

# **Globe-Miami Area Tourism Study**

## **2008-2009**



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Finally, special thanks to all the visitors to the Globe-Miami area who agreed to complete visitor surveys as part of their trips to the area. Without their help this report would not have been possible.

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## Executive Summary

This survey of visitors to the Globe-Miami area of Arizona was undertaken in an effort to gather more reliable regional data than is available from statewide or national panel surveys which contain too few cases to reliably represent area visitation. This survey process collected a total of 1,636 surveys from the Globe-Miami and Superior areas over a 12-month period from October 2008 through September 2009 – a more than sufficient sample size to produce high confidence in these results. This information will assist the Globe-Miami area tourism community with targeted marketing efforts, product development, and advocacy for an industry that is critical to the health of the regional economy. The general profile of Globe-Miami visitors is one of Baby Boomer adults and family groups from Greater Phoenix who are on day trips to the area. Located within a short drive of the Phoenix metro area, these visitors hike and walk trails, visit cultural and historic sites, explore Boyce Thompson Arboretum State Park, recreate on Roosevelt Lake, and enjoy bird-watching and viewing wildlife.

A summary of the specific findings of the Globe-Miami visitor survey follows:

- Data for this tourism survey were collected at locations in the communities of Globe-Miami and Superior.
- Considerably more females (60.8%) than males (39.2%) appeared in the survey sample.
- The average age of visitors was 54.3 years (median age 57.0 years), with males (55.0 years) slightly older than female visitors (53.7 years).
- The average party size was 2.9 people (1.6 women, 1.3 men). Only 10.4 percent of parties traveled with children under the age of 18 years; for parties that did contain children, the average was one child.
- The great majority of visitors (54.1%) traveled in family groups, while 20.1 percent traveled in groups of family and friends, or friends-only parties (18.4%). Those traveling alone (6.4%) accounted for most of the remaining travel party types.
- Travelers to the Globe-Miami area had average annual household incomes of \$67,089 which is lower than that for visitors to Arizona overall (\$74,200).
- For a majority of visitors (56.8%) the Globe-Miami area was *not* the primary destination of their trip, while for two of five visitors (43.2%) it was the primary destination.
- The most notable primary destinations other than Globe-Miami were Boyce Thompson Arboretum (36.8%) or a variety of Phoenix area communities.
- Respondents remained largely in the immediate Globe-Miami and Superior area, with smaller numbers traveling on to Roosevelt Lake or stopping at San Carlos.
- Most visitors to the Globe-Miami area were on Day trips (58.6%), followed by Vacation/leisure trips (18.0%), Just passing through (11.6%), Visiting friends and relatives (8.7%) or on Weekend visits (8.0%); few were on business trips.
- Almost all visitors to the Globe-Miami area (92.2%) traveled in an automobile – 82.5% in a private car and 9.7% in a rental car; in addition, 3.7% traveled in a RV/Camper, and 2.3% by motorcycle.

- Day visitors spent an average of 4.0 hours in the Globe-Miami area while overnight visitors spent an average of 1.2 nights.
- Those visitors who did stay overnight in the area used a variety of accommodations: 37.6% stayed in a hotel or motel, 25.3% in a Bed & Breakfast, 13.8% in the homes of friends and family, 11.5% in a campground or RV Park, with smaller percentages in second homes or some other lodging type. Those who stayed in RV parks or campgrounds had the longest average overnight stays.
- More than half (53.0%) of all respondents who visited the Globe-Miami area returned home after the day trip, with the vast majority of these from the Greater Phoenix area. The remainder (47.0%) traveled on to some other destination.
- In terms of visitor origins, almost two-thirds of visitors to the Globe-Miami area came from Arizona (63.0%). The other top 10 states for domestic visitors included: Washington, Wisconsin, California, Illinois, Colorado, New Mexico, Oregon, Texas and Michigan. In all, visitors from 46 U.S. states and the District of Columbia were captured in the survey.
- Within Arizona, visitors from communities in the Greater Phoenix area accounted for fully 70.4% of all Globe-Miami area visitors, while about one in 10 visitors (10.2%) were from Tucson. In all, 49 Arizona cities and towns appeared in the sample.
- Among foreign visitors, Canadians accounted for the vast majority at 55.8%, while visitors from the United Kingdom provided 13.2% of visitors. No other foreign source contributed more than five percent of visitors. In all, 21 countries were represented in the survey sample.
- Visitors had considerable expenditures in the Globe-Miami area. Average per-party per-day expenditures by category included: lodging (\$125), restaurant and grocery (\$45), transportation including gas (\$39), shopping or arts and crafts purchases (\$62), recreation-tour-entrance fees or permits (\$28), and “other” (\$103).
- When expenditures were sorted by trip purpose, Weekend visitors had the highest average per party per day expenditures (\$282), while day trip visitors who represented most visitors averaged \$84 per party per day.
- In general, visitors are interested in national and state parks, cultural and historic sites and hiking when they go on vacation. While in the Globe-Miami area specifically, they were interested in Hiking/walking trails (63.6%), visiting cultural and historic sites (46.0%), visiting national and state parks (45.8%), and bird-watching and observing wildlife (37.2%).
- By far, the single most-visited area attraction was Boyce Thompson Arboretum, visited by 72.2% of all visitors surveyed. The second most-visited site was Historic Downtown Globe (37.2%), followed by Roosevelt Lake (36.4%), Tonto National Forest (34.2%), Besh-Ba-Gowah Archaeological Park (28.6%), Salt River Canyon (27.2%), and Apache Gold Casino (21.3%).
- The two main sources of visitor information were Family/friends and co-workers or word-of-mouth (37.3%), along with a sizeable one-fourth of visitors who obtained area information Online (24.3%). Some heard about the area from Newspapers/magazines (17.6%), Visitor Centers (12.6%) and “Other” sources (14.6%), such as maps or knowledge from previous trips.

- Visitors to the Globe-Miami area evidenced a relatively high degree of satisfaction with their trips. Overall satisfaction levels with visitor experiences in the Globe-Miami area averaged 8.37 out of a possible 10, with the median at 9.0.
- Visitors to the Globe-Miami area had an estimated \$12.4 million in direct expenditures, which resulted in an indirect economic impact of \$1.56 million, and induced impact of \$1.99 million for a total economic impact of \$15.95 million. Indirect business taxes based on direct expenditures produced an additional \$1.4 million and the total economic impact supported 245 direct jobs or 283 direct, indirect and induced jobs.

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# Globe-Miami Area Tourism Study

## Introduction

The tourism and hospitality industries are vitally important to the economic growth and stability of the U.S. economy. Tourism is the nation's top services export, one of the top three industries, and one of the nation's largest employers. In Arizona, the 2008-09 recession demonstrated once again how central tourism is as an economic driver and generator of tax revenue for the state and local economies. Going forward, Arizona's rural communities will be looking for ways to revive and reinvigorate their tourism offerings and this research can be an important part of that effort. Research of this type is a crucial tool to inform and help guide local communities in their product development and tourism promotion efforts.

Advertising is expensive and promotional dollars are increasingly scarce, requiring targeted marketing to the most receptive and productive market segments. The more information a region or community has about its current visitors, their experiences and travel patterns, the more accuracy can be applied in continuing to attract similar visitors or reaching out to new markets. What are the demographics of Globe-Miami visitors, where do they come from, what products attract them to the area, what is the level of satisfaction with the visitor experience, how can it be improved, how can stays be extended, and what do industry insiders see as emerging trends?

The Globe-Miami area could be characterized as a developing tourism region with the potential to appeal to the historic-cultural visitor and outdoor recreation enthusiasts. It is home to some unique tourist attractions, such as Boyce Thompson Arboretum State Park, Historic Downtown Globe, and numerous special events, such as the Historic Home Tour, Apache Jii Days in October, and other events that highlight the area's historic importance as a mining center. The Globe-Miami area is also home to a variety of unique natural resources within the Tonto National Forest, including Roosevelt Lake and other developed campgrounds that offer climate relief and family recreation opportunities.

The data gathered in this survey forms a picture of tourism throughout the East Central region of Arizona that can help shape the tourism planning efforts of its communities and the attractions that form the greater "Copper Corridor." With the data from this report, Globe-Miami area communities can pursue regional marketing strategies and develop products that will entice new visitors, lengthen their stays in the area and increase the economic impact of tourism. Finally, the data in this study will allow Globe-Miami area tourism leaders to aggressively pursue sources of outside funding for tourism promotion – such as the Arizona Rural and Regional Marketing program (ARRM), administered by the Arizona Office of Tourism – and use these marketing dollars to further a regional tourism vision.

## Research Methods

In 2008 the Arizona Office of Tourism (AOT) contracted with the Arizona Hospitality Research & Resource Center (AHRRC) to conduct research on tourism in the Globe-Miami area as part of an ongoing plan to gather regional and community-based tourism data statewide. An information meeting to discuss the tourism survey was convened by AOT at the Globe-Miami Chamber of Commerce; in attendance at the meeting were representatives of the towns of Globe-Miami and Boyce Thompson Arboretum in Superior. AOT indicated that it was willing to fund the community surveys if the communities were willing to “champion” a local effort and muster volunteers to help distribute and collect surveys according to a prescribed survey schedule, and to promote the project in their respective communities. All representatives present agreed to participate and were eager for the opportunity to receive area-specific tourism data.

The Globe-Miami area tourism survey was designed by the professional staff at the AHRRC in conjunction with the AOT research staff and representatives of participating Globe-Miami and Superior communities. The instrument was developed in Teleform™, a computerized scanning program that affords rapid data capture of the completed questionnaires. The two-page survey was developed to obtain information on visitors’ origins, demographics, activities in the area, communities visited, reasons for visiting, travel patterns, information sources and expenditures while in the various communities. The surveys were collected according to a seasonally-adjusted stratified sample based on historic visitation patterns. The collection schedule was randomized to ensure that surveys were distributed on both weekdays and weekends and that no two communities were surveying at the same time to reduce the possibility of overlap – or surveying the same visitor twice. Each community was provided a fixed number of surveys to be distributed according to a predetermined survey schedule.

The survey was designed to be self-administered, i.e., Chamber, lodging or attraction staff handed the survey to visitors who completed and returned it to staff. Completed surveys were forwarded to NAU on a monthly basis. The identified tourism leader for each community was responsible for distributing the surveys to the various participating entities in their communities, according to the survey schedule. The tourism leaders were invaluable in this process as they also encouraged participation in the survey and returned data to NAU once collected. The hard work of those in the area resulted in a larger sample than expected; and, the larger the sample, the greater confidence can be had in its findings. A total of 1,636 surveys were collected for the year, for an astonishing response rate of 64.4 percent. Tourism champions are to be commended for their hard work and terrific results. The remainder of this report presents combined results for the Globe-Miami area.

Data for the Globe-Miami area survey were collected in the communities of Globe-Miami and Superior. Superior accounted for 60 percent of the completed surveys and most of these were obtained at the Boyce Thompson Arboretum, while Globe-Miami produced the remainder (40%). See Table 1.

**Table 1. Locations in which the survey was administered**

	Count	Column N %
Globe	655	40.0%
Superior	981	60.0%
Total	1636	100.0%

Table 2 shows the number of surveys collected by month for the survey period and Table 3 shows the number of surveys by calendar quarter by location in Globe-Miami and Superior.

**Table 2. Please indicate the current month**

	Count	Column N %
October 2008	242	14.8%
November 2008	245	15.0%
December 2008	121	7.4%
January 2009	203	12.4%
February 2009	150	9.2%
March 2009	153	9.4%
April 2009	102	6.2%
May 2009	95	5.8%
June 2009	79	4.8%
July 2009	55	3.4%
August 2009	89	5.4%
September 2009	102	6.2%
Total	1636	100.0%

Over the course of the year-long study, surveys were collected during one week of each month. Superior collected the most surveys overall – 981 total surveys. During the first quarter (October – December, 2008), the split between the two areas in collection was basically 50/50. In the second, third and fourth quarters, however, Superior (Boyce Thompson) pulled away with the majority of the surveys collected, particularly in the fourth quarter. See findings in Table 3.

**Table 3. Community the survey was administered in by calendar quarter**

	Calendar quarter of survey			
	October - December 2008	January- March 2009	April - June 2009	July - September 2009
	Column N %	Column N %	Column N %	Column N %
Globe	49.5%	40.7%	38.0%	17.5%
Superior	50.5%	59.3%	62.0%	82.5%
Total	100.0%	100.0%	100.0%	100.0%

## Sample Description

Demographics are an important part of visitor research, as they describe visitor age, gender, party composition and household income. Together these demographic variables paint a portrait of the typical visitors. This section provides information on overall visitors to the Globe-Miami area.

### Gender

More females (60.8%) than males (39.2%) were captured in the sample, which does not necessarily mean that more females than males visited the Globe-Miami area. At this stage, it simply suggests that more females were approached and agreed to complete the survey. See Table 4.

**Table 4. What is your gender?**

	Count	Column N %
Female	918	60.8%
Male	592	39.2%
Total	1510	100.0%

### Age

How old is the average visitor to the Globe-Miami area? We know that age is a central determinant of tourism product offerings; older visitors are generally more likely to engage in certain activities, such as visiting cultural and historic sites, whereas younger visitors are likely to engage in more active pursuits, such as mountain biking or rock climbing; however, as with any generalization exceptions may be present.

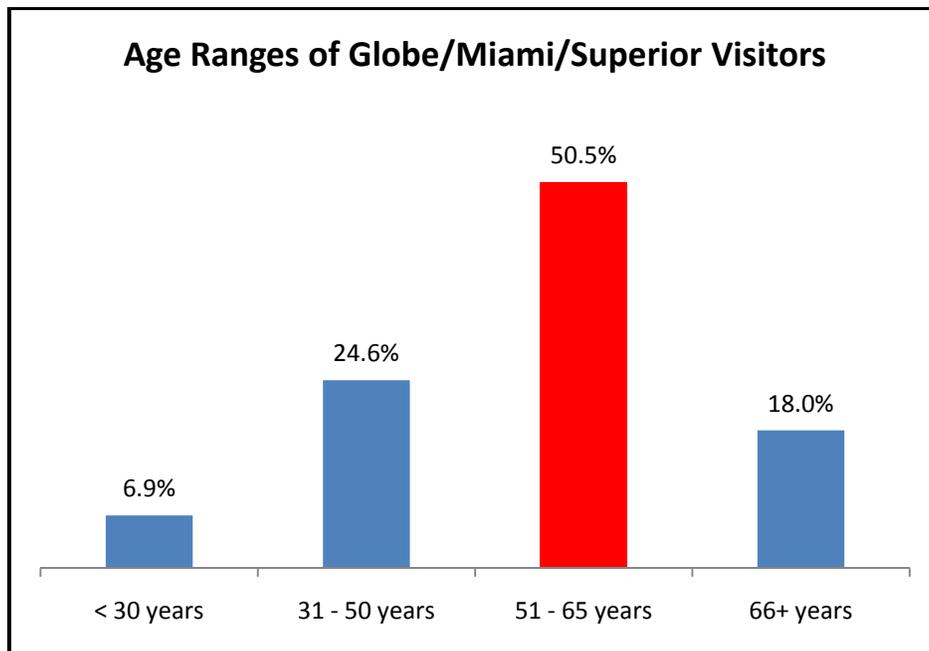
The average (mean) age of visitors is 54.3 years, making Globe-Miami area visitors older than the overall average of 45.6 years for Arizona visitors generally. [Note: State data used for comparisons in this report were obtained from the Arizona Office of Tourism annual report, "Arizona 2008 Tourism Facts: Year End Summary."] The median age (or mid-point of the distribution) is 57.0 years, or slightly higher than the average age indicating the prevalence of older age cohorts. In fact, when the 51 to 65 year age groups, essentially Baby Boomers, are combined they account for *just over half* (50.5%) of all visitors. About one fourth of visitors (24.5%) were between 31 and 50 years, while 18.0 percent were over age 65. The youngest visitors, those 30 years of age and under, accounted for a relatively minor portion (6.9%) of the sample. See Table 5 and Figure 1.

**Table 5. Age ranges of visitors**

	Mean	Median	Valid N
AGE	54.3	57.0	1404

	Count	Column N %
20 and under	22	1.6%
21 - 25 years	20	1.4%
26 - 30 years	55	3.9%
31 - 35 years	54	3.8%
36 - 40 years	72	5.1%
41 - 45 years	89	6.3%
46 - 50 years	130	9.3%
51 - 55 years	211	15.0%
56 - 60 years	248	17.7%
61 - 65 years	250	17.8%
66 - 70 years	147	10.5%
71 - 75 years	69	4.9%
76 years and older	37	2.6%
Total	1404	100.0%

**Figure 1. Age ranges of Globe-Miami area visitors**



### Gender by Age

Are there any age differences between male and female visitors? Male visitors are just slightly older, at 55.0 years, than female visitors at 53.7 years. More females than males appeared in virtually every age category, with the exception of the higher age groups, indicating there were more female than male visitors actually filling out the survey form. See Table 6, and Figure 2.

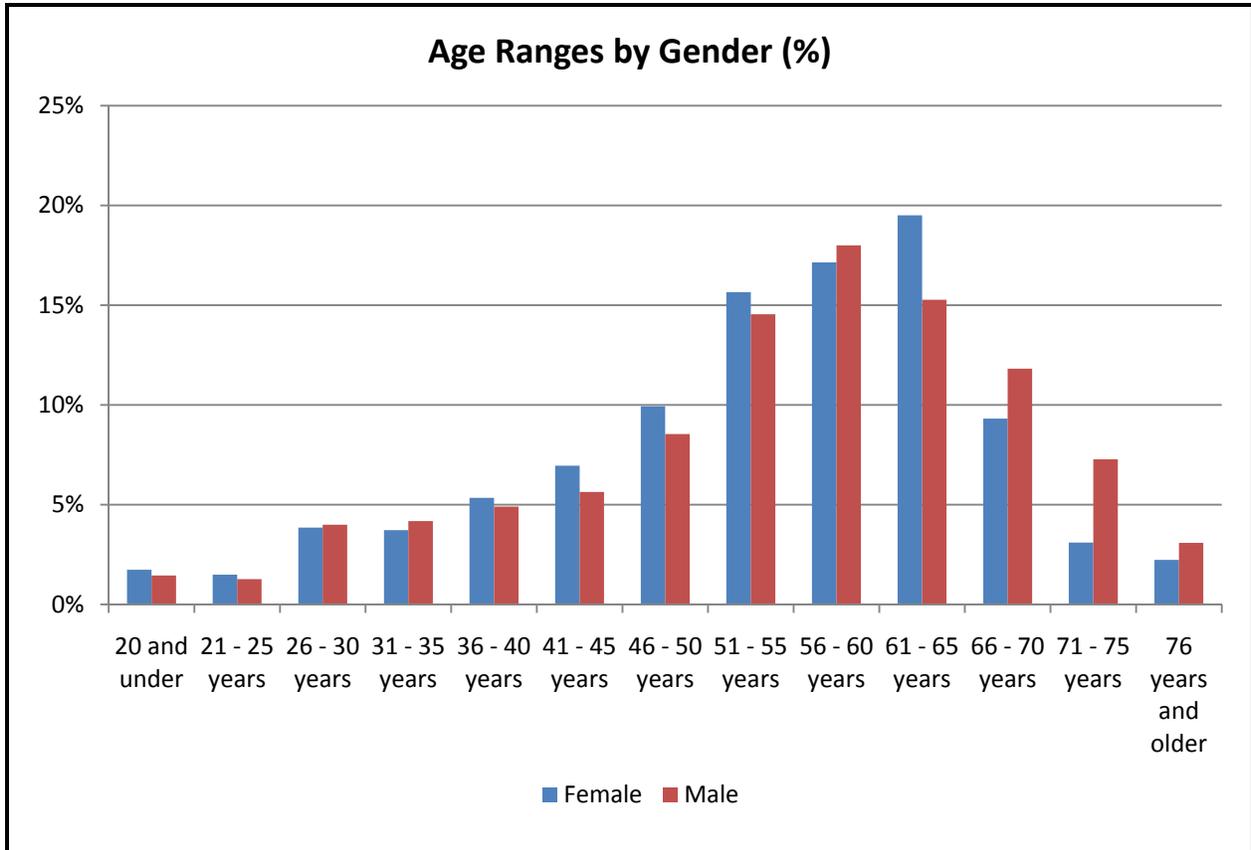
**Table 6. Age range of visitors by gender**

	What is your gender?	
	Female	Male
	Column N %	Column N %
20 and under	1.7%	1.5%
21 - 25 years	1.5%	1.3%
26 - 30 years	3.9%	4.0%
31 - 35 years	3.7%	4.2%
36 - 40 years	5.3%	4.9%
41 - 45 years	7.0%	5.6%
46 - 50 years	9.9%	8.5%
51 - 55 years	15.7%	14.5%
56 - 60 years	17.1%	18.0%
61 - 65 years	19.5%	15.3%
66 - 70 years	9.3%	11.8%
71 - 75 years	3.1%	7.3%
76 years and older	2.2%	3.1%
Total	100.0%	100.0%

Mean Age by Gender:

Male (55.0 years); Female (53.7 years)

Figure 2. Age ranges by gender



### Travel Party

What is the average visitor party size? On average, there were 1.6 women and 1.3 men in the average party which consisted of 2.9 people. This is slightly larger than the state overall average party size of 2.7 persons. Only 10.4 percent of parties indicated that they traveled to the Globe-Miami area with children under the age of 18. Those parties that did include children averaged one (1.0) child per party. All this data suggests that the Globe-Miami area currently is more a destination for adults than it is for families with children presenting a possible opportunity for future growth and product development. See Table 7.

**Table 7. How many persons, including yourself, are in the party?**

	Mean	Median
Number of women	1.6	1.0
Number of men	1.3	1.0
Number of children under 18 years	1.0	1.0
Total number of people in your travel party	2.9	2.0

### Party Type

What is the composition of visitor travel parties to the Globe-Miami area? The majority of survey respondents traveled as Family only groups (54.1%), followed by Family and friends (20.1%), and with a significant percentage traveling with Friends only (18.4%). Those traveling alone (6.4%), with business associates (0.5%) or organized tours (0.4%) accounted for much smaller percentages. See Table 8.

**Table 8. Who is traveling with you on this trip?**

	Count	Column N %
Family Only	799	54.1%
Family and Friends	297	20.1%
Friends Only	271	18.4%
Nobody, traveling alone	95	6.4%
Business Associates	8	.5%
Organized Tour Group	6	.4%
Total	1476	100.0%

Which types of travel parties contain the largest number of persons? Not surprisingly, Organized tour groups led with an average of 21.2 persons per party – however, very few of these party types were captured in the sample. On the other hand, over half of all parties consisted of Family only, and these had an average of 2.5 persons per party. Those traveling with Family and friends had the largest party sizes, at 3.8 persons, while those traveling with Friends only had similarly large parties of 3.7 persons. Those traveling with Business associates also had relatively large parties – 4.3 persons on average – but they accounted for very few visitors. See Table 9.

**Table 9. Who is traveling with you by party size?**

	Total number of people in your travel party	
	Mean	Valid N
Business Associates	4.3	7
Organized Tour Group	21.2	6
Nobody, traveling alone	1.1	90
Friends Only	3.7	245
Family Only	2.5	750
Family and Friends	3.8	275

**Annual Income**

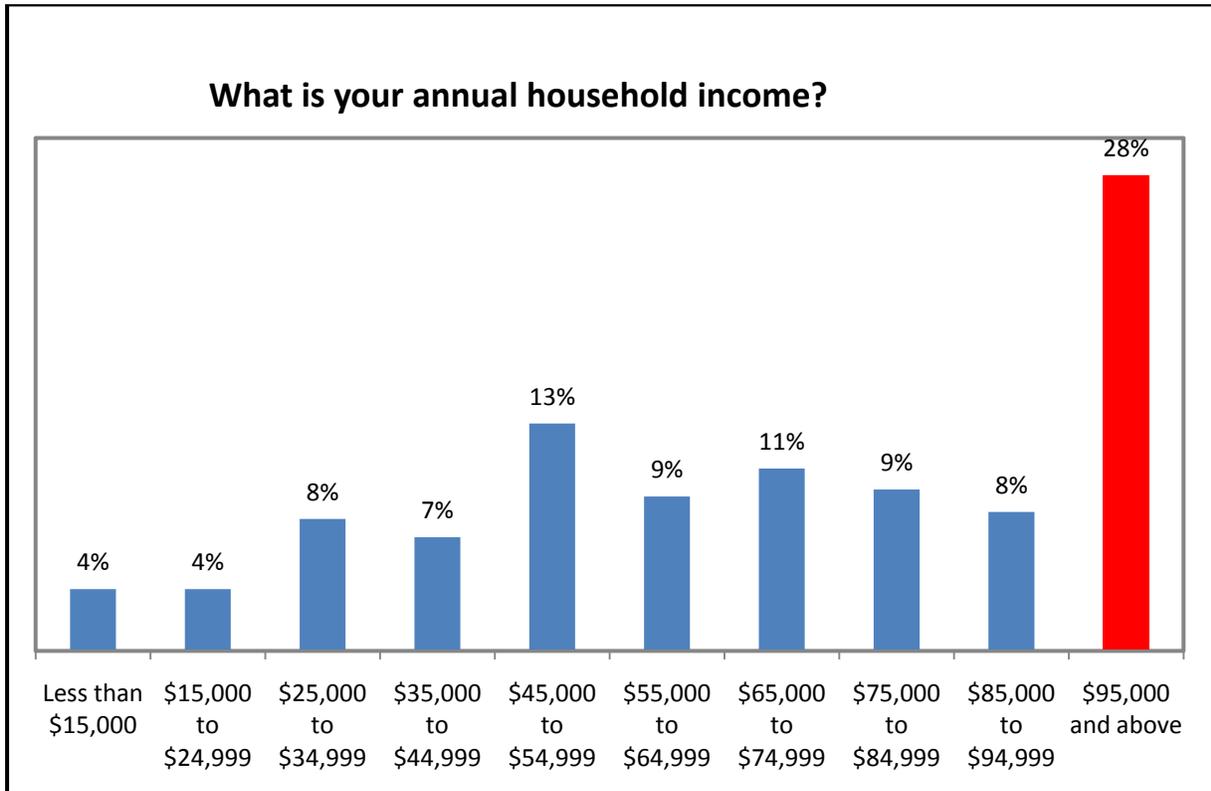
The average household income of visitors to the Globe-Miami area was \$67,089. This figure is lower than that for total overnight visitors to Arizona, which was \$74,200 in 2008 (latest available). The lower Globe-Miami visitor incomes may be accounted for by the higher prevalence of state park and outdoor recreation visitors, as opposed to the golf and resort-type visitors characteristic of other areas of the state. See Table 10 and Figure 3.

**Table 10. Which of the following categories best describes your annual household income?**

	Count	Column N %
Less than \$15,000	44	3.6%
\$15,000 to \$24,999	44	3.6%
\$25,000 to \$34,999	94	7.7%
\$35,000 to \$44,999	81	6.7%
\$45,000 to \$54,999	162	13.3%
\$55,000 to \$64,999	110	9.0%
\$65,000 to \$74,999	130	10.7%
\$75,000 to \$84,999	115	9.4%
\$85,000 to \$94,999	99	8.1%
\$95,000 and above	339	27.8%
Total	1218	100.0%

Mean household income = \$67,089

**Figure 3. Annual Household Income**



**How Did You Hear About Globe-Miami?**

The next question on the survey form asked respondents how they heard about the Globe-Miami area. The findings show that more people heard about the area from Friends, Family and/or Co-workers (37.3%) than by any other source – in other words, by word of mouth, which is the most common way that travelers everywhere say they hear about destinations. Next in importance as a source of information was Website or Online, used by 24.3% of visitors. This was followed by Newspapers/magazines at 17.6%, and by “Other” at 14.6%. An additional 12.4% heard about the Globe-Miami area from Visitor Centers or government tourism offices, which was followed by the use of Guide Books, a source for 10.9% of visitors. Other smaller methods used included local merchants (6.5%), and Radio or TV ads (1.3%). A complete list of “Other” sources is included in Appendix D. See Table 11.

**Table 11. How did you obtain information for the Globe-Miami area?**

	Count	Column N %
Friends Family or Co-workers	456	37.3%
Website or Online	297	24.3%
Newspaper or Magazine	215	17.6%
Other	179	14.6%
Visitor Centers or Government Offices	152	12.4%
Guide Book	133	10.9%
Local merchants	79	6.5%
Radio or TV	16	1.3%
Total	1222	100.0%

## Globe-Miami Area Survey Results

### Primary Destination

Is the Globe-Miami area a primary destination for most visitors, or is it simply one stop on a longer trip? For more than half of all visitors (56.8%) Globe-Miami was *not* their primary destination, but one stop on a longer trip. It was, however, the main trip destination for 43.2 percent of visitors. See Table 12.

**Table 12. Is the Globe-Miami area the primary destination of your trip?**

	Count	Column N %
Yes	665	43.2%
No	874	56.8%
Total	1539	100.0%

Those respondents who said that Globe-Miami area was *not* their primary destination were asked to indicate where they were headed on the trip. The largest group of visitors – more than one-third (36.8%) – indicated that they were visiting Boyce Thompson Arboretum State Park specifically, which is one of the region’s main attractions. No other destination received more than ten percent of responses, but among the most popular were Phoenix (7.4%), Mesa ( 4.2%), Tucson ( 3.7%) and Apache Junction (3.6%). See the complete list of other destinations in Appendix D .

### What Globe-Miami area Communities do you intend to visit?

How widely do Globe-Miami area visitors travel throughout this region of East Central Arizona? Survey data show that the more than two-thirds of respondents visited Globe (68.9%) and more than half visited Superior (57.6%). Only about one-third visited Miami (36.4%), while far fewer visited either Roosevelt (15.3%) or San Carlos (8.2%). See the results in Table 13.

**Table 13. Please mark all of the following communities you will visit**

	Count	Column N %
Globe	844	68.9%
Superior	705	57.6%
Miami	446	36.4%
Roosevelt	187	15.3%
San Carlos	100	8.2%
Total	1225	100.0%

**Primary Purpose of your visit to the Globe-Miami Area**

People visit communities for a variety of reasons, including leisure, business, or a combination of both, while others are simply passing through en route to another destination. What are the primary reasons visitors come to the Globe-Miami area? Not surprisingly given its proximity to the Phoenix metro area, Day Trips (58.6%) were the most popular trip purpose for visitors to the Globe-Miami area. A distant second were Vacation/Leisure trips (18%), followed by people Just passing through (11.6%). Next, were those Visiting friends & relatives (VFR) (8.7%), followed by those on Weekend trips (8.0%). Much smaller percentages of visitors were there for other reasons, including Business (2.4%), combination Business/Leisure (1.9%) or Relocation (0.7%). See Table 14.

**Table 14. What best describes the primary purpose of your trip to the Globe-Miami area?**

	Count	Column N %
Day Trip	946	58.6%
Vacation/Leisure	291	18.0%
Just Passing Through	187	11.6%
Visiting Friends and/or Relatives (VFR)	140	8.7%
Weekend Visit	129	8.0%
Business trip	38	2.4%
Combination of Business and Leisure travel	30	1.9%
Relocation	12	.7%
Investment	1	.1%
Total	1614	100.0%

**What is your primary mode of transportation?**

How do visitors get to the Globe-Miami area? Almost all visitors (92.2%) arrived by automobile – either Private autos (82.5%) or Rental cars (9.7%). A relatively small percent (3.7%) arrived by RV/Camper or Motorcycle (2.3%). See Table 15.

**Table 15. What is your primary mode of transportation?**

	Count	Column N %
Private Auto	1338	82.5%
Rental Vehicle	157	9.7%
RV/Camper	60	3.7%
Motorcycle	37	2.3%
Other	21	1.3%
Tour Bus	8	.5%
Total	1621	100.0%

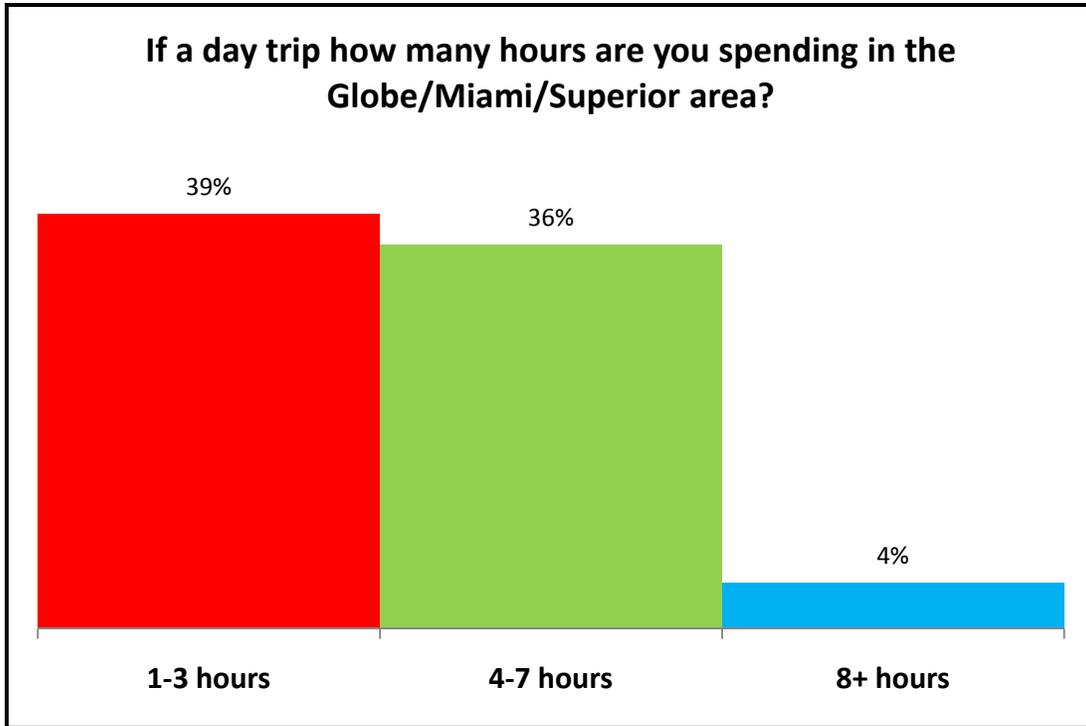
**How much time in total did you spend in the Globe-Miami area?**

Length of stay is always an important factor in any tourism study because it greatly affects economic impact. How long did visitors spend in this area? Respondents were asked to indicate whether they spent either hours or nights in the Globe-Miami area. Only a minority of respondents (20.5%) stayed overnight in the Globe-Miami area, while more than three-fourths (79.5%) of respondents were day visitors. For those who were day visitors, the single largest group (39.0%) spent between one and three hours in the region, while about a third of visitors (36.1%) spent four to seven hours. The average length of stay for day visitors was 4.0 hours. See Table 16 and Figure 4.

**Table 16. How much time, in total, will you spend in the Globe-Miami/Superior area on this trip?**

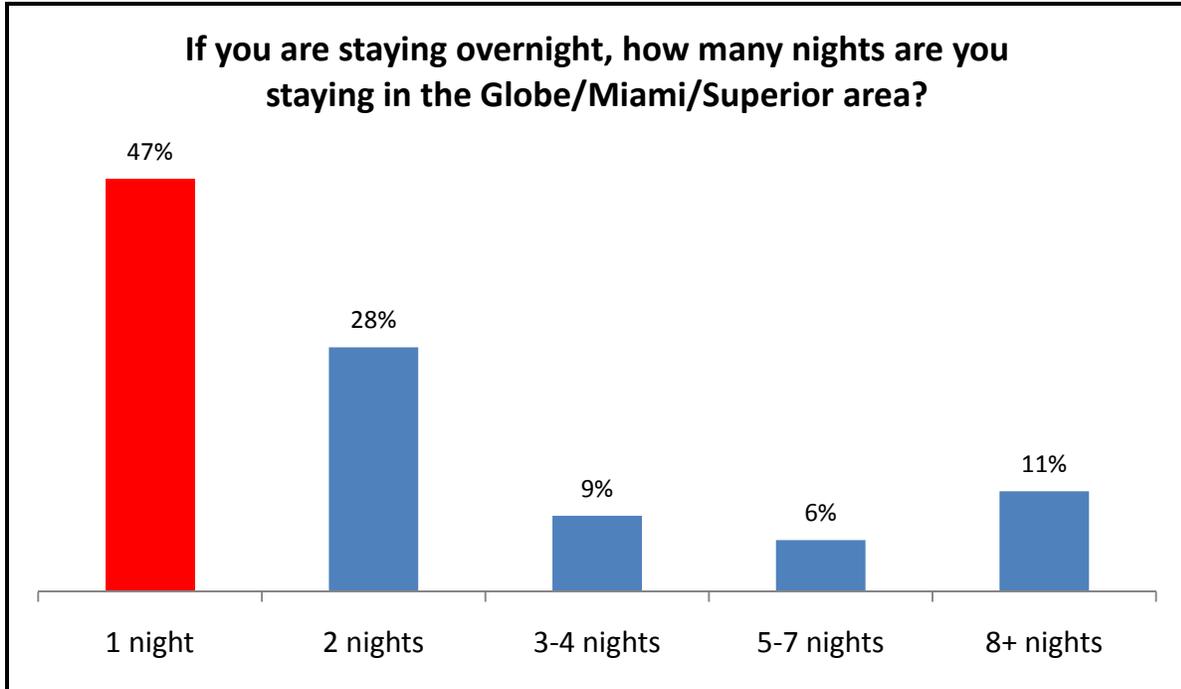
	Count	Column N %
1-3 hours	619	39.0%
4-7 hours	573	36.1%
8+ hours	69	4.3%
1 night	152	9.6%
2 nights	90	5.7%
3-4 nights	28	1.8%
5-7 nights	19	1.2%
8+ nights	37	2.3%
Total	1587	100.0%

Figure 4. Average hours spent in the Globe-Miami area



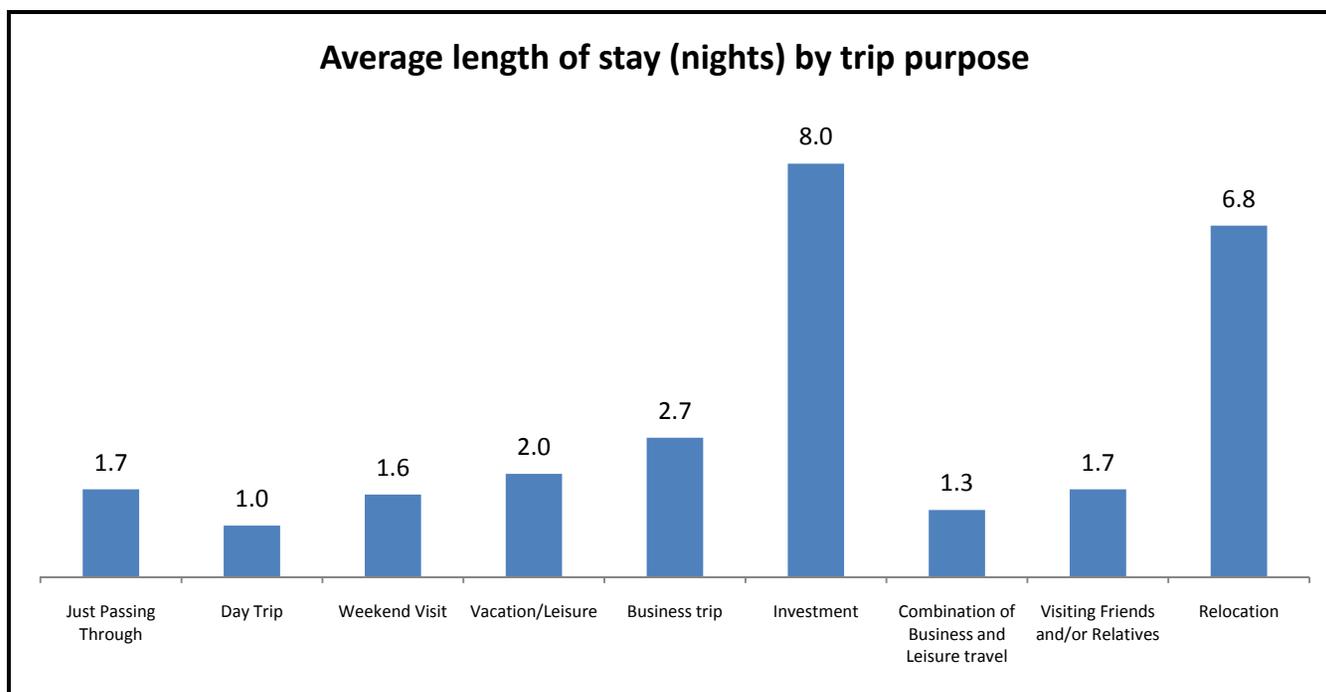
As noted previously, only one in five visitors (20.5%) spent the night in the Globe-Miami area. The largest single cohort of visitors (47.0%) stayed one night, while the next largest group of visitors (28.0%) stayed two nights; much smaller percentages stayed three or more nights. The average for overnight stays was 1.2 nights. Visitors to the Globe-Miami area had shorter overnight stay patterns than did both the Northern Arizona region (2.8 nights) or the state overall (3.6 nights in 2008). See Figure 5.

Figure 5. How many nights did you spend in the Globe-Miami area?



Which visitors stayed the longest in the Globe-Miami area? Understanding the characteristics of the different visitor types may assist local marketing agencies to increase overnight stays. Figure 6 shows the average length of stay of each visitor type or the relative strength of each market segment in driving overall visits to the region. One individual who was in the area for “investments” had the longest stay, and 12 respondents who were there for “relocation” reasons also had long stays but represented very few visitors. On the other hand, those on Vacation/leisure visits (291 respondents) stayed two nights, while those Just passing thru (187 respondents), or VFR (140 respondents) both stayed 1.7 nights, and Weekenders (129 respondents) stayed 1.6 nights. Thus, concentrating on increasing the number of Vacation/leisure, VFR or Weekend visitors would be the most productive strategy to increase the overall economic impact of tourism. See Figure 6 for all results.

Figure 6. Average length of stay by primary reason of visit



**What type of lodging did you use during your stay?**

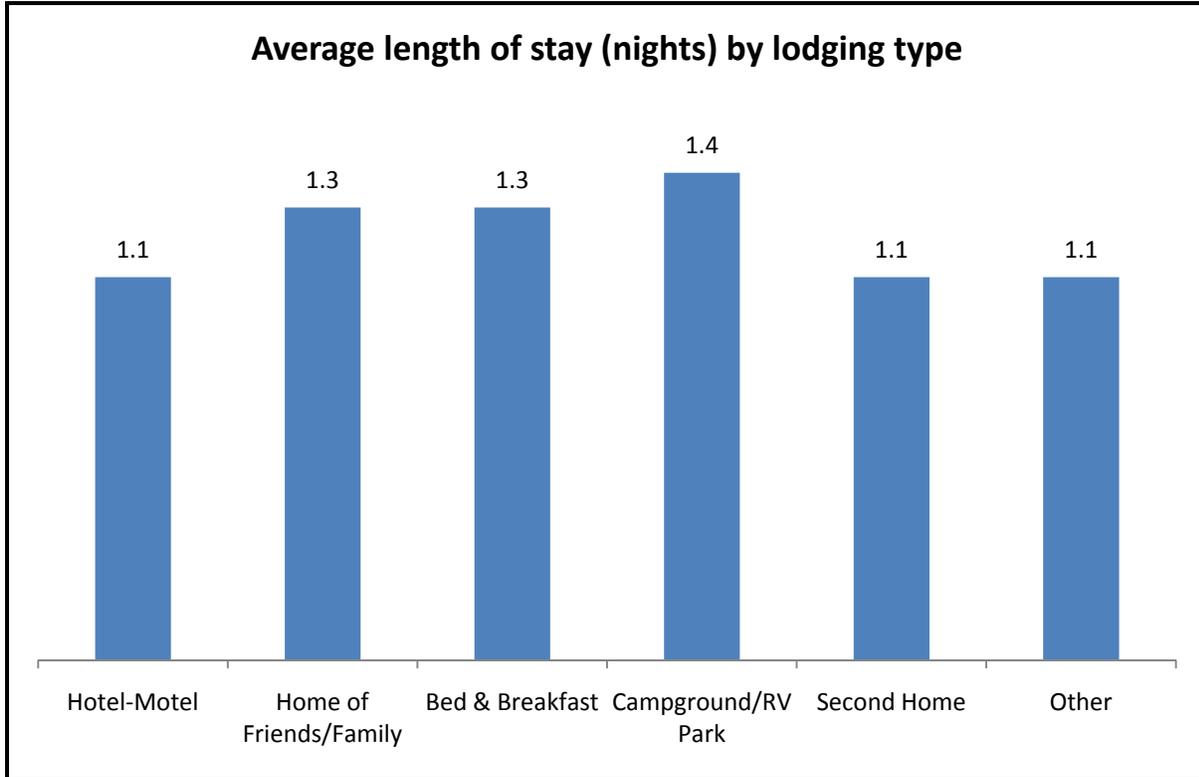
Now that we know that 20.5 percent of respondents stayed overnight in the Globe-Miami area and that the average visitor stay was 1.2 nights, the next important question is where did these visitors stay? More than one-third of visitors surveyed (37.6%) stayed in a Hotel-motel, while 13.8% stayed overnight in the Homes of Friends/Family. A large percentage (25.3%) stayed overnight in Bed & Breakfasts though it should be noted that a local B&B participated as a survey site, while 11.5 percent stayed in a campground or RV park. A small percentage stayed in second homes (3.6%), while “other” types of lodging were also used by 11.3% of respondents. When asked to specify, “other” categories, responses included a large number of people who said they were staying in their own home, along with those who were, in fact, camping or staying at the Apache Gold Casino Hotel. The full list of “other” accommodations is included in Appendix D. See Table 17.

**Table 17. What type of lodging did you stay in?**

	Count	Column N %
Hotel-Motel	166	37.6%
Home of Friends/Family	61	13.8%
Bed & Breakfast	112	25.3%
Campground/RV Park	51	11.5%
Second Home	16	3.6%
Other	50	11.3%
Total	442	100.0%

Which accommodation type produced the longest average length of stay? Figure 7 shows that few differences appeared in length of stay by lodging type, but that the longest length of stay was in RV parks/Campgrounds (1.4 nights), with B & Bs and homes of Friends/family both at 1.3 nights. The average lengths of stay for other lodging types were 1.1 nights. See Figure 7.

Figure 7. Average length of stay by accommodation type



**In what city did you spend last night?**

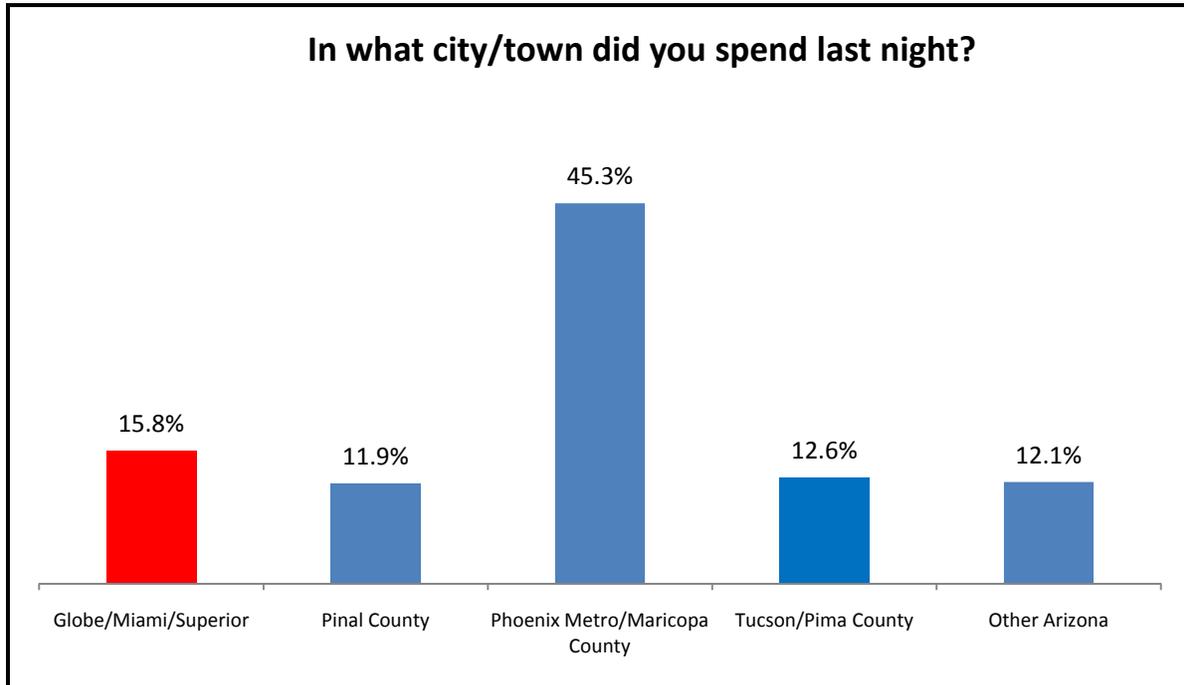
To determine the travel patterns of visitors to the region, respondents were asked to specify where they spent the night before their visit to the Globe-Miami area. In the table below, only those communities that totaled above one percent are included; the full list is included in Appendix D. The analysis of this data reflects that a majority of visitors (53%) were Day trippers who came from and returned to their hometown, while the remainder (47%) went on to another town after their visit to the Globe-Miami area. See Table 18.

**Table 18. Where did you spend last night?**

GLOBE	135	13.4%
PHOENIX	134	13.3%
MESA	130	12.9%
APACHE JUNCTION	72	7.1%
TUCSON	48	4.8%
SCOTTSDALE	47	4.7%
GOLD CANYON	38	3.8%
CHANDLER	32	3.2%
FLORENCE	25	2.5%
GILBERT	23	2.3%
TEMPE	22	2.2%
CASA GRANDE	22	2.2%
SHOW LOW	20	2.0%
QUEEN CREEK	18	1.8%
SUPERIOR	11	1.1%
SAFFORD	11	1.1%
SUN VALLEY	10	1.0%
SAN CARLOS	10	1.0%
HOLBROOK	10	1.0%

The figure below shows that almost half of Globe-Miami area visitors came from and returned to the Phoenix Metro area or Maricopa County (45.3%), and that about 12 percent each followed this pattern as it relates to Tucson/Pima County, Pinal County and “Other” Arizona areas. The remainder (15.8%), shown in red in Figure 8, stayed the night before in the local Globe-Miami/Superior area; this represented clearly a minority of overall visitors.

**Figure 8. In what city/town did you spend last night?**



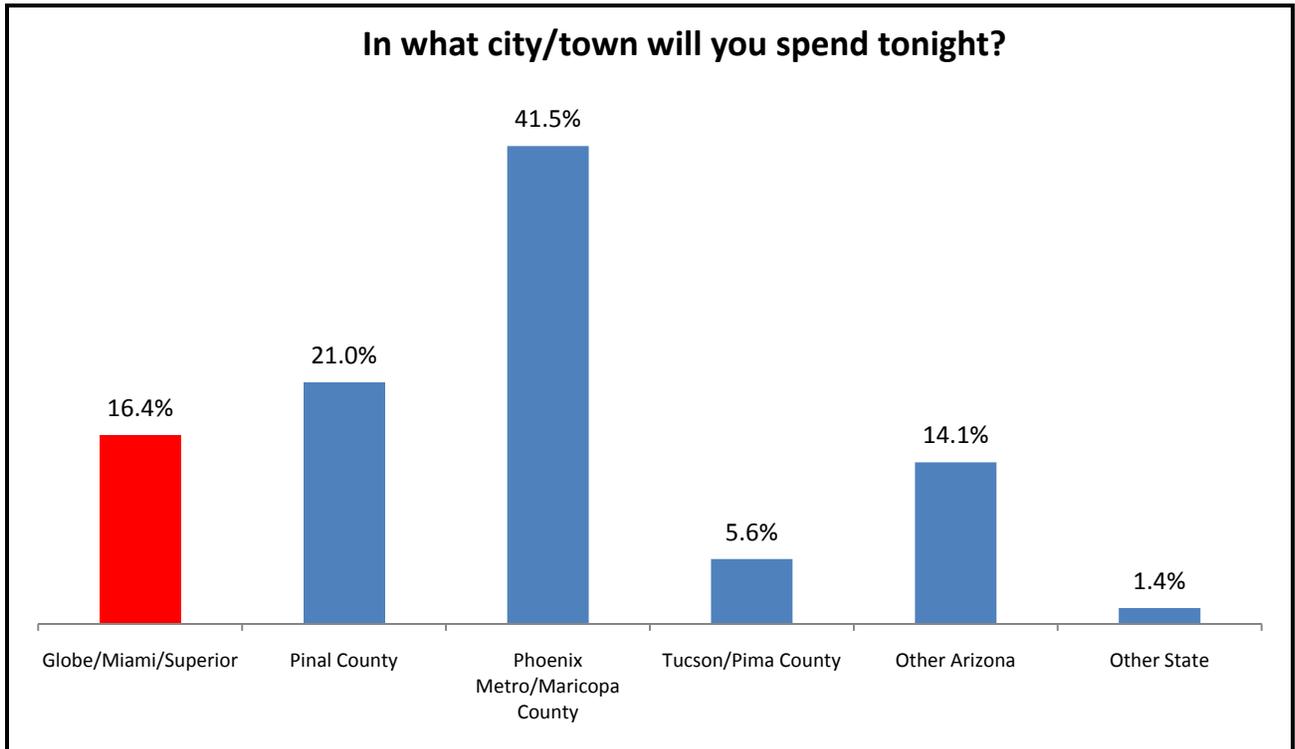
**In what city will you stay tonight?**

A slightly larger percentage of visitors indicated that they planned to stay in the Globe-Miami area the night *after* completing the survey than had stayed the night before – 16.4 percent stayed in the Globe-Miami area “tonight” compared to 15.8 percent for the night before. Once again, the vast majority of visitors stayed in the Phoenix/Metro/Maricopa County area (41.5%), Pinal County (21.0%), Tucson/Pima County (5.6%), Other Arizona (14.1%), or some Other state (1.4%). Only communities totaling more than one percent of the total are included in Table 19, and these communities account for 80 percent of all responses. Thus, it is clear that a minority of visitors planned to stay in the Globe-Miami area after they took the survey. See the full list of communities in Appendix D.

**Table 19. In what city will you stay tonight?**

PHOENIX	132	14.1%
GLOBE	120	12.8%
MESA	118	12.6%
APACHE JUNCTION	68	7.2%
TUCSON	53	5.6%
SCOTTSDALE	45	4.8%
GOLD CANYON	36	3.8%
CHANDLER	35	3.7%
FLORENCE	25	2.7%
CASA GRANDE	21	2.2%
TEMPE	20	2.1%
GILBERT	20	2.1%
SUPERIOR	13	1.4%
QUEEN CREEK	13	1.4%
SAN CARLOS	11	1.2%
SAFFORD	11	1.2%
SUN LAKES	10	1.1%

**Figure 9. In what city/town will you spend tonight?**



### Geographic Origins of Globe-Miami Area Visitors

Where do visitors from the Globe-Miami area originate? Respondents were asked to include the ZIP Code of their permanent residence, which provides evidence of geographic origin. Almost two-thirds of visitors to this area (63%) were Arizona residents. The remaining 37 percent were either out-of-state or foreign visitors. Also, unlike results from the Arizona statewide report and many other Arizona community reports, California did not contribute the second-most visitors; California was actually fourth on the list for Globe-Miami origins. Thus, following Arizona, the top 10 states for visitors to the Globe-Miami area were: Washington (3.7%), Wisconsin (3.7%), California (3.5%), Illinois (2.9%), Colorado (2.0%), New Mexico (1.8%), Oregon (1.6%), Texas (1.4%) and Michigan (1.4%). With the exception of the lower percentage of Californians, these origins generally match those for Arizona visitors, in which California, Illinois, Texas, New Mexico, Washington and Colorado are among the top 10 originating states for overnight visits. In all, an impressive total of 46 U.S. states and the District of Columbia were represented in the sample. See Table 20.

**Table 20. Origins of visitors to the Globe-Miami area**

	Count	Column N %
Arizona	929	63.0%
Washington	54	3.7%
Wisconsin	54	3.7%
California	52	3.5%
Illinois	43	2.9%
Colorado	29	2.0%
New Mexico	27	1.8%
Oregon	24	1.6%
Texas	21	1.4%
Michigan	21	1.4%
Nevada	15	1.0%
Massachusetts	14	.9%
Iowa	13	.9%
New York	12	.8%
Florida	11	.7%
Pennsylvania	11	.7%
Indiana	10	.7%
Idaho	9	.6%
Alaska	8	.5%
Kansas	8	.5%
Montana	8	.5%
South Dakota	8	.5%
Ohio	8	.5%
Connecticut	8	.5%

**Table 20. Origins of visitors to the Globe-Miami area -Continued**

	Count	Column N %
Nebraska	7	.5%
Utah	6	.4%
New Jersey	6	.4%
Arkansas	5	.3%
Alabama	5	.3%
Georgia	5	.3%
Maryland	5	.3%
Wyoming	4	.3%
North Dakota	4	.3%
Kentucky	4	.3%
Mississippi	4	.3%
North Carolina	4	.3%
Virginia	4	.3%
Maine	3	.2%
Oklahoma	2	.1%
District of Columbia	2	.1%
Vermont	2	.1%
New Hampshire	2	.1%
Hawaii	1	.1%
Louisiana	1	.1%
Tennessee	1	.1%
Delaware	1	.1%
Total	1475	100.0%

**Arizona Visitors to the Globe-Miami area**

Almost two-thirds (63%) of visitors to the Globe-Miami area were Arizona residents, and the vast majority of these were from the Greater Phoenix metro area. When all the communities in the Phoenix MSA (Maricopa County) are combined, the area accounted for almost three-fourths (70.4%) of all in-state visitors to the Globe-Miami region. Tucson (10.2%) was the next largest generator of Arizona visitors, sending approximately one in ten visitors. In all, 49 Arizona cities and towns were represented in the survey sample. See Table 21.

**Table 21. Geographic origin of Arizona visitors to the Globe-Miami area**

	Count	Column N %
Phoenix	160	19.0%
Chandler	123	14.6%
Mesa	120	14.2%
Tucson	86	10.2%
Fountain Hills	65	7.7%
Apache Junction	63	7.5%
Tempe	57	6.8%
Avondale	18	2.1%
Payson	17	2.0%
Douglas	17	2.0%
Sun City	14	1.7%
Peoria	12	1.4%
Glendale	11	1.3%
Wickenburg	8	.9%
Laveen	5	.6%
Globe	5	.6%
Flagstaff	4	.5%
Cave Creek	4	.5%
Thatcher	3	.4%
Scottsdale	3	.4%
Prescott	3	.4%
Gilbert	3	.4%
Cottonwood	3	.4%
Corona de Tucson	3	.4%
Benson	3	.4%
Vernon	2	.2%
Tonto Basin	2	.2%
Superior	2	.2%
Show Low	2	.2%
San Carlos	2	.2%
Quartzsite	2	.2%
Overgaard	2	.2%
Litchfield Park	2	.2%
Camp Verde	2	.2%
Arizona City	2	.2%
Young	1	.1%
Sun Valley	1	.1%
Stanfield	1	.1%
Springerville	1	.1%
Solomon	1	.1%
Pinetop	1	.1%
Munds Park	1	.1%
Lukachukai	1	.1%
Lake Havasu City	1	.1%
Heber	1	.1%
Goodyear	1	.1%
Eagar	1	.1%
Claypool	1	.1%
Black Canyon City	1	.1%
Total	844	100.0%

### International Visitors to the Globe-Miami Area

What percentage of total visitors were foreigners? For the Globe-Miami area, less than one percent of visitors (0.8%) were of international origins – clearly, foreigners are not the primary market for the area. The state of Arizona does draw large numbers of international visitors from around the world, attracted by the natural wonders of the Grand Canyon and Sedona’s red rocks, as well as cowboy culture and Native American history; perhaps the possibility exists to attract more of them to visit the Globe-Miami area.

Canadians, who frequently migrate during the cold northern months earning the moniker “Snowbirds”, dominated foreign visitors to Globe-Miami, accounting for more than one-half (55.8%). The next largest group of visitors, though considerably behind Canada, was from the United Kingdom (13.2%) followed by the Netherlands (4.7%). These were followed by Switzerland, Germany, France, Australia, South Africa, Japan and Ireland. Origin countries of these international visitors to the Globe-Miami area are similar to Arizona international visitors generally. Fully, 21 countries were represented in the survey sample. See Table 22.

**Table 22. Origins of foreign visitors to the Globe-Miami area**

	Count	Column N %
CANADA	72	55.8%
UNITED KINGDOM	17	13.2%
THE NETHERLANDS	6	4.7%
SWITZERLAND	5	3.9%
GERMANY	4	3.1%
FRANCE	4	3.1%
AUSTRALIA	4	3.1%
SOUTH AFRICA	2	1.6%
JAPAN	2	1.6%
REP IRELAND	2	1.6%
SWEDEN	1	.8%
SPAIN	1	.8%
PHILIPPINES	1	.8%
NORWAY	1	.8%
NEW ZEALAND	1	.8%
MEXICO, BAJA (LORETO)	1	.8%
MEXICO-HERMOSILLO SONORA	1	.8%
LATVIA	1	.8%
ISRAEL	1	.8%
INDIA	1	.8%
DENMARK	1	.8%
Total	129	100.0%

## Visitor Spending

Visitor spending is always a crucial component of any visitor study. Visitors to the Globe-Miami area reported a wide variety of expenditures in categories of Lodging-camping, Restaurant and grocery, Transportation (including gas), Shopping, Recreation/tour/entrance fees, and “Other” expenditures. Lodging and camping (\$125) had the highest average expenditures, followed by shopping or arts and crafts purchases (\$62), restaurant and grocery (\$45), and transportation (\$39). Transportation was followed by tour, entrance fees or permits (\$28). The “Other” category had relatively high expenditures (\$103), however this category had the least overall impact in terms of number of individuals that reported such spending. See Table 23.

**Table 23. Average per-party per-day expenditures for visitors to the Globe-Miami area**

	Mean	Median	Valid N	Valid %
Expenditures are for this many people	2.9	2.0	1050	64.2%
Lodging-camping	\$125.2	\$100.0	270	16.5%
Restaurant and grocery	\$44.8	\$30.0	845	51.7%
Transportation including gas	\$39.0	\$25.0	644	39.4%
Shopping - Arts and Crafts	\$61.6	\$40.0	483	29.5%
Recreation-Tours-Entrance fees-Permit fees	\$27.5	\$19.0	438	26.8%
Other	\$103.1	\$30.0	96	5.9%

The question is often asked, which visitors produce the most economic impact for the Globe-Miami area, i.e., what specific segments should the county and its communities target in their marketing? When looking at per party per day expenditures, the visitor survey data show that those on Weekend visits (\$281.69), followed by Vacation/leisure (\$140.40), and Business trips (\$122.15) had the highest spending. Of course, these categories represented relatively few visitors, 28% combined. On the other hand, Day trip visitors (\$84.26) had lower per-party per day expenditures but represented a much larger segment of the visitor market, over half, at 59%. Those Just passing through (\$90.76), or Visiting friends and/or relatives (\$81.40) reported similar spending amounts and collectively accounted for about one in five parties in the survey sample. See Table 24.

**Table 24. Primary purpose of trip by average per party expenditure per day**

	Total Expenditure	Average Stay (days)	Per Day Expenditure	Percent of all visitors
Just Passing Through	\$154	1.7	\$90.76	11.6%
Day Trip	\$84	1	\$84.26	58.6%
Weekend Visit	\$451	1.6	\$281.69	8.0%
Vacation/Leisure	\$281	2	\$140.40	18.0%
Business trip	\$330	2.7	\$122.15	2.4%
Investment	\$450	8	\$56.25	0.1%
Combination of Business and Leisure travel	\$134	1.3	\$102.69	1.9%
Visiting Friends and/or Relatives	\$138	1.7	\$81.40	8.7%
Relocation	\$126	6.8	\$18.53	0.7%

Visitor expenditures per day are further broken down by actual spending category in Table 25. It shows that those on Business trips & Weekend visits had the highest lodging expenditures (\$65), while Weekend visitors had the highest food and beverage expenditures (\$50). See all results in Table 25.

**Table 25. Primary purpose of trip by average per-party expenditure per day by sector**

	Just Passing Through	Day Trip	Weekend Visit	Vacation/Leisure	Business trip	Investment	Combination of Business and Leisure travel	Visiting Friends and/or Relatives	Relocation
Lodging-camping	\$19	\$0	\$65	\$50	\$65	\$10	\$55	\$35	\$9
Restaurant and grocery	\$28	\$25	\$50	\$25	\$30	\$6	\$25	\$15	\$4
Transportation including gas	\$20	\$18	\$43	\$24	\$15	\$3	\$12	\$13	\$3
Shopping - Arts and Crafts	\$17	\$20	\$44	\$11	\$2	\$38	\$7	\$11	\$3
Recreation-Tours-Entrance fees-Permit fees	\$3	\$11	\$25	\$10	\$4	\$0	\$4	\$3	\$0
Other	\$4	\$7	\$45	\$20	\$6	\$0	\$0	\$4	\$0
<b>Total</b>	<b>\$91</b>	<b>\$81</b>	<b>\$272</b>	<b>\$140</b>	<b>\$122</b>	<b>\$56</b>	<b>\$103</b>	<b>\$81</b>	<b>\$19</b>

### **Interest in participating in activities**

The Globe-Miami area offers a great variety of activities for visitors to pursue, from hiking in the Tonto National Forest to historic sites, to attending events in Historic Downtown Globe. Knowledge of the visitor activities and levels of interest can lead to the creation of additional opportunities for tourism services and to product development that produces longer overnight stays.

In order to judge visitors' interest in Globe-Miami area activities, respondents were asked to indicate their *general* level of interest in a series of activities and then to indicate whether they had participated in that activity on this trip. All questions were measured on a scale of 1 to 5 where 1 is "not at all interested," and 5 is "extremely interested." Therefore, higher mean (average) scores indicate a greater level of interest in participating in the specific activity. The levels of interest in the specific activities are displayed in Table 27.

Visiting national and state parks had the highest mean score (3.8) for area visitors, with almost three-fourths (70.3%) of all respondents indicating they were either "very" or "extremely interested" in visiting them – in this case, the reference is to Boyce Thompson Arboretum State Park, the principal area attraction along with Tonto National Monument. Visiting cultural and historic sites was the second most popular interest with a mean score of 3.7 and about two-thirds of respondents (66.4%) indicating they were either "very" or "extremely interested" in visiting cultural and historic sites. These two activities – visiting the State Park and visiting cultural and historic sites – are often the top choices in Arizona tourism activities. The next highest interest was in Hiking or walking trails (3.6 mean), an activity for which the Globe-Miami area presents many opportunities, followed by another prominent area recreational activity – visiting lakes and parks (3.3 mean). Birdwatching and observing wildlife (3.2) and attending a special event (3.1) were also very popular, along with shopping generally (2.7) and antique shopping specifically (2.5). Many respondents indicated that they had attended a special event in the Globe-Miami area, and the most popular of these (apart from Boyce Thompson Arboretum itself) were: the Historic Home Tour, Apache Jii Days, Car show, Tavan/Kachina reunion, and the Rodeo. See the complete list in Appendix D. See Table 26.

**Table 26. Tell us how interested you are in participating in the following activities**

	Not at all interested	A little interested	Somewhat interested	Very Interested	Extremely Interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Fishing	58.5%	13.4%	12.1%	10.1%	6.0%	1.9
Hiking or walking trails	9.4%	9.1%	17.9%	35.4%	28.2%	3.6
Visiting cultural & historic sites	5.4%	7.1%	21.0%	41.3%	25.1%	3.7
Visiting National & State parks	5.2%	6.1%	18.3%	40.2%	30.1%	3.8
Birdwatching & observing wildlife	15.4%	13.7%	23.6%	27.1%	20.3%	3.2
Boating/Waterskiing/ Wakeboarding	61.2%	16.0%	11.8%	6.9%	4.1%	1.8
Rock climbing	63.7%	13.7%	11.4%	6.3%	4.9%	1.7
Visiting Lakes/Parks	11.7%	11.3%	25.6%	34.9%	16.5%	3.3
Camping or RV stay	52.3%	11.5%	12.0%	13.9%	10.3%	2.2
Mountain biking	69.1%	12.0%	11.3%	5.1%	2.5%	1.6
Bowling	77.1%	9.7%	6.9%	3.7%	2.6%	1.5
Shopping	26.4%	17.2%	25.4%	20.9%	10.1%	2.7
Antique Shopping	37.8%	13.3%	21.3%	15.7%	11.9%	2.5
Playing golf	71.5%	8.5%	8.7%	6.1%	5.2%	1.6
Attending a special event	39.2%	2.3%	6.9%	16.6%	35.0%	3.1

Finally, respondents were asked to indicate whether they actually participated in these activities while in the Globe-Miami area. In Table 27, the first column shows the number of respondents who indicated participation in that activity, while the second column is a summation of those who were either “very” or “extremely interested” in participating. In this case, the most interest was found to be in Hiking and walking trails, which was indicated by 63.6 percent of visitors. This was followed by Visiting cultural and historic sites (46.0%), by Visiting National and State Parks (45.8%), and by Bird-watching and observing wildlife (37.2%). The only other activities to achieve more than a 20% level of interest were: Shopping (29.5%), Visiting lakes/parks (25.3%), and Antique shopping (22.6%). See the full list of activities in which visitors participated in Table 27.

**Table 27. What activities did/will you participate in?**

	Count	Column N %
Hiking or walking trails	397	63.6%
Visiting cultural and historic sites	287	46.0%
Visiting National and State parks	286	45.8%
Bird-watching and observing wildlife	232	37.2%
Shopping	184	29.5%
Visiting Lakes/Parks	158	25.3%
Antique Shopping	141	22.6%
Attending a special event	79	12.7%
Camping or RV stay	61	9.8%
Fishing	49	7.9%
Playing golf	48	7.7%
Rock climbing	38	6.1%
Bowling	23	3.7%
Boating/Waterskiing/Wakeboarding	21	3.4%
Mountain biking	20	3.2%
Total	624	100.0%

**What attractions do you plan to visit in the Globe-Miami area?**

Respondents were next presented with a list of area attractions and asked to check all those that they had visited or planned to visit on this trip. Of all the sites listed, Boyce Thompson Arboretum was by far the most visited attraction (72.2%), followed by Historic Downtown Globe (37.2%), Roosevelt Lake (36.4%), Tonto National Forest (34.2%), and Besh-Ba-Gowah Archaeological Park (28.6%). See the full list of attractions visited in Table 28.

**Table 28. Attractions you have or plan to visit in the Globe-Miami area**

	Count	Column N %
Boyce Thompson Arboretum	991	72.2%
Historic Downtown Globe	511	37.2%
Roosevelt Lake	500	36.4%
Tonto National Forest	469	34.2%
Besh-Ba-Gowah Archeological Park	393	28.6%
Salt River Canyon	374	27.2%
Apache Gold Casino	293	21.3%
Tonto National Monument (NPS)	273	19.9%
Gila County Historical Museum	179	13.0%
World’s Smallest Museum	168	12.2%
Pinal Mountains	164	11.9%
Old Gila County Jail	94	6.8%
San Carlos Lake	94	6.8%
Cobre Valley Center for the Arts	76	5.5%
San Carlos Cultural Center	56	4.1%
Globe Community Center	53	3.9%
Apache Gold Stronghold Golf Course	52	3.8%
Bullion Plaza Museum & Cultural Center	50	3.6%
Round Mountain Park	47	3.4%
Seneca Lake	41	3.0%
Cobre Valley Country Club	23	1.7%
Total	1373	100.0%

**Sources of Visitor Information**

Next, respondents were asked where they obtained information for their trip to the Globe-Miami area. The largest percentage – 37.3% – responded that they relied on their Friends, family or co-workers for information about the area. The next most common source of information was a Website or Online source, used by about a quarter of visitors (24.3%). Following this were: Newspaper or magazine (17.6%), “Other” (14.6%), Visitor Centers/government (12.4%), Guide books (10.9%), and Local merchants (6.5%). Only a tiny percent of visitors (1.3%) said they received any information from Radio or TV. Those who said “Other” were asked to specify the source; the most common sources were maps, previous trips to the area, or information gleaned from just passing through. In many of these categories respondents were invited to write-in the specific source; for the complete lists of these information sources see Appendix D. The summary of findings is presented in Table 29.

**Table 29. Information Sources for Globe-Miami Area**

	Count	Column N %
Friends Family or Co-workers	456	37.3%
Website or Online	297	24.3%
Newspaper or Magazine	215	17.6%
Other	179	14.6%
Visitor Centers or Government Offices	152	12.4%
Guide Book	133	10.9%
Local merchants	79	6.5%
Radio or TV	16	1.3%
Total	1222	100.0%

**Overall satisfaction with your experience in the Globe-Miami area**

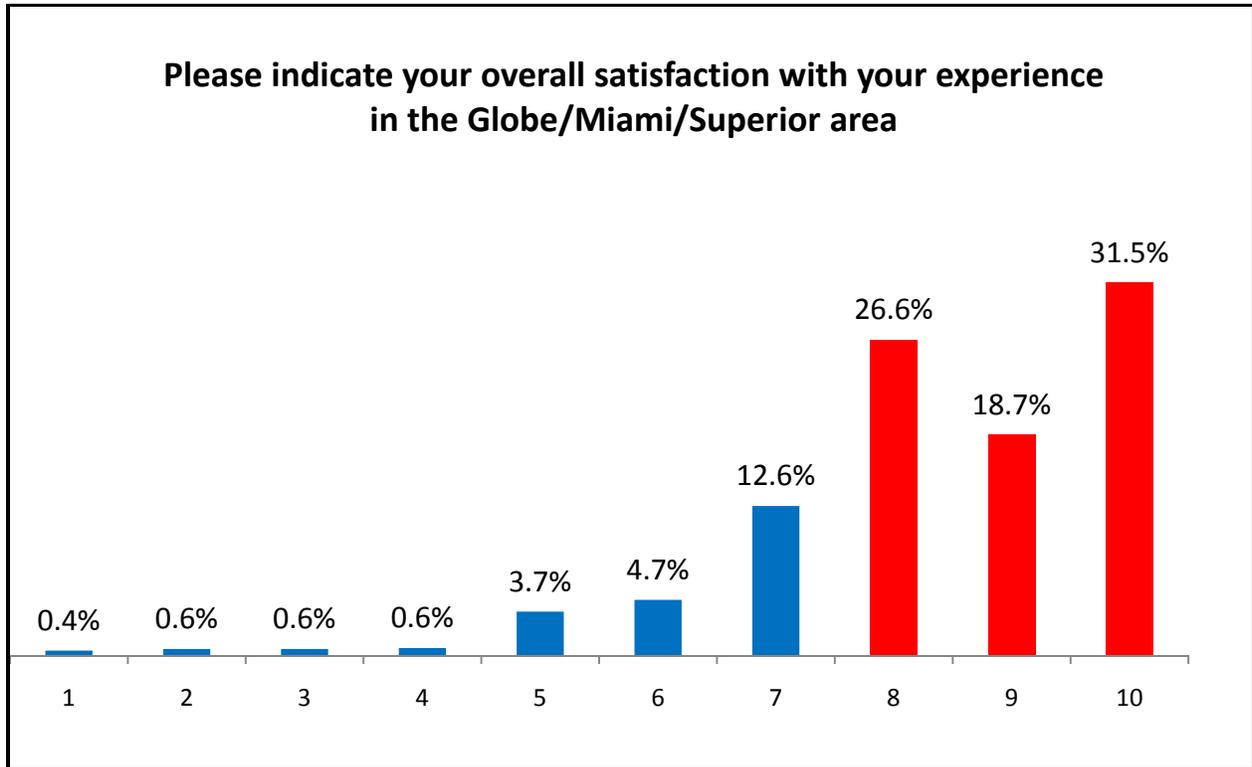
The final question on the survey asked visitors to rate their overall satisfaction with their experience in the Globe-Miami area. On a scale of 1 to 10 where 1 is “low” and 10 is “high,” the Globe-Miami area scored well, with a mean score of 8.37 out of a possible 10, and a median of 9.0. Only 5.9 percent of respondents noted their level of satisfaction at 5 or below. Three-fourths (76.8%) of all respondents, rated their overall experience in the Globe-Miami area as 8 or better, indicating a high level of satisfaction. See Table 30.

**Table 30. Rate your overall satisfaction with your experience in the Globe-Miami area**

	Count	Column N %
1	6	.4%
2	8	.6%
3	8	.6%
4	9	.6%
5	53	3.7%
6	67	4.7%
7	180	12.6%
8	380	26.6%
9	266	18.7%
10	449	31.5%

Mean = 8.37, Median = 9.0

Figure 10. Overall level of satisfaction with your experience in the Globe-Miami area



In conclusion, it appears that visitors to the Globe-Miami area participate in a variety of activities, have enjoyable experiences, and are quite satisfied with their trips. The Globe-Miami area has a number of attractions and activities to offer visitors within a short day's drive of the metro Phoenix area. Communities in the area have an opportunity to build upon the most popular tourism themes and to redouble efforts to market the area as a tourism destination. This research will help to focus efforts on potential visitors who may be underserved presently or to inspire new product development as well as regional partnerships that will entice more or different visitors to experience the region. Given that this survey was conducted during the 2008-09 recession, it may not exactly represent tourism activity during a normal year, or it may represent what many in the tourism industry believe may be the "new normal."

**Appendix A:**  
**Survey Questionnaire**



9. First tell us how interested you are in participating in the following activities, then indicate those activities you have or will participate in during your visit to the Globe-Miami and Superior area.

	Interest Level:	Not at all	A little	Some-what	Very	Extremely	Did/Will you participate?
Fishing	<input type="checkbox"/>						
Hiking or Walking Trails	<input type="checkbox"/>						
Visiting Cultural and Historic Sites	<input type="checkbox"/>						
Visiting National and State Parks	<input type="checkbox"/>						
Birdwatching and Observing Wildlife	<input type="checkbox"/>						
Boating/Waterskiing/Wakeboarding	<input type="checkbox"/>						
Rock Climbing	<input type="checkbox"/>						
Visiting Lakes/Parks	<input type="checkbox"/>						
Camping/Recreational Vehicle (RV) Stay	<input type="checkbox"/>						
Mountain Biking	<input type="checkbox"/>						
Bowling	<input type="checkbox"/>						
Shopping	<input type="checkbox"/>						
Antique Shopping	<input type="checkbox"/>						
Playing Golf	<input type="checkbox"/>						
Special event: (define)	<input type="checkbox"/>						

10. Please mark those attractions you have visited or plan to visit in the Globe-Miami and Superior region.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Apache Gold Casino                     | <input type="checkbox"/> Gila County Historical Museum | <input type="checkbox"/> Salt River Canyon             |
| <input type="checkbox"/> Apache Gold Stronghold Golf Course     | <input type="checkbox"/> Globe Community Center        | <input type="checkbox"/> San Carlos Cultural Center    |
| <input type="checkbox"/> Besh-Ba-Gowah Archeological Park       | <input type="checkbox"/> Historic Downtown Globe       | <input type="checkbox"/> San Carlos Lake               |
| <input type="checkbox"/> Boyce Thompson Arboretum               | <input type="checkbox"/> Old Gila County Jail          | <input type="checkbox"/> Seneca Lake                   |
| <input type="checkbox"/> Bullion Plaza Museum & Cultural Center | <input type="checkbox"/> Pinal Mountains               | <input type="checkbox"/> Tonto National Forest         |
| <input type="checkbox"/> Cobre Valley Center for the Arts       | <input type="checkbox"/> Roosevelt Lake                | <input type="checkbox"/> Tonto National Monument (NPS) |
| <input type="checkbox"/> Cobre Valley Country Club              | <input type="checkbox"/> Round Mountain Park           | <input type="checkbox"/> World's Smallest Museum       |

11. Where did you obtain information about visiting the Globe-Miami and Superior area? Mark & write in names.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Local merchants<br><input type="text"/>               | <input type="checkbox"/> Newspaper/Magazine<br><input type="text"/> | <input type="checkbox"/> Friends/Family/Co-workers              |
| <input type="checkbox"/> Visitor Centers/Gov't Offices<br><input type="text"/> | <input type="checkbox"/> Guide Book<br><input type="text"/>         | <input type="checkbox"/> Other, define:<br><input type="text"/> |
| <input type="checkbox"/> Website/Online<br><input type="text"/>                | <input type="checkbox"/> Radio/TV<br><input type="text"/>           |   |

12. On a scale of 1 to 10 where One is Low and Ten is High, please indicate your overall satisfaction with your experience in Globe-Miami/Superior.

- |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |
| <input type="checkbox"/> |

13. What is your gender?  Female  Male

In what year were you born? 19

14. List total number of people, including yourself, in your travel.

Are there children under 18 years in your travel party?  Yes  No

Number of: Women (18+ years)  Men (18+ years)  Children (under 18)

15. Who is traveling with you on this trip?  Family and Friends  Friends Only  Organized Tour Group  
 Family Only  Nobody, travelling alone  Business Associates

16. Which of the following categories best describes your annual household income?

- |   |   |   |   |   |
|---|---|---|---|---|
| <input type="checkbox"/> Less than \$15,000   | <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$45,000 to \$54,999 | <input type="checkbox"/> \$65,000 to \$74,999 | <input type="checkbox"/> \$85,000 to \$94,999 |
| <input type="checkbox"/> \$15,000 to \$24,999 | <input type="checkbox"/> \$35,000 to \$44,999 | <input type="checkbox"/> \$55,000 to \$64,999 | <input type="checkbox"/> \$75,000 to \$84,999 | <input type="checkbox"/> \$95,000 or More     |

Thank You For Taking The Time To Complete The Survey.

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**Appendix B:**

**Regional Economic Impacts of the Globe-Miami Area Tourism Survey**

## **Introduction**

Question nine in the survey of visitors to the Globe-Miami & Superior area asked respondents to detail their regional expenditures in each of the following categories: lodging, restaurant and grocery, transportation (including gas), shopping/arts & crafts purchases, recreation/tour/rental/permit fees, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to the Globe-Miami & Superior area, and can be compared to the impacts of other activities.

Expenditures from Globe-Miami & Superior area visitors were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Gila County, Arizona. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

## **Economic Impact Analysis Methods**

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, "I-O Model," is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in the Globe-Miami & Superior area which is located mostly in Gila County, Arizona. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of "new" expenditures to the region. This analysis does not include respondents who live in Gila County as they do not represent "new" output to the region because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Direct, indirect, and induced effects of visitor expenditures were calculated for the Gila County region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in Gila County were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing

coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Globe-Miami & Superior area visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

### **Regional Expenditure Results**

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Globe-Miami & Superior area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the Globe-Miami & Superior area. It is estimated that approximately 370,435 people visited the Globe-Miami & Superior area in 2008-2009 (during the period of the survey). This estimate is derived from attractions visitation (parks, recreation areas and monuments), lodging supply (hotels and time share properties) as well as average occupancy, and visitation to secondary attractions. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 370,435 out-of-region visitors are included in the economic impact analysis. The harmonic or trimmed mean was used for average expenditures in calculating economic impact. The trimmed mean avoids extremes at either end of a frequency distribution by effectively reducing the top and bottom 5 percent of the distribution and recalculating the mean. This reduces the extreme end of the range lessening the impact of those who had no expenses as well as those who had expenses that were considered unreasonable (i.e., \$1,100 for lodging for 1 night).

Answers from non-local survey respondents were totaled for each expenditure category and were averaged to represent the mean expenditures for each out-of-town visitor. The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Table B1, illustrates visitor expenditures by category. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

**Table B1. Estimate of regional expenditures by Globe-Miami & Superior area visitors.**

	Per Party- per day	Per person- per-day	Per person - Per trip	Population	Expenditure
Lodging	\$125	\$63	\$52	30,081	\$1,569,208
Restaurant/bar	\$45	\$22	\$19	191,515	\$3,574,943
Transportation including gas	\$39	\$20	\$16	145,951	\$2,371,709
Shopping arts/crafts	\$62	\$31	\$26	109,278	\$2,804,809
Recreation fees	\$28	\$14	\$11	99,277	\$1,137,544
Other	\$103	\$52	\$43	21,856	\$938,882
<b>Total</b>	<b>\$401</b>	<b>\$201</b>	<b>\$167</b>	<b>\$597,957</b>	<b>\$12,397,095</b>

## Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Globe-Miami & Superior area in the study period was 370,435 visitors. These visitors were responsible for some \$12.4 million of expenditures in Gila County, AZ, with an average regional expenditure of \$401 per party. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table B2 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

**Table B2. Effects<sup>1</sup> and Multipliers of \$12,397,095 of Regional Expenditures by Globe-Miami & Superior area visitors**

<b>Economic Impacts</b>	<b>Direct Effects</b>	<b>Indirect Effects</b>	<b>Induced Effects</b>	<b>Type SAM Multipliers</b>	<b>Total</b>
Total Output	\$12,397,095	\$1,564,572	\$1,989,399	1.29	<b>\$15,951,066</b>
Total Employment (FTE jobs)	245.0	16.9	21.4	1.16	<b>283.3</b>
Total Labor Income <sup>2</sup>	\$4,271,211	\$454,047	\$576,493	1.24	<b>\$5,301,751</b>
Indirect Business Taxes <sup>3</sup>	\$1,195,724	\$87,471	\$139,472	--	<b>\$1,422,667</b>

<sup>1</sup>Effects are presented in 2007 dollars.

<sup>2</sup>Total labor includes employee compensation and proprietor income.

<sup>3</sup>Indirect business taxes include excise taxes, property taxes, fees, licenses, and sales tax paid by businesses.

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table B2, visitors to the Globe-Miami & Superior area spurred an additional \$1.4 million of tax revenue for Gila County. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from Globe-Miami & Superior area visitors is the result of sales tax paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

### **Discussion**

In 2008-2009 visitors to the Globe-Miami & Superior area injected significant output to businesses in the regional economy of Gila County. Approximately \$12.4 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of \$15.9 million for Gila County. This economic activity supported some 283 full-time equivalent (FTE) jobs. The total economic impact of visitors to the Globe-Miami & Superior area is therefore substantial, and contributes significantly to the greater regional economy.

**Appendix C:**  
**Quarterly Tables**

QUARTERLY TABLES GLOBE-MIAMI-SUPERIOR

Please indicate the current month

Please indicate the current month	Calendar quarter of survey			
	October - December 2008 (Q#1)	January - March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
January 2009		40.1%		
February 2009		29.6%		
March 2009		30.2%		
April 2009			37.0%	
May 2009			34.4%	
June 2009			28.6%	
July 2009				22.4%
August 2009				36.2%
September 2009				41.5%
October 2008	39.8%			
November 2008	40.3%			
December 2008	19.9%			
Total	100.0%	100.0%	100.0%	100.0%

Is Globe-Miami or Superior the primary destination of your trip?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January - March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Yes	43.9%	48.7%	39.9%	33.6%
No	56.1%	51.3%	60.1%	66.4%
Total	100.0%	100.0%	100.0%	100.0%

If not what is the primary destination of your trip?

If not what is the primary destination of your trip?	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
BOYCE THOMPSON ARBORETUM	29.0%	29.2%	40.9%	60.8%
PHOENIX	8.8%	8.2%	5.8%	5.1%
MESA	4.8%	5.3%	3.2%	1.9%
TUCSON	5.1%	2.5%	4.5%	1.9%
APACHE JUNCTION	2.4%	7.0%	3.2%	1.3%
SCOTTSDALE	2.4%	2.9%	1.3%	.6%
GRAND CANYON NATIONAL PARK	1.2%	1.2%	2.6%	1.3%
GOLD CANYON	.9%	2.9%	.6%	.6%
GLOBE	1.5%	2.1%	1.3%	.0%
CASA GRANDE	1.2%	1.6%	.6%	.6%
ROOSEVELT LAKE	.9%	2.1%	.6%	.0%
KEARNY	.6%	2.9%	.0%	.0%
SHOW LOW	1.2%	.0%	.6%	1.3%
GILBERT	.0%	.8%	1.3%	1.9%
SEDONA	.3%	1.2%	1.3%	.0%
SAFFORD	.6%	.8%	1.3%	.0%
PAYSON	1.2%	.4%	.6%	.0%
APACHE GOLD CASINO	1.5%	.0%	.6%	.0%
YUMA	.9%	.4%	.6%	.0%
QUEEN CREEK	.9%	.4%	.0%	.6%
PINETOP	.9%	.4%	.0%	.6%
CHANDLER	.9%	.4%	.0%	.6%
FOUNTAIN HILLS	1.2%	.0%	.0%	.0%
FLAGSTAFF	.6%	.0%	.0%	1.3%
CALIFORNIA	.3%	.8%	.0%	.6%
ARIZONA	.6%	.4%	.6%	.0%
VISITING FRIENDS	.0%	.8%	.6%	.0%
TEMPE	.3%	.4%	.0%	.6%
SAN CARLOS RESERVATION	.3%	.8%	.0%	.0%
PETRIFIED FOREST NATIONAL PARK	.6%	.0%	.6%	.0%
GOODYEAR	.0%	.8%	.0%	.6%
FLORENCE	.3%	.8%	.0%	.0%
CLIFTON MORENCI	.9%	.0%	.0%	.0%
BESH-BA-GOWAH	.6%	.4%	.0%	.0%
WINKLEMAN	.0%	.8%	.0%	.0%
WHITE MOUNTAINS	.6%	.0%	.0%	.0%
UTAH	.6%	.0%	.0%	.0%
TUCSON, PHOENIX	.3%	.4%	.0%	.0%
TOURING SOUTHERN AZ	.6%	.0%	.0%	.0%

If not what is the primary destination of your trip?

THIS IS	.3%	.0%	.0%	.6%
SUPERIOR FIRE DEPT	.0%	.8%	.0%	.0%
SUPERIOR	.3%	.0%	.0%	.6%
SUN LAKES	.3%	.0%	.6%	.0%
SUN CITY	.0%	.8%	.0%	.0%
SPRINGERVILLE	.0%	.4%	.6%	.0%
SOUTHERN ARIZONA	.0%	.4%	.6%	.0%
SHOWLOW	.6%	.0%	.0%	.0%
SALT RIVER CANYON	.3%	.4%	.0%	.0%
RETURN TO PHOENIX	.3%	.0%	.0%	.6%
PINETOP-LAKESIDE	.3%	.0%	.6%	.0%
ORGAN PIPE NATIONAL PARK	.6%	.0%	.0%	.0%
EL PASO, TX	.6%	.0%	.0%	.0%
CAVE CREEK	.6%	.0%	.0%	.0%
ACROSS THE USA	.6%	.0%	.0%	.0%
YUMA AREA FOR A CHANGE	.0%	.4%	.0%	.0%
YUMA-WAS GOING HOME	.0%	.4%	.0%	.0%
YES	.0%	.0%	.0%	.6%
YES- WE HAD A DINNER TO ATTEND				
GLOBE. NO-WE HAVE A MEETING	.3%	.0%	.0%	.0%
TO ATTEND IN PHOENIX				
WINSLOW	.0%	.0%	.6%	.0%
WINDOW ROCK	.0%	.0%	.6%	.0%
WHOLE STATE	.0%	.4%	.0%	.0%
WHITewater APACHE				
RESERVATION	.3%	.0%	.0%	.0%
WESTERN US	.3%	.0%	.0%	.0%
WEST COAST	.0%	.0%	.6%	.0%
WALLA WALLA, WA	.3%	.0%	.0%	.0%
VISITORS NORTH/EAST ARIZONA	.3%	.0%	.0%	.0%
VISITING BROTHER	.3%	.0%	.0%	.0%
VISIT THE PARK/LIZZARD WALK	.0%	.0%	.6%	.0%
VISIT RIDE M/C	.3%	.0%	.0%	.0%
VARIOUS PARTS OF ARIZONA	.0%	.0%	.0%	.6%
UNKNOWN	.3%	.0%	.0%	.0%
TUCSON/TOMBSTONE AREA	.0%	.0%	.6%	.0%
TUCSON/PHOENIX	.3%	.0%	.0%	.0%
TUCSON, GRAND CANYON	.0%	.4%	.0%	.0%
TOURIST	.0%	.4%	.0%	.0%
TOURING BOYCE THOMPSON				
ARBORETUM	.3%	.0%	.0%	.0%
TOURING AZ	.0%	.0%	.6%	.0%
TOURING ARIZONA	.0%	.0%	.6%	.0%
TOURING	.0%	.0%	.6%	.0%

If not what is the primary destination of your trip?

TOUR OF ARIZONA-TUCSON TO GRAND CANYON	.0%	.0%	.0%	.6%
TONTO NATIONAL MONUMENT	.0%	.0%	.6%	.0%
TONTO NAT MON	.3%	.0%	.0%	.0%
TONTO CLIFF DWELLING	.0%	.4%	.0%	.0%
TONTO BASIN	.0%	.4%	.0%	.0%
TONTO	.0%	.4%	.0%	.0%
TOMBSTONE AZ	.3%	.0%	.0%	.0%
TO THE GARDENS FOR A CLASS	.0%	.4%	.0%	.0%
TO SEE THE ARBORETUM	.0%	.0%	.0%	.6%
THIS!	.3%	.0%	.0%	.0%
THIS WAS PRIMARY DEST	.0%	.0%	.6%	.0%
THIS PARK	.0%	.0%	.6%	.0%
THIS IS IT	.3%	.0%	.0%	.0%
THIS IS 2ND HOME	.0%	.4%	.0%	.0%
THE BOTANICAL GARDENS	.3%	.0%	.0%	.0%
TEXAS	.0%	.0%	.0%	.6%
TEMPE, CHANDLER	.0%	.0%	.6%	.0%
SURPRISE	.0%	.4%	.0%	.0%
SUPERSTITION MTNS.	.3%	.0%	.0%	.0%
SUPERSTITION MTN	.0%	.0%	.0%	.6%
SUNRISE SKI RESORT	.0%	.4%	.0%	.0%
SUN LAKES AZ	.0%	.4%	.0%	.0%
SUN CITY WEST	.0%	.4%	.0%	.0%
STATE HWY 88 LOOP	.0%	.4%	.0%	.0%
ST JOHNS-SPRINGERVILLE	.0%	.0%	.0%	.6%
ST AUGUSTINE FL	.0%	.0%	.0%	.6%
SOUTHWEST FOR 6 MONTHS	.3%	.0%	.0%	.0%
SNOWFLAKE	.0%	.0%	.6%	.0%
SNOWFLAKE -	.3%	.0%	.0%	.0%
SILVER CITY NM	.0%	.0%	.6%	.0%
SHOW LOW/PINETOP	.3%	.0%	.0%	.0%
SEDONA AZ	.3%	.0%	.0%	.0%
SEATTLE, WA	.3%	.0%	.0%	.0%
SEATTLE	.0%	.0%	.6%	.0%
SEASONED RESIDENT IN MESA	.3%	.0%	.0%	.0%
SANTA FE, NM	.0%	.0%	.6%	.0%
SAN MANUEL	.0%	.4%	.0%	.0%
SAN FRANCISCO, CA	.3%	.0%	.0%	.0%
SAGUARO LAKE RANCH	.3%	.0%	.0%	.0%
SAFFORD AZ-HATCH, NM	.0%	.0%	.0%	.6%
SAFFORD-TUCSON	.3%	.0%	.0%	.0%
ROUTE 191 FROM ALPINE SOUTH	.0%	.4%	.0%	.0%

If not what is the primary destination of your trip?

ROUND TRIP-CATALINA	.0%	.0%	.0%	.6%
ROPER STATE PARK SAFFORD AZ	.3%	.0%	.0%	.0%
ROCKIES PHOENIX AND BACK TO IOWA	.0%	.4%	.0%	.0%
ROAMING AROUND	.0%	.4%	.0%	.0%
ROAD TRIP-PHOENIX TO ALBUQUERQUE	.0%	.0%	.6%	.0%
RESIDENT	.0%	.0%	.0%	.6%
REEVIS MOUNTAIN SCHOOL	.0%	.4%	.0%	.0%
RANCHO SONORA IN FLORENCE	.3%	.0%	.0%	.0%
PINETOP/SPRINGVILLE	.3%	.0%	.0%	.0%
PHOENIX/TUCSON	.0%	.0%	.6%	.0%
PHOENIX, TUCSON	.0%	.4%	.0%	.0%
PHOENIX	.0%	.4%	.0%	.0%
.NOGALES.GLOBE.PHOENIX	.0%	.4%	.0%	.0%
PHOENIX-SEDONA	.0%	.4%	.0%	.0%
PHOENIX-SCOTTSDALE, BOYCE THOMPSON ARBORETUM	.0%	.0%	.0%	.6%
PHOENIX-FLAGSTAFF	.0%	.4%	.0%	.0%
PEORIA	.3%	.0%	.0%	.0%
PEARCE/SUNSIDES	.3%	.0%	.0%	.0%
PAYSON & TUCSON	.3%	.0%	.0%	.0%
PAYSON-PHOENIX-PAYSON	.0%	.4%	.0%	.0%
PART OF THE ROAD TRIP-ONE OF THE PLACES INTENDED TO STOP	.3%	.0%	.0%	.0%
PART OF THE ROAD TRIP-ORO VALLEY	.3%	.0%	.0%	.0%
NORTHERN WYOMING	.3%	.0%	.0%	.0%
MOTORCYCLE TRIP-KARTCHNER CAVERNS	.0%	.4%	.0%	.0%
MIMBRES, NM	.0%	.0%	.6%	.0%
MIAMI	.3%	.0%	.0%	.0%
MIAMI-GLOBE-HAYDEN-ORACLE JUNCTION-FLORENCE LOOP	.0%	.4%	.0%	.0%
MEXICO	.0%	.0%	.0%	.6%
MESA, BOYCE THOMPSON ARBORETUM	.0%	.0%	.0%	.6%
MESA FOR A FUNERAL	.0%	.0%	.6%	.0%
MARICOPA	.0%	.4%	.0%	.0%
LOVELAND, CO	.3%	.0%	.0%	.0%
LOS ANGELES, CA	.3%	.0%	.0%	.0%
LOOP TO TONTO, TORTILLA FLAT AND BACK TO FLORENCE	.0%	.0%	.6%	.0%
LOCAL	.0%	.0%	.0%	.6%
LIVE IN KEARNY	.0%	.0%	.6%	.0%

If not what is the primary destination of your trip?

LAUGHLIN/PHOENIX	.3%	.0%	.0%	.0%
LAS VEGAS	.0%	.4%	.0%	.0%
LAKE ROOSEVELT/SEDONA	.0%	.4%	.0%	.0%
LAKE ROOSEVELT	.0%	.4%	.0%	.0%
JUST PASSING THROUGH	.3%	.0%	.0%	.0%
JUST ON A CRUISE	.3%	.0%	.0%	.0%
JUST FOR THE DAY	.0%	.0%	.6%	.0%
JUST DRIVING THRU FROM TUCSON	.0%	.0%	.0%	.6%
JUST A LONG DRIVE, FIND A PLACE TO RETIRE	.3%	.0%	.0%	.0%
JEROME	.0%	.0%	.6%	.0%
INDIANAPOLIS, IN	.0%	.0%	.6%	.0%
HERO	.0%	.4%	.0%	.0%
HANNAGAN'S MEADOW	.3%	.0%	.0%	.0%
HAMPTON INN	.0%	.4%	.0%	.0%
GREER	.0%	.4%	.0%	.0%
GLOBE--ROOSEVELT DAM	.3%	.0%	.0%	.0%
GLENDALE	.0%	.4%	.0%	.0%
GENERAL TRAVEL-TEXAS	.3%	.0%	.0%	.0%
GENERAL SITE-SEEING	.0%	.0%	.0%	.6%
GALLUP, NM	.0%	.0%	.6%	.0%
FRIENDS OUTSIDE OF PHOENIX	.0%	.0%	.6%	.0%
FOUR CORNERS	.3%	.0%	.0%	.0%
EDIBLE PLANT/MEDICINAL TOUR/CAMPING EAST OF SUPERIOR	.3%	.0%	.0%	.0%
DRIVING THROUGH TO SEE SIGHTS	.3%	.0%	.0%	.0%
DON'T HAVE ONE	.0%	.4%	.0%	.0%
DAY TRIP FROM PHOENIX	.0%	.0%	.0%	.6%
COTTONWOOD & CHANDLER	.0%	.4%	.0%	.0%
COTTONWOOD	.3%	.0%	.0%	.0%
COPPER CANYON	.3%	.0%	.0%	.0%
COMING HERE	.3%	.0%	.0%	.0%
COLTS FOOTBALL GAME	.0%	.0%	.0%	.6%
CHICAGO, IL	.0%	.0%	.6%	.0%
CHICAGO, IL-LOS ANGLEES, CA	.0%	.0%	.6%	.0%
CARLSBAD CAVERNS NATIONAL PARK, NM	.0%	.4%	.0%	.0%
CAREFREE CAVE CREEK	.0%	.0%	.0%	.6%
CAR RENTAL	.0%	.0%	.0%	.6%
CANYON LAKE	.0%	.4%	.0%	.0%
CAMPING SOUTH WEST SO?	.3%	.0%	.0%	.0%

If not what is the primary destination of your trip?

CALIFORNIA: BUT WE CAME OUT OF OUR WAY TO VISIT THE ARBORETUM-POTTERY EXHIBIT-TREES	.3%	.0%	.0%	.0%
BUCKEYE	.0%	.0%	.6%	.0%
BUCKBOARD CAFE. IT'S GREAT!!	.3%	.0%	.0%	.0%
BUCKBOARD CAFE	.0%	.4%	.0%	.0%
BUCK BOARD/FOOD	.0%	.4%	.0%	.0%
BOYCE THOMPSON ARBORETUM, THEN GLOBE/MIAMI	.0%	.0%	.6%	.0%
BISBEE/SONORA	.3%	.0%	.0%	.0%
BISBEE (HOME)	.0%	.0%	.0%	.6%
BETWEEN PHOENIX & SILVER CITY NM	.3%	.0%	.0%	.0%
BESH BA GOWAH	.0%	.0%	.6%	.0%
BESH-BA-GOWAH/GLOBE	.0%	.0%	.6%	.0%
BESH-BA-GOWAH ARCHEOLOGICAL PARK	.3%	.0%	.0%	.0%
BESH-BA-GOWAH & TONTO NAT MONUMENT	.0%	.0%	.0%	.6%
BACK TO APACHE JUNCTION	.0%	.0%	.0%	.6%
ARIZONA CITY	.3%	.0%	.0%	.0%
ARIZONA-COURT SITE	.3%	.0%	.0%	.0%
ARBORETUM, GLOBE, HILL	.3%	.0%	.0%	.0%
APACHE TRAIL	.0%	.4%	.0%	.0%
APACHE LAKE	.3%	.0%	.0%	.0%
APACHE JUNCTION/GOLD CANYON	.3%	.0%	.0%	.0%
APACHE JUNCTION H.S.-TOURNAMENT	.3%	.0%	.0%	.0%
APACHE CULTURAL CENTER	.3%	.0%	.0%	.0%
ANYWHERE ARIZONA	.3%	.0%	.0%	.0%
ALPINE AZ	.0%	.0%	.0%	.6%
ALL OVER N. MEX. & SOUTHERN ARIZONA	.3%	.0%	.0%	.0%
ALL OVER	.0%	.4%	.0%	.0%
ALL OF AZ	.0%	.0%	.6%	.0%
ALBUQUERQUE	.0%	.0%	.6%	.0%
A TOUR OF ARIZONA	.0%	.0%	.6%	.0%
2 NITES SILVER CITY NM; 1 NITE WHITE MTNS; 1 NITE GLOBE	.0%	.0%	.6%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Please mark all of the following communities you will visit

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Globe	71.3%	71.9%	67.6%	54.2%
Superior	54.6%	57.4%	60.3%	63.9%
Miami	40.0%	38.6%	28.9%	29.2%
Roosevelt	14.4%	16.3%	19.6%	9.0%
San Carlos	12.3%	5.5%	5.9%	4.9%
Total	100.0%	100.0%	100.0%	100.0%

What is the primary purpose of your visit?

Calendar quarter of survey	October - December 2008 (Q#1)	January - March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Day Trip	52.9%	58.3%	62.5%	69.1%
Vacation/Leisure	19.0%	20.4%	15.6%	13.6%
Just Passing Through	15.3%	8.6%	13.0%	7.0%
Visiting Friends and/or Relatives	9.0%	9.2%	9.3%	6.2%
Weekend Visit	7.3%	10.4%	6.3%	6.6%
Business trip	3.0%	1.8%	2.2%	2.1%
Combination of Business and Leisure travel	2.5%	1.4%	2.2%	.8%
Relocation	.7%	1.0%	.4%	.8%
Investment	.0%	.2%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

How much time, in total, will you spend in the Globe-Miami/Superior area on this trip?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
1-3 hours	38.6%	32.3%	44.7%	47.7%
4-7 hours	31.9%	43.0%	30.5%	38.7%
8+ hours	4.4%	5.1%	4.1%	3.0%
1 night	10.8%	8.9%	11.3%	6.0%
2 nights	7.4%	7.1%	1.9%	2.6%
3-4 nights	2.2%	1.4%	2.3%	.9%
5-7 nights	1.9%	.4%	1.9%	.4%
8+ nights	2.9%	1.8%	3.4%	.9%
Total	100.0%	100.0%	100.0%	100.0%

If you are staying overnight in Globe-Miami what type of lodging are you using?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Hotel-Motel	51.9%	26.4%	29.0%	29.2%
Home of Friends/Family	13.8%	11.1%	14.5%	20.8%
Bed & Breakfast	13.8%	35.4%	39.1%	18.8%
Campground/RV Park	9.9%	13.2%	10.1%	14.6%
Second Home	3.9%	2.1%	5.8%	4.2%
Other	9.9%	12.5%	7.2%	18.8%
Total	100.0%	100.0%	100.0%	100.0%

Other Lodging

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
HOME	9.1%	.0%	14.3%	14.3%
NOFTSGER HILL INN	4.5%	6.7%	14.3%	.0%
SHOW LOW	4.5%	6.7%	.0%	.0%
RV	.0%	13.3%	.0%	.0%
QUEEN VALLEY	.0%	.0%	28.6%	.0%
WITH FAMILY IN APACHE J.	4.5%	.0%	.0%	.0%
TRAVEL TRAILER	.0%	6.7%	.0%	.0%
TIMESHARE (RCI)	.0%	.0%	14.3%	.0%
TIMESHARE	4.5%	.0%	.0%	.0%
STAYING IN MESA	.0%	6.7%	.0%	.0%
STATE CAMPGROUND	4.5%	.0%	.0%	.0%
RURAL CAMPING	4.5%	.0%	.0%	.0%
RESTAURANT	4.5%	.0%	.0%	.0%
RESORT	.0%	.0%	14.3%	.0%
PRIMARY HOME	.0%	.0%	.0%	14.3%
PARKING LOT OF RV	4.5%	.0%	.0%	.0%
NOT SURE	.0%	6.7%	.0%	.0%
NOT STAYING OVERNIGHT	4.5%	.0%	.0%	.0%
NOT STAYING	.0%	6.7%	.0%	.0%
NOT OVERNIGHT	4.5%	.0%	.0%	.0%
NOT	4.5%	.0%	.0%	.0%
LIVE IN SUPERIOR	.0%	.0%	.0%	14.3%
LIVE IN SCOTTSDALE	4.5%	.0%	.0%	.0%
LIVE IN FLORENCE	.0%	.0%	.0%	14.3%
LIVE IN APACHE JUNCTION	.0%	.0%	.0%	14.3%
KEARNY	4.5%	.0%	.0%	.0%
GOING BACK HOME	.0%	6.7%	.0%	.0%
FRIENDS	.0%	6.7%	.0%	.0%
FREE CAMPING	.0%	.0%	14.3%	.0%
DAY TRIP	4.5%	.0%	.0%	.0%
COMPANY RENTAL	.0%	6.7%	.0%	.0%
COMMUNITY CENTER @	.0%	.0%	.0%	14.3%
CHANDLER	.0%	6.7%	.0%	.0%
CENTRAL CHRISTIAN CHURCH	4.5%	.0%	.0%	.0%
CASINO	4.5%	.0%	.0%	.0%
CASA GRANDE AZ	4.5%	.0%	.0%	.0%
CAMPING/RV	.0%	6.7%	.0%	.0%
CAMPING	.0%	.0%	.0%	14.3%
CAMPER	.0%	6.7%	.0%	.0%
BEST WESTERN APACHE GOLD	4.5%	.0%	.0%	.0%
APACHE JUNCTION RV	4.5%	.0%	.0%	.0%
APACHE JUNCTION	4.5%	.0%	.0%	.0%
APACHE GOLD CASINO	.0%	6.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

In what City did you spend last night?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
GLOBE	12.3%	16.7%	13.7%	7.2%
PHOENIX	12.9%	11.7%	14.9%	16.8%
MESA	10.8%	15.5%	13.0%	12.0%
APACHE JUNCTION	5.8%	9.4%	5.0%	8.0%
TUCSON	5.8%	3.5%	6.2%	3.2%
SCOTTSDALE	4.7%	4.4%	4.3%	5.6%
GOLD CANYON	3.4%	4.7%	2.5%	4.0%
CHANDLER	3.1%	2.0%	2.5%	7.2%
FLORENCE	2.6%	2.9%	1.2%	2.4%
GILBERT	1.6%	1.5%	3.7%	4.8%
TEMPE	1.0%	2.9%	2.5%	3.2%
CASA GRANDE	1.6%	2.9%	1.2%	3.2%
SHOW LOW	3.1%	1.2%	.6%	2.4%
QUEEN CREEK	2.4%	1.2%	2.5%	.8%
SUPERIOR	1.0%	1.2%	.6%	1.6%
SAFFORD	1.6%	1.2%	.0%	.8%
SUN VALLEY	1.6%	.9%	.6%	.0%
SAN CARLOS	2.1%	.3%	.6%	.0%
HOLBROOK	1.6%	.3%	.6%	1.6%
PINETOP	1.3%	.9%	.0%	.8%
PAYSON	.5%	1.5%	.6%	.0%
FOUNTAIN HILLS	1.0%	.3%	1.2%	.0%
PEORIA	.8%	.3%	.6%	.8%
MIAMI	.8%	.6%	.6%	.0%
KEARNY	.5%	.6%	1.2%	.0%
APACHE GOLD CASINO	1.0%	.3%	.6%	.0%
QUEEN VALLEY	.5%	.0%	1.2%	.8%
LAS CRUCES, NM	1.3%	.0%	.0%	.0%
GOODYEAR	.0%	.9%	.6%	.8%
GLENDALE	.5%	.6%	.0%	.8%
COOLIDGE	.5%	.0%	.6%	1.6%
SURPRISE	.5%	.3%	.6%	.0%
SUN CITY WEST	.3%	.6%	.6%	.0%
DEMING, NM	.8%	.0%	.0%	.8%
CLAYPOOL	.8%	.3%	.0%	.0%
WILLCOX	.0%	.6%	.6%	.0%
SUN CITY	.3%	.3%	.6%	.0%

In what City did you spend last night?

GREEN VALLEY	.5%	.0%	.6%	.0%
ALBUQUERQUE, NM	.5%	.0%	.0%	.8%
YUMA	.3%	.3%	.0%	.0%
VAIL	.3%	.0%	.6%	.0%
SPRINGERVILLE	.3%	.3%	.0%	.0%
SOCORRO, NM	.3%	.0%	.6%	.0%
SEDONA	.0%	.0%	1.2%	.0%
SAN MANUEL	.3%	.3%	.0%	.0%
SAN CARLOS APACHE GOLD BEST WESTERN	.5%	.0%	.0%	.0%
ROOSEVELT LAKE	.3%	.0%	.0%	.8%
QUARTZITE	.5%	.0%	.0%	.0%
PINETOP-LAKESIDE	.0%	.0%	1.2%	.0%
ORO VALLEY	.0%	.3%	.0%	.8%
LAVEEN	.0%	.6%	.0%	.0%
JEROME	.5%	.0%	.0%	.0%
GREER	.3%	.0%	.0%	.8%
GALLUP, NM	.0%	.3%	.0%	.8%
FLAGSTAFF	.3%	.0%	.0%	.8%
CAVE CREEK	.3%	.0%	.6%	.0%
CAREFREE	.5%	.0%	.0%	.0%
CAMP VERDE	.0%	.3%	.6%	.0%
BLACK CANYON CITY	.0%	.6%	.0%	.0%
ARIZONA CITY	.0%	.3%	.6%	.0%
WINSLOW	.0%	.0%	.6%	.0%
WINKELMAN	.3%	.0%	.0%	.0%
WILD HORSE PASS-SHERATON-GILA RIVER AREA-CHANDLER	.0%	.0%	.6%	.0%
WICKENBURG	.0%	.3%	.0%	.0%
WADDELL	.3%	.0%	.0%	.0%
TONTO BASIN	.0%	.3%	.0%	.0%
SUNLAKES	.0%	.3%	.0%	.0%
SILVER CITY, NM	.0%	.0%	.6%	.0%
SEATTLE, WA	.3%	.0%	.0%	.0%
SAN DIEGO, CA	.0%	.0%	.6%	.0%
ROOSEVELT ESTATES	.3%	.0%	.0%	.0%
PRESCOTT	.0%	.0%	.6%	.0%
PICACHO PEAK	.0%	.3%	.0%	.0%
PARADISE VALLEY	.3%	.0%	.0%	.0%
PAMPA, TX	.0%	.0%	.6%	.0%
ON THE TRAIN FROM LA	.0%	.3%	.0%	.0%
NATIONAL FOREST	.0%	.3%	.0%	.0%
NASHVILLE, TN	.3%	.0%	.0%	.0%
MESA/PHOENIX	.0%	.3%	.0%	.0%
MCDOWELL MOUNTAIN PARK	.0%	.3%	.0%	.0%

In what City did you spend last night?

MARICOPA	.0%	.3%	.0%	.0%
MAMMOTH	.0%	.3%	.0%	.0%
LITCHFIELD PARK	.0%	.3%	.0%	.0%
HOME	.3%	.0%	.0%	.0%
HANNAGAN'S MEADOW	.3%	.0%	.0%	.0%
GUADALUPE	.0%	.0%	.6%	.0%
GISELA	.0%	.3%	.0%	.0%
FARMINGTON, NM	.3%	.0%	.0%	.0%
EL PASO, TX	.0%	.0%	.6%	.0%
ECONOMY LODGE	.3%	.0%	.0%	.0%
DURANGO, CO	.3%	.0%	.0%	.0%
COPPER BASIN	.0%	.0%	.0%	.8%
COLUMBUS, NM	.0%	.0%	.6%	.0%
CLIF, NM	.3%	.0%	.0%	.0%
CHRISTOPHER CREEK	.0%	.0%	.6%	.0%
CHANDLER/SUN LAKES	.0%	.0%	.0%	.8%
CATALINA	.0%	.3%	.0%	.0%
CATALINA-SADDLEBROOKE	.0%	.0%	.0%	.8%
CAMPING CANYON LAKE	.0%	.3%	.0%	.0%
CAMPGROUND	.3%	.0%	.0%	.0%
BYLAS	.3%	.0%	.0%	.0%
BUCKEYE	.0%	.0%	.6%	.0%
BETWEEN PUNKIN CENTER & ROOSEVELT	.0%	.0%	.6%	.0%
BEST WESTERN CASINO APACHE GOLD	.3%	.0%	.0%	.0%
BEND. OR	.0%	.3%	.0%	.0%
AVONDALE.	.0%	.3%	.0%	.0%
AT HOME	.0%	.0%	.0%	.8%
APACHE TRAIL-APACHE LAKE	.0%	.0%	.0%	.8%
Total	100.0%	100.0%	100.0%	100.0%

In what City will you stay tonight?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
PHOENIX	12.1%	15.2%	17.6%	12.5%
GLOBE	14.9%	9.5%	14.9%	12.5%
MESA	11.2%	16.2%	10.1%	10.0%
APACHE JUNCTION	7.0%	9.2%	4.1%	6.7%
TUCSON	8.4%	3.2%	6.1%	3.3%
SCOTTSDALE	4.5%	4.8%	4.1%	6.7%
GOLD CANYON	3.1%	5.1%	2.7%	4.2%
CHANDLER	3.7%	2.9%	2.7%	7.5%
FLORENCE	3.1%	2.9%	1.4%	2.5%
CASA GRANDE	1.4%	3.5%	1.4%	2.5%
TEMPE	.6%	3.2%	2.7%	3.3%
GILBERT	1.7%	1.6%	2.7%	4.2%
SUPERIOR	1.4%	1.6%	1.4%	.8%
QUEEN CREEK	1.4%	1.3%	2.0%	.8%
SAN CARLOS	2.8%	.0%	.7%	.0%
SAFFORD	1.4%	.6%	.7%	2.5%
SUN LAKES	1.4%	1.3%	.7%	.0%
SHOW LOW	1.4%	.0%	.7%	1.7%
PINETOP	.6%	.6%	.0%	2.5%
PAYSON	.3%	1.0%	2.0%	.0%
FOUNTAIN HILLS	.8%	1.0%	.7%	.0%
PEORIA	1.1%	.3%	.0%	.8%
HOME	.6%	1.0%	.0%	.8%
QUEEN VALLEY	.6%	.0%	1.4%	.8%
NOT SURE	.3%	1.0%	.0%	.8%
MIAMI	.8%	.3%	.7%	.0%
SUN CITY	.3%	.3%	.7%	.8%
SEDONA	.3%	.6%	.7%	.0%
MORENCI	1.1%	.0%	.0%	.0%
GOODYEAR	.0%	.6%	.7%	.8%
YUMA	.3%	.0%	1.4%	.0%
KEARNY	.3%	.6%	.0%	.0%
HOLBROOK	.0%	.0%	1.4%	.8%
GLENDALE	.3%	.6%	.0%	.0%
COOLIDGE	.3%	.0%	.7%	.8%
APACHE GOLD CASINO	.6%	.0%	.7%	.0%
WILLIAMS	.6%	.0%	.0%	.0%

In what City will you stay tonight?

WICKENBURG	.0%	.3%	.0%	.8%
SURPRISE	.0%	.3%	.7%	.0%
ROOSEVELT LAKE	.6%	.0%	.0%	.0%
ROOSEVELT	.3%	.3%	.0%	.0%
ORO VALLEY	.0%	.3%	.0%	.8%
MARICOPA	.0%	.3%	.0%	.8%
LAVEEN	.0%	.6%	.0%	.0%
JEROME	.3%	.0%	.7%	.0%
HANNAGAN MEADOW	.6%	.0%	.0%	.0%
FLAGSTAFF	.0%	.3%	.0%	.8%
CAVE CREEK	.3%	.0%	.7%	.0%
CATALINA	.3%	.3%	.0%	.0%
CAREFREE	.6%	.0%	.0%	.0%
BLACK CANYON CITY	.0%	.6%	.0%	.0%
BISBEE	.0%	.0%	.7%	.8%
AVONDALE	.3%	.3%	.0%	.0%
ARIZONA CITY	.0%	.3%	.7%	.0%
ALPINE	.3%	.0%	.0%	.8%
AJO	.6%	.0%	.0%	.0%
WINSLOW	.0%	.0%	.7%	.0%
WINDOW ROCK	.0%	.0%	.7%	.0%
WILLCOX	.0%	.0%	.7%	.0%
WILD HORSE PASS- SHERATON-GILA RIVER AREA-CHANDLER	.0%	.0%	.7%	.0%
WILCOX	.3%	.0%	.0%	.0%
WE DON'T KNOW	.0%	.0%	.7%	.0%
WADDELL	.3%	.0%	.0%	.0%
VAIL	.0%	.0%	.7%	.0%
UNKNOWN EAST AZ	.3%	.0%	.0%	.0%
UNKNOWN	.0%	.0%	.7%	.0%
TUBAC	.0%	.3%	.0%	.0%
TONTO BASIN	.0%	.3%	.0%	.0%
TACOMA, WA	.0%	.0%	.7%	.0%
SUW CITY WEST	.0%	.3%	.0%	.0%
SUN CITY WEST	.0%	.3%	.0%	.0%
STATE PARK EAST OF SUPERIOR	.3%	.0%	.0%	.0%
SPRINGVILLE	.0%	.3%	.0%	.0%
SOMEWHERE NORTH OF PHOENIX	.3%	.0%	.0%	.0%
SOMEWHERE IN NM	.0%	.0%	.7%	.0%
SOCORRO, NM	.3%	.0%	.0%	.0%
SNOW FLAKE	.0%	.0%	.7%	.0%
SILVER CITY, NM	.3%	.0%	.0%	.0%

In what City will you stay tonight?

SIERRA VISTA	.0%	.3%	.0%	.0%
ROOSEVELT ESTATES	.3%	.0%	.0%	.0%
PRESCOTT	.3%	.0%	.0%	.0%
PLEASANTON, CA	.3%	.0%	.0%	.0%
PINOS ALTOS	.0%	.3%	.0%	.0%
PINETOP LAKESIDE	.3%	.0%	.0%	.0%
PEARCE/SUNSHITES	.3%	.0%	.0%	.0%
OMAHA, NE	.3%	.0%	.0%	.0%
NEW MEXICO	.0%	.3%	.0%	.0%
MCDOWELL MOUNTAIN PARK	.0%	.3%	.0%	.0%
MAMMOTH	.0%	.3%	.0%	.0%
LITCHFIELD PARK	.0%	.3%	.0%	.0%
LAS CRUCES, NM	.0%	.0%	.0%	.8%
LAKESIDE	.0%	.3%	.0%	.0%
LAKE HAVASU	.0%	.3%	.0%	.0%
KEARNEY	.0%	.0%	.7%	.0%
JEMEZ SPRINGS, NM	.3%	.0%	.0%	.0%
INDIO, CA	.0%	.3%	.0%	.0%
GUTHRIE	.0%	.0%	.7%	.0%
GREER	.0%	.3%	.0%	.0%
GREEN VALLEY (HOME)	.0%	.3%	.0%	.0%
GLOBE SAN CARLOS	.3%	.0%	.0%	.0%
GLOBE-MIAMI	.3%	.0%	.0%	.0%
GISELA	.0%	.3%	.0%	.0%
GILA, NM	.0%	.0%	.7%	.0%
EL PASO, TX	.3%	.0%	.0%	.0%
DREAM MANOR	.3%	.0%	.0%	.0%
DON'T KNOW	.3%	.0%	.0%	.0%
COPPER BASIN	.0%	.0%	.0%	.8%
CLIFTON	.3%	.0%	.0%	.0%
CLAYPOOL	.0%	.3%	.0%	.0%
CHANDLER/SUN LAKES	.0%	.0%	.0%	.8%
CATALINA- SADDLEBROOKE	.0%	.0%	.0%	.8%
BUCKEYE	.0%	.0%	.7%	.0%
BLYTHE, CA	.0%	.0%	.0%	.8%
BACK HOME	.0%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

State of origin of Globe-Miami/Superior visitors

Calendar quarter of survey	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Arizona	60.3%	55.5%	68.1%	79.0%
Washington	4.8%	3.0%	4.0%	1.8%
Wisconsin	2.4%	7.4%	2.4%	.4%
California	5.0%	2.0%	4.4%	2.2%
Illinois	1.7%	4.3%	3.2%	2.7%
Colorado	2.0%	3.3%	.4%	.9%
New Mexico	2.8%	1.5%	2.0%	.0%
Oregon	1.7%	2.8%	.8%	.0%
Texas	2.2%	1.1%	.8%	.9%
Michigan	1.5%	2.6%	.4%	.0%
Nevada	1.1%	.7%	.4%	2.2%
Massachusetts	1.1%	1.3%	.8%	.0%
Iowa	.7%	1.7%	.0%	.4%
New York	.9%	.9%	.8%	.4%
Florida	1.1%	.2%	1.2%	.4%
Pennsylvania	1.3%	.0%	1.2%	.4%
Indiana	.4%	.9%	1.2%	.4%
Idaho	.7%	.9%	.4%	.0%
Alaska	.6%	1.1%	.0%	.0%
Kansas	.4%	.7%	.8%	.4%
Montana	.4%	1.1%	.0%	.4%
South Dakota	.7%	.9%	.0%	.0%
Ohio	.0%	1.3%	.0%	.9%
Connecticut	.6%	.2%	.0%	1.8%
Nebraska	.6%	.7%	.4%	.0%
Utah	.4%	.9%	.0%	.0%
New Jersey	.4%	.4%	.4%	.4%
Arkansas	.2%	.2%	.8%	.4%
Alabama	.2%	.7%	.4%	.0%
Georgia	.4%	.2%	.8%	.0%
Maryland	.6%	.0%	.4%	.4%
Wyoming	.0%	.7%	.4%	.0%
North Dakota	.4%	.2%	.4%	.0%
Kentucky	.2%	.4%	.0%	.4%
Mississippi	.4%	.0%	.0%	.9%
North Carolina	.2%	.2%	.4%	.4%
Virginia	.0%	.0%	1.2%	.4%
Maine	.4%	.2%	.0%	.0%
Oklahoma	.2%	.0%	.4%	.0%
District of Columbia	.4%	.0%	.0%	.0%
Vermont	.2%	.0%	.4%	.0%
New Hampshire	.4%	.0%	.0%	.0%
Hawaii	.2%	.0%	.0%	.0%
Louisiana	.2%	.0%	.0%	.0%
Tennessee	.2%	.0%	.0%	.0%
Puerto Rico	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Arizona city of origin of Globe-Miami/Superior visitors

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Phoenix	16.4%	20.5%	22.2%	18.0%
Chandler	14.4%	11.5%	13.6%	21.8%
Mesa	11.5%	15.2%	14.2%	18.8%
Tucson	13.4%	6.6%	9.3%	10.5%
Fountain Hills	6.6%	9.4%	8.0%	6.8%
Apache Junction	6.2%	8.2%	11.1%	4.5%
Tempe	5.6%	7.8%	4.9%	9.8%
Avondale	3.6%	1.6%	1.2%	.8%
Payson	2.0%	3.3%	.6%	1.5%
Douglas	2.0%	1.6%	2.5%	2.3%
Sun City	3.0%	.0%	2.5%	.8%
Peoria	2.0%	1.6%	.6%	.8%
Glendale	1.6%	1.6%	.6%	.8%
Wickenburg	.7%	1.6%	1.2%	.0%
Laveen	.3%	1.2%	.6%	.0%
Globe	1.0%	.8%	.0%	.0%
Flagstaff	.7%	.0%	.0%	1.5%
Cave Creek	1.0%	.4%	.0%	.0%
Thatcher	1.0%	.0%	.0%	.0%
Scottsdale	.3%	.8%	.0%	.0%
Prescott	.3%	.4%	.6%	.0%
Gilbert	.3%	.0%	1.2%	.0%
Cottonwood	.7%	.0%	.6%	.0%
Corona de Tucson	.3%	.4%	.6%	.0%
Benson	1.0%	.0%	.0%	.0%
Vernon	.0%	.8%	.0%	.0%
Tonto Basin	.3%	.0%	.6%	.0%
Superior	.0%	.4%	.6%	.0%
Show Low	.0%	.4%	.0%	.8%
San Carlos	.3%	.0%	.0%	.8%
Quartzsite	.3%	.4%	.0%	.0%
Overgaard	.3%	.4%	.0%	.0%
Litchfield Park	.0%	.4%	.6%	.0%
Camp Verde	.0%	.0%	1.2%	.0%
Arizona City	.7%	.0%	.0%	.0%
Young	.3%	.0%	.0%	.0%
Sun Valley	.0%	.4%	.0%	.0%

Arizona city of origin of Globe-Miami/Superior visitors

Stanfield	.0%	.4%	.0%	.0%
Springerville	.3%	.0%	.0%	.0%
Solomon	.3%	.0%	.0%	.0%
Pinetop	.0%	.4%	.0%	.0%
Munds Park	.0%	.4%	.0%	.0%
Lukachukai	.3%	.0%	.0%	.0%
Lake Havasu City	.0%	.4%	.0%	.0%
Heber	.0%	.4%	.0%	.0%
Goodyear	.0%	.0%	.6%	.0%
Eagar	.3%	.0%	.0%	.0%
Claypool	.3%	.0%	.0%	.0%
Black Canyon City	.3%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

If you are not from the US please list your country

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
CANADA	49.2%	81.6%	40.0%	33.3%
UNITED KINGDOM	20.3%	5.3%	10.0%	8.3%
THE NETHERLANDS	3.4%	2.6%	.0%	25.0%
SWITZERLAND	6.8%	2.6%	.0%	.0%
GERMANY	.0%	.0%	5.0%	25.0%
FRANCE	1.7%	.0%	10.0%	8.3%
AUSTRALIA	5.1%	.0%	5.0%	.0%
SOUTH AFRICA	3.4%	.0%	.0%	.0%
JAPAN	1.7%	.0%	5.0%	.0%
SWEDEN	.0%	2.6%	.0%	.0%
SPAIN	.0%	.0%	5.0%	.0%
REP IRELAND	1.7%	.0%	.0%	.0%
PHILIPPINES	1.7%	.0%	.0%	.0%
NORWAY	.0%	.0%	5.0%	.0%
NEW ZEALAND	.0%	.0%	5.0%	.0%
MEXICO, BAJA (LORETO)	.0%	2.6%	.0%	.0%
MEXICO-HERMOSILLO SONORA	1.7%	.0%	.0%	.0%
LATVIA	.0%	.0%	5.0%	.0%
ISRAEL	1.7%	.0%	.0%	.0%
IRELAND	.0%	2.6%	.0%	.0%
INDIA	.0%	.0%	5.0%	.0%
DENMARK	1.7%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Please estimate as closely as possible the amount of money that your travel party is spending per day in the Globe-Miami/Superior area

	Calendar quarter of survey											
	October - December 2008 (Q#1)			January - March 2009 (Q#2)			April - June 2009 (Q#3)			July - September 2009 (Q#4)		
	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N	Mean	Median	Valid N
Expenditures are for this many people	2	2		2	2		2	2		2	2	
Lodging-camping	\$84.60	\$65.00	168	\$88.08	\$80.00	131	\$75.61	\$30.00	87	\$31.55	\$.00	47
Restaurant and grocery	\$43.38	\$30.00	345	\$44.51	\$30.00	298	\$38.63	\$25.00	152	\$33.20	\$25.00	114
Transportation including gas	\$38.39	\$25.00	264	\$34.10	\$20.00	223	\$44.09	\$20.00	117	\$23.38	\$20.00	95
Shopping - Arts and Crafts	\$56.83	\$30.00	215	\$57.68	\$40.00	181	\$37.66	\$22.50	106	\$42.55	\$25.00	73
Recreation-Tours-Entrance fees-Permit fees	\$23.71	\$15.00	182	\$24.08	\$15.00	189	\$16.81	\$10.00	111	\$17.45	\$15.00	75
Other	\$88.48	\$20.00	65	\$19.59	\$.00	59	\$63.98	\$3.00	42	\$13.04	\$.00	23

Other expenditures

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
1 X RIDE TRAIN	.0%	.0%	10.0%	.0%
ADDITIONAL MISCELLANEOUS- FUNERAL	.0%	.0%	10.0%	.0%
ADMIN FEE	.0%	10.0%	.0%	.0%
ADMISSION	.0%	.0%	10.0%	.0%
ANTIQUING	.0%	10.0%	.0%	.0%
ANTIQUES	8.3%	.0%	.0%	.0%
ARBORETUM GIFT SHOP	.0%	10.0%	.0%	.0%
BESH BA GOWAH	.0%	.0%	10.0%	.0%
BIKE RACE FEES/REGISTRATION \$100	.0%	.0%	10.0%	.0%
BIRD BOOK	.0%	.0%	.0%	16.7%
BOYCE ARBORETUM	.0%	.0%	.0%	16.7%
BOYCE ONLY	8.3%	.0%	.0%	.0%
BOYCE THOMPSON	8.3%	.0%	.0%	16.7%
BOYCE THOMPSON ARBORETUM	.0%	10.0%	30.0%	16.7%
CAMERA	.0%	10.0%	.0%	.0%
CASINO	8.3%	20.0%	10.0%	.0%
CASINO & PUBS	8.3%	.0%	.0%	.0%
CURIO SHOP	.0%	.0%	10.0%	.0%
DRINKS	.0%	.0%	.0%	16.7%
EATING AT CAFE- SUPERIOR	.0%	10.0%	.0%	.0%
ENTRANCE FEE	8.3%	.0%	.0%	.0%
ENTRANCE FEE TO BESH	8.3%	.0%	.0%	.0%
ENTRANCE TO BESH BA GOWAH	8.3%	.0%	.0%	.0%
ENTRY	.0%	.0%	.0%	16.7%
GAMBLING	33.3%	20.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Tell us how interested you are in participating in the following activities

	Calendar quarter of survey					
	October - December 2008 (Q#1)					
	Not at all interested	A little interested	Somewhat interested	Very Interested	Extremely Interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Fishing	58.0%	13.7%	11.1%	11.3%	5.9%	1.9
Hiking or walking trails	11.6%	8.8%	19.3%	34.7%	25.7%	3.5
Visiting cultural and historic sites	7.3%	7.5%	23.7%	37.0%	24.5%	3.6
Visiting National and State parks	6.8%	6.6%	19.5%	39.3%	27.9%	3.7
Birdwatching and observing wildlife	19.0%	15.9%	25.1%	23.2%	16.9%	3.0
Boating/Waterskiing/Wakeboarding	61.3%	14.7%	11.9%	7.7%	4.4%	1.8
Rock climbing	65.0%	12.5%	11.3%	6.1%	5.1%	1.7
Visiting Lakes/Parks	12.5%	10.6%	26.7%	31.8%	18.4%	3.3
Camping or RV stay	53.9%	10.8%	10.6%	13.4%	11.3%	2.2
Mountain biking	69.5%	11.7%	13.0%	2.9%	2.9%	1.6
Bowling	75.5%	9.0%	8.2%	4.7%	2.6%	1.5
Shopping	24.4%	14.7%	25.6%	22.5%	12.8%	2.8
Antique Shopping	35.6%	12.3%	21.3%	16.7%	14.0%	2.6
Playing golf	68.4%	7.3%	10.4%	6.1%	7.8%	1.8
Attending a special event	38.0%	.0%	8.9%	13.9%	39.2%	3.2

Tell us how interested you are in participating in the following activities

	Calendar quarter of survey					
	January - March 2009 (Q#2)					
	Not at all interested	A little interested	Somewhat interested	Very Interested	Extremely Interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Fishing	61.6%	11.6%	10.9%	10.6%	5.3%	1.9
Hiking or walking trails	11.1%	10.8%	18.3%	34.2%	25.7%	3.5
Visiting cultural and historic sites	3.4%	6.3%	19.9%	43.2%	27.2%	3.8
Visiting National and State parks	3.9%	6.3%	18.4%	42.4%	28.9%	3.9
Birdwatching and observing wildlife	16.5%	12.1%	25.1%	27.7%	18.5%	3.2
Boating/Waterskiing/Wakeboarding	63.0%	16.0%	10.7%	6.6%	3.8%	1.7
Rock climbing	67.5%	12.7%	9.2%	6.7%	3.8%	1.7
Visiting Lakes/Parks	10.4%	11.8%	27.2%	36.5%	14.0%	3.3
Camping or RV stay	52.0%	10.1%	13.1%	12.5%	12.2%	2.2
Mountain biking	70.3%	10.9%	10.6%	5.3%	2.8%	1.6
Bowling	79.8%	9.1%	5.9%	2.3%	2.9%	1.4
Shopping	27.0%	16.1%	23.9%	24.1%	8.9%	2.7
Antique Shopping	35.6%	13.1%	20.1%	17.8%	13.4%	2.6
Playing golf	72.0%	8.4%	7.8%	6.8%	5.0%	1.6
Attending a special event	40.5%	1.4%	6.8%	17.6%	33.8%	3.0

Tell us how interested you are in participating in the following activities

	Calendar quarter of survey					
	April - June 2009 (Q#3)					
	Not at all interested	A little interested	Somewhat interested	Very Interested	Extremely Interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Fishing	60.9%	10.3%	13.2%	8.0%	7.5%	1.9
Hiking or walking trails	6.8%	8.3%	14.6%	37.6%	32.7%	3.8
Visiting cultural and historic sites	4.5%	5.0%	18.3%	47.5%	24.8%	3.8
Visiting National and State parks	5.3%	4.3%	17.7%	39.7%	33.0%	3.9
Birdwatching and observing wildlife	9.6%	16.2%	19.2%	29.3%	25.8%	3.5
Boating/Waterskiing/Wakeboarding	59.5%	16.8%	15.1%	4.3%	4.3%	1.8
Rock climbing	62.4%	14.4%	12.7%	5.5%	5.0%	1.8
Visiting Lakes/Parks	11.8%	11.8%	23.6%	37.4%	15.4%	3.3
Camping or RV stay	54.7%	10.5%	13.3%	14.9%	6.6%	2.1
Mountain biking	72.9%	9.9%	11.0%	5.0%	1.1%	1.5
Bowling	75.4%	10.9%	8.0%	4.0%	1.7%	1.5
Shopping	24.5%	21.9%	31.3%	13.5%	8.9%	2.6
Antique Shopping	38.5%	16.4%	24.1%	13.3%	7.7%	2.4
Playing golf	73.4%	9.6%	9.0%	6.8%	1.1%	1.5
Attending a special event	40.0%	5.0%	5.0%	17.5%	32.5%	3.0

Tell us how interested you are in participating in the following activities

	Calendar quarter of survey					
	July - September 2009 (Q#4)					
	Not at all interested	A little interested	Somewhat interested	Very Interested	Extremely Interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Fishing	51.2%	19.4%	15.3%	8.2%	5.9%	2.0
Hiking or walking trails	3.6%	7.1%	17.3%	37.2%	34.7%	3.9
Visiting cultural and historic sites	5.6%	10.2%	19.8%	41.6%	22.8%	3.7
Visiting National and State parks	4.0%	6.6%	16.2%	38.9%	34.3%	3.9
Birdwatching and observing wildlife	11.2%	9.0%	21.8%	32.4%	25.5%	3.5
Boating/Waterskiing/Wakeboarding	59.4%	18.1%	10.0%	8.8%	3.8%	1.8
Rock climbing	54.3%	17.9%	14.6%	6.6%	6.6%	1.9
Visiting Lakes/Parks	12.1%	11.5%	21.8%	36.2%	18.4%	3.4
Camping or RV stay	46.3%	17.1%	11.6%	17.1%	7.9%	2.2
Mountain biking	61.7%	17.3%	8.6%	9.9%	2.5%	1.7
Bowling	77.3%	11.0%	4.9%	3.7%	3.1%	1.4
Shopping	32.2%	20.1%	21.8%	18.4%	7.5%	2.5
Antique Shopping	46.8%	12.3%	20.5%	11.7%	8.8%	2.2
Playing golf	76.0%	10.2%	6.0%	4.2%	3.6%	1.5
Attending a special event	37.5%	8.3%	4.2%	20.8%	29.2%	3.0

Attending a special event

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
HISTORIC HOME TOUR	.0%	28.6%	.0%	4.2%
BOYCE THOMPSON ARBORETUM	2.8%	7.1%	13.8%	8.3%
APACHE JII DAYS	8.3%	.0%	.0%	.0%
GAMBLING	5.6%	.0%	.0%	.0%
CAR SHOW	1.4%	2.9%	3.4%	.0%
TAVAN/KACHINA REUNION	.0%	4.3%	.0%	.0%
RODEO	4.2%	.0%	.0%	.0%
PHOTOGRAPHY	.0%	2.9%	.0%	4.2%
HUNTING	4.2%	.0%	.0%	.0%
NATURE WALKS	.0%	.0%	.0%	8.3%
MUSIC	1.4%	.0%	.0%	4.2%
FESTIVALS	1.4%	.0%	.0%	4.2%
CONCERTS	2.8%	.0%	.0%	.0%
BESH BA GOWAH	.0%	.0%	6.9%	.0%
ARBORETUM CLASSES	.0%	.0%	.0%	8.3%
WILDLIFE LECTURE	.0%	.0%	3.4%	.0%
WEEKEND EVENTS (EG. HORSE RACES, FESTIVALS ETC)	1.4%	.0%	.0%	.0%
VOLLEYBALL TOURNAMENT	1.4%	.0%	.0%	.0%
VISITING MY BROTHER	1.4%	.0%	.0%	.0%
VISIT FRIENDS	.0%	1.4%	.0%	.0%
TREE TOUR: BOYCE THOMPSON ARBORETUM	.0%	1.4%	.0%	.0%
TRAIN TRIP	.0%	1.4%	.0%	.0%
TRAIN RIDE	.0%	1.4%	.0%	.0%
TRAIN ALSO HISTORICAL HOME TOUR	.0%	1.4%	.0%	.0%
TRAIN ACTIVITIES, COPPER MINE	.0%	.0%	.0%	4.2%
TRAIN	.0%	1.4%	.0%	.0%
TO VISIT MY MOM SHE'S SICK	1.4%	.0%	.0%	.0%
TENNIS	1.4%	.0%	.0%	.0%
STEEL DRUMMING	1.4%	.0%	.0%	.0%
SPRING TRAINING	.0%	1.4%	.0%	.0%
SPRING PLANT SALE HERE	1.4%	.0%	.0%	.0%
SPORTS	.0%	1.4%	.0%	.0%
SPENDING TIME W/FAMILY	1.4%	.0%	.0%	.0%
SKIING	1.4%	.0%	.0%	.0%

Attending a special event

SITE SEEING	.0%	1.4%	.0%	.0%
SIGHTSEEING	1.4%	.0%	.0%	.0%
SENSUAL MASSAGE	.0%	.0%	3.4%	.0%
ROTARY CLUB VISITS	1.4%	.0%	.0%	.0%
REUNION GATHERING	1.4%	.0%	.0%	.0%
REUNION	.0%	1.4%	.0%	.0%
RETREAT FOR WRITERS	.0%	1.4%	.0%	.0%
RETREAT	.0%	1.4%	.0%	.0%
READING SITTING & DRINKING BEER/WINE	.0%	.0%	.0%	4.2%
QUILT SHOW & SHOP	.0%	1.4%	.0%	.0%
PROSPECTING	.0%	1.4%	.0%	.0%
PRICKLY PEAR	.0%	.0%	.0%	4.2%
PLANT SALE AT BOYCE THOMPSON	.0%	1.4%	.0%	.0%
PLANT SALE AT ARBORETUM	.0%	1.4%	.0%	.0%
PLANT SALE	.0%	1.4%	.0%	.0%
PARTYING	1.4%	.0%	.0%	.0%
ORTIZ POTTERY DAY	1.4%	.0%	.0%	.0%
OPTUNIA PUNCH!	.0%	.0%	.0%	4.2%
OCTOBERFEST	1.4%	.0%	.0%	.0%
OCTOBER FEST. APACHE TRL	1.4%	.0%	.0%	.0%
NASCAR	1.4%	.0%	.0%	.0%
MUSIC FESTIVAL	1.4%	.0%	.0%	.0%
MUSIC CONCERTS OR DANCE	.0%	.0%	3.4%	.0%
PRESENTATIONS	.0%	.0%	3.4%	.0%
MTN BIKE RIDING	1.4%	.0%	.0%	.0%
MIAMI/CHIHUAHUA RACES	.0%	1.4%	.0%	.0%
MATA ORTIZ POTTERS ARBORETUM	1.4%	.0%	.0%	.0%
MATA ORTIS SHOW	1.4%	.0%	.0%	.0%
LIZZARD WALK	.0%	.0%	3.4%	.0%
KAYAKING	.0%	1.4%	.0%	.0%
JUST THE ARBORETUM	1.4%	.0%	.0%	.0%
INDIAN RODEO	1.4%	.0%	.0%	.0%
INDIAN CULTURE	.0%	1.4%	.0%	.0%
HUNTING (BIRD)	.0%	.0%	3.4%	.0%
HORSEBACK RIDING	1.4%	.0%	.0%	.0%
HORSE RACING	1.4%	.0%	.0%	.0%
HORSE RACES	.0%	.0%	.0%	4.2%
HORSE BACK RIDING	.0%	1.4%	.0%	.0%
HISTORICAL-CULTURAL	1.4%	.0%	.0%	.0%
HAVE MEMBERSHIP AT ARBORETUM	.0%	.0%	3.4%	.0%
GOWN SOLSTACE LUMINARIES, GLOBE	1.4%	.0%	.0%	.0%
GOLDEN SPIKE TRAIN	.0%	1.4%	.0%	.0%
GOLDEN SPIKE RR	.0%	1.4%	.0%	.0%

Attending a special event

GILA CC GRADUATION CEREMONY	.0%	.0%	3.4%	.0%
GEM SHOW	.0%	1.4%	.0%	.0%
GARTUNG	1.4%	.0%	.0%	.0%
GARDENING, MUSIC	1.4%	.0%	.0%	.0%
GAMING	1.4%	.0%	.0%	.0%
GAMBLE	1.4%	.0%	.0%	.0%
FRIEND FUN TIME	.0%	1.4%	.0%	.0%
FLOWERS	.0%	.0%	3.4%	.0%
FLASHLIGHT TOUR AT DESERT BOTANICAL GARDEN	.0%	.0%	3.4%	.0%
FITNESS	.0%	1.4%	.0%	.0%
FESTIVALS (WINE)	.0%	.0%	3.4%	.0%
FESTIVAL	.0%	.0%	3.4%	.0%
FAMILY VISIT	1.4%	.0%	.0%	.0%
FALL FOLIAGE FESTIVAL & SUCH	1.4%	.0%	.0%	.0%
FALL FESTIVAL, CRAFTS ETC.	1.4%	.0%	.0%	.0%
FALL FESTIVAL, CRAFTS ETC	1.4%	.0%	.0%	.0%
FALL COLOR GUIDED WALKS PROGRAMS	1.4%	.0%	.0%	.0%
EXTREME ROCK CRAWLING EVENTS	1.4%	.0%	.0%	.0%
EVENTS AT BOYCE	.0%	.0%	.0%	4.2%
DRAGON FLY WALK-BOYCE THOMPSON	.0%	.0%	.0%	4.2%
DIDGERIDOO CLASS	.0%	1.4%	.0%	.0%
DESERT RACING DIRT BIKE PACE @ FAIRGROUND	.0%	1.4%	.0%	.0%
DESERT FLOWERS/PHOTOGRAPHY	.0%	.0%	3.4%	.0%
CYCLING (BIKE) RACES	.0%	.0%	3.4%	.0%
CULTURAL	1.4%	.0%	.0%	.0%
CRAFT FAIR	.0%	1.4%	.0%	.0%
COWBOY DAY	.0%	.0%	.0%	4.2%
COPPER SPIKE TRAIN	.0%	1.4%	.0%	.0%
COPPER SPIKE RR-TRAINS	.0%	.0%	3.4%	.0%
COOKING RE-ENACTMENT	1.4%	.0%	.0%	.0%
CONCERTS @ CASINO	1.4%	.0%	.0%	.0%
CLASS REUNION	1.4%	.0%	.0%	.0%
CENTER FOR THE ARTS PLAY	.0%	.0%	.0%	4.2%
CAR SHOWS	1.4%	.0%	.0%	.0%
CAGE FIGHTING	.0%	.0%	3.4%	.0%
BUTTERFLY WALK-BTA	.0%	.0%	3.4%	.0%
BUTTERFLY TOUR	.0%	.0%	.0%	4.2%
BTA PROGRAMS	1.4%	.0%	.0%	.0%
BTA-AUSTRALIA DAY	.0%	1.4%	.0%	.0%
BOXING	.0%	.0%	3.4%	.0%

Attending a special event

BIRTHDAY PARTY	1.4%	.0%	.0%	.0%
BIRD WALK	.0%	.0%	.0%	4.2%
BINGO	.0%	1.4%	.0%	.0%
BICYCLE RACE	.0%	.0%	3.4%	.0%
BAND PLAYED @ THE CASINO	1.4%	.0%	.0%	.0%
B-DAY PARTY	1.4%	.0%	.0%	.0%
AUSTRALIA DAY AT ARBORETUM	.0%	1.4%	.0%	.0%
AUSTRALIA DAY @ ARBORETUM	.0%	1.4%	.0%	.0%
AUSTRALIA DAY	.0%	1.4%	.0%	.0%
ARTS NATIVE CRAFTS	1.4%	.0%	.0%	.0%
ART WALK	.0%	.0%	.0%	4.2%
ART SHOW HERE	.0%	.0%	3.4%	.0%
ART SHOW	.0%	.0%	3.4%	.0%
ART GALLERIES	.0%	1.4%	.0%	.0%
ART FESTIVAL	.0%	.0%	.0%	4.2%
ARBORETUM PLANTS	.0%	1.4%	.0%	.0%
ARBORETUM PLANT SALE	1.4%	.0%	.0%	.0%
ARBORETUM-PRICKLY PEAR CLASS	.0%	.0%	.0%	4.2%
APACHE SKATEJAM	.0%	1.4%	.0%	.0%
ANG HISTORIC EVENT	.0%	.0%	3.4%	.0%
ALCOTHON	1.4%	.0%	.0%	.0%
1)BESH-BA-GOWAH 2)PICKLE BARREL 3)LA CASITA RESTAU	.0%	.0%	3.4%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Did or will you participate in any of the following?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Hiking or walking trails	63.3%	57.4%	67.6%	74.7%
Visiting cultural and historic sites	43.7%	49.5%	49.1%	39.8%
Visiting National and State parks	40.2%	42.2%	49.1%	66.3%
Birdwatching and observing wildlife	30.1%	30.4%	48.1%	59.0%
Shopping	35.8%	27.9%	25.9%	20.5%
Visiting Lakes/Parks	28.4%	23.5%	26.9%	19.3%
Antique Shopping	24.0%	27.0%	19.4%	12.0%
Attending a special event	12.7%	14.2%	13.0%	8.4%
Camping or RV stay	9.2%	11.8%	7.4%	9.6%
Fishing	9.2%	6.4%	7.4%	8.4%
Playing golf	10.9%	4.9%	7.4%	6.0%
Rock climbing	6.1%	5.9%	5.6%	7.2%
Bowling	3.1%	3.4%	4.6%	4.8%
Boating/Waterskiing/Wakeboarding	2.6%	4.4%	2.8%	3.6%
Mountain biking	2.2%	3.4%	3.7%	4.8%
Total	100.0%	100.0%	100.0%	100.0%

Please mark those attractions you have visited or plan to visit in the Globe-Miami and Superior region

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Boyce Thompson Arboretum	62.8%	76.1%	75.0%	84.0%
Historic Downtown Globe	35.5%	42.0%	33.8%	35.7%
Roosevelt Lake	35.1%	38.9%	38.6%	32.4%
Tonto National Forest	32.2%	35.1%	34.6%	36.6%
Besh-Ba-Gowah Archeological Park	28.7%	26.3%	32.0%	29.6%
Salt River Canyon	26.9%	29.6%	22.8%	28.2%
Apache Gold Casino	26.1%	20.0%	17.1%	16.9%
Tonto national Monument (NPS)	18.3%	21.5%	22.4%	17.8%
Gila County Historical Museum	11.3%	15.3%	14.9%	10.8%
World smallest museum	12.9%	13.4%	7.0%	14.1%
Pinal Mountains	11.1%	11.7%	12.3%	14.1%
Old Gila County Jail	5.3%	8.6%	5.3%	8.9%
San Carlos Lake	8.4%	6.2%	4.8%	6.6%
Cobre Valley Center for the Arts	6.8%	5.0%	4.4%	4.7%
San Carlos Cultural Center	4.9%	2.9%	1.8%	7.0%
Globe Community Center	4.1%	2.9%	3.1%	6.1%
Apache Gold Stronghold Golf Course	5.8%	3.3%	1.3%	2.3%
Bullion Plaza Museum & Cultural Center	3.7%	4.1%	2.6%	3.8%
Round Mountain Park	3.5%	3.8%	1.8%	4.2%
Seneca Lake	3.5%	2.6%	2.2%	3.3%
Cobre Valley Country Club	1.6%	1.4%	1.8%	2.3%
Total	100.0%	100.0%	100.0%	100.0%

Where did you obtain information for the Globe-Miami area?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Friends Family or Co-workers	37.6%	40.5%	36.1%	31.3%
Website or Online	19.3%	23.5%	29.3%	33.0%
Newspaper or Magazine	16.4%	20.1%	13.7%	19.6%
Other	14.9%	12.1%	18.0%	15.6%
Visitor Centers or Government Offices	13.6%	11.6%	13.2%	10.6%
Guide Book	10.2%	12.1%	14.1%	6.1%
Local merchants	6.9%	8.5%	3.9%	3.9%
Radio or TV	.7%	2.3%	2.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Local Merchants

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
NOFTSGER HILL B&B	6.3%	10.5%	66.7%	.0%
BUCKBOARD CAFE	12.5%	15.8%	.0%	.0%
PICKLE BARREL	18.8%	5.3%	.0%	.0%
VISITOR CENTER ROOSEVELT	6.3%	.0%	.0%	.0%
UNITED JEWELRY	.0%	5.3%	.0%	.0%
UNITED JEWELERS	.0%	5.3%	.0%	.0%
TORTILLA FLATS	6.3%	.0%	.0%	.0%
TORTILLA FLAT	.0%	.0%	.0%	100.0%
SLEEPING BEAUTY TURQUOISE	.0%	5.3%	.0%	.0%
SHIRLEYS	6.3%	.0%	.0%	.0%
SEVERAL	6.3%	.0%	.0%	.0%
SATIN RAZOR BARBERSHOP	.0%	5.3%	.0%	.0%
SAN CARLOS	.0%	5.3%	.0%	.0%
ROSALEE @NOFTSGERS	.0%	5.3%	.0%	.0%
RESOLUTION COPPER	6.3%	.0%	.0%	.0%
PICKLE BARRELL	6.3%	.0%	.0%	.0%
PICKEL BARREL	6.3%	.0%	.0%	.0%
JUDY'S COOKHOUSE	6.3%	.0%	.0%	.0%
I LOVE THE DOWNTOWN SHOPS	6.3%	.0%	.0%	.0%
HOME GARDEN SHOW	.0%	5.3%	.0%	.0%
FUDDY DUDDY'S	.0%	5.3%	.0%	.0%
DARIN (AT PICKELBARREL)	.0%	5.3%	.0%	.0%
COFFEE SHOP IN GLOBE	.0%	5.3%	.0%	.0%
BROCHURE	.0%	5.3%	.0%	.0%
BOYCE THOMPSON ARBORETUM	.0%	.0%	33.3%	.0%
BESH BA GOWAH	6.3%	.0%	.0%	.0%
ANTIQUE STORE	.0%	5.3%	.0%	.0%
AMERICAN LEGION POST 4	.0%	5.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Visitor Centers

	Calendar quarter of survey			
	July - September 2009 (Q#4)	October - December 2008 (Q#1)	January - March 2009 (Q#2)	April - June 2009 (Q#3)
	Column N %	Column N %	Column N %	Column N %
GLOBE MIAMI CHAMBER OF COMMERCE	66.7%	50.0%	58.3%	.0%
FLORENCE	.0%	11.1%	8.3%	.0%
PHOENIX	.0%	11.1%	.0%	.0%
HERE	.0%	.0%	.0%	33.3%
CHAMBER OF COMMERCE APACHE JUNCTION	.0%	11.1%	.0%	.0%
CHAMBER OF COMMERCE	.0%	.0%	8.3%	16.7%
VISITOR INFO ARIZONA MILLS	.0%	.0%	8.3%	.0%
VISITOR CENTER	33.3%	.0%	.0%	.0%
SUPERIOR CHAMBER OF COMMERCE	.0%	.0%	8.3%	.0%
PHOENIX HOTELS	.0%	.0%	.0%	16.7%
MOTEL BROCHURE	.0%	5.6%	.0%	.0%
LOCAL CHAMBER	.0%	.0%	8.3%	.0%
GRANDDAUGHTER TO FORMER ACTING MAYOR-ROBERT FITZGERALD	.0%	.0%	.0%	16.7%
GLOBE-FABULOUS!	.0%	5.6%	.0%	.0%
BOYCE THOMPSON ARBORETUM	.0%	5.6%	.0%	.0%
ARIZONA TOURIST CENTER	.0%	.0%	.0%	16.7%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Website or Online

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
BOYCE THOMPSON WEBSITE	22.2%	23.7%	34.8%	16.0%
STATE PARK WEBSITE	5.6%	10.5%	8.7%	8.0%
GOOGLE	11.1%	5.3%	13.0%	4.0%
AZ CENTRAL	13.9%	.0%	.0%	8.0%
NOFTSGER WEBSITE	2.8%	7.9%	8.7%	.0%
YAHOO.COM	2.8%	2.6%	.0%	4.0%
CHAMBER OF COMMERCE	5.6%	2.6%	.0%	.0%
GOOGLED IT	2.8%	2.6%	.0%	.0%
GOOGLE SEARCH	2.8%	.0%	4.3%	.0%
CHAMBER	.0%	.0%	.0%	8.0%
BUCKBOARD CITY	.0%	5.3%	.0%	.0%
AZ TOURISM	2.8%	.0%	4.3%	.0%
AZ HIGHWAYS	.0%	.0%	.0%	8.0%
YAHOO! EVENTS	.0%	.0%	.0%	4.0%
WEBSITE	2.8%	.0%	.0%	.0%
VISIT MESA	.0%	.0%	4.3%	.0%
UNIVERSITY OF ARIZONA	2.8%	.0%	.0%	.0%
TRAIN	.0%	2.6%	.0%	.0%
TOURIST SITES	.0%	.0%	4.3%	.0%
THINGS TO DO IN PHOENIX	.0%	.0%	.0%	4.0%
SURFING	.0%	2.6%	.0%	.0%
SOMETHING ABOUT AZ B&B'S	.0%	2.6%	.0%	.0%
SEARCH OF PHOENIX ATTRACTIONS	.0%	.0%	.0%	4.0%
SCHOOLHOUSE B&B WEB	.0%	2.6%	.0%	.0%
MULTIPLE	2.8%	.0%	.0%	.0%
MAP	.0%	2.6%	.0%	.0%
INTERNET SEARCH	.0%	.0%	.0%	4.0%
INTERNET-CHAMBER	.0%	.0%	.0%	4.0%
I'M A MEMBER OF BTA	.0%	.0%	.0%	4.0%
HIKING IN AZ	.0%	2.6%	.0%	.0%
GOOGLE.COM	2.8%	.0%	.0%	.0%
GOOGLE SEARCH-MULTIPLE SITES	.0%	2.6%	.0%	.0%
GOLD CANYON RESORT	.0%	.0%	4.3%	.0%
GLOBEHOMETOUR.ORG	.0%	2.6%	.0%	.0%
GLOBE CHAMBER OF COM	.0%	2.6%	.0%	.0%
GLOBE C OF C	.0%	2.6%	.0%	.0%
GLOBE'S WEBSITE	.0%	.0%	4.3%	.0%

Information Sources: Website or Online

GILA COUNTY.COM	2.8%	.0%	.0%	.0%
EMAIL	.0%	.0%	.0%	4.0%
DON'T REMEMBER	2.8%	.0%	.0%	.0%
CHMBR WEBSITE-REAL ESTATE	.0%	2.6%	.0%	.0%
CHAMBER WEBSITE	.0%	2.6%	.0%	.0%
CHAMBER ONLINE	.0%	.0%	.0%	4.0%
BUTTERFLY:SWLEP	.0%	.0%	4.3%	.0%
BIRDING	.0%	2.6%	.0%	.0%
B&B WEBSITE/STATE & LOCAL LISTING	.0%	2.6%	.0%	.0%
B&B SITE	2.8%	.0%	.0%	.0%
B&B'S-GLOBE	.0%	2.6%	.0%	.0%
B-T ARB. WEBSITE	.0%	.0%	.0%	4.0%
AZCENTRAL.COM	.0%	.0%	.0%	4.0%
AZ.COM	2.8%	.0%	.0%	.0%
AZ GAME & FISH	.0%	.0%	.0%	4.0%
ARIZONA TOURIST	.0%	.0%	4.3%	.0%
ARIZONA TOURISM	2.8%	.0%	.0%	.0%
ARCHEOLOGICAL SEARCH	2.8%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Newspaper or Magazine

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
ARIZONA REPUBLIC	53.3%	63.3%	80.0%	52.4%
SUNSET MAGAZINE	13.3%	4.1%	.0%	.0%
AZ HIGHWAYS	2.2%	4.1%	.0%	9.5%
GLOBE MIAMI TIMES	2.2%	4.1%	.0%	4.8%
USA TODAY	6.7%	.0%	.0%	.0%
EAST VALLEY TRIBUNE	2.2%	.0%	.0%	9.5%
COPPER BASIN	.0%	4.1%	.0%	4.8%
PHOENIX HOME & GARDEN	2.2%	.0%	.0%	4.8%
GILBERT TRIBUNE	.0%	4.1%	.0%	.0%
AZ DAILY STAR	4.4%	.0%	.0%	.0%
TRAILER LIFE	.0%	2.0%	.0%	.0%
THE ARIZONA REPUBLIC	.0%	2.0%	.0%	.0%
SSO	.0%	.0%	6.7%	.0%
SILVER BELT	.0%	2.0%	.0%	.0%
PHX NEWSPAPER	2.2%	.0%	.0%	.0%
OLD WEST HWY GUIDE	2.2%	.0%	.0%	.0%
NEWSPAPER	.0%	2.0%	.0%	.0%
MESA TRIBUNE	.0%	2.0%	.0%	.0%
GILA NEWSPAPER	.0%	.0%	6.7%	.0%
FLORENCE REMINDER	2.2%	.0%	.0%	.0%
COPPER COUNTRY NEWS	.0%	2.0%	.0%	.0%
CHANDLER LOCAL PAPER	.0%	.0%	.0%	4.8%
BOYCE THOMPSON EVENT IN AZ REP	2.2%	.0%	.0%	.0%
BIRDING WORLD	.0%	2.0%	.0%	.0%
BIRDERS MAG-ARTICLE BY JIM BURNS	.0%	2.0%	.0%	.0%
AZ DAILY STAR & GLOBE MIAMI TIMES	.0%	.0%	6.7%	.0%
ARIZONAN	2.2%	.0%	.0%	.0%
APACHE JUNCTION NEWS	.0%	.0%	.0%	4.8%
ACTIVE MOMS MAGAZINE	2.2%	.0%	.0%	.0%
AAA HIGHROADS	.0%	.0%	.0%	4.8%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Guide Book

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
AAA	58.8%	33.3%	15.4%	33.3%
FROMMERS	17.6%	6.7%	.0%	.0%
WILDLIFE VIEWING ARIZONA	.0%	.0%	7.7%	.0%
TRAVELING W/YOUR DOG	5.9%	.0%	.0%	.0%
SCENIC BYWAYS	.0%	6.7%	.0%	.0%
ROAD ATLAS	.0%	6.7%	.0%	.0%
NATL GEOGRAPHIC	.0%	6.7%	.0%	.0%
NATIONAL GEOGRAPHIC	.0%	6.7%	.0%	.0%
NAT. GEO. TRAVELER	.0%	6.7%	.0%	.0%
MOON GUIDE	.0%	.0%	7.7%	.0%
MIKE RUPP	.0%	6.7%	.0%	.0%
MICHELIN	.0%	.0%	7.7%	.0%
MESA MAGAZINE	.0%	.0%	7.7%	.0%
MESA	5.9%	.0%	.0%	.0%
HIDDEN HIGHWAYS	.0%	.0%	7.7%	.0%
HIDDEN ARIZONA	.0%	.0%	7.7%	.0%
GOLD CANYON	.0%	.0%	7.7%	.0%
FODORS: AAA	.0%	.0%	7.7%	.0%
FODORS	.0%	.0%	.0%	33.3%
EXPLORING AZ	.0%	.0%	7.7%	.0%
DAY TRIPS	.0%	6.7%	.0%	.0%
BEST DAY TRIPS FROM PHOENIX	.0%	.0%	7.7%	.0%
BESH-BA-GOWAH	5.9%	.0%	.0%	.0%
BACK ROADS-AZ HIGHWAYS	.0%	6.7%	.0%	.0%
AZ TOURBOOK	.0%	.0%	7.7%	.0%
AZ GUIDE	5.9%	.0%	.0%	.0%
ARIZONA TRAVEL PLANNER	.0%	.0%	.0%	33.3%
AAA BACKROADS OF AZ-ROADSIDE HISTORY	.0%	6.7%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Information Sources: Other source

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
MAP	1.3%	3.2%	2.3%	7.9%
WORK	1.3%	1.6%	2.3%	.0%
NOFTSGER HILL B&B INFO	.0%	3.2%	2.3%	.0%
LIVE HERE	.0%	1.6%	2.3%	2.6%
DRIVING THRU	2.5%	.0%	.0%	2.6%
BROCHURE	.0%	3.2%	2.3%	.0%
SAW IT DRIVING THRU ONE DAY	2.5%	.0%	.0%	.0%
PREVIOUS VISIT	1.3%	.0%	2.3%	.0%
PREVIOUS TRIPS	2.5%	.0%	.0%	.0%
PERSONAL KNOWLEDGE	.0%	.0%	4.7%	.0%
NATIVE	1.3%	.0%	2.3%	.0%
JUST PASSING THROUGH	1.3%	1.6%	.0%	.0%
HOTEL	.0%	.0%	2.3%	2.6%
FRIENDS	1.3%	1.6%	.0%	.0%
CHAMBER OF COMMERCE	.0%	3.2%	.0%	.0%
BOYCE THOMPSON	.0%	.0%	.0%	5.3%
ZAVALAS, PALACIO'S, CASILLA'S	.0%	1.6%	.0%	.0%
WORKED IN AREA IN PAST	1.3%	.0%	.0%	.0%
WORK W/ADOT	1.3%	.0%	.0%	.0%
WORK RELATED-CARLOTA MINES	1.3%	.0%	.0%	.0%
WORK IN SUPERIOR	.0%	.0%	.0%	2.6%
WORK DESTINATION	1.3%	.0%	.0%	.0%
WINTER VISITOR	.0%	1.6%	.0%	.0%
WIFE	.0%	.0%	.0%	2.6%
WE DRIVE AROUND AND EXPLORE WHEN WE ARE HERE	1.3%	.0%	.0%	.0%
WE ARE MEMBERS	.0%	.0%	2.3%	.0%
WE'VE BEEN HERE MANY TIMES	1.3%	.0%	.0%	.0%
VISITING HERE X 30 YRS	1.3%	.0%	.0%	.0%
VISITING	.0%	1.6%	.0%	.0%
VISITED BEFORE	.0%	.0%	2.3%	.0%
VARIOUS MAPS	.0%	.0%	.0%	2.6%
USED TO LIVE IN CLAYPOOL	1.3%	.0%	.0%	.0%
USE TO LIVE HERE-SUPERIOR	.0%	1.6%	.0%	.0%
TRAVELING THROUGH	1.3%	.0%	.0%	.0%
TRAVELING CURIOSITY	.0%	.0%	2.3%	.0%
TRAVEL	1.3%	.0%	.0%	.0%

Information Sources: Other source

TRADE SHOW	.0%	.0%	2.3%	.0%
TOUR REP	1.3%	.0%	.0%	.0%
TOUR GUILD	.0%	.0%	2.3%	.0%
TOPO MAP	.0%	.0%	2.3%	.0%
STUDENT	.0%	1.6%	.0%	.0%
STATE PARKS	.0%	1.6%	.0%	.0%
STATE PARK WEBSITE	.0%	.0%	2.3%	.0%
STATE PARK BROCHURE	.0%	.0%	2.3%	.0%
SOUTHERN TIER-ADVENTURE CYCLING	.0%	.0%	.0%	2.6%
SELF DISCOVERY	1.3%	.0%	.0%	.0%
SEASONAL RESIDENT	.0%	.0%	2.3%	.0%
SAW SIGNS	1.3%	.0%	.0%	.0%
SAW IT AS A CHILD	.0%	.0%	.0%	2.6%
RV BROCHURES	1.3%	.0%	.0%	.0%
ROTARY CLUB MEMBER	1.3%	.0%	.0%	.0%
RODE THROUGH	1.3%	.0%	.0%	.0%
ROCK CLIMBING OAK CREEK	.0%	1.6%	.0%	.0%
ROAD SIGN	.0%	.0%	2.3%	.0%
ROAD SIGN-VISITOR INFO	.0%	1.6%	.0%	.0%
REST AREA	.0%	1.6%	.0%	.0%
RESIDENT-PHOENIX 4-5 YEARS	.0%	1.6%	.0%	.0%
REPUBLIC NEWSPAPER	.0%	1.6%	.0%	.0%
REPEAT VISITS	.0%	.0%	2.3%	.0%
REPEAT VISITOR	1.3%	.0%	.0%	.0%
RAND MCNALLY MAP	1.3%	.0%	.0%	.0%
RAND MCNALLY	1.3%	.0%	.0%	.0%
PRIOR VISIT	1.3%	.0%	.0%	.0%
PRIOR TRIP THRU AREA	.0%	1.6%	.0%	.0%
PREVIOUS KNOWLEDGE	.0%	.0%	2.3%	.0%
PINAL COUNTY HISTORICAL SOCIETY MUSEUM	.0%	.0%	.0%	2.6%
PICKED UP BROCHURE AT GLOBE VISITOR INFO CENTER	1.3%	.0%	.0%	.0%
PERSONAL SEARCH (INFORMAL)	.0%	.0%	.0%	2.6%
PASSNG BY	.0%	1.6%	.0%	.0%
PASSING THRU	.0%	1.6%	.0%	.0%
PASSED ON WAY TO SAFFORD AZ	1.3%	.0%	.0%	.0%
PAMPHLET	.0%	1.6%	.0%	.0%
OWN 2ND HOME IN MIAMI	.0%	1.6%	.0%	.0%
OURSELVES	.0%	.0%	.0%	2.6%
OSMOSIS	1.3%	.0%	.0%	.0%
ORIGINALLY PASSED THRU	1.3%	.0%	.0%	.0%
ORIGINALLY FROM GLOBE	.0%	1.6%	.0%	.0%
ON OUR ROUTE TO OUR HOUSE IN CHANDLER	1.3%	.0%	.0%	.0%

Information Sources: Other source

OFF MAP RT 77	.0%	.0%	2.3%	.0%
NO ONE	.0%	1.6%	.0%	.0%
NEW TO SEE	.0%	1.6%	.0%	.0%
NEIGHBORS IN RV PARK	.0%	.0%	2.3%	.0%
NATIVE PHOENICIAN	.0%	1.6%	.0%	.0%
NATIVE ARIZONAN'S	1.3%	.0%	.0%	.0%
NATIVE AMERICAN	.0%	1.6%	.0%	.0%
MY COMPANY	.0%	1.6%	.0%	.0%
MILA	1.3%	.0%	.0%	.0%
MESA MAP	1.3%	.0%	.0%	.0%
MESA CHAMBER COMMERCE	1.3%	.0%	.0%	.0%
MEMBERS BTA	.0%	.0%	.0%	2.6%
MEMBER SHOP	.0%	.0%	2.3%	.0%
MEMBER OF ARBORETUM	.0%	.0%	.0%	2.6%
MEMBER BTA	.0%	.0%	.0%	2.6%
MEMBER	.0%	.0%	2.3%	.0%
MEMBER-BOYCE THOMPSON	.0%	.0%	.0%	2.6%
MAPS	1.3%	.0%	.0%	.0%
LONG TIME ARIZONAN	1.3%	.0%	.0%	.0%
LOCAL RESIDENT	.0%	.0%	.0%	2.6%
LOCAL KNOWLEDGE	1.3%	.0%	.0%	.0%
LIVING IN AREA	.0%	1.6%	.0%	.0%
LIVED HERE WHEN I WAS YOUNGER	.0%	1.6%	.0%	.0%
LIVED HERE	1.3%	.0%	.0%	.0%
LIVE OUT HERE	.0%	.0%	.0%	2.6%
LIVE NEAR FLORENCE	.0%	1.6%	.0%	.0%
LIVE IN PHOENIX BEEN HERE BEFORE	.0%	1.6%	.0%	.0%
LIVE IN GILA/PINAL CO	.0%	1.6%	.0%	.0%
LIVE IN AZ MANY YEARS-WORD OF MOUTH	.0%	1.6%	.0%	.0%
LIVE IN AZ	.0%	.0%	2.3%	.0%
LIVE IN AREA	.0%	.0%	2.3%	.0%
LIVE IN A.J.	1.3%	.0%	.0%	.0%
LIKE COMING TO BOYCE THOMPSON	1.3%	.0%	.0%	.0%
KOA	.0%	.0%	.0%	2.6%
KNOW & LIKE AREA	1.3%	.0%	.0%	.0%
JUST TRAVELLING THRU	1.3%	.0%	.0%	.0%
JUST ROAMING AZ	.0%	1.6%	.0%	.0%
JUST DRIVING AROUND FOR THE DAY	.0%	.0%	2.3%	.0%
JUST A ROADTRIP	.0%	.0%	2.3%	.0%
JOB RELOCATION	.0%	1.6%	.0%	.0%
ISAAC SCHOOL DISTRICT	1.3%	.0%	.0%	.0%
INTERNET	.0%	1.6%	.0%	.0%
INFO FROM ARBORETUM	1.3%	.0%	.0%	.0%
I VISIT REGULARLY	1.3%	.0%	.0%	.0%

Information Sources: Other source

I LIVE HERE	1.3%	.0%	.0%	.0%
I GREW UP IN GLOBE WANTED TO BRING FAMILY HERE	.0%	.0%	2.3%	.0%
I'VE KNOWN ABOUT GILA CO FOREVER	.0%	.0%	2.3%	.0%
HWY 60 WEST	.0%	1.6%	.0%	.0%
HUSBAND WORKSHOP HERE	.0%	1.6%	.0%	.0%
HOTEL LEAFLOT	1.3%	.0%	.0%	.0%
HOTEL BROCHURE	.0%	.0%	2.3%	.0%
HOTEL ADVERTIS	.0%	1.6%	.0%	.0%
HAVE BEEN HERE PREVIOUSLY	1.3%	.0%	.0%	.0%
HALFWAY POINT	1.3%	.0%	.0%	.0%
GREW UP IN MIAMI (AS TODDLER)	.0%	.0%	2.3%	.0%
GREW UP HERE	1.3%	.0%	.0%	.0%
GOOGLE MAPS	.0%	.0%	.0%	2.6%
GOLD CANYON MAG	.0%	.0%	.0%	2.6%
GLOBE CHAMBER COMMERCE	.0%	.0%	2.3%	.0%
FRIEND	.0%	.0%	.0%	2.6%
FAMILY LIVED HERE	.0%	.0%	.0%	2.6%
EXPLORING	.0%	1.6%	.0%	.0%
ENTERTAINMENT BOOK	1.3%	.0%	.0%	.0%
ENROUTE TO PINETOP	1.3%	.0%	.0%	.0%
EMAIL	.0%	.0%	.0%	2.6%
ECON GEOLOGY	.0%	1.6%	.0%	.0%
DROVE TOWARDS SEDONA BUT STOPT HERE TO OVERNIGHT	1.3%	.0%	.0%	.0%
DRIVING THRU FOR TRAVEL WORKQ	.0%	1.6%	.0%	.0%
DRIVING THROUGH	1.3%	.0%	.0%	.0%
DRIVING PAST	.0%	.0%	2.3%	.0%
DRIVING BY	.0%	.0%	2.3%	.0%
DRIVE THRU	1.3%	.0%	.0%	.0%
DRIVE BY	1.3%	.0%	.0%	.0%
DRIVE-THRU	1.3%	.0%	.0%	.0%
DR. DAGGETT	1.3%	.0%	.0%	.0%
DON'T KNOW BROCHURE	.0%	.0%	2.3%	.0%
DEATH OF RELATIVE	.0%	.0%	2.3%	.0%
DAUGHTER LEADS DRAGON FLY WALKS	.0%	.0%	.0%	2.6%
DAUGHTER	1.3%	.0%	.0%	.0%
CURIOSITY	.0%	.0%	.0%	2.6%
COPPER PARROT	.0%	1.6%	.0%	.0%
CHAMBER	.0%	1.6%	.0%	.0%
CHAM OF COMM/VISITOR CTR	.0%	.0%	.0%	2.6%
CASINO	1.3%	.0%	.0%	.0%
BUSINESS	1.3%	.0%	.0%	.0%
BTA MEMBERS	.0%	.0%	.0%	2.6%
BROTHER	1.3%	.0%	.0%	.0%

Information Sources: Other source

BROCHURES @ REST STOP	.0%	1.6%	.0%	.0%
BROCHURE IN RV PARK	.0%	1.6%	.0%	.0%
BOYCE THOMPSON ARBORETUM	1.3%	.0%	.0%	.0%
BORN IN THIS AREA	.0%	.0%	2.3%	.0%
BORN IN AZ	.0%	1.6%	.0%	.0%
BORN HERE	1.3%	.0%	.0%	.0%
BOOKS	1.3%	.0%	.0%	.0%
BOOK "SLEEPING WITH GHOSTS"	.0%	.0%	2.3%	.0%
BIRD WATCHING GOOGLED	.0%	1.6%	.0%	.0%
BILLBOARD	.0%	1.6%	.0%	.0%
BEEN HERE BEFORE	.0%	1.6%	.0%	.0%
BEEN COMING UP HERE FOR YEARS	.0%	1.6%	.0%	.0%
B&B STAYED AT	1.3%	.0%	.0%	.0%
AZ REPUBLIC SUNDAY EDITION	.0%	1.6%	.0%	.0%
AWARE	1.3%	.0%	.0%	.0%
AUDUBON	.0%	.0%	.0%	2.6%
ARIZONA ROAD MAP	.0%	.0%	2.3%	.0%
ARIZONA ROAD ATLAS	.0%	.0%	.0%	2.6%
ARIZONA NATIVE	1.3%	.0%	.0%	.0%
ARBORETUM/FLAGSTAFF	.0%	.0%	.0%	2.6%
ARBORETUM MEMBER	.0%	.0%	.0%	2.6%
ARBORETUM	.0%	.0%	.0%	2.6%
APACHE GOLD CASINO	1.3%	.0%	.0%	.0%
ANTIQUE MAP	.0%	1.6%	.0%	.0%
ALL MY LIFETIME LIKED THE AREA	.0%	.0%	.0%	2.6%
AJAX, WORK	1.3%	.0%	.0%	.0%
ADVENTURE CYCLING MAP	.0%	.0%	2.3%	.0%
AAA BOOK AZ	1.3%	.0%	.0%	.0%
AAA BOOK	1.3%	.0%	.0%	.0%
AAA	.0%	1.6%	.0%	.0%
7TH YEAR TO VISIT	.0%	1.6%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Globe-Miami/Superior

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
1	.4%	.5%	.4%	.5%
2	.7%	.0%	.4%	1.4%
3	.9%	.7%	.0%	.0%
4	.2%	.9%	1.3%	.5%
5	3.3%	3.3%	5.9%	3.3%
6	6.0%	3.5%	4.6%	3.7%
7	13.6%	15.0%	10.0%	8.4%
8	25.6%	25.5%	31.8%	25.7%
9	19.0%	18.3%	17.2%	20.1%
10	30.2%	32.3%	28.5%	36.4%

What is your gender?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Female	60.7%	62.9%	60.2%	57.5%
Male	39.3%	37.1%	39.8%	42.5%
Total	100.0%	100.0%	100.0%	100.0%

Visitor's age

	Calendar quarter of survey							
	October - December 2008 (Q#1)		January - March 2009 (Q#2)		April - June 2009 (Q#3)		July - September 2009 (Q#4)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Visitor Age	54.6	57.0	56.9	60.0	52.4	55.0	50.7	53.0

Age recoded

Calendar quarter of survey	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
20 and under	1.5%	.2%	2.1%	3.8%
21 - 25 years	1.7%	1.9%	.8%	.5%
26 - 30 years	3.6%	4.0%	4.2%	4.3%
31 - 35 years	3.6%	2.1%	5.0%	6.6%
36 - 40 years	4.9%	4.2%	6.3%	6.2%
41 - 45 years	7.0%	4.5%	5.8%	9.0%
46 - 50 years	9.8%	5.2%	12.1%	12.8%
51 - 55 years	13.4%	13.6%	18.8%	17.5%
56 - 60 years	18.4%	18.1%	16.7%	16.1%
61 - 65 years	14.8%	23.1%	18.3%	14.2%
66 - 70 years	11.9%	15.1%	5.0%	3.8%
71 - 75 years	6.3%	4.9%	3.3%	3.3%
76 years and older	3.0%	3.1%	1.7%	1.9%
Total	100.0%	100.0%	100.0%	100.0%

Age recoded by gender

Calendar quarter of survey October - December 2008 (Q#1)

	What is your gender?	
	Female	Male
	Column N %	Column N %
20 and under	1.3%	1.9%
21 - 25 years	2.0%	1.4%
26 - 30 years	3.3%	4.3%
31 - 35 years	4.3%	2.9%
36 - 40 years	5.6%	3.8%
41 - 45 years	7.3%	7.1%
46 - 50 years	9.6%	9.5%
51 - 55 years	13.2%	14.8%
56 - 60 years	20.5%	14.3%
61 - 65 years	17.2%	11.0%
66 - 70 years	9.6%	15.2%
71 - 75 years	3.3%	10.5%
76 years and older	2.6%	3.3%
Total	100.0%	100.0%

Age recoded by gender  
 Calendar quarter of survey January - March 2009 (Q#2)

	What is your gender?	
	Female	Male
	Column N %	Column N %
20 and under	.4%	.0%
21 - 25 years	2.0%	1.3%
26 - 30 years	4.0%	3.8%
31 - 35 years	.8%	4.4%
36 - 40 years	5.2%	3.2%
41 - 45 years	5.6%	2.5%
46 - 50 years	5.6%	5.1%
51 - 55 years	14.9%	12.0%
56 - 60 years	15.7%	22.2%
61 - 65 years	23.7%	22.8%
66 - 70 years	14.9%	13.9%
71 - 75 years	4.0%	6.3%
76 years and older	3.2%	2.5%
Total	100.0%	100.0%

Age recoded by gender  
 Calendar quarter of survey April - June 2009 (Q#3)

	What is your gender?	
	Female	Male
	Column N %	Column N %
20 and under	2.8%	1.1%
21 - 25 years	.7%	1.1%
26 - 30 years	3.5%	5.4%
31 - 35 years	6.4%	3.3%
36 - 40 years	5.0%	7.6%
41 - 45 years	5.7%	6.5%
46 - 50 years	15.6%	7.6%
51 - 55 years	17.7%	19.6%
56 - 60 years	14.2%	19.6%
61 - 65 years	22.0%	12.0%
66 - 70 years	4.3%	6.5%
71 - 75 years	1.4%	6.5%
76 years and older	.7%	3.3%
Total	100.0%	100.0%

Age recoded by gender  
 Calendar quarter of survey July - September 2009 (Q#4)

	What is your gender?	
	Female	Male
	Column N %	Column N %
20 and under	4.4%	3.3%
21 - 25 years	.0%	1.1%
26 - 30 years	5.3%	2.2%
31 - 35 years	5.3%	7.8%
36 - 40 years	5.3%	7.8%
41 - 45 years	10.6%	6.7%
46 - 50 years	13.3%	13.3%
51 - 55 years	21.2%	13.3%
56 - 60 years	15.0%	17.8%
61 - 65 years	13.3%	15.6%
66 - 70 years	2.7%	5.6%
71 - 75 years	2.7%	2.2%
76 years and older	.9%	3.3%
Total	100.0%	100.0%

How many people including yourself are in your travel party?

	Calendar quarter of survey							
	October – December 2008 (Q#1)		January - March 2009 (Q#2)		April - June 2009 (Q#3)		July - September 2009 (Q#4)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Number of women	1.6	1.0	1.8	1.0	1.6	1.0	1.4	1.0
Number of men	1.4	1.0	1.3	1.0	1.2	1.0	1.2	1.0
Number of children under 18 years	1.7	1.0	.6	.0	1.1	.0	1.0	1.0
Total number of people in your travel party	2.7	2.0	3.3	2.0	3.0	2.0	2.6	2.0

Who is traveling with you on this trip?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January - March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Family Only	53.8%	48.5%	59.7%	59.7%
Family and Friends	18.6%	24.6%	16.9%	18.6%
Friends Only	19.3%	21.5%	14.5%	14.0%
Nobody, traveling alone	7.0%	4.7%	8.1%	6.8%
Business Associates	.7%	.7%	.4%	.0%
Organized Tour Group	.5%	.0%	.4%	.9%
Total	100.0%	100.0%	100.0%	100.0%

Who is traveling with you on this trip by party size?  
Calendar quarter of survey October - December 2008 (Q#1)

	Total number of people in your travel party	
	Mean	Valid N
Business Associates	1.7	3
Organized Tour Group	24.0	3
Nobody, traveling alone	1.1	37
Friends Only	2.8	96
Family Only	2.4	283
Family and Friends	3.7	96

Who is traveling with you on this trip by party size?  
Calendar quarter of survey January - March 2009 (Q#2)

	Total number of people in your travel party	
	Mean	Valid N
Business Associates	8.0	3
Organized Tour Group	.	0
Nobody, traveling alone	1.1	20
Friends Only	5.1	90
Family Only	2.4	202
Family and Friends	3.8	102

Who is traveling with you on this trip by party size?  
 Calendar quarter of survey April - June 2009 (Q#3)

	Total number of people in your travel party	
	Mean	Valid N
Business Associates	1.0	1
Organized Tour Group	39.0	1
Nobody, traveling alone	1.1	19
Friends Only	3.7	33
Family Only	2.6	139
Family and Friends	4.2	38

Who is traveling with you on this trip by party size?  
 Calendar quarter of survey July - September 2009 (Q#4)

	Total number of people in your travel party	
	Mean	Valid N
Business Associates	.	0
Organized Tour Group	8.0	2
Nobody, traveling alone	1.1	14
Friends Only	2.7	26
Family Only	2.4	125
Family and Friends	3.6	39

Which of the following categories best describes your annual household income?

	Calendar quarter of survey			
	October - December 2008 (Q#1)	January – March 2009 (Q#2)	April - June 2009 (Q#3)	July - September 2009 (Q#4)
	Column N %	Column N %	Column N %	Column N %
Less than \$15,000	4.2%	3.6%	2.7%	3.3%
\$15,000 to \$24,999	4.2%	2.5%	4.1%	3.9%
\$25,000 to \$34,999	7.7%	8.9%	7.7%	5.6%
\$35,000 to \$44,999	7.9%	6.4%	3.6%	7.8%
\$45,000 to \$54,999	10.5%	16.6%	14.5%	12.2%
\$55,000 to \$64,999	8.8%	10.5%	8.2%	7.8%
\$65,000 to \$74,999	10.5%	10.0%	10.9%	12.2%
\$75,000 to \$84,999	10.1%	7.8%	9.1%	11.7%
\$85,000 to \$94,999	9.0%	6.4%	11.4%	5.6%
\$95,00 and above	27.4%	27.4%	27.7%	30.0%
Total	100.0%	100.0%	100.0%	100.0%

**Appendix D**  
**Open-Ended Comments**

If not what is the primary destination of your trip?

	Count	Column N %
BOYCE THOMPSON ARBORETUM	326	36.8%
PHOENIX	66	7.4%
MESA	37	4.2%
TUCSON	33	3.7%
APACHE JUNCTION	32	3.6%
SCOTTSDALE	18	2.0%
GRAND CANYON NATIONAL PARK	13	1.5%
GOLD CANYON	12	1.4%
GLOBE	12	1.4%
CASA GRANDE	10	1.1%
ROOSEVELT LAKE	9	1.0%
KEARNY	9	1.0%
SHOW LOW	7	.8%
GILBERT	7	.8%
SEDONA	6	.7%
SAFFORD	6	.7%
PAYSON	6	.7%
APACHE GOLD CASINO	6	.7%
YUMA	5	.6%
QUEEN CREEK	5	.6%
PINETOP	5	.6%
CHANDLER	5	.6%
FOUNTAIN HILLS	4	.5%
FLAGSTAFF	4	.5%
CALIFORNIA	4	.5%
ARIZONA	4	.5%
VISITING FRIENDS	3	.3%
TEMPE	3	.3%
SAN CARLOS RESERVATION	3	.3%
PETRIFIED FOREST NATIONAL PARK	3	.3%
GOODYEAR	3	.3%
FLORENCE	3	.3%
CLIFTON MORENCI	3	.3%
BESH-BA-GOWAH	3	.3%
WINKLEMAN	2	.2%
WHITE MOUNTAINS	2	.2%
UTAH	2	.2%
TUCSON, PHOENIX	2	.2%
TOURING SOUTHERN AZ	2	.2%
THIS IS	2	.2%
SUPERIOR FIRE DEPT	2	.2%

If not what is the primary destination of your trip?

SUPERIOR	2	.2%
SUN LAKES	2	.2%
SUN CITY	2	.2%
SPRINGVILLE	2	.2%
SOUTHERN ARIZONA	2	.2%
SHOWLOW	2	.2%
SALT RIVER CANYON	2	.2%
RETURN TO PHOENIX	2	.2%
PINETOP-LAKESIDE	2	.2%
ORGAN PIPE NATIONAL PARK	2	.2%
EL PASO, TX	2	.2%
CAVE CREEK	2	.2%
ACROSS THE USA	2	.2%
YUMA AREA FOR A CHANGE	1	.1%
YUMA-WAS GOING HOME	1	.1%
YES	1	.1%
YES- WE HAD A DINNER TO ATTEND GLOBE.		
NO-WE HAVE A MEETING TO ATTEND IN PHOENIX	1	.1%
WINSLOW	1	.1%
WINDOW ROCK	1	.1%
WHOLE STATE	1	.1%
WHITEWATER APACHE RESERVATION	1	.1%
WESTERN US	1	.1%
WEST COAST	1	.1%
WALLA WALLA, WA	1	.1%
VISITORS NORTH/EAST ARIZONA	1	.1%
VISITING BROTHER	1	.1%
VISIT THE PARK/LIZZARD WALK	1	.1%
VISIT RIDE M/C	1	.1%
VARIOUS PARTS OF ARIZONA	1	.1%
UNKNOWN	1	.1%
TUCSON/TOMBSTONE AREA	1	.1%
TUCSON/PHOENIX	1	.1%
TUCSON, GRAND CANYON	1	.1%
TOURIST	1	.1%
TOURING BOYCE THOMPSON ARBORETUM	1	.1%
TOURING AZ	1	.1%
TOURING ARIZONA	1	.1%
TOURING	1	.1%
TOUR OF ARIZONA-TUCSON TO GRAND CANYON	1	.1%
TONTO NATIONAL MONUMENT	1	.1%
TONTO NAT MON	1	.1%
TONTO CLIFF DWELLING	1	.1%

If not what is the primary destination of your trip?

TONTO BASIN	1	.1%
TONTO	1	.1%
TOMBSTONE AZ	1	.1%
TO THE GARDENS FOR A CLASS	1	.1%
TO SEE THE ARBORETUM	1	.1%
THIS!	1	.1%
THIS WAS PRIMARY DEST	1	.1%
THIS PARK	1	.1%
THIS IS IT	1	.1%
THIS IS 2ND HOME	1	.1%
THE BOTANICAL GARDENS	1	.1%
TEXAS	1	.1%
TEMPE, CHANDLER	1	.1%
SURPRISE	1	.1%
SUPERSTITION MTNS.	1	.1%
SUPERSTITION MTN	1	.1%
SUNRISE SKI RESORT	1	.1%
SUN LAKES AZ	1	.1%
SUN CITY WEST	1	.1%
STATE HWY 88 LOOP	1	.1%
ST JOHNS-SPRINGERVILLE	1	.1%
ST AUGUSTINE FL	1	.1%
SOUTHWEST FOR 6 MONTHS	1	.1%
SNOWFLAKE	1	.1%
SNOWFLAKE -	1	.1%
SILVER CITY NM	1	.1%
SHOW LOW/PINETOP	1	.1%
SEDONA AZ	1	.1%
SEATTLE, WA	1	.1%
SEATTLE	1	.1%
SEASONED RESIDENT IN MESA	1	.1%
SANTA FE, NM	1	.1%
SAN MANUEL	1	.1%
SAN FRANCISCO, CA	1	.1%
SAGUARO LAKE RANCH	1	.1%
SAFFORD AZ-HATCH, NM	1	.1%
SAFFORD-TUCSON	1	.1%
ROUTE 191 FROM ALPINE SOUTH	1	.1%
ROUND TRIP-CATALINA	1	.1%
ROPER STATE PARK SAFFORD AZ	1	.1%
ROCKIES PHOENIX AND BACK TO IOWA	1	.1%
ROAMING AROUND	1	.1%
ROAD TRIP-PHOENIX TO ALBUQUERQUE	1	.1%
RESIDENT	1	.1%
REEVIS MOUNTAIN SCHOOL	1	.1%

If not what is the primary destination of your trip?

RANCHO SONORA IN FLORENCE	1	.1%
PINETOP/SPRINGERVILLE	1	.1%
PHOENIX/TUCSON	1	.1%
PHOENIX, TUCSON	1	.1%
PHOENIX .NOGALES.GLOBE.PHOENIX	1	.1%
PHOENIX-SEDONA	1	.1%
PHOENIX-SCOTTSDALE, BOYCE THOMPSON ARBORETUM	1	.1%
PHOENIX-FLAGSTAFF	1	.1%
PEORIA	1	.1%
PEARCE/SUNSITES	1	.1%
PAYSON & TUCSON	1	.1%
PAYSON-PHOENIX-PAYSON	1	.1%
PART OF THE ROAD TRIP-ONE OF THE PLACES INTENDED TO STOP	1	.1%
PART OF THE ROAD TRIP-ORO VALLEY	1	.1%
NORTHERN WYOMING	1	.1%
MOTORCYCLE TRIP-KARTCHNER CAVERNS	1	.1%
MIMBRES, NM	1	.1%
MIAMI	1	.1%
MIAMI-GLOBE-HAYDEN-ORACLE JUNCTION-FLORENCE LOOP	1	.1%
MEXICO	1	.1%
MESA, BOYCE THOMPSON ARBORETUM	1	.1%
MESA FOR A FUNERAL	1	.1%
MARICOPA	1	.1%
LOVELAND, CO	1	.1%
LOS ANGELES, CA	1	.1%
LOOP TO TONTO, TORTILLA FLAT AND BACK TO FLORENCE	1	.1%
LOCAL	1	.1%
LIVE IN KEARNY	1	.1%
LAUGHLIN/PHOENIX	1	.1%
LAS VEGAS	1	.1%
LAKE ROOSEVELT/SEDONA	1	.1%
LAKE ROOSEVELT	1	.1%
JUST PASSING THROUGH	1	.1%
JUST ON A CRUISE	1	.1%
JUST FOR THE DAY	1	.1%
JUST DRIVING THRU FROM TUCSON	1	.1%
JUST A LONG DRIVE, FIND A PLACE TO RETIRE	1	.1%
JEROME	1	.1%
INDIANAPOLIS, IN	1	.1%
HERO	1	.1%

If not what is the primary destination of your trip?

HANNAGAN'S MEADOW	1	.1%
HAMPTON INN	1	.1%
GREER	1	.1%
GLOBE--ROOSEVELT DAM	1	.1%
GLENDALE	1	.1%
GENERAL TRAVEL-TEXAS	1	.1%
GENERAL SITE-SEEING	1	.1%
GALLUP, NM	1	.1%
FRIENDS OUTSIDE OF PHOENIX	1	.1%
FOUR CORNERS	1	.1%
EDIBLE PLANT/MEDICINAL TOUR/CAMPING	1	.1%
EAST OF SUPERIOR	1	.1%
DRIVING THROUGH TO SEE SIGHTS	1	.1%
DON'T HAVE ONE	1	.1%
DAY TRIP FROM PHOENIX	1	.1%
COTTONWOOD & CHANDLER	1	.1%
COTTONWOOD	1	.1%
COPPER CANYON	1	.1%
COMING HERE	1	.1%
COLTS FOOTBALL GAME	1	.1%
CHICAGO,IL	1	.1%
CHICAGO, IL-LOS ANGLEES, CA	1	.1%
CARLSBAD CAVERNS NATIONAL PARK, NM	1	.1%
CAREFREE CAVE CREEK	1	.1%
CAR RENTAL	1	.1%
CANYON LAKE	1	.1%
CAMPING SOUTH WEST SO?	1	.1%
CALIFORNIA: BUT WE CAME OUT OF OUR WAY TO VISIT THE ARBORETUM-POTTERY EXHIBIT-TREES	1	.1%
BUCKEYE	1	.1%
BUCKBOARD CAFE. IT'S GREAT!!	1	.1%
BUCKBOARD CAFE	1	.1%
BUCK BOARD/FOOD	1	.1%
BOYCE THOMPSON ARBORETUM, THEN GLOBE/MIAMI	1	.1%
BISBEE/SONORA	1	.1%
BISBEE (HOME)	1	.1%
BETWEEN PHOENIX & SILVER CITY NM	1	.1%
BESH BA GOWAH	1	.1%
BESH-BA-GOWAH/GLOBE	1	.1%
BESH-BA-GOWAH ARCHEOLOGICAL PARK	1	.1%
BESH-BA-GOWAH & TONTO NAT MONUMENT	1	.1%
BACK TO APACHE JUNCTION	1	.1%

If not what is the primary destination of your trip?

ARIZONA CITY	1	.1%
ARIZONA-COURT SITE	1	.1%
ARBORETUM, GLOBE, HILL	1	.1%
APACHE TRAIL	1	.1%
APACHE LAKE	1	.1%
APACHE JUNCTION/GOLD CANYON	1	.1%
APACHE JUNCTION H.S.- TOURNAMENT	1	.1%
APACHE CULTURAL CENTER	1	.1%
ANYWHERE ARIZONA	1	.1%
ALPINE AZ	1	.1%
ALL OVER N. MEX. & SOUTHERN ARIZONA	1	.1%
ALL OVER	1	.1%
ALL OF AZ	1	.1%
ALBUQUERQUE	1	.1%
A TOUR OF ARIZONA	1	.1%
2 NITES SILVER CITY NM; 1 NITE WHITE MTNS; 1 NITE GLOBE	1	.1%
Total	886	100.0%

Other Lodging

	Count	Column N %
HOME	4	7.8%
NOFTSGER HILL INN	3	5.9%
SHOW LOW	2	3.9%
RV	2	3.9%
QUEEN VALLEY	2	3.9%
WITH FAMILY IN APACHE J.	1	2.0%
TRAVEL TRAILER	1	2.0%
TIMESHARE (RCI)	1	2.0%
TIMESHARE	1	2.0%
STAYING IN MESA	1	2.0%
STATE CAMPGROUND	1	2.0%
RURAL CAMPING	1	2.0%
RESTAURANT	1	2.0%
RESORT	1	2.0%
PRIMARY HOME	1	2.0%
PARKING LOT OF RV	1	2.0%
NOT SURE	1	2.0%
NOT STAYING OVERNIGHT	1	2.0%
NOT STAYING	1	2.0%
NOT OVERNIGHT	1	2.0%
NOT	1	2.0%
LIVE IN SUPERIOR	1	2.0%
LIVE IN SCOTTSDALE	1	2.0%
LIVE IN FLORENCE	1	2.0%
LIVE IN APACHE JUNCTION	1	2.0%
KEARNY	1	2.0%
GOING BACK HOME	1	2.0%
FRIENDS	1	2.0%
FREE CAMPING	1	2.0%
DAY TRIP	1	2.0%
COMPANY RENTAL	1	2.0%
COMMUNITY CENTER @ GLOBE	1	2.0%
CHANDLER	1	2.0%
CENTRAL CHRISTIAN CHURCH	1	2.0%
CASINO	1	2.0%
CASA GRANDE AZ	1	2.0%
CAMPING/RV	1	2.0%
CAMPING	1	2.0%
CAMPER	1	2.0%
BEST WESTERN APACHE GOLD	1	2.0%
APACHE JUNCTION RV	1	2.0%
APACHE JUNCTION	1	2.0%
APACHE GOLD CASINO	1	2.0%
Total	51	100.0%

In what City did you spend last night?

	Count	Column N %
GLOBE	135	13.4%
PHOENIX	134	13.3%
MESA	130	12.9%
APACHE JUNCTION	72	7.1%
TUCSON	48	4.8%
SCOTTSDALE	47	4.7%
GOLD CANYON	38	3.8%
CHANDLER	32	3.2%
FLORENCE	25	2.5%
GILBERT	23	2.3%
TEMPE	22	2.2%
CASA GRANDE	22	2.2%
SHOW LOW	20	2.0%
QUEEN CREEK	18	1.8%
SUPERIOR	11	1.1%
SAFFORD	11	1.1%
SUN VALLEY	10	1.0%
SAN CARLOS	10	1.0%
HOLBROOK	10	1.0%
PINETOP	9	.9%
PAYSON	8	.8%
FOUNTAIN HILLS	7	.7%
PEORIA	6	.6%
MIAMI	6	.6%
KEARNY	6	.6%
APACHE GOLD CASINO	6	.6%
QUEEN VALLEY	5	.5%
LAS CRUCES, NM	5	.5%
GOODYEAR	5	.5%
GLENDALE	5	.5%
COOLIDGE	5	.5%
SURPRISE	4	.4%
SUN CITY WEST	4	.4%
DEMING, NM	4	.4%
CLAYPOOL	4	.4%
WILLCOX	3	.3%
SUN CITY	3	.3%
GREEN VALLEY	3	.3%
ALBUQUERQUE, NM	3	.3%
YUMA	2	.2%
VAIL	2	.2%

In what City did you spend last night?

SPRINGERVILLE	2	.2%
SOCORRO, NM	2	.2%
SEDONA	2	.2%
SAN MANUEL	2	.2%
SAN CARLOS APACHE GOLD BEST WESTERN	2	.2%
ROOSEVELT LAKE	2	.2%
QUARTZITE	2	.2%
PINETOP-LAKESIDE	2	.2%
ORO VALLEY	2	.2%
LAVEEN	2	.2%
JEROME	2	.2%
GREER	2	.2%
GALLUP, NM	2	.2%
FLAGSTAFF	2	.2%
CAVE CREEK	2	.2%
CAREFREE	2	.2%
CAMP VERDE	2	.2%
BLACK CANYON CITY	2	.2%
ARIZONA CITY	2	.2%
WINSLOW	1	.1%
WINKELMAN	1	.1%
WILD HORSE PASS-SHERATON-GILA RIVER AREA-CHANDLER	1	.1%
WICKENBURG	1	.1%
WADDELL	1	.1%
TONTO BASIN	1	.1%
SUNLAKES	1	.1%
SILVER CITY, NM	1	.1%
SEATTLE, WA	1	.1%
SAN DIEGO, CA	1	.1%
ROOSEVELT ESTATES	1	.1%
PRESCOTT	1	.1%
PICACHO PEAK	1	.1%
PARADISE VALLEY	1	.1%
PAMPA, TX	1	.1%
ON THE TRAIN FROM LA	1	.1%
NATIONAL FOREST	1	.1%
NASHVILLE, TN	1	.1%
MESA/PHOENIX	1	.1%
MCDOWELL MOUNTAIN PARK	1	.1%
MARICOPA	1	.1%
MAMMOTH	1	.1%
LITCHFIELD PARK	1	.1%
HOME	1	.1%

In what City did you spend last night?

HANNAGAN'S MEADOW	1	.1%
GUADALUPE	1	.1%
GISELA	1	.1%
FARMINGTON, NM	1	.1%
EL PASO, TX	1	.1%
ECONOMY LODGE	1	.1%
DURANGO, CO	1	.1%
COPPER BASIN	1	.1%
COLUMBUS, NM	1	.1%
CLIF, NM	1	.1%
CHRISTOPHER CREEK	1	.1%
CHANDLER/SUN LAKES	1	.1%
CATALINA	1	.1%
CATALINA-SADDLEBROOKE	1	.1%
CAMPING CANYON LAKE	1	.1%
CAMPGROUND	1	.1%
BYLAS	1	.1%
BUCKEYE	1	.1%
BETWEEN PUNKIN CENTER & ROOSEVELT	1	.1%
BEST WESTERN CASINO APACHE GOLD	1	.1%
BEND. OR	1	.1%
AVONDALE.	1	.1%
AT HOME	1	.1%
APACHE TRAIL-APACHE LAKE	1	.1%
Total	1009	100.0%

In what City will you stay tonight?

	Count	Column N %
PHOENIX	132	14.1%
GLOBE	120	12.8%
MESA	118	12.6%
APACHE JUNCTION	68	7.2%
TUCSON	53	5.6%
SCOTTSDALE	45	4.8%
GOLD CANYON	36	3.8%
CHANDLER	35	3.7%
FLORENCE	25	2.7%
CASA GRANDE	21	2.2%
TEMPE	20	2.1%
GILBERT	20	2.1%
SUPERIOR	13	1.4%
QUEEN CREEK	13	1.4%
SAN CARLOS	11	1.2%
SAFFORD	11	1.2%
SUN LAKES	10	1.1%
SHOW LOW	8	.9%
PINETOP	7	.7%
PAYSON	7	.7%
FOUNTAIN HILLS	7	.7%
PEORIA	6	.6%
HOME	6	.6%
QUEEN VALLEY	5	.5%
NOT SURE	5	.5%
MIAMI	5	.5%
SUN CITY	4	.4%
SEDONA	4	.4%
MORENCI	4	.4%
GOODYEAR	4	.4%
YUMA	3	.3%
KEARNY	3	.3%
HOLBROOK	3	.3%
GLENDALE	3	.3%
COOLIDGE	3	.3%
APACHE GOLD CASINO	3	.3%
WILLIAMS	2	.2%
WICKENBURG	2	.2%
SURPRISE	2	.2%
ROOSEVELT LAKE	2	.2%
ROOSEVELT	2	.2%

In what City will you stay tonight?

ORO VALLEY	2	.2%
MARICOPA	2	.2%
LAVEEN	2	.2%
JEROME	2	.2%
HANNAGAN MEADOW	2	.2%
FLAGSTAFF	2	.2%
CAVE CREEK	2	.2%
CATALINA	2	.2%
CAREFREE	2	.2%
BLACK CANYON CITY	2	.2%
BISBEE	2	.2%
AVONDALE	2	.2%
ARIZONA CITY	2	.2%
ALPINE	2	.2%
AJO	2	.2%
WINSLOW	1	.1%
WINDOW ROCK	1	.1%
WILLCOX	1	.1%
WILD HORSE PASS-SHERATON-GILA RIVER AREA-CHANDLER	1	.1%
WILCOX	1	.1%
WE DON'T KNOW	1	.1%
WADDELL	1	.1%
VAIL	1	.1%
UNKNOWN EAST AZ	1	.1%
UNKNOWN	1	.1%
TUBAC	1	.1%
TONTO BASIN	1	.1%
TACOMA, WA	1	.1%
SUW CITY WEST	1	.1%
SUN CITY WEST	1	.1%
STATE PARK EAST OF SUPERIOR	1	.1%
SPRINGVILLE	1	.1%
SOMEWHERE NORTH OF PHOENIX	1	.1%
SOMEWHERE IN NM	1	.1%
SOCORRO, NM	1	.1%
SNOW FLAKE	1	.1%
SILVER CITY, NM	1	.1%
SIERRA VISTA	1	.1%
ROOSEVELT ESTATES	1	.1%
PRESCOTT	1	.1%
PLEASANTON, CA	1	.1%
PINOS ALTOS	1	.1%
PINETOP LAKESIDE	1	.1%
PEARCE/SUNSITES	1	.1%

In what City will you stay tonight?

OMAHA, NE	1	.1%
NEW MEXICO	1	.1%
MCDOWELL MOUNTAIN PARK	1	.1%
MAMMOTH	1	.1%
LITCHFIELD PARK	1	.1%
LAS CRUCES, NM	1	.1%
LAKESIDE	1	.1%
LAKE HAVASU	1	.1%
KEARNEY	1	.1%
JEMEZ SPRINGS, NM	1	.1%
INDIO, CA	1	.1%
GUTHRIE	1	.1%
GREER	1	.1%
GREEN VALLEY (HOME)	1	.1%
GLOBE SAN CARLOS	1	.1%
GLOBE-MIAMI	1	.1%
GISELA	1	.1%
GILA, NM	1	.1%
EL PASO, TX	1	.1%
DREAM MANOR	1	.1%
DON'T KNOW	1	.1%
COPPER BASIN	1	.1%
CLIFTON	1	.1%
CLAYPOOL	1	.1%
CHANDLER/SUN LAKES	1	.1%
CATALINA-SADDLEBROOKE	1	.1%
BUCKEYE	1	.1%
BLYTHE, CA	1	.1%
BACK HOME	1	.1%
Total	939	100.0%

Other expenditures

	Count	Column N %
1 X RIDE TRAIN	1	2.6%
ADDITIONAL MISCELLANEOUS-FUNERAL	1	2.6%
ADMIN FEE	1	2.6%
ADMISSION	1	2.6%
ANTIQUING	1	2.6%
ANTIQUES	1	2.6%
ARBORETUM GIFT SHOP	1	2.6%
BESH BA GOWAH	1	2.6%
BIKE RACE FEES/REGISTRATION \$100	1	2.6%
BIRD BOOK	1	2.6%
BOYCE ARBORETUM	1	2.6%
BOYCE ONLY	1	2.6%
BOYCE THOMPSON	2	5.3%
BOYCE THOMPSON ARBORETUM	5	13.2%
CAMERA	1	2.6%
CASINO	4	10.5%
CASINO & PUBS	1	2.6%
CURIO SHOP	1	2.6%
DRINKS	1	2.6%
EATING AT CAFE-SUPERIOR	1	2.6%
ENTRANCE FEE	1	2.6%
ENTRANCE FEE TO BESH	1	2.6%
ENTRANCE TO BESH GA BOWAH	1	2.6%
ENTRY	1	2.6%
GAMBLING	6	15.8%
Total	38	100.0%

Attending a special event

	Count	Column N %
HISTORIC HOME TOUR	21	10.8%
BOYCE THOMPSON ARBORETUM	13	6.7%
APACHE JII DAYS	6	3.1%
GAMBLING	4	2.1%
CAR SHOW	4	2.1%
TAVAN/KACHINA REUNION	3	1.5%
RODEO	3	1.5%
PHOTOGRAPHY	3	1.5%
HUNTING	3	1.5%
NATURE WALKS	2	1.0%
MUSIC	2	1.0%
FESTIVALS	2	1.0%
CONCERTS	2	1.0%
BESH BA GOWAH	2	1.0%
ARBORETUM CLASSES	2	1.0%
WILDLIFE LECTURE	1	.5%
WEEKEND EVENTS (EG. HORSE RACES, FESTIVALS ETC)	1	.5%
VOLLEYBALL TOURNAMENT	1	.5%
VISITING MY BROTHER	1	.5%
VISIT FRIENDS	1	.5%
TREE TOUR: BOYCE THOMPSON ARBORETUM	1	.5%
TRAIN TRIP	1	.5%
TRAIN RIDE	1	.5%
TRAIN ALSO HISTORICAL HOME TOUR	1	.5%
TRAIN ACTIVITIES, COPPER MINE	1	.5%
TRAIN	1	.5%
TO VISIT MY MOM SHE'S SICK	1	.5%
TENNIS	1	.5%
STEEL DRUMMING	1	.5%
SPRING TRAINING	1	.5%
SPRING PLANT SALE HERE	1	.5%
SPORTS	1	.5%
SPENDING TIME W/FAMILY	1	.5%
SKIING	1	.5%
SITE SEEING	1	.5%
SIGHTSEEING	1	.5%
SENSUAL MASSAGE	1	.5%
ROTARY CLUB VISITS	1	.5%
REUNION GATHERING	1	.5%
REUNION	1	.5%
RETREAT FOR WRITERS	1	.5%
RETREAT	1	.5%

Attending a special event

READING SITTING & DRINKING BEER/WINE	1	.5%
QUILT SHOW & SHOP	1	.5%
PROSPECTING	1	.5%
PRICKLY PEAR	1	.5%
PLANT SALE AT BOYCE THOMPSON	1	.5%
PLANT SALE AT ARBORETUM	1	.5%
PLANT SALE	1	.5%
PARTYING	1	.5%
ORTIZ POTTERY DAY	1	.5%
OPTUNIA PUNCH!	1	.5%
OCTOBERFEST	1	.5%
OCTOBER FEST. APACHE TRL	1	.5%
NASCAR	1	.5%
MUSIC FESTIVAL	1	.5%
MUSIC CONCERTS OR DANCE PRESENTATIONS	1	.5%
MTN BIKE RIDING	1	.5%
MIAMI/CHIHUAHUA RACES	1	.5%
MATA ORTIZ POTTERS ARBORETUM	1	.5%
MATA ORTIS SHOW	1	.5%
LIZZARD WALK	1	.5%
KAYAKING	1	.5%
JUST THE ARBORETUM	1	.5%
INDIAN RODEO	1	.5%
INDIAN CULTURE	1	.5%
HUNTING (BIRD)	1	.5%
HORSEBACK RIDING	1	.5%
HORSE RACING	1	.5%
HORSE RACES	1	.5%
HORSE BACK RIDING	1	.5%
HISTORICAL-CULTURAL	1	.5%
HAVE MEMBERSHIP AT ARBORETUM	1	.5%
GOWN SOLSTACE LUMINARIES, GLOBE	1	.5%
GOLDEN SPIKE TRAIN	1	.5%
GOLDEN SPIKE RR	1	.5%
GILA CC GRADUATION CEREMONY	1	.5%
GEM SHOW	1	.5%
GARTUNG	1	.5%
GARDENING, MUSIC	1	.5%
GAMING	1	.5%
GAMBLE	1	.5%
FRIEND FUN TIME	1	.5%
FLOWERS	1	.5%
FLASHLIGHT TOUR AT DESERT BOTANICAL GARDEN	1	.5%
FITNESS	1	.5%
FESTIVALS (WINE)	1	.5%

Attending a special event

FESTIVAL	1	.5%
FAMILY VISIT	1	.5%
FALL FOLIAGE FESTIVAL & SUCH	1	.5%
FALL FESTIVAL, CRAFTS ETC.	1	.5%
FALL FESTIVAL, CRAFTS ETC	1	.5%
FALL COLOR GUIDED WALKS PROGRAMS	1	.5%
EXTREME ROCK CRAWLING EVENTS	1	.5%
EVENTS AT BOYCE	1	.5%
DRAGON FLY WALK-BOYCE THOMPSON	1	.5%
DIDGERIDOO CLASS	1	.5%
DESERT RACING DIRT BIKE PACE @ FAIRGROUND	1	.5%
DESERT FLOWERS/PHOTOGRAPHY	1	.5%
CYCLING (BIKE) RACES	1	.5%
CULTURAL	1	.5%
CRAFT FAIR	1	.5%
COWBOY DAY	1	.5%
COPPER SPIKE TRAIN	1	.5%
COPPER SPIKE RR-TRAINS	1	.5%
COOKING RE-ENACTMENT	1	.5%
CONCERTS @ CASINO	1	.5%
CLASS REUNION	1	.5%
CENTER FOR THE ARTS PLAY	1	.5%
CAR SHOWS	1	.5%
CAGE FIGHTING	1	.5%
BUTTERFLY WALK-BTA	1	.5%
BUTTERFLY TOUR	1	.5%
BTA PROGRAMS	1	.5%
BTA-AUSTRALIA DAY	1	.5%
BOXING	1	.5%
BIRTHDAY PARTY	1	.5%
BIRD WALK	1	.5%
BINGO	1	.5%
BICYCLE RACE	1	.5%
BAND PLAYED @ THE CASINO	1	.5%
B-DAY PARTY	1	.5%
AUSTRALIA DAY AT ARBORETUM	1	.5%
AUSTRALIA DAY @ ARBORETUM	1	.5%
AUSTRALIA DAY	1	.5%
ARTS NATIVE CRAFTS	1	.5%
ART WALK	1	.5%
ART SHOW HERE	1	.5%
ART SHOW	1	.5%
ART GALLERIES	1	.5%
ART FESTIVAL	1	.5%
ARBORETUM PLANTS	1	.5%

Attending a special event

ARBORETUM PLANT SALE	1	.5%
ARBORETUM-PRICKLY PEAR CLASS	1	.5%
APACHE SKATEJAM	1	.5%
ANG HISTORIC EVENT	1	.5%
ALCOTHON	1	.5%
1)BESH-BA-GOWAH 2)PICKLE BARREL 3)LA CASITA RESTAU	1	.5%
Total	195	100.0%

Information Sources: Local Merchants

	Count	Column N %
NOFTSGER HILL B&B	5	12.8%
BUCKBOARD CAFE	5	12.8%
PICKLE BARREL	4	10.3%
VISITOR CENTER ROOSEVELT	1	2.6%
UNITED JEWELRY	1	2.6%
UNITED JEWELERS	1	2.6%
TORTILLA FLATS	1	2.6%
TORTILLA FLAT	1	2.6%
SLEEPING BEAUTY TURQUOISE	1	2.6%
SHIRLEYS	1	2.6%
SEVERAL	1	2.6%
SATIN RAZOR BARBERSHOP	1	2.6%
SAN CARLOS	1	2.6%
ROSALEE @NOFTSGERS	1	2.6%
RESOLUTION COPPER	1	2.6%
PICKLE BARRELL	1	2.6%
PICKEL BARREL	1	2.6%
JUDY'S COOKHOUSE	1	2.6%
I LOVE THE DOWNTOWN SHOPS	1	2.6%
HOME GARDEN SHOW	1	2.6%
FUDDY DUDDY'S	1	2.6%
DARIN (AT PICKELBARREL)	1	2.6%
COFFEE SHOP IN GLOBE	1	2.6%
BROCHURE	1	2.6%
BOYCE THOMPSON ARBORETUM	1	2.6%
BESH BA GOWAH	1	2.6%
ANTIQUUE STORE	1	2.6%
AMERICAN LEGION POST 4	1	2.6%
Total	39	100.0%

Information Sources: Visitor Centers

	Count	Column N %
GLOBE MIAMI CHAMBER OF COMMERCE	18	46.2%
FLORENCE	3	7.7%
PHOENIX	2	5.1%
HERE	2	5.1%
CHAMBER OF COMMERCE APACHE JUNCTION	2	5.1%
CHAMBER OF COMMERCE	2	5.1%
VISITOR INFO ARIZONA MILLS	1	2.6%
VISITOR CENTER	1	2.6%
SUPERIOR CHAMBER OF COMMERCE	1	2.6%
PHOENIX HOTELS	1	2.6%
MOTEL BROCHURE	1	2.6%
LOCAL CHAMBER	1	2.6%
GRANDDAUGHTER TO FORMER ACTING MAYOR-ROBERT FITZGERALD	1	2.6%
GLOBE-FABULOUS!	1	2.6%
BOYCE THOMPSON ARBORETUM	1	2.6%
ARIZONA TOURIST CENTER	1	2.6%
Total	39	100.0%

Information Sources: Website or Online

	Count	Column N %
BOYCE THOMPSON WEBSITE	29	23.8%
STATE PARK WEBSITE	10	8.2%
GOOGLE	10	8.2%
AZ CENTRAL	7	5.7%
NOFTSGER WEBSITE	6	4.9%
YAHOO.COM	3	2.5%
CHAMBER OF COMMERCE	3	2.5%
GOOGLED IT	2	1.6%
GOOGLE SEARCH	2	1.6%
CHAMBER	2	1.6%
BUCKBOARD CITY	2	1.6%
AZ TOURISM	2	1.6%
AZ HIGHWAYS	2	1.6%
YAHOO! EVENTS	1	.8%
WEBSITE	1	.8%
VISIT MESA	1	.8%
UNIVERSITY OF ARIZONA	1	.8%
TRAIN	1	.8%
TOURIST SITES	1	.8%
THINGS TO DO IN PHOENIX	1	.8%
SURFING	1	.8%
SOMETHING ABOUT AZ B&B'S	1	.8%
SEARCH OF PHOENIX ATTRACTIONS	1	.8%
SCHOOLHOUSE B&B WEB	1	.8%
MULTIPLE	1	.8%
MAP	1	.8%
INTERNET SEARCH	1	.8%
INTERNET-CHAMBER	1	.8%
I'M A MEMBER OF BTA	1	.8%
HIKING IN AZ	1	.8%
GOOGLE.COM	1	.8%
GOOGLE SEARCH-MULTIPLE SITES	1	.8%
GOLD CANYON RESORT	1	.8%
GLOBEHOMETOUR.ORG	1	.8%
GLOBE CHAMBER OF COM	1	.8%
GLOBE C OF C	1	.8%
GLOBE'S WEBSITE	1	.8%
GILA COUNTY.COM	1	.8%
EMAIL	1	.8%
DON'T REMEMBER	1	.8%
CHMBR WEBSITE-REAL ESTATE	1	.8%

Information Sources: Website or Online

CHAMBER WEBSITE	1	.8%
CHAMBER ONLINE	1	.8%
BUTTERFLY	1	.8%
BIRDING	1	.8%
B&B WEBSITE/STATE & LOCAL LISTING	1	.8%
B&B SITE	1	.8%
B&B'S-GLOBE	1	.8%
B-T ARB. WEBSITE	1	.8%
AZCENTRAL.COM	1	.8%
AZ.COM	1	.8%
AZ GAME & FISH	1	.8%
ARIZONA TOURIST	1	.8%
ARIZONA TOURISM	1	.8%
ARCHEOLOGICAL SEARCH	1	.8%
Total	122	100.0%

Information Sources: Newspaper or Magazine

	Count	Column N %
ARIZONA REPUBLIC	78	60.0%
SUNSET MAGAZINE	8	6.2%
AZ HIGHWAYS	5	3.8%
GLOBE MIAMI TIMES	4	3.1%
USA TODAY	3	2.3%
EAST VALLEY TRIBUNE	3	2.3%
COPPER BASIN	3	2.3%
PHOENIX HOME & GARDEN	2	1.5%
GILBERT TRIBUNE	2	1.5%
AZ DAILY STAR	2	1.5%
TRAILER LIFE	1	.8%
THE ARIZONA REPUBLIC	1	.8%
SSO	1	.8%
SILVER BELT	1	.8%
PHX NEWSPAPER	1	.8%
OLD WEST HWY GUIDE	1	.8%
NEWSPAPER	1	.8%
MESA TRIBUNE	1	.8%
GILA NEWSPAPER	1	.8%
FLORENCE REMINDER	1	.8%
COPPER COUNTRY NEWS	1	.8%
CHANDLER LOCAL PAPER	1	.8%
BOYCE THOMPSON EVENT IN AZ REP	1	.8%
BIRDING WORLD	1	.8%
BIRDERS MAG-ARTICLE BY JIM BURNS	1	.8%
AZ DAILY STAR & GLOBE MIAMI TIMES	1	.8%
ARIZONAN	1	.8%
APACHE JUNCTION NEWS	1	.8%
ACTIVE MOMS MAGAZINE	1	.8%
AAA HIGHROADS	1	.8%
Total	130	100.0%

Information Sources: Guide Book

	Count	Column N %
AAA	18	37.5%
FROMMERS	4	8.3%
WILDLIFE VIEWING ARIZONA	1	2.1%
TRAVELING W/YOU DOG	1	2.1%
SCENIC BYWAYS	1	2.1%
ROAD ATLAS	1	2.1%
NATL GEOGRAPHIC	1	2.1%
NATIONAL GEOGRAPHIC	1	2.1%
NAT. GEO. TRAVELER	1	2.1%
MOON GUIDE	1	2.1%
MIKE RUPP	1	2.1%
MICHELIN	1	2.1%
MESA MAGAZINE	1	2.1%
MESA	1	2.1%
HIDDEN HIGHWAYS	1	2.1%
HIDDEN ARIZONA	1	2.1%
GOLD CANYON	1	2.1%
FODORS: AAA	1	2.1%
FODORS	1	2.1%
EXPLORING AZ	1	2.1%
DAY TRIPS	1	2.1%
BEST DAY TRIPS FROM PHOENIX	1	2.1%
BESH-BA-GOWAH	1	2.1%
BACK ROADS-AZ HIGHWAYS	1	2.1%
AZ TOURBOOK	1	2.1%
AZ GUIDE	1	2.1%
ARIZONA TRAVEL PLANNER	1	2.1%
AAA BACKROADS OF AZ-ROADSIDE	1	2.1%
HISTORY	1	2.1%
Total	48	100.0%

Information Sources: Other source of information

	Count	Column N %
MAP	7	3.2%
WORK	3	1.4%
NOFTSGER HILL B&B INFO	3	1.4%
LIVE HERE	3	1.4%
DRIVING THRU	3	1.4%
BROCHURE	3	1.4%
SAW IT DRIVING THRU ONE DAY	2	.9%
PREVIOUS VISIT	2	.9%
PREVIOUS TRIPS	2	.9%
PERSONAL KNOWLEDGE	2	.9%
NATIVE	2	.9%
JUST PASSING THROUGH	2	.9%
HOTEL	2	.9%
FRIENDS	2	.9%
CHAMBER OF COMMERCE	2	.9%
BOYCE THOMPSON	2	.9%
ZAVALAS, PALACIO'S, CASILLA'S	1	.5%
WORKED IN AREA IN PAST	1	.5%
WORK W/ADOT	1	.5%
WORK RELATED-CARLOTA MINES	1	.5%
WORK IN SUPERIOR	1	.5%
WORK DESTINATION	1	.5%
WINTER VISITOR	1	.5%
WIFE	1	.5%
WE DRIVE AROUND AND EXPLORE WHEN WE ARE HERE	1	.5%
WE ARE MEMBERS	1	.5%
WE'VE BEEN HERE MANY TIMES	1	.5%
VISITING HERE X 30 YRS	1	.5%
VISITING	1	.5%
VISITED BEFORE	1	.5%
VARIOUS MAPS	1	.5%
USED TO LIVE IN CLAYPOOL	1	.5%
USE TO LIVE HERE-SUPERIOR	1	.5%
TRAVELING THROUGH	1	.5%
TRAVELING CURIOSITY	1	.5%
TRAVEL	1	.5%
TRADE SHOW	1	.5%
TOUR REP	1	.5%
TOUR GUILD	1	.5%
TOPO MAP	1	.5%
STUDENT	1	.5%
STATE PARKS	1	.5%

Information Sources: Other source of information

STATE PARK WEBSITE	1	.5%
STATE PARK BROCHURE	1	.5%
SOUTHERN TIER-ADVENTURE CYCLING	1	.5%
SELF DISCOVERY	1	.5%
SEASONAL RESIDENT	1	.5%
SAW SIGNS	1	.5%
SAW IT AS A CHILD	1	.5%
RV BROCHURES	1	.5%
ROTARY CLUB MEMBER	1	.5%
RODE THROUGH	1	.5%
ROCK CLIMBING OAK CREEK	1	.5%
ROAD SIGN	1	.5%
ROAD SIGN-VISITOR INFO	1	.5%
REST AREA	1	.5%
RESIDENT-PHOENIX 4-5 YEARS	1	.5%
REPUBLIC NEWSPAPER	1	.5%
REPEAT VISITS	1	.5%
REPEAT VISITOR	1	.5%
RAND MCNALLY MAP	1	.5%
RAND MCNALLY	1	.5%
PRIOR VISIT	1	.5%
PRIOR TRIP THRU AREA	1	.5%
PREVIOUS KNOWLEDGE	1	.5%
PINAL COUNTY HISTORICAL SOCIETY MUSEUM	1	.5%
PICKED UP BROCHURE AT GLOBE VISITOR INFO CENTER	1	.5%
PERSONAL SEARCH (INFORMAL)	1	.5%
PASSNG BY	1	.5%
PASSING THRU	1	.5%
PASSED ON WAY TO SAFFORD AZ	1	.5%
PAMPHLET	1	.5%
OWN 2ND HOME IN MIAMI	1	.5%
OURSELVES	1	.5%
OSMOSIS	1	.5%
ORIGINALLY PASSED THRU	1	.5%
ORIGINALLY FROM GLOBE	1	.5%
ON OUR ROUTE TO OUR HOUSE IN CHANDLER	1	.5%
OFF MAP RT 77	1	.5%
NO ONE	1	.5%
NEW TO SEE	1	.5%
NEIGHBORS IN RV PARK	1	.5%
NATIVE PHOENICIAN	1	.5%
NATIVE ARIZONAN'S	1	.5%
NATIVE AMERICAN	1	.5%
MY COMPANY	1	.5%
MILA	1	.5%

Information Sources: Other source of information

MESA MAP	1	.5%
MESA CHAMBER COMMERCE	1	.5%
MEMBERS BTA	1	.5%
MEMBER SHOP	1	.5%
MEMBER OF ARBORETUM	1	.5%
MEMBER BTA	1	.5%
MEMBER	1	.5%
MEMBER-BOYCE THOMPSON	1	.5%
MAPS	1	.5%
LONG TIME ARIZONAN	1	.5%
LOCAL RESIDENT	1	.5%
LOCAL KNOWLEDGE	1	.5%
LIVING IN AREA	1	.5%
LIVED HERE WHEN I WAS YOUNGER	1	.5%
LIVED HERE	1	.5%
LIVE OUT HERE	1	.5%
LIVE NEAR FLORENCE	1	.5%
LIVE IN PHOENIX BEEN HERE BEFORE	1	.5%
LIVE IN GILA/PINAL CO	1	.5%
LIVE IN AZ MANY YEARS-WORD OF MOUTH	1	.5%
LIVE IN AZ	1	.5%
LIVE IN AREA	1	.5%
LIVE IN A.J.	1	.5%
LIKE COMING TO BOYCE THOMPSONQ	1	.5%
KOA	1	.5%
KNOW & LIKE AREA	1	.5%
JUST TRAVELLING THRU	1	.5%
JUST ROAMING AZ	1	.5%
JUST DRIVING AROUND FOR THE DAY	1	.5%
JUST A ROADTRIP	1	.5%
JOB RELOCATION	1	.5%
ISAAC SCHOOL DISTRICT	1	.5%
INTERNET	1	.5%
INFO FROM ARBORETUM	1	.5%
I VISIT REGULARLY	1	.5%
I LIVE HERE	1	.5%
I GREW UP IN GLOBE WANTED TO BRING FAMILY HERE	1	.5%
I'VE KNOWN ABOUT GILA CO FOREVER	1	.5%
HWY 60 WEST	1	.5%
HUSBAND WORKSHOP HERE	1	.5%
HOTEL LEAFLOT	1	.5%
HOTEL BROCHURE	1	.5%
HOTEL ADVERTIS	1	.5%
HAVE BEEN HERE PREVIOUSLY	1	.5%
HALFWAY POINT	1	.5%

Information Sources: Other source of information

GREW UP IN MIAMI (AS TODDLER)	1	.5%
GREW UP HERE	1	.5%
GOOGLE MAPS	1	.5%
GOLD CANYON MAG	1	.5%
GLOBE CHAMBER COMMERCE	1	.5%
FRIEND	1	.5%
FAMILY LIVED HERE	1	.5%
EXPLORING	1	.5%
ENTERTAINMENT BOOK	1	.5%
ENROUTE TO PINETOP	1	.5%
EMAIL	1	.5%
ECON GEOLOGY	1	.5%
DROVE TOWARDS SEDONA BUT STOPT HERE TO OVERNIGHT	1	.5%
DRIVING THRU FOR TRAVEL WORKQ	1	.5%
DRIVING THROUGH	1	.5%
DRIVING PAST	1	.5%
DRIVING BY	1	.5%
DRIVE THRU	1	.5%
DRIVE BY	1	.5%
DRIVE-THRU	1	.5%
DR. DAGGETT	1	.5%
DON'T KNOW BROCHURE	1	.5%
DEATH OF RELATIVE	1	.5%
DAUGHTER LEADS DRAGON FLY WALKS	1	.5%
DAUGHTER	1	.5%
CURIOSITY	1	.5%
COPPER PARROT	1	.5%
CHAMBER	1	.5%
CHAM OF COMM/VISITOR CTR	1	.5%
CASINO	1	.5%
BUSINESS	1	.5%
BTA MEMBERS	1	.5%
BROTHER	1	.5%
BROCHURES @ REST STOP	1	.5%
BROCHURE IN RV PARK	1	.5%
BOYCE THOMPSON ARBORETUM	1	.5%
BORN IN THIS AREA	1	.5%
BORN IN AZ	1	.5%
BORN HERE	1	.5%
BOOKS	1	.5%
BOOK "SLEEPING WITH GHOSTS"	1	.5%
BIRD WATCHING GOOGLED	1	.5%
BILLBOARD	1	.5%
BEEN HERE BEFORE	1	.5%

Information Sources: Other source of information

BEEN COMING UP HERE FOR YEARS	1	.5%
B&B STAYED AT	1	.5%
AZ REPUBLIC SUNDAY EDITION	1	.5%
AWARE	1	.5%
AUDUBON	1	.5%
ARIZONA ROAD MAP	1	.5%
ARIZONA ROAD ATLAS	1	.5%
ARIZONA NATIVE	1	.5%
ARBORETUM/FLAGSTAFF	1	.5%
ARBORETUM MEMBER	1	.5%
ARBORETUM	1	.5%
APACHE GOLD CASINO	1	.5%
ANTIQUE MAP	1	.5%
ALL MY LIFETIME LIKED THE AREA	1	.5%
AJAX, WORK	1	.5%
ADVENTURE CYCLING MAP	1	.5%
AAA BOOK AZ	1	.5%
AAA BOOK	1	.5%
AAA	1	.5%
7TH YEAR TO VISIT	1	.5%
Total	222	100.0%