

Town of Provincetown

Visitor's Survey

Summer 2005



Prepared for the MCC Adams Grant Task Force
and the Provincetown Economic Development Council by



This project is funded in part by the
Massachusetts Cultural Council, a state agency.



December 2005

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Nina Galipeau, B.A., Sociology
Research Associate

Andrea Davis, Sociology
Assistant to the Director

ADJUNCT RESEARCH ASSOCIATES

Jeffrey Robinson, M.P.A., Public Administration
UMass Dartmouth Controller

Paul Vigeant, M.A., Public Administration
SouthCoast Development Partnership

Correspondence and inquiries should be addressed to: Center for Policy Analysis, University of Massachusetts Dartmouth, 285 Old Westport Road, North Dartmouth, Massachusetts 02747-2300 (telephone: 508-990-9660; fax: 508-999-8374).

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Website URL: www.umassd.edu/cfpa

Principal Authors: David R. Borges, Clyde W. Barrow, and Nina Galipeau

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Polling and Program Evaluation Research Series No. 40

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EXECUTIVE SUMMARY

The Center for Analysis at the University of Massachusetts Dartmouth was retained to conduct a survey of Provincetown's visitors. This data will be utilized to develop marketing strategies that focus on the links between the town's cultural assets and the goals of increasing participation rates in cultural endeavors and increasing business at local establishments, such as restaurants, lodging facilities, and shops. This survey is the first of two parts and covers the summer of 2005. Two hundred and fifty-three (253) surveys were completed, for a margin of error of +/- 6.1 percent at the 95 percent confidence level. Results include:

- Respondents reside in twenty-three different states as well as Puerto Rico. More than thirty percent of respondents (30.1%) live in Massachusetts, while a high percentage of respondents also live in New York (20.7%) and Connecticut (11.0%).
- Nearly 4 in 5 respondents (79.4%) indicate that the purpose of their trip is for vacation, while almost half (45.1%) are in Provincetown for entertainment/sightseeing. Smaller percentages of respondents listed other reasons for their trip, including outdoor activities (19.4%), visiting friends and relatives (15.0%), and cultural activities (8.3%).
- Nearly eighty percent of respondents (77.9%) indicate that they have dined since arriving in Provincetown, while 77.5 percent have shopped, 58.4 percent went sightseeing, and 56.1 percent engaged in outdoor activities. Smaller percentages of respondents listed activities such as visiting art galleries (36.8%), nightlife (28.9%), whale watching (19.0%), and visiting friends and relatives (16.2%). Respondents are least likely to have taken a class (2.8%), attended a cabaret (9.9%), gone to the theater (11.5%), or visited a museum (11.9%).

Results of Specific Cultural Offerings and Attractions

- Respondents were asked if they are aware of various cultural offerings, if they have visited these attractions, and if the attractions were easy to find. Respondents are most aware of Provincetown's art galleries (87.0%), the Pilgrim Monument and Museum (81.1%), and the Provincetown Theater (64.5%), while they are least aware of Campus Provincetown (11.0%) and Great Music - Sundays at Five (12.6%). Less than half of the respondents are aware of nine of the twelve cultural offerings listed on the survey.
- As one might expect, respondents were most likely to have visited or planned to visit the cultural offerings that they know most about. Similarly, the more popular the cultural offering, the more likely that respondents were able to find it easily.
- The most enjoyable/satisfying activities indicated by respondents are the Pilgrim Monument and Museum (65.9% very enjoyable), art galleries (58.7% very enjoyable), the Art Association and Museum (56.0% very enjoyable), WOMR (55.6% enjoyable), the Portuguese Festival (52.1% very enjoyable), and the Provincetown Theater (50.0% very enjoyable).

- The most important reason for respondents' coming to Provincetown are Provincetown's history (67.7% very/somewhat important), art galleries (60.7% very/somewhat important), the Pilgrim Monument (51.4% very/somewhat important), Provincetown Theater (35.9% very/somewhat important), and the Fine Arts Work Center (30.3% very/somewhat important). The least important reasons for visiting Provincetown indicated by respondents are Campus Provincetown (14.0% very/somewhat important) and Great Music - Sundays at Five (17.2% very/somewhat important), WOMR (18.1% very/somewhat important), and Truro Center for the Arts (18.2% very/somewhat important).
- Respondents were asked if they are more likely to return to Provincetown as a result of visiting the attraction. Respondents are more likely to return to Provincetown because of its art galleries (72.0%) and Pilgrim Monument (61.4%). Lower percentages of respondents are more likely to return after visiting the Provincetown Theater (48.7%), Portuguese Festival (46.3%), Art Association and Museum (43.5%), the International Film Festival (38.6%), Fine Arts Work Center (36.9%), Wydah Museum (35.3%), WOMR (32.7%), Truro Center for the Arts (32.1%), Great Music (29.6%), and Campus Provincetown (22.6%).
- More than sixty percent of respondents (61.7%) find it very easy to get to the places that most interest them in Provincetown, while 29.6 percent find it somewhat easy and 2.2 percent find that it is not easy.
- More than seventy percent of respondents (71.5%) agree that the signage in Provincetown helps visitors to find cultural attractions, while 28.5 percent feel that the signage does not help to find the attractions.

Length of Stay/Lodging Data

- Eighty-five percent of respondents (84.9%) primarily live off Cape.
- Forty-seven percent of respondents (46.7%) are staying overnight in Provincetown. The average length of stay is 13.5 days. Of those who are staying overnight, 88.2 percent live primarily off-Cape and 11.8 percent live on Cape Cod.
- More than half of respondents (52.0%) are staying elsewhere on the Cape. The average length of stay is 10.8 days. Thus, the majority of survey respondents (N=229) are staying either in Provincetown or somewhere else on Cape Cod and are not simply visiting the Cape for the day.
- In terms of the type of lodging in which respondents are staying, nearly a third (32.1%) are staying in a hotel/motel, while 23.5 percent are staying in a private home. Smaller percentages of respondents are staying in a condominium/time share (11.3%), bed and breakfast (8.6%), their own property (6.3%), or recreational vehicle/tent (6.5%).

Personal Information

- The majority of respondents (79.6%) arrived in Provincetown by motor vehicle.
- More than eighty percent of respondents (83.5%) have visited an area outside of Provincetown, while 16.5 percent have not.
- More than half of respondents (55.3%) are between the ages of 35 to 55, while 27.4 percent are over 55 and 16.6 percent are under age 35.
- More than a third of respondents (34.7%) have members in their party that are under the age of eighteen. The average number of persons under eighteen years of age in each party is 2.6.
- More than half of respondents (53.5%) have a household income between \$50,000 and \$150,000, while 19.1 percent have a household income of \$150,000 or more and 14.3 percent have a household income below \$50,000.

Spending Information

- Almost all respondents spent money in Provincetown. Respondents were most likely to spend money on food (80.6%), but the largest amount of money was spent on lodging. The average party size is 3.5 persons. As one might expect, respondents with a larger party size spent more money than respondents who were among smaller groups or by themselves.
- Respondents were asked how they found out about Provincetown. More than half of respondents (56.5%) knew about Provincetown because they have visited here in the past. Twenty-nine percent of respondents (28.9%) found out about Provincetown from a friend, while smaller percentages of respondents found out about the town through other means.
- More than a quarter of respondents (27.6%) considered an alternative destination to Provincetown when making their travel plans.
- The largest percentages of respondents consulted the Internet (44.3%), friends and family (35.6%), and travel guides (22.1%) to find more information about Provincetown.

Satisfaction with Amenities and Activities

- Respondents are satisfied with most amenities and activities offered in Provincetown, especially the accommodations (71.8% very satisfied), outdoor activities (70.6% very satisfied), courses/classes (68.4% very satisfied), and restaurants (60.1% very satisfied).

1.00 INTRODUCTION

Tourism provides more jobs in Provincetown than any other sector of the local economy. While other industries, such as fishing, construction, real estate, health care, and education exist, tourism is the town's main industry. Despite a healthy tourism season in the summer months and other local successes, Provincetown faces a number of critical economic challenges due to a shrinkage in the number of year-round residents, increased unemployment in the off-season, and more than 50 percent of residential properties used as second-homes (often during the summer months only). Moreover, with significant limits on available land, restricted resources such as fresh water and waste disposal sites, and a fragile environment, Provincetown's economic development options are highly constrained. As a result, tourism will remain a critical and central element of the local economy.

Chapter 178 of the Acts of 1996 provides that forty-five percent (45%) of Provincetown's local room tax proceeds are deposited in the Tourism Fund for purposes that "market, beautify, and enhance tourism" in Provincetown. With the recent and consistent decline in room tax revenues, no projected increase in revenues is predicted for FY 2006 or beyond. The Visitors' Services Bureau (VSB), which administers the Fund, intends to establish an aggressive comprehensive marketing plan for Provincetown. The VSB has identified cultural/arts tourism as a primary market for FY 2006. The intent is to target tourist demographics and to design procedures to continually review and adjust to those demographics and interests.

The Center for Analysis at the University of Massachusetts Dartmouth is being retained to conduct a survey of Provincetown's visitors. This data will be utilized to develop marketing strategies that focus on the links between the town's cultural assets and the goals of increasing participation rates in cultural endeavors and increasing business at local establishments, such as restaurants, lodging facilities, and shops. This survey is the first of two parts and covers the summer of 2005.

2.00 METHODOLOGY AND SURVEY TABULATION

Visitor data was obtained through an intercept survey. The survey was conducted in the Town of Provincetown by two trained Center for Policy Analysis personnel using a survey instrument to be developed by the Center for Policy Analysis and approved by the Provincetown Economic Development Task Force prior to its implementation.

The survey was administered to visitors on two occasions over a two day period in August of 2005 (Need dates here). Two hundred and fifty-three (253) surveys were completed, for a margin of error of +/- 6.1 percent at the 95 percent confidence level. The survey data was analyzed using the Statistical Program for the Social Sciences (SPSS) data analysis software package. The data analysis includes descriptive statistics (e.g., frequencies) and measures of central tendency (e.g., averages or medians). A copy of the survey instrument can be found in Appendix A.

3.00 SURVEY RESULTS

3.10 STATE OF RESIDENCE/PURPOSE OF TRIP

3.11 State of Residence

Respondents reside in twenty-three different states as well as Puerto Rico. More than thirty percent of respondents (30.1%) live in Massachusetts, while a high percentage of respondents also live in New York (20.7%) and Connecticut (11.0%). A detailed list of residence by town can be found in Appendix B.

Table 1

State of Residence		
State	Number	Percent
Massachusetts	74	30.1%
New York	51	20.7%
Connecticut	27	11.0%
New Jersey	21	8.5%
Pennsylvania	14	5.7%
California	12	4.9%
New Hampshire	8	3.3%
Wash., DC/Maryland	7	2.8%
Michigan	5	2.0%
Illinois	5	2.0%
Rhode Island	3	1.2%
Florida	3	1.2%
Maine	2	0.8%
Virginia	2	0.8%
Indiana	2	0.8%
Vermont	1	0.4%
North Carolina	1	0.4%
Kentucky	1	0.4%
Missouri	1	0.4%
Louisiana	1	0.4%
Idaho	1	0.4%
Utah	1	0.4%
Arizona	1	0.4%
Nevada	1	0.4%
Puerto Rico	1	0.4%

3.12 What is the purpose of your trip to Provincetown?

Nearly 4 in 5 respondents (79.4%) indicate that the purpose of their trip is for vacation, while almost half (45.1%) are in Provincetown for entertainment/sightseeing. Smaller percentages of respondents listed other reasons for their trip, including outdoor activities (19.4%), visiting friends and relatives (15.0%), and cultural activities (8.3%).

Table 2

	Frequency	Percent
vacation	201	79.4%
entertainment/sightseeing	114	45.1%
outdoor activities	49	19.4%
visiting friends/relatives	38	15.0%
cultural activities	21	8.3%
other	11	4.3%
business	10	4.0%
conference/seminar	5	2.0%
taking classes	3	1.2%

“Other reasons” include:

- own time share at Harbor Hills
- beach
- dog watching; shopping with dog
- fishing
- jet ski, kayak, bike
- needed out of Boston
- relive my youth
- shopping
- summer stay
- working for the summer

3.20 HOW DID YOU SPEND YOUR TIME SINCE ARRIVING IN PROVINCETOWN?

Respondents were asked how they have spent their time since arriving in Provincetown. Nearly eighty percent of respondents (77.9%) indicate that they have dined since arriving in Provincetown, while 77.5 percent have shopped, 58.4 percent went sightseeing, and 56.1 percent engaged in outdoor activities. Smaller percentages of respondents listed activities such as visiting art galleries (36.8%), nightlife (28.9%), whale watching (19.0%), and visiting friends and relatives (16.2%). Respondents are least likely to have taken a class (2.8%), attended a cabaret (9.9%), gone to the theater (11.5%), or visited a museum (11.9%).

Table 3

	Frequency	Percent
restaurant/dining	197	77.9%
shopping	196	77.5%
sightseeing	148	58.4%
outdoor activities	142	56.1%
art galleries	93	36.8%
nightlife	68	28.9%
whale watching	48	19.0%
visiting friends/relatives	41	16.2%
museums	30	11.9%
theater	29	11.5%
cabaret	25	9.9%
other	24	9.5%
taking a class	7	2.8%

“Other” activities include:

- art auctions
- being happy, gay, and safe (N=2)
- dog walking
- finding out what's going on in Provincetown
- having snacks
- library
- light houses
- movies
- people watching/star gazing
- performing at Sea Dog Restaurant
- Squealing pig/Euro
- walking/wandering (N=2)

3.30 RESULTS OF SPECIFIC CULTURAL OFFERINGS AND ATTRACTIONS

3.31 Are you aware of the following cultural offerings and did you visit any of them?

Respondents were asked if they are aware of various cultural offerings, if they have visited these attractions, and if the attractions were easy to find. Respondents are most aware of Provincetown's art galleries (87.0%), the Pilgrim Monument and Museum (81.1%), and the Provincetown Theater (64.5%), while they are least aware of Campus Provincetown (11.0%) and Great Music - Sundays at Five (12.6%). Less than half of the respondents are aware of nine of the twelve cultural offerings listed on the survey.

As one might expect, respondents were most likely to have visited or planned to visit the cultural offerings that they know most about. Similarly, the more popular the cultural offering, the more likely that respondents were able to find it easily, although less than half of respondents were able to easily find Great Music - Sundays at Five (46.7%) and Campus Provincetown Courses (37.5%). Table 4 is sorted by the percentage of respondents who knew about the cultural offering, while Figure 1, Figure 2, and Figure 3 present the data for each question in chart form.

Table 4
Percent "Yes" Responses

	Know about it?	Did you/ plan to go?	Able to find it easily?
Art Galleries	87.0%	59.6%	96.5%
Pilgrim Monument & Provincetown Museum	81.1%	44.9%	96.6%
Provincetown Theater	64.5%	20.1%	77.1%
Provincetown Art Association & Museum	43.0%	20.2%	85.7%
Provincetown International Film Festival	41.4%	13.8%	70.8%
Portuguese Festival	36.2%	15.9%	64.0%
Whydah Museum	34.6%	20.6%	61.0%
Fine Arts Work Center	33.3%	14.4%	72.4%
WOMR	23.3%	10.9%	61.9%
Truro Center for the Arts at Castle Hill	23.2%	7.9%	52.6%
Great Music - Sundays at Five	12.6%	9.2%	46.7%
Campus Provincetown/Courses	11.0%	5.4%	37.5%

“Other” offerings listed by respondents are:

- Birdman
- Blessing of the Fleet
- Carnival (N=5)
- Comedy Show (N=2)
- Fishing
- Jet Ski
- UU Church
- Billiards for the uncoordinated
- PIG/Euro
- pool
- Provincetown Inn art murals

Figure 1

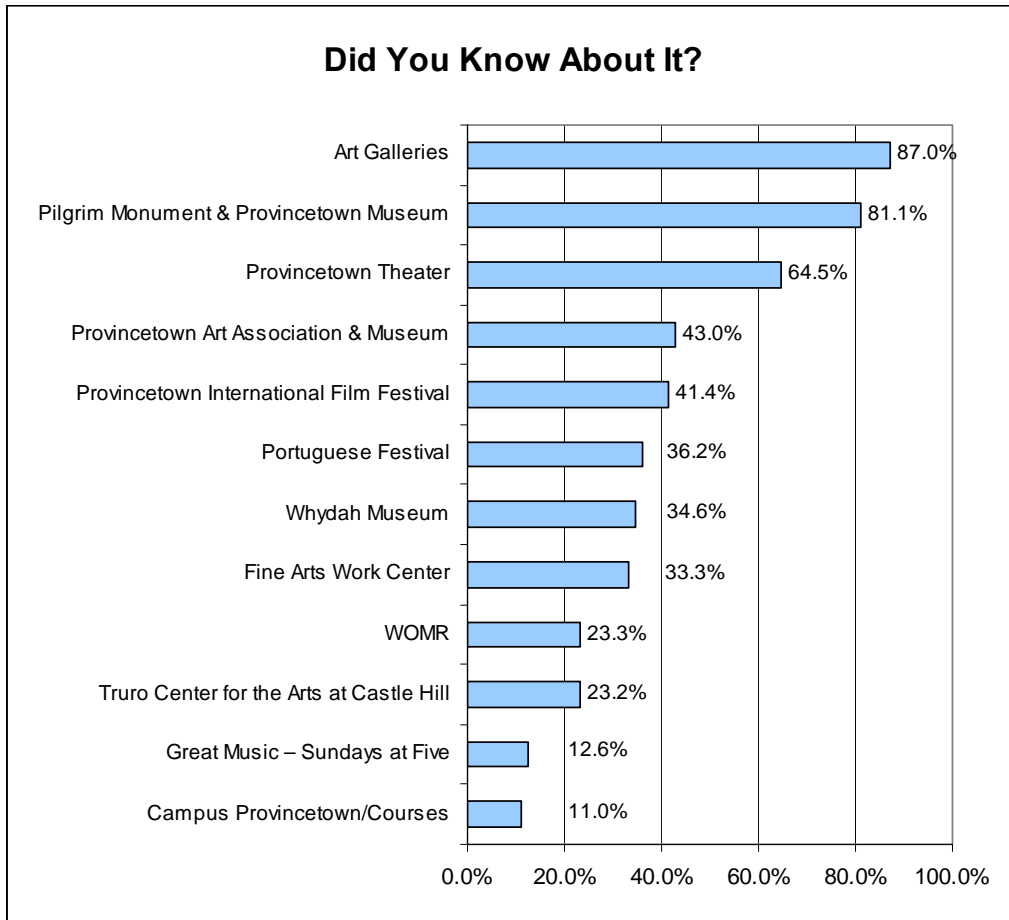


Figure 2

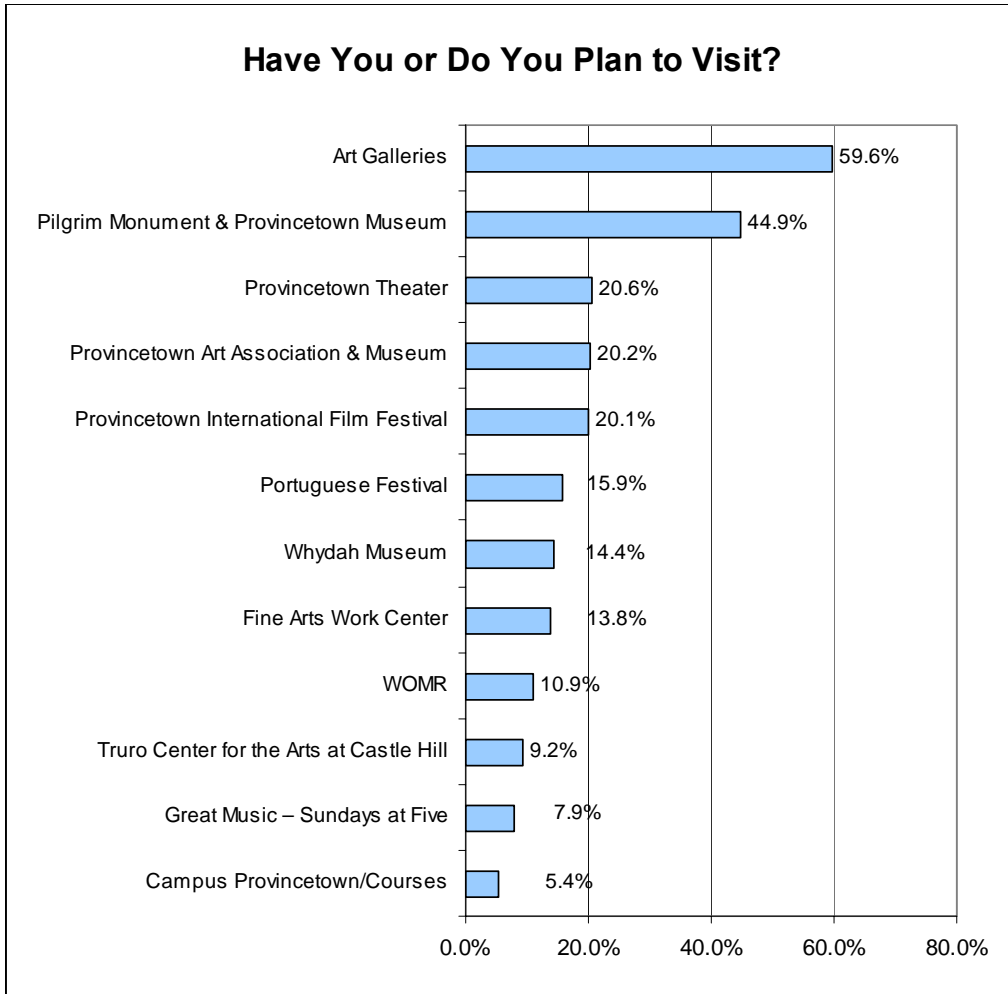
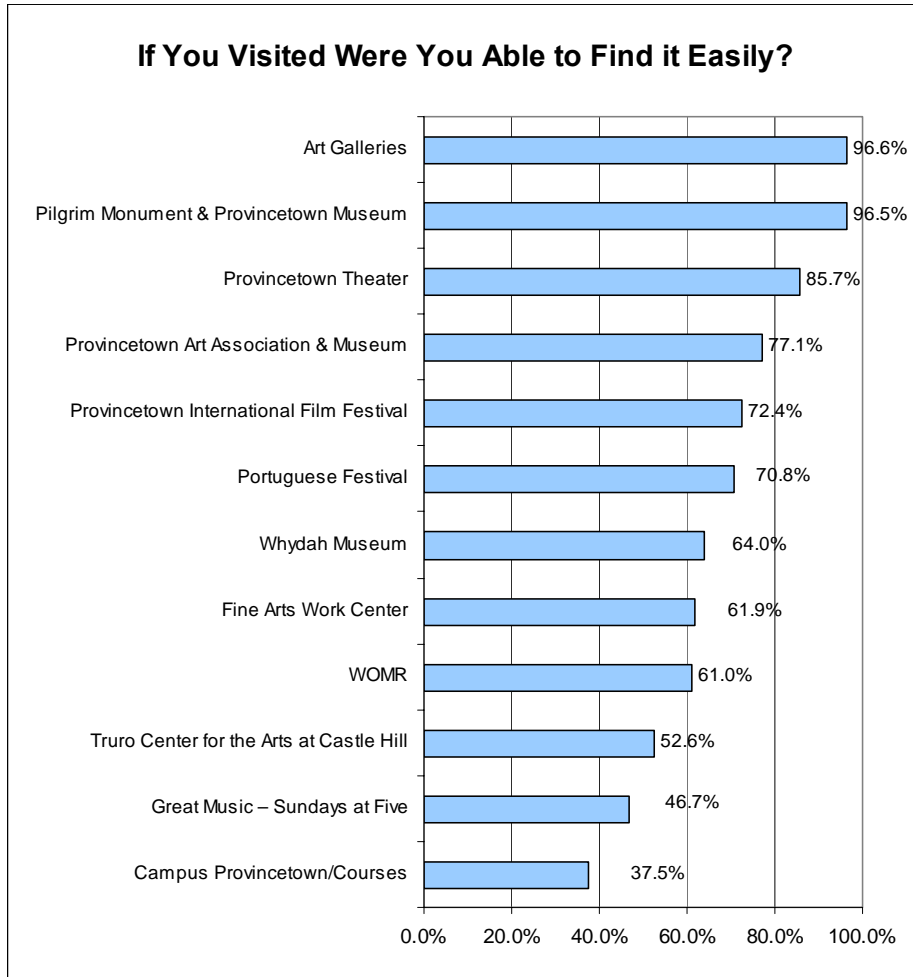


Figure 3



3.32 How important were the following in your coming to Provincetown?

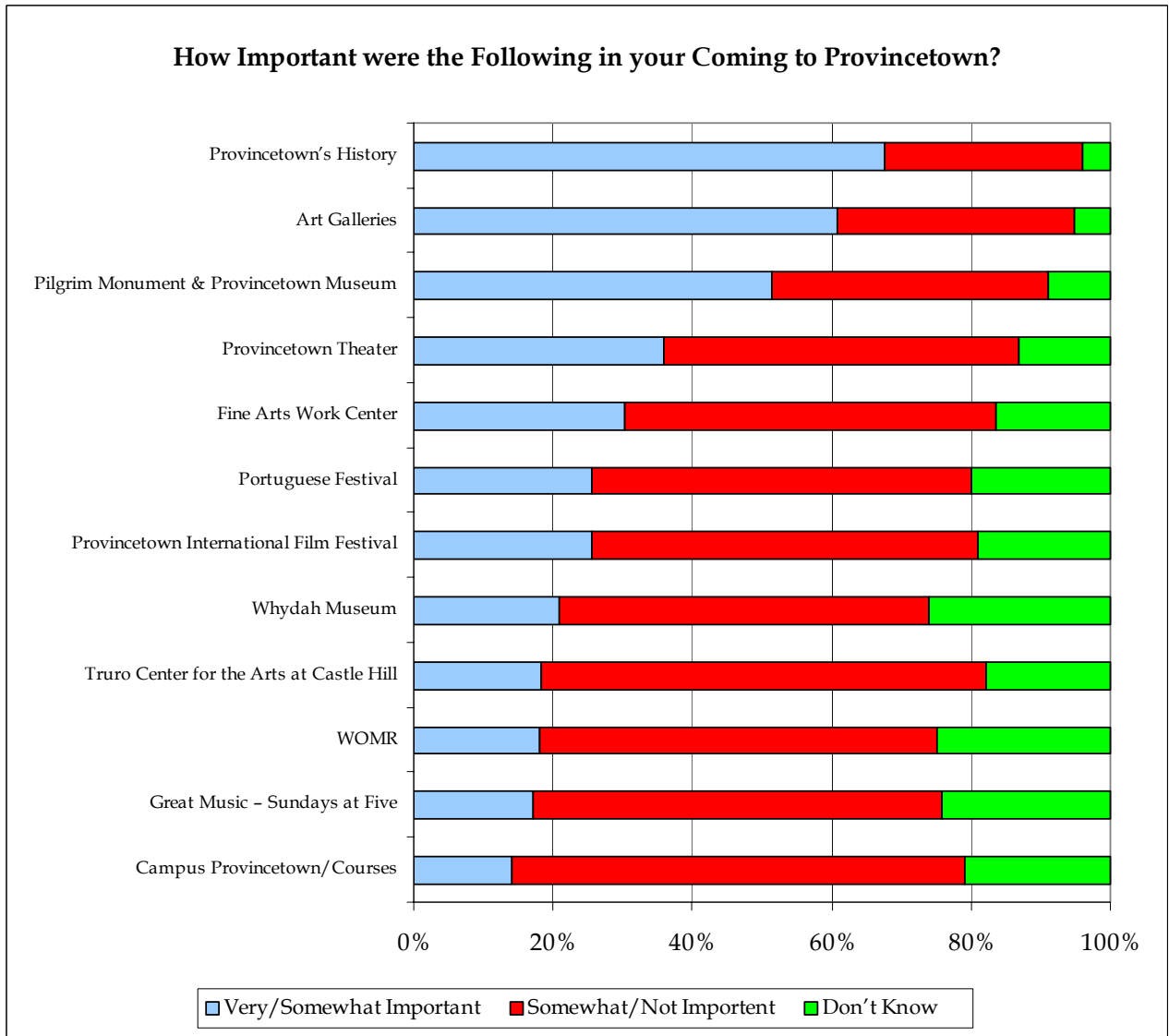
The most important reason for respondents' coming to Provincetown are Provincetown's history (67.7% very/somewhat important), art galleries (60.7% very/somewhat important), the Pilgrim Monument (51.4% very/somewhat important), Provincetown Theater (35.9% very/somewhat important), and the Fine Arts Work Center (30.3% very/somewhat important). The least important reasons for visiting Provincetown indicated by respondents are Campus Provincetown (14.0% very/somewhat important) and Great Music - Sundays at Five (17.2% very/somewhat important), WOMR (18.1% very/somewhat important), and Truro Center for the Arts (18.2% very/somewhat important).

Table 5 is sorted by the percentage of "very important" responses. Figure 4 presents the data by combining the percentage of "very important/somewhat important" and "somewhat unimportant/not important" categories.

Table 5

	Very Important	Somewhat Important	Somewhat Unimportant	Not Important	Don't Know
Provincetown's History	36.2%	31.5%	12.5%	15.9%	3.9%
Art Galleries	24.1%	36.6%	12.0%	22.2%	5.1%
Pilgrim Monument & Museum	23.8%	27.6%	11.2%	28.5%	8.9%
Fine Arts Work Center	12.7%	17.6%	17.1%	36.1%	16.6%
Portuguese Festival	12.5%	13.0%	14.5%	40.0%	20.0%
Great Music - Sundays at Five	11.6%	5.6%	17.7%	40.9%	24.2%
Provincetown Theater	10.2%	25.7%	18.0%	33.0%	13.1%
WOMR	9.3%	8.8%	16.1%	40.9%	24.9%
International Film Festival	8.8%	16.7%	16.7%	38.7%	19.1%
Truro Center for the Arts at Castle Hill	7.9%	10.3%	18.7%	45.3%	17.7%
Campus Provincetown	7.5%	6.5%	18.0%	47.0%	21.0%
Whydah Museum	6.2%	14.7%	12.3%	40.8%	26.1%

Figure 4



3.33 To what extent did the following activities make your visit to Provincetown more enjoyable or satisfying?

Respondents were asked the extent to which various activities made their visit to Provincetown more enjoyable or satisfying. The most enjoyable/satisfying activities for respondents are the Pilgrim Monument and Museum (65.9% very enjoyable), art galleries (58.7% very enjoyable), the Art Association and Museum (56.0% very enjoyable), WOMR (55.6% enjoyable), the Portuguese Festival (52.1% very enjoyable), and the Provincetown Theater (50.0% very enjoyable).¹ Figure 5 is sorted by the percentage of “very enjoyable” responses.

Table 6

	Very Enjoyable	Somewhat Enjoyable	Not Enjoyable
Pilgrim Monument & Provincetown Museum	65.9%	28.7%	5.4%
Art Galleries	58.7%	35.5%	5.8%
Art Association and Museum	56.0%	28.0%	16.0%
WOMR	55.6%	22.2%	22.2%
Portuguese Festival	52.1%	29.2%	18.8%
Provincetown Theater	50.0%	32.8%	17.2%
Whydah Museum	47.9%	31.3%	20.8%
Fine Arts Work Center	40.8%	42.9%	16.3%
International Film Festival	38.6%	31.8%	29.5%
Great Music – Sundays at Five	37.8%	40.5%	21.6%
Truro Center for the Arts at Castle Hill	36.8%	36.8%	26.3%
Campus Provincetown/Courses	31.3%	34.4%	34.4%

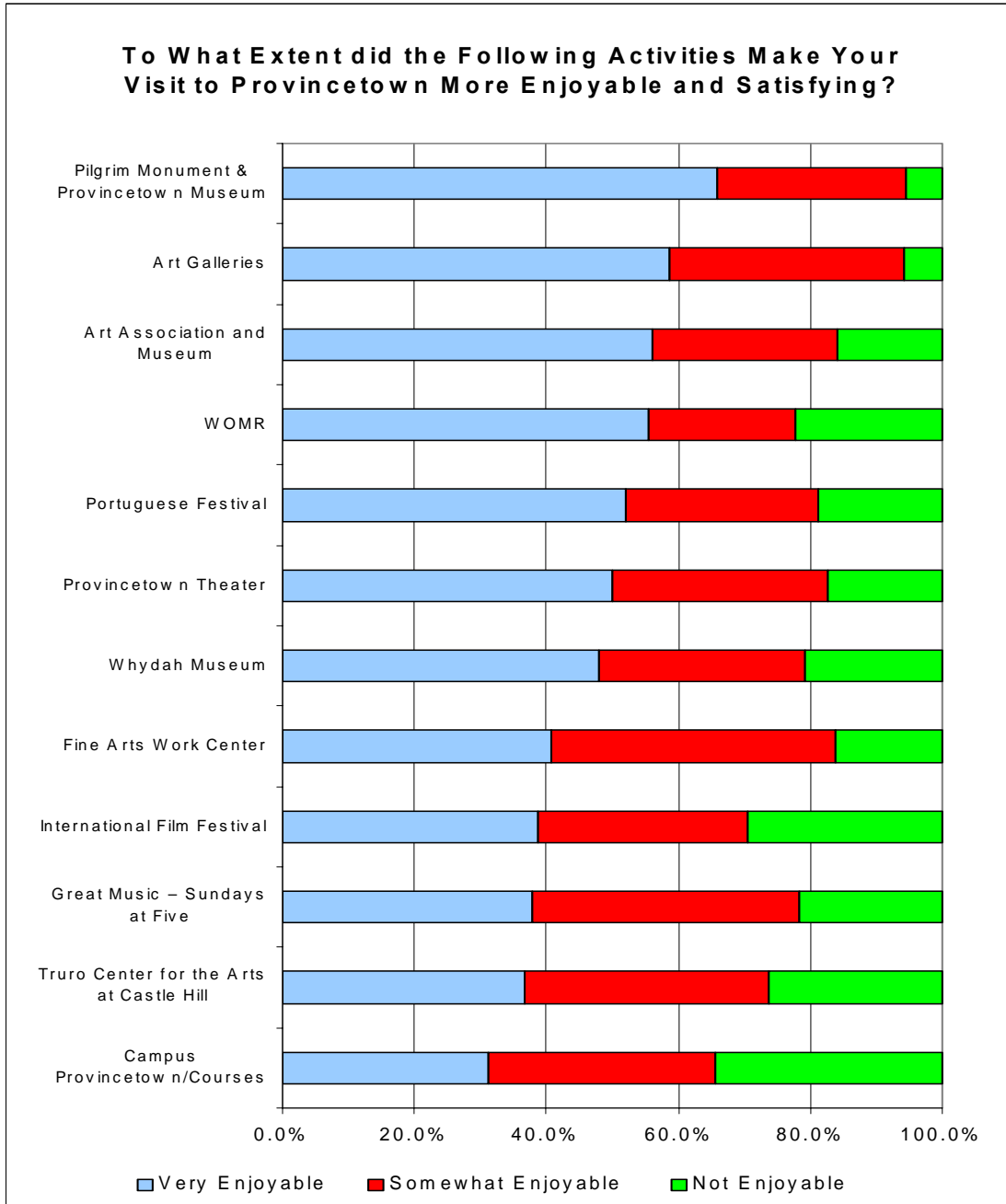
Other activities were listed and rated as very enjoyable. These include:

- ambiance
- beach (N=3)
- being lesbian
- Blessing of Fleet
- carnival (N=3)
- dancing/clubs
- Donald MacMillan
- dunes
- herring cove
- jet ski
- national park programs
- natural beauty
- nightlife (tea dance)

¹ The data in Table 6 does not include “don’t know” responses as nearly all of these respondents did not visit the attraction.

- open environment for gays
- people
- restaurants
- safe and accepted
- shopping (N=3)
- Squealing Pig/Euro
- the people

Figure 5



3.34 As a result of visiting this attraction, are you more likely to return to Provincetown?

Respondents were asked if they are more likely to return to Provincetown as a result of visiting the attraction. Respondents are more likely to return to Provincetown because of its art galleries (72.0%) and Pilgrim Monument (61.4%). Lower percentages of respondents are more likely to return after visiting the Provincetown Theater (48.7%), Portuguese Festival (46.3%), Art Association and Museum (43.5%), the International Film Festival (38.6%), Fine Arts Work Center (36.9%), Wydah Museum (35.3%), WOMR (32.7%), Truro Center for the Arts (32.1%), Great Music (29.6%), and Campus Provincetown (22.6%). Table 7 and Figure 6 are sorted by the percentage of yes responses.

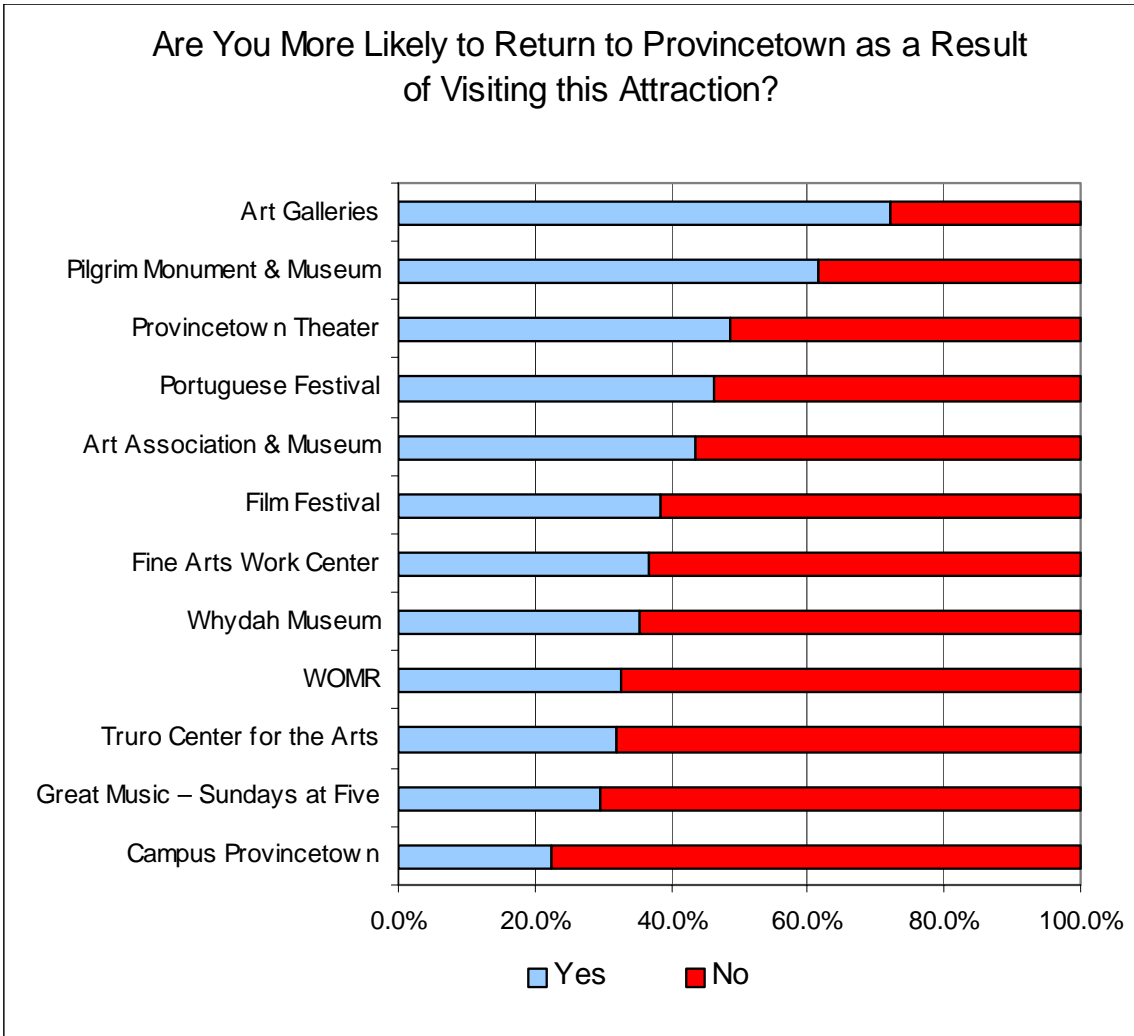
Table 7

	Yes	No
Art Galleries	72.0%	28.0%
Pilgrim Monument & Provincetown Museum	61.4%	38.6%
Provincetown Theater	48.7%	51.3%
Portuguese Festival	46.3%	53.7%
Art Association and Museum	43.5%	56.5%
International Film Festival	38.6%	61.4%
Fine Arts Work Center	36.9%	63.1%
Whydah Museum	35.3%	64.7%
WOMR	32.7%	67.3%
Truro Center for the Arts at Castle Hill	32.1%	67.9%
Great Music - Sundays at Five	29.6%	70.4%
Campus Provincetown/Courses	22.6%	77.4%

“Other” attractions listed by respondents that would make them return include:

- architecture
- beach (N=5)
- being lesbian
- birdman
- boardwalk
- bookstores, west end
- boyfriend
- carnival (N=5)
- culture/ diversity (N=2)
- dining/sightseeing
- family
- flowers
- friendliness
- gay openness (N=4)
- herring cove
- high heel parade
- jet skiing (N=2)
- national park programs
- national seashore/ dunes
- natural beauty
- people (N=3)
- people watching
- restaurants
- shopping (N=5)
- whale watching (N=4)

Figure 6



3.40 HOW EASY IS IT TO GET TO THE PLACES THAT MOST INTEREST YOU IN PROVINCETOWN?

More than sixty percent of respondents (61.7%) find it very easy to get to the places that most interest them in Provincetown, while 29.6 percent find it somewhat easy and 2.2 percent find that it is not easy.

Table 8

	Frequency	Percent
very easy	142	61.7%
somewhat easy	68	29.6%
not easy	15	6.5%
not applicable	5	2.2%

Comments include:

- Wish streets could be kept cleaner
- A tour bus is needed in town
- [It is easy to navigate} after you've come a few years
- Close off streets all week long for traffic on Commercial after 6pm
- Difficult to park
- Driving on Commercial St was tedious
- Fast boat - Boston
- Good shuttle bus
- Herring Cove Beach has no steps to get down to the beach. A disabled person could find it extremely difficult - there is also no ramp
- It's fun on the way there anyway
- Lots of foot and car traffic - somewhat difficult
- No cars should be allowed on Commercial St
- On street/ public parking difficult
- parking (N=4)
- Shuttle is great/nice (N=2)
- Shuttle service times could be clearer
- Stop traffic on Commercial St - Johnson to Winthrop
- Too much traffic (N=5)
- Very crowded
- Walking is easy

3.50 WHAT TYPE OF TRANSPORTATION WOULD BE HELPFUL TO GET TO THE CULTURAL ATTRACTIONS?

Respondents were asked the type of transportation that would be helpful to get to Provincetown's cultural attractions. This was an open-ended question and the responses are:

- affordable and frequent shuttles
- any kind
- bicycle/bicycle exchanges (N=7)
- boat
- bus (N=17)
- cab
- close Commercial to cars - pedestrians and bike only! (and deliveries) (N=5)
- community transportation
- enjoy walking
- ferry
- horse and buggy
- horses
- love the shuttle bus and love to walk
- make bike rentals/parking as affordable as possible
- make Commercial St. a pedestrian mall w/ pedicabs in summer
- make the shuttle bus run as frequently as affordable
- maybe some more signs
- more bike racks
- more free parking
- more frequent bus service on Rt. 6 and Rt. 28 (N=2)
- more parking
- more shuttles/improved and free shuttle service (N=2)
- more trolleys
- none (N=6)
- pedi cabs
- personal car (N=2)
- public transportation
- rail
- shuttle - more stops in town/more frequency (N=3)
- shuttle (N=9)
- shuttles - free
- subway
- taxi (N=2)
- tour bus loop
- train or regular ferry from other Cape towns
- train service (N=3)
- trolley (N=21)
- unaware of what's available
- vespa

- walk or bike everywhere (N=7)
- we don't need any - everything is close by
- we liked the trolley

3.60 DOES THE SIGNAGE IN PROVINCETOWN HELP VISITORS TO FIND CULTURAL ATTRACTIONS?

More than seventy percent of respondents (71.5%) agree that the signage in Provincetown helps visitors to find cultural attractions, while 28.5 percent feel that the signage does not help to find the attractions.

Table 9

	Frequency	Percent
yes	153	71.5%
no	61	28.5%

Comments regarding signage include:

- better displays
- bigger
- could be better displayed
- could be better
- I've never seen one
- just haven't seen many signs
- larger, so I can read it!
- more preliminary signs
- more signs (1) P.A.A.M (2) Monument
- no cars
- no cars on main road
- requires more signs
- Rt. 6 sign is older than I am
- signs could be easier to read, but add to the charm and character of the town
- signs were good
- street signs have only one street on them, we went around and around
- uniform signage
- where is the signage?
- WOMR should get more advertising, sidewalk sign is not enough

3.70 LENGTH OF STAY/LODGING DATA

3.71 Do you primarily live off-Cape?

Eighty-five percent of respondents (84.9%) primarily live off Cape.

Table 10

	Frequency	Percent
yes	202	84.9%
no	36	15.1%

3.72 Are staying overnight in Provincetown?

Forty-seven percent of respondents (46.7%) are staying overnight in Provincetown. The average length of stay is 13.5 days. Of those who are staying overnight, 88.2 percent live primarily off-Cape and 11.8 percent live on Cape Cod.

Table 11

	Frequency	Percent
yes	112	46.7%
no	128	53.3%

3.73 Are you staying elsewhere on the Cape?

More than half of respondents (52.0%) are staying elsewhere on the Cape. The average length of stay is 10.8 days. Thus, the majority of survey respondents (N=229) are staying either in Provincetown or somewhere else on Cape Cod and are not simply visiting the Cape for the day.

Table 12

	Frequency	Percent
yes	117	52.0%
no	108	48.0%

3.74 In which type of lodging are you staying?

In terms of the type of lodging in which respondents are staying, nearly a third (32.1%) are staying in a hotel/motel, while 23.5 percent are staying in a private home. Smaller percentages of respondents are staying in a condominium/time share (11.3%), bed and breakfast (8.6%), their own property (6.3%), or recreational vehicle/tent (6.5%).

Table 13

	Frequency	Percent
hotel/motel	71	32.1%
private home	52	23.5%
other	26	11.8%
condominium/time share	25	11.3%
bed & breakfast	19	8.6%
own property	14	6.3%
recreational vehicle/tent	14	6.3%

Other types of lodging include:

- cottage rental (N=8)
- guest house
- hostel

3.80 PERSONAL/SPENDING INFORMATION

3.81 How did you get to Provincetown?

The majority of respondents (79.6%) arrived in Provincetown by motor vehicle.

Table 14

	Frequency	Percent
motor vehicle	180	79.6%
airplane	11	4.9%
bus	12	5.3%
private boat	5	1.8%
ferry	17	7.5%
cruise ship	0	0.0%
other	2	0.9%

“Other” includes bicycle.

3.82 Have you visited any other areas outside of Provincetown?

More than eighty percent of respondents (83.5%) have visited an area outside of Provincetown, while 16.5 percent have not.

Table 15

	Frequency	Percent
yes	197	83.5%
no	39	16.5%

3.83 What is Your Age?

More than half of respondents (55.3%) are between the ages of 35 to 55, while 27.4 percent are over 55 and 16.6 percent are under age 35.

Table 16

	Frequency	Percent
under 35	39	16.6%
35 to 55	131	55.3%
56 and older	65	27.4%

3.84 Are there members of your party under the age of 18?

More than a third of respondents (34.7%) have members in their party that are under the age of eighteen. The average number of persons under eighteen years of age in each party is 2.6.

Table 17

	Frequency	Percent
yes	82	34.7%
no	154	65.3%

3.85 What is your approximate household income?

More than half of respondents (53.5%) have a household income between \$50,000 and \$150,000, while 19.1 percent have a household income of \$150,000 or more and 14.3 percent have a household income below \$50,000.

Table 18

	Frequency	Percent
< \$50,000	33	14.3%
\$50,000 - \$150,000	123	53.5%
\$150,000 or more	44	19.1%
refused to answer	30	13.0%

3.86 During your visit, how much would you estimate that you and your party spent on the following?

Almost all respondents spent money in Provincetown. Respondents were most likely to spend money on food (80.6%), but the largest amount of money was spent on lodging. The average party size is 3.5 persons. As one might expect, respondents with a larger party size spent more money than respondents who were among smaller groups or by themselves.

Table 19

	Percent	<\$100	\$100 -\$1,000	\$1,000+
lodging	73.1%	17.3%	49.2%	33.5%
shopping	78.3%	26.3%	66.7%	7.1%
food	80.6%	22.1%	71.6%	6.4%
entertainment	70.8%	33.5%	64.8%	1.7%

3.87 How did you find out about Provincetown?

Respondents were asked how they found out about Provincetown. More than half of respondents (56.5%) knew about Provincetown because they have visited here in the past. Twenty-nine percent of respondents (28.9%) found out about Provincetown from a friend, while smaller percentages of respondents found out about the town through other means (see Table 20).

Table 20

	Frequency	Percent
brochure	7	2.8%
from a friend	73	28.9%
Internet	13	5.1%
magazine	7	2.8%
newspaper	4	1.6%
travel agent	3	1.2%
travel guides	15	5.9%
visited here previously	143	56.5%
other	28	11.1%

“Other” responses include:

- born here
- concierge in Boston hotel
- family (N=3)
- gay town
- grandparents lived in Wellfleet
- lesbian culture (N=2)
- live in Massachusetts/on Cape Cod (N=7)
- own property
- parents/relatives (N=3)

3.88 Did you consider any alternative destinations when making your travel plans?

More than a quarter of respondents (27.6%) considered an alternative destination to Provincetown when making their travel plans. Alternative destinations are listed below.

Table 21

	Frequency	Percent
yes	63	27.6%
no	165	72.4%

Alternative destinations:

- Acadia National Park
- Boston (N=4)
- Canadian Rockies
- Cape Cod
- Chatham
- Connecticut
- Eastham (N=2)
- Europe (N=3)
- Fire Island
- Florida
- Highland Light
- Hyannis
- Las Vegas
- Light Houses
- Maine (N=5)
- Martha's Vineyard (N=2)
- Mid-Cape
- Montreal
- Nantucket (N=3)
- New Hampshire
- New York City
- Newport, RI (N=2)
- Ogonquit, Maine
- Orleans
- other Cape destinations (N=4)
- Plymouth
- Prince Edward Island
- Providence, RI
- rest of Cape, Boston
- Rhode Island (N=2)
- Sandwich
- Truro (N=5)
- Vermont
- Virginia
- Wellfleet

3.89 What sources did you consult to find out more information about Provincetown?

The largest percentages of respondents consulted the Internet (44.3%), friends and family (35.6%), and travel guides (22.1%) to find more information about Provincetown.

Table 22

	Frequency	Percent
Internet	112	44.3%
friends/family	90	35.6%
travel guides	56	22.1%
none	48	19.0%
visitor information center	39	15.4%
books	30	11.9%
travel agent	4	1.6%

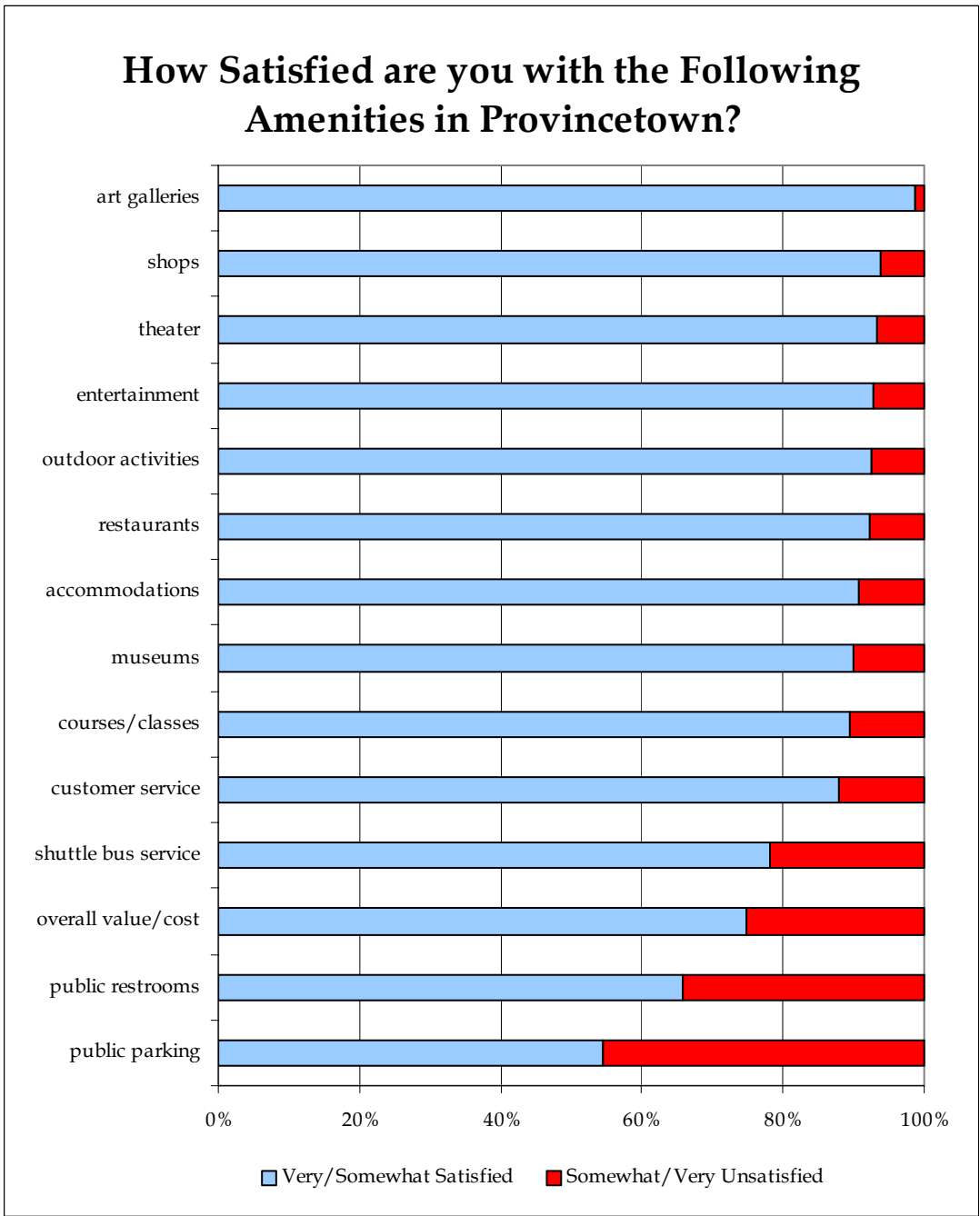
3.90 HOW SATISFIED ARE YOU WITH THE FOLLOWING:

Respondents were asked how satisfied they are with various amenities and activities offered in Provincetown. Respondents are satisfied with most amenities and activities, especially the accommodations (71.8% very satisfied), outdoor activities (70.6% very satisfied), courses/classes (68.4% very satisfied), and restaurants (60.1% very satisfied). Table 23 is sorted by the percentage of very satisfied responses. Figure 7 combines the very satisfied/somewhat satisfied and somewhat unsatisfied/not satisfied categories.

Table 23

	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied	Very Unsatisfied
accommodations	71.8%	19.0%	6.3%	2.8%
outdoor activities	70.6%	21.9%	6.3%	1.3%
courses/classes	68.4%	21.1%	10.5%	0.0%
art galleries	66.7%	32.1%	1.3%	0.0%
restaurants	60.1%	32.3%	4.5%	3.0%
shops	59.3%	34.5%	4.1%	2.1%
museums	58.7%	31.2%	5.5%	4.6%
entertainment	57.9%	34.9%	5.3%	2.0%
theater	52.1%	41.1%	6.8%	0.0%
customer service	51.0%	36.8%	7.7%	4.5%
shuttle bus service	37.9%	40.2%	14.9%	6.9%
public restrooms	35.4%	30.3%	15.7%	18.5%
overall value/cost	31.7%	43.2%	16.4%	8.7%
public parking	26.9%	27.5%	21.3%	24.4%

Figure 7



3.91 What did you enjoy most about Provincetown?

Please see Appendix C for these comments.

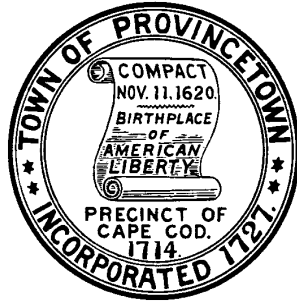
3.92 What did you enjoy least about Provincetown?

Please see Appendix D for these comments.

3.93 What would you like to have in Provincetown that you did not find?

Please see Appendix E for these comments.

APPENDIX A - SURVEY INSTRUMENT



PROVINCETOWN VISITOR SURVEY

Hi! We are conducting a short survey of Provincetown's visitors. The goal of the project is to gather information that will help the town better utilize its cultural assets to stimulate economic activity.

1. Where are you from? (U.S. State or Country of Origin) _____

What is your zip code? (U.S. residents only) _____

2. What is the purpose of your trip to Provincetown? (please check all that apply)

- business
- entertainment/sightseeing
- vacation
- conference/seminar
- outdoor activities
- cultural activities
- taking classes
- visiting friends/relatives
- other (please specify) _____

3. How did you spend your time since arriving in Provincetown? (please check all that apply)

- art galleries
- cabaret
- museums
- nightlife
- whale watching
- outdoor activities
- restaurants/dining
- shopping
- sightseeing
- taking classes
- theater
- other (please specify) _____

Town of Provincetown Visitor's Survey- Summer 2005

4. Are you aware of the following cultural offerings and did you visit any of them? (please check)

	Do you know about the following?		Did you go or are you planning to go?		If you went, were you able to find it easily?	
	Yes	No	Yes	No	Yes	No
Pilgrim Monument & Provincetown Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whydah Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine Arts Work Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Art Association & Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown International Film Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campus Provincetown/courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truro Center for the Arts at Castle Hill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WOMR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Music –Sundays at Five	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portuguese Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Town of Provincetown Visitor's Survey- Summer 2005

5. How important were the following in your coming to Provincetown? (please check)

	Very Important	Somewhat Important	Somewhat Unimportant	Not Important	NA/ Don't Know
Provincetown's History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whydah Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine Arts Work Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown International Film Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campus Provincetown/courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truro Center for the Arts at Castle Hill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pilgrim Monument & Provincetown Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WOMR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Music –Sundays at Five	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portuguese Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Town of Provincetown Visitor's Survey- Summer 2005

6. To what extent did the following activities [see list below] make your visit to Provincetown more enjoyable or satisfying? (please check)

	Very Enjoyable	Somewhat Enjoyable	Not Enjoyable	NA/ Don't Know
Pilgrim Monument & Provincetown Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whydah Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine Arts Work Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Art Association & Museum				
Provincetown International Film Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campus Provincetown/courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truro Center for the Arts at Castle Hill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WOMR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Music –Sundays at Five	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portuguese Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. As a result of visiting this attraction, are you more likely to return to Provincetown?
(please check):

	More likely to return because of this attraction?	
	Yes	No
Pilgrim Monument & Provincetown Museum	<input type="checkbox"/>	<input type="checkbox"/>
Art galleries	<input type="checkbox"/>	<input type="checkbox"/>
Whydah Museum	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Theater	<input type="checkbox"/>	<input type="checkbox"/>
Fine Arts Work Center	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown Art Association & Museum	<input type="checkbox"/>	<input type="checkbox"/>
Provincetown International Film Festival	<input type="checkbox"/>	<input type="checkbox"/>
Campus Provincetown/courses	<input type="checkbox"/>	<input type="checkbox"/>
Truro Center for the Arts at Castle Hill		
WOMR		
Great Music –Sundays at Five		
Portuguese Festival		
Other:		
Other:		

8. How easy is it to get to the places that most interest you in Provincetown?

	Very Easy	Somewhat Easy	Not Easy	Not Applicable
How easy is it to get to the places that most interest you in Provincetown?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment: _____

9. What type of public transportation would be helpful to get to the cultural attractions?

10. Does the signage in Provincetown help visitors easily find the town's cultural attractions?

- yes
- no

Comment or suggestions: _____

11. Do you primarily live off-Cape?

- yes
- no

(a). Are you staying overnight in Provincetown?

- yes
- no

If yes, how many nights are you staying in Provincetown? _____

(b). Are you staying elsewhere on the Cape?

- yes
- no

If yes, how many nights are you staying on the Cape? _____

(c). In which type of lodging are you staying?

- own property
- hotel/motel
- bed & breakfast
- private home
- recreational vehicle/tent
- condominium/time share
- other (please specify) _____

12. How did you get to Provincetown?

- motor vehicle (e.g., auto, truck, van, RV)
- airplane
- bus
- private boat
- ferry
- cruise ship
- other (please specify) _____

13. Have you visited any other areas of the Cape outside Provincetown?

- yes
- no

14. What is Your Age?

- Under 35
- 35-55
- 56+
- choose not to answer

15. Are there members of your party under the age of 18?

- yes
- no

If yes, how many? _____

16. What is your approximate household income?

- < \$50,000
- \$50,000 - \$150,000
- \$150,000 or more
- choose not to answer

17. During your visit, how much would you estimate that you and your party have spent on the following:

	< \$100	\$100 - \$1,000	\$1,000 +
Lodging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- choose not to answer

These expenditures represent how many in your party [fill in number]? _____

18. How did you find out about Provincetown? (please check all that apply)

- brochure
- from a friend
- Internet
- magazine
- newspaper
- travel agent
- travel guides
- visited here previously
- other _____

19. Did you consider any alternative destinations when making your travel plans for Provincetown?

- yes
- no

If so, which destinations? _____

20. What sources did you consult to find out more information about Provincetown?

- none
- Internet
- books
- travel guides
- friends/family
- travel agent
- visitor information centers

21. How satisfied are you with the following amenities in Provincetown?

	very satisfied	somewhat satisfied	somewhat unsatisfied	very unsatisfied	Not applicable
accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
art galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
courses/classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
overall value/cost of Provincetown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
public parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
public restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
shuttle bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. What did you most enjoy about Provincetown?

23. What did you least enjoy about Provincetown?

24. What would you like to have in Provincetown that you did not find?

Thanks for completing the survey. Please return the clipboard . . .

This survey is sponsored in part with a grant from the John and Abigail Adams Arts Program of the Massachusetts Cultural Council.

APPENDIX B - RESPONDENT BY TOWN

City/Town of Residence			
	<u>Number</u>		<u>Number</u>
Massachusetts	74	Rhode Island	3
Agawam	3	Bristol	1
Amherst	2	Foster	1
Attleboro	1	Warwick	1
Belchertown	1	New Hampshire	8
Bellingham	2	Litchfield	1
Beverly	1	Nashua	4
Boston	1	Nashua	1
Brewster	1	Swanzey	1
Brockton	1	Chororua	1
Brookline	2	Sandown	1
Cambridge	4	Maine	2
Charlestown	1	York	1
Chelsea	1	Islesboro	1
Dennis	1	Vermont	1
Duxbury	1	Essex Junction	1
East Falmouth	1	Connecticut	27
Fitchburg	1	Manchester	2
Florence	1	Somers	1
Harvard	2	Weatogue	1
Harwich	1	Newington	1
Haverhill	1	East Hartford	1
Jamaica Plain	1	North Franklin	1
Lowell	1	Woodstock Valley	1
Marion	1	Chester	1
Medford	1	Deep River	2
Natick	1	Meriden	1
Needham	2	Portland	2
New Bedford	4	Soouthbury	1
Newtonville	1	Southington	1
Norfolk	1	Wallingford	1
North Attleboro	1	Hamden	1
North Chatham	1	Easton	2
Oak Bluffs	1	Bethlehem	4
Provincetown	2	New Jersey	21
Quincy	1	Fanwood	1
Rutland	1	Montclair	1
Salem	1	Westfield	1
Scituate	1	Jersey City	1
Somerset	1	Mahwah	1
Somerville	2	Wayne	2
South Wellfleet	1	West Milford	1
Stoneham	1	Hazlet	1
Stoughton	1	Long Valley	1
Tremont	1	Bedminster	2
Watertown	1	Mendham	1
West Roxbury	2	Pennington	1
West Springfield	1	Princeton	2
West Stockbridge	1	Trenton	2
Westfield	1	Trenton, NJ	1

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City/Town of Residence (Cont.)			
New York	51	North Carolina	1
New York City	8	Salisbury, NC	1
Dobbs Ferry	1	Bradenton, FL	1
Mahopac	1	Kentucky	1
Mount Vernon	1	Lebanon Junction, KY	1
Scarsdale	1	Indiana	2
New Rochelle	1	Indianapolis, IN	2
Blauvelt	1	Indianapolis, IN	1
Middletown	1	Michigan	5
Monsey	2	Trenton, MI	1
Locust Valley	1	Lansing, MI	2
Oceanside	1	Illinois	5
Stony Brook	2	Highland Park, IL	1
East Greenbush	1	Chicago, IL	2
Clifton Park	1	Chicago, IL	1
Ghent	1	Galesburg, IL	2
Voorheesville	2	Missouri	1
Albany	5	Sedalia, MO	1
Gardiner	1	Idaho	1
Saratoga Springs	1	Boise, ID	1
Cortland	1	Utah	1
Syracuse	1	Logan, UT	1
Conklin	1	Arizona	1
Buffalo	1	Phoenix, AZ	1
Conesus	2	Nevada	1
Pennsylvania	14	Carson City, NV	1
Greensburg	1	California	12
Harrisburg	1	Van Nuys, CA	1
Spring Grove	1	Bakersfield, CA	1
Ephrata	1	Los Olivos, CA	1
East Stroudsburg\	1	Pescadero, CA	1
Bensalem	2	San Francisco, CA	4
Elkins Park	1	San Francisco, CA	1
Narberth	1	San Francisco, CA	2
Philadelphia	4	Pleasant Hill, CA	2
Chadds Ford	1	Guaynabo, PR	1
Washington, DC/Mary	7		
Washington D.C.	4		
Silver Spring	1		
Baltimore	1		
New Windsor, MD	1		
Virginia	2		
Alexandria	1		
Chesapeake	1		

APPENDIX C - WHAT DID YOU ENJOY MOST ABOUT PROVINCETOWN?

- [so far we have enjoyed the food and scenery]
- a place to grow
- airport
- all of Commercial St
- all of it (N=4)
- ambiance
- art galleries; museums; art auctions (N=9)
- atmosphere; culture
- bars; scenery
- Bayside Betsy's
- beaches (N=9)
- beauty
- beer, food
- being with friends in a calm, accepting atmosphere
- being with my friends in such a unique place
- biking; beach; walking
- carnival
- historical areas/structures (N=2)
- color of the street
- Commercial St (N=2)
- cultural diversity
- culture
- dining
- dining; sightseeing
- diversity of people (N=4)
- dogs; people; food; art; sites; weather
- downtown
- everything
- everything; the people
- family
- feeling safe with my lesbian partner; herring cove/race point beaches/horizons/water
- festival week
- food (N=10)
- food; flamboyance
- friendly and welcoming manner in which we were continually treated
- friendly environment
- galleries; museums; shopping
- gay friendly; easy to get around; few chain stores; still small enough
- gay life/culture (N=5)
- great place
- happy queer people!

- bicycle path
- shopping
- homes; gardens;
- galleries
- people
- just being here away from the rat race
- just walking and checking out the streets, people, and shops
- just walking around
- keeping kids busy
- looking at the strange people
- national parks; beaches; bike paths
- natural beauty
- natural beauty; quaintness; small streets; harbor; beaches
- nightlife (N=3)
- not a lot
- open attitude toward gay people
- open gay life (N=4)
- natural beauty of outer Cape
- arts
- people (N=12)
- people watching (N=5)
- there are 3 PTown's: early AM, mid day, and late PM
- weather
- Pilgrim Museum
- Portuguese bakery
- relaxed and friendly atmosphere
- relaxed lifestyle, weather, the great welcome attitude of Harbormaster and crew, friendly tolerant people
- renting sailboats
- restaurants (N=8)
- rich cultural scene; provincelands
- scenery; whale watching
- seeing the Hensche legacy
- shopping/shops (N=15)
- shopping; interesting people
- shopping; jetskiing
- shops (N=4)
- shops, diversity of people, whale watching; [the visitor center was so helpful, especially man named Jim..]
- shows; food; people
- sights; shopping; restaurant; street entertainment
- sightseeing
- sitting in town square
- stores (N=3)
- t shirt shops

- the ambiance (N=4)
- the atmosphere (N=2)
- the atmosphere in the early evening
- the atmosphere; shopping
- atmosphere in town very friendly
- a day trip to Truro
- the beautiful beach
- the benches
- the crazy people
- the diversity; peacefulness
- the energy
- the gay friendly atmosphere
- the gays
- the girl giving this survey
- the lifestyles
- the locals
- the natural seashore
- the ocean (N=5)
- walking up and down Commercial St; great health food store; great ine store
- the open-mindedness; energy; incredible beauty; flowers; dunes
- the openness of the community of people
- the outdoor theatre; the views
- the outdoors
- the people (N=5)
- the people, friendly, courteous
- the people; shops; scenery
- the people; the scene; the atmosphere; variety
- the puzzle/game store
- the shops
- the shops; friendly people; having a great time - our kids like it too
- the shops; water
- the sights
- the sights; stores; whale watch
- the unique flavor of the area
- this survey
- unique fun place
- sunshine; friends; food; shopping; gallery
- very clean; been coming to PTown for years. gets better every year. fun, safe enjoyable time
- visiting family
- walking through dunes to national seashore
- walking; shopping
- wandering through town; shopping
- water
- water; sand dunes; fresh fish on pier

- Way Downtown Restaurant
- we have come here for 35 years
- we love it all
- weather
- weather; freedom
- whale watch
- whale watching

APPENDIX D - WHAT DID YOU ENJOY LEAST ABOUT PROVINCETOWN?

- \$\$ to eat - upset that high heel race was canceled by police dept.
- \$\$\$
- \$100.00 for dinner for two and we only had pizza!
- all the new "home stores"
- bathrooms at the library
- Best western Tides is going out of business, not happy with that
- bicycling through the main street
- can't think of anything
- cars N=2)
- cars on Commercial St
- cars on Main St.
- Cars/trucks on Commercial St cause crowding; too bright at night for star gazing
- close Commercial St to traffic
- color; ocean; people
- Commercial St should be closed to vehicle traffic
- Commercial St traffic is scary
- cops
- cost and availability of parking
- cost of food
- cost of food, lodging, no real bargains
- crowded (N=8)
- crowded restaurants
- crowds along Commercial St during the day
- hard to figure out streets
- expense
- expense of accommodation
- expensive (N=2)
- getting around
- getting here - Rt. 6e SLOW
- getting here
- guest prices per night
- harbor not really good for water sports
- hard to walk on street w/out sidewalks
- high \$
- I guess I'm tired of the gay scene
- I love everything about PTown
- in face hawkers
- it's all good
- it is getting very expensive to vacation here
- lack of friendliness
- lack of public restrooms
- lack of street markets (selling produce, fish, etc.)

- learning that perhaps the tea dance at the Boatslip may become a part of gay history
- look above
- many T-shirt stores replacing art galleries
- money, greed, and selfish people
- my feet hurt
- need more handicap parking
- no enough bathrooms/public restrooms
- no laundromats
- no public bathrooms; no bike racks; crazy prices
- no restrooms!
- noise in restaurants
- none
- not enough public restrooms
- not enough straight females
- not one thing
- nothing (N=11)
- nothing its great
- nothing, although I'd like to have a more accessible major bookstore
- nowhere to park, unless you want to pay a lot
- overpriced parking
- parking N=4)
- parking problem
- parking situation
- parking; getting around
- parking; lack of public beach access; too many dogs pooping on beach
- parking; restroom
- paying for parking (N=2)
- people (N=2)
- Pilgrim Monument
- police dept!! Liter
- public parking
- restaurants are good but prices are exorbitant compared to any other resort I've been to
- road signalization
- rough water
- short summer stay
- short term tourist trap mentality (it could kill you long term)
- signs not clear - no information center
- small streets
- small streets, to narrow for my taste
- some people have bad attitudes
- some unfriendliness toward people with children; overpricing (including overpriced, shabby accommodations)
- stores' employees
- street trash
- survey is way too long

- the crowds (N=2)
- the drunks; no bathrooms after 11pm
- the gentrification and fading social and architectural ambience that has been so wonderful thru the years
- the heat
- the increased number of heterosexual people
- the lack of public parking
- the people (some really strange people here)
- the population is dominated by homosexuals
- the price of the cocktails
- the prices
- the traffic and foot congregation - very few sidewalks
- the two huge dudes holding hands
- this form
- this survey - much too long
- this year we noticed less lesbian cultural offerings - keep up the strong lesbian life please!
- too "hip"
- too crowded; cheap building renovations;
- too many cars on Commercial St.
- too many lesbians and homosexuals
- too many tourists
- too much traffic to get here
- traffic (N=9)
- traffic down Commercial St; parking attendant; meters should be free after 9pm
- traffic on Commercial St (N=2)
- traffic on Commercial St *Dangerous
- traffic, congestion
- transvestites pushy
- trying to find a bathroom for my child
- trying to park a car
- vehicles on Commercial St
- very crowded
- waiting in line to enter The Lobster Pot
- want more lesbian cultural events
- we made a special trip to see the high heel parade. it was canceled...
- weather; mosquitoes

APPENDIX E - WHAT WOULD YOU LIKE TO HAVE IN PROVINCETOWN THAT YOU DID NOT FIND?

- a larger amount of information kiosks
- a laundromat
- a mall and straight females
- a music store
- a place for me and my honey to go; Hollister
- a place to store luggage
- affordable housing
- all good
- an Ocean State Job Lot store - not located downtown but maybe by the supermarket
- arcade
- as friendly as previously tested
- auto parts store; family diner
- bars open until 2am
- bathrooms
- better and more parking; less active parking tickets
- better food markets
- better shops
- bigger theatre for music or theatre
- can't think of a thing
- can't think of anything
- can't think of anything. We love it here very much
- central ticket agency for everything
- cheaper restaurants
- clam cakes
- clubbing
- dick dock
- don't know yet
- double decker bus
- easier access to the gay beach at Herring Cove. LGBT visitors are a large part of the revenue here. Many of us are handicapped and would greatly appreciate a boardwalk from the parking lot to "our" beach. Thank you. PS Please get rid of the seaweed
- enough restroom?
- free bicycles
- free parking (N=2)
- free parking close to center
- free public use of monument
- galleries offer talks
- get back sued the singer
- good bathrooms; better way to get here
- harbor for water sports
- heterosexual entertainment; more public beach access

- homemade ice cream further east - around 490 Commercial St
- hotter weather; cleaner beaches
- I like it the way it is
- I would like a public restroom in the east and west ends of town; recycling bins next to trash cans
- Indian restaurants; street performers
- its just fine
- keep PTown historical; limit development;
- leave it as is except more bathroom facilities
- less expensive lodging
- all the old leather workers and silversmiths
- lower priced real estate
- lower prices in quality stores
- make one end of Commercial St pedestrianised
- male strip clubs
- mini golf
- money
- more about the real estate
- more African American entertainment/soul food
- more artists working; the town crier
- more cabarets
- more children's things to do - when it rains there is nothing to do! Movies? Programs? Babysitters?
- more events/parades
- more information/ better dissemination of information about goings on
- more lesbians
- more men that are single
- more movie theatres; places for children to play
- more parking
- more parking; more places to take dogs
- more public bathrooms
- more public transportation (think Martha's Vineyard)
- more restrooms
- more restrooms and parking
- more things to do for kids; more open space
- more water activities
- most restrooms and public water fountains
- mountains, but that's physically impossible
- my mother - she'll be here next year
- need restrooms!
- no cars
- no traffic on Commercial
- nothing (N=19)
- parking (N=2)
- parking at a reasonable rate

- public parking
- real estate values/offerings \$200,000
- reduced or free parking for long-term visitors, since we're helping the economy by being here so long and spending so much money
- restrooms; information centers
- Starbucks
- street markets
- street musicians
- street musicians by town hall
- sushi
- sustainability, yoga, more vegetarian restaurants, composting outdoor recycling, ride-board, craigslist - PTown
- The Best Western Tides, family-friendly, nice food, great place
- the old silversmiths and artisans that w
- the right hat
- Tim Hortons coffee (Canada)
- trolleys or streetcars that one can get off easily w/ parking offsite
- walking street on Commercial St
- walking tours on history
- warm water at the beach
- would like new restaurants

APPENDIX F - FREQUENCIES

business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	4.0	100.0	100.0
Missing	System	243	96.0		
Total		253	100.0		

entertainment/sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	114	45.1	100.0	100.0
Missing	System	139	54.9		
Total		253	100.0		

vacation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	201	79.4	100.0	100.0
Missing	System	52	20.6		
Total		253	100.0		

conference/seminar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	2.0	100.0	100.0
Missing	System	248	98.0		
Total		253	100.0		

outdoor activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	19.4	100.0	100.0
Missing	System	204	80.6		
Total		253	100.0		

cultural activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	8.3	100.0	100.0
Missing	System	232	91.7		
Total		253	100.0		

taking classes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	3	1.2	100.0	100.0
Missing	System	250	98.8		
Total		253	100.0		

visiting friends/relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	38	15.0	100.0	100.0
Missing	System	215	85.0		
Total		253	100.0		

other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	11	4.3	100.0	100.0
Missing	System	242	95.7		
Total		253	100.0		

other (please specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	243	96.0	96.0	96.0
[own time share at Harbor Hills]	1	.4	.4	96.4
beach	1	.4	.4	96.8
dog watching; shopping with dog	1	.4	.4	97.2
fishing	1	.4	.4	97.6
jet ski, kayak, bike	1	.4	.4	98.0
needed out of Boston	1	.4	.4	98.4
relive my youth	1	.4	.4	98.8
shopping	1	.4	.4	99.2
summer stay	1	.4	.4	99.6
working for the summer	1	.4	.4	100.0
Total	253	100.0	100.0	

art galleries

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	93	36.8	100.0	100.0
Missing System	160	63.2		
Total	253	100.0		

cabaret

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	25	9.9	100.0	100.0
Missing System	228	90.1		
Total	253	100.0		

museums

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	30	11.9	100.0	100.0
Missing System	223	88.1		
Total	253	100.0		

nightlife

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	68	26.9	100.0	100.0
Missing	System	185	73.1		
Total		253	100.0		

whale watching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	48	19.0	100.0	100.0
Missing	System	205	81.0		
Total		253	100.0		

outdoor activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	125	49.4	100.0	100.0
Missing	System	128	50.6		
Total		253	100.0		

restaurants/dining

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	197	77.9	100.0	100.0
Missing	System	56	22.1		
Total		253	100.0		

shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	195	77.1	100.0	100.0
Missing	System	58	22.9		
Total		253	100.0		

sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	148	58.5	100.0	100.0
Missing	System	105	41.5		
Total		253	100.0		

taking classes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	2.8	100.0	100.0
Missing	System	246	97.2		
Total		253	100.0		

theatre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	29	11.5	100.0	100.0
Missing	System	224	88.5		
Total		253	100.0		

other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	16.2	100.0	100.0
Missing	System	212	83.8		
Total		253	100.0		

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other activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	214	84.6	84.6	84.6
art auctions	1	.4	.4	85.0
beach	3	1.2	1.2	86.2
beach; rest	1	.4	.4	86.6
beach; visiting friends	1	.4	.4	87.0
beaches	3	1.2	1.2	88.1
being happy, gay, and safe - can kiss my girlfriend in public no problem	1	.4	.4	88.5
biking, walking	1	.4	.4	88.9
buying Christmas presents	1	.4	.4	89.3
dog walking	1	.4	.4	89.7
dune tours	1	.4	.4	90.1
exploring national seashore	1	.4	.4	90.5
finding out what's going on in Provincetown	1	.4	.4	90.9
fishing	2	.8	.8	91.7
having snacks	1	.4	.4	92.1
kissing...feeling safe and happy with my lesbian partner	1	.4	.4	92.5
library	1	.4	.4	92.9
light houses	1	.4	.4	93.3
looking for parking	1	.4	.4	93.7
movies	1	.4	.4	94.1
on boat	1	.4	.4	94.5
people watching	2	.8	.8	95.3
performing at Sea Dog Restaurant	1	.4	.4	95.7
sailing	1	.4	.4	96.0
squealing pig/euro	1	.4	.4	96.4
star gazing	1	.4	.4	96.8
the beach	1	.4	.4	97.2
walking	2	.8	.8	98.0
walking; window shopping	1	.4	.4	98.4
wandering	1	.4	.4	98.8
window shopping	1	.4	.4	99.2
work in a restaurant	1	.4	.4	99.6
working	1	.4	.4	100.0
Total	253	100.0	100.0	

did you know about Pilgrim Monument?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	198	78.3	81.1	81.1
	no	46	18.2	18.9	100.0
	Total	244	96.4	100.0	
Missing	System	9	3.6		
Total		253	100.0		

did you know about Whydah Museum?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	79	31.2	34.6	34.6
	no	149	58.9	65.4	100.0
	Total	228	90.1	100.0	
Missing	System	25	9.9		
Total		253	100.0		

did you know about art galleries?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	207	81.8	87.0	87.0
	no	31	12.3	13.0	100.0
	Total	238	94.1	100.0	
Missing	System	15	5.9		
Total		253	100.0		

did you know about Ptown theatre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	149	58.9	64.5	64.5
	no	82	32.4	35.5	100.0
	Total	231	91.3	100.0	
Missing	System	22	8.7		
Total		253	100.0		

did you know about Fine Arts Work Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	71	28.1	33.3	33.3
	no	142	56.1	66.7	100.0
	Total	213	84.2	100.0	
Missing	System	40	15.8		
Total		253	100.0		

did you know about Ptown Art Association?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	95	37.5	43.0	43.0
	no	126	49.8	57.0	100.0
	Total	221	87.4	100.0	
Missing	System	32	12.6		
Total		253	100.0		

did you know about Ptown Intn'l Film Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	92	36.4	41.4	41.4
	no	130	51.4	58.6	100.0
	Total	222	87.7	100.0	
Missing	System	31	12.3		
Total		253	100.0		

did you know about Campus Ptown/courses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	23	9.1	11.0	11.0
	no	186	73.5	89.0	100.0
	Total	209	82.6	100.0	
Missing	System	44	17.4		
Total		253	100.0		

did you know about Truro Center for the Arts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	19.4	23.2	23.2
	no	162	64.0	76.8	100.0
	Total	211	83.4	100.0	
Missing	System	42	16.6		
Total		253	100.0		

did you know about WOMR?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	48	19.0	23.3	23.3
	no	158	62.5	76.7	100.0
	Total	206	81.4	100.0	
Missing	System	47	18.6		
Total		253	100.0		

did you know about Great Music-Sundays at 5?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	26	10.3	12.6	12.6
	no	180	71.1	87.4	100.0
	Total	206	81.4	100.0	
Missing	System	47	18.6		
Total		253	100.0		

did you know about Portuguese Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	80	31.6	36.2	36.2
	no	141	55.7	63.8	100.0
	Total	221	87.4	100.0	
Missing	System	32	12.6		
Total		253	100.0		

Other offering

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	242	95.7	95.7	95.7
birdman	1	.4	.4	96.0
Blessing of the fleet	1	.4	.4	96.4
carnival	4	1.6	1.6	98.0
comedy	1	.4	.4	98.4
comedy show	1	.4	.4	98.8
fishing	1	.4	.4	99.2
jet ski	1	.4	.4	99.6
UU church	1	.4	.4	100.0
Total	253	100.0	100.0	

Other offering

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	248	98.0	98.0	98.0
billiards for the uncoordinated	1	.4	.4	98.4
carnival	1	.4	.4	98.8
pig/euro	1	.4	.4	99.2
pool	1	.4	.4	99.6
Ptown Inn art murals	1	.4	.4	100.0
Total	253	100.0	100.0	

plan to go to Pilgrim Monument?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
yes	93	36.8	44.9	44.9
no	114	45.1	55.1	100.0
Total	207	81.8	100.0	
Missing				
System	46	18.2		
Total	253	100.0		

plan to go to Whydah Museum?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	32	12.6	20.6	20.6
	no	123	48.6	79.4	100.0
	Total	155	61.3	100.0	
Missing	System	98	38.7		
Total		253	100.0		

plan to go to art galleries?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	118	46.6	59.6	59.6
	no	80	31.6	40.4	100.0
	Total	198	78.3	100.0	
Missing	System	55	21.7		
Total		253	100.0		

plan to go to Provincetown theatre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	36	14.2	20.1	20.1
	no	143	56.5	79.9	100.0
	Total	179	70.8	100.0	
Missing	System	74	29.2		
Total		253	100.0		

plan to go to Fine Arts Work Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	23	9.1	14.4	14.4
	no	137	54.2	85.6	100.0
	Total	160	63.2	100.0	
Missing	System	93	36.8		
Total		253	100.0		

plan to go to Art association?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	33	13.0	20.2	20.2
	no	130	51.4	79.8	100.0
	Total	163	64.4	100.0	
Missing	System	90	35.6		
Total		253	100.0		

plan to go to Ptown Intn'l Film Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	22	8.7	13.8	13.8
	no	138	54.5	86.3	100.0
	Total	160	63.2	100.0	
Missing	System	93	36.8		
Total		253	100.0		

plan to go to Campus Ptown/courses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	8	3.2	5.4	5.4
	no	139	54.9	94.6	100.0
	Total	147	58.1	100.0	
Missing	System	106	41.9		
Total		253	100.0		

plan to go to Truro Center for the Arts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	12	4.7	7.9	7.9
	no	139	54.9	92.1	100.0
	Total	151	59.7	100.0	
Missing	System	102	40.3		
Total		253	100.0		

plan to go to WOMR?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	6.3	10.9	10.9
	no	131	51.8	89.1	100.0
	Total	147	58.1	100.0	
Missing	System	106	41.9		
Total		253	100.0		

plan to go to Great Music?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	5.1	9.2	9.2
	no	128	50.6	90.8	100.0
	Total	141	55.7	100.0	
Missing	System	112	44.3		
Total		253	100.0		

plan to go to Portuguese Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	9.5	15.9	15.9
	no	127	50.2	84.1	100.0
	Total	151	59.7	100.0	
Missing	System	102	40.3		
Total		253	100.0		

plan to go to other?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		243	96.0	96.0	96.0
	birdman	1	.4	.4	96.4
	carnival	3	1.2	1.2	97.6
	comedy	1	.4	.4	98.0
	comedy show	1	.4	.4	98.4
	fishing	1	.4	.4	98.8
	jet ski	1	.4	.4	99.2
	UU church	1	.4	.4	99.6
	whale watch	1	.4	.4	100.0
	Total	253	100.0	100.0	

plan to go to other?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	248	98.0	98.0	98.0
billiards for the uncoordinated	1	.4	.4	98.4
carnival	1	.4	.4	98.8
pig/euro	1	.4	.4	99.2
pool	1	.4	.4	99.6
Ptown Inn art murals	1	.4	.4	100.0
Total	253	100.0	100.0	

easily able to find Pilgrim Monument?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	84	33.2	96.6	96.6
no	3	1.2	3.4	100.0
Total	87	34.4	100.0	
Missing System	166	65.6		
Total	253	100.0		

easily able to find Whydah Museum?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	25	9.9	61.0	61.0
no	16	6.3	39.0	100.0
Total	41	16.2	100.0	
Missing System	212	83.8		
Total	253	100.0		

easily able to find art galleries?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	82	32.4	96.5	96.5
no	3	1.2	3.5	100.0
Total	85	33.6	100.0	
Missing System	168	66.4		
Total	253	100.0		

easily able to find Provincetown theatre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	27	10.7	77.1	77.1
	no	8	3.2	22.9	100.0
	Total	35	13.8	100.0	
Missing	System	218	86.2		
Total		253	100.0		

easily able to find Fine Arts Work Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	8.3	72.4	72.4
	no	8	3.2	27.6	100.0
	Total	29	11.5	100.0	
Missing	System	224	88.5		
Total		253	100.0		

easily able to find Art association?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	9.5	85.7	85.7
	no	4	1.6	14.3	100.0
	Total	28	11.1	100.0	
Missing	System	225	88.9		
Total		253	100.0		

easily able to find Ptown Intn'l Film Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	6.7	70.8	70.8
	no	7	2.8	29.2	100.0
	Total	24	9.5	100.0	
Missing	System	229	90.5		
Total		253	100.0		

easily able to find Campus Ptown/courses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	2.4	37.5	37.5
	no	10	4.0	62.5	100.0
	Total	16	6.3	100.0	
Missing	System	237	93.7		
Total		253	100.0		

easily able to find Truro Center for the Arts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	4.0	52.6	52.6
	no	9	3.6	47.4	100.0
	Total	19	7.5	100.0	
Missing	System	234	92.5		
Total		253	100.0		

easily able to find WOMR?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	5.1	61.9	61.9
	no	8	3.2	38.1	100.0
	Total	21	8.3	100.0	
Missing	System	232	91.7		
Total		253	100.0		

easily able to find Great Music?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	2.8	46.7	46.7
	no	8	3.2	53.3	100.0
	Total	15	5.9	100.0	
Missing	System	238	94.1		
Total		253	100.0		

easily able to find Portuguese Festival?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	6.3	64.0	64.0
	no	9	3.6	36.0	100.0
	Total	25	9.9	100.0	
Missing	System	228	90.1		
Total		253	100.0		

easily able to find other?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		246	97.2	97.2	97.2
	carnival	1	.4	.4	97.6
	comedy (yes)	1	.4	.4	98.0
	comedy show (yes)	1	.4	.4	98.4
	fishing (easy to find)	1	.4	.4	98.8
	jet ski	1	.4	.4	99.2
	UU church	1	.4	.4	99.6
	whale watch (easy to find)	1	.4	.4	100.0
Total		253	100.0	100.0	

easily able to find other?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		249	98.4	98.4	98.4
	billiards for the uncoordinated (yes)	1	.4	.4	98.8
	pig/euro	1	.4	.4	99.2
	pool (yes)	1	.4	.4	99.6
	Ptown Inn art murals	1	.4	.4	100.0
Total		253	100.0	100.0	

Provincetown's history

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	84	33.2	36.2	36.2
	somewhat important	73	28.9	31.5	67.7
	somewhat unimportant	29	11.5	12.5	80.2
	not important	37	14.6	15.9	96.1
	NA/don't know	9	3.6	3.9	100.0
	Total	232	91.7	100.0	
Missing	System	21	8.3		
Total		253	100.0		

Whydah Museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	13	5.1	6.2	6.2
	somewhat important	31	12.3	14.7	20.9
	somewhat unimportant	26	10.3	12.3	33.2
	not important	86	34.0	40.8	73.9
	NA/don't know	55	21.7	26.1	100.0
	Total	211	83.4	100.0	
Missing	System	42	16.6		
Total		253	100.0		

art galleries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	52	20.6	24.1	24.1
	somewhat important	79	31.2	36.6	60.6
	somewhat unimportant	26	10.3	12.0	72.7
	not important	48	19.0	22.2	94.9
	NA/don't know	11	4.3	5.1	100.0
	Total	216	85.4	100.0	
Missing	System	37	14.6		
Total		253	100.0		

Provincetown theatre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	21	8.3	10.2	10.2
	somewhat important	53	20.9	25.7	35.9
	somewhat unimportant	37	14.6	18.0	53.9
	not important	68	26.9	33.0	86.9
	NA/don't know	27	10.7	13.1	100.0
	Total	206	81.4	100.0	
Missing	System	47	18.6		
Total		253	100.0		

Fine arts works center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	26	10.3	12.7	12.7
	somewhat important	36	14.2	17.6	30.2
	somewhat unimportant	35	13.8	17.1	47.3
	not important	74	29.2	36.1	83.4
	NA/don't know	34	13.4	16.6	100.0
	Total	205	81.0	100.0	
Missing	System	48	19.0		
Total		253	100.0		

Ptown Intn'l film festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	18	7.1	8.8	8.8
	somewhat important	34	13.4	16.7	25.5
	somewhat unimportant	34	13.4	16.7	42.2
	not important	79	31.2	38.7	80.9
	NA/don't know	39	15.4	19.1	100.0
	Total	204	80.6	100.0	
Missing	System	49	19.4		
Total		253	100.0		

Campus Provincetown/courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	15	5.9	7.5	7.5
	somewhat important	13	5.1	6.5	14.0
	somewhat unimportant	36	14.2	18.0	32.0
	not important	94	37.2	47.0	79.0
	NA/don't know	42	16.6	21.0	100.0
	Total	200	79.1	100.0	
Missing	System	53	20.9		
Total		253	100.0		

Truro Center for the Arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	16	6.3	7.9	7.9
	somewhat important	21	8.3	10.3	18.2
	somewhat unimportant	38	15.0	18.7	36.9
	not important	92	36.4	45.3	82.3
	NA/don't know	36	14.2	17.7	100.0
	Total	203	80.2	100.0	
Missing	System	50	19.8		
Total		253	100.0		

Pilgrim Monument and museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	51	20.2	23.8	23.8
	somewhat important	59	23.3	27.6	51.4
	somewhat unimportant	24	9.5	11.2	62.6
	not important	61	24.1	28.5	91.1
	NA/don't know	19	7.5	8.9	100.0
	Total	214	84.6	100.0	
Missing	System	39	15.4		
Total		253	100.0		

WOMR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	18	7.1	9.3	9.3
	somewhat important	17	6.7	8.8	18.1
	somewhat unimportant	31	12.3	16.1	34.2
	not important	79	31.2	40.9	75.1
	NA/don't know	48	19.0	24.9	100.0
	Total	193	76.3	100.0	
Missing	System	60	23.7		
Total		253	100.0		

Great music - Sundays at Five

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	23	9.1	11.6	11.6
	somewhat important	11	4.3	5.6	17.2
	somewhat unimportant	35	13.8	17.7	34.8
	not important	81	32.0	40.9	75.8
	NA/don't know	48	19.0	24.2	100.0
	Total	198	78.3	100.0	
Missing	System	55	21.7		
Total		253	100.0		

Portuguese Festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	25	9.9	12.5	12.5
	somewhat important	26	10.3	13.0	25.5
	somewhat unimportant	29	11.5	14.5	40.0
	not important	80	31.6	40.0	80.0
	NA/don't know	40	15.8	20.0	100.0
	Total	200	79.1	100.0	
Missing	System	53	20.9		
Total		253	100.0		

Town of Provincetown Visitor's Survey- Summer 2005

Other reason

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	224	88.5	88.5	88.5
acceptance of gay life (very imp)	1	.4	.4	88.9
architecture (very imp)	1	.4	.4	89.3
atmosphere (very imp)	1	.4	.4	89.7
beach (somewhat important)	1	.4	.4	90.1
beach (very imp)	1	.4	.4	90.5
being a lesbian is safe	1	.4	.4	90.9
boyfriend (very imp)	1	.4	.4	91.3
carnival (very imp)	1	.4	.4	91.7
cleaner beaches	1	.4	.4	92.1
dunes (very imp)	1	.4	.4	92.5
fine food (very imp)	1	.4	.4	92.9
gay people (somewhat imp)	1	.4	.4	93.3
herring cove beach (very important)	1	.4	.4	93.7
high heel parade (very imp)	1	.4	.4	94.1
interaction with our gay community (very important)	1	.4	.4	94.5
jet ski (very imp)	1	.4	.4	94.9
meeting family (very imp)	1	.4	.4	95.3
my girlfriend (very imp)	1	.4	.4	95.7
near my friends	1	.4	.4	96.0
nice place to just relax	1	.4	.4	96.4
people watching (very imp)	1	.4	.4	96.8
restaurants/shops (very imp)	1	.4	.4	97.2
scenery/dunes (very imp)	1	.4	.4	97.6
seashore (very imp)	1	.4	.4	98.0
shopping (very imp)	1	.4	.4	98.4
the ocean (very important)	1	.4	.4	98.8
the people (very important)	1	.4	.4	99.2
visiting family (very important)	1	.4	.4	99.6
whale watching (very imp)	1	.4	.4	100.0
Total	253	100.0	100.0	

Other reason

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	241	95.3	95.3	95.3
ambiance (very imp)	1	.4	.4	95.7
beaches (very imp)	1	.4	.4	96.0
beaches/carnival week (very imp)	1	.4	.4	96.4
birdman (very imp)	1	.4	.4	96.8
diversity (very imp)	1	.4	.4	97.2
fine accomodations/beaches (very imp)	1	.4	.4	97.6
flowers (very imp)	1	.4	.4	98.0
lesbian culture (very important)	1	.4	.4	98.4
natural beauty, biking, walking, beach (very imp)	1	.4	.4	98.8
pig/euro (very imp)	1	.4	.4	99.2
shopping (somewhat imp)	1	.4	.4	99.6
shops (very imp)	1	.4	.4	100.0
Total	253	100.0	100.0	

Pilgrim Monument and museum

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
very enjoyable	85	33.6	65.9	65.9
somewhat enjoyable	37	14.6	28.7	94.6
not enjoyable	7	2.8	5.4	100.0
Total	129	51.0	100.0	
Missing				
NA/don't know	70	27.7		
System	54	21.3		
Total	124	49.0		
Total	253	100.0		

art galleries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	91	36.0	58.7	58.7
	somewhat enjoyable	55	21.7	35.5	94.2
	not enjoyable	9	3.6	5.8	100.0
	Total	155	61.3	100.0	
Missing	NA/don't know	52	20.6		
	System	46	18.2		
	Total	98	38.7		
Total		253	100.0		

Whydah Museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	23	9.1	47.9	47.9
	somewhat enjoyable	15	5.9	31.3	79.2
	not enjoyable	10	4.0	20.8	100.0
	Total	48	19.0	100.0	
Missing	NA/don't know	128	50.6		
	System	77	30.4		
	Total	205	81.0		
Total		253	100.0		

Provincetown theatre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	29	11.5	50.0	50.0
	somewhat enjoyable	19	7.5	32.8	82.8
	not enjoyable	10	4.0	17.2	100.0
	Total	58	22.9	100.0	
Missing	NA/don't know	122	48.2		
	System	73	28.9		
	Total	195	77.1		
Total		253	100.0		

Fine Arts Work Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	20	7.9	40.8	40.8
	somewhat enjoyable	21	8.3	42.9	83.7
	not enjoyable	8	3.2	16.3	100.0
	Total	49	19.4	100.0	
Missing	NA/don't know	121	47.8		
	System	83	32.8		
	Total	204	80.6		
Total		253	100.0		

Art Association & museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	14	5.5	56.0	56.0
	somewhat enjoyable	7	2.8	28.0	84.0
	not enjoyable	4	1.6	16.0	100.0
	Total	25	9.9	100.0	
Missing	NA/don't know	79	31.2		
	System	149	58.9		
	Total	228	90.1		
Total		253	100.0		

International Film Festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	17	6.7	38.6	38.6
	somewhat enjoyable	14	5.5	31.8	70.5
	not enjoyable	13	5.1	29.5	100.0
	Total	44	17.4	100.0	
Missing	NA/don't know	133	52.6		
	System	76	30.0		
	Total	209	82.6		
Total		253	100.0		

Campus Ptown/courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	10	4.0	31.3	31.3
	somewhat enjoyable	11	4.3	34.4	65.6
	not enjoyable	11	4.3	34.4	100.0
	Total	32	12.6	100.0	
Missing	NA/don't know	141	55.7		
	System	80	31.6		
	Total	221	87.4		
Total		253	100.0		

Truro Center for the Arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	14	5.5	36.8	36.8
	somewhat enjoyable	14	5.5	36.8	73.7
	not enjoyable	10	4.0	26.3	100.0
	Total	38	15.0	100.0	
Missing	NA/don't know	135	53.4		
	System	80	31.6		
	Total	215	85.0		
Total		253	100.0		

WOMR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	25	9.9	55.6	55.6
	somewhat enjoyable	10	4.0	22.2	77.8
	not enjoyable	10	4.0	22.2	100.0
	Total	45	17.8	100.0	
Missing	NA/don't know	131	51.8		
	System	77	30.4		
	Total	208	82.2		
Total		253	100.0		

Great Music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	14	5.5	37.8	37.8
	somewhat enjoyable	15	5.9	40.5	78.4
	not enjoyable	8	3.2	21.6	100.0
	Total	37	14.6	100.0	
Missing	NA/don't know	138	54.5		
	System	78	30.8		
	Total	216	85.4		
Total		253	100.0		

Portuguese Festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	25	9.9	52.1	52.1
	somewhat enjoyable	14	5.5	29.2	81.3
	not enjoyable	9	3.6	18.8	100.0
	Total	48	19.0	100.0	
Missing	NA/don't know	129	51.0		
	System	76	30.0		
	Total	205	81.0		
Total		253	100.0		

Other Activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	234	92.5	92.5	92.5
ambiance	1	.4	.4	92.9
beach	1	.4	.4	93.3
BEACH	1	.4	.4	93.7
beaches	1	.4	.4	94.1
being lesbian	1	.4	.4	94.5
Blessing of Fleet	1	.4	.4	94.9
carnival	3	1.2	1.2	96.0
dancing/clubs	1	.4	.4	96.4
Donald MacMillan	1	.4	.4	96.8
herring cove	1	.4	.4	97.2
jet ski	1	.4	.4	97.6
national park programs	1	.4	.4	98.0
open environment for gays	1	.4	.4	98.4
shopping	3	1.2	1.2	99.6
the people	1	.4	.4	100.0
Total	253	100.0	100.0	

more enjoyable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very enjoyable	18	7.1	100.0	100.0
Missing System	235	92.9		
Total	253	100.0		

Other Activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	247	97.6	97.6	97.6
dunes	1	.4	.4	98.0
natural beauty; nightlife (tea dance)	1	.4	.4	98.4
people	1	.4	.4	98.8
pig/euro	1	.4	.4	99.2
RESTAURANTS	1	.4	.4	99.6
safe and accepted	1	.4	.4	100.0
Total	253	100.0	100.0	

more enjoyable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very enjoyable	6	2.4	100.0	100.0
Missing	System	247	97.6		
Total		253	100.0		

Pilgrim Monument & Museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	105	41.5	61.4	61.4
	no	66	26.1	38.6	100.0
	Total	171	67.6	100.0	
Missing	System	82	32.4		
Total		253	100.0		

Art galleries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	134	53.0	72.0	72.0
	no	52	20.6	28.0	100.0
	Total	186	73.5	100.0	
Missing	System	67	26.5		
Total		253	100.0		

Whydah Museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	19.4	35.3	35.3
	no	90	35.6	64.7	100.0
	Total	139	54.9	100.0	
Missing	System	114	45.1		
Total		253	100.0		

Ptown theatre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	29.6	48.7	48.7
	no	79	31.2	51.3	100.0
	Total	154	60.9	100.0	
Missing	System	99	39.1		
Total		253	100.0		

Fine Arts work Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	52	20.6	36.9	36.9
	no	89	35.2	63.1	100.0
	Total	141	55.7	100.0	
Missing	System	112	44.3		
Total		253	100.0		

Art Association & Museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	64	25.3	43.5	43.5
	no	83	32.8	56.5	100.0
	Total	147	58.1	100.0	
Missing	System	106	41.9		
Total		253	100.0		

International Film Festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	54	21.3	38.6	38.6
	no	86	34.0	61.4	100.0
	Total	140	55.3	100.0	
Missing	System	113	44.7		
Total		253	100.0		

Campus Ptown/courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	11.9	22.6	22.6
	no	103	40.7	77.4	100.0
	Total	133	52.6	100.0	
Missing	System	120	47.4		
Total		253	100.0		

Truro Center for the Arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	6.7	32.1	32.1
	no	36	14.2	67.9	100.0
	Total	53	20.9	100.0	
Missing	System	200	79.1		
Total		253	100.0		

WOMR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	18	7.1	32.7	32.7
	no	37	14.6	67.3	100.0
	Total	55	21.7	100.0	
Missing	System	198	78.3		
Total		253	100.0		

Great Music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	6.3	29.6	29.6
	no	38	15.0	70.4	100.0
	Total	54	21.3	100.0	
Missing	System	199	78.7		
Total		253	100.0		

Portuguese Festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	25	9.9	46.3	46.3
	no	29	11.5	53.7	100.0
	Total	54	21.3	100.0	
Missing	System	199	78.7		
Total		253	100.0		

Town of Provincetown Visitor's Survey- Summer 2005

Other Activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	219	86.6	86.6	86.6
accepting environment for gay people	1	.4	.4	87.0
architecture	1	.4	.4	87.4
atmosphere	1	.4	.4	87.7
beach	2	.8	.8	88.5
beaches	1	.4	.4	88.9
beaches, dunes	1	.4	.4	89.3
being lesbian	1	.4	.4	89.7
birdman	1	.4	.4	90.1
boyfriend	1	.4	.4	90.5
carnival	3	1.2	1.2	91.7
dining/sightseeing	1	.4	.4	92.1
family	1	.4	.4	92.5
feeling safe basking in lesbian culture	1	.4	.4	92.9
gay openness	1	.4	.4	93.3
herring cove	1	.4	.4	93.7
high heel parade	1	.4	.4	94.1
jet ski	1	.4	.4	94.5
jet skiing	1	.4	.4	94.9
national seashore/dunes	1	.4	.4	95.3
people	2	.8	.8	96.0
people watching	1	.4	.4	96.4
shopping	3	1.2	1.2	97.6
the ocean/bay	1	.4	.4	98.0
the people	1	.4	.4	98.4
whale watch	1	.4	.4	98.8
whale watching	3	1.2	1.2	100.0
Total	253	100.0	100.0	

likely to return?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	29	11.5	96.7	96.7
	no	1	.4	3.3	100.0
	Total	30	11.9	100.0	
Missing	System	223	88.1		
Total		253	100.0		

Other Activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		238	94.1	94.1	94.1
	boardwalk	1	.4	.4	94.5
	bookstores, west end	1	.4	.4	94.9
	carnival	2	.8	.8	95.7
	culture	1	.4	.4	96.0
	diversity of visitors	1	.4	.4	96.4
	flowers	1	.4	.4	96.8
	friendliness	1	.4	.4	97.2
	national park programs	1	.4	.4	97.6
	natural beauty	1	.4	.4	98.0
	pig euro	1	.4	.4	98.4
	restaurants	1	.4	.4	98.8
	safe and accepted	1	.4	.4	99.2
	shopping	1	.4	.4	99.6
	shops	1	.4	.4	100.0
	Total	253	100.0	100.0	

likely to return?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	5.1	100.0	100.0
Missing	System	240	94.9		
Total		253	100.0		

How easy is it to get to places of interest?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very easy	142	56.1	61.7	61.7
	somewhat easy	68	26.9	29.6	91.3
	not easy	15	5.9	6.5	97.8
	not applicable	5	2.0	2.2	100.0
Total		230	90.9	100.0	
Missing	System	23	9.1		
Total		253	100.0		

Does the signage in Provincetown help visitors find cultural attractions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	153	60.5	71.5	71.5
	no	61	24.1	28.5	100.0
	Total	214	84.6	100.0	
Missing	System	39	15.4		
Total		253	100.0		

Do you primarily live off-Cape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	202	79.8	84.9	84.9
	no	36	14.2	15.1	100.0
	Total	238	94.1	100.0	
Missing	System	15	5.9		
Total		253	100.0		

Are you staying overnight in Provincetown?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	112	44.3	46.7	46.7
	no	128	50.6	53.3	100.0
	Total	240	94.9	100.0	
Missing	System	13	5.1		
Total		253	100.0		

If yes, how many nights are you staying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	1.2	2.9	2.9
	2.00	8	3.2	7.6	10.5
	3.00	6	2.4	5.7	16.2
	4.00	10	4.0	9.5	25.7
	5.00	11	4.3	10.5	36.2
	6.00	10	4.0	9.5	45.7
	7.00	22	8.7	21.0	66.7
	8.00	7	2.8	6.7	73.3
	9.00	2	.8	1.9	75.2
	10.00	5	2.0	4.8	80.0
	11.00	1	.4	1.0	81.0
	14.00	6	2.4	5.7	86.7
	15.00	1	.4	1.0	87.6
	20.00	1	.4	1.0	88.6
	21.00	2	.8	1.9	90.5
	30.00	1	.4	1.0	91.4
	35.00	1	.4	1.0	92.4
	50.00	1	.4	1.0	93.3
	56.00	1	.4	1.0	94.3
	60.00	1	.4	1.0	95.2
	90.00	4	1.6	3.8	99.0
	180.00	1	.4	1.0	100.0
	Total	105	41.5	100.0	
Missing	System	148	58.5		
Total		253	100.0		

Are you staying elsewhere on the Cape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	117	46.2	52.0	52.0
	no	108	42.7	48.0	100.0
	Total	225	88.9	100.0	
Missing	System	28	11.1		
Total		253	100.0		

If yes, how many nights are you staying elsewhere on the Cape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.8	2.0	2.0
	2.00	7	2.8	7.0	9.0
	3.00	7	2.8	7.0	16.0
	4.00	10	4.0	10.0	26.0
	5.00	11	4.3	11.0	37.0
	6.00	5	2.0	5.0	42.0
	7.00	26	10.3	26.0	68.0
	8.00	1	.4	1.0	69.0
	9.00	2	.8	2.0	71.0
	10.00	1	.4	1.0	72.0
	11.00	3	1.2	3.0	75.0
	12.00	2	.8	2.0	77.0
	14.00	14	5.5	14.0	91.0
	17.00	1	.4	1.0	92.0
	20.00	1	.4	1.0	93.0
	21.00	3	1.2	3.0	96.0
	75.00	1	.4	1.0	97.0
	90.00	3	1.2	3.0	100.0
	Total	100	39.5	100.0	
Missing	System	153	60.5		
Total		253	100.0		

Which type of lodging are you staying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	own property	14	5.5	6.5	6.5
	hotel/motel	71	28.1	33.0	39.5
	bed & breakfast	19	7.5	8.8	48.4
	private home	52	20.6	24.2	72.6
	rec vehicle/tent	14	5.5	6.5	79.1
	condo/time share	19	7.5	8.8	87.9
	other	26	10.3	12.1	100.0
	Total	215	85.0	100.0	
Missing	System	38	15.0		
Total		253	100.0		

Other lodging

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	222	87.7	87.7	87.7
and bed and breakfast	1	.4	.4	88.1
and camping	1	.4	.4	88.5
and condo	1	.4	.4	88.9
and private home	1	.4	.4	89.3
and rec vehicle/tent	1	.4	.4	89.7
boat	2	.8	.8	90.5
cape codder guest house	1	.4	.4	90.9
cottage	3	1.2	1.2	92.1
cottage rental	5	2.0	2.0	94.1
guest house	1	.4	.4	94.5
hostel	1	.4	.4	94.9
my boat in Anchorage	1	.4	.4	95.3
one night motel, 4 nights camping	1	.4	.4	95.7
rental cabin	1	.4	.4	96.0
rental cottage	1	.4	.4	96.4
rental home	2	.8	.8	97.2
rental house	2	.8	.8	98.0
rental in private home	1	.4	.4	98.4
rented condo	1	.4	.4	98.8
trailer	1	.4	.4	99.2
weekly rental	1	.4	.4	99.6
yacht	1	.4	.4	100.0
Total	253	100.0	100.0	

How did you get to Ptown?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
motor vehicle	180	71.1	79.6	79.6
airplane	11	4.3	4.9	84.5
bus	12	4.7	5.3	89.8
private boat	4	1.6	1.8	91.6
ferry	17	6.7	7.5	99.1
other	2	.8	.9	100.0
Total	226	89.3	100.0	
Missing				
System	27	10.7		
Total	253	100.0		

Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	236	93.3	93.3	93.3
and airplane	5	2.0	2.0	95.3
and airplane, bus, ferry	1	.4	.4	95.7
and ferry	5	2.0	2.0	97.6
and rental car	1	.4	.4	98.0
and shuttle bus	1	.4	.4	98.4
and train	1	.4	.4	98.8
bike	1	.4	.4	99.2
private yacht	1	.4	.4	99.6
tour	1	.4	.4	100.0
Total	253	100.0	100.0	

Have you visited any other areas of the Cape outside of Ptown?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
yes	197	77.9	83.5	83.5
no	39	15.4	16.5	100.0
Total	236	93.3	100.0	
Missing				
System	17	6.7		
Total	253	100.0		

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
under 35	39	15.4	16.5	16.5
35-55	131	51.8	55.3	71.7
56+	65	25.7	27.4	99.2
choose not to answer	2	.8	.8	100.0
Total	237	93.7	100.0	
Missing				
System	16	6.3		
Total	253	100.0		

Are there members of your party under 18?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	82	32.4	34.7	34.7
	no	154	60.9	65.3	100.0
	Total	236	93.3	100.0	
Missing	System	17	6.7		
Total		253	100.0		

How many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	9.1	33.8	33.8
	2.00	24	9.5	35.3	69.1
	3.00	10	4.0	14.7	83.8
	4.00	4	1.6	5.9	89.7
	5.00	4	1.6	5.9	95.6
	6.00	1	.4	1.5	97.1
	8.00	1	.4	1.5	98.5
	24.00	1	.4	1.5	100.0
	Total	68	26.9	100.0	
Missing	System	185	73.1		
Total		253	100.0		

Approximate household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<\$50,000	33	13.0	14.3	14.3
	\$50,000-\$150,000	123	48.6	53.5	67.8
	\$150,000 or more	44	17.4	19.1	87.0
	choose not to answer	30	11.9	13.0	100.0
	Total	230	90.9	100.0	
Missing	System	23	9.1		
Total		253	100.0		

lodging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<\$100	32	12.6	17.3	17.3
	\$100-\$1,000	91	36.0	49.2	66.5
	\$1,000+	62	24.5	33.5	100.0
	Total	185	73.1	100.0	
Missing	System	68	26.9		
Total		253	100.0		

shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<\$100	52	20.6	26.3	26.3
	\$100-\$1,000	132	52.2	66.7	92.9
	\$1,000+	14	5.5	7.1	100.0
	Total	198	78.3	100.0	
Missing	System	55	21.7		
Total		253	100.0		

food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<\$100	45	17.8	22.1	22.1
	\$100-\$1,000	146	57.7	71.6	93.6
	\$1,000+	13	5.1	6.4	100.0
	Total	204	80.6	100.0	
Missing	System	49	19.4		
Total		253	100.0		

entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<\$100	60	23.7	33.5	33.5
	\$100-\$1,000	116	45.8	64.8	98.3
	\$1,000+	3	1.2	1.7	100.0
	Total	179	70.8	100.0	
Missing	System	74	29.2		
Total		253	100.0		

choose not to answer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	12	4.7	100.0	100.0
Missing System	241	95.3		
Total	253	100.0		

these expenditures represent how many in your party?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	22	8.7	13.9	13.9
2.00	69	27.3	43.7	57.6
3.00	18	7.1	11.4	69.0
4.00	19	7.5	12.0	81.0
5.00	10	4.0	6.3	87.3
6.00	5	2.0	3.2	90.5
7.00	7	2.8	4.4	94.9
8.00	3	1.2	1.9	96.8
9.00	1	.4	.6	97.5
10.00	2	.8	1.3	98.7
44.00	2	.8	1.3	100.0
Total	158	62.5	100.0	
Missing System	95	37.5		
Total	253	100.0		

brochure

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	7	2.8	100.0	100.0
Missing System	246	97.2		
Total	253	100.0		

from a friend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	73	28.9	100.0	100.0
Missing System	180	71.1		
Total	253	100.0		

internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	5.1	100.0	100.0
Missing	System	240	94.9		
Total		253	100.0		

magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	2.8	100.0	100.0
Missing	System	246	97.2		
Total		253	100.0		

newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	1.6	100.0	100.0
Missing	System	249	98.4		
Total		253	100.0		

travel agent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	3	1.2	100.0	100.0
Missing	System	250	98.8		
Total		253	100.0		

travel guides

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	15	5.9	100.0	100.0
Missing	System	238	94.1		
Total		253	100.0		

visited here previously

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	143	56.5	100.0	100.0
Missing System	110	43.5		
Total	253	100.0		

other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	28	11.1	100.0	100.0
Missing System	225	88.9		
Total	253	100.0		

other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	233	92.1	92.1	92.1
born here	1	.4	.4	92.5
conciierge in Boston hotel	1	.4	.4	92.9
family	3	1.2	1.2	94.1
gay town	1	.4	.4	94.5
grandparents lived in Wellfleet	1	.4	.4	94.9
lesbian culture	1	.4	.4	95.3
lesbian life and culture	1	.4	.4	95.7
live in Boston	1	.4	.4	96.0
live in MA	3	1.2	1.2	97.2
live in Wellfleet	1	.4	.4	97.6
live on Cape	1	.4	.4	98.0
own property	1	.4	.4	98.4
parents	1	.4	.4	98.8
relative	1	.4	.4	99.2
relatives	1	.4	.4	99.6
resident on Cape	1	.4	.4	100.0
Total	253	100.0	100.0	

consider any alternative destinations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	63	24.9	27.6	27.6
	no	165	65.2	72.4	100.0
	Total	228	90.1	100.0	
Missing	System	25	9.9		
Total		253	100.0		

none

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	48	19.0	100.0	100.0
Missing	System	205	81.0		
Total		253	100.0		

internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	112	44.3	100.0	100.0
Missing	System	141	55.7		
Total		253	100.0		

books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	11.9	100.0	100.0
Missing	System	223	88.1		
Total		253	100.0		

travel guides

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	56	22.1	100.0	100.0
Missing	System	197	77.9		
Total		253	100.0		

friends/family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	90	35.6	100.0	100.0
Missing	System	163	64.4		
Total		253	100.0		

travel agent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	1.6	100.0	100.0
Missing	System	249	98.4		
Total		253	100.0		

visitor information centers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	39	15.4	100.0	100.0
Missing	System	214	84.6		
Total		253	100.0		

accomodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	102	40.3	52.6	52.6
	somewhat satisfied	27	10.7	13.9	66.5
	somewhat unsatisfied	9	3.6	4.6	71.1
	very unsatisfied	4	1.6	2.1	73.2
	not applicable	52	20.6	26.8	100.0
	Total	194	76.7	100.0	
Missing	System	59	23.3		
Total		253	100.0		

art galleries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	104	41.1	54.2	54.2
	somewhat satisfied	50	19.8	26.0	80.2
	somewhat unsatisfied	2	.8	1.0	81.3
	not applicable	36	14.2	18.8	100.0
	Total	192	75.9	100.0	
Missing	System	61	24.1		
Total		253	100.0		

courses/classes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	13	5.1	8.3	8.3
	somewhat satisfied	4	1.6	2.6	10.9
	somewhat unsatisfied	2	.8	1.3	12.2
	not applicable	137	54.2	87.8	100.0
	Total	156	61.7	100.0	
Missing	System	97	38.3		
Total		253	100.0		

customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	79	31.2	41.8	41.8
	somewhat satisfied	57	22.5	30.2	72.0
	somewhat unsatisfied	12	4.7	6.3	78.3
	very unsatisfied	7	2.8	3.7	82.0
	not applicable	34	13.4	18.0	100.0
	Total	189	74.7	100.0	
Missing	System	64	25.3		
Total		253	100.0		

entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	88	34.8	46.3	46.3
	somewhat satisfied	53	20.9	27.9	74.2
	somewhat unsatisfied	8	3.2	4.2	78.4
	very unsatisfied	3	1.2	1.6	80.0
	not applicable	38	15.0	20.0	100.0
	Total	190	75.1	100.0	
Missing	System	63	24.9		
Total		253	100.0		

museums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	64	25.3	36.0	36.0
	somewhat satisfied	34	13.4	19.1	55.1
	somewhat unsatisfied	6	2.4	3.4	58.4
	very unsatisfied	5	2.0	2.8	61.2
	not applicable	69	27.3	38.8	100.0
	Total	178	70.4	100.0	
Missing	System	75	29.6		
Total		253	100.0		

outdoor activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	113	44.7	60.1	60.1
	somewhat satisfied	35	13.8	18.6	78.7
	somewhat unsatisfied	10	4.0	5.3	84.0
	very unsatisfied	2	.8	1.1	85.1
	not applicable	28	11.1	14.9	100.0
	Total	188	74.3	100.0	
Missing	System	65	25.7		
Total		253	100.0		

overall value/cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	58	22.9	30.1	30.1
	somewhat satisfied	79	31.2	40.9	71.0
	somewhat unsatisfied	30	11.9	15.5	86.5
	very unsatisfied	16	6.3	8.3	94.8
	not applicable	10	4.0	5.2	100.0
	Total	193	76.3	100.0	
Missing	System	60	23.7		
Total		253	100.0		

public parking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	43	17.0	21.7	21.7
	somewhat satisfied	44	17.4	22.2	43.9
	somewhat unsatisfied	34	13.4	17.2	61.1
	very unsatisfied	39	15.4	19.7	80.8
	not applicable	38	15.0	19.2	100.0
	Total	198	78.3	100.0	
Missing	System	55	21.7		
Total		253	100.0		

public restrooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	63	24.9	31.0	31.0
	somewhat satisfied	54	21.3	26.6	57.6
	somewhat unsatisfied	28	11.1	13.8	71.4
	very unsatisfied	33	13.0	16.3	87.7
	not applicable	25	9.9	12.3	100.0
	Total	203	80.2	100.0	
Missing	System	50	19.8		
Total		253	100.0		

restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	119	47.0	56.9	56.9
	somewhat satisfied	64	25.3	30.6	87.6
	somewhat unsatisfied	9	3.6	4.3	91.9
	very unsatisfied	6	2.4	2.9	94.7
	not applicable	11	4.3	5.3	100.0
	Total	209	82.6	100.0	
Missing	System	44	17.4		
Total		253	100.0		

shops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	115	45.5	56.1	56.1
	somewhat satisfied	67	26.5	32.7	88.8
	somewhat unsatisfied	8	3.2	3.9	92.7
	very unsatisfied	4	1.6	2.0	94.6
	not applicable	11	4.3	5.4	100.0
	Total	205	81.0	100.0	
Missing	System	48	19.0		
Total		253	100.0		

shuttle bus service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	33	13.0	18.9	18.9
	somewhat satisfied	35	13.8	20.0	38.9
	somewhat unsatisfied	13	5.1	7.4	46.3
	very unsatisfied	6	2.4	3.4	49.7
	not applicable	88	34.8	50.3	100.0
	Total	175	69.2	100.0	
Missing	System	78	30.8		
Total		253	100.0		

theatre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	38	15.0	21.8	21.8
	somewhat satisfied	30	11.9	17.2	39.1
	somewhat unsatisfied	5	2.0	2.9	42.0
	not applicable	101	39.9	58.0	100.0
	Total	174	68.8	100.0	
Missing	System	79	31.2		
Total		253	100.0		

Frequencies

Statistics

		If yes, how many nights are you staying?	If yes, how many nights are you staying elsewhere on the Cape?
N	Valid	105	100
	Missing	148	153
Mean		13.4571	10.7800

Frequency Table

If yes, how many nights are you staying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	1.2	2.9	2.9
	2.00	8	3.2	7.6	10.5
	3.00	6	2.4	5.7	16.2
	4.00	10	4.0	9.5	25.7
	5.00	11	4.3	10.5	36.2
	6.00	10	4.0	9.5	45.7
	7.00	22	8.7	21.0	66.7
	8.00	7	2.8	6.7	73.3
	9.00	2	.8	1.9	75.2
	10.00	5	2.0	4.8	80.0
	11.00	1	.4	1.0	81.0
	14.00	6	2.4	5.7	86.7
	15.00	1	.4	1.0	87.6
	20.00	1	.4	1.0	88.6
	21.00	2	.8	1.9	90.5
	30.00	1	.4	1.0	91.4
	35.00	1	.4	1.0	92.4
	50.00	1	.4	1.0	93.3
	56.00	1	.4	1.0	94.3
	60.00	1	.4	1.0	95.2
	90.00	4	1.6	3.8	99.0
	180.00	1	.4	1.0	100.0
	Total	105	41.5	100.0	
Missing	System	148	58.5		
Total		253	100.0		

If yes, how many nights are you staying elsewhere on the Cape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.8	2.0	2.0
	2.00	7	2.8	7.0	9.0
	3.00	7	2.8	7.0	16.0
	4.00	10	4.0	10.0	26.0
	5.00	11	4.3	11.0	37.0
	6.00	5	2.0	5.0	42.0
	7.00	26	10.3	26.0	68.0
	8.00	1	.4	1.0	69.0
	9.00	2	.8	2.0	71.0
	10.00	1	.4	1.0	72.0
	11.00	3	1.2	3.0	75.0
	12.00	2	.8	2.0	77.0
	14.00	14	5.5	14.0	91.0
	17.00	1	.4	1.0	92.0
	20.00	1	.4	1.0	93.0
	21.00	3	1.2	3.0	96.0
	75.00	1	.4	1.0	97.0
	90.00	3	1.2	3.0	100.0
	Total	100	39.5	100.0	
Missing	System	153	60.5		
Total		253	100.0		