Sanibel & Captiva Islands, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers, Lehigh Acres

2013 Annual Visitor Profile and Occupancy Analysis (January-December)

March 2014

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

Prepared by:

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Executive Summary
2013

Throughout this report, statistically significant differences between responses for 2012 and 2013 at the 95% confidence level are noted with an A,B lettering system.

For example:

2012 A	2013 B
60%	70%A

In the table above 70% in Column B is statistically greater than 60% in Column A.

Executive Summary

<u>Introduction</u>

The following pages summarize the ongoing Visitor Profile and Occupancy research conducted in Lee County. This research includes surveys of:

- Visitors in Lee County;
- Lodging Property managers; and
- Residents of Lee County.

This report covers the period of January-December 2013 compared with January-December 2012. Where referenced the seasons are defined as follows:

- Winter (January-March)
- Spring (April-June)
- Summer (July-September)
- Fall (October-December)

Executive Summary

Visitation Estimates

- During calendar year 2013, Lee County hosted an estimated 4.8 million visitors. More than half of these visitors stayed in paid accommodations on their trip while the remainder stayed with friends or relatives.
- 2013 visitation among paid accommodations guests was up (11.8%) from 2012, but visitation among those staying with friends or relatives showed a year-over-year decrease (-8.2%). As a result, total visitation in 2013 was modestly higher than the prior year (+2.1%).

Estimated Visitation	2012	2013	% Change
Paid Accommodations	2,417,343	2,703,012	11.8%
Friends/Relatives	2,282,333	2,094,921	-8.2%
Total Visitation	**4,699,676**	**4,797,933**	**2.1%**

Visitor Expenditures

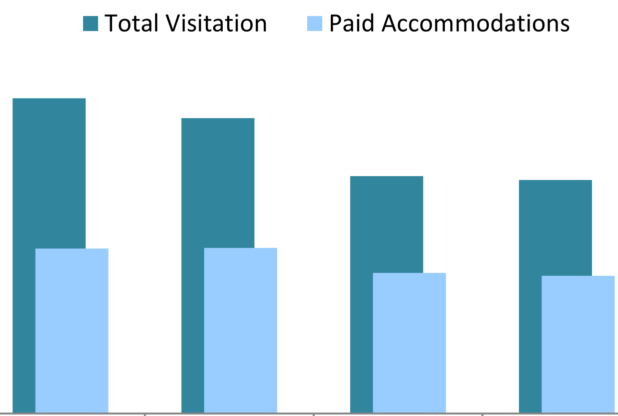
- Visitors spent an estimated $2.77 billion in Lee County during 2013, a 1.9% increase over 2012 estimated visitor spending ($2.72 billion) and notably higher than 2010 and 2011 as well ($2.47 billion and $2.71 billion).
- Visitors staying in paid accommodations contributed $1.82 billion (65% of the total), representing a 4.6% increase over 2012. Paid accommodation guest spending has increased 20.6% since 2009 ($1.51 billion).

Estimated Expenditures	2012	2013	% Change
Paid Accommodations	$1,738,294,203	$1,818,293,459	4.6%
Friends/Relatives	$978,727,101	$949,846,687	-3.0%
Total Expenditures	**$2,717,021,304**	**$2,768,140,146**	**1.9%**

Visitation and Expenditure Estimates by Season

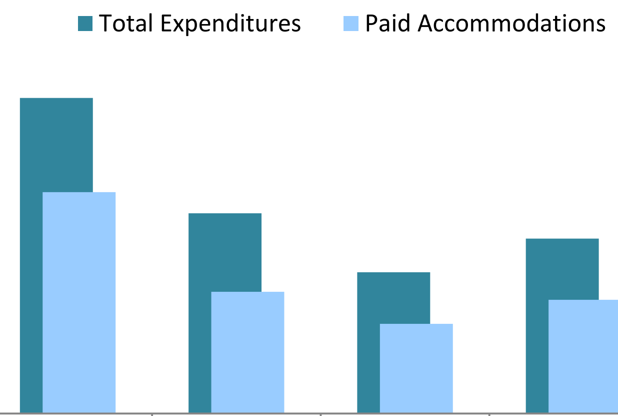
- As is typical, winter season drove the highest levels of visitation and visitor spending versus other seasons during 2013. Winter season contributed 29% of the visitors for the year but their spending amounted to 38% of the total. Therefore, the decline in visitation from winter to spring is not nearly as dramatic as the decline in spending.

Estimated Visitation



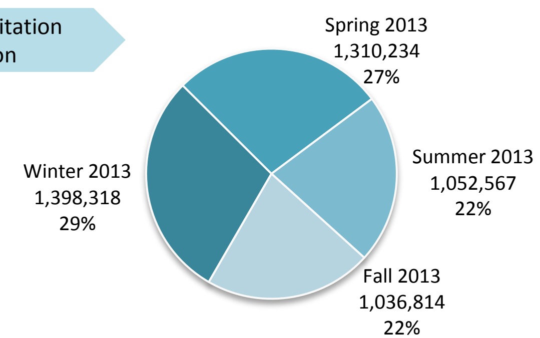
	Winter 2013	Spring 2013	Summer 2013	Fall 2013
Total Visitation	1,398,318	1,310,234	1,052,567	1,036,814
Paid Accommodations	732,267	734,693	624,158	611,894

Estimated Expenditures

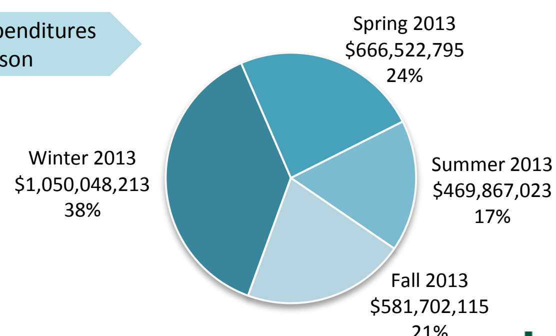


	Winter 2013	Spring 2013	Summer 2013	Fall 2013
Total Expenditures	$1,050,048,213	$666,522,795	$469,867,023	$581,702,115
Paid Accommodations	$736,972,483	$404,671,903	$298,563,087	$378,085,986

% of Total Visitation by Season



% of Total Expenditures by Season



Visitor Origins

- The majority of 2013 visitors staying in paid accommodations were U.S. residents (77%) – an estimated 2.1 million. International markets delivered more than half a million to Lee County's lodging establishments – mostly German, Canadian, and British. Germany remained the top international feeder market for 2013, followed by Canada and the UK as a distant second and third.

- Nearly half of domestic paid accommodations guests came from the Midwest (48%). About one-quarter came from the South (24%) and almost as many from the Northeast (21%). Very few came from the West (2%).

- Chicago was the top domestic feeder market for the Lee County lodging industry during 2013, followed by New York and Detroit. Miami and Tampa were the key Florida markets among the top 12.

2013 Top DMAs (Paid Accommodations)			
Chicago	5.9%	122,205	1
New York	5.6%	115,991	2
Indianapolis	5.4%	112,884	3
Detroit	4.3%	89,065	4
Boston	4.2%	88,029	5
Minneapolis-Saint Paul	3.6%	75,601	6
Philadelphia	2.8%	57,996	7
Miami-Fort Lauderdale	2.7%	56,960	8
Columbus, OH	2.6%	54,889	9
Cleveland-Akron	2.4%	50,746	10
Saint Louis	2.4%	49,711	11
Tampa	2.3%	47,639	12

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		% Change
Country of Origin	**2012**	**2013**	**2012**	**2013**	
United States	78%	77%	1,880,010	2,072,309	10.2%
Germany	8%	8%	186,556	209,199	12.1%
Canada	4%	5%	85,395	139,811	63.7%
UK	4%	4%	86,709	100,457	15.9%
Other International	7%	6%	174,732	170,880	-2.2%
No Answer	<1%	<1%	3,941	10,356	1.6%

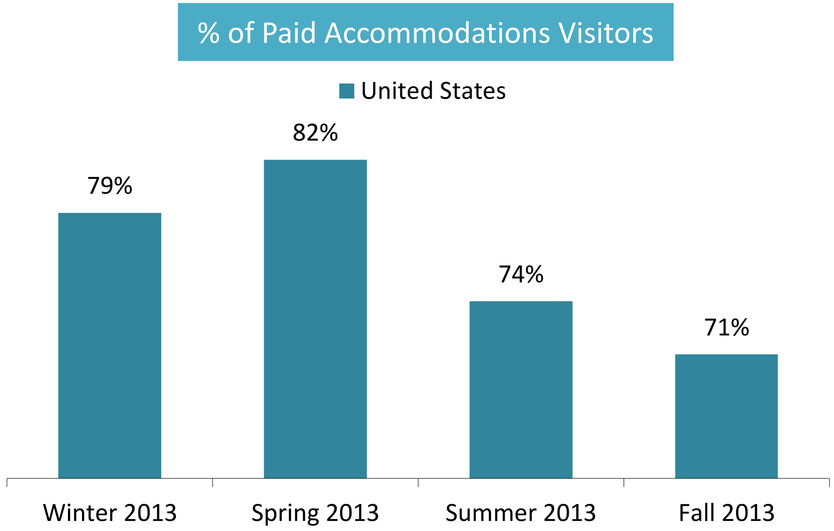
Visitors Staying in Paid Accommodations

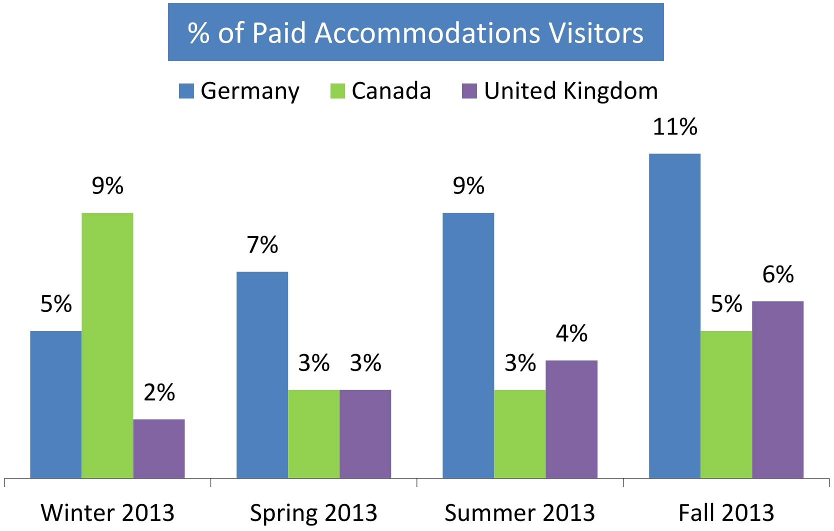
	%		Visitor Estimates		% Change
U.S. Region of Origin	**2012**	**2013**	**2012**	**2013**	
Florida	10%	9%	195,752	194,700	-0.5%
South (including Florida)	24%	24%	442,742	498,141	12.5%
Midwest	45%	48%	847,384	989,033	16.7%
Northeast	22%	21%	407,270	441,181	8.3%
West	3%	2%	64,375	43,497	-32.4%
No Answer	6%	5%	118,240	100,457	-15.0%

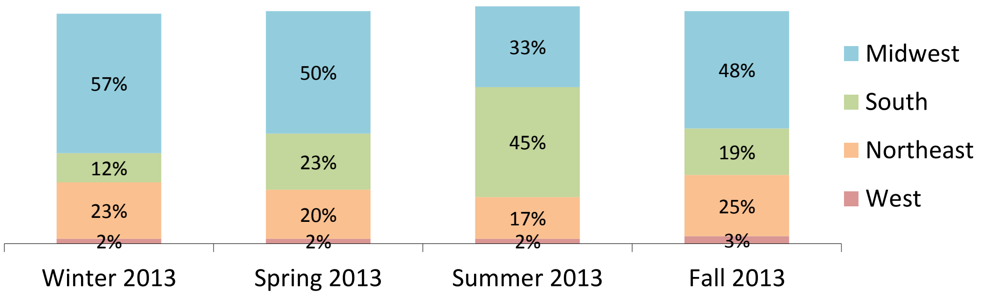
Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

Visitor Origins by Season

- Lee County saw differences in the distribution of visitor origin by country depending on the time of year. While the U.S. markets dominated as the majority each season, the proportion of U.S. residents staying in Lee County paid accommodations was higher in the winter and spring seasons than in summer and fall.
- On the international front, Canadians contributed a larger share in the winter season than in other seasons. In contrast, the incidence of German visitors was lowest in the winter season and peaked in the fall season. The same pattern was true for UK visitors.







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Trip Planning

- For the majority of 2013 visitors, they started planning their Lee County trip well in advance of arrival. Three quarters claimed they started talking about their Lee County trip three or more months in advance, and nearly two-thirds chose the destination within that timeframe. Fewer made their lodging reservations within that window.

    - 75% started talking about trip 3+ months in advance (vs. 72% in 2012)
    - 68% chose Lee County for trip 3+ months in advance (vs. 65% in 2012)
    - 57% made lodging reservation 3+ months in advance (vs. 54% in 2012)

  While only a minority of visitors made the decision to visit Lee County less than three months before their trip, the prevalence of doing so was greater among first-timers (37%) than repeaters (24%). Also, Floridians were more likely than out-of-state or international visitors to engage in such short-range decision making (40% Floridians, 28% out-of-state, 29% Canadian, and 16% other international).

- Not surprisingly, most 2013 visitors reported they used the internet to aid in planning their Lee County trip (87%). Four in ten mentioned using airline websites – the highest level of mentions (39%). Somewhat fewer 2013 visitors used search engines (32%), booking websites (28%), and/or hotel websites (27%).

- Many 2013 visitors said they access online destination planning information using multiple devices. Use of a laptop computer was most prevalent (62%). A sizeable minority using a desktop computer or smartphone for destination planning information, and the incidence of usage was almost identical between the two (46% and 44% respectively).

- When talking about coming to Lee County, the attributes 2013 visitors rated highest for having positively influenced their selection of the destination were: *warm weather* (90%), *peaceful/relaxing* (88%), and *white sandy beaches (83%)*. Additionally, three-quarters rated *a safe destination* (78%) and *clean, unspoiled environment* (75%) as influential in their decision.

Visitor Profile

- Two-thirds of 2013 visitors flew to the area (69%) – about the same as in 2012 (71%). Eight in ten air travelers deplaned at Southwest Florida International Airport (82%).

- Similar to last year, 2013 visitors reported they were staying in Lee County about 9 days on average. Nine in ten visitors said the purpose of their trip was to vacation (90%). Three-quarters had been to Lee County before (76%), and these repeat visitors averaged about five trips to the County in the past five years, suggesting they return annually. As seen in the past, international visitors were more likely to be first-timers (34%) than were domestic visitors (21% out-of-state and 14% in-state).

- Four in ten visitors interviewed in 2013 said they were staying in a hotel/motel/resort property (42%), and just as many indicated they were staying in a condo/vacation home property – most often a rental unit (42%). Another 14% said they were staying with friends or family. Nearly half of paid accommodation guests reported that the quality of their lodgings *far exceeded* or *exceeded expectations* (47%), and the same number said the quality *met expectations* (47%). First time visitors were somewhat more likely to claim their expectations were exceeded than were repeat visitors (50% first-timers vs. 45% repeaters).

- Almost all visitors claimed to be enjoying Lee County's *beaches* (93%) during their trip. Further, when asked which attractions they were visiting on their Lee County trip, beaches received by far the highest level of mentions at 86%. Many visitors also enjoyed r*elaxing* (79%), *dining out* (73%), *swimming* (62%) and *shopping* (57%) while in Lee County. Slightly fewer than half took a day trip outside the County (45%) – those that did were most likely to go to Naples (28%).

- Overall, visitor satisfaction remains extremely high. The vast majority of 2013 visitors said they were either *very satisfied* or *satisfied* with their visit (64% and 31% respectively). High levels of visitor satisfaction will likely drive positive word of mouth, particularly since most visitors indicated they would recommend Lee County to a friend over other areas in Florida (91%). Importantly, intent to return to Lee County themselves is very high as well (90%), and six in ten claimed they will return next year (60%).

- Negative reactions to specific aspects visitors may have disliked about the area during their visit emerged at low levels. The most pervasive complaints voiced by 2013 visitors were *traffic* (26%) and *insects* (20%). Mentions of traffic fluctuated seasonally and this was overwhelmingly a chief concern among winter visitors. Mentions of *beach seaweed*, *weather*, and *red tide* were higher among 2013 visitors than among 2012 visitors, some of which traced back to increases observed in summer season when there was an abundance of rain and issues surrounding water quality in the Gulf and rivers.

Visitor Profile (cont'd)

- The demographic composition of 2013 visitors can be summarized as follows:

  - 52 years of age on average
  - $107,100 household income on average
  - 73% married
  - 41% traveling as a couple
  - 37% traveling as a family
  - 27% traveling *with* children
  - 3 people in travel party on average

Lodging Industry Assessments

- For the Lee County lodging industry in total, there was an increase of 164,739 in *occupied* room nights (+3.7%), from 2012 to 2013, despite a decrease of 152,540 *available* room nights (-2.0%).

	Occupied Room Nights			Available Room Nights		
	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	2,472,085	2,585,837	4.6%	4,114,801	4,056,940	-1.4%
Condo/Cottage/Vacation Home	1,040,743	1,086,010	4.3%	1,786,390	1,711,210	-4.2%
RV Park/Campground	906,400	912,120	0.6%	1,835,890	1,816,391	-1.1%
Total	**4,419,228**	**4,583,967**	**3.7%**	**7,737,081**	**7,584,541**	**-2.0%**

- As a result, the industry-wide average occupancy rate in Lee County increased from 57.1% in 2012 to 60.4% in 2013 (+5.8%). Average occupancy rate for the hotel/motel/resort and condo/vacation home categories showed healthy increases (+6.0% and +8.9% respectively), while the increase for RV parks/campgrounds was more modest (+1.6%).
- Lee County's average daily rate increased 2.7% year-over-year from $126.97 to $129.53. While hotel/motel/resort and condo/vacation home categories saw growth in ADR versus the prior year, ADR for RV parks/campgrounds was basically on par with last year (-0.7%).
- Because of the positive shifts in average occupancy rate and ADR, revenue per available room was markedly higher in 2013 than in 2012 (+8.7%). The hotel/motel/resort and condo/vacation home categories experienced significant increases in RevPAR, while RevPAR performance for the RV park/campground was similar to last year.

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	60.1%	63.7%	6.0%	$134.71	$139.54	3.6%	$80.93	$88.94	9.9%
Condo/Cottage/Vacation Home	58.3%	63.5%	8.9%	$172.01	$173.03	0.6%	$100.21	$109.82	9.6%
RV Park/Campground	49.4%	50.2%	1.6%	$49.74	$49.37	-0.7%	$24.56	$24.79	1.0%
AVERAGE	**57.1%**	**60.4%**	**5.8%**	**$126.07**	**$129.53**	**2.7%**	**$72.01**	**$78.29**	**8.7%**

Lodging Industry Assessments (cont'd)

- Lee County property managers' generally expressed more optimism about projected reservations in the coming months when interviewed this year versus last. Half of managers responding reported that their total level of reservations for the next three months are up over the same period the prior year – significantly higher than last year (51% vs. 43% last year). One-third said reservations for the next three months are almost the same as this time last year (33% vs. 37% last year), and only 15% claimed that their reservations are down for the next three months (vs. 19% last year).

  In particular, property managers were most favorable about projected reservations for the last quarter of 2013 and first quarter of 2014.

2013 Lee County Snapshot

Total Visitation

	%		Visitor Estimates	
	2012	2013	2012	
Paid Accommodations	51%	56%	2,417,343	2,703,012
Friends/Relatives	49%	44%	2,282,333	2,094,921
Total Visitation			**4,699,676**	**4,797,933**

Total Visitor Expenditures

	2012	2013	% Change
Total Visitor Expenditures	$2,717,021,304	$2,768,140,146	1.9%
Paid Accommodations	$1,738,294,203	$1,818,293,459	4.6%

Visitor Origin - Visitors Staying in Paid Accommodations

	%		Visitor Estimates	
	2012	2013	2012	2013
Florida	10%	9%	195,752	194,700
United States	78%	77%	1,880,010	2,072,309
Germany	8%	8%	186,556	209,199
Canada	4%	5%	85,395	139,811
UK	4%	4%	86,709	100,457
Other International	7%	6%	174,732	170,880
No Answer	<1%	<1%	3,941	10,356

Average Per Person Per Day Expenditures

2012	2013	% Change
$119.29	$122.67	2.8%

First-Time/Repeat Visitors to Lee County

	2012	2013
First-time	24%	24%
Repeat	74%	76%

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	60.1%	63.7%	6.0%	$134.71	$139.54	3.6%	$80.93	$88.94	9.9%
Condo/Cottage/Vacation Home	58.3%	63.5%	8.9%	$172.01	$173.03	0.6%	$100.21	$109.82	9.6%
RV Park/Campground	49.4%	50.2%	1.6%	$49.74	$49.37	-0.7%	$24.56	$24.79	1.0%
AVERAGE	**57.1%**	**60.4%**	**5.8%**	**$126.07**	**$129.53**	**2.7%**	**$72.01**	**$78.29**	**8.7%**

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THE BEACHES OF FORT MYERS AND SANIBEL

Visitor Profile Analysis
2013

A total of 3,676 interviews were conducted with visitors in Lee County during the months of January – December 2013. A total sample of this size is considered accurate to plus or minus 1.6 percentage points at the 95% confidence level.

A total of 2,765 interviews were conducted with visitors in Lee County during the months of January – December 2012. A total sample of this size is considered accurate to plus or minus 1.9 percentage points at the 95% confidence level.

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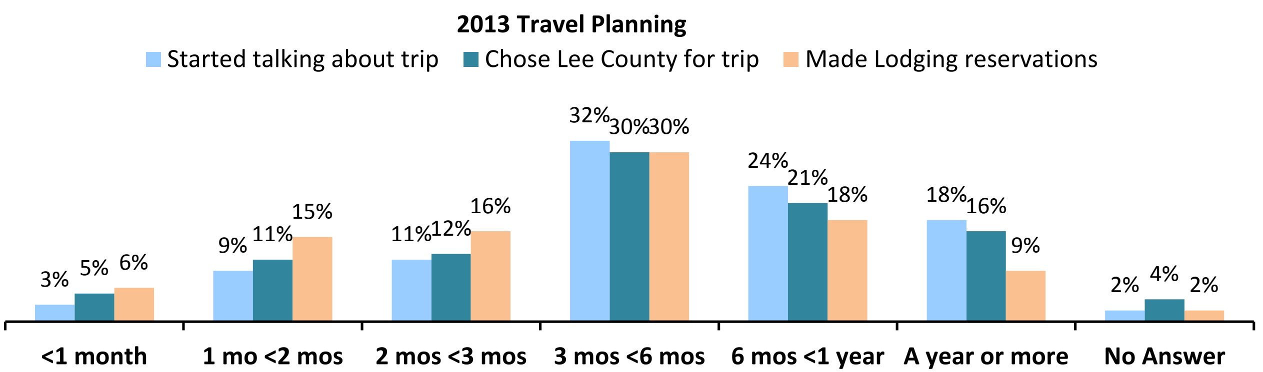
Travel Planning

	Started Talking About Trip		Chose Lee County for Trip		Made Lodging Reservations	
	2012	2013	2012	2013	2012	2013
	A	B	A	B	A	B
Total Respondents	**2765**	**3676**	**2765**	**3676**	**1840***	**2609***
Less than 3 months (NET)	25%	23%	30%b	27%	39%	37%
<1 month	3%	3%	5%	5%	6%	6%
1 month - <2 months	10%	9%	12%	11%	18%b	15%
2 months - <3 months	12%	11%	12%	12%	14%	16%
3 months or more (NET)	72%	75%a	65%	68%a	54%	57%a
3 months - <6 months	31%	32%	29%	30%	29%	30%
6 months - <1 year	24%	24%	19%	21%	16%	18%
A year or more	17%	18%	18%	16%	8%	9%
No Lodging Reservations Made	N/A	N/A	N/A	N/A	5%	4%
No Answer	3%	2%	5%	4%	3%b	2%

Q3a: When did you “start talking” about going on this trip?
Q3b: When did you choose Lee County for this trip?
Q3c. When did you make lodging reservations for this trip? *Note: New question option for “No Lodging Reservations Made” added in 2012.*



* Base: Among those staying in paid accommodations

Travel Planning

Devices Used to Access Destination Planning Information	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Any (NET)	95%	95%
Laptop computer	65%b	62%
Desktop computer	51%b	46%
Smartphone (iPhone, Blackberry, etc.)	39%	44%a
Tablet (iPad, etc.)	22%	33%a
E-Reader (Nook, Kindle, etc.)	4%	5%
Other portable device	2%	1%
None of these	5%	4%
No Answer	1%	1%

Q5. Which of the following devices, if any, do you typically use to access destination planning information available online? (Please mark ALL that apply.)

Travel Websites Visited	2012	2013
	A	B
Total Respondents who use devices for destination planning	**2620**	**3491**
Visited web sites (net)	85%	87%
Airline websites	41%	39%
Search Engines	31%	32%
Booking websites	27%	28%
Hotel websites	27%	27%
Trip Advisor	17%	21%a
www.FortMyers-Sanibel.com	16%	16%
Visit Florida	8%	9%
AAA	5%	7%a
Facebook	4%	5%
Other	14%	16%
None/Didn't visit websites	13%	12%
No Answer	2%b	1%

Q6. While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

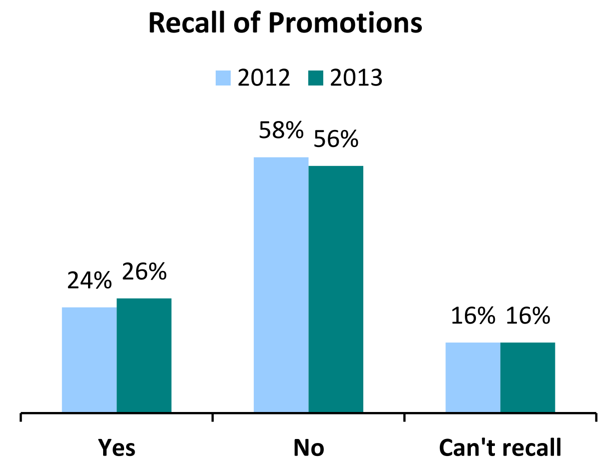
Travel Planning

Travel Information Requested	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Requested information (NET)	30%	33%
Hotel Web Site	15%	16%
VCB website	6%	8%a
Call hotel	6%	8%a
Visitor Guide	4%	3%
E-Newsletter	1%	1%
Call local Chamber of Commerce	1%	1%
Other	8%	9%
None/Did not request information	65%	64%
No Answer	5%b	3%

Q7: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Yes	24%	26%
No	58%	56%
Can't Recall	16%	16%

Q8: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?

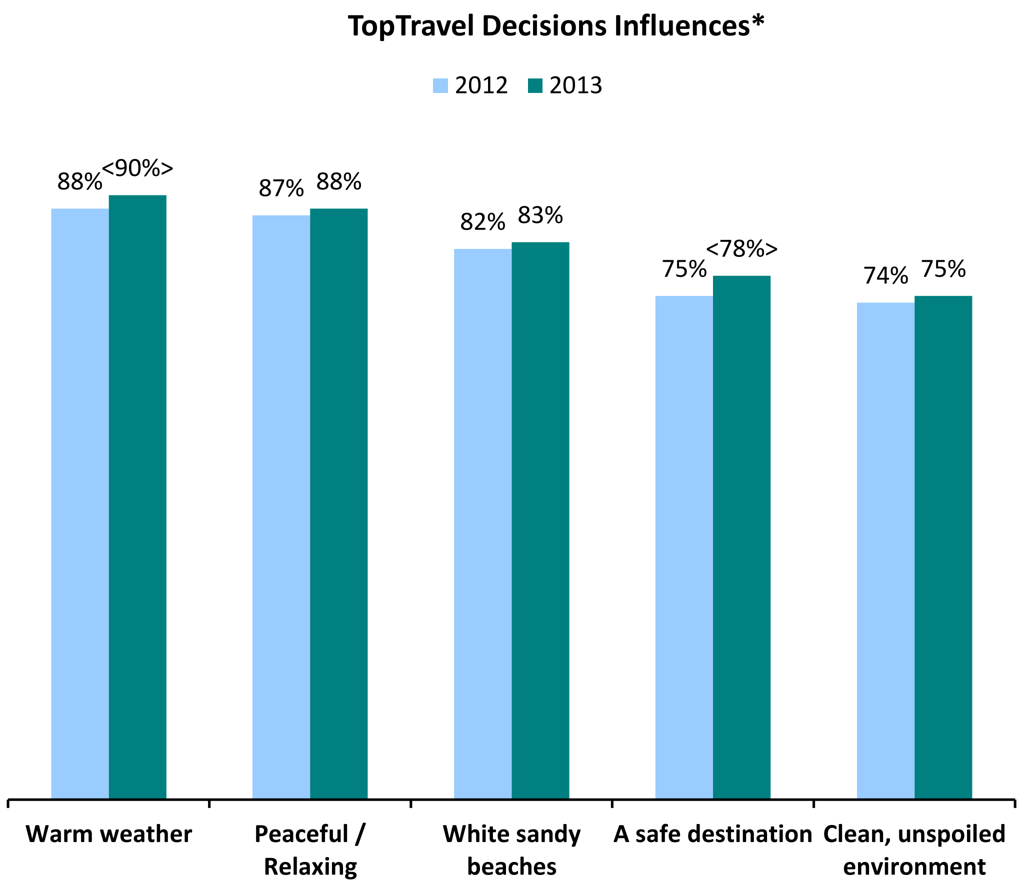


Travel Planning

Travel Decision Influences*		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Warm weather	88%	90%a
Peaceful / Relaxing	87%	88%
White sandy beaches	82%	83%
A safe destination	75%	78%a
Clean, unspoiled environment	74%	75%
Convenient location	70%	70%
Good value for the money	67%	68%
Reasonably priced lodging	62%	63%
Plenty to see and do	60%	62%
A "family" atmosphere	59%	60%
Affordable dining	57%	57%
Upscale accommodations	58%	57%

Q9: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

** Percentages shown reflect top 2 box scores (rating of 4 or 5)*



Trip Profile

Mode of Transportation	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Fly	71%	69%
Drive a personal vehicle	23%	25%
Drive a rental vehicle	5%	4%
Drive an RV	1%	1%
Other/No Answer (NET)	<1%	1%

Q1: How did you travel to our area? Did you…

Airport Used	2012	2013
	A	B
Total Respondents Who Arrived by Air	**1964**	**2535**
SW Florida Int'l (Fort Myers)	81%	82%
Tampa Int'l	3%	4%a
Orlando Int'l	5%	4%
Miami Int'l	5%	4%
Ft. Lauderdale Int'l	2%	2%
West Palm Beach Int'l	<1%	<1%
Sarasota/Bradenton	<1%	<1%
Other/No Answer (NET)	3%	3%

Q2: At which Florida airport did you land?

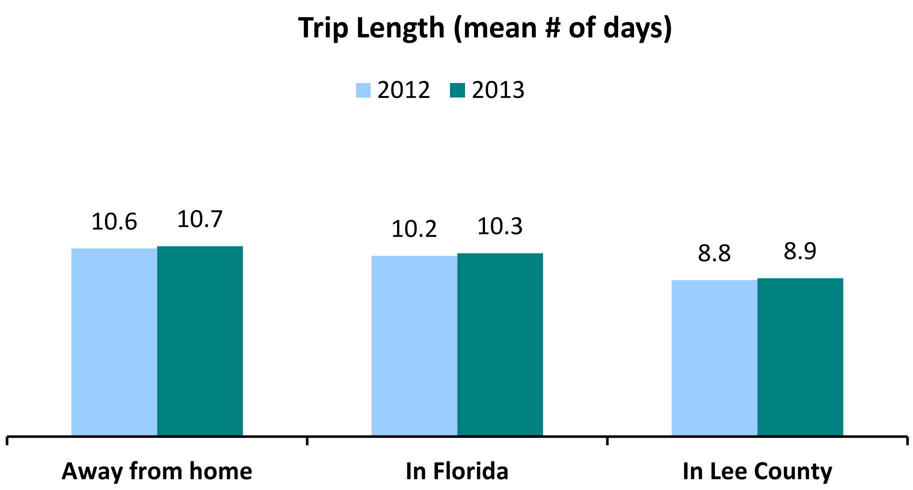
Frequency of Using SWFL Int'l (Past Year)	2012	2013
Total Respondents	**2765**	**3676**
<u>One or more trips</u>	<u>59%</u>	<u>56%</u>
1 trip	38%	37%
2 to 3 trips	16%	14%
4 to 5 trips	2%	2%
6 or more trips	2%	2%
<u>None/No Answer</u>	<u>41%</u>	<u>44%a</u>

Q40. In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

Trip Profile

Trip Length Mean # of Days (excluding outliers)		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Away from home	10.6	10.7
In Florida	10.2	10.3
In Lee County	8.8	8.9

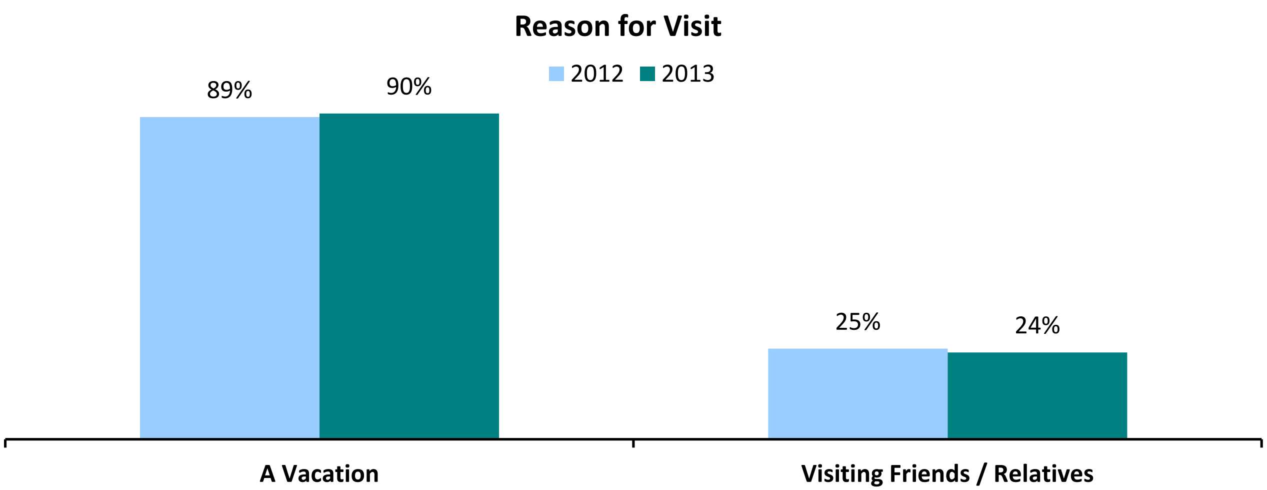
Q4a/b/c: On this trip, how many days will you be:



Trip Profile

Reason(s) for Visit		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
A Vacation	89%	90%
Visiting Friends / Relatives	25%	24%
Sporting Event(s)	2%	2%
Personal Business	2%	2%
Other Business Trip	1%	1%
A Conference / Meeting	1%	1%
A Convention / Trade Show	<1%	<1%
Other/No Answer (NET)	2%b	1%

Q10: Did you come to our area for…(Please mark all that apply.)



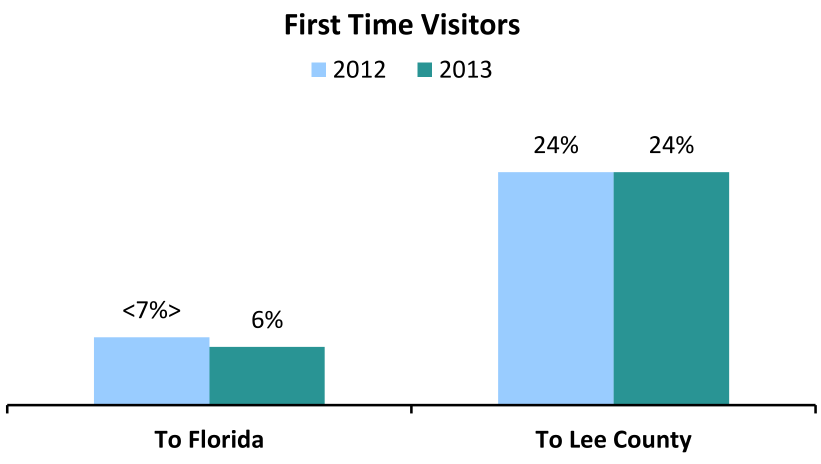
Trip Profile

First Time Visitors to Lee County	Total		Florida Residents		Out-of-State Residents		International Visitors	
	2012	2013	2012	2013	2012	2013	2012	2013
	A	B	A	B	A	B	A	B
Total Respondents	**2765**	**3676**	**201**	**252**	**1852**	**2442**	**568**	**815**
First-time visitor	24%	24%	12%	14%	21%	21%	41%b	34%
Repeat visitor	74%	76%	86%	86%	78%	78%	58%	65%a
No Answer	1%	1%	2%	-	1%	1%	1%	1%

Q15: Is this your first visit to Lee County?

First Time Visitors to Florida	2012	2013
Total Respondents	**2765**	**3676**
	A	B
Yes, first-time visitor	7%b	6%
No	85%	87%a
No answer	1%	1%
*FL Residents**	7%	7%

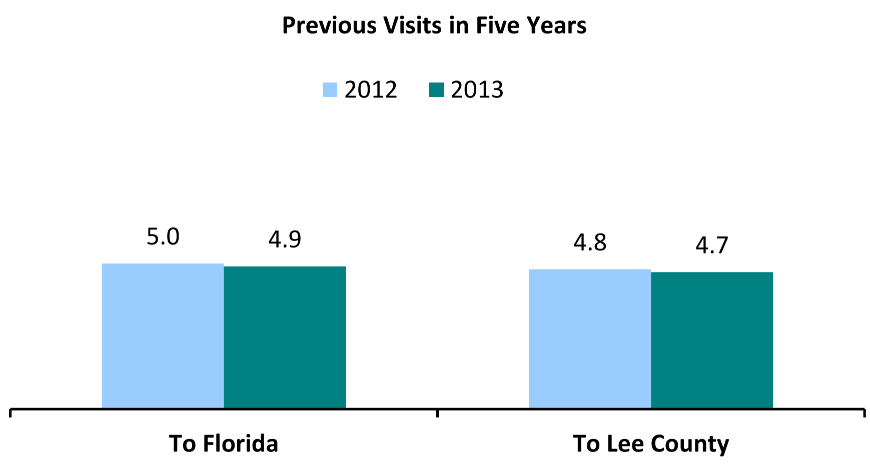
Q13: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are <u>not</u> asked this question .*



Trip Profile

Previous Visits in Five Years				
	Mean # of Visits to Florida		Mean # of Visits to Lee County	
	2012	2013	2012	2013
	A	B	A	B
Base: Repeat Visitors	**2340 (FL res. Excl)**	**3194 (FL res. Excl)**	**2060**	**2779**
Number of visits	5.0	4.9	4.8	4.7

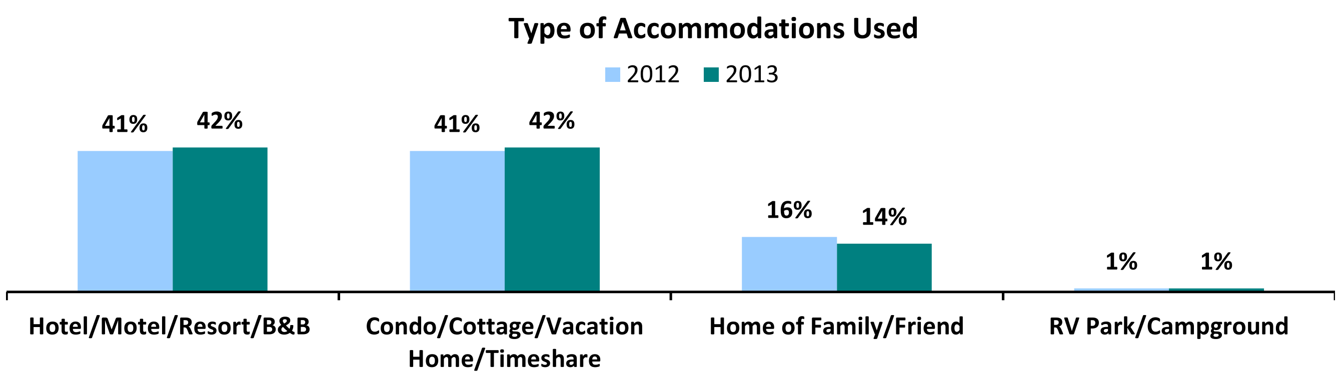
Q14: Over the past five (5) years, how many times have you visited Florida?
Q16: Over the past five (5) years, how many times have you visited Lee County?



Trip Profile

Type of Accommodations Used	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Hotel/Motel/Resort/B&B (NET)	**41%**	**42%**
At a hotel/motel/historic inn	22%	22%
At a resort	19%	20%
At a Bed and Breakfast	<1%	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**41%**	**42%**
Rented home/condo	25%	28%a
Owned home/condo	11%	10%
Borrowed home/condo	5%	4%
At the home of family or a friend	**16%**	**14%**
RV Park/Campground (NET)	**1%**	**1%**
Daytripper (No Accommodations)	**2%b**	**1%**

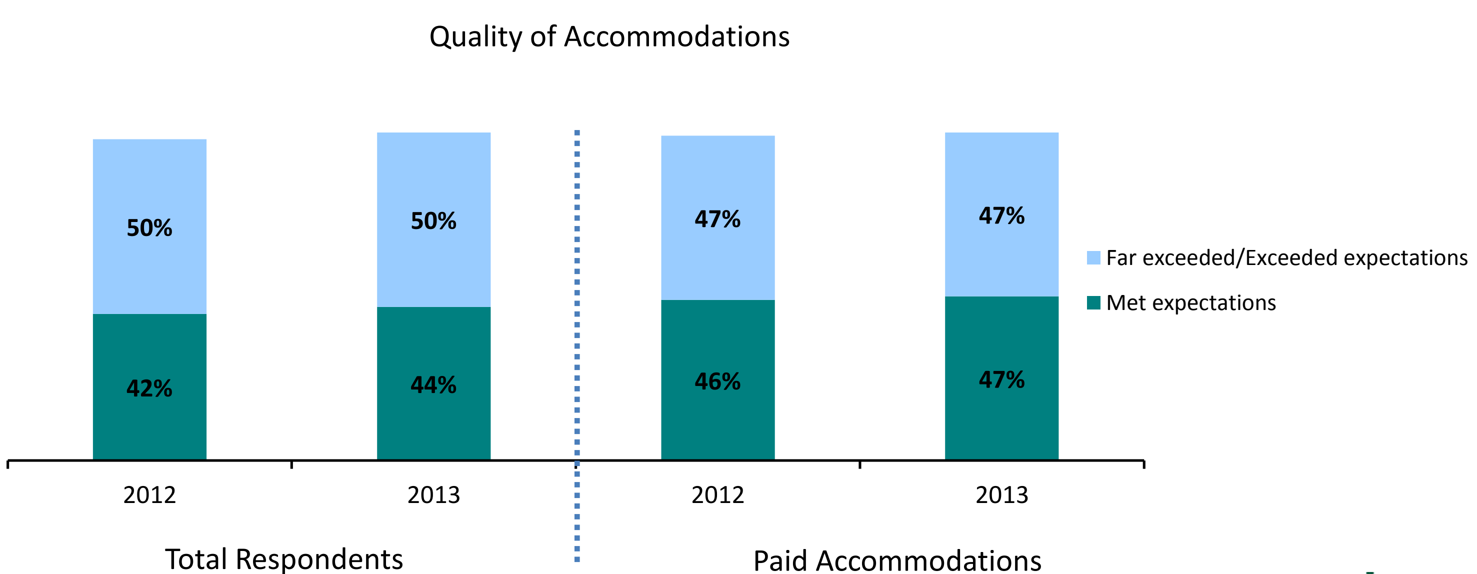
Q20: Are you staying overnight (either last night or tonight):



Trip Profile

Quality of Accommodations	Total Respondents		Paid Accommodations	
	2012	2013	2012	2013
	A	B	B	B
Respondents	**2765**	**3676**	**1840**	**2609**
Far exceeded/Exceeded expectations	50%	50%	47%	47%
Met your expectations	42%	44%	46%	47%
Did not meet/Far below expectations	3%	2%	3%	3%
No Answer	5%b	4%	3%	3%

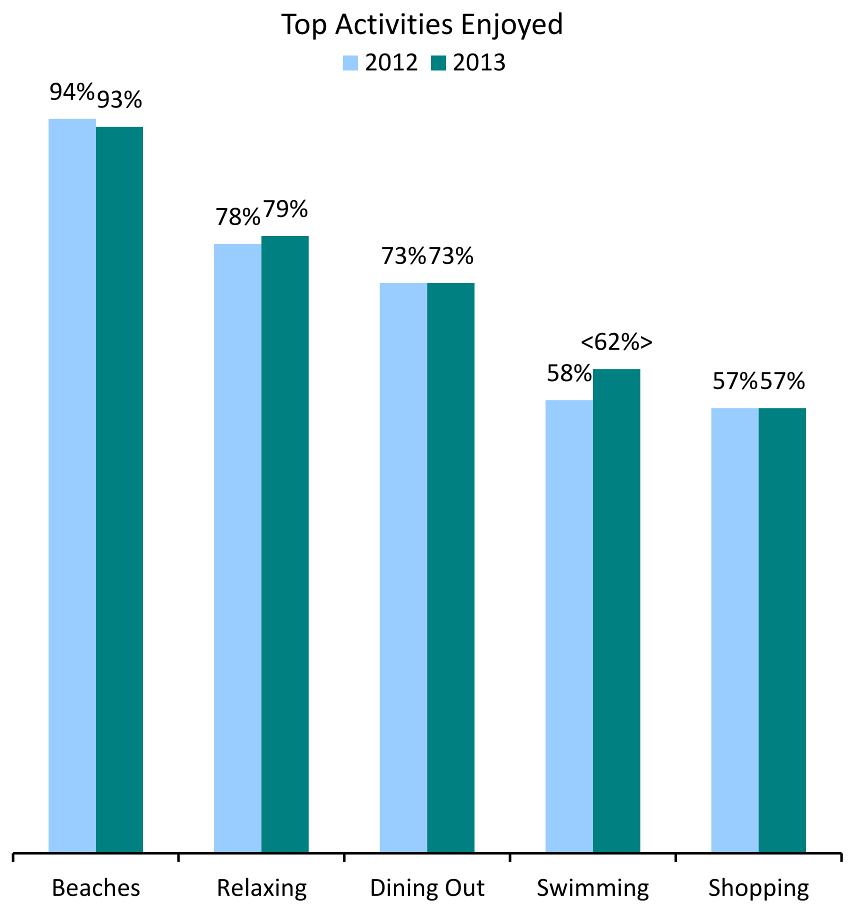
Q21: How would you describe the quality of your accommodations? Do you feel they:



Trip Activities

Activities Enjoyed	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Beaches	94%	93%
Relaxing	78%	79%
Dining Out	73%	73%
Swimming	58%	62%a
Shopping	57%	57%
Shelling	37%	41%a
Sightseeing	34%	35%
Visiting Friends/Relatives	28%	28%
Attractions	26%	26%
Watching Wildlife	22%	25%a
Photography	20%	21%
Bicycle Riding	17%	19%a
Exercise / Working Out	17%	17%
Birdwatching	14%	15%
Bars / Nightlife	16%	15%
Fishing	11%	11%
Boating	11%	10%
Golfing	10%	10%
Kayaking / Canoeing	6%	7%a
Miniature Golf	7%	7%
Parasailing / Jet Skiing	6%	6%
Guided Tour	5%	5%
Sporting Event	4%	5%
Cultural Events	5%	4%
Tennis	3%	4%a
Scuba Diving / Snorkeling	2%	2%
Other	3%	3%
No Answer	1%	1%

Q23: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



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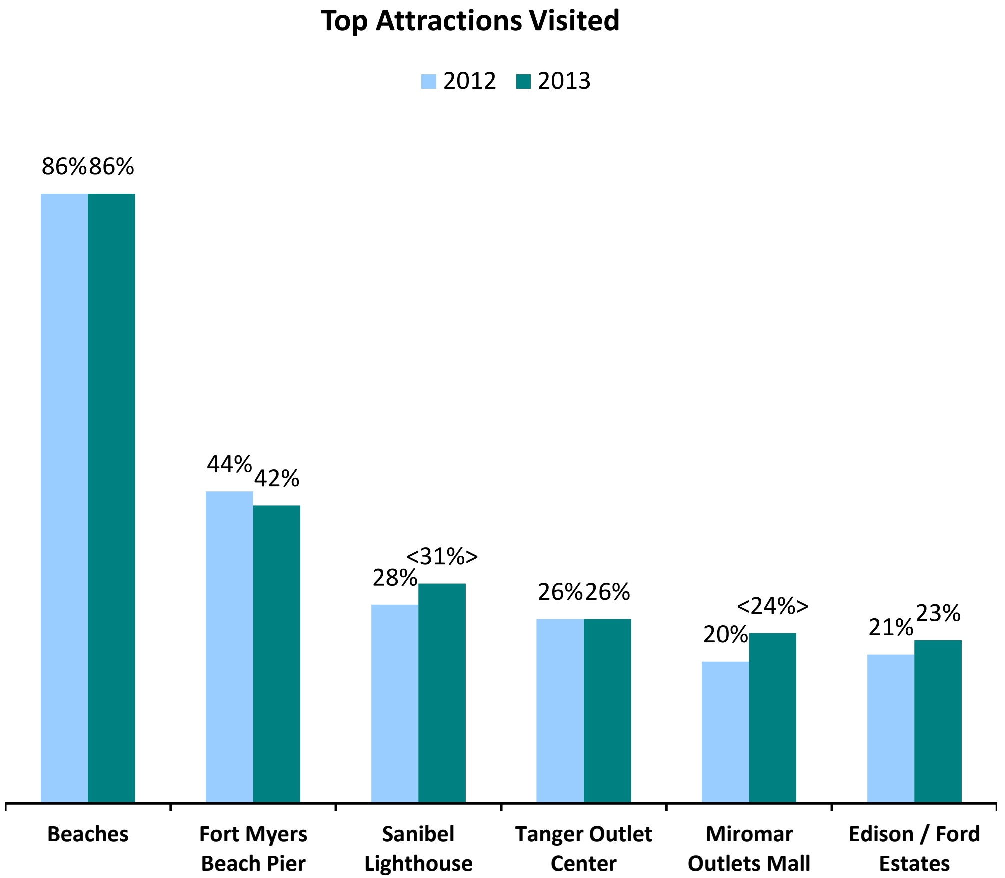
Trip Activities

Attractions Visited	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Beaches	86%	86%
Fort Myers Beach Pier	44%	42%
Sanibel Lighthouse	28%	31%a
Tanger Outlet Center	26%	26%
Miromar Outlets Mall	20%	24%a
Edison / Ford Estates	21%	23%
Ding Darling National Wildlife Refuge	17%	17%
Periwinkle Place	15%	16%
Coconut Point Mall	13%	13%
Bell Tower Shops	12%	12%
Shell Factory and Nature Park	10%	10%
Edison Mall	9%	10%
Gulf Coast Town Center	8%	9%a
Manatee Park	4%	4%
Bailey-Matthews Shell Museum	3%	4%
Broadway Palm Dinner Theater	2%	2%
Barbara B. Mann Perfoming Arts Hall	1%	1%
Babcock Wilderness Adventures	1%	1%
Other	5%	6%

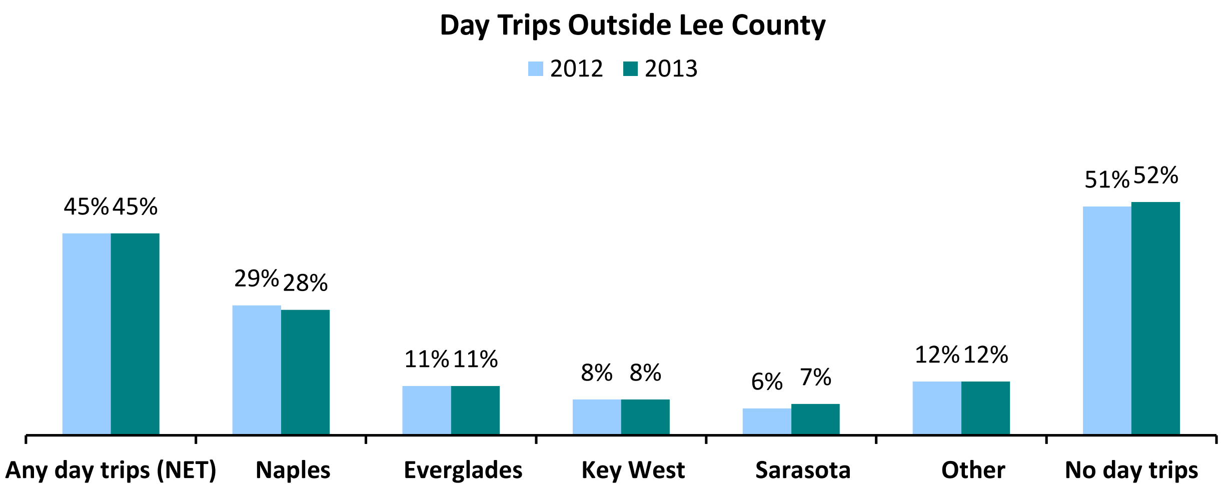
Q24. On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*



Trip Activities

Day Trips Outside Lee County	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Any day trips (NET)	45%	45%
Naples	29%	28%
Everglades	11%	11%
Key West	8%	8%
Sarasota	6%	7%
Other	12%	12%
No day trips	51%	52%
No Answer	11%	10%

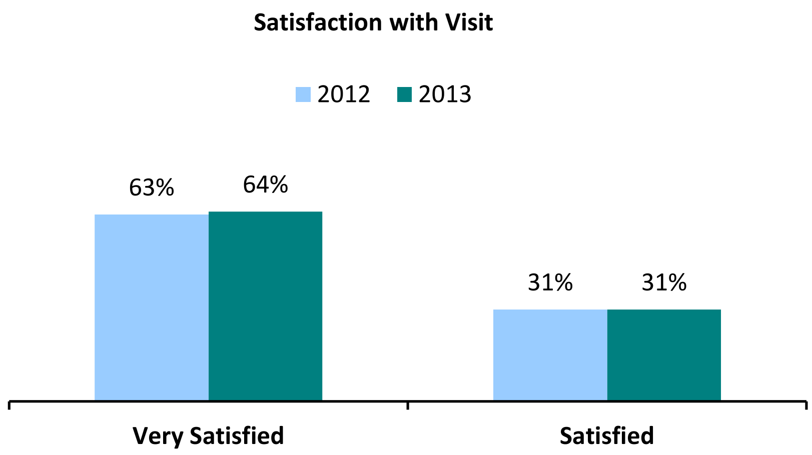
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Very Satisfied/Satisfied	95%	95%
Very Satisfied	*63%*	*64%*
Satisfied	*31%*	*31%*
Neither	1%	2%
Dissatisfied/Very Dissatisfied	<1%	<1%
Don't know/no answer	4%	3%

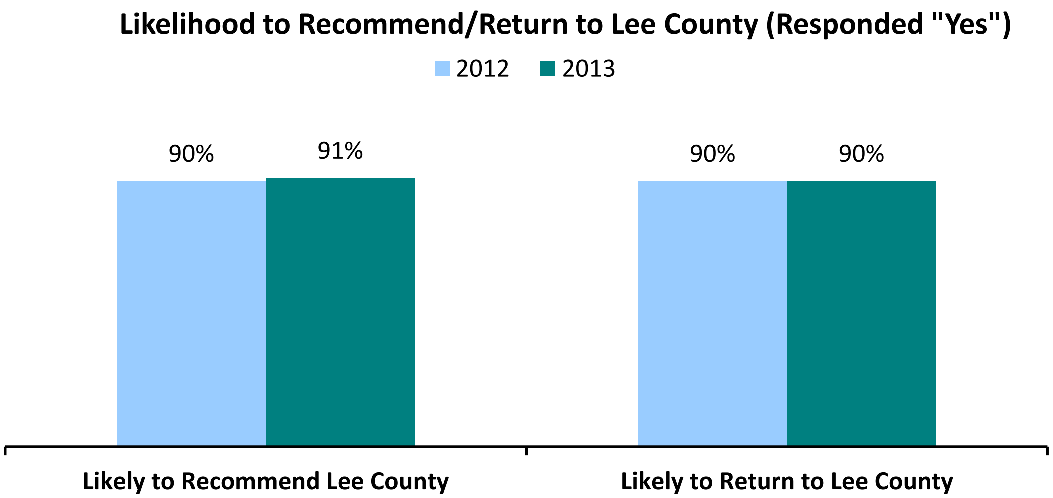
Q28: How satisfied are you with your stay in Lee County?



Future Plans

Likelihood to Recommend/Return to Lee County		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Likely to Recommend Lee County	90%	91%
Likely to Return to Lee County	90%	90%
Base: Total Respondents Planning to Return	**2486**	**3293**
Likely to Return Next Year	61%	60%

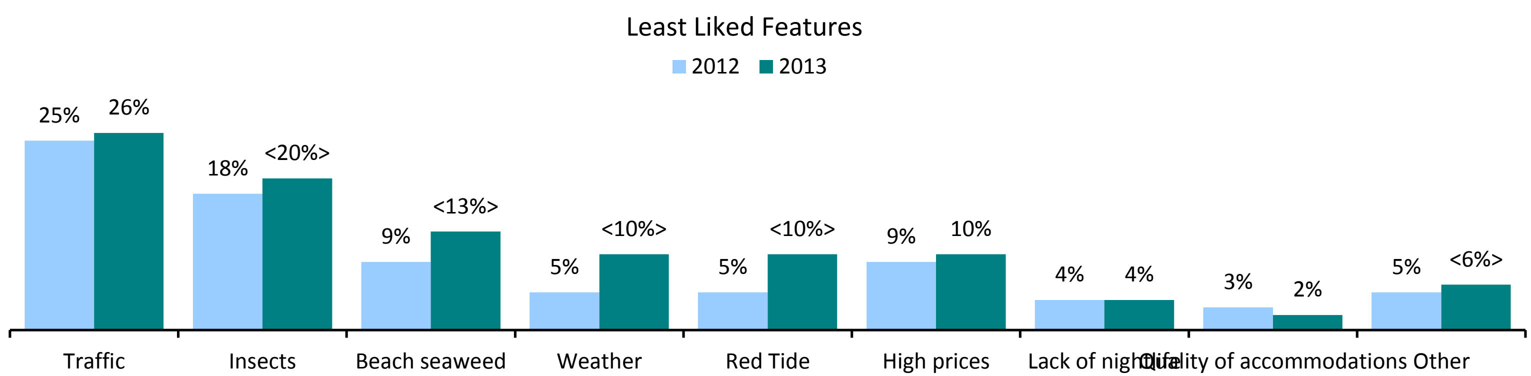
Q27: Would you recommend Lee County to a friend over other vacation areas in Florida?
Q31: Will you come back to Lee County?
Q32: Will you come back next year?



Trip Activities

Least Liked Features		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Traffic	25%	26%
Insects	18%	20%a
Beach seaweed	9%	13%a
Weather	5%	10%a
Red Tide	5%	10%a
High prices	9%	10%
Lack of nightlife	4%	4%
Quality of accommodations	3%	2%
Other	5%	6%a
Nothing/No Answer (NET)	41%b	32%

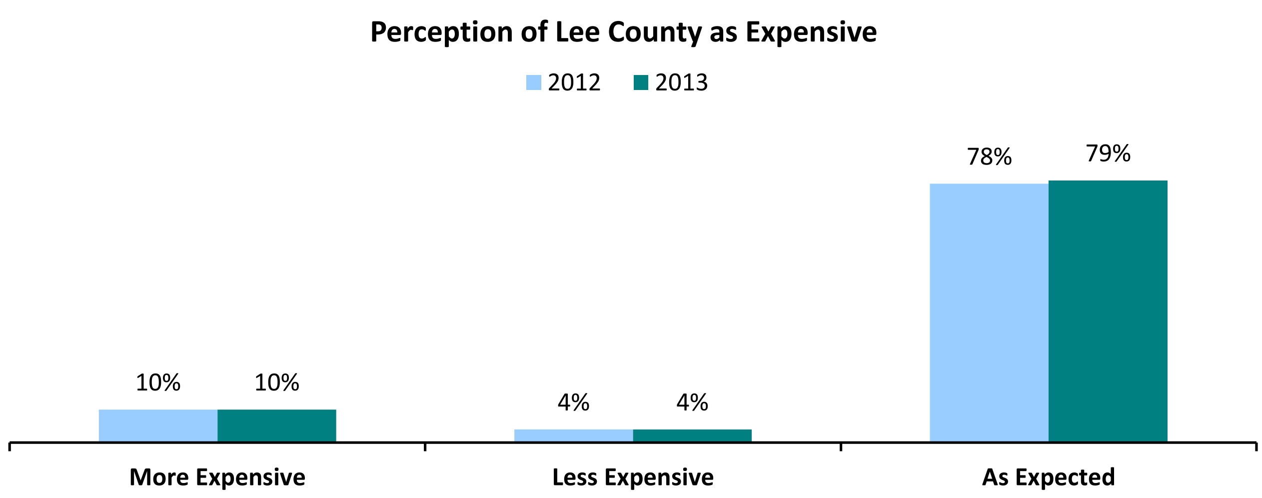
Q29: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
	2012	2013
	A	B
Total Respondents	**2765**	**3676**
More Expensive	10%	10%
Less Expensive	4%	4%
As Expected	78%	79%
Don't know/No Answer (NET)	7%	7%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Age of respondent (mean)	51.6	51.6
Annual household income (mean)	$105,329	$107,080
Martial Status		
Married	74%	73%
Single	11%	11%
Vacations per year (mean)	2.7	2.8
Short getaways per year (mean)	3.8	3.8

Q37: What is your age, please?
Q39: What is your total annual household income before taxes?
Q36. Are you: Married/Single/Other
Q33: How many vacations, lasting FIVE (5) OR MORE NIGHTS AWAY FROM HOME, do you take in an average year?
Q34: And how many short getaway trips lasting AT LEAST (1) BUT NOT MORE THAN FOUR (4) NIGHTS AWAY FROM HOME, do you take in an average year?

Travel Party

	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Family	36%	37%
Couple	42%	41%
Single	7%	7%
Group of couples/friends	13%	12%
Mean travel party size	3.1	3.1
Mean adults in travel party	2.6	2.6

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children

	2012	2013
	A	B
Total Respondents	**2765**	**3676**
Traveling with any Children (net)	25%	27%
Any younger than 6	9%	10%
Any ages 6-11	11%	12%
Any 12-17 years old	14%	15%
No Children	75%	73%

Q19: How many of those people are:
Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

Visitor Origin and Visitation Estimates

Total Visitation	%		Visitor Estimates		
	2012	2013	2012	2013	% Change
Paid Accommodations	51%	56%	2,417,343	2,703,012	11.8%
Friends/Relatives	49%	44%	2,282,333	2,094,921	-8.2%
Total Visitation			**4,699,676**	**4,797,933**	**2.1%**

Paid Accommodations Visitors	%		Visitor Estimates		
Country of Origin	**2012**	**2013**	**2012**	**2013**	**% Change**
United States	78%	77%	1,880,010	2,072,309	10.2%
Germany	8%	8%	186,556	209,199	12.1%
Canada	4%	5%	85,395	139,811	63.7%
UK	4%	4%	86,709	100,457	15.9%
Scandinavia	2%	2%	43,355	51,782	19.4%
Switzerland	1%	1%	21,020	30,033	42.9%
France	1%	1%	34,158	24,855	-27.2%
BeNeLux	1%	1%	26,275	20,713	-21.2%
Austria	<1%	1%	6,569	13,463	105.0%
Ireland	<1%	<1%	9,196	10,356	12.6%
Latin America	<1%	<1%	6,569	4,143	-36.9%
Other International	1%	<1%	27,589	*15,535*	-43.7%
No Answer	<1%	<1%	3,941	10,356	162.8%
U.S. Region of Origin	**2012**	**2013**	**2012**	**2013**	**% Change**
Florida	10%	9%	195,752	194,700	-0.5%
South (including Florida)	24%	24%	442,742	498,141	12.5%
Midwest	45%	48%	847,384	989,033	16.7%
Northeast	22%	21%	407,270	441,181	8.3%
West	3%	2%	64,375	43,497	-32.4%
No Answer	6%	5%	118,240	100,457	-15.0%

2013 Top DMAs (Paid Accommodations)		
Chicago	5.9%	122,205
New York	5.6%	115,991
Indianapolis	5.4%	112,884
Detroit	4.3%	89,065
Boston (Manchester, NH)	4.2%	88,029
Minneapolis-Saint Paul	3.6%	75,601
Philadelphia	2.8%	57,996
Miami-Fort Lauderdale	2.7%	56,960
Columbus, OH	2.6%	54,889
Cleveland-Akron (Canton)	2.4%	50,746

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey.

Occupancy Data Analysis
2013

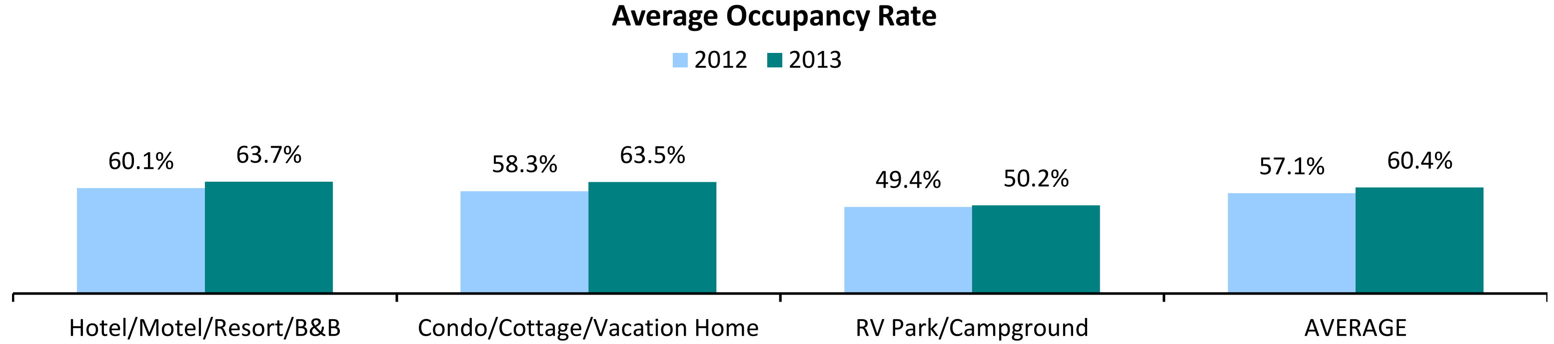
For Calendar Year 2013, property managers were contacted once per quarter to provide data for the preceding three months: April 2013 (January through March data), July 2013 (April through June data), October 2013 (July through September data), and January 2014 (October through December data).

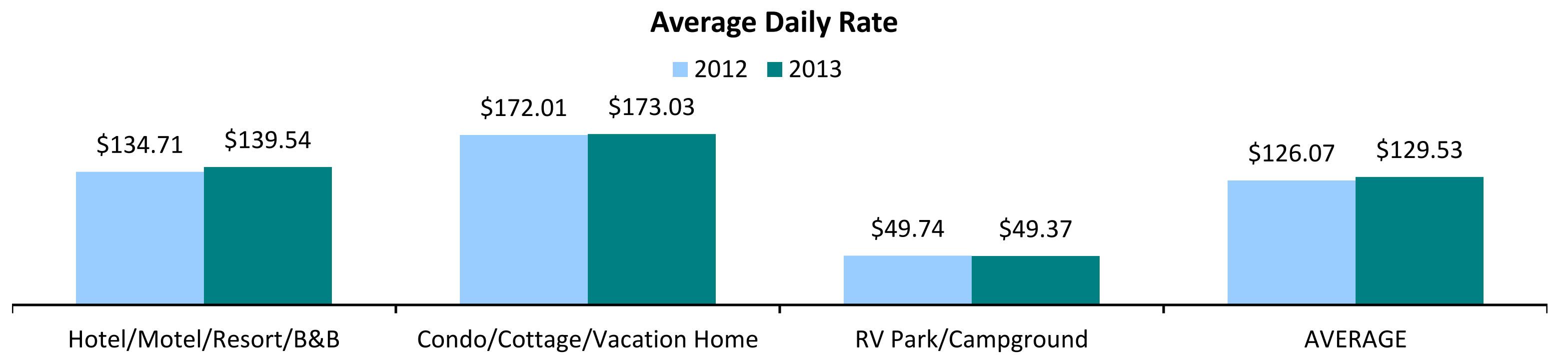
For Calendar Year 2012, property managers were contacted during the months of February through October to provide data for the preceding month (January through September) and during January 2013 to provide data for each of the preceding three months (October through December).

Occupancy/Daily Rates

	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	60.1%	63.7%	6.0%	$134.71	$139.54	3.6%	$80.93	$88.94	9.9%
Condo/Cottage/Vacation Home	58.3%	63.5%	8.9%	$172.01	$173.03	0.6%	$100.21	$109.82	9.6%
RV Park/Campground	49.4%	50.2%	1.6%	$49.74	$49.37	-0.7%	$24.56	$24.79	1.0%
AVERAGE	**57.1%**	**60.4%**	**5.8%**	**$126.07**	**$129.53**	**2.7%**	**$72.01**	**$78.29**	**8.7%**

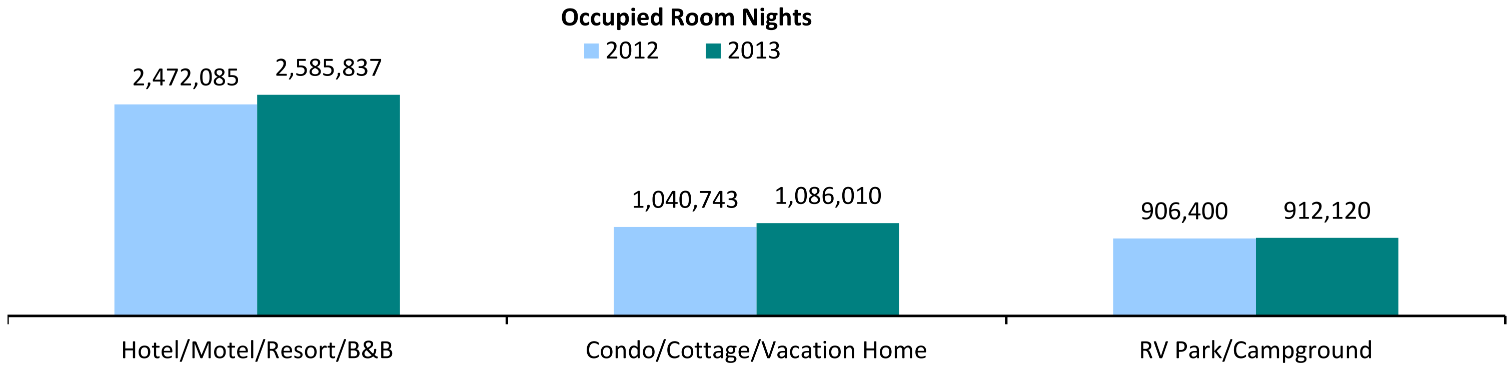
Q16: What was your overall average occupancy rate January 2013 – December 2013?
Q17: What was your average daily rate (ADR) January 2013 – December 2013?

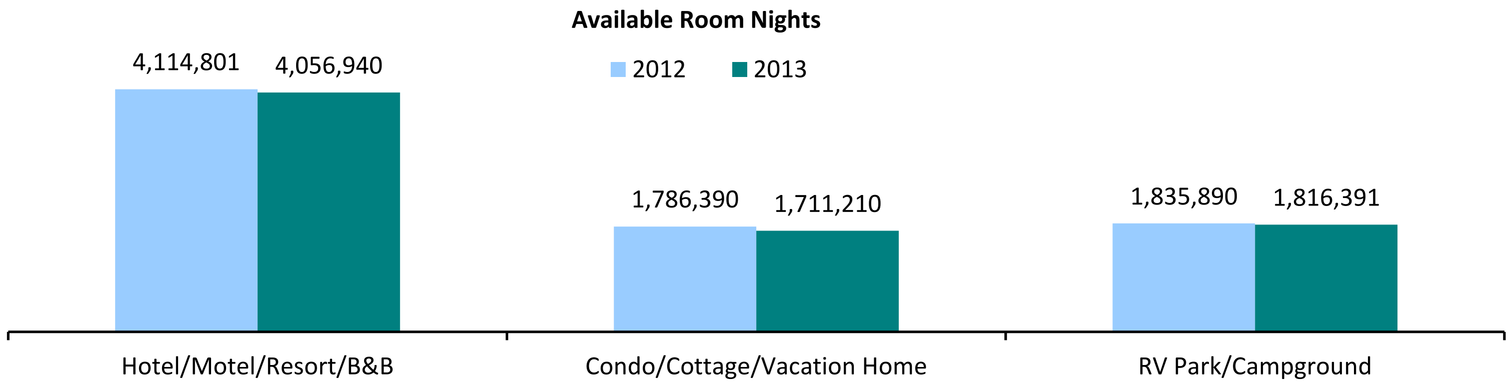




Room/Unit/Site Nights

	Occupied Room Nights			Available Room Nights		
	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	2,472,085	2,585,837	4.6%	4,114,801	4,056,940	-1.4%
Condo/Cottage/Vacation Home	1,040,743	1,086,010	4.3%	1,786,390	1,711,210	-4.2%
RV Park/Campground	906,400	912,120	0.6%	1,835,890	1,816,391	-1.1%
Total	**4,419,228**	**4,583,967**	**3.7%**	**7,737,081**	**7,584,541**	**-2.0%**

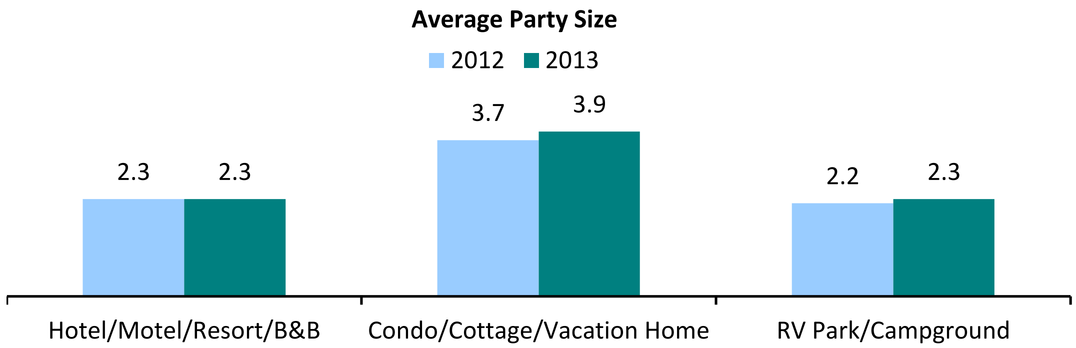


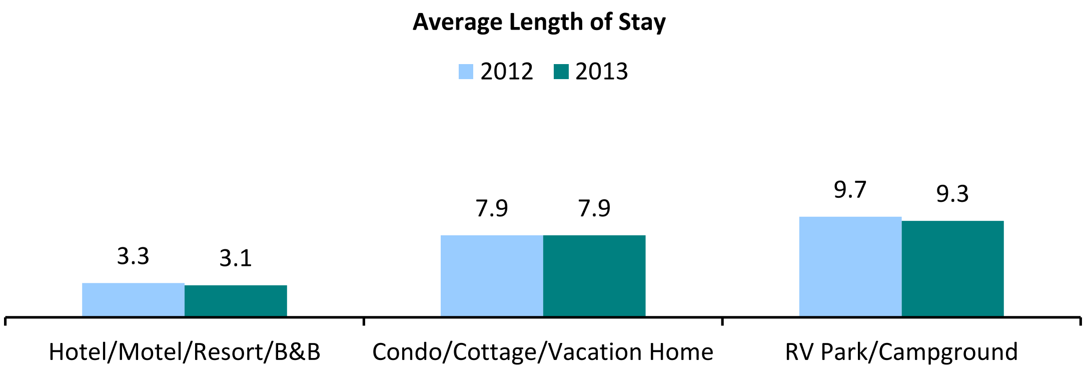


Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
	2012	2013	% Change	2012	2013	% Change
Hotel/Motel/Resort/B&B	2.3	2.3	0.4%	3.3	3.1	-6.3%
Condo/Cottage/Vacation Home	3.7	3.9	6.9%	7.9	7.9	-0.1%
RV Park/Campground	2.2	2.3	4.5%	9.7	9.3	-4.8%
Average	**2.6**	**2.7**	**3.3%**	**4.8**	**4.6**	**-4.2%**

Q18: What was your average number of guests per room/site/unit annually?
Q19: What was the average length of stay (in nights) of your guests annually?

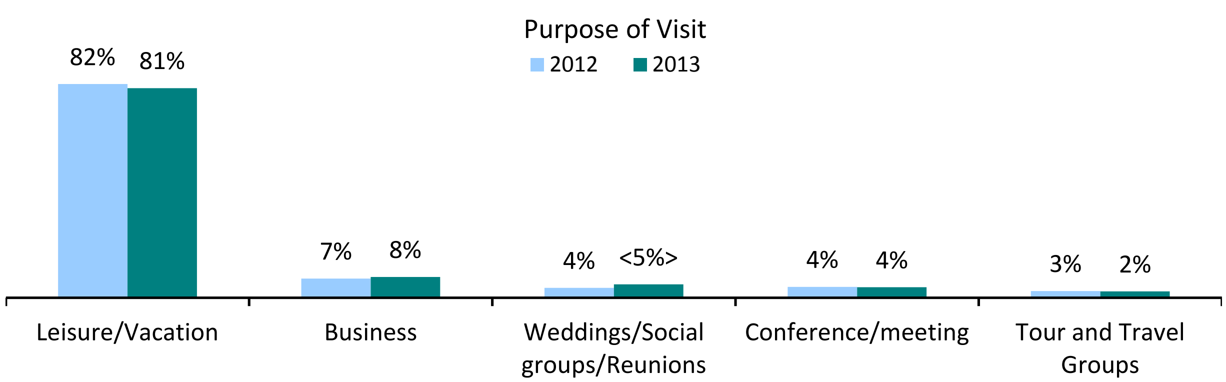




Lodging Management Estimates

Guest Profile		
	2012	2013
	A	B
Property Managers Responding	**925**	**403**
Purpose of Visit		
Leisure/Vacation	82%	81%
Business	7%	8%
Weddings/Social groups/Reunions (net)	4%	5%a
Conference/meeting	4%	4%
Tour and Travel Groups	3%	2%

Q22: What percent of your annual room/site/unit occupancy do you estimate was generated by:

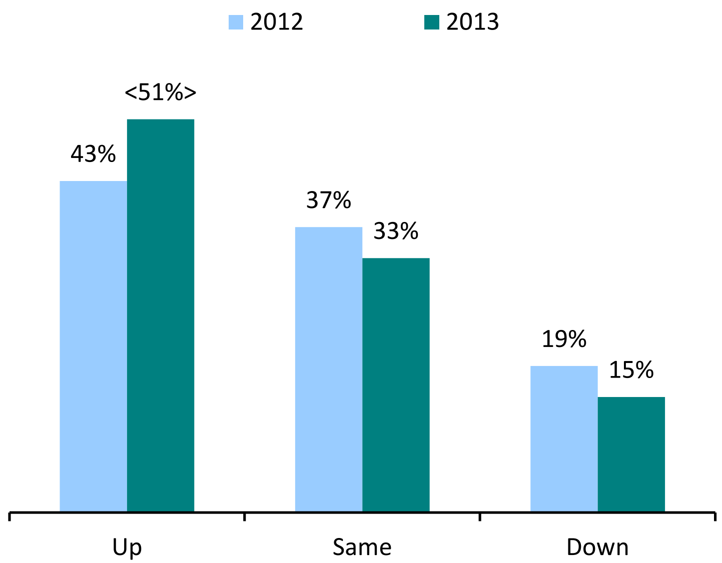


Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
	2012	**2013**
	A	**B**
Total Respondents	**413**	**438**
Up/Same (net)	80%	83%
Up	43%	51%a
Same	37%	33%
Down	19%	15%

Q24: Compared to [next three months] of one year ago, is your property's total level of reservations up, the same or down for the upcoming [next three months]?

Level of Reservations for Next 3 Months



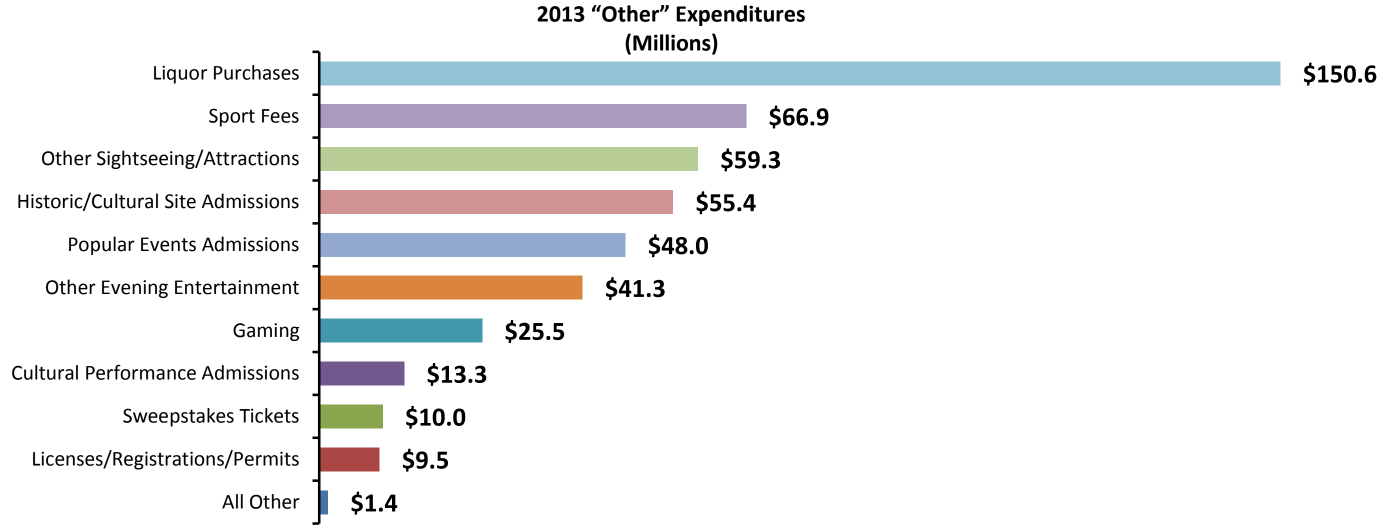
Economic Impact Analysis

2013

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
	2012	2013	% Change
TOTAL	$2,717,021,304	$2,768,140,146	1.9%
Food and Beverages	$717,102,276	$720,634,723	0.5%
Shopping	$708,127,195	$721,407,541	1.9%
Lodging Accommodations	$557,123,621	$593,774,716	6.6%
Ground Transportation	$251,718,078	$251,195,593	-0.2%
Other	$482,950,134	$481,127,573	-0.4%

(Note: Other includes the categories detailed below.)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

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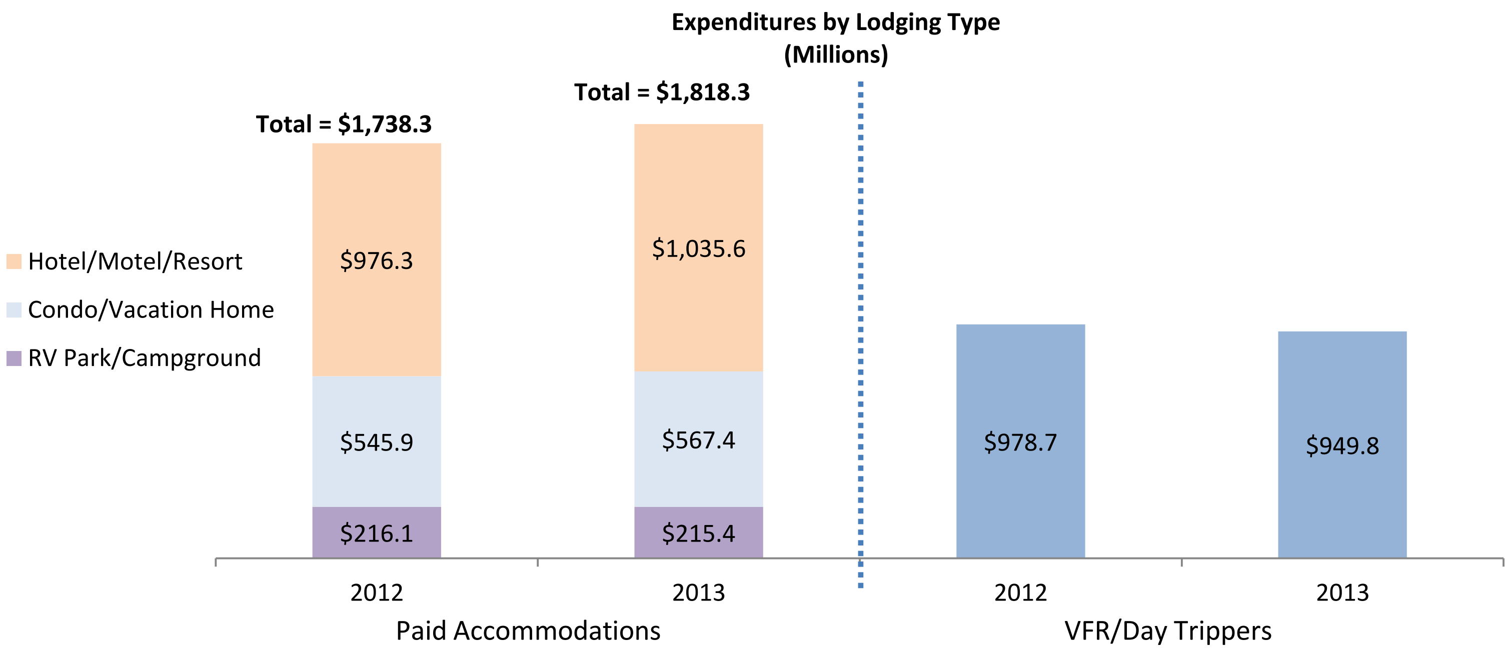
Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
	2012	2013	% Change	2012	2013	% Change
TOTAL	$1,738,294,203	$1,818,293,459	4.6%	$978,727,101	$949,846,687	-3.0%
Lodging Accommodations	$557,123,621	$593,774,716	6.6%	$0	$0	
Food and Beverages	$393,511,107	$408,505,581	3.8%	$323,591,169	$312,129,142	-3.5%
Shopping	$379,457,394	$399,608,929	5.3%	$328,669,801	$321,798,612	-2.1%
Ground Transportation	$149,049,532	$150,948,859	1.3%	$102,668,546	$100,246,734	-2.4%
Other	$259,152,549	$265,455,374	2.4%	$223,797,585	$215,672,199	-3.6%

"Other " includes the following categories:
- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other

Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
	2012	2013	% Change	2012	2013
TOTAL	$2,717,021,304	$2,768,140,146	1.9%	100%	100%
Visiting Friends & Relatives/Day Trippers	$978,727,101	$949,846,687	-3.0%	36%	34%
Paid Accommodations	$1,738,294,203	$1,818,293,459	4.6%	64%	66%
Hotel/Motel/Resort/B&B	$976,305,895	$1,035,559,526	6.1%	36%	37%
Condo/Cottage/Vacation Home	$545,909,733	$567,357,233	3.9%	20%	20%
RV Park/Campground	$216,078,575	$215,376,700	-0.3%	8%	8%



Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

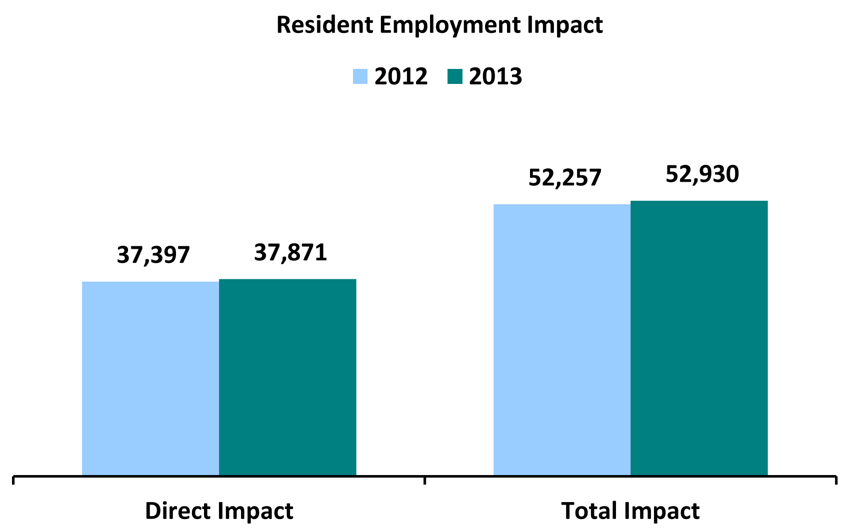
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

Direct employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

Total employment includes the number of employees necessary to produce the direct output purchased with the visitor expenditures PLUS the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



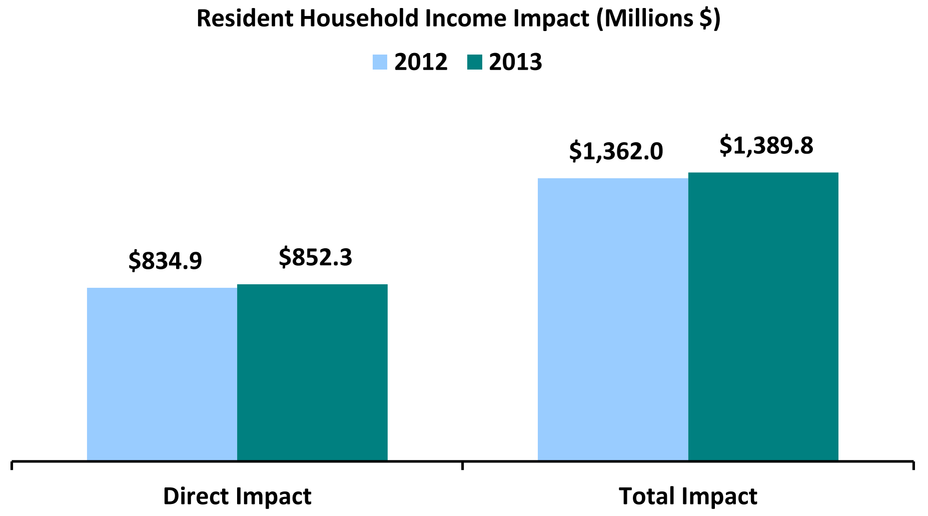
Impact on Household Income for Lee County Residents

As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

<u>Direct household income impact</u> includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

<u>Total household income</u> includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures <u>PLUS</u> the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).



Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

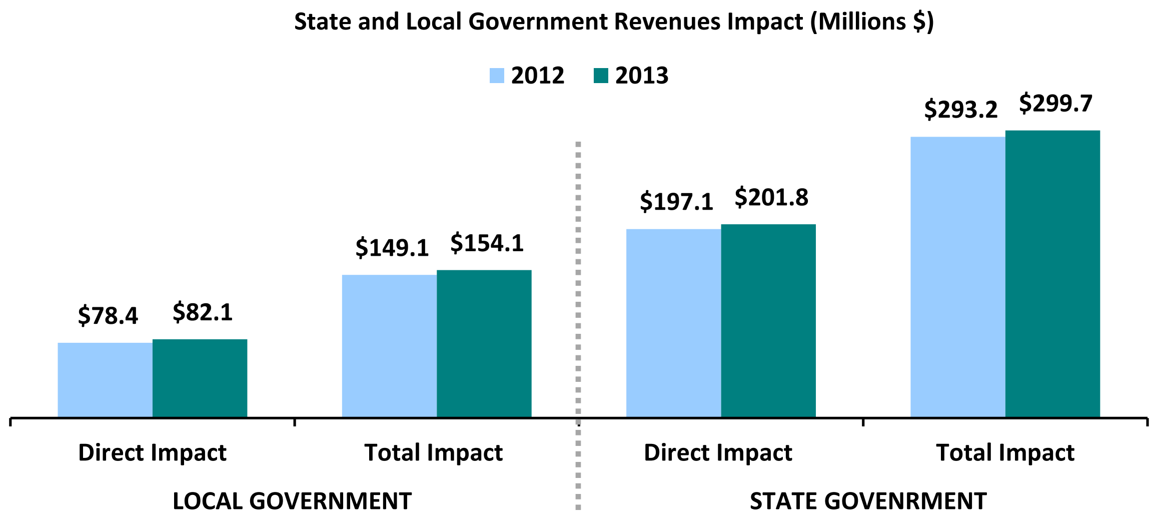
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



Appendix

2013

2013 Interviewing Locations

City	Event/Location
Bonita Springs	Bonita Beach
Cape Coral	Cape Coral Yacht Club
Estero	Miromar Outlets
Fort Myers	Centennial Park
Fort Myers	Crowne Plaza
Fort Myers	Edison-Ford Winter Estates
Fort Myers	Hammond Field (Spring Training)
Fort Myers	Jet Blue Park (Spring Training)
Fort Myers	RSW Airport
Fort Myers	Shell Factory
Fort Myers Beach	Beach Club I
Fort Myers Beach	Best Western PLUS Beach Resort
Fort Myers Beach	Bowditch Point
Fort Myers Beach	Cane Palm Condos
Fort Myers Beach	Casa Playa Resort
Fort Myers Beach	DiamondHead Beach Resort
Fort Myers Beach	Estero Island Beach Club
Fort Myers Beach	The Pier
Fort Myers Beach	Gateway Villas
Fort Myers Beach	Kona Beach Club
Fort Myers Beach	Lani Kai Beach Resort
Fort Myers Beach	Neptune Inn
Fort Myers Beach	Pink Shell Beach Resort
Fort Myers Beach	Times Square
Fort Myers Beach	Winward Passage

City	Event/Location
Sanibel	Casa Ybel
Sanibel	Compass Point
Sanibel	Coquina Beach
Sanibel	Gulf Breeze Cottages
Sanibel	Holiday Inn (Sanibel)
Sanibel	Island Beach Club
Sanibel	Lighthouse Beach
Sanibel	Loggerhead Cay
Sanibel	Ocean Reach
Sanibel	Pelican Roost
Sanibel	Periwinkle Park & Campground
Sanibel	Pointe Santo
Sanibel	Sandalfoot Condos
Sanibel	Sanibel Arms Condominiums
Sanibel	Sanibel Beach Club
Sanibel	Sanibel Cottages
Sanibel	Sanibel Inn
Sanibel	Sanibel Moorings
Sanibel	Sanibel Siesta
Sanibel	Sanibel Surfside
Sanibel	Signal Inn Beach & Racquetball Club
Sanibel	Song of the Sea
Sanibel	Sundial Beach Resort & Spa
Sanibel	Tarpon Beach Club
Sanibel	Tortuga Beach Club
Sanibel	Villa Sanibel

Seasonal Comparisons:

Key Statistics

2013

	Winter 2013		YOY % Change	Spring 2013		YOY % Change	Summer 2013		YOY % Change	Fall 2013		YOY % Change
Visitation												
Total Visitation		1,398,318	-0.5%		1,310,234	0.7%		1,052,567	5.7%		1,036,814	3.9%
Paid Accommodations		732,267	9.4%		734,693	13.7%		624,158	14.1%		611,894	10.3%
Visiting Friends/Relatives		666,051	-9.5%		575,541	-12.1%		428,409	-4.5%		424,920	-4.0%
Visitor Origin by Country												
United States	79%	582,058	6.8%	82%	599,326	9.0%	74%	463,861	13.1%	71%	433,581	9.2%
Germany	5%	37,552	-6.2%	7%	48,033	109.1%	9%	54,100	13.6%	11%	65,694	2.2%
Canada	9%	64,060	54.1%	3%	25,108	173.3%	3%	19,035	41.7%	5%	32,847	50.9%
United Kingdom	2%	16,567	79.4%	3%	19,650	6.9%	4%	28,052	14.9%	6%	34,724	19.6%
Other/No Answer	5%	32,029	-5.4%	6%	42,575	-7.3%	9%	59,110	15.3%	7%	45,047	6.0%
Visitor Origin by US Region												
Midwest	57%	331,343	6.6%	50%	301,301	23.8%	33%	155,288	26.%	48%	210,221	25.9%
Northeast	23%	133,641	7.2%	20%	121,175	-16.7%	17%	77,143	1.9%	25%	109,803	47.1%
South (incl. Florida)	12%	67,373	9.4%	23%	139,734	14.1%	45%	207,385	30.7%	19%	80,710	-11.5%
West	2%	8,836	-64.1%	2%	10,917	-20.8%	2%	9,017	-7.7%	3%	14,077	-15.1%
No Answer	7%	40,866	77.0%	4%	26,200	6.9%	3%	15,028	2.6%	4%	18,770	-60.6%
In-State Visitors	**2%**	**8,836**	**14.8%**	**9%**	**52,400**	**-12.2**	**22%**	**103,191**	**15.8%**	**6%**	**27,216**	**-18.0%**
Total Visitor Expenditures		**$1,050,048,213**	0%		**$666,522,795**	1.2%		**$469,867,023**	**2.7%**		**$581,702,115**	**5.6%**
Paid Accommodations		$736,972,483	0.5%		$404,671,903	6.8%		$298,563,087	7.7%		$378,085,986	8.3%
Visiting Friends/Relatives		$313,075,730	-1.1%		$261,850,892	-6.4%		$171,303,936	-4.9%		$203,616,129	0.8%

Visitor Profile Survey	Winter 2013	Spring 2013	Summer 2013	Fall 2013
# of Interviews Completed	916	915	921	924
Percentage Flying to Lee County	65%	70%	65%	76%
First-time Visitors	20%	25%	27%	22%
Repeat Visitors	79%	74%	72%	78%
Average Length of Stay	9.5	8.3	8.7	9.0
Satisfaction with Visit				
Very Satisfied/Satisfied	95%	94%	94%	96%
Very Satisfied	*63%*	65%	60%	66%
Satisfied	*32%*	29%	34%	30%
Likely to Recommend	90%	90%	88%	93%
Likely to Return	89%	91%	88%	90%
Average Age	55.5	50.1	48.1	52.9
Average Household Income	$106,760	$111,462	$104,259	$105,846
Married	74%	77%	69%	71%
Traveling as a couple	51%	34%	32%	48%
Traveling as a family	26%	46%	47%	29%
Traveling with children	15%	38%	37%	18%
Average Travel Party Size	2.7	3.4	3.4	2.9

Occupancy Barometer	Winter 2013	Spring 2013	Summer 2013	Fall 2013
Purpose of Visit				
Leisure/Vacation	85%	79%	79%	80%
Business	5%	8%	11%	8%
Conference/ Meeting	4%	5%	3%	4%
Tour and Travel Groups	3%	2%	3%	2%
Weddings/Social Groups/ Reunions NET	3%	6%	4%	7%
Level of Reservations for Next Three Months vs. Last Year				
Up/Same (Net)	77%	76%	90%	88%
Up	43%	37%	55%	65%
Same	35%	39%	35%	23%
Down	21%	21%	9%	10%