

DEP SOLICITATION NO. 2016019C  
ADDENDUM NO. 1  
EXHIBIT C



# Kumar Insights Company

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**Florida State Parks System Market Research**

**DEP Solicitation Number 2014003C**

**Prepared for: Florida Department of Environmental Protection**

**FINAL REPORT**



# Flow of Presentation

Section 1: Project Overview

Section 2: Park **Visitors** Details by FL Residents vs. Non-Residents

Section 3: Park **Visitors** Executive Summary

Section 4: Park **Visitors** Details by District

Section 5: Park **Non-Visitors** Details

Section 6: Park **Non-Visitors** Executive Summary

**APPENDIX:** Park Non-Visitor Details by District

# **Section 1**

## **Project Overview**

## Project Overview: Objectives

The main objective of this project is to better understand Visitors (FL Residents and Non-Residents) and Non-Visitors (FL Residents) to Florida State Parks in terms of their:

- Demographics
- Park usage behaviors/barriers
- Reaction to promotional offers
- Appeal of ideas for enhancing the visitor experience

# Project Overview: Overall Research Plan

The overall research plan divides the project into **two (2) key tasks**:

1. Assessment of Florida Residents' and Non-Residents' visitation to Florida State Parks (*intercept study at 15 state parks*)
2. Assessment of Florida Residents who have not visited a Florida State Park in the past year (*Non-Visitor online study*)

# Project Overview: Data Collection Among Park Visitors

**Intercept surveys among park visitors were conducted between October 17<sup>th</sup> and November 23<sup>rd</sup>, 2013.**

Interviewers approached visitors, screened them for being over 18 years old, and then had them complete the survey using a handheld electronic “tablet” device or paper questionnaire. Respondents were offered the option of the survey being self-administered or interviewer administered. The survey was about **5 minutes long**.

Listed below are the details regarding data collection at the parks.

- A **pretest** was conducted at Wekiwa Springs State Park in Apopka. Interviewers completed 49 surveys among park visitors. (29 among Residents and 20 among Non-Residents).
- Following the pretest, the main set of interviews were conducted over a **5 week** timeframe.
- Interviews were conducted at 3 parks within each of the 5 park regions.
- Each interviewer had 3 electronic devices to use plus the paper surveys.
- Interviews were conducted primarily on the weekend, 7-9 hours per day.



# Project Overview: Data Collection Among Non-Visitors

Interviews with Florida residents who have *not* visited a Florida State Park within the past 12 months were conducted **ONLINE between Nov 11<sup>th</sup> and 15<sup>th</sup>, 2013**. This survey was an average of **5 minutes**.

The Florida residents that have not visited a Florida State Park in the past 12 months were recruited against the following criteria:

- Over 18 years of age
- Have lived in Florida continuously for more than 6 months
- Have not visited a Florida State Park in the past 12 months
- Equally divided across the 5 Districts



# Project Overview: Sample Sizes

Listed below are the sample sizes for each research task of the project and the resulting confidence intervals in total and for each of the five districts. The next page lists the number of interviews conducted among Residents and Non-Residents in each of the parks where the interviews were conducted.

## Visitor Study:

- Intercept Study
- 5 districts; 3 parks per district
- **N=3972 (target: 3800)**
- **N=794 average per district (target: 780)**
- Confidence Interval for Total Sample: 1.5%
- Confidence Interval for Each Region: 3.4%

## Non-Visitor Study (FL Residents only):

- Online study
- **N=382 (target: 380)**
- **N=76 average per district (target: 76)**
- Confidence Interval for Total Sample: 4.9%
- Confidence Interval for Each Region: 11.0%





# Project Overview: Visitor Sample Details

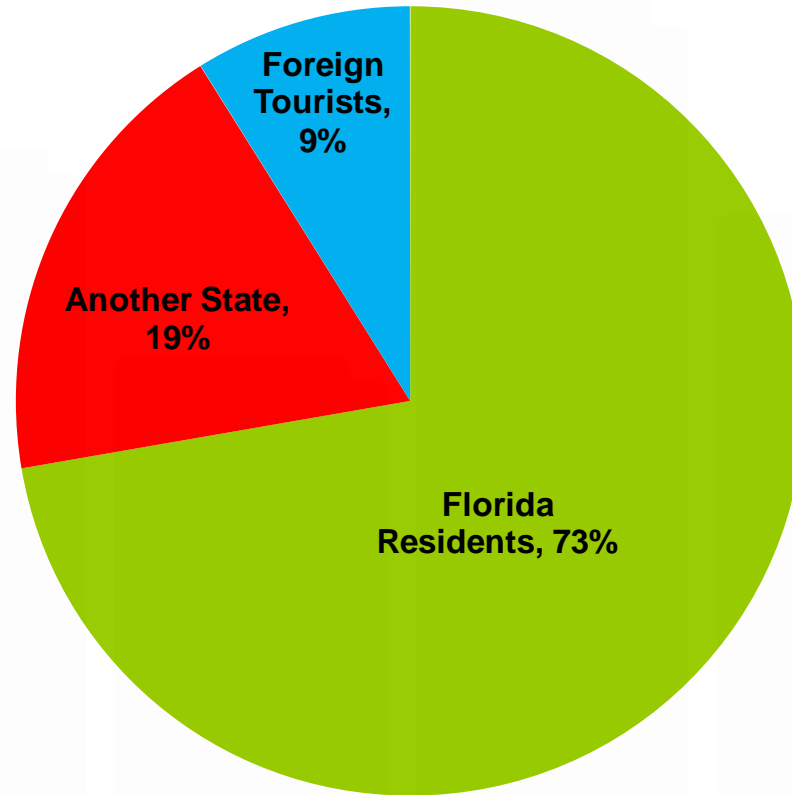
## Locations for On-Site Interviews and Sample Sizes

Region	Park Name	TOTAL	FL Resident Visitors	Non-Resident Visitors
Central	Sebastian Inlet State Park	175	144	31
	Anastasia State Park	258	224	34
	Wekiwa Springs State Park	365	287	78
	<b>TOTAL</b>	<b>798</b>	<b>655</b>	<b>143</b>
Northeast	Crystal River Preserve State Park	120	103	17
	Paynes Prairie Preserve State Park	207	183	24
	Ft. Clinch State Park	465	348	117
	<b>TOTAL</b>	<b>792</b>	<b>634</b>	<b>158</b>
Northwest	Edward Ball Wakulla Springs State Park	294	199	95
	Alfred B. Maclay Gardens State Park	163	148	15
	Grayton Beach State Park	325	208	117
	<b>TOTAL</b>	<b>782</b>	<b>555</b>	<b>227</b>
Southeast	John Pennekamp Coral Reef State Park	364	164	200
	Bill Baggs Cape Florida State Park	269	193	76
	John U. Lloyd Beach State Park	163	137	26
	<b>TOTAL</b>	<b>796</b>	<b>494</b>	<b>302</b>
Southwest	Delnor-Wiggins Pass State Park	315	224	91
	Honeymoon Island State Park	212	144	68
	Weeki Wachee Springs State Park	277	203	74
	<b>TOTAL</b>	<b>804</b>	<b>571</b>	<b>233</b>



# Project Overview: Visitors Place of Residency

**Florida State Park Visitors**  
Place of Residency (n=3972)



# Project Overview: Out-of-State Visitors Place of Residency

## Florida State Park Visitors

Out-of-State US Visitors – State of Residency (n=752)

TOP VISITING STATES

13%



GEORGIA

6%



NEW YORK

6%



PENNSYLVANIA

5%



CALIFORNIA

5%



ILLINOIS

3%

INDIANA  
MARYLAND  
MASSACHUSETTS  
NEW JERSEY  
NORTH CAROLINA  
TENNESSEE  
VIRGINIA

2%

IOWA  
MINNESOTA  
MISSOURI  
NEVADA  
SOUTH CAROLINA  
TEXAS  
WASHINGTON  
WISCONSIN

1%

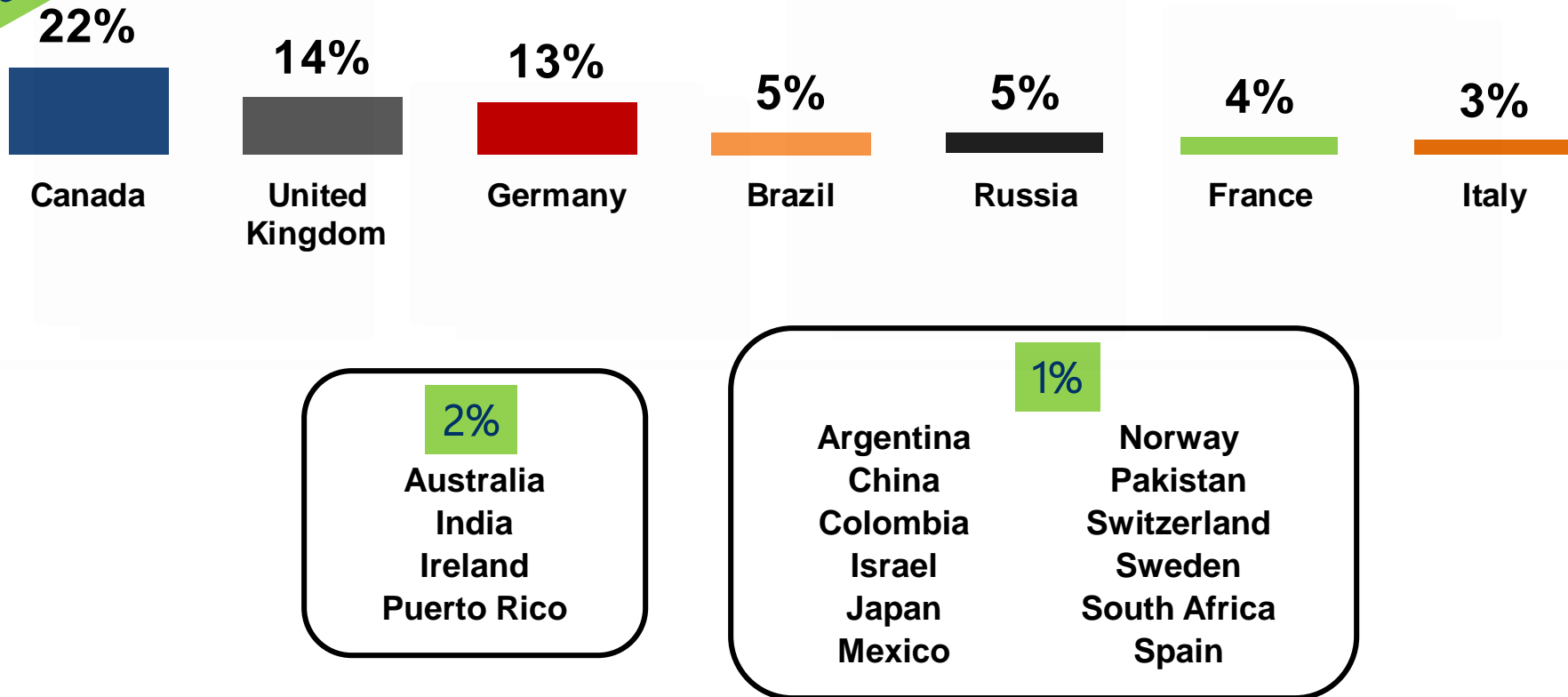
ALASKA  
ARIZONA  
COLORADO  
CONNECTICUT  
HAWAII  
KENTUCKY  
LOUISIANA  
MAINE  
MONTANA  
NEW HAMPSHIRE  
NEW MEXICO  
OREGON  
UTAH  
VERMONT



# Project Overview: Foreign Tourists Country of Residency

TOP VISITING COUNTRIES

## Florida State Park Visitors Foreign Tourists – Country of Residency (n=311)



*\*Other countries was mentioned by 14% of the respondents.*

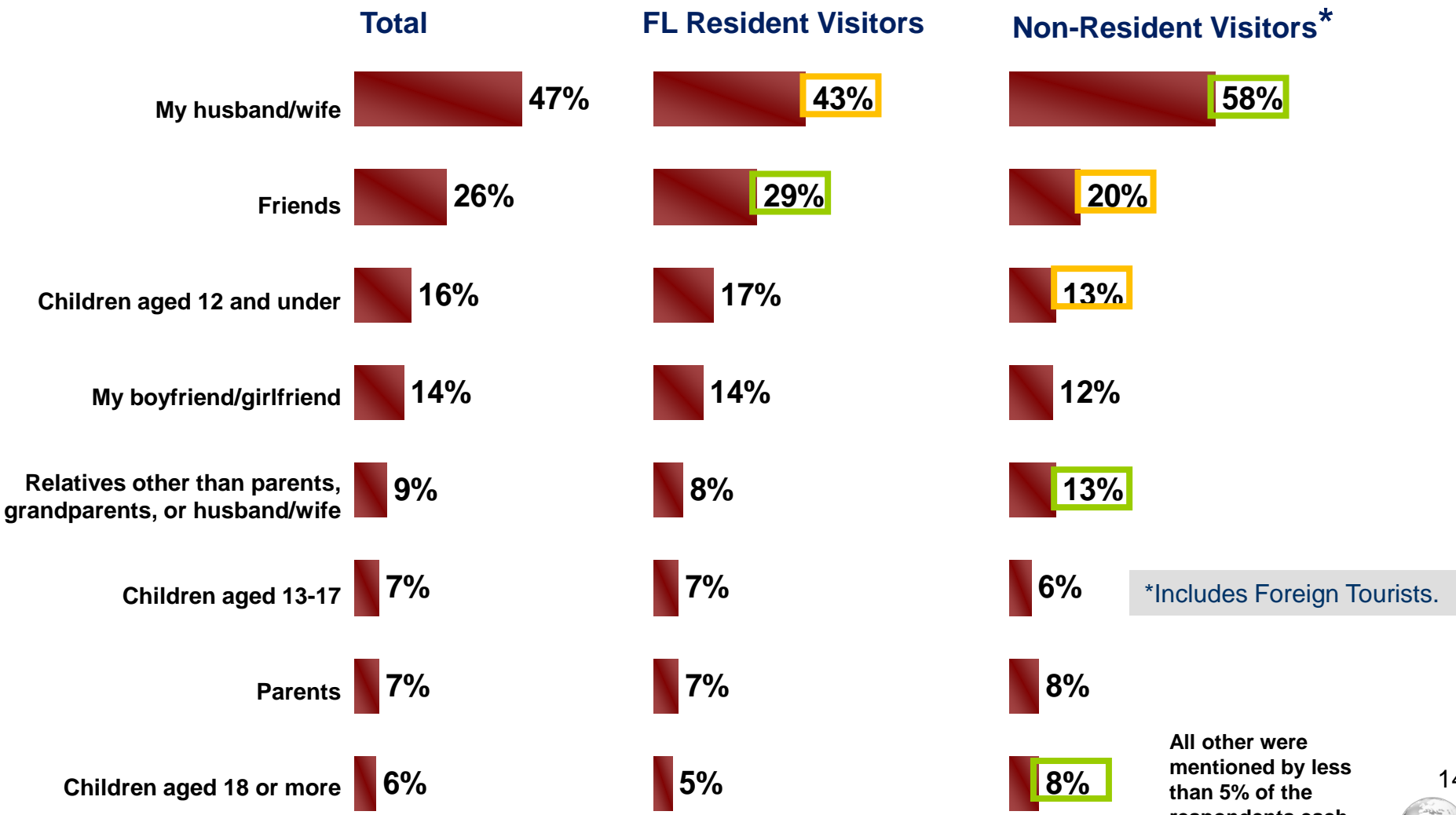
## **Section 2**

# **Florida State Park Visitors FL Residents vs. Non-Residents**

**This analysis is based on n=3972 Visitors who were intercepted in 15 different parks between October 17 and November 23, 2013. All of the stat testing is conducted at the 95% confidence level.**

A park outing is all about family and friends; 47% visit with their spouse and 26% with friends. Non-Residents are much more likely to visit as a couple.

### Florida State Park Visitors – Visiting Party Composition



\*Includes Foreign Tourists.

All other were mentioned by less than 5% of the respondents each.

Green box / Yellow box Significantly Above / Below Total.

Visitors have significant exposure to Florida State parks; on average they have visited a Florida State park an average of 8 times in the past year. As expected, Residents have a stronger frequency of visits than Non-Residents.

## Florida State Park Visitors

Number of (Any) FL State Park Visits in Past 12 Months

	Total	FL Resident Visitors	Non-Resident Visitors*
	(n=3972)	(n=2909)	(n=1063)
<b>Avg. Number of Park Visits in P12M</b>	<b>8.0</b>	<b>9.9</b>	<b>2.8</b>
<b>This is my first visit in the past 12 months</b>	31%	17%	67%
<b>2-3 times</b>	23%	25%	20%
<b>4-6 times</b>	15%	18%	6%
<b>7-9 times</b>	7%	9%	2%
<b>10-12 times</b>	7%	9%	2%
<b>13-15 times</b>	3%	4%	1%
<b>16-18 times</b>	2%	2%	0%
<b>19-21 times</b>	2%	3%	0%
<b>22-24 times</b>	2%	2%	1%
<b>25-27 times</b>	1%	1%	0%
<b>28-30 times</b>	1%	2%	0%
<b>31-36 times</b>	1%	1%	0%
<b>37-43 times</b>	1%	1%	0%
<b>44-50 times</b>	1%	1%	0%
<b>Over 50 times in the past 12 months</b>	4%	6%	1%

\*Includes Foreign Tourists.

■ / ■ Significantly Above / Below Total.

Demographically, Non-Resident Visitors to Florida State Parks are more likely to be older than Florida Resident Visitors (average age=48 vs. 44). The parks seem to attract an even mix of men and women.

### Florida State Park Visitors Demographic Profile – Age and Gender

	Total (n=3972)	FL Resident Visitors (n=2909)	Non-Resident Visitors* (n=1063)
<b>Avg. Age</b>	45	44	48
<b>18 to 24</b>	12%	13%	8%
<b>25 to 34</b>	19%	19%	17%
<b>35 to 44</b>	20%	21%	19%
<b>45 to 54</b>	19%	18%	19%
<b>55 to 64</b>	17%	16%	21%
<b>65 to 74</b>	11%	10%	14%
<b>75 or older</b>	2%	2%	1%
<b>Male</b>	50%	50%	49%
<b>Female</b>	50%	50%	51%

\*Includes Foreign Tourists.

■ / ■ Significantly Above / Below Total.



Over half the park visitors are married. Non-Resident Visitors are also more likely to be married than Florida Resident Visitors (64% vs. 53%).

### Florida State Park Visitors

#### Demographic Profile – Marital Status and Household Composition

	Total (n=3972)	FL Resident Visitors (n=2909)	Non-Resident Visitors* (n=1063)
<b>Marital Status</b>			
Married	56%	53%	64%
Single, never married	24%	25%	19%
Separated/Divorced	8%	9%	6%
Domestic partnership	7%	7%	7%
Widowed	3%	3%	2%
Other	2%	2%	1%
<b>People that Live in the HH</b>			
Spouse (husband/wife)	54%	51%	62%
Children age 12 and under	18%	18%	16%
Just myself	17%	18%	16%
Children age 13-17	11%	12%	9%
Roommate/friend	9%	10%	6%
Significant other/domestic partner	9%	10%	8%
Children over the age of 18	8%	8%	9%
Parents/Grandparents	7%	8%	4%
Other	2%	2%	2%

/ **Significantly Above / Below Total.**

\*Includes Foreign Tourists.

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**Non-Resident Visitors are more likely to be Caucasian (83% vs. 73%) than Florida Resident Visitors. Interestingly, Florida parks clearly under-index on African Americans, given that 15% of the Florida population is African American.**

## Florida State Park Visitors – Among US Visitors Demographic Profile – Ethnicity

	Total (n=3442)	FL Resident Visitors (n=2723)	Non-Resident Visitors* (n=719)
<b>Caucasian/White</b>	75%	73%	83%
<b>Hispanic</b>	12%	14%	4%
<b>African American</b>	4%	5%	3%
<b>Asian or Pacific Islander</b>	4%	4%	5%
<b>Some other ethnic background</b>	5%	5%	4%

\*Includes Foreign Tourists.

 /  Significantly Above / Below Total.

The average party size for Visitors is 3.3 people. Non-Resident Visitors are more likely to be couples.

### Florida State Park Visitors Park Visiting Party Size

	Total (n=3972)	FL Resident Visitors (n=2909)	Non-Resident Visitors* (n=1063)
<b>Avg. Size of Visiting Party</b>	<b>3.3</b>	<b>3.3</b>	<b>3.1</b>
<b>1</b>	10%	12%	4%
<b>2</b>	39%	35%	48%
<b>3</b>	14%	14%	16%
<b>4</b>	16%	15%	19%
<b>5</b>	8%	8%	5%
<b>6</b>	4%	5%	3%
<b>7</b>	2%	2%	1%
<b>8 or more</b>	7%	8%	4%



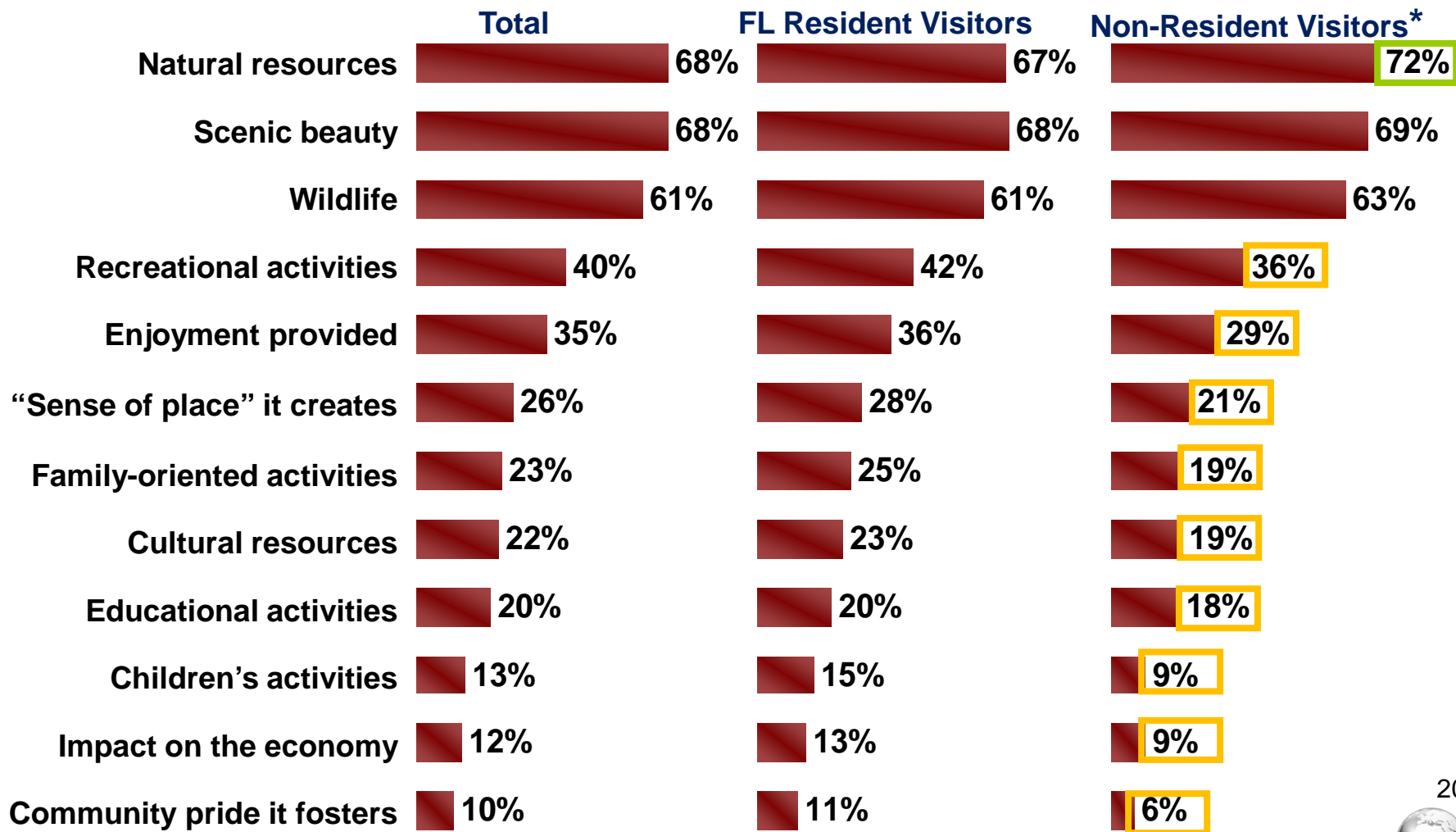
\*Includes Foreign Tourists.

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The three elements guests most value about Florida State Parks are the Natural resources, the Scenic beauty, and the Wildlife. Natural resources are especially valued by Non-Resident Visitors.

\*Includes Foreign Tourists.

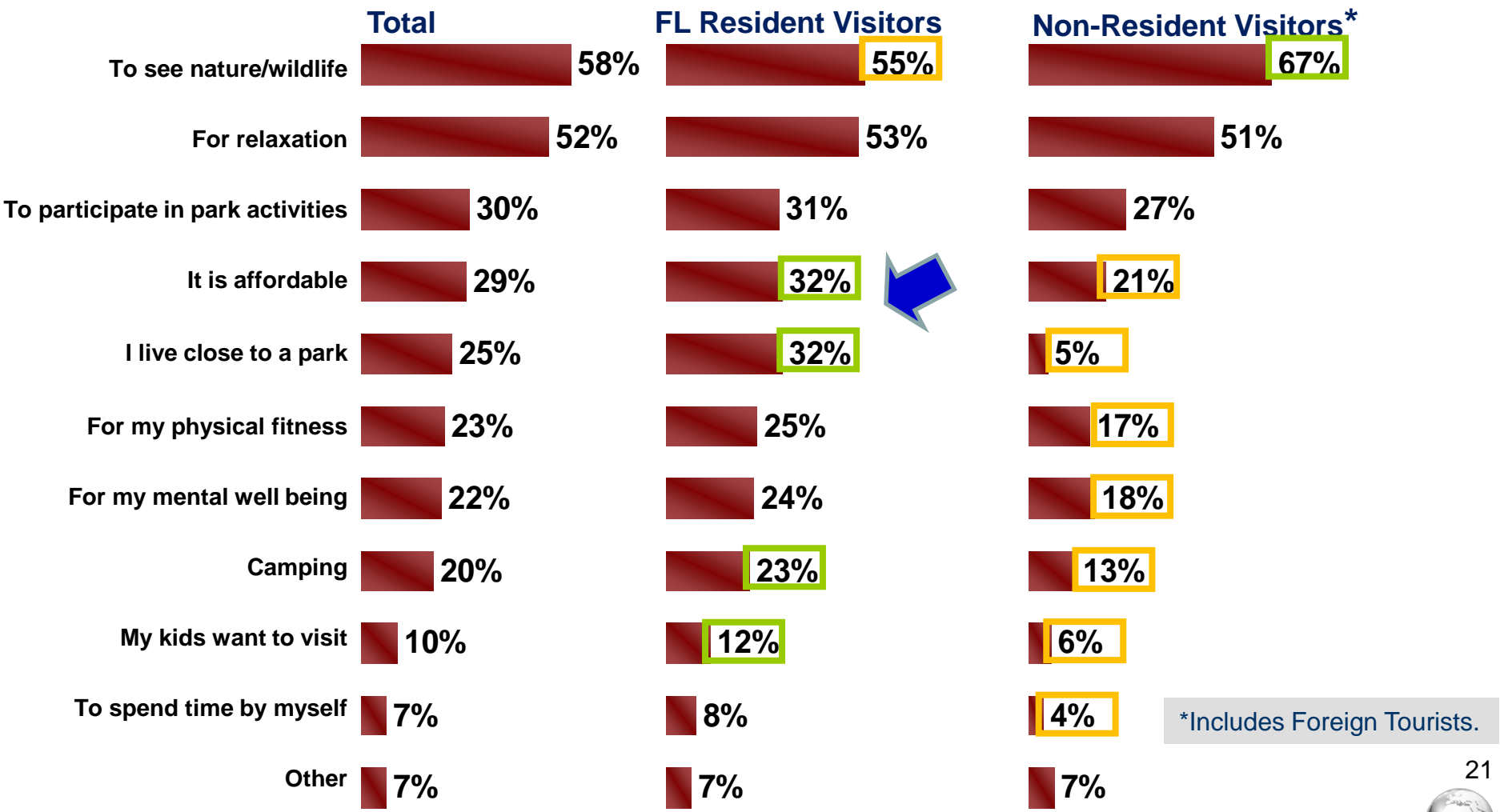
### Florida State Park Visitors Most Value About Florida State Parks



□ / □ Significantly Above / Below Total.

The most important reasons for participating in outdoor recreational activities at Florida State Parks are “To see nature/wildlife” and “For relaxation.” Nature/Wildlife is more important to Non-Resident visitors, while location and price are relatively more important to Florida Residents.

## Florida State Park Visitors - Most Important Reasons to Participate in Outdoor Recreational Activities at Florida State Parks



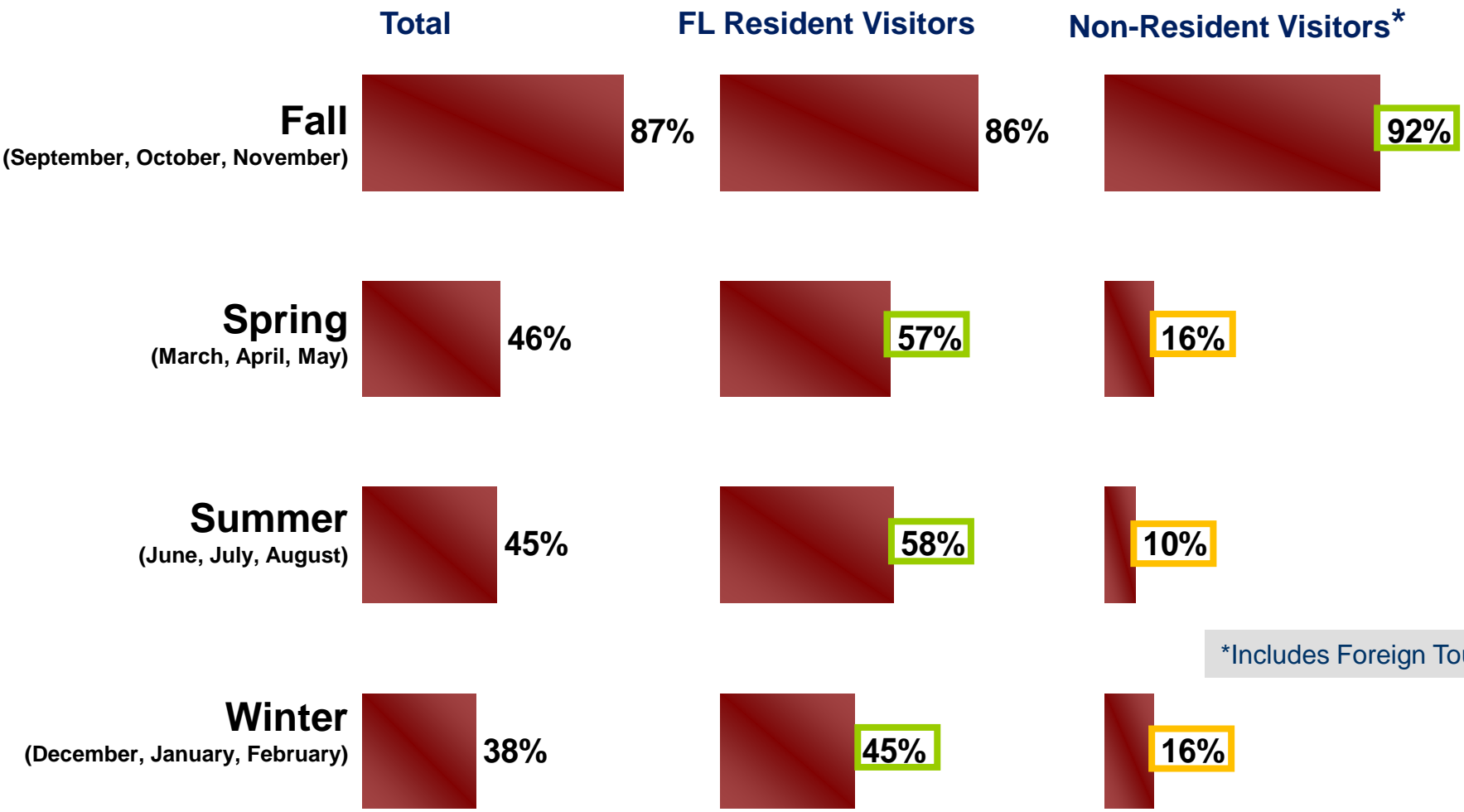
\*Includes Foreign Tourists.

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Respondents most often say Fall is the season that they have visited a Florida State Park in the past 12 months. (The fact that this study was conducted in the Fall may be one reason.)

### Florida State Park Visitors

#### Seasons Visited Any Florida State Park in Past 12 Months



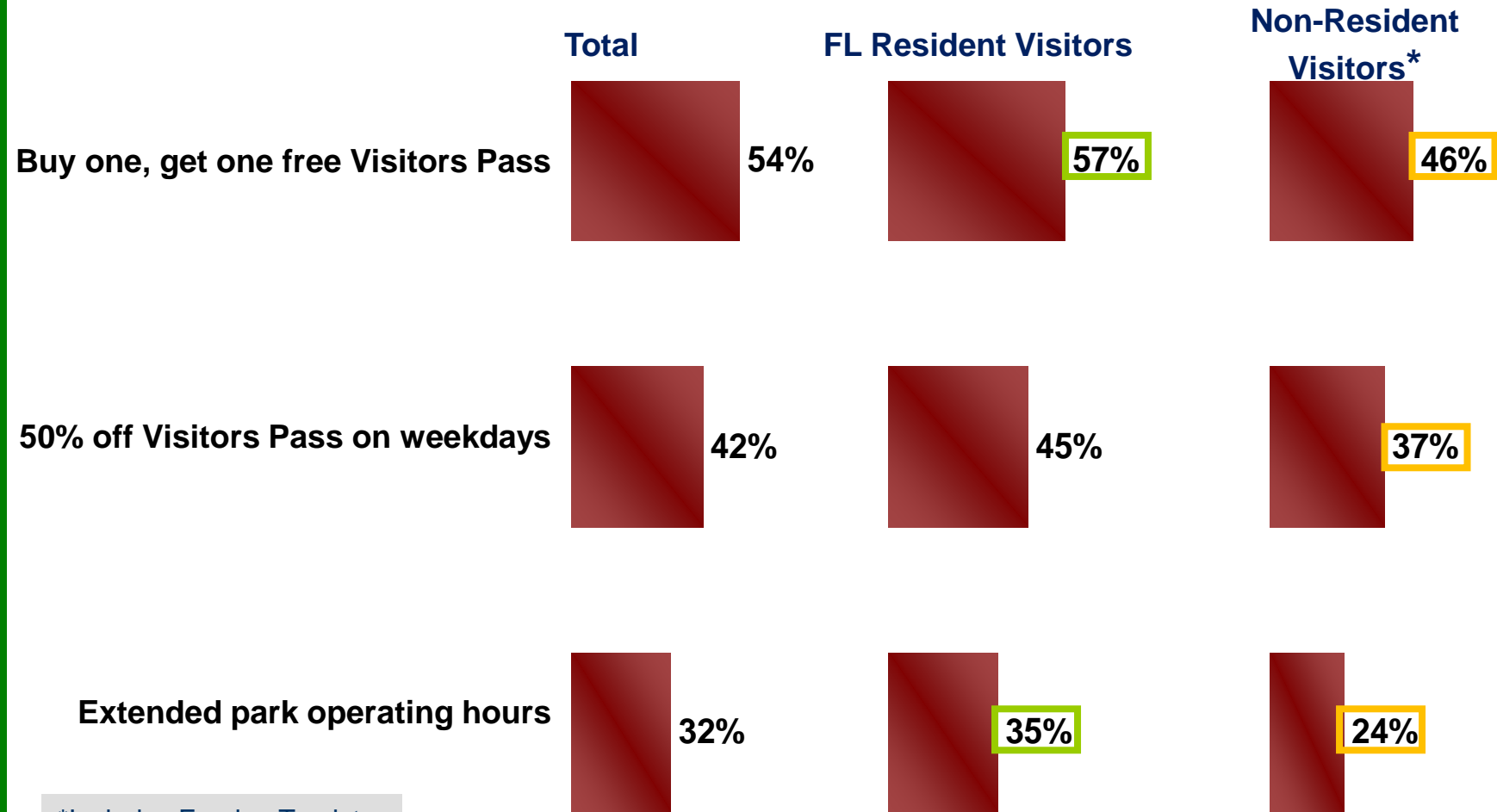
\*Includes Foreign Tourists.

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A “Buy one, get one free Visitors Pass” is more likely to increase visitation to Florida State Parks than a “50% off Visitors Pass on weekdays” or “Extended park operating hours” – this is true among both Residents and Non-Residents. Offering all three of these has the broadest reach (see TURF description/results on the next 2 pages).

## Florida State Park Visitors

% Will Make Much More Likely to Visit Florida State Parks



\*Includes Foreign Tourists.

  /   Significantly Above / Below Total.

# About TURF

- A **TURF Analysis** helps optimize the Offers/Ideas by identifying the combination that reach the broadest base of consumers with the least amount of cannibalization.
- The “optimal combination” that a TURF produces is best looked at as the set of **CORE OFFERS/IDEAS**, or the “**MUST HAVES**.”

## Identifying the **MUST HAVES**:

- Starting out with the most appealing offer/idea, we continue to add offers/ideas until such time as the incremental reach is not statistically significant.

**Note: A TURF provides guidance on offers/ideas at a conceptual level. Other strategic considerations must also be made before deciding to add an offer/idea.**



Only having the most popular offer of “Buy One, Get One Free Visitor Pass” appeals to 54% of consumers, but offering all three of the offers appeals to 63% of consumers – which is optimal.

## Florida State Park Visitors - Total TURF – Best Set of Offers

Buy One, Get One Free Visitor Pass

54%

50% Off Weekday Visitors Pass

60%

Extended Park Operating Hours

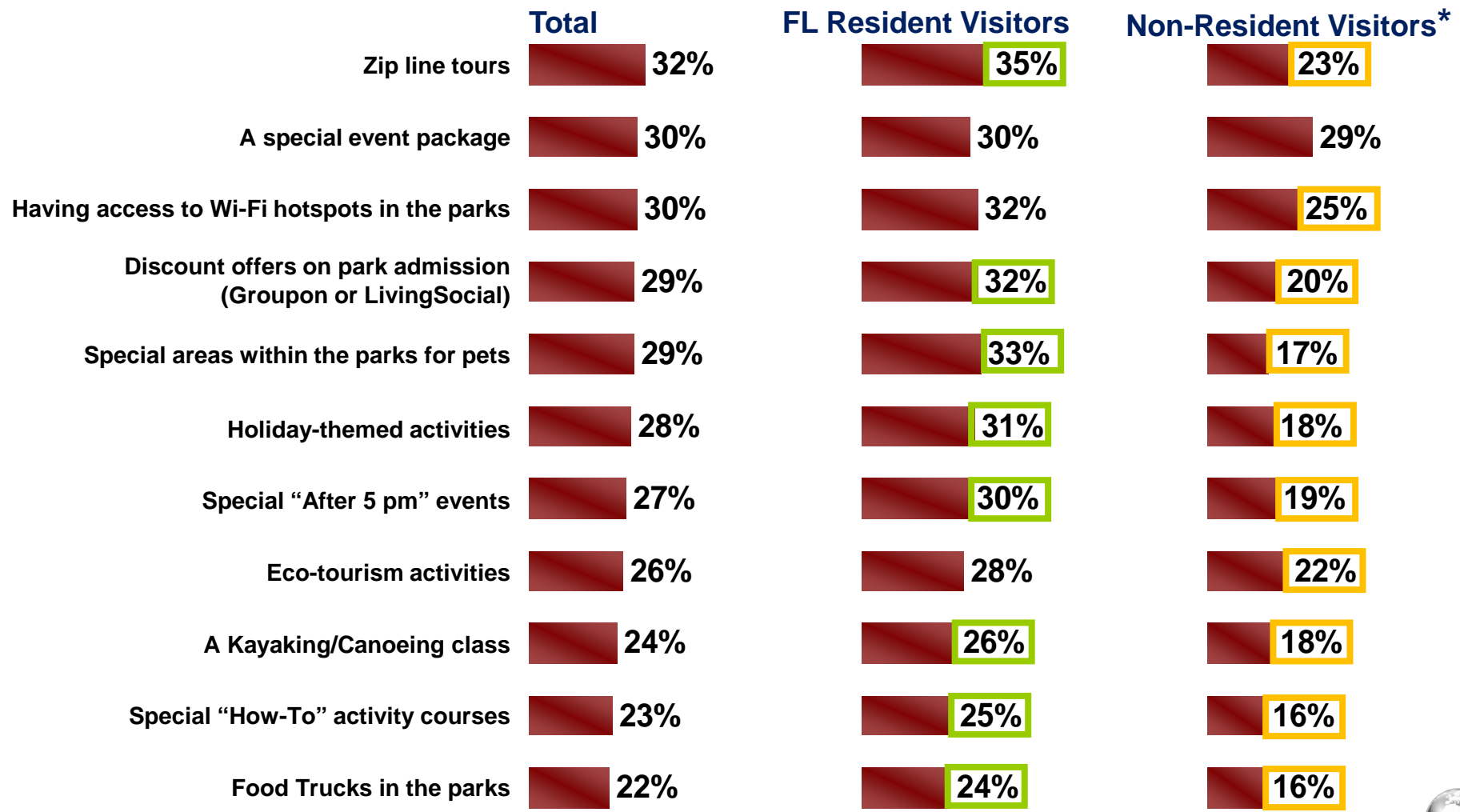
63% **OPTIMAL**



Many of the ideas for encouraging visitation to Florida State Parks appeal to consumers, with the three most appealing being Zip line tours, A special event package, and Having access to Wi-Fi hotspots in the parks. Most of the ideas appeal significantly more to Florida Residents.

## Florida State Park Visitors

### Extremely Appealing Ideas to Encourage Florida State Parks Visitation

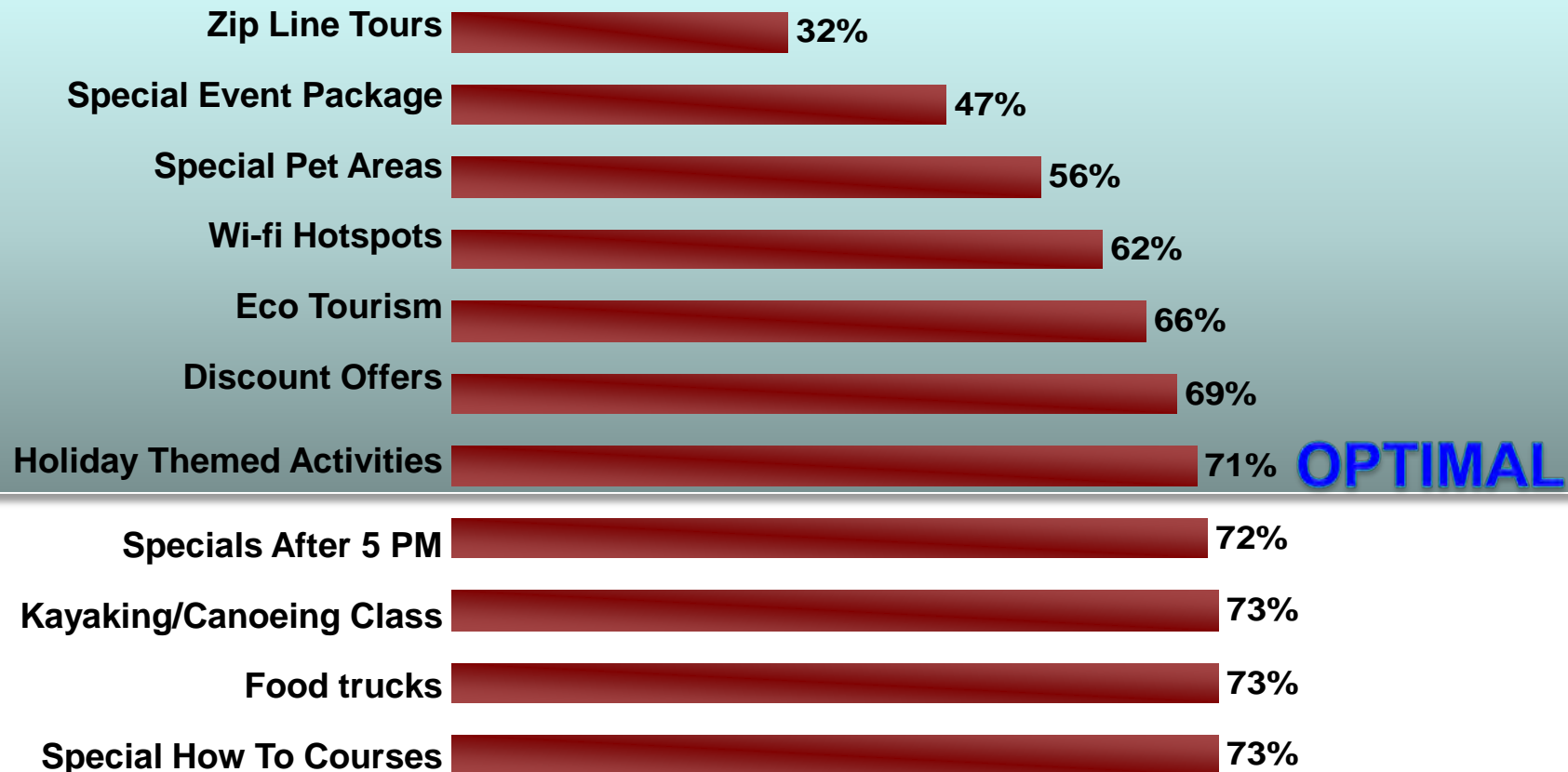


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\*Includes Foreign Tourists.

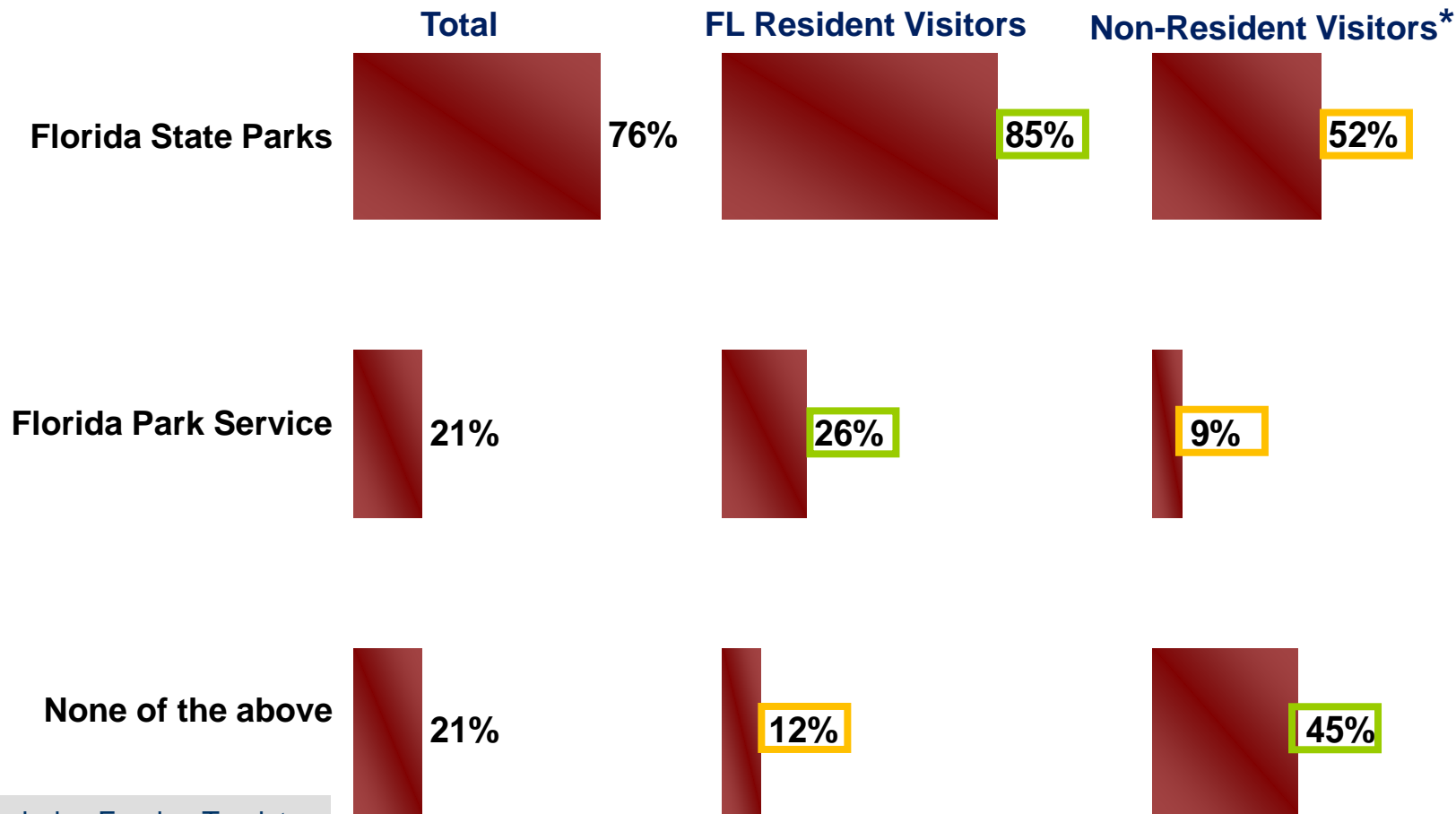
Of the 11 ideas evaluated, TURF results show that 7 of them need to be offered to achieve “optimal” REACH. Eco Tourism is an idea rates lower on “appeal” than many of the other ideas (see previous slide), but that is important to offer to reach a wider/more diverse audience.

## Florida State Park Visitors - Total TURF – Best New Ideas



# Awareness is much higher for Florida State Parks than the Florida Park Service among both Florida Residents and Non-Residents.

## Florida State Park Visitors % Familiar with...



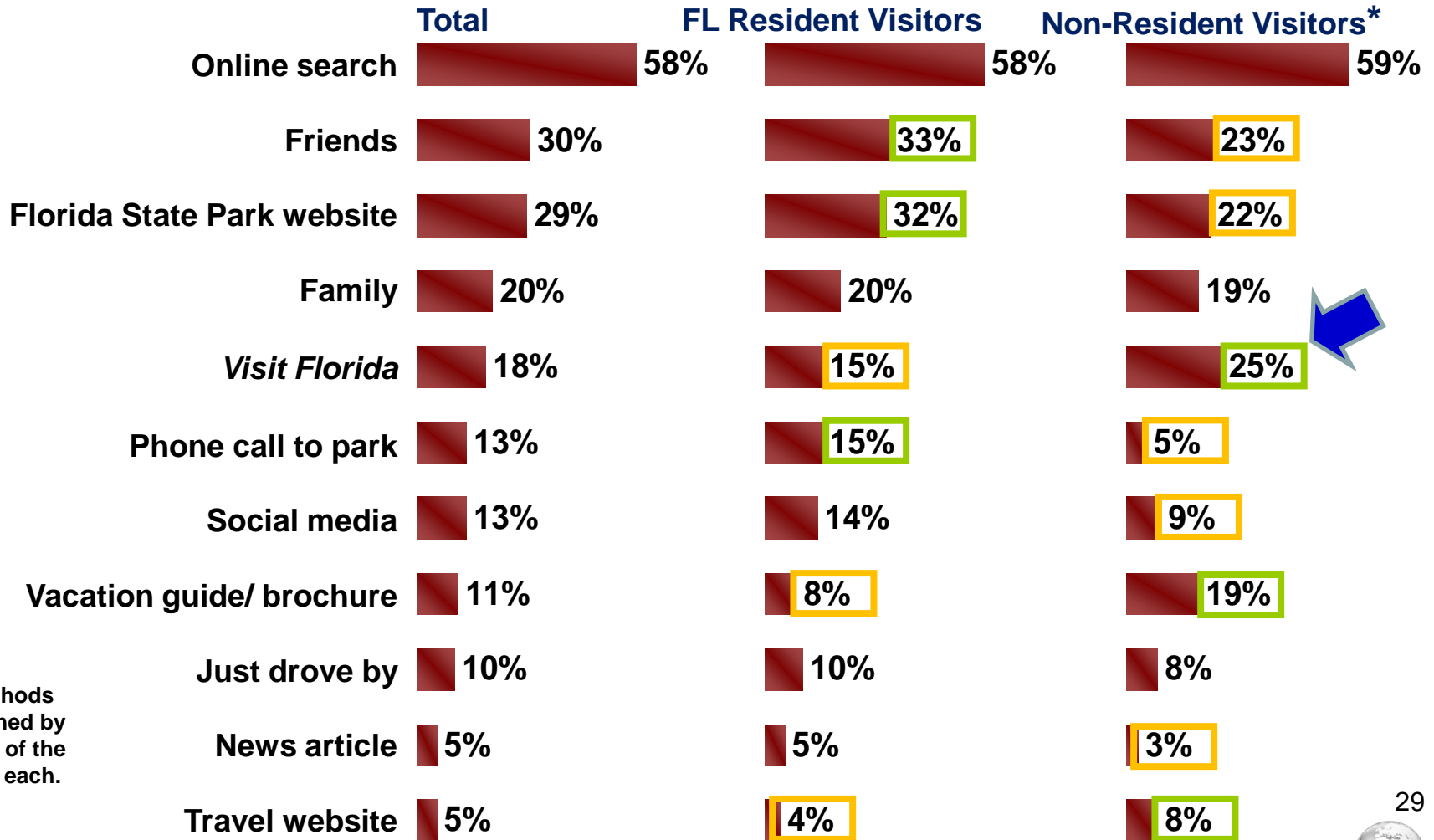
\*Includes Foreign Tourists.

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An Online Search is by far the most popular way that Visitors get information about Florida State Parks. Florida Residents are more likely than Non-Residents to get information from Friends and the Florida State Park website. *Visit Florida* appears to be very popular among Out-of-State Visitors.

## Florida State Park Visitors

### How Typically Get Information about Florida State Parks



All other methods were mentioned by less than 5% of the respondents each.

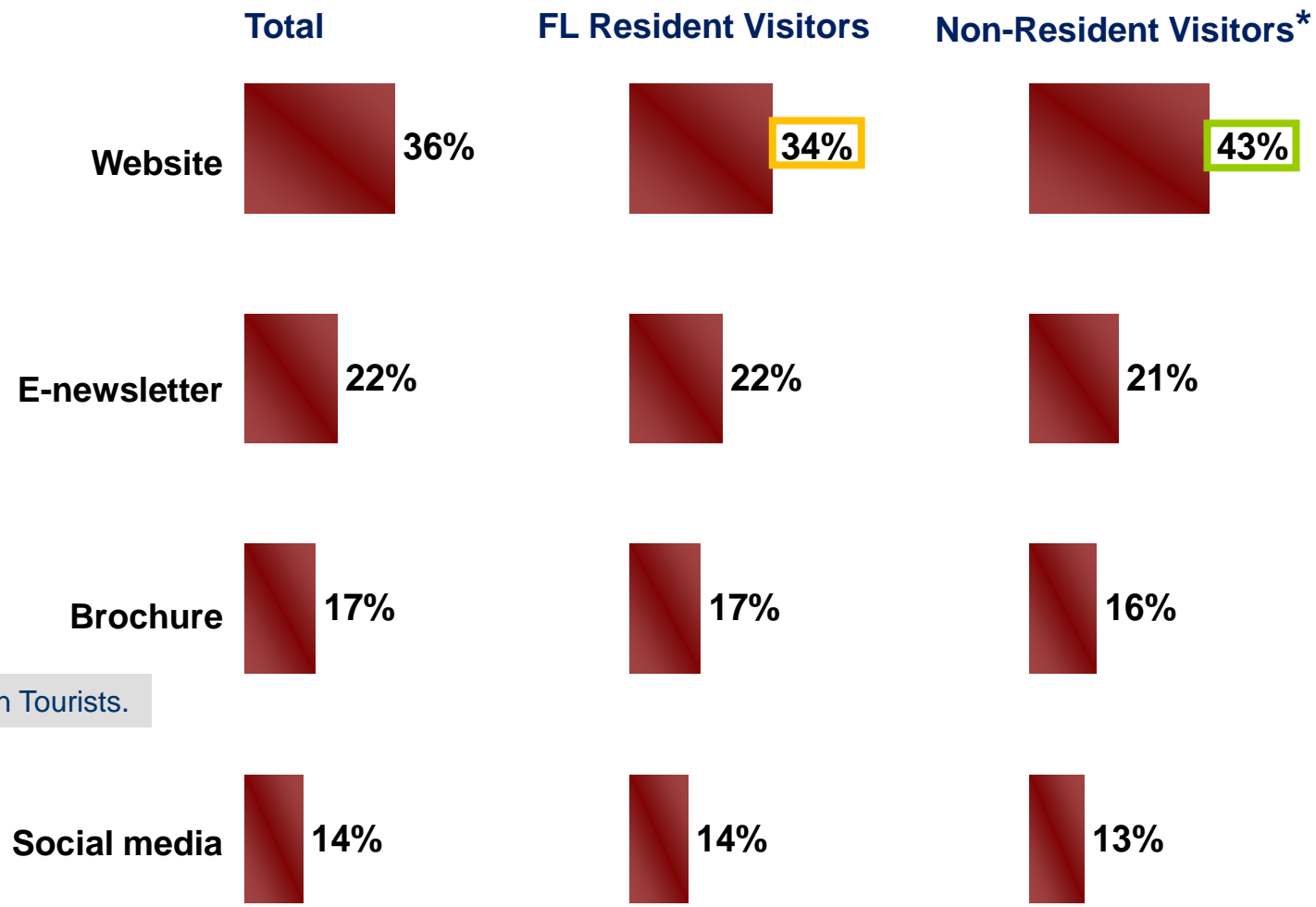
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\*Includes Foreign Tourists.

Many Visitors would want to learn about new Florida State Parks products or services through a Website or E-newsletter. Non-Residents significantly prefer getting their information from a Website vs. Florida Residents.

## Florida State Park Visitors

### Preferred Method for Learning About New Products or Services



\*Includes Foreign Tourists.

All other methods were mentioned by less than 5% of the respondents each.

  /   Significantly Above / Below Total.

Florida Resident Visitors are willing to travel an average of 62 miles to attend a special event at a Florida State Park, while Out-of-State visitors are willing to travel even farther (average of 72 miles). This was not asked of foreign tourists.

**Florida State Park Visitors**  
**Miles Willing to Travel to Attend a Special Event at a Florida State Park**

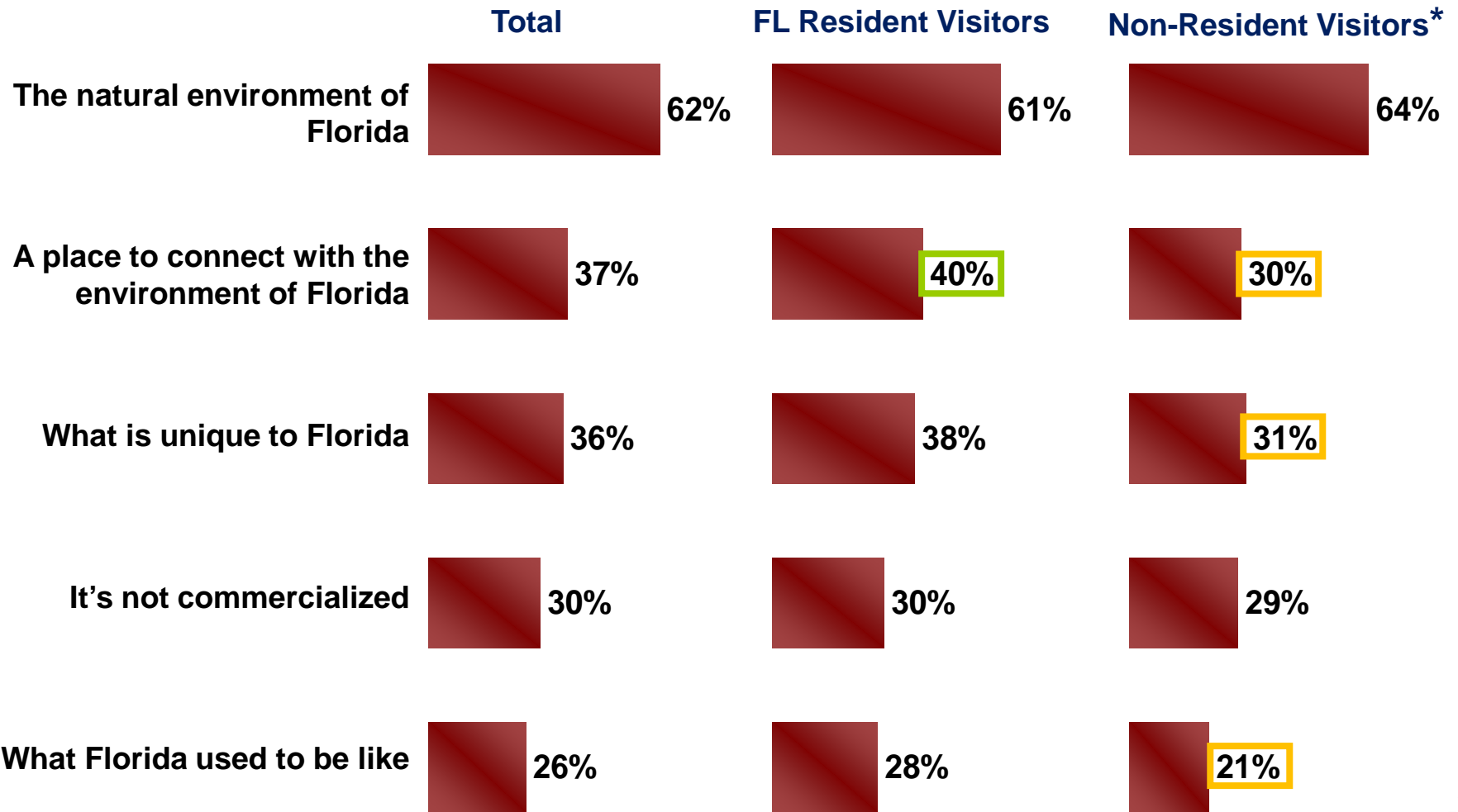
	Total (n=3972)	FL Resident Visitors (n=2909)	Out-of-State Visitors (n=1063)
<b>Avg. Number of miles</b>	<b>64</b>	<b>62</b>	<b>72</b>
Less than one mile	1%	1%	1%
1-4 miles	2%	2%	2%
5-9 miles	4%	4%	3%
10-14 miles	8%	8%	8%
15-19 miles	6%	6%	7%
20-24 miles	9%	10%	9%
25-29 miles	8%	8%	7%
30-39 miles	9%	9%	8%
40-49 miles	5%	5%	3%
50-59 miles	11%	12%	9%
60-69-miles	7%	8%	5%
70-79 miles	3%	3%	1%
80-89 miles	2%	2%	1%
90-99 miles	3%	3%	2%
100-149 miles	8%	9%	6%
150-199 miles	3%	3%	2%
200-249 miles	1%	2%	1%
250-299 miles	1%	1%	1%
300 miles or more	4%	3%	7%

 /  Significantly Above / Below Total.

The most common meaning to Visitors of the phrase “Florida State Parks...the Real Florida” relates to “The natural environment of Florida.” Florida Resident Visitors are more likely than Non-Residents to indicate “A place to connect with the environment of Florida.”

## Florida State Park Visitors

### “Florida State Parks...the Real Florida” Meaning



  /   Significantly Above / Below Total.

\*Includes Foreign Tourists.

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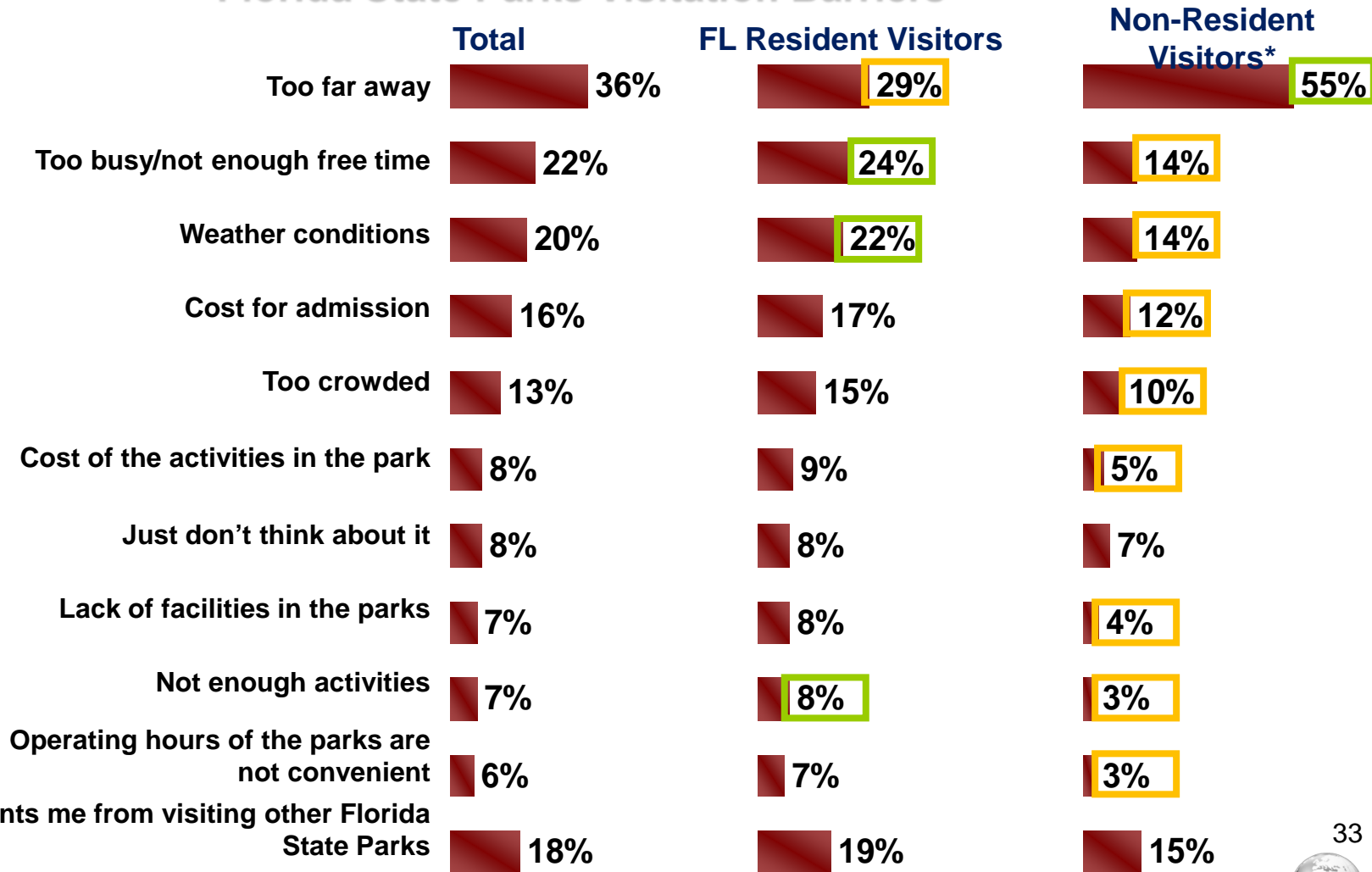




The most common barriers preventing Florida Resident Visitors from visiting other Florida State Parks are Too far away, Too busy/not enough free time, and Weather conditions. The key barrier among Non-Residents is being Too far away.

## Florida State Park Visitors

### Florida State Parks Visitation Barriers



All other reasons were mentioned by less than 5% of the respondents each.

Significantly Above / Below Total.

\*Includes Foreign Tourists.

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**Section 4**  
**Florida State Park Visitors**  
**By District**

Central Florida residents appear to be the most active park visitors, while those in the Southeast have the lowest frequency.

### Florida State Park Visitors

Number of (Any) Park Visits in Past 12 Months

	Total (n=3972)	Central Florida (n=798)	Northeast Florida (n=792)	Northwest Florida (n=782)	Southeast Florida (n=796)	Southwest Florida (n=804)
<b>Avg. Number of Park Visits in P12M</b>	<b>8.0</b>	<b>10.7</b>	<b>6.7</b>	<b>8.5</b>	<b>5.1</b>	<b>9.1</b>
<b>This is my first visit in the past 12 months</b>	<b>31%</b>	<b>22%</b>	<b>29%</b>	<b>29%</b>	<b>40%</b>	<b>32%</b>
<b>2-3 times</b>	<b>23%</b>	<b>24%</b>	<b>26%</b>	<b>23%</b>	<b>24%</b>	<b>20%</b>
<b>4-6 times</b>	<b>15%</b>	<b>15%</b>	<b>17%</b>	<b>16%</b>	<b>13%</b>	<b>13%</b>
<b>7-9 times</b>	<b>7%</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>6%</b>
<b>10-12 times</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>7%</b>
<b>13-15 times</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>
<b>16-18 times</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>
<b>19-21 times</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>
<b>22-24 times</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
<b>25-27 times</b>	<b>1%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
<b>28-30 times</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>
<b>31-36 times</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
<b>37-43 times</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
<b>44-50 times</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>
<b>Over 50 times in the past 12 months</b>	<b>4%</b>	<b>6%</b>	<b>3%</b>	<b>5%</b>	<b>1%</b>	<b>6%</b>



Significantly Above / Below Total.

Central and the Southeast districts generally attract younger guests than the other regions. The youngest demographic clearly is in the Central district.

### Florida State Park Visitors by Regions Demographic Profile – Age & Gender

	Total	Central Florida	Northeast Florida	Northwest Florida	Southeast Florida	Southwest Florida
	(n=3972)	(n=798)	(n=792)	(n=782)	(n=796)	(n=804)
<b>Avg. Age</b>	45	42	47	47	44	47
<b>18 to 24</b>	12%	19%	9%	13%	8%	10%
<b>25 to 34</b>	19%	22%	17%	16%	23%	16%
<b>35 to 44</b>	20%	20%	20%	17%	25%	19%
<b>45 to 54</b>	19%	16%	17%	20%	20%	20%
<b>55 to 64</b>	17%	13%	19%	20%	16%	20%
<b>65 to 74</b>	11%	9%	14%	12%	7%	12%
<b>75 or older</b>	2%	1%	3%	2%	1%	3%
<b>Male</b>	50%	56%	53%	49%	52%	41%
<b>Female</b>	50%	44%	47%	51%	48%	59%



Significantly Above / Below Total.

Given the younger demographic, the Central district is more likely to attract those who are Single, never married. The Southeast has the highest percentage of children age 12 and under (24%).

## Florida State Park Visitors by Regions

### Demographic Profile – Marital Status and Household Composition

	Total (n=3972)	Central Florida (n=798)	Northeast Florida (n=792)	Northwest Florida (n=782)	Southeast Florida (n=796)	Southwest Florida (n=804)
<b>Marital Status</b>						
Married	56%	44%	57%	59%	60%	61%
Single, never married	24%	33%	24%	22%	22%	17%
Separated/Divorced	8%	8%	7%	9%	9%	9%
Domestic partnership	7%	8%	6%	6%	7%	9%
Widowed	3%	4%	4%	2%	2%	3%
Other	2%	3%	1%	2%	1%	1%
<b>People that Live in the HH</b>						
Spouse (husband/wife)	54%	42%	55%	57%	57%	59%
Children age 12 and under	18%	15%	14%	17%	24%	19%
Just myself	17%	19%	18%	17%	18%	14%
Children age 13-17	11%	12%	10%	11%	11%	12%
Roommate/friend	9%	13%	12%	8%	4%	6%
Significant other/domestic partner	9%	10%	10%	8%	9%	10%
Children over the age of 18	8%	8%	8%	8%	9%	8%
Parents/Grandparents	7%	9%	4%	5%	7%	8%
Other	2%	4%	1%	1%	2%	2%

■ / ■ Significantly Above / Below Total.



Park Visitors in the Northern districts are more likely to be Caucasian/White, while the largest percentage of Hispanics can be found in the Southeast (28%). African American visitation is low across all districts.

## Florida State Park Visitors by Regions – Among US Visitors

### Demographic Profile – Ethnicity

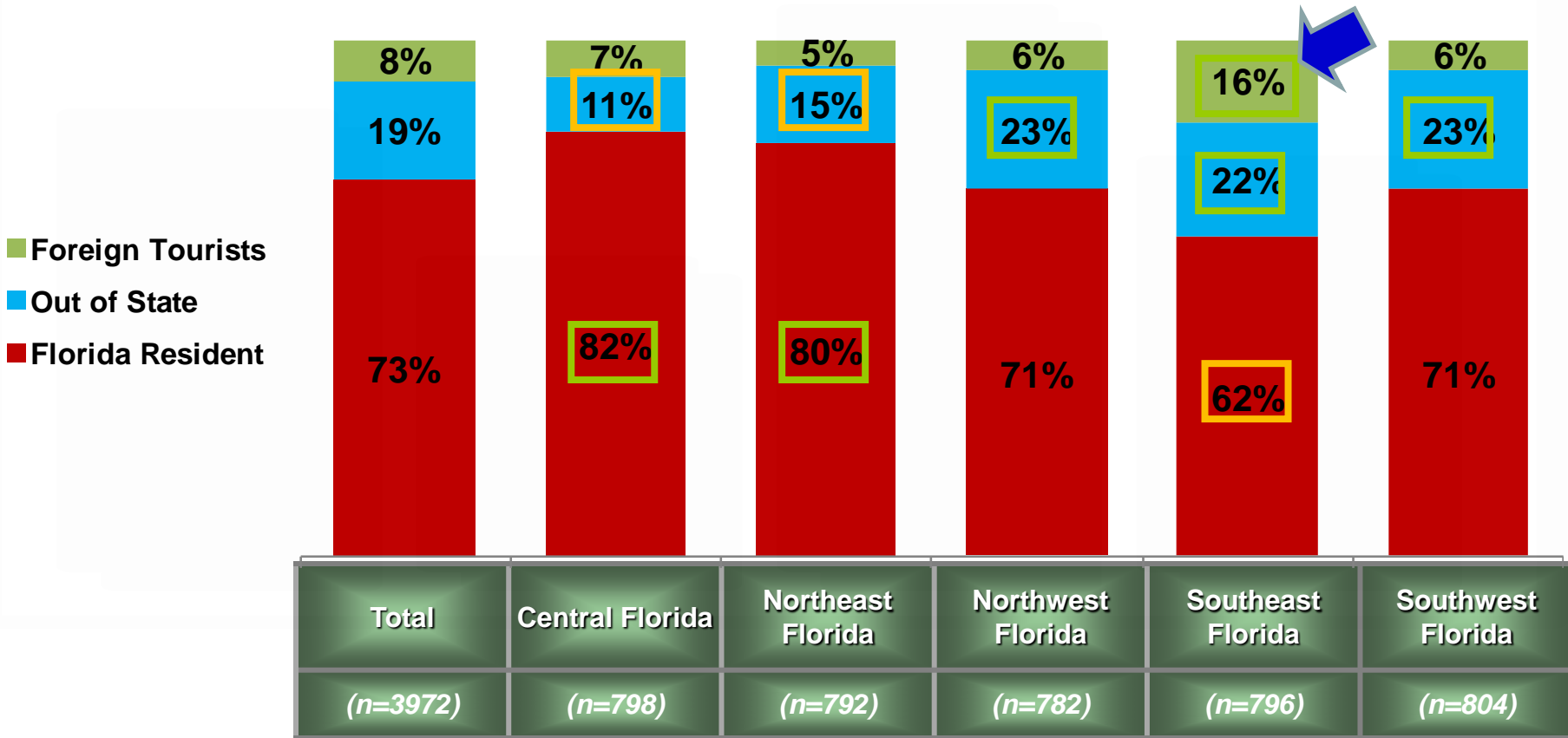
	Total	Central Florida	Northeast Florida	Northwest Florida	Southeast Florida	Southwest Florida
	(n=3442)	(n=714)	(n=656)	(n=694)	(n=622)	(n=756)
Caucasian/White	75%	74%	79%	89%	52%	78%
Hispanic	12%	11%	9%	3%	28%	11%
African American	4%	8%	3%	2%	6%	3%
Asian or Pacific Islander	4%	3%	3%	1%	7%	5%
Some other ethnic background	5%	4%	6%	4%	8%	3%



■ / ■ Significantly Above / Below Total.

The district most likely to attract Foreign Tourists is the Southeast, while the districts most likely to attract Local FL residents are the Central and the Northeast.

### Florida State Park Visitors by Regions Demographic Profile – Place of Residency



□ / □ Significantly Above / Below Total.

Most of the Florida Resident Visitors to parks in a particular district also live in the same region as the park.

**Florida State Park Visitors by Regions – Among FL Residents**  
**Demographic Profile – FL Area of Residency**

	Total	Central Florida	Northeast Florida	Northwest Florida	Southeast Florida	Southwest Florida
	(n=2909)	(n=655)	(n=634)	(n=555)	(n=494)	(n=571)
Central Florida	27%	61%	26%	7%	6%	25%
Northeast Florida	19%	12%	56%	16%	3%	4%
Northwest Florida	17%	3%	5%	71%	3%	8%
Southeast Florida	20%	17%	5%	3%	75%	10%
Southwest Florida	16%	6%	8%	3%	13%	53%

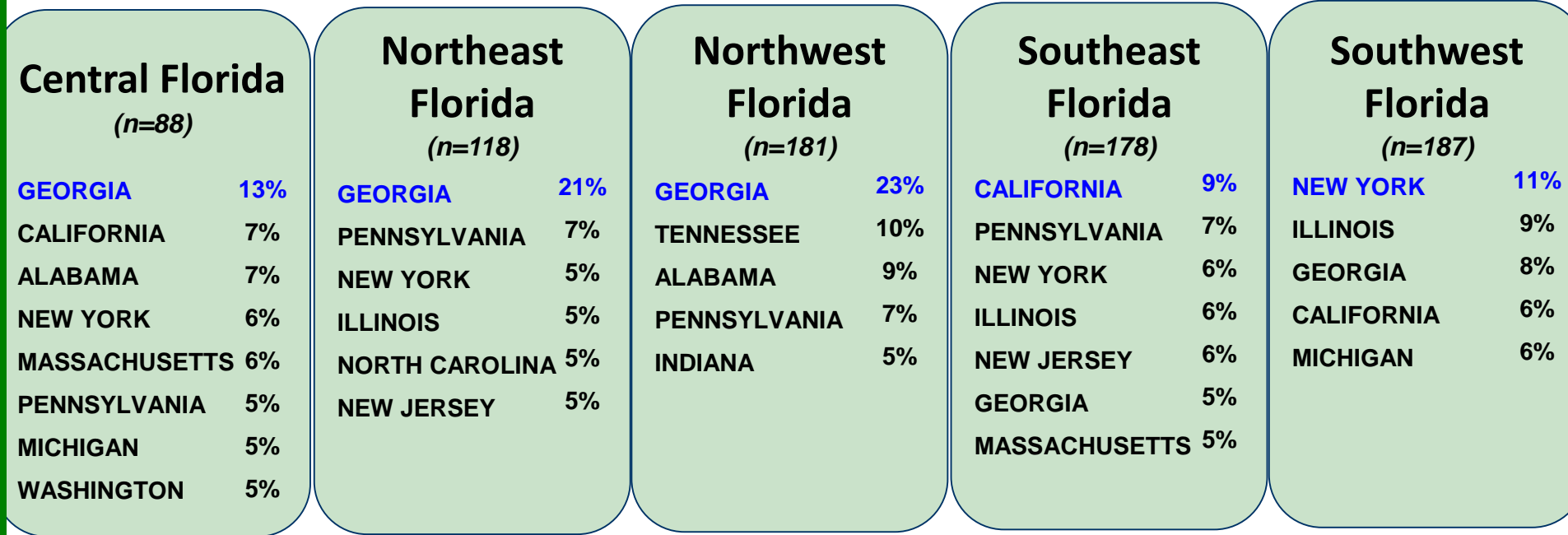
 /  Significantly Above / Below Total.



Georgia is the state where the largest percentage of Out-of-State Visitors live who are visiting parks within the Central, NE, and NW districts. California is the most common state for the Southeast, while New York is the most common in the Southwest district.

## Florida State Park Visitors by Regions – Among Out-of-State Visitors

### Demographic Profile – US Out-of-State Visitors State of Residency Top States



All other states were mentioned by less than 5% of the respondents each.

Canada is the country where most Foreign Tourists live for all districts except the Southwest -- where the United Kingdom is the most common country. Please note that sample sizes are very small and these conclusions are directional.

**Florida State Park Visitors by Regions – Among Out-of-State Visitors**  
**Demographic Profile – Foreign Tourists Country of Residency**  
**Top Countries**

Central Florida (n=55)		Northeast Florida (n=40)		Northwest Florida (n=46)		Southeast Florida (n=124)		Southwest Florida (n=46)	
Canada	20%	Canada	28%	Canada	30%	Canada	19%	United Kingdom	24%
United Kingdom	16%	United Kingdom	18%	Germany	17%	Other	18%	Canada	20%
Germany	9%	Other	15%	Other	15%	Germany	17%	Other	11%
Puerto Rico	9%	Germany	10%	France	9%	United Kingdom	15%	Germany	7%
Other	7%	Italy	8%	Brazil	9%	Brazil	7%	MICHIGAN	6%
India	5%	Russia	5%	Russia	7%	Russia	5%		
Ireland	5%	France	5%						
Norway	5%								

All other states were mentioned by less than 5% of the respondents each.