



BROCHURE DISTRIBUTION RESEARCH
SUMMER 2014

Summary Report Key Findings
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Brochure Distribution Research for IAPBD
Summer 2014
A Summary of Key Findings
Professor Ian Cross, Director of the Center for Marketing Technology
Bentley University

Methodology

Bentley University, Center for Marketing Technology, created a survey in collaboration with the IAPBD to understand the effectiveness of tourism brochures during June and July 2014. 22 locations were selected in the USA, Canada, and Western Europe and 2,751 tourists responded to the survey, an increase of 1,114 interviews, leading to even more reliable results in 2014. Professional marketers interviewed participants in situ and their survey answers were collated and sent to the CMT for data entry and analysis.

Important Respondent Characteristics

The vast majority of visitors travelled as tourists and had stopped at a tourist location for personal enjoyment and interest. In fact, **75%** of tourists were visiting for leisure (down from **79%** 2 years ago) and an additional **14%** were combining a leisure activity with a business trip (this 'combo-travel' is up from **12%** 2 years ago). Only **17%** of people were travelling on their own. Women are increasing number of visitors (**53% compared to 50% 2 years ago**) of the visitors were women and nearly a quarter (**23%**) of visitors lived nearby and enjoyed experiencing attractions near their doorstep. The most frequent users of brochures are women age 25-54, typically women travelling with their friends or significant other. We are seeing that the age group of female brochure users is expanding from 35 to younger women aged in mid 20s. This is interesting because it suggests that the 'digital natives' also like tangible brochures for information.

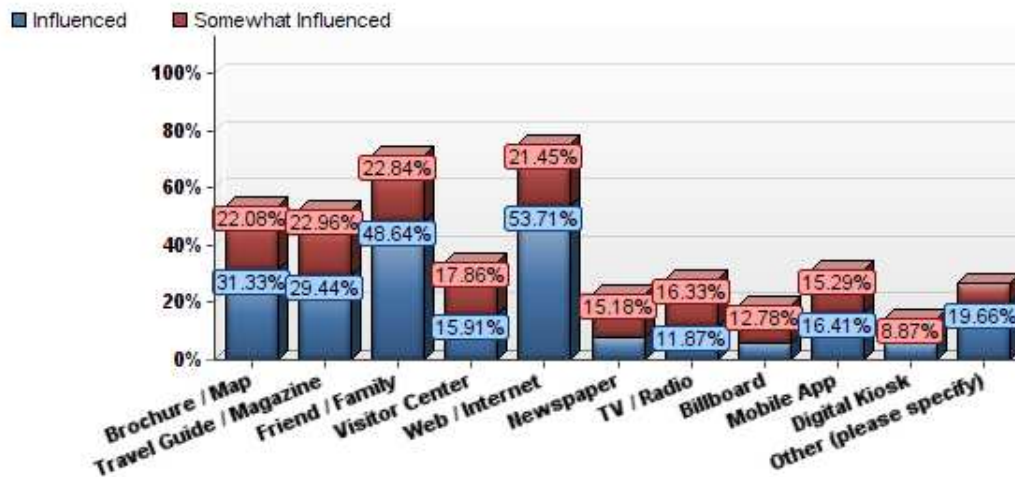
		Now that you arrived at your destination, how influential are the following information sources in planning your current travel decisions? Please rate EACH information source.-Brochure / Map			
		Influenced	Somewhat Influenced	Did Not Influence	Total
Are you male or female?	Male	573	284	332	1189
	Female	772	323	243	1338
	Total	1345	607	575	2527
How old are you?	Under 25	154	77	116	347
	25-34	307	145	128	580
	35-44	294	151	126	571

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	45-54	289	132	111	532
	55-64	166	72	56	294
	65+	137	35	41	213
	Total	1347	612	578	2537

Influence of Brochures Before a Trip is Holding Steady

The Internet continues to provide the primary source of information for tourists planning a trip, but it is slightly decreasing in importance from 2 years ago (53% down from 57% if we just focus on major influence scores). Personal recommendations from family and friends (48%) are almost as influential. However, maps and brochures from display stands continue to be almost as influential before a tourist arrives at their destination (29% compared to 31% in 2012). Some locations, such as Berlin in Germany and Orlando, Florida reported more than half of the visitors had used a travel brochure before arriving in the cities, suggesting that major city destinations continue to benefit from brochures. Traditional media has continued to decline in importance for television (11%), newspapers (8%) and billboards (6%), when only considering major influence scores. Newspapers are in major decline.

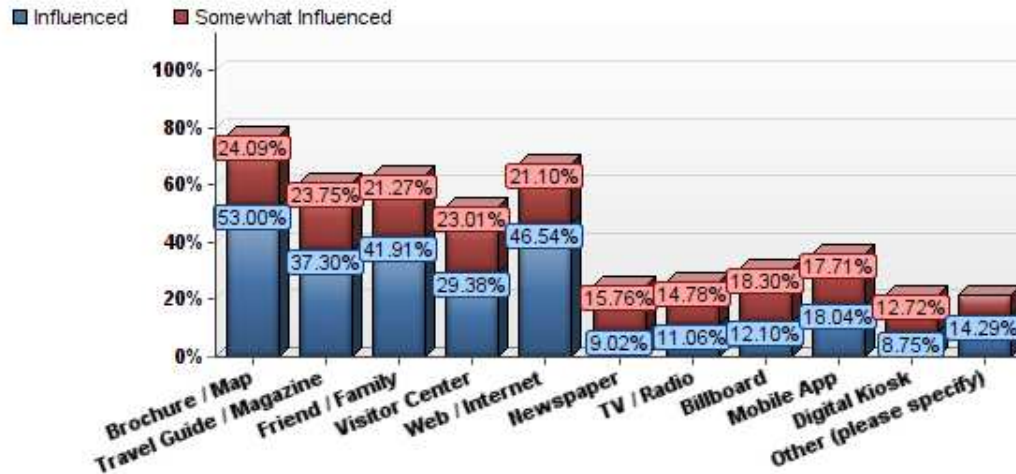


Brochures are the #1 Influencer During a Trip

The most important source of information for a visitor during their trip is a brochure from a display stand. The influence of brochures from a display stand (53%) trumps web sites (46.5%) when a tourist arrives at their destination. The web continues to grow in importance but brochure racks are clearly holding their own. If we add the tourists who are “somewhat influenced” the number jumps dramatically for brochures (77%) and still outpaces websites (68%). Although the total number of visitors picking up a brochure at their destination slightly declined (70% down to 64%), visitors who are unfamiliar with

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the location still rely on brochures (84%). Nearly 9 out of 10 visitors to Orlando, FL used a brochure and more than 8 out of 10 visiting Nice, France. Older travelers aged over 55 are declining in their use of brochures; perhaps this represents older travelers visiting on pre-planned trips without the desire and need for more spontaneous information. The web and mobile apps are gaining ground. Traditional media (television, newspaper and radio) lags far behind all other forms of marketing that influence visitors



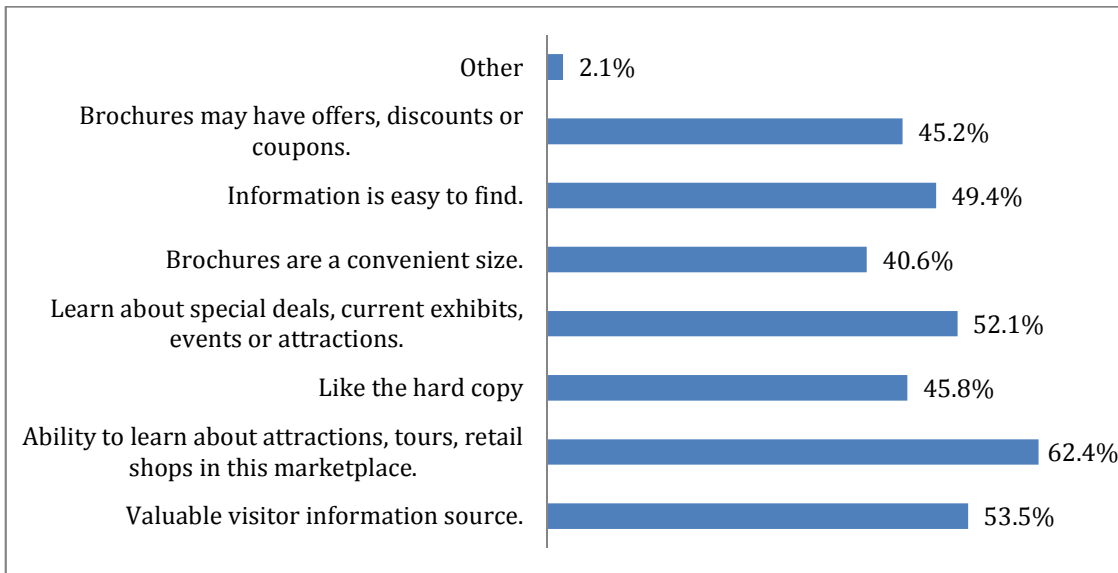
Brochures have a Very Positive Impact During a Trip

Brochures have a positive impact on the behavior of visitors and have a major influence on where to travel (53%) which is higher than the web/internet (46.5%), and this number of brochure users is only slightly down from 2 years ago (55%), when just considering the major influence scores. 6 out of 10 visitors (61%) learned about attractions, businesses and services from a brochure and a significant number of non-resident visitors (60%) plan to visit an attraction as a result of reading a brochure. It implies that a well-written and well-located brochure continues to improve the chance of tourist visits for local businesses and attractions as well as increase the awareness of local attractions. Not only are brochures effective in shaping the plans of leisure visitors, but they also play a significant role in altering the plans of visitors. More than 5 out of 10 visitors (52%, down from 58%) would consider altering their plans after learning of other attractions in the area. 83% of them report that the reason of altering the trip is to visit more attractions.

Brochures that are seen, displayed well and picked up provide uplift in results for tourism marketers. Surveyed visitors who picked up a brochure from a display rack during their trip are less likely to believe that brochures are a valuable local information source (down from 65% to 47%). Yet, more travelers like the fact that brochures are an easy way to find information (up from 42% to 46%).

Sharing Information

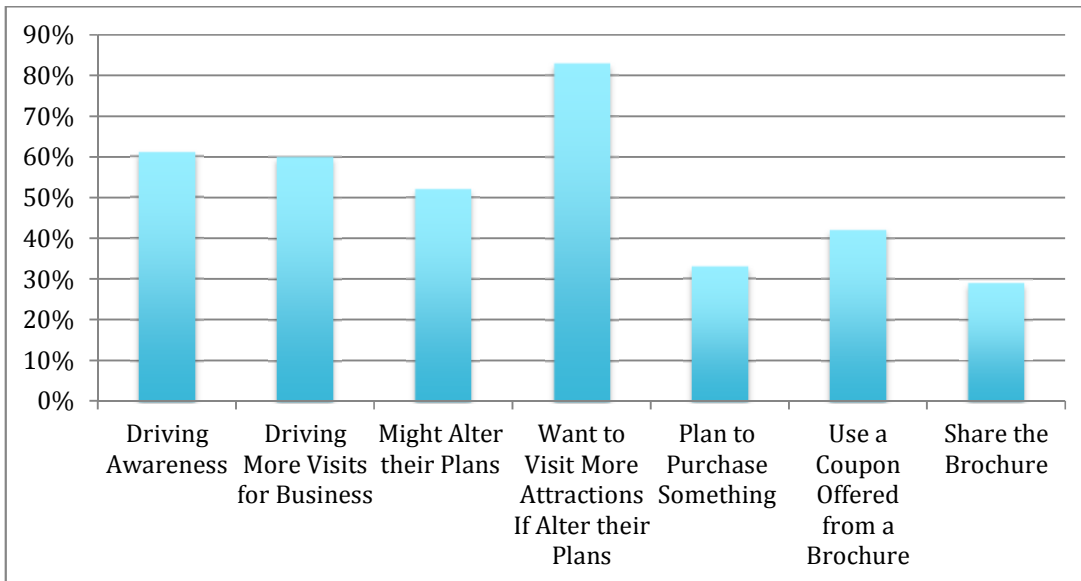
Typically, a visitor shares a brochure with one other person (29%) rising to 62% of all visitors that share brochures with at least 1-4 other people in their group. Interestingly, there is a very discernible difference in behavior between visitors who share a brochure or keep it just for their own use. Visitors who share information are nearly 50% more likely to value brochures with offers, coupons, and special deals, as well lean about attractions, tours and overall find more value in the brochure as an information source. It seems that the act of physically, sharing information leads to greater enjoyment and value in the shared information, which may have parallels in the joy of sharing information through word-of-mouth.



The Value of People who Shared Brochures

The distribution of marketing effects has remained constant since 2010. Brochures can increase awareness of a service or attraction and increase the likelihood a visitor to the area will visit a local attraction and business. Brochures are less effective at driving purchases (33%); discount coupons, while popular with less than half the visitors, do not have a major impact on tourism behavior (42%).

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Use of Brochures

The data collected leads one to believe that tourists enjoy reading brochures about local attractions, as well as products and services. More importantly, they expect to discover new attractions from easy to use brochure display racks. More than 5 out of 10 visitors (55%) agree that brochure information display stands give them the ability to learn about many attractions, tours, and retail stores in the market place. Visitors appreciate brochures are a valuable visitor information source (47%). Nearly half the visitors use brochures to find timely information about current exhibitions and events as well as special deals and time sensitive offers (47%). Nearly half of visitors also enjoy the benefit that brochures may have offers, discounts or coupons (42%).

The survey data shows that brochures can positively impact visitors' plans. A closer analysis of this data reveals that 23% of visitors who alter their trip plans do so to stay longer at a given destination. And 52% alter their plans because they were influenced to want to do and see more from what they read in a local brochure. Even more significant is the 83% of people who alter their plans do so specifically in order to spend time enjoying local attractions they have learned about from brochure racks.

Technology

2014 has seen the importance of web and app-based customer review sites. 56% of travelers claim that they are influenced by customers reviews, only a quarter of all responders disregard online ratings. Trip Advisor receives the most votes amongst visitors who rely on online reviews (73%) followed by Yelp.com (34%). Web sites, primarily accessed from Smart phones and to a lesser extent iPads and Tablets, are drastically increasing in importance (up from 62% to 82% and from 25% to 44%

respectively). Digital kiosks are catching on, yet with few visitors (up to 9% from 4%) accessing content from a kiosk. Larger phone displays, lighter laptops and Tablets and faster web connections and more digital hot spots guarantee that technology will continue to offer more choices to connect with tourist information. With the growth of smartphones and tablets, perhaps there is room for convergence with kiosks and personal devices that can 'tap' the kiosk to download all relevant data to one's own device. Mobility and convenience are the key factors in searching and using travel and sight-seeing information.

Conclusion

In 2014 it is easy to predict the continual influence of Internet and Mobile marketing tools to impact the tourism industry. While we see the impact of the Internet and electronic media hastening the decline of traditional mass media vehicles such as television, newspapers and radio, the use of printed tourist brochures is holding its own. However IAPBD members cannot afford to be complacent as the influence of printed material continues to slowly decline, even though more than half of travelers that visit locations with tourism display stands enjoy using the information to enhance their knowledge of the local area. And the data suggests there are still a lot of tourists happily using printed brochures. Out of town leisure travelers are using both digital and printed information as long as it is easy to read and easy to find information about local attractions located in hotels, tourist attractions and visitor centers. Print and digital tools are the dominating marketing vehicles for tourism, as well as the great importance of word of mouth recommendations.

Word of Mouth drives people to search out places and things to do; brochures remind them of 2 things – the printed brochure reinforces a friend's recommendation and secondly it provides other options to enhance someone's enjoyment of a new destination or stop along the journey. Sometimes it's the unexpected pleasures that are discovered by a chance encounter with information is a display rack that makes the journey special.

The Internet provides an unmatched capability to search any information, anytime as long as there is a good enough connection, but an easy to carry and easy to read printed brochure is always at hand in the car or purse. Printed brochures in a convenient display stand are as popular in small markets as big cities, In the US, Canada and Europe.

The data highlights a trend discovered in 2012 – the realization that it is women who enjoy the convenience of the printed brochure, the unexpected find. A display rack is like a curated Pinterest site and marketers should continue to focus on women who are young and into middle age that appreciate printed brochures as much as their smartphone, for themselves and their friends, not only their families.

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More than 1 in every 2 travelers values the information and placement of travel information provided by the IAPBD. The convergence of digital and print offers new opportunities for IAPBD members in the future. The information provided enhances the journey and adds value to the range of options at a destination. The tourism industry continues to be well served by the IAPBD.

TRAVEL INFORMATION SURVEY RESULTS

1. What is the primary purpose of your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	2076	74.5	75.1	75.1
	Business	307	11.0	11.1	86.2
	Business & Leisure	383	13.8	13.8	100.0
	Total	2766	99.3	100.0	
Missing	System	19	.7		
Total		2785	100.0		

2. Do you reside in this city or nearby area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I am a resident	636	22.8	23.0	23.0
	No, I am a visitor to this area	2128	76.4	77.0	100.0
	Total	2764	99.2	100.0	
Missing	System	21	.8		
Total		2785	100.0		

3. How many days will you be away from home on this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 day	452	16.2	16.4	16.4
	1-2 days	482	17.3	17.5	33.9
	3-4 days	641	23.0	23.3	57.2
	More than 4 days	1177	42.3	42.8	100.0
	Total	2752	98.8	100.0	
Missing	System	33	1.2		
Total		2785	100.0		

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4. **BEFORE** you arrived at your current destination, did you pick up a brochure from a brochure display about this destination or activities you were planning to do on this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	944	33.9	34.4	34.4
	No	1800	64.6	65.6	100.0
	Total	2744	98.5	100.0	
Missing	System	41	1.5		
Total		2785	100.0		

5. **BEFORE** you arrived at your current destination, how influential were the following sources in planning your trip? Please rate EACH information source.

Brochure / Map

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	809	29.0	31.3	31.3
	Somewhat Influenced	570	20.5	22.1	53.4
	Did Not Influence	1203	43.2	46.6	100.0
	Total	2582	92.7	100.0	
Missing	System	203	7.3		
Total		2785	100.0		

Travel Guide / Magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	749	26.9	29.4	29.4
	Somewhat Influenced	584	21.0	23.0	52.4
	Did Not Influence	1211	43.5	47.6	100.0
	Total	2544	91.3	100.0	
Missing	System	241	8.7		
Total		2785	100.0		

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Friend / Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	1265	45.4	48.6	48.6
	Somewhat Influenced	594	21.3	22.8	71.5
	Did Not Influence	742	26.6	28.5	100.0
	Total	2601	93.4	100.0	
Missing	System	184	6.6		
Total		2785	100.0		

Visitor Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	399	14.3	15.9	15.9
	Somewhat Influenced	448	16.1	17.9	33.8
	Did Not Influence	1661	59.6	66.2	100.0
	Total	2508	90.1	100.0	
Missing	System	277	9.9		
Total		2785	100.0		

Web / Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	1410	50.6	53.7	53.7
	Somewhat Influenced	563	20.2	21.4	75.2
	Did Not Influence	652	23.4	24.8	100.0
	Total	2625	94.3	100.0	
Missing	System	160	5.7		
Total		2785	100.0		

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Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	194	7.0	7.8	7.8
	Somewhat Influenced	379	13.6	15.2	22.9
	Did Not Influence	1924	69.1	77.1	100.0
	Total	2497	89.7	100.0	
Missing	System	288	10.3		
Total		2785	100.0		

TV / Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	298	10.7	11.9	11.9
	Somewhat Influenced	410	14.7	16.3	28.2
	Did Not Influence	1803	64.7	71.8	100.0
	Total	2511	90.2	100.0	
Missing	System	274	9.8		
Total		2785	100.0		

Billboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	153	5.5	6.1	6.1
	Somewhat Influenced	318	11.4	12.8	18.9
	Did Not Influence	2018	72.5	81.1	100.0
	Total	2489	89.4	100.0	
Missing	System	296	10.6		
Total		2785	100.0		

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Mobile App

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	410	14.7	16.4	16.4
	Somewhat Influenced	382	13.7	15.3	31.7
	Did Not Influence	1707	61.3	68.3	100.0
	Total	2499	89.7	100.0	
Missing	System	286	10.3		
Total		2785	100.0		

Digital Kiosk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	140	5.0	5.7	5.7
	Somewhat Influenced	219	7.9	8.9	14.5
	Did Not Influence	2109	75.7	85.5	100.0
	Total	2468	88.6	100.0	
Missing	System	317	11.4		
Total		2785	100.0		

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	116	4.2	19.7	19.7
	Somewhat Influenced	44	1.6	7.5	27.2
	Did Not Influence	429	15.4	72.8	100.0
	Total	589	21.1	100.0	
Missing	System	2196	78.9		
Total		2785	100.0		

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6. Now that you arrived at your destination, at any time during this trip have you picked up a brochure from a brochure display rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1718	61.7	63.9	63.9
	No	971	34.9	36.1	100.0
	Total	2689	96.6	100.0	
Missing	System	96	3.4		
Total		2785	100.0		

7. Now that you arrived at your destination, how influential are the following information sources in planning your current travel decisions? Please rate EACH information source.

Brochure / Map

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	1362	48.9	53.0	53.0
	Somewhat Influenced	619	22.2	24.1	77.1
	Did Not Influence	589	21.1	22.9	100.0
	Total	2570	92.3	100.0	
Missing	System	215	7.7		
Total		2785	100.0		

Travel Guide / Magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	928	33.3	37.3	37.3
	Somewhat Influenced	591	21.2	23.8	61.1
	Did Not Influence	969	34.8	38.9	100.0
	Total	2488	89.3	100.0	
Missing	System	297	10.7		
Total		2785	100.0		

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Friend / Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	1052	37.8	41.9	41.9
	Somewhat Influenced	534	19.2	21.3	63.2
	Did Not Influence	924	33.2	36.8	100.0
	Total	2510	90.1	100.0	
Missing	System	275	9.9		
Total		2785	100.0		

Visitor Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	719	25.8	29.4	29.4
	Somewhat Influenced	563	20.2	23.0	52.4
	Did Not Influence	1165	41.8	47.6	100.0
	Total	2447	87.9	100.0	
Missing	System	338	12.1		
Total		2785	100.0		

Web / Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	1182	42.4	46.5	46.5
	Somewhat Influenced	536	19.2	21.1	67.6
	Did Not Influence	822	29.5	32.4	100.0
	Total	2540	91.2	100.0	
Missing	System	245	8.8		
Total		2785	100.0		

Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	218	7.8	9.0	9.0
	Somewhat Influenced	381	13.7	15.8	24.8

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	Did Not Influence	1818	65.3	75.2	100.0
	Total	2417	86.8	100.0	
Missing	System	368	13.2		
Total		2785	100.0		

TV / Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	267	9.6	11.1	11.1
	Somewhat Influenced	357	12.8	14.8	25.8
	Did Not Influence	1791	64.3	74.2	100.0
	Total	2415	86.7	100.0	
Missing	System	370	13.3		
Total		2785	100.0		

Billboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	293	10.5	12.1	12.1
	Somewhat Influenced	443	15.9	18.3	30.4
	Did Not Influence	1685	60.5	69.6	100.0
	Total	2421	86.9	100.0	
Missing	System	364	13.1		
Total		2785	100.0		

Mobile App

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	439	15.8	18.0	18.0
	Somewhat Influenced	431	15.5	17.7	35.7
	Did Not Influence	1564	56.2	64.3	100.0
	Total	2434	87.4	100.0	
Missing	System	351	12.6		
Total		2785	100.0		

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Digital Kiosk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	209	7.5	8.7	8.7
	Somewhat Influenced	304	10.9	12.7	21.5
	Did Not Influence	1876	67.4	78.5	100.0
	Total	2389	85.8	100.0	
Missing	System	396	14.2		
Total		2785	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	72	2.6	14.3	14.3
	Somewhat Influenced	38	1.4	7.5	21.8
	Did Not Influence	394	14.1	78.2	100.0
	Total	504	18.1	100.0	
Missing	System	2281	81.9		
Total		2785	100.0		

8. Did you become aware of a service or attraction as a result of picking up a brochure from a brochure display rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1680	60.3	61.4	61.4
	No	1054	37.8	38.6	100.0
	Total	2734	98.2	100.0	
Missing	System	51	1.8		
Total		2785	100.0		

9. Do you plan to visit an attraction or business as a result of picking up a brochure from a brochure display rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
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	Yes	1635	58.7	59.7	59.7
Valid	No	1102	39.6	40.3	100.0
	Total	2737	98.3	100.0	
Missing	System	48	1.7		
Total		2785	100.0		

10. Might you alter your plans as a result of picking up a brochure for an attraction or business you learned?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	1425	51.2	52.3	52.3
Valid	No	1300	46.7	47.7	100.0
	Total	2725	97.8	100.0	
Missing	System	60	2.2		
Total		2785	100.0		

11. How might you alter your trip? (Based on 1,378 respondents)

#	Answer	Response	%
1	Stay longer	341	25%
2	Visit more attractions	1,143	83%
3	Change hotel	92	7%
4	Other	49	4%

12. Do you plan to use a coupon offered on a brochure during your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	1134	40.7	42.3	42.3
Valid	No	1550	55.7	57.7	100.0
	Total	2684	96.4	100.0	
Missing	System	101	3.6		
Total		2785	100.0		

13. Do you plan to purchase something as a result of picking up a brochure from a brochure display rack?

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	878	31.5	32.6	32.6
	No	1817	65.2	67.4	100.0
	Total	2695	96.8	100.0	
Missing	System	90	3.2		
Total		2785	100.0		

14. How many people did you share your brochure information with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None - I did not pick up brochures	604	21.7	22.3	22.3
	Myself	421	15.1	15.5	37.8
	Myself + 1	792	28.4	29.2	66.9
	Myself + 2	413	14.8	15.2	82.2
	Myself +3	268	9.6	9.9	92.0
	Myself + 4 or more individuals	216	7.8	8.0	100.0
	Total	2714	97.5	100.0	
Missing	System	71	2.5		
Total		2785	100.0		

15. What do you like about brochures from brochure display racks? Please check ALL that apply. (Based on 2,582 survey takers)

#	Answer	Response	%
1	It's a valuable visitor information source.	1,217	47%
2	The display gives me the ability to learn about attractions, tours, retail shops in this marketplace.	1,426	55%
3	I like the tangible hard copy information to aid in my decision making.	1,011	39%
4	I can learn about special deals, current exhibits, events or attractions.	1,208	47%
5	Brochures are a convenient size.	957	37%
6	Information is easy to find.	1,192	46%
7	Brochures may have offers, discounts or coupons.	1,079	42%
8	Other	127	5%

16. Which of the following devices do you use to find travel information DURING your trip? Please check ALL that apply. (Based on 2,533 survey takers)

#	Answer	Response	%
1	Smart Phone / Mobile Phone	1,928	82%
2	iPad / Tablet	1,045	44%
3	Laptop Computer	880	37%

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4	Digital Kiosk	201	9%
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17. Are you male or female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	1276	45.8	47.1	47.1
	Female	1436	51.6	52.9	100.0
	Total	2712	97.4	100.0	
Missing	System	73	2.6		
Total		2785	100.0		

18. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	369	13.2	13.6	13.6
	25-34	611	21.9	22.4	36.0
	35-44	612	22.0	22.5	58.5
	45-54	560	20.1	20.6	79.0
	55-64	327	11.7	12.0	91.0
	65+	244	8.8	9.0	100.0
	Total	2723	97.8	100.0	
Missing	System	62	2.2		
Total		2785	100.0		

19. Who are you traveling with? Please check ALL that apply. (Based on 2,689 respondents)

#	Answer	Response	%
1	Alone	464	17%
2	With spouse / life partner	1,268	47%
3	With children	702	26%
4	With friend / colleague / relative	927	34%

20. Will you utilize customer reviews to influence your activity planning?

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1506	54.1	56.1	56.1
	No	1178	42.3	43.9	100.0
	Total	2684	96.4	100.0	
Missing	System	101	3.6		
Total		2785	100.0		

21. If yes, which review sites do you typically use? (Based on 1,437 respondents)

#	Answer	Response	%
1	Trip Advisor	1,045	73%
2	Yelp	493	34%
3	FourSquare	140	10%
4	Other	185	13%

22. How important are online ratings to your activity or travel purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	725	26.0	28.0	28.0
	Important	987	35.4	38.2	66.2
	Not that Important	571	20.5	22.1	88.2
	Not applicable	304	10.9	11.8	100.0
Total		2587	92.9	100.0	
Missing	System	198	7.1		
Total		2785	100.0		

Survey completed in following city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asheville	2	.1	.1	.1
	Berlin	160	5.7	8.1	8.2
	Charlotte	70	2.5	3.6	11.8
	Chicago	212	7.6	10.8	22.6
	Colorado Springs	197	7.1	10.0	32.6
	Dublin/Limerick	214	7.7	10.9	43.5
	Kansas City	96	3.4	4.9	48.4
	Mexico City	150	5.4	7.6	56.1

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	Milan	1	.0	.1	56.1
	New York	118	4.2	6.0	62.1
	Niagara Falls	11	.4	.6	62.7
	Orlando	104	3.7	5.3	68.0
	Paris	228	8.2	11.6	79.6
	Portsmouth	1	.0	.1	79.6
	San Diego	204	7.3	10.4	90.0
	San Francisco	196	7.0	10.0	100.0
	Total	1964	70.5	100.0	
Missing	System	821	29.5		
Total		2785	100.0		

Survey completed in following city

		Frequency	Percent	Valid Percent	Cumulative Percent
	Toronto	158	5.7	20.6	20.6
	Vancouver	187	6.7	24.4	45.0
	Cocoa	102	3.7	13.3	58.3
Valid	Blowing Rock	100	3.6	13.0	71.3
	Blankenberge	62	2.2	8.1	79.4
	Nice	158	5.7	20.6	100.0
	Total	767	27.5	100.0	
Missing	System	2018	72.5		
Total		2785	100.0		

