CY2025 Report of Findings

March 2026

Future Partners

Visit St. Pete-Clearwater Visitor Profile & Economic Impact Study

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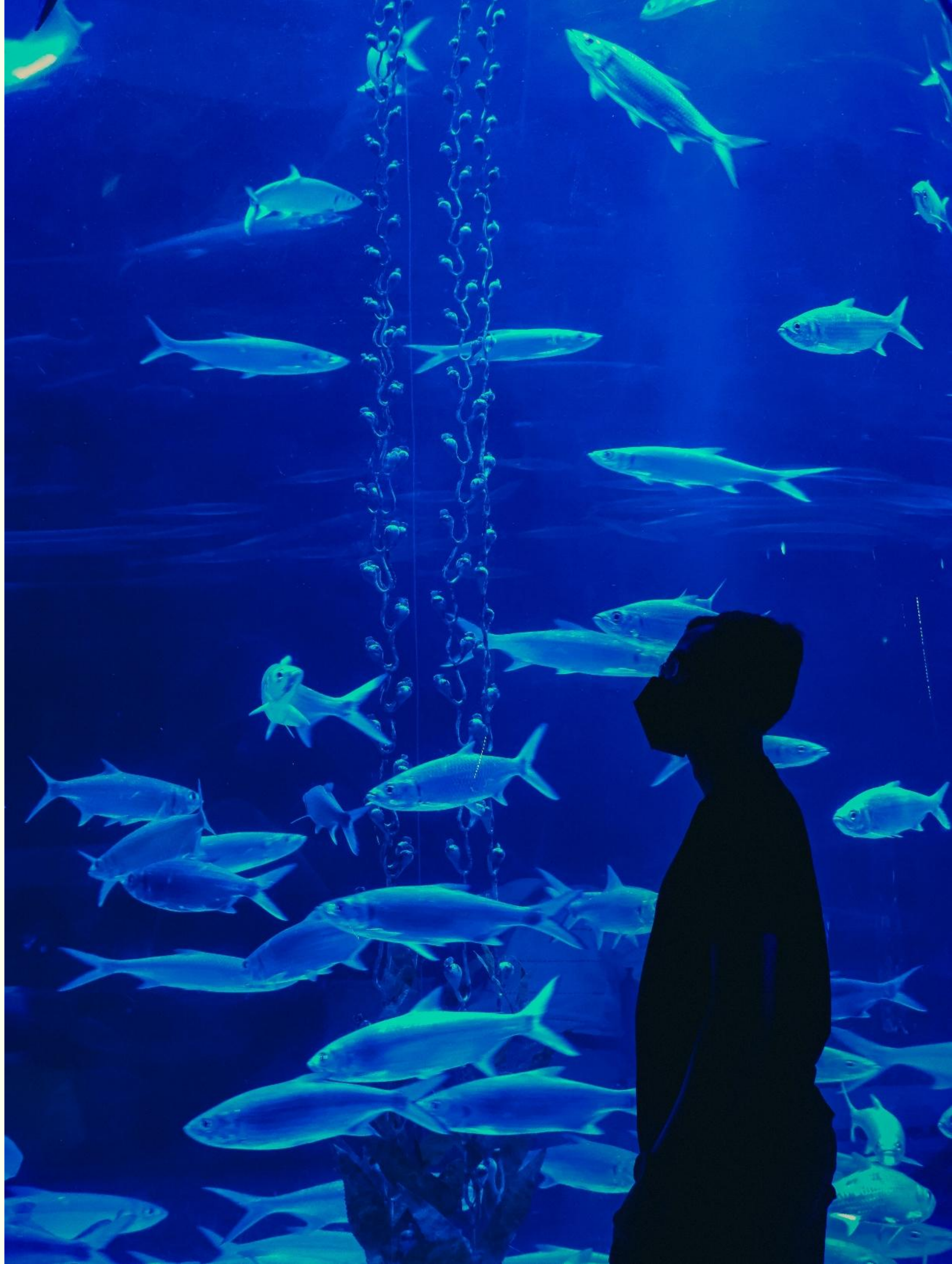
Background & Overview

The overarching goal of this research is to create detailed profiles of Pinellas Co. visitors based upon key areas of interest, including travel planning resources, trip characteristics (e.g. reason for visiting, length of stay, place of stay, etc.), travel party composition, activities/attractions/areas visited, spending, satisfaction, and demographics.

This report represents the 2025 (January-December) findings for the visitor profile research.



Methodology & Analysis

In total, 5,298 completed surveys from Pinellas Co. visitors were collected from January through December 2025. To be considered a visitor, respondents had to reside outside of Pinellas Co. The survey questionnaire was administered to persons at the following locations:

- Chihuly Collection
- Clearwater Beach
- Clearwater Marine Aquarium
- Dunedin
- Gulfport
- John’s Pass Village & Boardwalk
- Pier 60
- Salvador Dali Museum
- St. Pete-Clearwater International Airport
- St. Pete Pier
- Sunken Gardens
- Tampa International Airport
- Tarpon Springs

The data presented is this report for all visitors is weighted based on the relative proportion of lodging guests, home share, VFR, and daytrip visitors observed in survey locations outside of lodging properties. Secondary inputs such as total hotel room inventory and average occupancy were also used in calculating these weights.

2025 vs. 2024: What's Changed?

2025 vs. 2024: What's Changed?

1. **Planning windows have shortened:** In 2025, visitors made the decision to make a trip to SPC 60.8 days prior to arrival (vs. 66.9 days in 2024).
2. **Media recall among visitors was up:** Nearly two-thirds (65.5%) recalled some form of media for SPC, up nearly 12 points compared to 2024 (53.9%).
3. **Travel party size was up with more visitors saying they came as part of friends and couples groups:** The average travel party size was 3.3 people in 2025 – an increase from 2.7 in 2024. The share of those traveling as a couple dropped YOY (32.9% in 2025 vs. 39.6% in 2024) while the percent traveling as either a group of friends (22.9% in 2025 vs. 18.8% in 2024) or a group of couples (8.8% in 2025 vs. 4.7% in 2024) rose.
4. **Trip spending was up, as were the shares of visitors boating and attending special events on their trip:** Visitors spent an average of $334 per day (up from $311 in 2024). Among the top activities, visiting friends or family (+15pp), boating (+14pp), and attending a festival or event (+12pp, tied with the gains for visiting the beach and swimming) saw the most growth YOY. Entertainment & sightseeing spend was $52 on average in 2024 – this is now up to $65 in 2025.
5. **Visitation to most Pinellas County communities increased:** In 2025, multiple communities saw increased visitation compared to 2024 as dispersion across the county grew – most notably for the Clearwater (+19pp), Tarpon Springs (+16pp), and Madeira Beach (+12pp) areas.
6. **While visitors still expressed high levels of satisfaction overall, its top box score has declined year over year:** Those rating their experience as "very satisfied" dropped from 69.5% in 2024 to 62.2% in 2025. Similarly, those rating their likelihood to recommend SPC as "Certain" dropped from 44.5% in 2024 to 37.6% in 2025.

Economic Impact Analysis

Economic Impact & Tax Revenue: Definitions

The following definitions, as they relate to economic impact, are used throughout this report:

- Direct Visitor Spending: The injection of money into the local economy when a visitor purchases any good/service inside Pinellas Co.
- Total Economic Impact: The total change in economic activity in Pinellas Co. generated by direct spending. This includes direct visitor spending, as well as its induced and indirect effects in the county.
- Tax Revenues Generated: Tax revenues flowing to government coffers as a result of direct visitor spending.
- Hotel Room Nights: The estimated number of hotel room nights in Pinellas Co. generated by visitors.
- Indirect Effects: Changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (i.e., impacts from non-wage expenditures).
- Induced Effects: Changes in spending that result from income changes in the directly and indirectly affected industry sectors (i.e., impacts from wage expenditures; the subsequent round of spending made by employees of companies that incur direct and indirect expenditures).
- Hotel Guests: Visitors who stayed overnight in a Pinellas Co. hotel, motel, resort, or inn.
- Visiting Friends/Relatives (VFRs): Visitors who stayed overnight in the private residence of a friend/family member who lives in Pinellas Co.
- Vacation Rental Guests: Visitors who stayed overnight in a condo, vacation home or other private home rental in Pinellas Co.
- Daytrip Visitors (regional): Visitors who came for the day and reside in the regional area surrounding Pinellas Co.
- Daytrip Visitors (travelers): Visitors who came for the day, stayed overnight outside Pinellas Co. and reside outside the region.
- Peer-to-Peer Home Share Guests: Visitors who stayed overnight in a home share rental (i.e., AirBnB, VRBO, etc.) in Pinellas Co.
- Other Guests: Pinellas Co. visitors who stayed overnight in other types of lodging.

St. Pete-Clearwater Economic Impact Estimates - Calendar Year 2025

Key metrics showing the performance of the Pinellas County visitor industry are below:

Visitor Volume

15.1 Million

Direct Visitor Spending

$6.1 Billion

Total Economic Impact

$10.2 Billion

Taxes Revenues

$391 Million

Hotel Room Nights

5.7 Million

Jobs Supported by Visitor Industry*

98,715

Note not all jobs supported by the visitor industry are located within Pinellas County.

Tourism Industry Payroll

$3.3 Billion

Economic Impact Estimates - by Quarter for Calendar Year 2025

The visitor volume to St. Pete-Clearwater in the Calendar Year 2025 is estimated to total 15,079,059. Additionally, it is estimated that visitors to the area during this timeframe generated $6.1 billion in direct spending and $391 million in tax revenue for Pinellas County.

	Q1 2025 (Jan – Mar)	Q2 2025 (Apr – Jun)	Q3 2025 (Jul – Sep)	Q4 2025 (Oct – Dec)	Calendar Year 2025
Visitors to Pinellas Co.	4,182,333	4,076,126	3,477,920	3,342,681	15,079,059
Direct Visitor Spending in Pinellas Co.	$1,781,389,264	$1,621,904,446	$1,357,454,956	$1,353,210,898	$6,113,959,564
Total Economic Impact of Tourism to Pinellas Co.	$2,964,647,727	$2,720,869,196	$2,244,433,418	$2,293,731,921	$10,223,682,262
Tax Revenue Generated for Pinellas Co.	$118,069,325	$104,611,420	$83,262,876	$85,506,441	$391,450,062
Hotel Room Nights	1,612,831	1,426,934	1,231,188	1,454,346	5,725,299
Tourism Industry Payroll	$948,872,394	$870,796,644	$718,956,114	$730,417,829	$3,269,042,981
Jobs Supported	28,628	26,333	21,807	21,947	98,715

Economic Impact Estimates - Historic by Calendar Year

Visitation to Pinellas County was slightly down in 2025 compared to the prior calendar year, reflected in all other economic indicators. Total economic impact in the county was down 7.2 percent year over year.

	CY 2022	CY 2023	CY 2024	CY 2025	2024 vs. 2025 % Change
Visitors to Pinellas Co.	15,445,071	15,810,690	15,149,793	15,079,059	-0.5%
Direct Visitor Spending in Pinellas Co.	$6,706,332,990	$6,567,495,257	$6,603,111,291	$6,113,959,564	-7.4%
Total Economic Impact of Tourism to Pinellas Co.	$11,144,268,184	$10,788,597,170	$11,018,132,152	$10,223,682,262	-7.2%
Tax Revenue Generated for Pinellas Co.	$423,701,064	$418,982,711	$420,508,961	$391,450,062	-6.9%
Hotel Room Nights	6,639,467	6,503,394	6,420,258	5,725,299	-10.8%
Tourism Industry Payroll	$3,562,676,018	$3,420,209,333	$3,487,789,663	$3,269,042,981	-6.3%
Jobs Supported	109,366	104,538	106,693	98,715	-7.5%

Economic Impact Estimates - by Visitor Type & Category

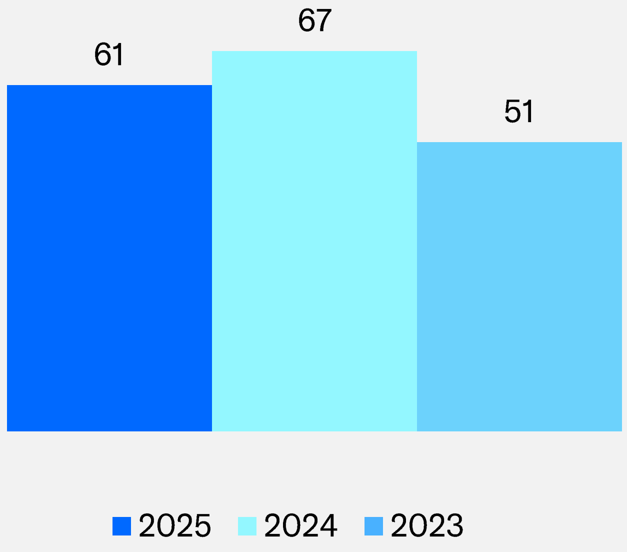
	January - December 2025	
	Visitors	Direct Spend
Hotel/ Motel/ B&B	3,364,940	$2,915,692,538
Friends/ Relatives (VFR)	736,843	$353,159,476
Vacation Rental	818,438	$905,860,078
Day Trip (Regional)	5,140,112	$611,364,023
Day Trip (Traveler)	4,217,640	$501,911,816
Peer-to-Peer	724,818	$799,940,096
Other	76,268	$26,031,538
Total Visitors	15,079,059	$6,113,959,564

	January - December 2025
	Category Spend
Lodging/ Accommodations	$2,197,532,842
Restaurants/ Dining	$1,733,772,534
Retail/ Shopping	$990,277,578
Entertainment/ Sightseeing	$913,521,097
Local Transportation	$189,675,487
Car Rental	$83,676,542
Other	$5,503,485
Total Direct Spending	$6,113,959,564

Visitor Summary: Year-over-Year

Year-over-Year Comparisons for Calendar 2025

Average Days Between Decision to Visit & Arrival



Average Daily Spending Per Travel Party

$334

2025

2024	$311
2023	$278

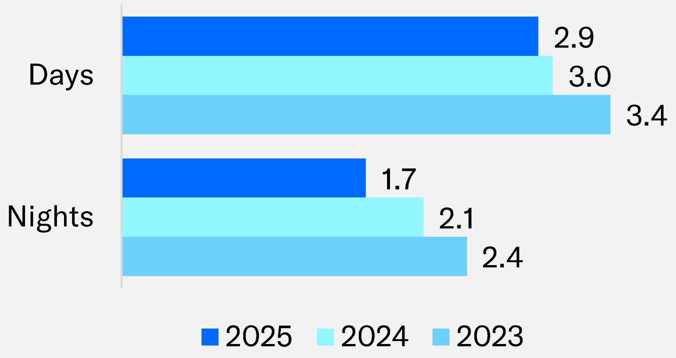
Travel Party Size

3.3

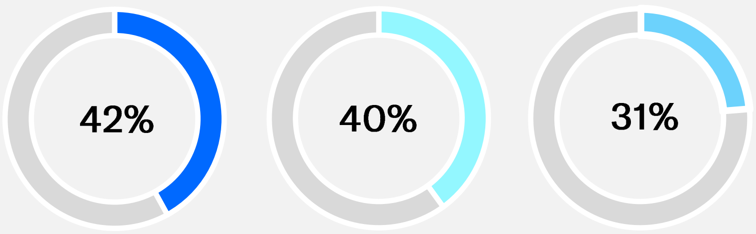
2025

2024	2.7
2023	2.5

Average Days & Nights

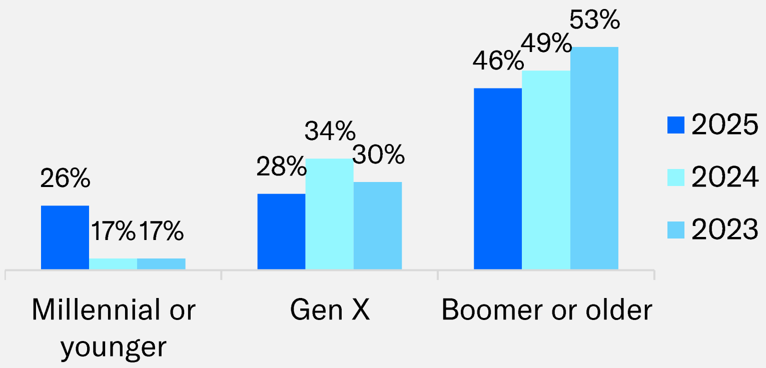


Overnight in Pinellas Co.

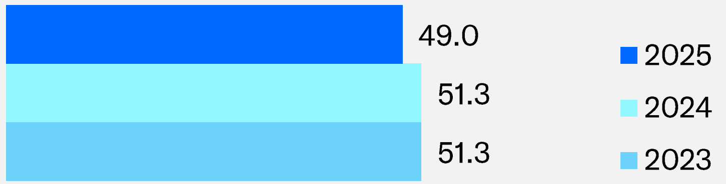


2025 2024 2023

Generation



Average Age



Average Household Income

$109,884

2025

2024	$106,661
2023	$81,591

Infographic: Traveler Segments

Beach-goer

Important Factors for Destination Selection

Beaches that suit my tastes	100.0%
Outdoor recreational opportunities	69.4%
Restaurants, cuisine, food scene	51.1%
Weather	45.6%
Overall ambiance & atmosphere	44.4%
Friends or family in the area	36.1%

Average Daily Spending Per Travel Party

$382

Travel Party Size

3.4

39.4% traveled with children

Average Length of Stay

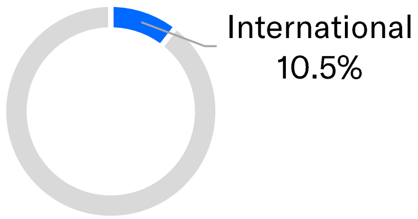
4.2 days

2.9 nights

Top Activities

Beach	100.0%
Dining	97.9%
Other boating	61.6%

International Visitation



Origin States

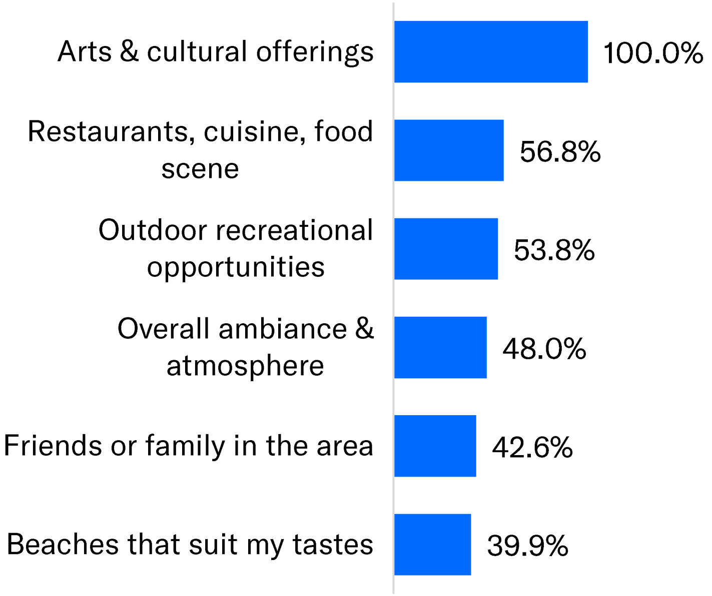
Florida – 22.1%
New York – 8.9%
Georgia – 5.8%
Ohio – 4.9%
Pennsylvania – 4.6%

Communities Visited

Clearwater Beach – 60.3%
Madeira Beach – 56.1%
St. Petersburg – 48.3%
Tarpon Springs – 46.2%
Clearwater – 42.6%

Arts & Culture Visitor

Important Factors for Destination Selection



Average Daily Spending Per Travel Party

$362

Travel Party Size

3.3

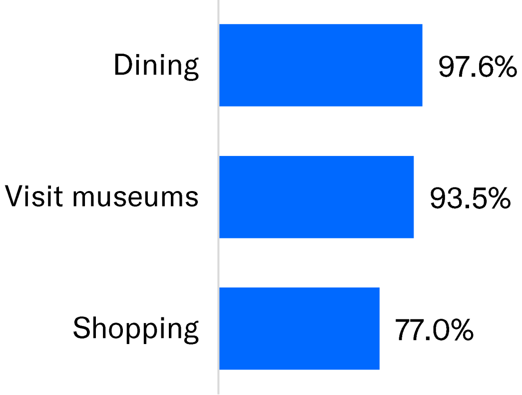
16.8% traveled with children

Average Length of Stay

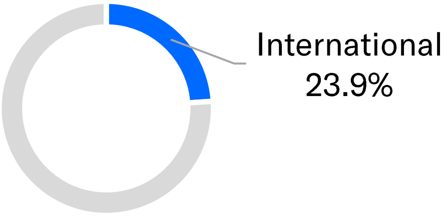
2.9 days

1.4 nights

Top Activities



International Visitation



Origin States

Florida – 56.0%

Georgia– 5.8%

New York – 5.6%

Ohio – 4.7%

California – 4.1%

Communities Visited

St. Petersburg – 82.6%

Tarpon Springs– 43.1%

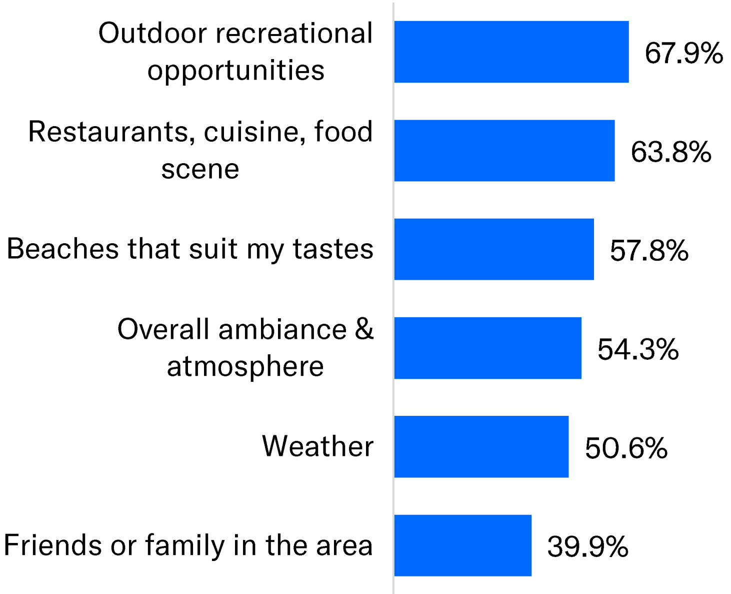
Clearwater Beach – 36.4%

Dunedin – 31.4%

Madeira Beach – 30.9%

Affluent Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party

$461

Travel Party Size

3.0

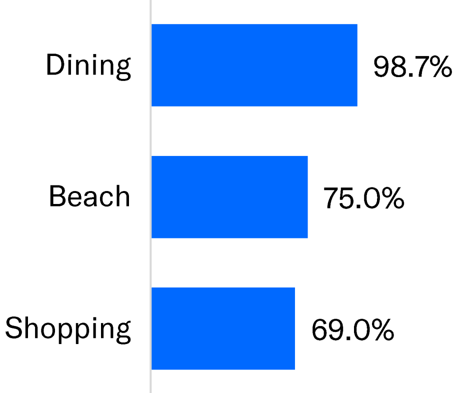
31.1% traveled with children

Average Length of Stay

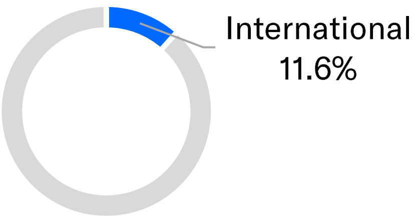
4.0 days

2.7 nights

Top Activities



International Visitation



Origin States

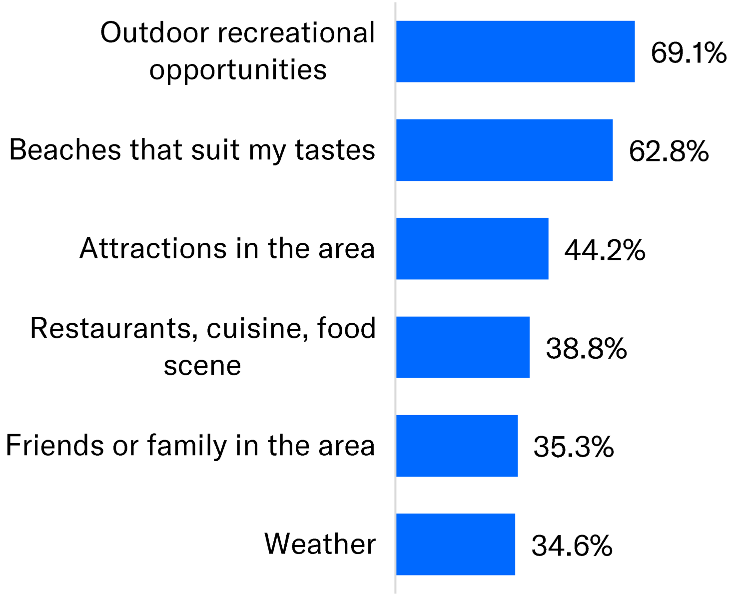
- Florida- 19.0%
- New York – 10.5%
- Pennsylvania – 6.3%
- Michigan – 6.3%
- Virginia – 6.3%

Communities Visited

- Clearwater Beach – 56.8%
- St. Petersburg – 54.5%
- Tarpon Springs – 53.4%
- Madeira Beach – 44.5%
- Clearwater – 44.4%

Family Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party

$363

Travel Party Size

4.5

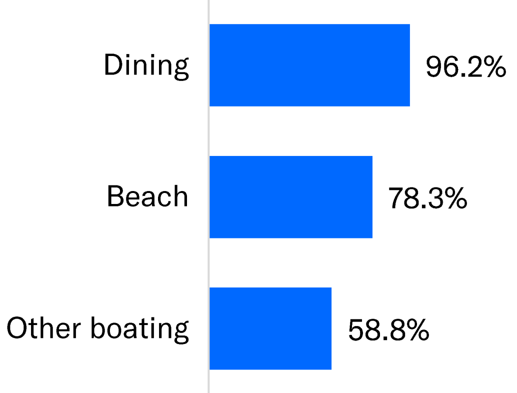
100% traveled with children

Average Length of Stay

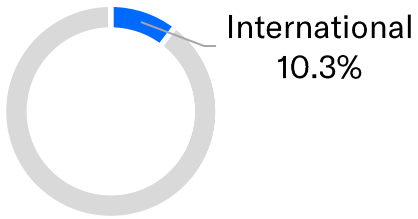
3.1 days

2.0 nights

Top Activities



International Visitation



Origin States

Florida – 42.3%
New York – 6.5%
Georgia – 3.9%
Michigan – 3.3%
New Jersey – 2.9%

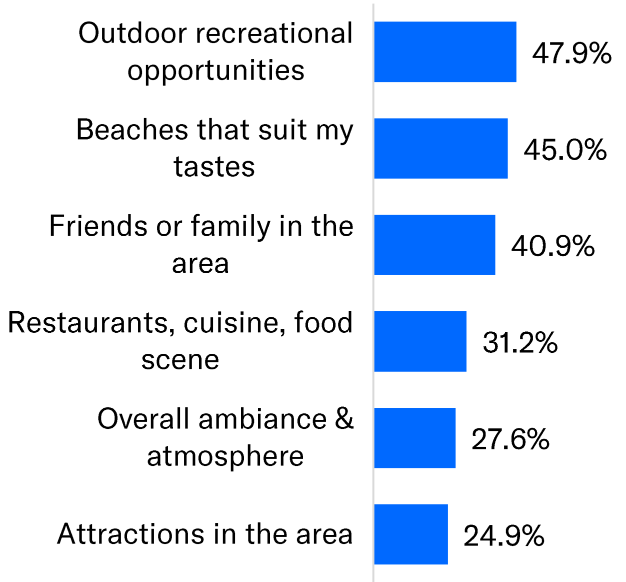
Communities Visited

Clearwater Beach – 52.9%
St. Petersburg – 46.6%
Madeira Beach – 45.2%
Clearwater – 43.0%
Tarpon Springs – 39.3%

Infographic: Generations

Millennial Travelers

Important Factors for Destination Selection



Average Daily Spending Per Travel Party

$322

Travel Party Size

3.5

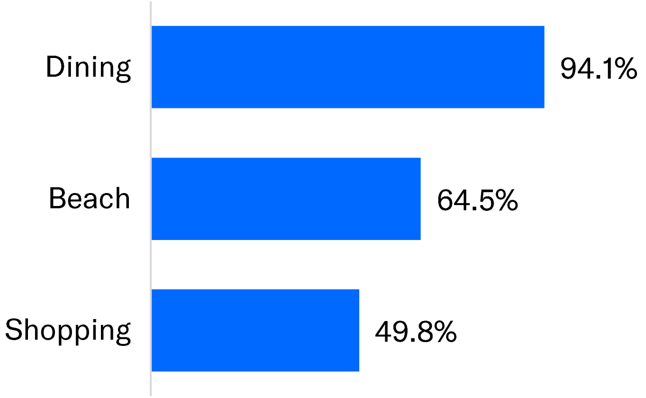
42.3% traveled with children

Average Length of Stay

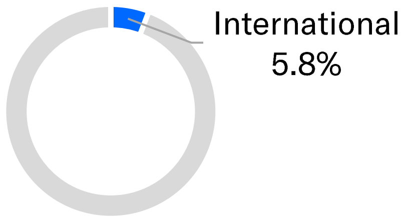
2.4 days

1.2 nights

Top Activities



International Visitation



Origin States

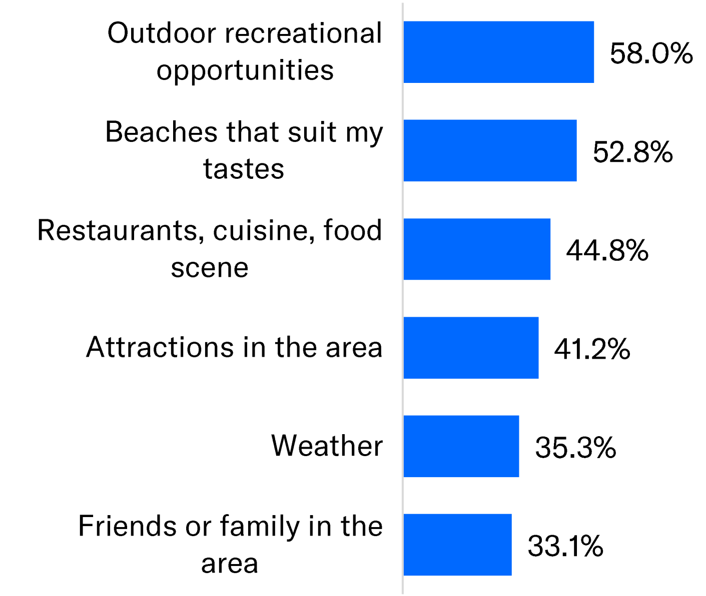
Florida – 51.8%
Georgia – 4.6%
New York – 4.0%
Pennsylvania – 2.8%
Michigan – 2.7%

Communities Visited

St. Petersburg – 55.7%
Clearwater Beach – 40.1%
Madeira Beach – 28.1%
Clearwater – 24.7%
Tarpon Springs – 20.2%

Gen X Travelers

Important Factors for Destination Selection



Average Daily Spending Per Travel Party

$382

Travel Party Size

3.4

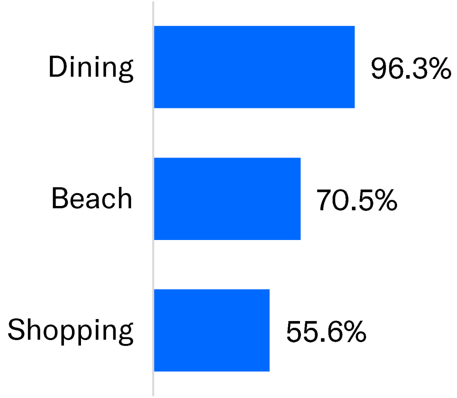
47.6% traveled with children

Average Length of Stay

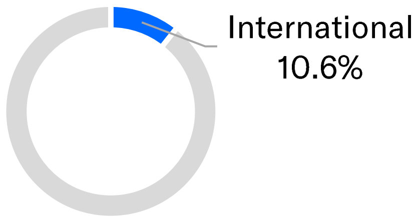
3.4 days

2.2 nights

Top Activities



International Visitation



Origin States

Florida – 29.2%
New York – 8.1%
Georgia – 5.4%
Ohio – 3.8%
Michigan – 3.6%

Communities Visited

St. Petersburg – 53.4%
Clearwater Beach – 48.7%
Tarpon Springs – 44.3%
Madeira Beach – 43.7%
Clearwater – 39.0%

Boomer Travelers

Important Factors for Destination Selection

Restaurants, cuisine, food scene	42.3%
Overall ambiance & atmosphere	35.0%
Friends or family in the area	32.2%
Outdoor recreational opportunities	31.3%
Beaches that suit my tastes	30.0%
Shopping opportunities	27.4%

Average Daily Spending Per Travel Party

$314

Travel Party Size

3.0

2.0% traveled with children

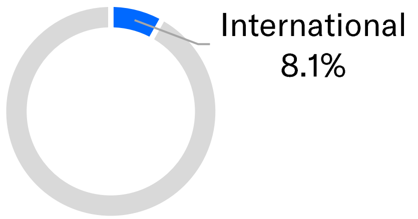
Average Length of Stay

2.8 days
1.7 nights

Top Activities

Dining	94.4%
Shopping	74.2%
Beach	51.8%

International Visitation



Origin States

Florida – 46.3%
New York – 4.9%
Ohio – 4.2%
Michigan – 3.4%
Georgia – 3.1%

Communities Visited

St. Petersburg – 57.4%
Madeira Beach – 34.0%
Clearwater Beach – 28.4%
Dunedin – 24.3%
Tarpon Springs – 23.6%

Detailed Findings: Trip Planning

Visitors continue to make the decision to visit St. Pete-Clearwater approximately two months prior to arrival.

Compared to years past, CY2025 (60.8 days) sits between CY2024 (66.9 days) and CY2023 (51 days). Three factors dominate the reasons for visiting the area: outdoor recreation (42.7%), beaches (40.2%), and cuisine (39.7%). Compared to last year, outdoor recreation climbed from sixth place to the top spot while beaches remained in second place. Restaurants and cuisine also climbed eighth place to third.

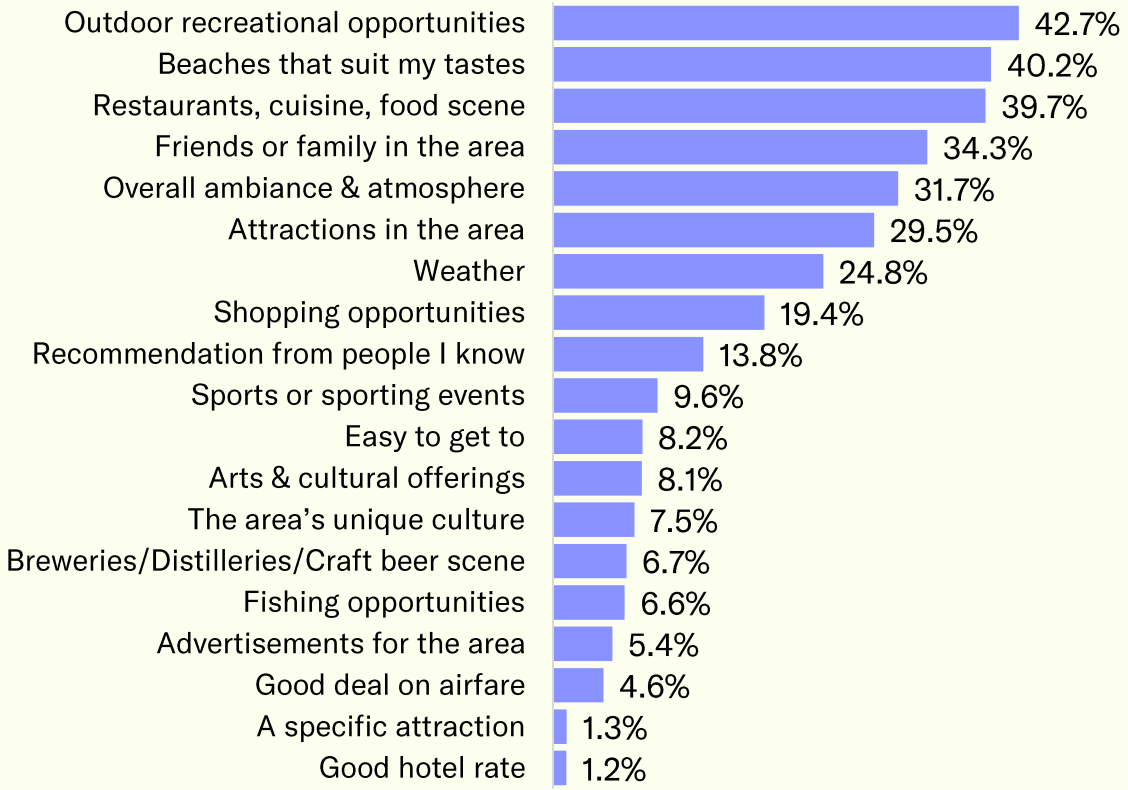
Decision-making Timeframe

60.8

days prior to visiting

vs. 66.9 days in 2024

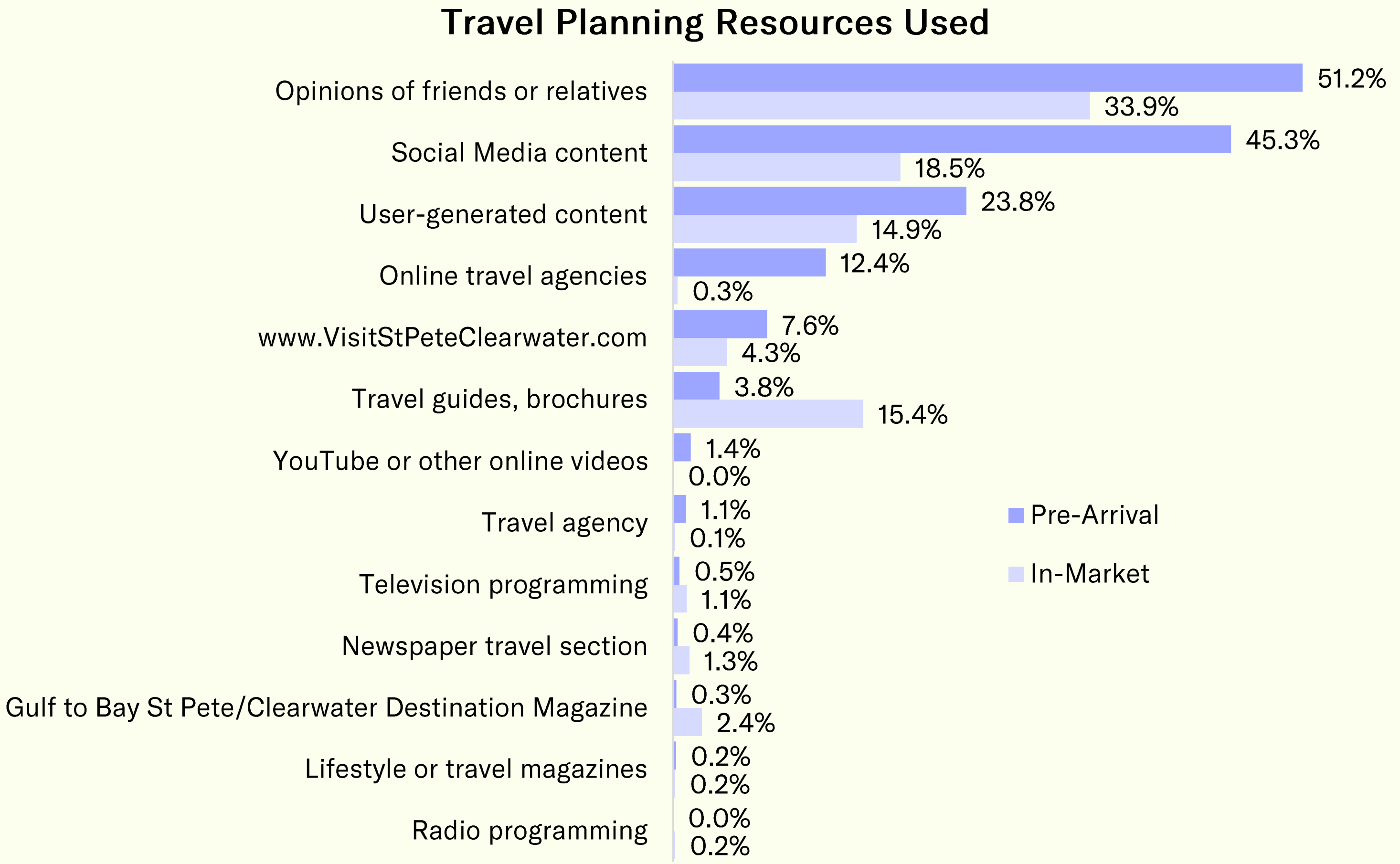
Reasons for Visiting St. Pete-Clearwater

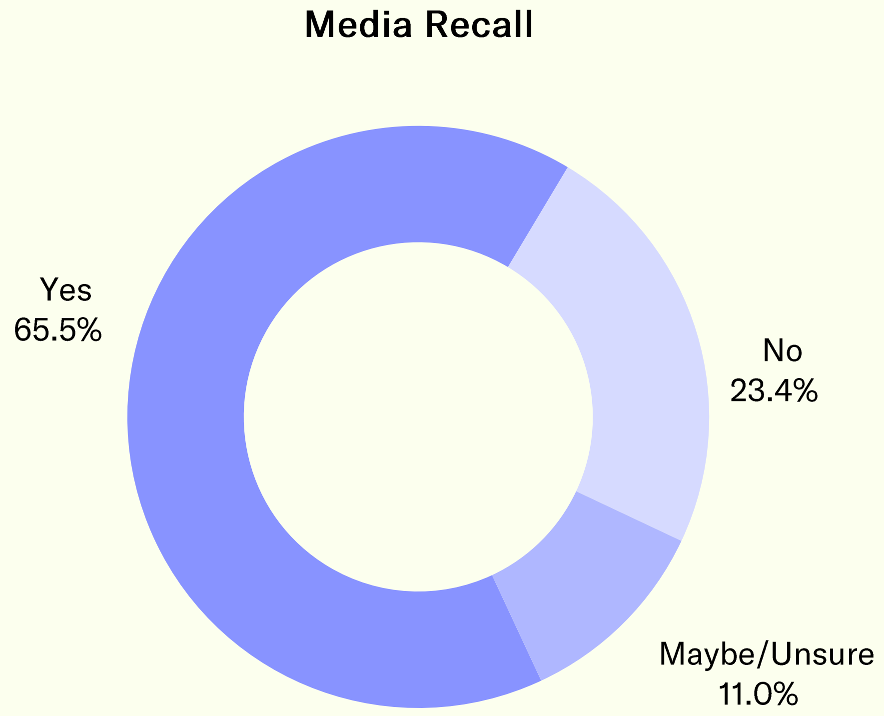


Question: Approximately how many days, weeks or months before you arrived did you make the decision to visit the St. Pete/Clearwater area for this trip?
Question: Which of the following were IMPORTANT to your decision to take this trip to the St. Pete/Clearwater area? (Select all that apply)
Base sizes: Total visitors (5,106 – 5,298).

Aside from the opinions of friends/relatives, the most used planning resources pre-arrival remained social media and user-generated content.

Social media usage became even more prevalent, with a notable gain in usage over CY2024 (45.3% vs. 37.6%). Meanwhile, the share accessing the VSPC website remained quite stable YoY (CY2025 at 7.6% vs. CY2024 at 7.4%). Once in-market, visitors continued to turn to travel guides and brochures (15.5% in CY2025, down slightly from 17.6% in CY2024). Separately, visitors noted higher media recall for VSPC this year, rising more than 10pp (65.5% from 53.9% in CY2024).



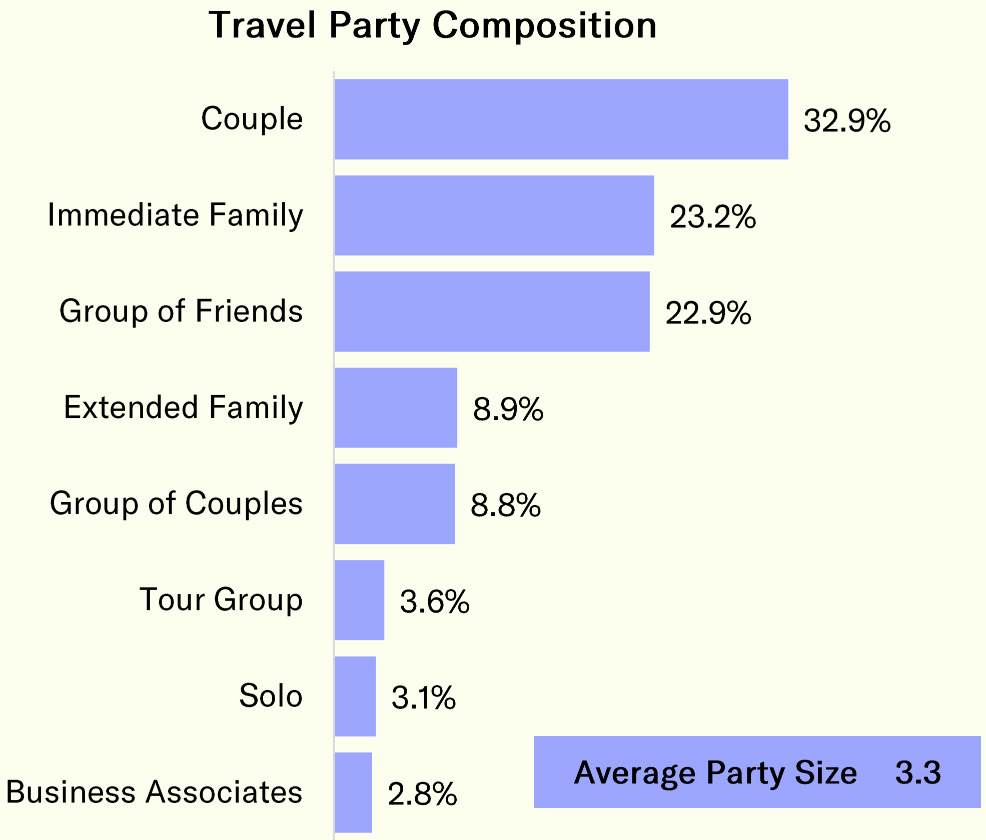


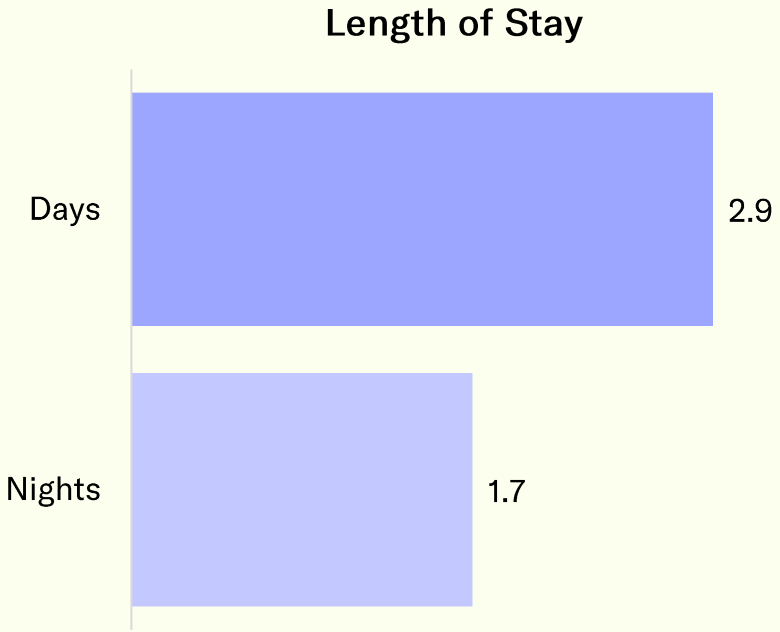
Question: Which of the following resources did you use to plan your trip to the St. Pete/Clearwater area BEFORE you arrived, and which did you (or do you plan to) use while IN the area for this trip? (Select all that apply.)
Question: In the last six months, have you seen, read, or heard any travel stories, advertising, or promotions for the St. Pete/Clearwater area?
Base sizes: Total visitors (5,261-5,298).

Detailed Findings: Trip Details

Average travel party size climbed to 3.3 people, most commonly composed of couples. As in the past, immediate families and groups of friends vie for being the next largest segment. Length of stay dropped nominally year over year.

The average travel party size of 3.3 people continued to climb steadily (up from 2.7 in CY2024 and 2.4 in CY2023) as more visitors arrive in larger groups. Although still leading other types of travel parties, the share of couples dropped to a third (32.9%) of arrivals (from 39.6% in CY2024 and 51% in CY2023). The average length of stay continues to hover near three days (2.9 in CY2025, down marginally from 3.0 in CY2024) and two nights (1.7 in CY2025, down marginally from 2.1 in CY2024).

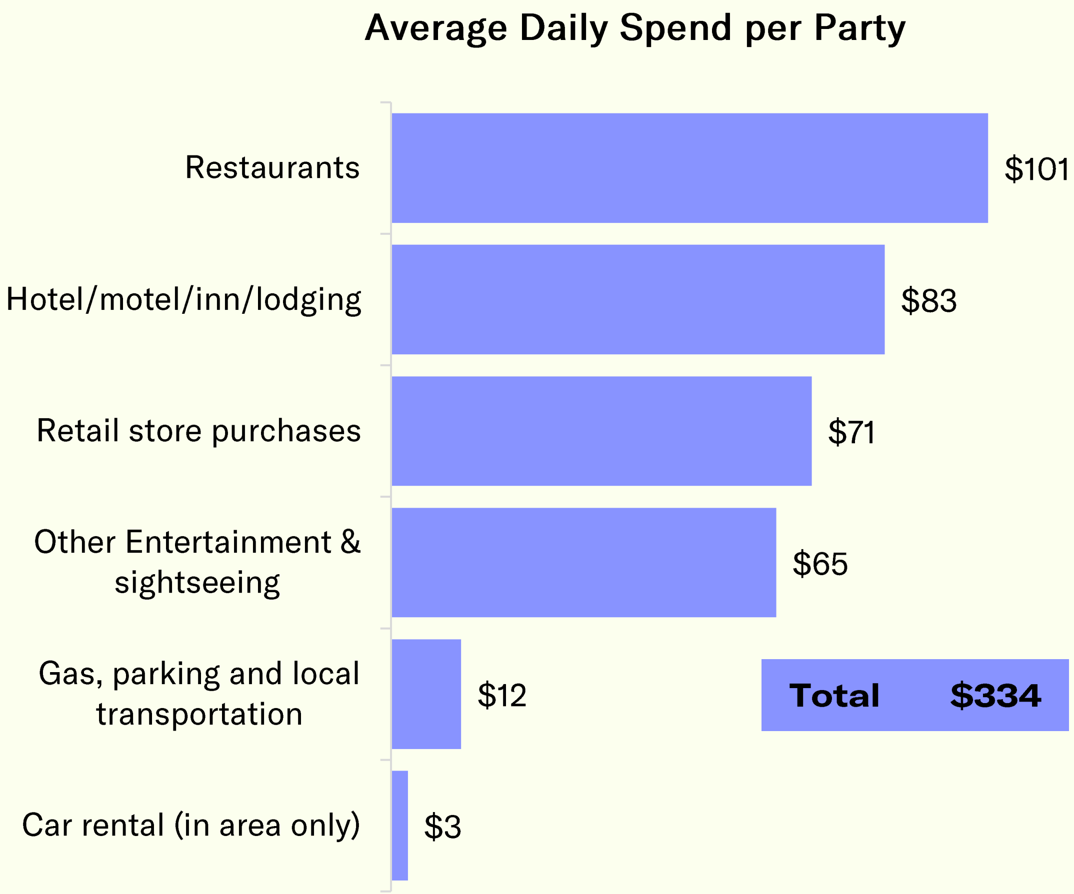


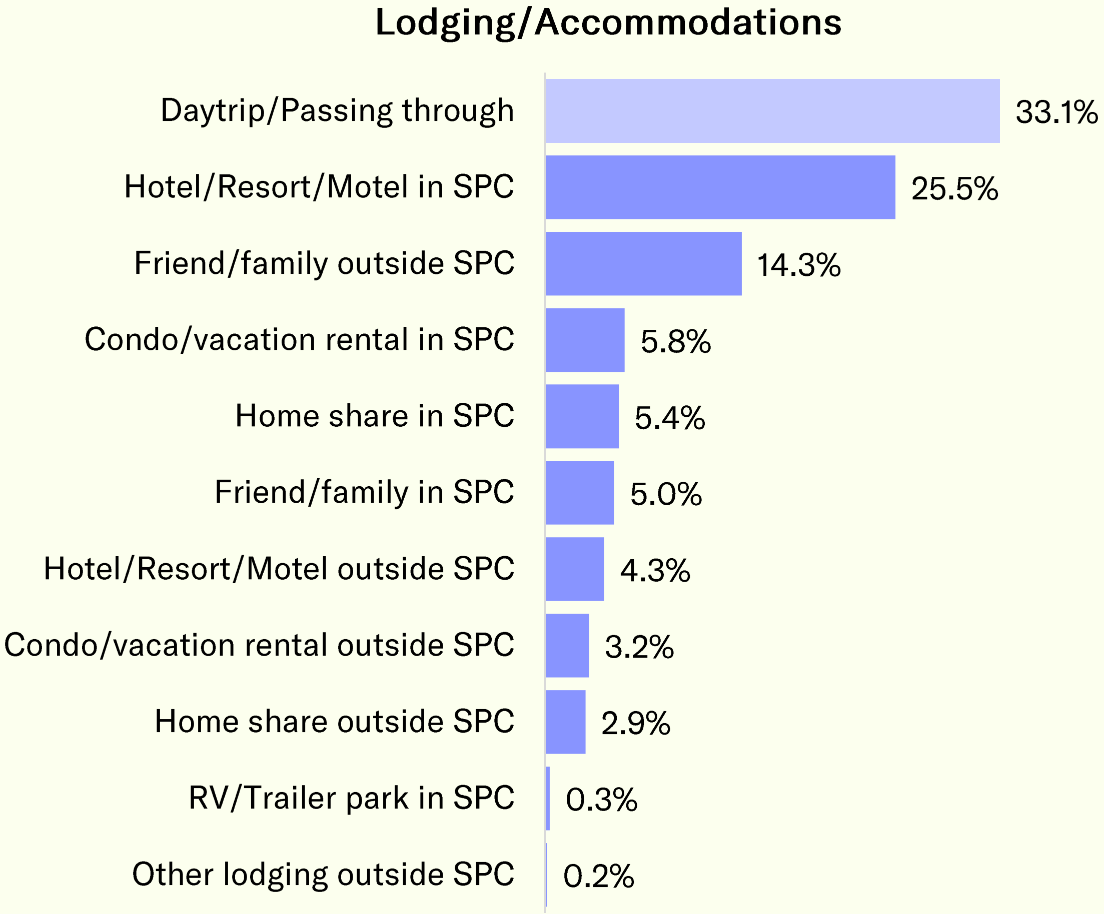


Question: Which best describes your travel group on this trip? Are you…?
Question: How many people of each type are in your immediate travel party, including yourself?
Question: How many total days and nights did you, or will you, stay in the St. Pete/Clearwater area on this trip?
Base sizes: Total visitors (5,124 – 5,288).

Visitors spent an average of $334 per day, with restaurants, lodging, and retail store purchases continuing to be the largest expenses.

The average in-market spend in CY2025 grew slightly compared to a year ago ($311). As for their place of stay, those staying overnight continued to most often select a St. Pete-Clearwater area hotel/resort/motel (25.5%), increasing a bit each consecutive year (from 22.6% in CY2024 and 20% in CY2023). Friends or family outside SPC remained in second place at 14.3% (up from 11.4% in CY2024, but down from 16% in CY2023).



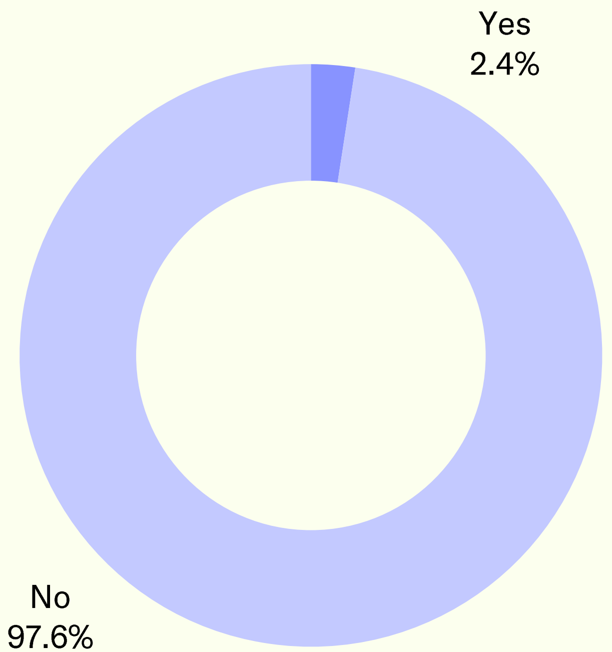


Question: PER DAY, approximately how much will you spend on each of the following while in the St. Pete/Clearwater area?
Question: Where are you staying overnight on this trip to the St. Pete/Clearwater area?
Base sizes: Total visitors (5,243 – 5,298).

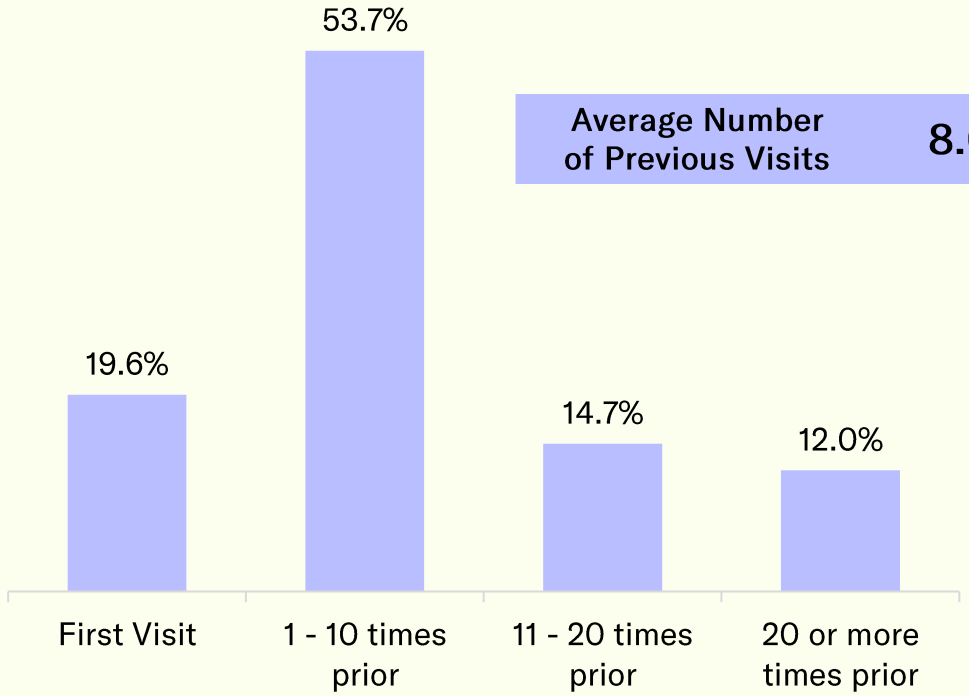
Most visitors had been to Florida previously (97.6%). Of those, four in five (80.4%) had been to St. Pete-Clearwater before, averaging 8.0 prior visits.

Visitors return to the area repeatedly. The number of previous visits grew year-over-year (8.0 in CY2025 vs. 5.4 in CY2024). Meanwhile, the proportion of first-time visitors remained at about one-in-five (19.6% in CY2025 vs. 21.0% in CY2024). This suggests that St. Pete-Clearwater is maintaining a steady rate of attracting new visitors to the area while also drawing increasing repeat visitation YoY.

First Visit to Florida



Previous Visitation to St. Pete-Clearwater



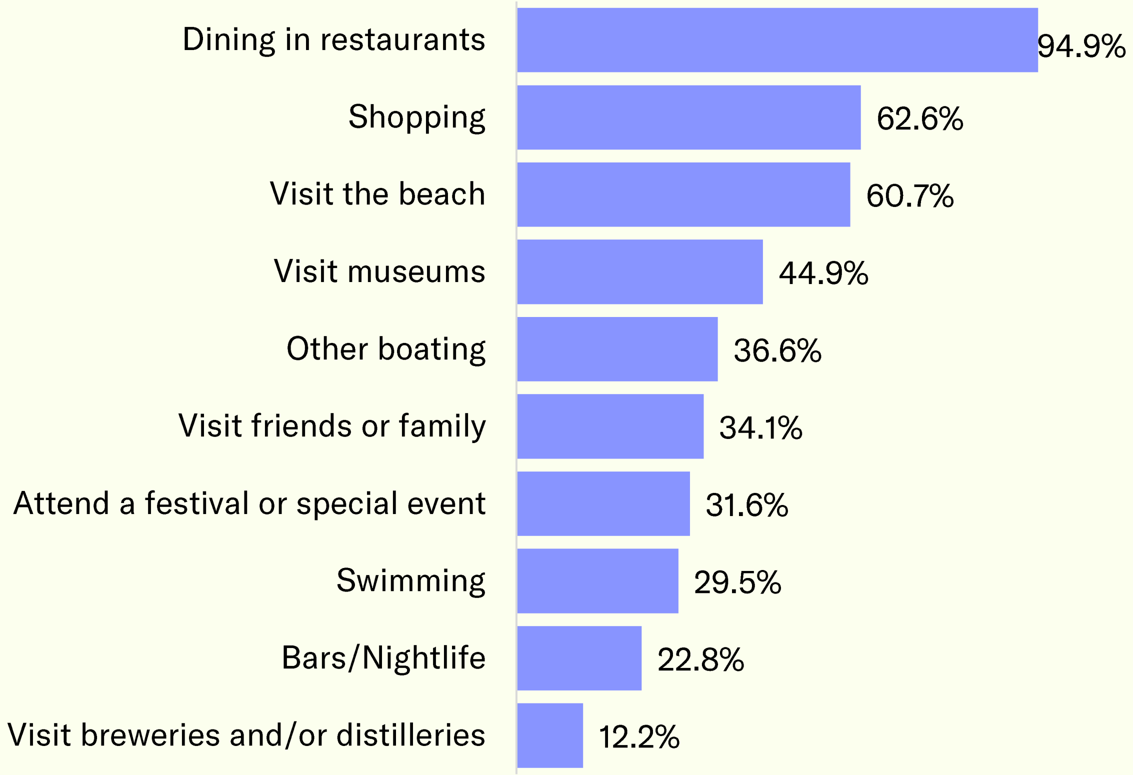
Average Number of Previous Visits 8.0

Question: Is this your first visit to Florida?
Question: Prior to this visit, how many times have you been to the St. Petersburg/Clearwater area?
Base sizes: Total visitors (5,298) | Previously visited Florida (5,209).

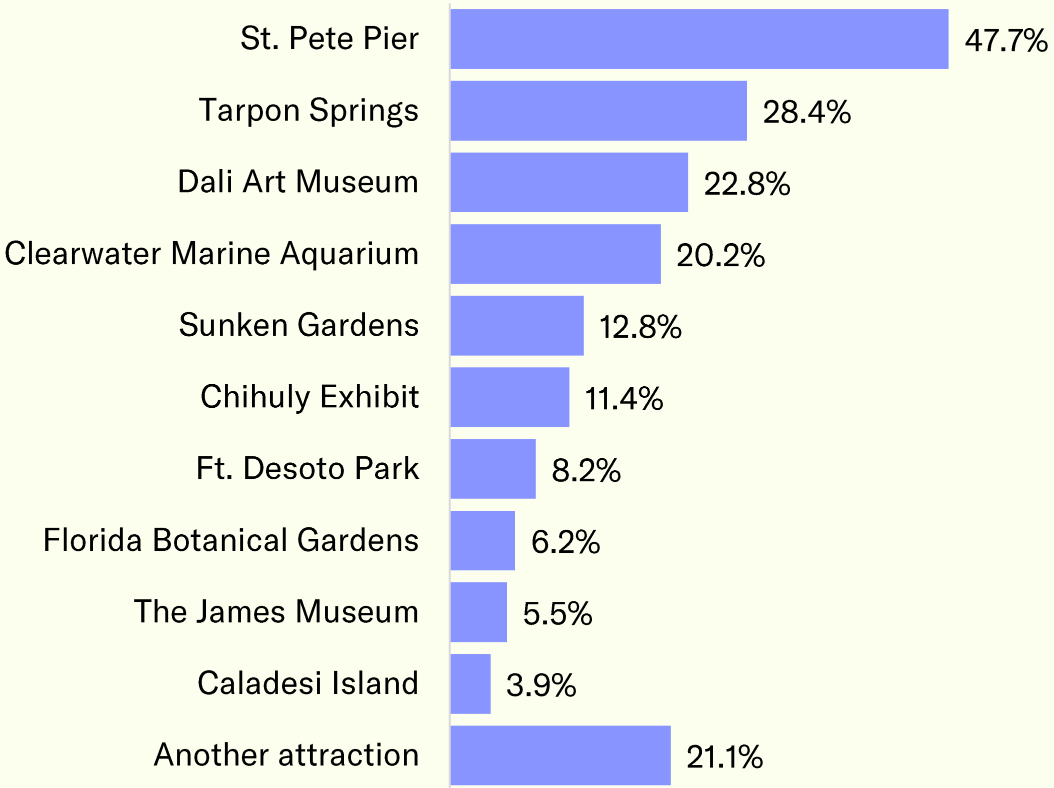
Nearly all visitors dined in restaurants (94.9%), while the next most popular activities – shopping and visiting the beach – enticed three-in-five.

All three of these top activities increased over CY2024, with visiting the beach showing the largest gain among them (up to 60.7% in CY2025 from 49.0% in CY2024). Museums, ranking fourth in both years, remained stable (45%). As for attractions, St. Pete Pier remained in the lead, attracting nearly half of visitors (47.7%). Tarpon Springs lured far more visitors YoY (28.4% vs. 10.2%), overtaking the Dali Art Museum (22.8% vs. 26.3%).

Top 10 Trip Activities



Top 10 Attractions Visited



Question: Which of these activities did you, or will you, participate in while in the St. Pete/Clearwater area? (Select all that apply)
Question: Which of these attractions did you (or will you) visit while on this trip? (Select all that apply)
Base sizes: Total visitors (5,283).

St. Petersburg, Clearwater Beach, and Madeira Beach remained the most visited areas in CY2025.

While St. Petersburg is still the most visited community in SPC, its popularity declined 8 points YoY, while visitation to all other top communities increased compared to CY2024 - particularly visitation to Clearwater (+19pp), and Tarpon Springs (+16pp). This suggests visitors to the SPC area are branching out more and visiting more of Pinellas County during their trips.

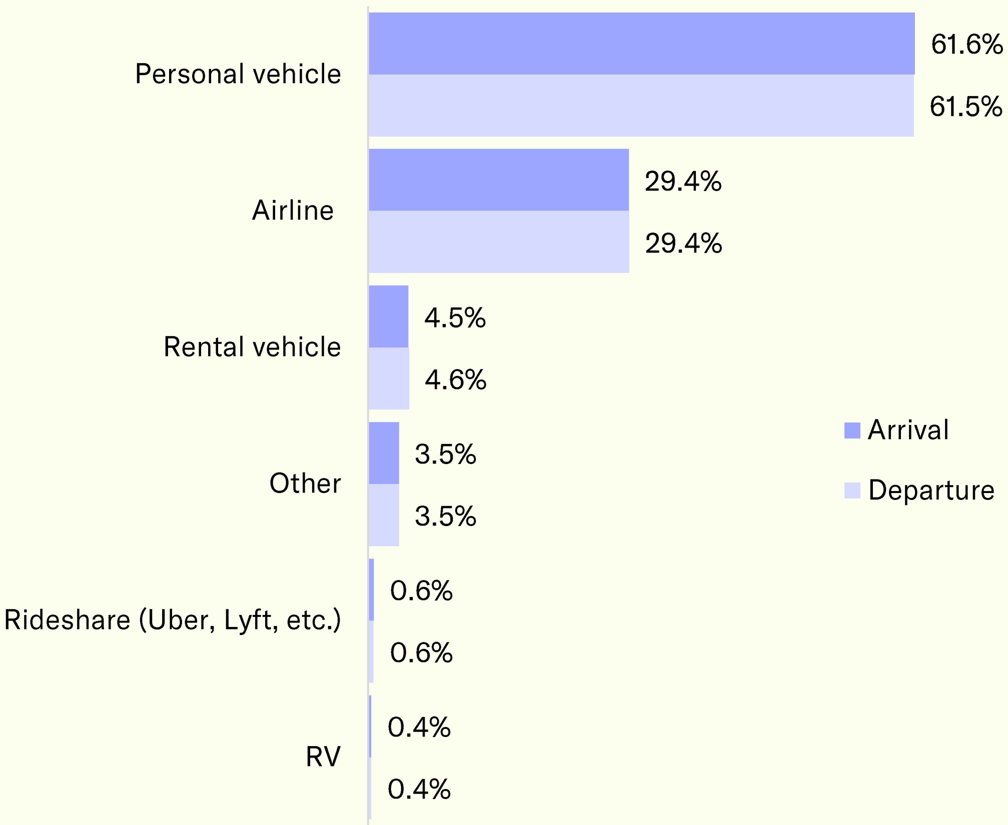
Question: Which of the following communities in the St. Pete/Clearwater area did you visit? (Select all that apply)
Base size: Total visitors (5,283).

Vacation continues to dominate the reasons visitors come to St. Pete-Clearwater.

However, compared to CY2024, visiting the area on vacation declined (-9pp to 48.2% from 57.6%). A few more came to visit friends/family (up to 21.6% from 17.7%), and special events attracted a larger share of visitors (up to 9.4% from 6.5%) YoY. As for mode of transportation, the majority drove their personal car/vehicle (62%), which was more than double the share who flew (29%) – very similar to CY2024 (59% drove their own vehicle; 30% flew).

Primary Reason for Visit

Method of Arrival & Departure

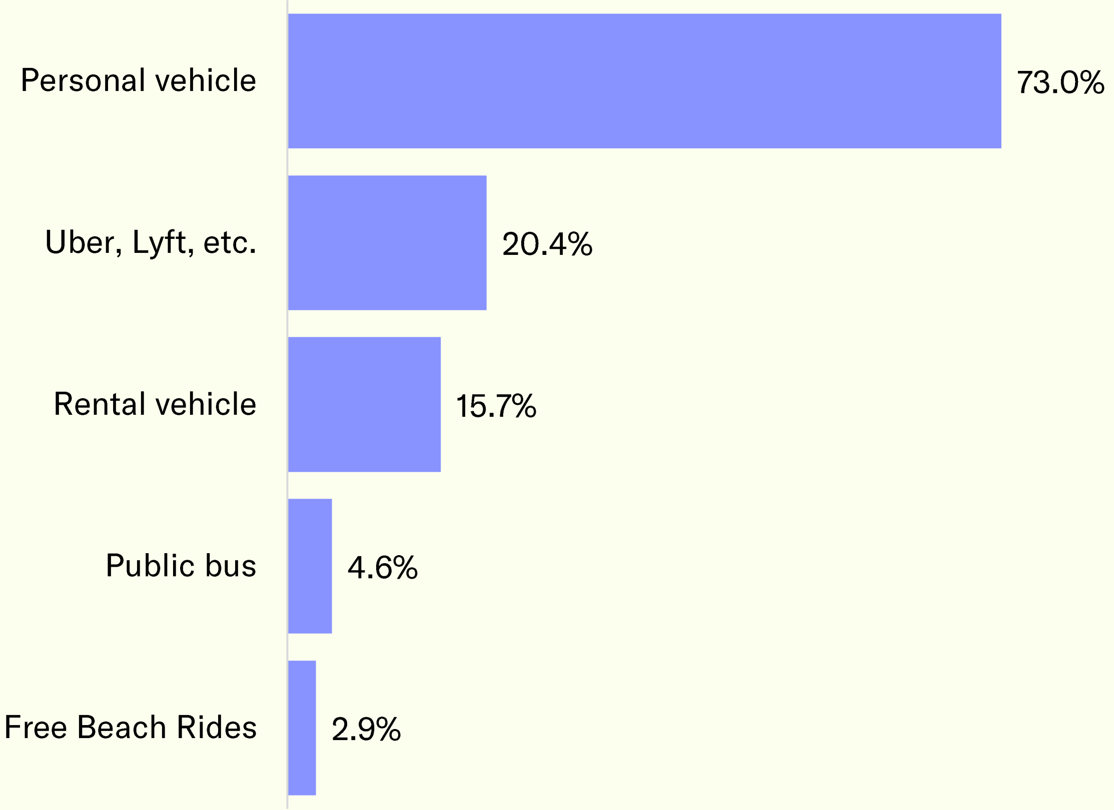


Question: What is your primary reason for visiting the St. Pete/Clearwater Area?
Question: How did you arrive to the St. Pete/Clearwater area and how will you leave? (Select all that apply)
Base sizes: Total visitors (5,289 – 5,298).

Most visitors used a personal car or vehicle to travel while in the area.

While in-market, somewhat more visitors used their own vehicle than in CY2024 (73% vs. 66%). In alternate transportation, visitors opted for more ride-sharing (20.4%, up from 18.0%) and fewer car rentals (15.7%, down from 23.0%) YoY.

In-Market Transportation Used



Question: Which modes of transportation did you, or will you, use while in the St. Pete/Clearwater area?

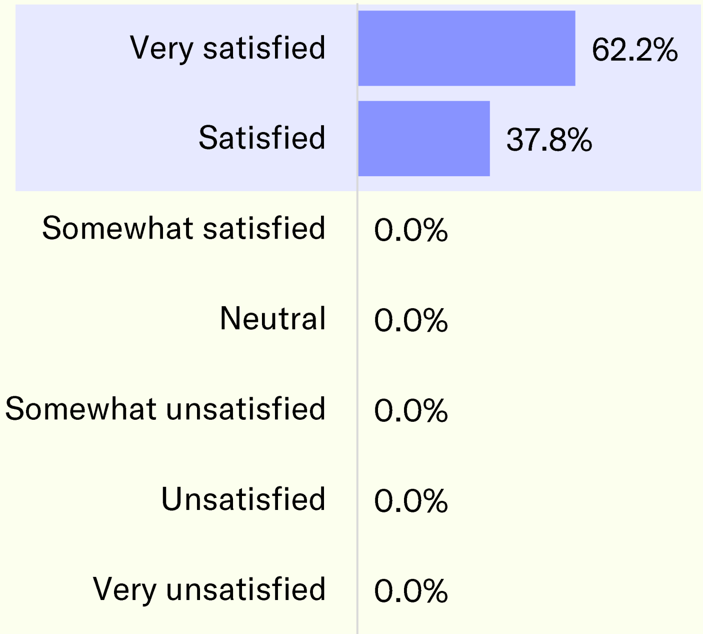
Base sizes: Total visitors (5,289)

Detailed Findings: Visitor Satisfaction

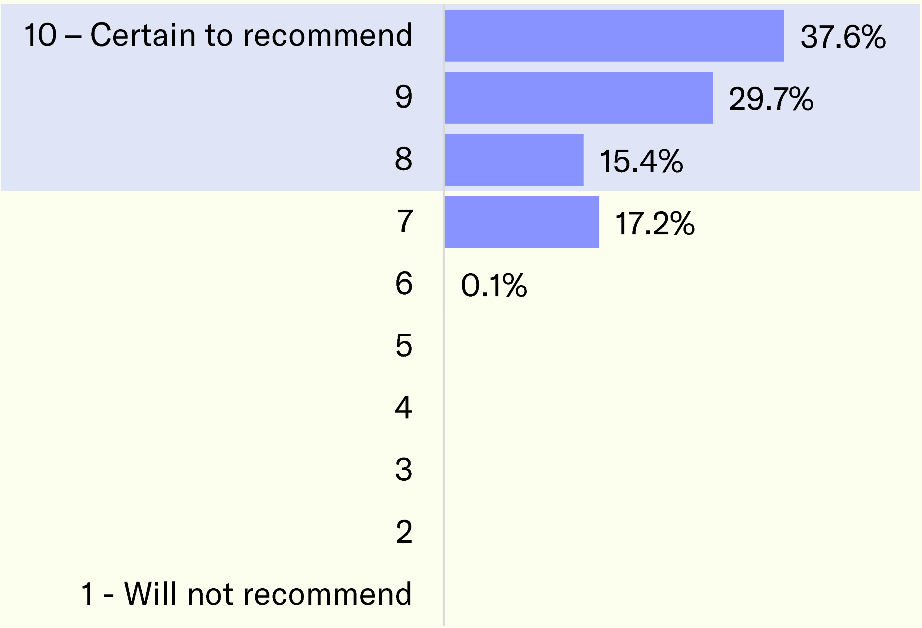
The top box "very satisfied" metric continued to decline in CY2025, currently at 62.2%, down from 69.5% in CY2024.

Similarly, those rating their likelihood to recommend St. Pete-Clearwater as "10-Certain" also dropped to 37.6% from 44.5% in CY2024. However, those rating their likelihood to return to St. Pete-Clearwater as "10-Certain to return" was 45.0%, up 2 points over CY2024 (43.4%). Overall, visitors to St. Pete-Clearwater remained very satisfied with their trips (100% top-2 box) and highly likely to recommend (82.7% top-3 box) and/or return to (85.8% top-3 box) the destination in CY2025.

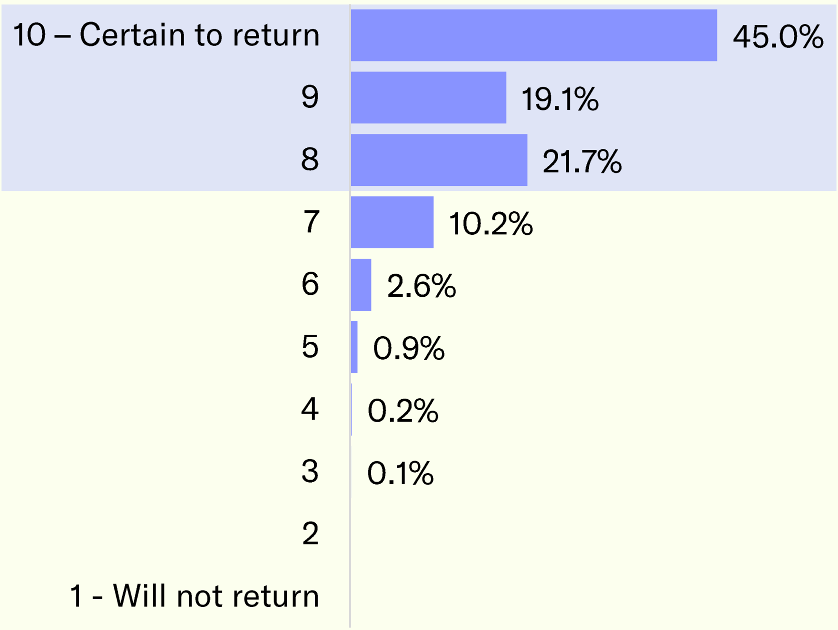
Satisfaction



Likelihood to Recommend

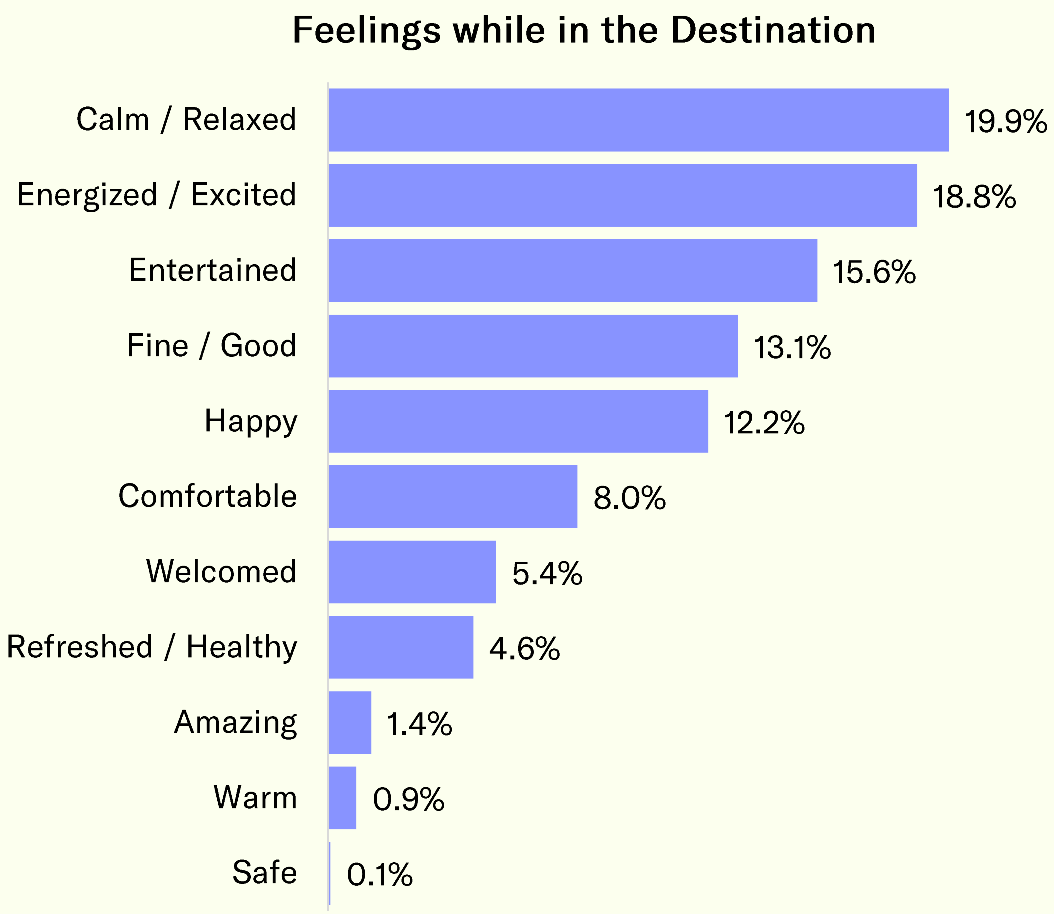


Likelihood to Return



Question: How satisfied are you with your experience in the St. Pete/Clearwater area on this trip?
Question: How likely are you to recommend the St. Pete/Clearwater area as a place to visit to other travelers?
Question: How likely are you to return to the St. Pete/Clearwater area?
Base size: Total visitors (5,261).

When describing their feelings while visiting St. Pete-Clearwater, one-in-five visitors felt relaxed and/or energized. Nearly as many felt entertained.

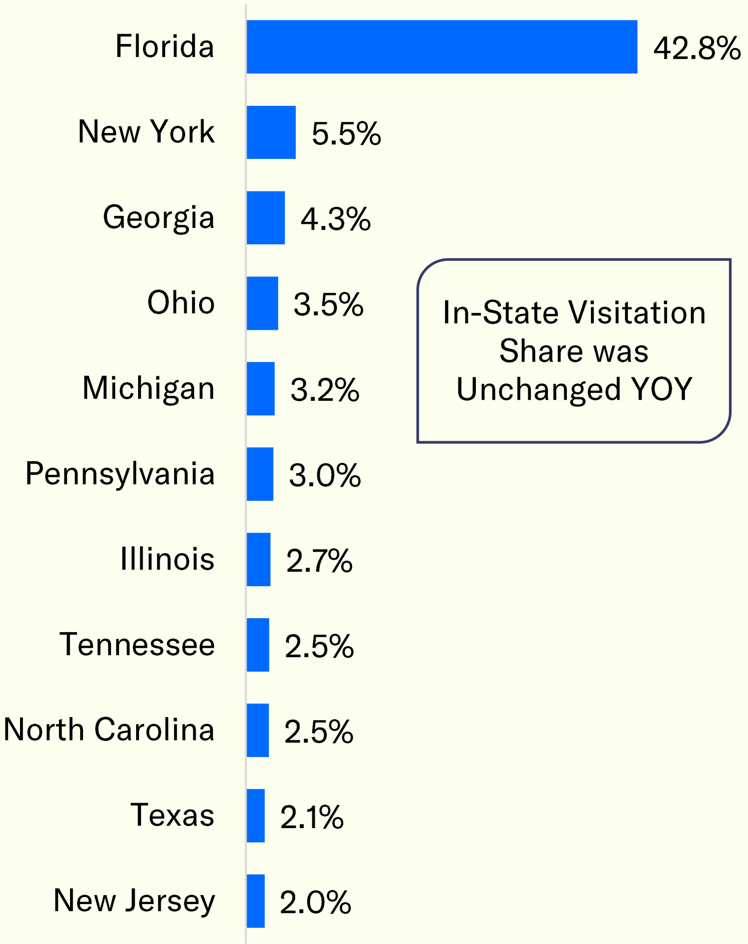


Question: What one word of phrase best describes how you feel in the St. Pete/Clearwater area?
Base sizes: Total visitors (5,261).

Demographics

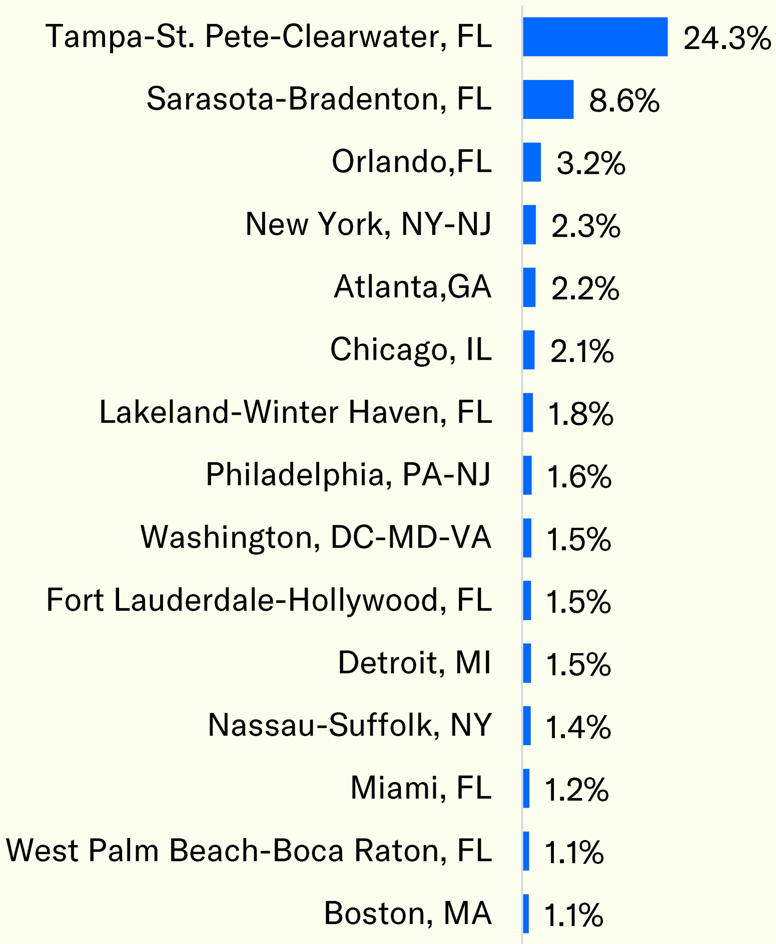
Origin Market

Top U.S. State of Origin



In-State Visitation Share was Unchanged YOY

Top MSA of Origin



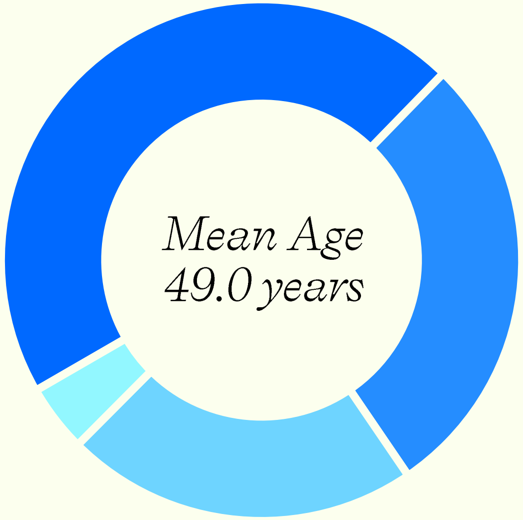
Demographics

Gender

- Female, 56.5%
- Male, 43.5%

Generation

Average Age Decreased YOY from 51.3 Years



- Boomers+, 45.6%
- Gen X, 28.2%
- Millennials, 22.0%
- Gen Z, 4.2%

Ethnicity/Racial Identity

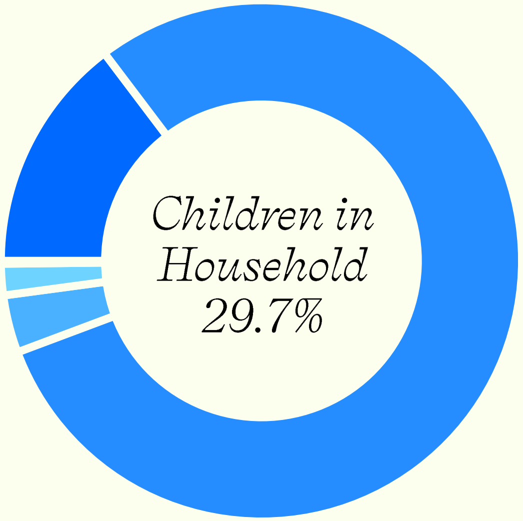
% POC Decreased YOY (-2pp)

- White or Caucasian, 86.2%
- Hispanic or Latino, 8.6%
- Black or African American, 4.6%
- Asian or Pacific Islander, 2.1%
- Other, 0.5%

Demographics

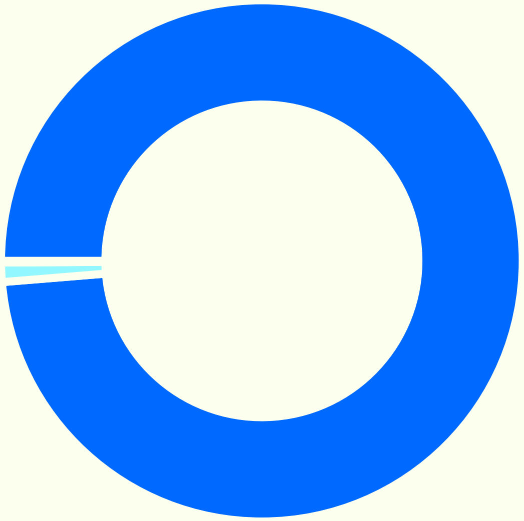
Persons with Children in Household Increased +15pp

Marital Status



- Single, 14.7%
- Married or Partnered, 79.5%
- Divorced, 3.6%
- Widowed, 1.9%
- I prefer not to answer, 0.2%

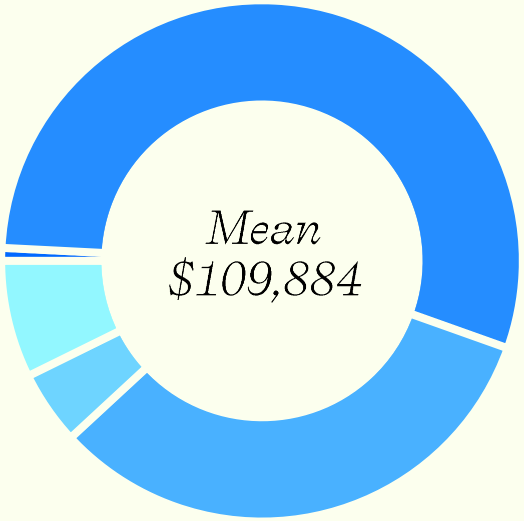
Orientation



- Heterosexual, 98.7%
- LGBTQ, 1.2%
- I prefer not to answer, 0.1%

HHI Increased from $106,661 in CY2024

Household Income



- $200,000 or more, 0.8%
- $100,000 to $199,999, 54.7%
- $50,000 to $99,999, 32.7%
- Less than $49,999, 4.6%
- I prefer not to answer, 7.3%