

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
GENDER	Male	55%	55%	51%	51%	61%
	Female	45%	45%	49%	49%	39%
TOTAL		100%	100%	100%	100%	100%
	n =	8,298	896	594	4,202	2,606
AGE	Under 15	13%	14%	11%	13%	12%
	15 - 19	14%	11%	12%	15%	13%
	20 - 24	8%	4%	6%	9%	8%
	25 - 29	7%	6%	8%	8%	7%
	30 - 34	8%	7%	7%	8%	8%
	35 - 44	17%	16%	21%	17%	16%
	45 - 54	16%	17%	17%	16%	16%
	55 - 59	6%	8%	6%	6%	6%
	60 - 64	5%	6%	5%	5%	6%
	65 and over	6%	10%	6%	4%	7%
TOTAL		100%	100%	100%	100%	100%
Average		36.3	39.2	37.6	34.8	37.3
n =		8,299	897	594	4,202	2,606
HOUSEHOLD INCOME	Under \$20,000	15%	13%	15%	16%	14%
	\$20,000 - \$24,999	6%	5%	5%	6%	6%
	\$25,000 - \$34,999	8%	7%	9%	8%	9%
	\$35,000 - \$49,999	11%	11%	8%	12%	12%
	\$50,000 - \$74,999	15%	15%	13%	15%	17%
	\$75,000 - \$99,999	14%	14%	14%	14%	14%
	\$100,000 - \$124,999	10%	12%	12%	10%	10%
	\$125,000 - \$149,999	5%	6%	6%	5%	5%
	\$150,000 - \$199,999	6%	7%	7%	6%	6%
	\$200,000 or more	10%	10%	12%	9%	10%
TOTAL		100%	100%	100%	100%	100%
Average		\$81,710	\$86,554	\$89,196	\$79,787	\$81,439
n =		8,298	896	594	4,202	2,606

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Source: RRC Associates

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
MARITAL STATUS	Single, no children	35%	28%	33%	38%	32%
	Couple, no children	16%	14%	22%	16%	16%
	Single with children at home	5%	5%	5%	5%	5%
	Couple with children at home	25%	26%	23%	25%	26%
	Couple, empty-nester	13%	21%	10%	11%	15%
	Single, empty-nester	6%	7%	7%	6%	5%
TOTAL		100%	100%	100%	100%	100%
	n =	8,298	896	594	4,202	2,606
DO YOU HAVE CHILDREN / GRANDCHILDREN (18 & UNDER) TRAVELING WITH YOU	Yes	48%	44%	44%	52%	44%
	No	52%	56%	56%	48%	56%
TOTAL		100%	100%	100%	100%	100%
	n =	4,066	521	265	1,940	1,340
HOW MANY PEOPLE ARE IN YOUR TRAVEL PARTY	1	14%	11%	24%	12%	17%
	2	30%	31%	29%	27%	33%
	3	14%	16%	13%	15%	13%
	4or more	42%	41%	34%	46%	37%
TOTAL		100%	100%	100%	100%	100%
Average		3.1	3.1	2.7	3.2	2.9
n =		8,299	897	594	4,202	2,606
ARE YOU A RESIDENT OF THE USA	Yes	91%	95%	96%	90%	89%
	No	9%	5%	4%	10%	11%
TOTAL		100%	100%	100%	100%	100%
	n =	8,299	897	594	4,202	2,606

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
WHICH BEST DESCRIBES WHERE YOU LIVE	Australia/ Oceania	8%	7%	12%	9%	7%
	Mexico	4%	5%	4%	5%	2%
	Asia	8%	7%	12%	8%	8%
	Europe	25%	20%	16%	29%	21%
	Africa	1%		4%	1%	
	Central/ South America	3%	7%		3%	1%
	Middle East	2%	7%	4%	2%	1%
	Russia	1%		4%	1%	1%
	Canada	42%	39%	28%	36%	52%
	Other	6%	7%	16%	6%	7%
TOTAL		100%	100%	100%	100%	100%
	n =	759	41	25	409	284
WHERE IN CANADA	Victoria	7%			10%	5%
	Vancouver	48%	63%	29%	38%	57%
	Other B.C.	12%	25%		10%	13%
	Alberta	16%		14%	26%	7%
	Elsewhere in Canada	17%	13%	57%	16%	17%
TOTAL		100%	100%	100%	100%	100%
	n =	318	16	7	146	149
WHERE IN EUROPE	Scandinavia	4%	13%		2%	7%
	France	6%	13%		4%	8%
	Italy	2%			3%	2%
	Spain/ Portugal	1%			1%	
	United Kingdom	50%	50%	50%	51%	47%
	Ireland	5%			7%	3%
	Germany	18%	13%	25%	18%	20%
	Benelux	5%			4%	7%
	Other	10%	13%	25%	12%	5%
TOTAL		100%	100%	100%	100%	100%
	n =	191	8	4	120	59
WHERE IN ASIA	Japan	25%		33%	24%	27%
	Taiwan	28%			27%	36%
	China	13%	33%	67%	9%	9%
	North Korea	2%			3%	
	South Korea	11%			15%	9%
	Other	21%	67%		21%	18%
TOTAL		100%	100%	100%	100%	100%
	n =	61	3	3	33	22

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DESCRIBE YOUR VISIT TO THIS LOCATION	Day visit from home	36%	52%	74%	30%	30%
	Overnight in the region	51%	30%	19%	56%	58%
	Passing through, overnighting elsewhere	13%	18%	7%	13%	12%
TOTAL		100%	100%	100%	100%	100%
	n =	8,141	888	584	4,130	2,539
WILL YOU STAY TONIGHT IN OR NEAR	East King County	7%	22%	22%	4%	7%
	Seattle Eastside	8%	15%	19%	7%	8%
	Seattle Southside	15%	11%	9%	10%	26%
	Seattle Northside	11%	6%	9%	13%	8%
	Downtown	28%	14%	17%	41%	12%
	Other	31%	31%	24%	26%	39%
TOTAL		100%	100%	100%	100%	100%
	n =	4,134	267	112	2,312	1,443
DESCRIBE YOUR ACCOMMODATIONS	Hotel/ motel	67%	48%	39%	66%	75%
	Bed & Breakfast	2%	1%	1%	2%	1%
	RV - camping	2%	3%	2%	3%	1%
	Tent camping	1%	1%	2%	2%	1%
	With friends/ family	19%	40%	47%	20%	12%
	Vacation rental	1%	1%	1%	1%	1%
	Cruise ship	1%	0%	3%	1%	3%
	Other	6%	6%	5%	6%	7%
TOTAL		100%	100%	100%	100%	100%
	n =	4,085	267	112	2,288	1,418
MAIN MODE OF TRANSPORTATION THIS TRIP	Commercial / private air	42%	31%	38%	41%	45%
	Private vehicle	39%	56%	44%	37%	38%
	Tour bus	4%	5%	6%	4%	3%
	Train	2%	1%	3%	3%	1%
	Cruise ship	3%	1%	3%	3%	5%
	Ferry	1%		1%	2%	0%
	Other	9%	6%	5%	10%	7%
TOTAL		100%	100%	100%	100%	100%
	n =	4,046	265	111	2,270	1,400

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
HOW MANY NIGHTS WILL YOU BE AWAY FROM HOME THIS TRIP	1 night	9%	10%	9%	6%	13%
	2 nights	11%	14%	11%	10%	13%
	3 nights	11%	10%	6%	11%	12%
	4 nights	9%	7%	15%	9%	8%
	5 nights	9%	8%	9%	9%	7%
	6 or more nights	51%	51%	49%	54%	46%
TOTAL		100%	100%	100%	100%	100%
Average		6.6	6.5	6.5	6.9	6.1
n =		4,026	265	110	2,260	1,391
HOW MANY OF THOSE NIGHTS WERE / WILL BE IN WASHINGTON STATE	None	1%	1%		1%	2%
	1 night	11%	7%	6%	7%	18%
	2 nights	17%	17%	11%	15%	20%
	3 nights	18%	17%	17%	19%	16%
	4 nights	13%	8%	23%	15%	11%
	5 nights	10%	11%	7%	12%	8%
	6 or more nights	30%	39%	35%	31%	25%
TOTAL		100%	100%	100%	100%	100%
Average		5.0	5.7	5.6	5.2	4.4
n =		3,993	265	109	2,245	1,374
(VISITORS PASSING THROUGH, OVERNIGHTING ELSEWHERE) WILL YOU STAY TONIGHT IN	Olympic/Kitsap peninsulas	13%	9%	16%	16%	9%
	Southwest Washington	13%	11%	3%	14%	14%
	Eastern Washington	9%	16%	5%	8%	7%
	Northwest Washington	27%	32%	30%	26%	27%
	Other	38%	32%	46%	37%	43%
TOTAL		100%	100%	100%	100%	100%
n =		1,031	160	37	543	291

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
PRIMARY REASON FOR THIS TRIP	Shopping	8%	16%	11%	6%	7%
	Seattle attractions	18%	11%	9%	23%	15%
	Sporting event	6%	5%	3%	5%	7%
	Business	9%	7%	10%	6%	16%
	Convention	5%	3%	9%	5%	6%
	Sightseeing	29%	27%	31%	30%	30%
	Friends / family	24%	30%	27%	25%	19%
	Performing arts	1%	0%	1%	1%	1%
	Festival	1%	1%	4%	1%	0%
	Northwest outdoor recreation	2%	2%	2%	2%	1%
	Dining	1%	1%	2%	1%	0%
	Social outing	2%	2%	8%	2%	2%
	Other	13%	13%	17%	11%	16%
TOTAL		120%	119%	134%	117%	121%
	n =	7,592	856	551	3,864	2,321

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
ACTIVITIES THIS TRIP	Pike Place Market	44%	30%	25%	56%	32%
	Sightseeing tour	44%	36%	32%	52%	35%
	Space Needle	36%	16%	14%	48%	26%
	Visit museum	35%	27%	14%	36%	39%
	Ferry ride	32%	22%	30%	37%	26%
	Family event	29%	35%	37%	29%	26%
	Shopping mall	29%	27%	27%	30%	30%
	Visit gallery	25%	15%	21%	29%	22%
	Shopping	22%	24%	20%	25%	16%
	Hiking	16%	19%	12%	19%	13%
	Wildlife viewing	16%	14%	13%	19%	14%
	Wildlife park / zoo	15%	12%	11%	16%	17%
	Festival / event	14%	13%	25%	15%	11%
	Business meeting	11%	8%	9%	9%	17%
	Cruise ship	11%	4%	18%	11%	11%
	Performing arts / concert	10%	8%	13%	13%	6%
	Visit winery	8%	14%	13%	7%	6%
	Biking	7%	9%	9%	7%	7%
	Casino	7%	6%	8%	6%	8%
	Antiquing	5%	7%	6%	6%	4%
	Golf	5%	8%	8%	4%	7%
Visit hatchery	5%	8%	3%	5%	5%	
Overnight cruise	5%	2%	5%	5%	5%	
Kayaking	5%	4%	6%	5%	4%	
TOTAL		438%	369%	380%	488%	387%
	n =	6,462	730	416	3,439	1,877

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		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
WHEN DID YOU BEGIN PLANNING THIS TRIP	1 - 3 days advance	23%	24%	33%	20%	24%
	1 week advance	10%	8%	8%	10%	13%
	1 month advance	15%	14%	10%	16%	16%
	2 - 4 months advance	19%	16%	10%	22%	18%
	4 - 6 months advance	10%	7%	4%	12%	10%
	More than 6 months	10%	8%	4%	11%	10%
	No advance plan	12%	22%	31%	9%	10%
TOTAL		100%	100%	100%	100%	100%
	n =	6,668	758	486	3,440	1,984
IS THIS YOUR FIRST VISIT TO THE SEATTLE AREA	Yes	31%	17%	10%	40%	27%
	No	69%	83%	90%	60%	73%
TOTAL		100%	100%	100%	100%	100%
	n =	6,638	758	481	3,426	1,973
HOW MANY PREVIOUS VISITS HAVE YOU MADE HERE IN THE PAST YEAR	None	21%	19%	15%	24%	19%
	One	14%	12%	7%	16%	15%
	2 - 4 visits	22%	23%	13%	22%	26%
	5 - 10 visits	12%	11%	12%	12%	14%
	More than 10 visits	30%	35%	54%	27%	27%
TOTAL		100%	100%	100%	100%	100%
	n =	4,497	617	429	2,045	1,406
HOW LIKELY ARE YOU TO RETURN TO THIS AREA WITHIN THE NEXT YEAR	Definitely	47%	62%	73%	40%	46%
	Probably	17%	16%	11%	17%	19%
	Maybe	14%	10%	8%	16%	14%
	Unlikely	15%	8%	5%	19%	14%
	Will not return	6%	4%	3%	7%	6%
TOTAL		100%	100%	100%	100%	100%
	n =	6,497	742	464	3,373	1,918

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<i>IMPORTANCE IN SETTING ITINERARY FOR THIS TRIP</i>		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: MAGAZINE ARTICLES	0	34%	27%	35%	33%	37%
	1 - Not a factor	39%	46%	38%	39%	37%
	2	8%	6%	6%	8%	8%
	3	10%	12%	9%	10%	9%
	4	5%	4%	5%	5%	4%
	5 - Very important	5%	4%	7%	4%	5%
TOTAL		100%	100%	100%	100%	100%
Average		1.9	1.8	2.1	1.9	1.9
n =		4,109	521	282	2,164	1,142
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: NEWSPAPER ARTICLES	0	39%	30%	37%	39%	42%
	1 - Not a factor	35%	43%	31%	35%	33%
	2	8%	8%	9%	8%	8%
	3	9%	10%	11%	9%	8%
	4	5%	5%	7%	5%	4%
	5 - Very important	4%	4%	6%	3%	5%
TOTAL		100%	100%	100%	100%	100%
Average		1.9	1.8	2.2	1.9	1.9
n =		3,793	496	272	1,970	1,055
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: TELEVISION	0	36%	27%	36%	37%	37%
	1 - Not a factor	34%	44%	33%	34%	32%
	2	8%	6%	8%	8%	8%
	3	10%	10%	10%	10%	10%
	4	6%	6%	4%	6%	6%
	5 - Very important	6%	6%	9%	5%	8%
TOTAL		100%	100%	100%	100%	100%
Average		2.1	1.9	2.2	2.0	2.2
n =		3,921	509	275	2,001	1,136

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<i>IMPORTANCE IN SETTING ITINERARY FOR THIS TRIP</i>		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: AAA RESOURCES	0	37%	29%	38%	37%	39%
	1 - Not a factor	35%	44%	36%	34%	32%
	2	6%	7%	5%	6%	7%
	3	9%	10%	10%	9%	9%
	4	6%	5%	5%	7%	6%
	5 - Very important	7%	5%	7%	7%	7%
TOTAL		100%	100%	100%	100%	100%
Average		2.1	1.9	2.1	2.2	2.2
n =		3,840	494	264	1,992	1,090
DOES YOUR USE OF AAA INCLUDE	Travel planning	81%	86%	71%	82%	80%
	Auto financing	13%	11%	17%	13%	13%
	Emergency road service	58%	55%	57%	58%	58%
	Insurance	27%	22%	17%	27%	30%
TOTAL		179%	173%	163%	180%	180%
	n =	599	64	35	331	169
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: FRIENDS OR FAMILY	0	27%	20%	27%	25%	31%
	1 - Not a factor	19%	21%	17%	17%	22%
	2	5%	3%	4%	6%	6%
	3	11%	13%	10%	12%	11%
	4	13%	12%	15%	14%	11%
	5 - Very important	25%	30%	28%	27%	19%
TOTAL		100%	100%	100%	100%	100%
Average		3.3	3.3	3.4	3.4	3.0
n =		4,421	552	309	2,345	1,215

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IMPORTANCE IN SETTING ITINERARY FOR THIS TRIP		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: LOCAL CHAMBER / CONVENTION & VISITORS BUREAU	0	39%	30%	39%	39%	42%
	1 - Not a factor	36%	43%	31%	35%	34%
	2	7%	7%	6%	6%	7%
	3	9%	10%	13%	9%	7%
	4	5%	4%	5%	5%	5%
	5 - Very important	5%	5%	6%	5%	4%
TOTAL		100%	100%	100%	100%	100%
Average		2.0	1.9	2.1	2.0	1.9
n =		3,634	484	253	1,886	1,011
IMPORTANCE IN SETTING THE ITINERARY THIS TRIP: THE INTERNET	0	31%	26%	32%	30%	34%
	1 - Not a factor	22%	31%	26%	20%	21%
	2	6%	6%	4%	6%	6%
	3	12%	14%	9%	12%	11%
	4	12%	9%	10%	14%	11%
	5 - Very important	18%	13%	20%	19%	17%
TOTAL		100%	100%	100%	100%	100%
Average		3.0	2.6	2.9	3.1	3.0
n =		4,117	506	282	2,179	1,150
DOES YOUR USE OF THE INTERNET INCLUDE	General travel information	76%	73%	70%	78%	72%
	Rate comparisons	64%	52%	51%	66%	64%
	Information for this trip	70%	60%	58%	75%	64%
	Make reservations	63%	54%	51%	67%	62%
TOTAL		273%	239%	231%	287%	262%
	n =	1,471	128	84	875	384

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			Issaquah	Kirkland	Seattle Center	Seattle Southside
BEST SOURCES OF INFORMATION FOR TRIP PLANNING AFTER LEAVING HOME AND HITTING THE ROAD	Magazine	22%	26%	25%	21%	22%
	Road sign	23%	27%	24%	21%	22%
	Brochure	44%	32%	30%	49%	42%
	Newspaper	18%	15%	27%	18%	16%
	Chamber/visitor center	20%	21%	20%	21%	19%
	Hotel concierge	26%	18%	21%	26%	30%
	Local maps	45%	39%	33%	50%	41%
	Other local referral	35%	37%	42%	35%	31%
TOTAL		232%	216%	222%	242%	223%
	n =	4,248	492	289	2,277	1,190

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			Issaquah	Kirkland	Seattle Center	Seattle Southside
STATE / COUNTRY OF ORIGIN	Washington	41.4%	58.4%	76.5%	34.6%	38.3%
	California	10.5%	8.5%	4.9%	13.1%	8.4%
	Foreign	5.6%	3.0%	3.1%	6.5%	5.4%
	Canada	4.0%	1.9%	1.2%	3.6%	6.0%
	Oregon	3.8%	2.4%	1.4%	4.0%	4.6%
	New York	2.4%	1.2%	.5%	3.3%	1.7%
	Florida	2.2%	2.3%	.7%	2.0%	2.8%
	Texas	2.0%	1.3%	.5%	2.2%	2.4%
	Illinois	1.7%	1.4%		2.1%	1.6%
	Arizona	1.7%	.7%	.7%	1.6%	2.2%

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Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
STATE / COUNTRY OF ORIGIN	Pennsylvania	1.4%	.8%	.3%	1.9%	1.2%
	Ohio	1.4%	.5%	.9%	1.3%	1.9%
	Colorado	1.3%	.9%	.7%	1.3%	1.6%
	Minnesota	1.3%	1.4%	.3%	1.5%	1.1%
	New Jersey	1.3%	.7%	1.0%	1.5%	1.2%
	Idaho	1.3%	.9%	.2%	1.1%	1.9%
	Virginia	1.1%	.9%	1.2%	1.2%	1.0%
	Wisconsin	1.1%	.7%	.2%	1.3%	1.0%
	Massachusetts	1.0%	.5%	1.0%	1.3%	.8%
	Michigan	.9%	.4%	.5%	1.1%	1.0%
	Maryland	.9%	.7%	.3%	1.0%	.9%
	Utah	.9%	.8%	.3%	.8%	1.1%
	Montana	.8%	.8%	.5%	.8%	.7%
	Alaska	.7%	.8%	.5%	.5%	1.1%
	Missouri	.6%	.8%	.2%	.6%	.7%
	North Carolina	.6%	.5%		.5%	1.0%
	Nevada	.6%	.5%		.7%	.5%
	Georgia	.6%	.6%		.3%	1.0%
	Hawaii	.5%	.4%	.2%	.5%	.7%
	Indiana	.5%	.2%		.5%	.7%
	Connecticut	.4%	.2%	.2%	.5%	.5%
	Iowa	.4%	.4%	.2%	.4%	.4%
	Tennessee	.4%	.6%	.3%	.4%	.4%
	Oklahoma	.4%	.5%		.5%	.2%
Alabama	.4%	.2%	.2%	.2%	.7%	
Kansas	.4%	.2%	.2%	.4%	.3%	
South Carolina	.3%	.2%		.3%	.3%	
New Mexico	.3%	.1%	.3%	.4%	.2%	

09 Feb 05

Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
STATE / COUNTRY OF ORIGIN	Kentucky	.3%	.2%		.3%	.3%
	Nebraska	.3%			.3%	.4%
	Delaware	.3%	.7%		.2%	.2%
	Louisiana	.3%	.4%	.2%	.2%	.4%
	District of Columbia	.2%	.1%	.2%	.3%	.1%
	New Hampshire	.2%		.2%	.3%	.2%
	Maine	.2%	.1%	.2%	.3%	
	South Dakota	.2%	.2%		.2%	.1%
	Wyoming	.2%	.2%		.2%	.1%
	Mississippi	.2%	.1%		.2%	.1%
	North Dakota	.2%			.2%	.2%
	Vermont	.2%	.1%		.2%	.1%
	Rhode Island	.2%	.1%		.2%	.0%
	Arkansas	.1%	.1%		.1%	.1%
	Puerto Rico	.1%		.2%	.1%	.0%
	West Virginia	.1%			.1%	.1%
	Guam	.1%			.1%	.0%
	Armed Forces Europe	.1%			.1%	.0%
	Armed Forces Pacific	.0%			.0%	.0%
Virgin Islands	.0%			.0%		
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%
	n =	7,954	843	586	4,027	2,498

09 Feb 05
Source: RRC Associates

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Seattle - Tacoma -- WA	40.9%	52.8%	77.5%	34.9%	37.2%
	Portland -- OR, WA	4.1%	3.1%	1.1%	3.6%	5.8%
	Los Angeles -- CA	4.0%	4.0%	1.4%	4.9%	3.3%
	San Francisco - Oakland - San Jose -- CA	3.5%	2.1%	1.8%	4.5%	2.7%
	New York -- CT, NJ, NY, PA	2.9%	1.4%	1.4%	3.7%	2.5%
	Spokane -- ID, MT, OR, WA	2.4%	4.3%	.5%	2.0%	2.8%
	Yakima - Pasco - Richland - Kennewick -- OR, WA	1.9%	3.7%	1.3%	1.6%	1.9%
	Sacramento - Stockton - Modesto -- CA	1.7%	.5%	.5%	2.5%	1.1%
	Philadelphia -- DE, NJ, PA	1.6%	1.3%	.5%	1.8%	1.4%
	Chicago -- IL, IN	1.5%	1.3%		1.7%	1.5%
	Phoenix -- AZ, CA	1.4%	.5%	.5%	1.4%	2.0%
	Washington (Hagerstown) -- DC, MD, PA, VA, WV	1.4%	.9%	.7%	1.7%	1.3%
	Denver -- CO, NE, WY	1.3%	.9%	.7%	1.3%	1.4%
	Minneapolis - Saint Paul -- MN, WI	1.2%	1.1%	.4%	1.4%	1.2%
	San Diego -- CA	1.1%	1.1%	.4%	1.2%	1.2%
	Boston (Manchester) -- MA, NH, VT	1.1%	.5%	.9%	1.5%	.8%
	Salt Lake City -- CO, ID, NV, UT	1.0%	.9%	.4%	1.0%	1.2%
	Eugene -- OR	.8%	.4%	1.1%	.8%	.8%
	Dallas - Fort Worth -- TX	.7%	.5%	.2%	.7%	.9%
	Boise -- ID, OR	.7%	.3%	.2%	.5%	1.1%
	Houston -- TX	.6%	.3%	.2%	.8%	.6%
	Miami - Fort Lauderdale -- FL	.6%	.5%	.2%	.7%	.7%
	Honolulu -- HI	.6%	.4%	.2%	.6%	.8%
	Milwaukee -- WI	.5%	.4%	.2%	.5%	.6%
	Detroit -- MI	.5%	.1%	.4%	.5%	.7%
	Tampa - Saint Petersburg (Sarasota) -- FL	.5%	.6%	.2%	.4%	.7%
	Cleveland -- OH	.5%	.1%	.4%	.5%	.7%
	Anchorage -- AK	.5%	.3%	.4%	.5%	.6%
	Las Vegas -- NV	.5%	.4%		.6%	.4%
	Fresno - Visalia -- CA	.4%	.3%	.5%	.5%	.4%
Baltimore -- MD	.4%	.1%	.4%	.5%	.5%	
Cincinnati -- IN, KY, OH	.4%	.3%		.4%	.7%	
Atlanta -- AL, GA, NC	.4%	.6%		.2%	.8%	
Columbus -- OH	.4%	.3%	.4%	.4%	.5%	

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Hartford & New Haven -- CT	.4%	.1%	.2%	.4%	.4%
	Saint Louis -- IL, MO	.4%	.5%	.2%	.3%	.5%
	Orlando - Daytona Beach - Melbourne -- FL	.3%	.3%		.3%	.5%
	Tucson (Sierra Vista) -- AZ	.3%		.2%	.4%	.5%
	Albuquerque - Santa Fe -- AZ, CO, NM	.3%	.1%	.4%	.4%	.3%
	Indianapolis -- IN	.3%	.1%		.3%	.5%
	West Palm Beach - Fort Pierce -- FL	.3%	.4%	.2%	.2%	.5%
	Kansas City -- KS, MO	.3%	.3%		.3%	.4%
	Austin -- TX	.3%			.4%	.4%
	Norfolk - Portsmouth - Newport News -- NC, VA	.3%	.1%	.2%	.4%	.2%
	Pittsburgh -- MD, PA, WV	.3%			.4%	.2%
	Raleigh - Durham (Fayetteville) -- NC, VA	.3%	.1%		.1%	.5%
	Oklahoma City -- OK	.3%	.4%		.3%	.1%
	Providence - New Bedford -- MA, RI	.2%	.1%	.2%	.3%	.1%
	Albany - Schenectady - Troy -- MA, NY, VT	.2%	.1%		.4%	.1%
	Rochester -- NY	.2%	.1%		.3%	.2%
	Harrisburg - Lancaster - Lebanon - York -- PA	.2%			.3%	.3%
	Fort Myers - Naples -- FL	.2%	.1%		.3%	.3%
	Great Falls -- MT	.2%	.3%		.3%	.2%
	Missoula -- MT	.2%	.3%	.4%	.2%	.3%
	Medford - Klamath Falls -- CA, OR	.2%	.3%		.3%	.1%
	Jacksonville, Brunswick -- FL, GA	.2%	.3%		.1%	.5%
	Nashville -- KY, TN	.2%	.3%	.2%	.3%	.2%
	Idaho Falls - Pocatello -- ID, WY	.2%			.3%	.3%
	Santa Barbara - Santa Maria - San Luis Obispo -- CA	.2%	.4%	.2%	.3%	.1%
	Charlotte -- NC, SC	.2%	.3%		.2%	.3%
	Portland - Auburn -- ME, NH	.2%	.1%	.2%	.3%	
	Grand Rapids - Kalamazoo - Battle Creek -- MI	.2%			.3%	.2%
	San Antonio -- TX	.2%	.3%		.2%	.2%
	Omaha -- IA, MO, NE	.2%			.3%	.1%
Madison -- WI	.2%	.1%		.2%	.2%	
Des Moines - Ames -- IA, MO	.2%	.1%		.2%	.2%	
Reno -- CA, NV	.2%	.1%		.3%	.2%	
Monterey - Salinas -- CA	.2%	.1%	.2%	.3%	.1%	

09 Feb 05
Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Buffalo -- NY, PA	.2%			.3%	.0%
	Greensboro - High Point - Winston-Salem -- NC, VA	.2%			.2%	.3%
	Burlington - Plattsburgh -- NH, NY, VT	.2%	.1%		.3%	.1%
	Richmond - Petersburg -- VA	.2%	.4%	.5%	.1%	.1%
	Green Bay - Appleton -- MI, WI	.2%	.1%		.3%	.1%
	Fairbanks -- AK	.2%	.4%		.1%	.4%
	Billings -- MT, WY	.2%	.4%	.2%	.2%	.1%
	Bakersfield -- CA	.2%	.1%		.3%	.1%
	Bend -- OR	.2%	.1%		.2%	.3%
	Dayton -- IN, OH	.2%			.2%	.2%
	Rochester - Mason City - Austin -- IA, MN	.2%	.3%		.2%	.1%
	New Orleans -- LA, MS	.2%	.3%	.2%	.1%	.3%
	Wichita - Hutchinson -- KS, NE, OK	.2%	.1%		.3%	.1%
	Colorado Springs - Pueblo -- CO	.2%	.1%		.2%	.2%
	Juneau -- AK	.2%	.3%	.2%	.1%	.3%
	Twin Falls -- ID	.2%			.1%	.3%
	Chico - Redding -- CA	.2%	.1%		.1%	.2%
	Savannah -- GA, SC	.1%			.1%	.3%
	La Crosse - Eau Claire -- MN, WI	.1%	.3%		.2%	.0%
	Wilkes Barre - Scranton -- PA	.1%	.4%		.1%	.0%
	Birmingham (Anniston and Tuscaloosa) -- AL	.1%	.3%		.0%	.3%
	Champaign & Springfield - Decatur -- IL	.1%	.1%		.1%	.2%
	Butte - Bozeman -- MT	.1%			.2%	.1%
	Flint - Saginaw - Bay City -- MI	.1%			.1%	.1%
	Springfield - Holyoke -- MA	.1%		.2%	.1%	.1%
	Chattanooga -- AL, GA, NC, TN	.1%	.1%		.1%	.2%
	South Bend - Elkhart -- IN, MI	.1%			.1%	.2%
	Paducah - Cape Girardeau - Harrisburg - Mt Vernon -- IL, KY,	.1%	.3%		.1%	.0%
	Cedar Rapids - Waterloo & Dubuque -- IA	.1%	.1%	.2%	.1%	.1%
	Tulsa -- KS, OK	.1%	.1%		.1%	.1%
Mobile - Pensacola (Fort Walton Beach) -- AL, FL, MS	.1%	.3%	.4%	.1%		
Minot - Bismarck - Dickinson -- MT, ND, SD	.1%			.2%	.1%	
Huntsville - Decatur (Florence) -- AL, TN	.1%			.1%	.2%	
Wausau - Rhinelander -- WI	.1%			.2%	.0%	

09 Feb 05
Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Fargo - Valley City -- MN, ND	.1%	.3%		.1%	.1%
	Sioux Falls (Mitchell) -- IA, MN, NE, SD	.1%	.1%		.1%	.1%
	El Paso -- NM, TX	.1%	.1%		.1%	.1%
	Palm Springs -- CA	.1%	.1%	.2%	.1%	.1%
	Syracuse -- NY	.1%	.1%		.1%	.0%
	Roanoke - Lynchburg -- VA, WV	.1%	.3%		.1%	.0%
	Waco - Temple - Bryan -- TX	.1%		.2%	.1%	.1%
	Davenport - Rock Island - Moline -- IL, IA	.1%			.2%	.0%
	Lincoln & Hastings - Kearney -- KS, NE	.1%			.1%	.2%
	Rapid City -- MT, SD, WY	.1%	.1%		.1%	.0%
	Binghamton -- NY	.1%			.1%	.1%
	Fort Wayne -- IN, OH	.1%			.1%	.1%
	Charleston -- SC	.1%	.1%		.1%	
	Charleston-Huntington -- KY, WV	.1%			.1%	.0%
	Peoria - Bloomington -- IL	.1%			.1%	.0%
	Casper - Riverton -- WY	.1%			.1%	.1%
	Yuma - El Centro -- AZ, CA	.1%	.3%		.1%	
	Louisville -- IN, KY	.1%			.1%	.1%
	Tallahassee - Thomasville -- FL, GA	.1%			.1%	.0%
	Columbia -- SC	.1%	.1%		.1%	.1%
	Lansing -- MI	.1%			.1%	
	Knoxville -- KY, TN	.1%	.1%	.2%	.1%	.0%
	Greenville - Spartansburg - Asheville - Anderson -- GA, NC,	.1%	.1%		.1%	.1%
	Rockford -- IL	.1%	.1%		.1%	
	Springfield -- AR, MO	.1%	.3%		.0%	.1%
	Little Rock - Pine Bluff -- AR	.1%			.1%	.1%
	Baton Rouge -- LA, MS	.1%	.1%		.1%	.0%
	Jackson -- MS	.1%			.1%	
	Helena -- MT	.1%			.1%	.1%
	Augusta -- GA, SC	.1%			.1%	.1%
	Youngstown -- OH, PA	.1%				.2%
	Lexington -- KY	.1%			.1%	.1%
Toledo -- MI, OH	.1%		.2%	.1%	.0%	
Bluefield - Beckley - Oak Hill -- VA, WY	.1%			.1%	.1%	

09 Feb 05
Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Johnstown - Altoona -- PA	.1%			.1%	
	Columbia - Jefferson City -- MO	.1%			.1%	.0%
	Topeka -- KS	.1%		.2%	.1%	.0%
	Dothan -- AL, GA	.1%				.2%
	Shreveport -- AR, LA, OK, TX	.1%			.0%	.1%
	Memphis -- AR, MS, MO, TN	.1%	.1%		.0%	.1%
	Fort Smith - Fayetteville - Springdale - Rogers -- AR, OK	.1%			.1%	
	Columbus - Tupelo - West Point -- AL, MS	.1%			.1%	.1%
	Beaumont - Port Arthur -- TX	.1%	.1%		.1%	.0%
	Montgomery (Selma) -- AL	.1%			.1%	.1%
	Mankato -- IA, MN	.1%			.1%	.0%
	Tri-Cities -- KY, TN, VA	.0%			.1%	.0%
	Bangor -- ME	.0%			.1%	
	Traverse City - Cadillac -- MI	.0%		.2%	.0%	.0%
	Florence - Myrtle Beach -- NC, SC	.0%			.1%	.0%
	Charlottesville -- VA	.0%			.1%	.0%
	Sioux City -- IA, NE, SD	.0%			.1%	.0%
	Odessa - Midland -- NM, TX	.0%	.1%			.1%
	Evansville -- IL, IN, KY	.0%	.1%		.1%	
	Duluth - Superior -- MI, MN, WI	.0%			.0%	.1%
	Eureka -- CA	.0%	.1%		.1%	
	Erie -- PA	.0%			.1%	
	Columbus -- AL, GA	.0%				.1%
	Watertown -- NY	.0%	.3%			
	Marquette -- MI, WI	.0%			.0%	.0%
	Elmira -- NY, PA	.0%			.0%	.0%
	Gainesville -- FL	.0%			.0%	.0%
	Joplin - Pittsburg -- KS, MO, OK	.0%			.1%	
	Harlingen - Weslaco - Brownsville - McAllen -- TX	.0%			.0%	.0%
	Lake Charles -- LA	.0%			.0%	.0%
	Panama City -- FL	.0%			.0%	.0%
	San Angelo -- TX	.0%			.1%	
	Tyler - Longview (Lufkin & Nacogdoches) -- TX	.0%			.1%	
Quincy - Hannibal - Keokuk -- IL, IA	.0%			.0%	.0%	

09 Feb 05
Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
DMA	Biloxi - Gulfport -- MS	.0%			.0%	.0%
	Utica -- NY	.0%				.0%
	Greenville - New Bern - Washington -- NC	.0%			.0%	
	Wilmington -- NC	.0%				.0%
	Presque Isle -- ME	.0%			.0%	
	Wheeling - Steubenville -- OH, WV	.0%			.0%	
	Salisbury -- DE, MD	.0%	.1%			
	Terre Haute -- IL, IN	.0%			.0%	
	Corpus Christi -- TX	.0%			.0%	
	Ottumwa - Kirksville -- IA, KO	.0%			.0%	
	Amarillo -- KS, NM, TX	.0%				.0%
	Saint Joseph -- KS, MO	.0%			.0%	
	Alexandria -- LA	.0%			.0%	
	Greenwood - Greenville -- AR, MS	.0%	.1%			
	Lubbock -- TX	.0%				.0%
	Sherman - Ada -- OK, TX	.0%			.0%	
	Hattiesburg - Laurel -- MS	.0%			.0%	
	Bowling Green -- KY	.0%			.0%	
Cheyenne - Scottsbluff -- NE, WY	.0%	.1%				
Grand Junction - Montrose -- CO	.0%			.0%		
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%
	n =	7,160	794	559	3,600	2,207

09 Feb 05
Source: RRC Associates

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
WASHINGTON COUNTY	King	58.9%	68.6%	86.6%	54.1%	47.9%
	Pierce	9.3%	3.1%	2.0%	11.0%	13.3%
	Snohomish	8.7%	7.2%	7.6%	9.8%	8.3%
	Kitsap	3.7%	1.4%	.2%	5.3%	4.3%

09 Feb 05
Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
WASHINGTON COUNTY	Spokane	2.8%	3.7%	.2%	2.5%	3.9%
	Thurston	2.0%	.4%	.2%	3.0%	2.2%
	Clark	2.0%	1.8%	.9%	1.4%	3.2%
	Yakima	1.8%	2.3%	.4%	1.7%	2.2%
	Whatcom	1.3%	1.6%		.7%	2.7%
	Benton	1.2%	1.6%	.2%	1.4%	1.2%
	Skagit	1.1%	.8%		.8%	2.2%
	Mason	.7%	.2%		1.1%	.5%
	Chelan	.5%	.6%		.8%	.4%
	Lewis	.5%	.4%		.6%	.7%
	Grays Harbor	.5%		.2%	.4%	.9%
	Island	.5%	.4%		.8%	.3%
	Clallam	.5%	.4%		.3%	.9%
	Kittitas	.5%	1.0%	.4%	.5%	.1%
	Grant	.4%	.4%	.4%	.4%	.5%
	Douglas	.4%	.4%		.4%	.5%
	Walla Walla	.4%	.4%	.4%	.2%	.6%
	Jefferson	.3%			.6%	.3%
	Okanogan	.3%			.6%	.2%
	Cowlitz	.3%			.1%	.8%
	Whitman	.3%	.8%		.2%	.2%
	San Juan	.2%	.2%		.3%	.3%
	Franklin	.2%	.6%		.1%	.2%
	Stevens	.2%			.2%	.3%
	Klickitat	.2%	.6%		.1%	.1%
	Adams	.1%	.2%			.1%
Asotin	.1%	.2%			.1%	
Ferry	.1%	.2%		.1%		

09 Feb 05

Source: RRC Associates (cont.)

KING COUNTY, WASHINGTON - VISITORS SURVEY 2004 (cont.)

		OVERALL	BOX LOCATION			
			Issaquah	Kirkland	Seattle Center	Seattle Southside
WASHINGTON COUNTY	Pacific	.1%			.1%	.1%
	Columbia	.0%	.2%			
	Lincoln	.0%			.1%	
	Pend Oreille	.0%			.1%	
	Skamania	.0%			.1%	
	Wahkiakum	.0%				.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%
	n =	3,282	488	447	1,393	954

09 Feb 05

Source: RRC Associates