

EXHIBIT 3.2

MEASUREMENT OF VARIABLES

Variable	Measurement
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Section I Most Recent Trip

Type of Trip	8 Types (Categorical X Categorical)	Nominal-----Chi-sq.
Length of Stay	Actual length (Mean X Mean)	Ratio-----T-Test
Activities Participated In	14 (Grouped) Activities	Nominal-----Chi-sq.

Section II Demographics

Age	Actual Age	Ratio
Gender	Male/Female	Nominal
Race	Black/White/Other	Nominal
Marital Status	Single/Married/Divorced	Nominal
Income	6 Categories	Nominal
Education	# Years of Schooling	Ratio
Occupation	Blue Collar/White Collar	Nominal
Residence	3 Categories	Nominal

**** If there is a significant difference after initial data analysis then control for education and income (Marginality).**

EXHIBIT 3.1

SUMMARY OF THE STEPS INVOLVED IN THE DATA ANALYSIS

Frequencies on all variables, ranges, distribution, and descriptive statistics



Forming two groups of travelers

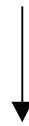
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Comparisons of the two groups with respect to selected travel variables and delineated factors.

Chi square tests
t-tests
Log Linear Modeling



Based on the results, differences are controlled for education, income, occupation and residence.