In 1997, 95.2 percent indicated that South Dakota was their vacation destination. **In 1999, the purpose of most travelers to South Dakota, 89.4 percent, was to vacation**. This is nearly a ten-point increase from 1997 when 80.5 percent indicated their purpose was solely to vacation.
- **Nearly 86 percent of the travelers to South Dakota, from all four advertising vehicles, were not traveling as part of a group tour**. This is somewhat less than 1997 information that indicated 91.2 percent were not traveling as part of a group tour.
- **Winter travelers to South Dakota spent an average of \$281.54 per day per travel party while in the state**, indicating close to a \$50 per day increase from 1997's spending of \$234.17 per day per travel party.

- **Nearly all travelers to South Dakota, 84.9 percent, rated the value of their winter vacation in South Dakota as either great or pretty good.** This is down somewhat from 1997 when the rating was 94 percent great or pretty good. Neither 1999 nor 1997 had respondents that reported the value as not as good as other places.
- **South Dakota visitors rated winter recreation (snowmobiling, skiing) as their top choice for best feature about South Dakota.** The next choices were the scenery and gaming/Deadwood. These responses match those reported in 1997 as South Dakota's best features.
- **The average age of winter travelers to South Dakota who were respondents to the study was 41.1 years old.** The average age of all respondents was slightly older, 42.1 years old. The average age of winter travelers to South Dakota from the 1997 study was 41.4 years old.
- **Average annual household income for 1999 was \$57,063 per year** (for all respondents), up significantly from \$43,000 in 1997.

1999 WINTER CONVERSION STUDY REPORT

Respondents' Home States

	SnowGoer Percent	Radio Percent	Postcard Percent	General Percent	Combined Total Percent
Arkansas	--	--	--	1.0	0.8
California	--	--	--	0.5	0.4
Colorado	--	--	--	1.5	1.2
Florida	--	--	--	1.0	0.8
Idaho	--	--	--	0.5	0.4
Illinois	4.2	--	36.4	5.4	6.4
Indiana	--	--	--	0.5	0.4
Iowa	25.0	25.0	--	10.4	12.0
Kansas	--	--	--	1.0	0.8
Massachusetts	--	--	--	0.5	0.4
Maryland	--	--	--	0.5	0.4
Maine	--	--	--	1.0	0.8
Michigan	--	--	--	3.5	2.8
Minnesota	12.5	50.0	27.3	40.1	37.3
Missouri	--	--	--	1.5	1.2
Montana	--	--	--	1.0	0.8
North Carolina	--	--	--	0.5	0.4
North Dakota	12.5	16.7	27.3	7.4	9.2
Nebraska	4.2	--	--	9.9	8.4
New Jersey	4.2	--	--	--	0.4
Ohio	4.2	--	--	1.0	1.2
Pennsylvania	--	--	--	0.5	0.4
South Carolina	4.2	--	--	--	0.4
South Dakota	8.3	--	--	1.0	1.6
Texas	--	--	--	1.0	0.8
Wisconsin	16.7	--	--	5.9	6.4
Wyoming	4.2	8.3	9.1	3.0	3.6

Did you travel to South Dakota this winter?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Yes	22.7	0.0	9.1	25.3	23.0	35.6
No	77.3	100.0	90.9	74.7	77.0	64.4

If no, do you plan to travel to South Dakota next winter?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Yes	--	27.3	60.0	30.2	28.8	42.0
No	--	18.2	--	7.9	7.3	15.3
Unsure	--	45.5	40.0	21.6	22.0	42.7
No answer	100.0	9.1	--	40.3	41.8	--

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

	Combined Total	
	1999 Percent	1997 Percent
Nowhere/stayed home	29.9	27.9
Michigan	13.4	3.7
Other*	12.4	--
Minnesota	10.3	16.2
Colorado	8.2	2.2
Wyoming	6.2	4.4
Canada	6.2	2.9
Wisconsin	5.2	7.4
Florida	4.1	5.9
South Dakota	2.1	3.7
Mexico	2.1	--

*Examples of "other" destinations: Hawaii, Illinois, Montana, Philippines, Texas.

What month did you go there?

	Combined Total	
	1999 Percent	1997 Percent
January	31.8	20.6
February	42.4	20.6
March	13.6	6.6
October	1.5	--
November	4.5	5.1
December	6.1	5.1

How long did you spend there?

	Combined Total	
	1999 Percent	1997 Percent
1 week	48.4	33.1
Less than 1 week	32.8	27.2
2 weeks	14.1	3.7
2+ weeks	4.7	1.5

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
3 days or less	--	--	100.0	21.2	20.5
4 days	20.0	--	--	36.4	33.3
5 days	--	--	--	12.1	10.3
6 days	40.0	--	--	3.0	7.7
7 days	20.0	--	--	21.2	20.5
9 days	--	--	--	6.1	5.1
14 days	20.0	--	--	--	2.6

Average number of days on vacation, 1999 study: 5 days

Average number of days on vacation, 1997 study: 5.3 days

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
3 days or less	33.3	--	100.0	29.6	32.3
4 days	--	--	--	33.3	29.0
5 days	--	--	--	14.8	12.9
6 days	--	--	--	7.4	6.5
7 days	33.3	--	--	11.1	12.9
9 days	--	--	--	3.7	3.2
20 days	33.3	--	--	--	3.2

Average number of days on vacation, 1999 study: 4.7 days

Average number of days on vacation, 1997 study: 4.9 days

How many people were in your travel party?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
2	80.0	--	100.0	17.1	25.5
3	--	--	--	14.6	12.8
4	--	--	--	24.4	21.3
5	--	--	--	4.9	4.3
6	20.0	--	--	19.5	19.1
7	--	--	--	4.9	4.3
10 or more	--	--	--	14.6	12.8

Average number of people per travel party, 1999 study: 4.3 people

Average number of people per travel party, 1997 study: 3.6 people

Did any children travel with your party?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	1997 Percent
Yes	--	--	--	48.8	42.6	41.1
No	100.0	--	100.0	51.2	57.4	58.9

Were you traveling as part of a group tour?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Yes	--	--	--	16.3	14.3	8.8
No	100.0	--	100.0	83.7	85.7	91.2

Was South Dakota the destination of your vacation?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Yes	100.0	--	--	94.7	93.2	95.2
No	--	--	100.0	5.3	6.8	4.8

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Vacation only	100.0	--	100.0	87.8	89.4	80.5
Vacation/friends	--	--	--	7.3	6.4	13.7
Vacation/business	--	--	--	4.9	4.3	--
Other – snowmobile	--	--	--	--	--	3.7
Other – honeymoon	--	--	--	--	--	1.8
Other – hunting	--	--	--	--	--	0.6

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	1997 Percent
Yes	40.0	--	--	12.2	14.9	18.0
No	60.0	--	100.0	87.8	85.1	82.0

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.)

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
Less than \$100	--	--	100.0	9.8	10.6
\$100 - \$199	80.0	--	--	34.1	38.3
\$200 - \$299	--	--	--	26.8	23.4
\$300 - \$399	20.0	--	--	4.9	6.4
\$400 - \$499	--	--	--	4.9	4.3
\$500 - \$599	--	--	--	2.4	2.1
Over \$600	--	--	--	17.1	14.9
No answer					

Average amount of money spent per day per travel party, 1999 Study: \$281.54

Average amount of money spent per day per travel party, 1997 Study: \$234.17

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
Great	60.0	--	--	40.4	41.5	48.5
Pretty good	40.0	--	100.0	42.5	43.4	45.5
Same as other places	--	--	--	4.3	3.8	5.4
Not as good as other places	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	0.6

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	100.0	--	--	55.3	58.5	60.8
B	--	--	100.0	23.4	22.6	31.4
C	--	--	--	8.5	7.5	3.0
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	4.8

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	60.0	--	--	42.6	43.4	59.4
B	40.0	--	100.0	38.3	39.6	27.4
C	--	--	--	4.3	3.8	8.5
D	--	--	--	2.1	1.9	--
F	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	4.8

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	20.0	--	--	42.6	39.6	45.4
B	60.0	--	100.0	27.7	32.1	42.2
C	20.0	--	--	12.8	13.2	7.9
D	--	--	--	2.1	1.9	1.8
F	--	--	--	--	--	--
No answer	--	--	--	14.9	13.2	2.7

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	60.0	--	--	25.5	28.3	57.3
B	40.0	--	100.0	48.9	49.1	37.0
C	--	--	--	10.6	9.4	1.2
D	--	--	--	--	--	1.8
F	--	--	--	--	--	--
No answer	--	--	--	14.9	13.2	2.7

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	80.0	--	--	61.7	62.3	86.4
B	20.0	--	100.0	23.4	24.5	13.0
C	--	--	--	2.1	1.9	--
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	0.6

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	40.0	--	--	53.2	50.9	77.2
B	40.0	--	100.0	23.4	26.4	18.6
C	20.0	--	--	6.4	7.5	3.6
D	--	--	--	2.1	1.9	--
F	--	--	--	--	--	--
No answer	--	--	--	14.9	13.2	0.6

Winter Recreation Facilities – Grade (with “A” being the best)

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	80.0	--	--	51.1	52.8	72.2
B	--	--	100.0	31.9	30.2	23.1
C	20.0	--	--	4.3	5.7	2.4
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	2.4

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	60.0	--	--	57.4	56.6	90.5
B	40.0	--	100.0	27.7	30.2	8.9
C	--	--	--	2.1	1.9	--
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	--	--	--	12.8	11.3	0.6

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	80.0	--	--	61.7	62.3	72.7
B	20.0	--	100.0	21.3	22.6	15.3
C	--	--	--	--	--	0.6
D	--	--	--	2.1	1.9	--
F	--	--	--	2.1	1.9	1.8
No answer	--	--	--	12.8	11.3	9.6

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	60.0	--	--	57.4	56.6	67.2
B	40.0	--	100.0	25.5	28.3	17.8
C	--	--	--	2.1	1.9	3.0
D	--	--	--	--	--	--
F	--	--	--	2.1	1.9	2.4
No answer	--	--	--	12.8	11.3	9.6

Overall Grade (with “A” being the best)

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	Combined Total 1997 Percent
A	80.0	--	--	46.8	49.1	79.3
B	20.0	--	100.0	34.0	34.0	16.2
C	--	--	--	2.1	1.9	1.8
D	--	--	--	--	--	--
F	--	--	--	--	--	--
No answer	--	--	--	17.0	15.1	2.7

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

	1999 Percent	1997 Percent
Snowmobiling	47.2	45.3
No answer	18.9	--
Mount Rushmore	9.4	4.0
Skiing	9.4	20.0
Bed & Breakfast	1.9	--
Camping	1.9	--
Crazy Horse	1.9	1.3
Mining museum	1.9	--
Mountains	1.9	--
Scenery	1.9	4.0
Shopping	1.9	1.3
Sightseeing	1.9	--

SECOND CHOICE

	1999 Percent	1997 Percent
No answer	26.4	--
Gaming/Deadwood	22.6	20.0
Scenery	10.6	12.0
Mount Rushmore	7.5	8.0
Snowmobiling	5.7	17.3
Crazy Horse	3.8	--
Dining	3.8	4.0
Ski resorts/Terry Peak	3.8	1.3
Accommodations	1.9	--
Badlands	1.9	--
Hiking	1.9	--
Hunting	1.9	--
Mammoth Site	1.9	--
Park	1.9	--
People	1.9	1.3
Shopping	1.9	--
Storybook Island	1.9	--

THIRD CHOICE

	1999 Percent	1997 Percent
No answer	50.9	--
Gaming/Deadwood	15.1	13.3
Mount Rushmore	3.8	1.3
Scenery/sights	3.8	9.3
Aerospace Museum	1.9	--
Badlands	1.9	1.3
Black Hills	1.9	--
Cody's Steakhouse	1.9	--
Custer State Park	1.9	1.3
History	1.9	--
Indian culture	1.9	--
Shopping	1.9	--
Skiing	1.9	--
Spearfish Canyon	1.9	1.3
Storm Mountain	1.9	--
Sturgis	1.9	--
Trolley	1.9	--
Wall	1.9	--

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

	1999 Percent	1997 Percent
Snowmobiling	34.0	24.0
No answer	18.9	1.3
Scenery	9.4	8.0
Getting away	5.7	5.3
Weather/snow	5.7	10.7
Gaming/Deadwood	3.8	4.0
Skiing	3.8	10.7
Bed & Breakfast	1.9	--
Being together	1.9	1.3
Black Hills	1.9	--
Crazy Horse	1.9	--
Everything	1.9	2.7
Good time	1.9	--
Hunting	1.9	--
Indian culture	1.9	--
Night life	1.9	--
Storm Mountain	1.9	--

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

	1999 Percent	1997 Percent
No answer	24.5	--
Lack of snow	17.0	--
Distance/drive	11.3	9.3
Nothing	11.3	33.3
Weather	11.3	25.3
Accommodations	3.8	1.3
Lost money in Deadwood	3.8	4.0
Coming back home	1.9	--
Lost trailer on way home	1.9	--
Not a lot to do in winter	1.9	--
Not enough time	1.9	1.3
Open later in season	1.9	--
Out-of-state hunting cost	1.9	--
Places closed X-mas day	1.9	--
Tacky billboards	1.9	--
Vehicle	1.9	--

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

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	1997 Percent
Jackson Hole, Wyoming	60.0	--	--	29.3	31.9	11.0
Bridger Bowl, Montana	20.0	--	--	17.1	17.0	3.2
Colorado Rockies	80.0	--	--	63.4	63.8	13.5
Lake Tahoe	40.0	--	--	22.0	23.4	4.8
Western Minnesota	40.0	--	--	63.4	59.6	19.0
Disney World, FL	40.0	--	--	34.1	34.0	9.8
Texas	80.0	--	100.0	39.0	44.7	7.6
Arizona	80.0	--	100.0	24.4	31.9	10.9
Mexico	60.0	--	--	26.8	29.8	6.9
California	80.0	--	--	43.9	46.8	13.4

Level of Education

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	1997 Percent
High School graduate	16.7	16.7	18.2	27.2	25.3	22.0
High School w/ college	41.7	50.0	18.2	31.7	32.9	45.1
College graduate	37.5	8.3	63.6	30.7	31.7	31.9
Graduate education	--	16.7	--	5.0	4.8	--
No answer	4.2	8.3	--	5.4	5.2	0.6

Age of respondents

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent	1997 Percent
18-24	12.5	--	--	6.4	6.4	--
25-34	29.2	33.3	9.1	19.3	20.5	28.0
35-49	50.0	41.7	36.4	45.5	45.4	52.0
50-64	4.2	16.7	36.4	18.8	18.1	16.0
65-74	--	--	18.2	3.5	3.6	5.0
75+	--	--	--	1.0	0.8	--
No answer	4.2	8.3	--	5.4	5.2	--

Average age of respondent/traveler, 1999 study: 42.1 years

Average age of respondent/traveler, 1997 study: 41.4 years

Annual Household Income

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
Less than \$25,000	--	--	--	4.0	3.2
\$25,000 to \$39,000	8.3	16.7	27.3	15.8	15.7
\$40,000 to \$54,000	45.8	16.7	18.2	23.3	24.9
\$55,000 to \$69,000	16.7	8.3	27.3	20.8	20.1
\$70,000 to \$84,000	12.5	25.0	--	9.9	10.4
\$85,000 to \$99,000	4.2	--	9.1	3.5	3.6
More than \$100,000	--	--	--	5.9	5.2
No answer	12.5	25.0	18.2	16.8	16.9

Average annual household income, 1999 study: \$57,062.80

Average annual household income, 1997 study: \$43,400.05

What is your occupation?

	SnowGoer 1999 Percent	Radio 1999 Percent	Postcard 1999 Percent	General 1999 Percent	Combined Total 1999 Percent
Other*	41.7	16.7	36.4	20.3	22.9
Healthcare	12.5	--	--	6.9	6.8
Farming/agriculture	4.2	--	9.1	6.9	6.4
No answer	4.2	8.3	--	6.9	6.4
Retired	--	--	18.2	6.4	6.0
Sales	4.2	8.3	--	5.4	5.2
Self-employed/business owner	4.2	--	18.2	5.0	5.2
Homemaker	--	25.0	9.1	4.0	4.8
Office/clerical	--	16.7	--	5.0	4.8
Manager	8.3	--	--	4.0	4.0
Student	--	--	--	4.0	3.2
Government	--	8.3	--	3.0	2.8
Mechanic/auto	--	--	--	3.0	2.4
Teacher	--	--	--	3.0	2.4
Construction	--	--	--	2.5	2.0
Engineer	--	--	9.1	2.0	2.0
Fireman/police officer	--	--	--	2.5	2.0
Machinist	16.7	8.3	--	--	2.0
Truck driver	--	--	--	2.5	2.0
Laborer	--	--	--	2.0	1.6
Factory worker	4.2	--	--	1.0	1.2
Heavy equipment operator	--	--	--	1.5	1.2
Travel agent	--	--	--	1.5	1.2
Welder	--	8.3	--	1.0	1.2

*Examples of "other" occupations: daycare, professional, technician, youth pastor.