

Gender (Decision Maker)

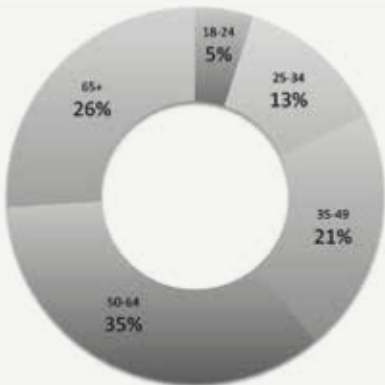
Sex	Percent
Male	34
Female	66

Point of Origin

City Type	Percent
Town/Rural	46
Rural	17
Town	14
Suburban	13
Second City	8
Urban	2

Average Travel Distance

Season	Miles
Summer	372
Fall	328
Winter	292
Spring	318



Average Age

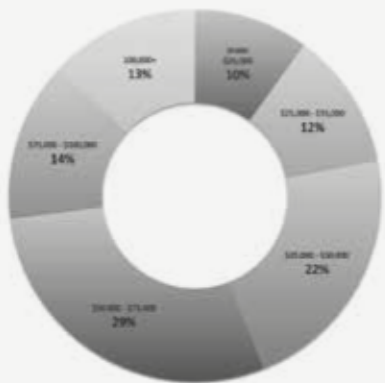
Demo	Percent
18-24	5
25-34	13
35-49	21
50-64	35
65+	26

Average Party Size

Season	Party Size
Summer	4.4
Fall	4
Winter	3.9
Spring	3.6

Average Spending

Season	Budget
Summer	\$1,725
Fall	\$1,419
Winter	\$1,461
Spring	\$1,313



Household Income

Demo	Percent
Under \$25,000	10
\$25,000 - \$35,000	12
\$35,000 - \$50,000	22
\$50,000 - \$75,000	29
\$75,000 - \$100,000	14
100,000+	13

Average Length of Stay

Season	Days
Summer	4.3
Fall	3.4
Winter	2.9
Spring	3