

***2011 JIM BRANDON
EQUESTRIAN CENTER
ECONOMIC IMPACT REPORT***



Prepared by

PROFILE
MARKETING RESEARCH

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2011 JIM BRANDON EQUESTRIAN CENTER ECONOMIC IMPACT REPORT



Methodology

- 48 surveys were conducted during the 2011 season at the Jim Brandon Equestrian Center. These interviews were spread out among exhibitors, vendors and other participants (including sponsors, media, staff, judges, jump crew, etc.). Note, audience/spectators were not included in this research.
- Data is based on best estimates from respondents.
- Projections are included in this report, and should be viewed with caution.
 - Economic impact projections were calculated by multiplying spending behavior of survey respondents by estimated number of actual exhibitors/vendors/other, as provided the venues.
 - Projections are based on data provided by the venue to represent the actual number of exhibitors, vendors, and other participants as follows:

Dressage at Jim Brandon		
Exhibitors	Vendors	Others
2,950	137	1,100

- Note: 26 of 48 surveys (54%) completed by Jim Brandon participants were self-administered. All other surveys were administered by a PMR Professional Interviewer.

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Glossary

Exhibitors: Owners, Riders, Grooms, Trainers, Barn Managers

Vendors: Those selling food, drinks, gifts, horse accessories, etc.

Other: Sponsors, Veterinarians, Ferriers, Staff, Officials, Judges, Jump Crew, Media

- Capital letters indicate a significant difference between subgroups at the 95% level of confidence.

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EXECUTIVE SUMMARY

- ❖ It is projected that **259 hotel room nights** were utilized for Dressage at the Jim Brandon Equestrian Center, with a projected economic impact of \$43,158.
- ❖ It is projected that **4,432 rental apartment/condo nights** were utilized for Dressage at the Jim Brandon Equestrian Center.
- ❖ **Based on estimates, it is projected that the total expenditures (human and horse related) attributed to Dressage at the Jim Brandon Equestrian Center were \$44,089,186 (+/-14.07%)¹.**

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venue) at the 95% level of confidence. Projections are to be viewed with caution.

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- ❖ Exhibitors, vendors and other participants were interviewed; the greatest percentage of interviews was conducted among exhibitors, as they comprise the largest population of participants at Dressage.
- ❖ An average of 4.0 people was reported as the size of the typical travel party among all Dressage participants. Exhibitors tended to have slightly larger travel parties, with an average of 5.3 people, than the typical vendor and ‘other’ parties (averaged 2.4 people and 3.1 people, respectively).
- ❖ Two-thirds of surveyed participants were full-time Palm Beach County residents (67%); 4% were part time residents and 29% were non-residents.
 - ❖ Residents reported living in Palm Beach County an average of 16.3 years, in total. Full-time residents reported living in the county for an average of 17 years; part time residents reported living in the county for an average of 12 years and spending 6 months in Palm Beach County, on average, per year.
- ❖ Among all surveyed Dressage participants, only 4% of those interviewed claimed that (at least a portion of) their traveling party stayed at an area hotel or motel, with another 8% stating that a condominium/apartment was rented, and 0% stating that a timeshare or Campground/RV park was used; 4% stayed at an owned or borrowed condominium and 15% stayed with friends/family. All other survey participants are full-time Palm Beach County residents.
 - Among those who stayed at a hotel/motel, the average party size in the hotel was 3.0, staying an average of 11.0 nights and occupying an average of 1.5 rooms.

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- ❖ The average per party expenditure was \$38,816, with the largest proportion of that coming from horse-related expenditures (\$35,277) - particularly training.
 - ❖ Exhibitors reported the highest total per party expenditures in Palm Beach County (\$78,861 on average), significantly higher than vendors (\$3,053) and 'others' (\$58).
 - ❖ As might be expected, the greatest expenditure for exhibitors was horse related expenses (average of \$73,489 per party); vendors spent the most per party on restaurants/bars (\$2,431), while 'others' only reporting expenditures related to gifts/shopping (\$525).
- ❖ **Based on estimates, it is projected that the total expenditures related to Dressage at Jim Brandon Equestrian Center were \$44,089,186 (+/-14.07%)¹.**
- ❖ Most surveyed participants tend to have been participating in Dressage at Jim Brandon Equestrian Center for many years; 38% reported participating for 10+ years.
 - ❖ Exhibitors were significantly more likely to report participating for 10+ years (65%) than vendors (13%) and 'others' (11%).

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venue) at the 95% level of confidence. Projections are to be viewed with caution.

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- ❖ Surveyed Dressage participants tended to be divided when it came to their primary reasons for visiting Palm Beach County; 36% cited Dressage, 14% cited the Winter Equestrian Festival and 7% cited other equestrian activities as their primary reason for visiting Palm Beach County (43% did not answer/were not asked).
- ❖ When it comes to booking their travel arrangements, 44% of visitors claimed that they booked their travel arrangements on the telephone, 25% did so online, none booked via travel agent and 31% booked their travel by other methods.
- ❖ Visitors traveled to Palm Beach County primarily by car/automobile (56%), and secondly, airplane (13%).
 - ❖ All surveyed Dressage participants who traveled via airplane used commercial flights arriving and departing from Palm Beach International Airport.
- ❖ Visiting downtown West Palm Beach/CityPlace and visiting the beach were the most popular local activities for these visitors.
- ❖ The majority of surveyed visitors (88%) do plan to return to Palm Beach County in the future - typically citing within a year as the time frame within which they plan to return.

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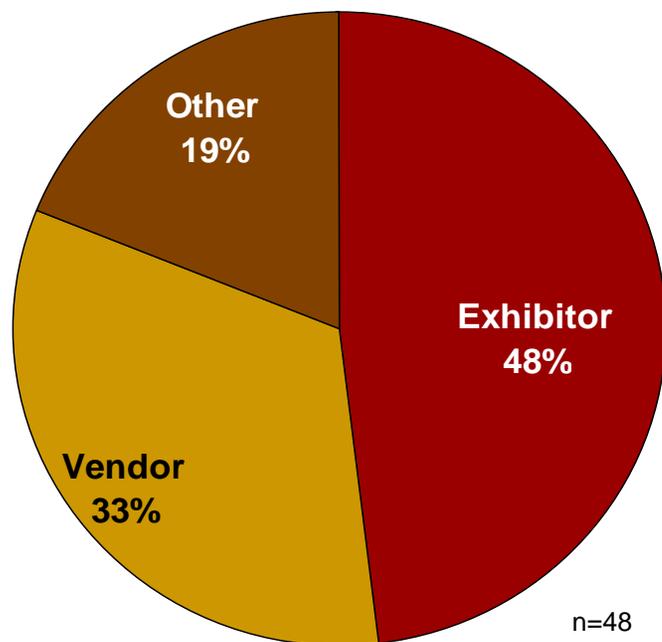


- ❖ Few participants provided comments or suggestions for improvement. Among those who did have suggestions, those related to facility related improvements, such as pavilions with comfortable seating areas, improved footing and more permanent stabling were most common.
- ❖ About one-third (31%) of surveyed participants claimed not to have horses stabled in Palm Beach County; 27% claimed to have horses stabled on their property in Palm Beach County (average 7 horses), and 21% claimed to have horses stabled somewhere else in Palm Beach County (average 5 horses).
- ❖ About half (53%) of participants have purchased real estate in Palm Beach County; 18% have purchased real estate since 2000, 29% did so in the 1990's and 6% did so prior to the 1990's.
- ❖ On an overall basis, among surveyed Palm Beach County residents, the Jim Brandon Equestrian Center and overall equestrian friendly community appear to have had the greatest impact on participants' decisions to live in Palm Beach County, with 29% reporting each of these had a significant impact (rating of 9 or 10 on a 10-point scale). Polo had a significant impact on 14% of these participants' decisions to live in the area; the Winter Equestrian Festival did not have a significant impact on any surveyed participants. *Caution: low base*

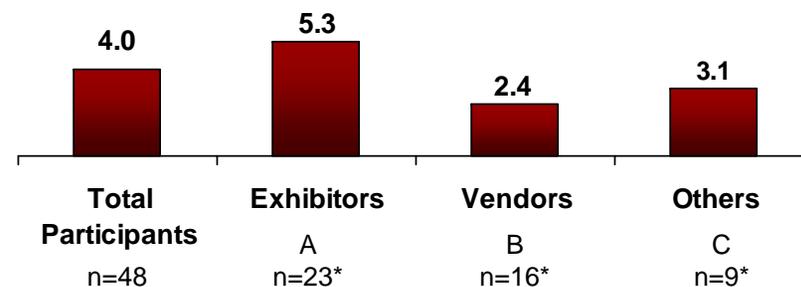
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Role at Dressage



Average Number of People In Party

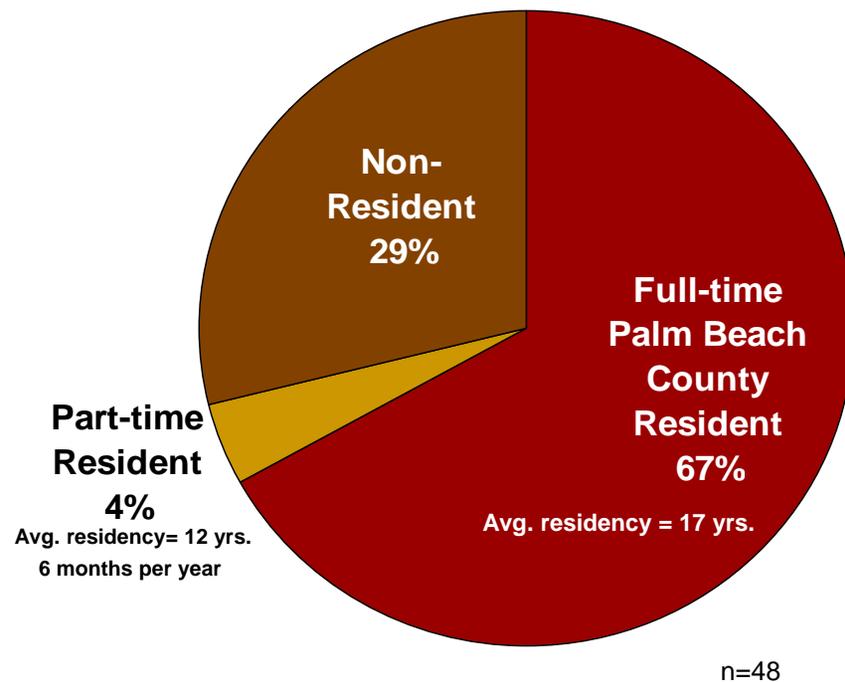


Capital letters indicate a significant difference among subgroups

*Caution: low base

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Residency Status



	Jim Brandon Participants		
	Exhibitors A (n=23*)	Vendors B (n=16*)	Others C (n=9*)
Residency Status			
PBC Full-time Resident	65%	56%	89%
PBC Part-time Resident	9%	0%	0%
Non-Resident	26%	44%	11%

Capital letters indicate a significant difference among subgroups

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Projected Expenditures in Palm Beach County

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Lodging (in Palm Beach County)

Lodging Used	Total n=48	Exhibitors (A) n=23*	Vendors (B) n=16*	Others (C) n=9*
<u>Hotel/Motel</u>				
% Stayed At (someone in party)	4%	4%	6%	0%
Average Persons	3.0	2.0	4.0	0.0
Average Rooms	1.5	1.0	2.0	0.0
Average Nights	11.0	7.0	15.0	0.0
Average \$ Spent on Lodging**	\$2,450	\$1,400	\$3,500	\$0
<u>Rented Condo/Apartment/House/Farm</u>				
% Stayed At (someone in party)	8%	13%	6%	0%
Average Persons	3.0	2.7	4.0	0.0
Average Nights	65.3	57.0	90.0	0.0
<u>Timeshare</u>				
% Stayed At (someone in party)	0%	0%	0%	0%
Average Persons	0%	0%	0%	0%
Average Nights	0%	0%	0%	0%
<u>Campground/RV Park</u>				
% Stayed At (someone in party)	0%	0%	0%	0%
Average Persons	0%	0%	0%	0%
Average Nights	0%	0%	0%	0%
<u>Friends/Family</u>				
% Stayed At (someone in party)	15%	9%	25%	11%
Average Persons	2.3	3.0	2.0	2.0
Average Nights	20.3	27.5	20.0	7.0
<u>Owned or Borrowed Condo/Apartment</u>				
% Stayed At (someone in party)	4%	9%	0%	0%
Average Persons	2.0	2.0	0.0	0.0
Average Nights	108.5	108.5	0.0	0.0

Capital letters indicate a significant difference among subgroups

*Caution: low base sizes

**Average \$ Spent on total lodging among those parties who stayed in a hotel/motel

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Total Projected Hotel Room Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Dressage Participants	Exhibitors	Vendors	Others
259 Total Projected Hotel Room Nights (+/-14.07%)	156 Total Projected Hotel Room Nights (+/-20.36%) Universe size*= 2950	103 Total Projected Hotel Room Nights (+/-23.11) Universe size*= 137	0 Total Projected Hotel Room Nights (+/-32.55%) Universe size*= 1100
Economic Impact: \$43,158	Economic Impact: \$31,170	Economic Impact: \$11,988	Economic Impact: \$0

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues

Projections are estimates and should be viewed with caution.

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Total Projected Rented Condo/Apartment Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Dressage Participants	Exhibitors	Vendors	Others
4,432 Total Projected Condo/Apartment Nights (+/-14.07%)	4,124 Total Projected Condo/Apartment Nights (+/-20.36%) Universe size*= 2950	308 Total Projected Condo/Apartment Nights (+/-23.11) Universe size*= 137	0 Total Projected Condo/Apartment Nights (+/-32.55%) Universe size*= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues

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Total Dressage Participants	Exhibitors	Vendors	Others
0 Total Projected Timeshare Nights (+/-14.07%)	0 Total Projected Timeshare Nights (+/-20.36%) Universe size*= 2950	0 Total Projected Timeshare Nights (+/-23.11) Universe size*= 137	0 Total Projected Timeshare Nights (+/-32.55%) Universe size*= 1100

Total Dressage Participants	Exhibitors	Vendors	Others
0 Total Projected Campground/RV Nights (+/-14.07%)	0 Total Projected Campground/RV Nights (+/-20.36%) Universe size*= 2950	0 Total Projected Campground/RV Nights (+/-23.11) Universe size*= 137	0 Total Projected Campground/RV Nights (+/-32.55%) Universe size*= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

* Universe size as estimated by individual venues

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Expenditures (in Palm Beach County)

Expenditures	Total	Exhibitors (A)	Vendors (B)	Others (C)
<u>Lodging (includes: hotels/motels, friends/family, owned/borrowed/rented apartments/condos, timeshares and campgrounds/RV parks)</u>				
Average Per Party	\$3,206	\$5,475	\$1,071	\$0
Total*	\$51,300	\$43,800	\$7,500	\$0
<u>Restaurant/Bars</u>				
Average Per Party	\$2,483	\$2,839	\$2,431	\$0
Total*	\$39,730	\$22,710	\$17,020	\$0
<u>Gifts/Shopping</u>				
Average Per Party	\$2,635	\$3,879	\$1,514	\$525
Total*	\$42,155	\$31,030	\$10,600	\$525
<u>Entertainment/Recreation</u>				
Average Per Party	\$1,296	\$2,341	\$286	\$0
Total*	\$20,730	\$18,730	\$2,000	\$0
<u>Transportation</u>				
Average Per Party	\$998	\$913	\$1,239	\$0
Total*	\$15,970	\$7,300	\$8,670	\$0
<u>Horse Related Expenses</u>				
Average Per Party	\$35,277	\$73,489 B	\$191	\$0
Total*	\$1,693,290	\$1,690,240	\$3,050	\$0
<u>Total</u>				
Average Per Party	\$38,816	\$78,861 BC	\$3,053 C	\$58
Total*	\$1,863,175	\$1,813,810	\$48,840	\$525

*Reported expenditures among those surveyed Bases and average party size vary Capital letters indicate a significant difference among subgroups

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Total Projected Expenditures Based on Total Counts of Exhibitors/Vendors/Others

Total Dressage Participants	Exhibitors	Vendors	Others
\$44,089,186 (+/-14.07%)	\$43,894,330 (+/-20.36%) Universe size*= 2950	\$174,275 (+/-23.11) Universe size*= 137	\$20,581 (+/-32.55%) Universe size*= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

* Universe size as estimated by individual venues

Projections are estimates and should be viewed with caution

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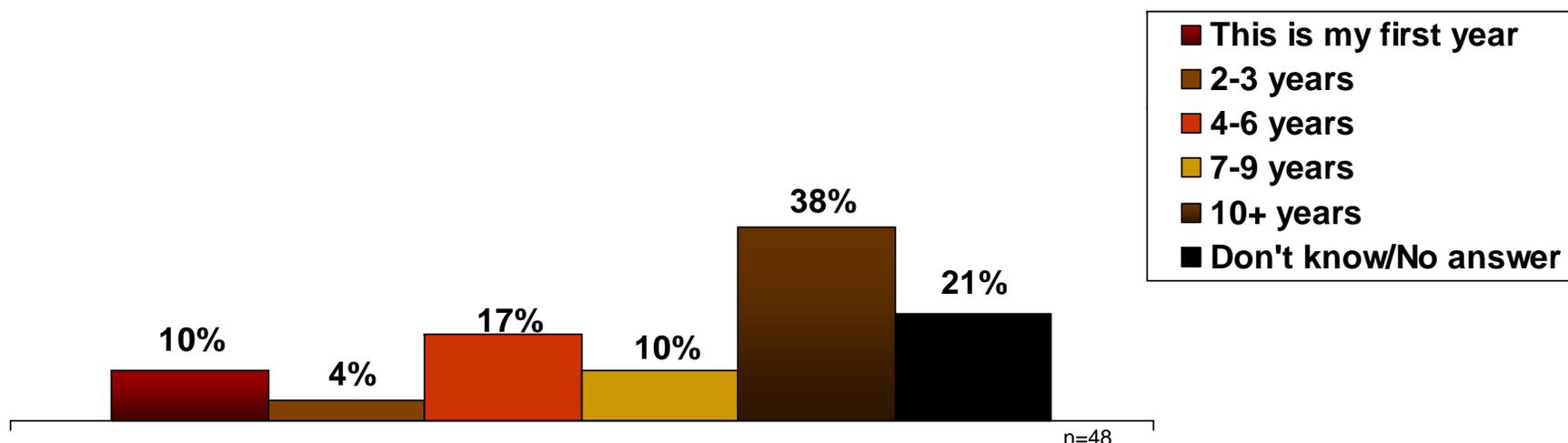


Participation and Spectatorship

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Number of Years Participated in Event



Number of years participated in event	Jim Brandon Participants		
	Exhibitors A (n=23*)	Vendors B (n=16*)	Others C (n=9*)
This is my first year	0%	19%	22%
2-3 years	0%	12%	0%
4-6 years	13%	12%	34%
7-9 years	4%	25% C	0%
10+ years	65% BC	13%	11%
Don't know/No answer	18%	19%	33%

Capital letters indicate a significant difference among subgroups

*Caution: low base

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Event Attendance	Jim Brandon Participants			
	Total (n=48)	Exhibitors A (n=23*)	Vendors B (n=16*)	Others C (n=9*)
Winter Equestrian Festival				
% Attended as spectator	46%	52%	38%	44%
Avg. # days attended	12	16	6	2
% Attended as participant	31%	30%	25%	44%
Avg. # days attended	37	30	56	6
Polo				
% Attended as spectator	46%	65%B	25%	33%
Avg. # days attended	5	5	3	0
% Attended as participant	33%	35%	31%	33%
Avg. # days attended	32	15	37	0
Dressage at Jim Brandon Equestrian Center				
% Attended as spectator	60%	87%BC	31%	44%
Avg. # days attended	24	26	15	2
% Attended as participant	98%	100%	94%	100%
Avg. # days attended	24	30 C	24 C	7

Capital letters indicate a significant difference among subgroups

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Event Actual + Planned Attendance	Jim Brandon Participants			
	Total (n=48)	Exhibitors A (n=23*)	Vendors B (n=16*)	Others C (n=9*)
Winter Equestrian Festival				
% Attended/ planned to attend as spectator	44%	52%	31%	44%
Avg. # days attended/ planned to attend	12	16	6	2
% Attended/ planned to attend as participant	31%	30%	25%	44%
Avg. # days attended/ planned to attend	47	60	56	16
Polo				
% Attended/ planned to attend as spectator	46%	65%B	25%	33%
Avg. # days attended/ planned to attend	5	5	3	0
% Attended/ planned to attend as participant	33%	35%	31%	33%
Avg. # days attended/ planned to attend	42	15	55	0
Dressage at Jim Brandon Equestrian Center				
% Attended/ planned to attend as spectator	60%	91%BC	25%	44%
Avg. # days attended/ planned to attend	25	26	17	0
% Attended/ planned to attend as participant	100%	100%	100%	100%
Avg. # days attended/ planned to attend	29	36 C	30 C	10

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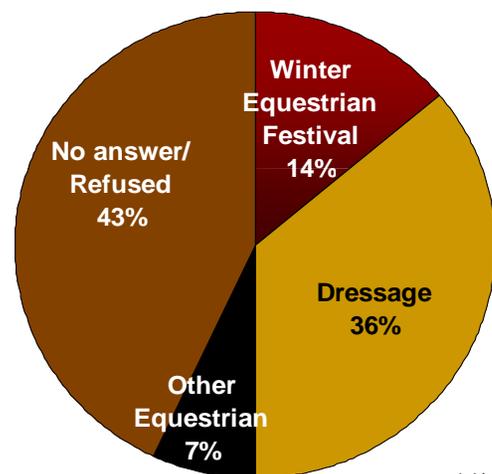


Traveling to Palm Beach County

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Primary Purpose of Trip to Palm Beach County (Among Non-Residents)



Primary Purpose of PBC Trip	Jim Brandon Participants		
	Exhibitors A (n=6*)	Vendors B (n=7*)	Others C (n=1*)
Winter Equestrian Festival	33%	0%	0%
Polo	0%	0%	0%
Dressage	34%	43%	0%
Other Equestrian	0%	14%	0%
No answer/Refused	33%	43%	100% AB

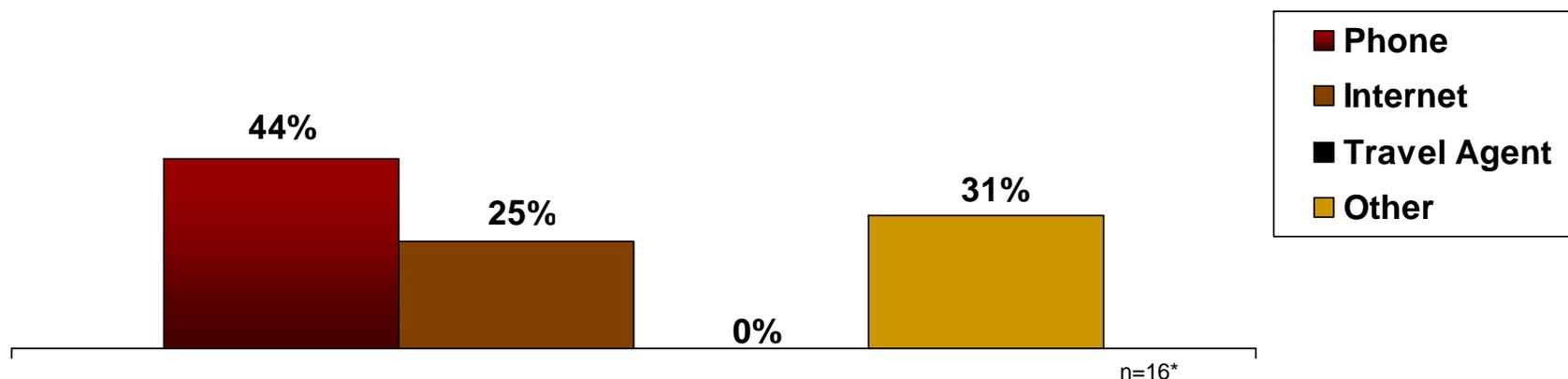
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Booking Method (Among Non-Residents and Part Time Residents)



Booking Method	Jim Brandon Participants		
	Exhibitors A (n=8*)	Vendors B (n=7*)	Others C (n=7*)
Phone	50%	28%	100%AB
Internet	12%	43%	0%
Travel Agent	0%	0%	0%
Other	38%	29%	0%

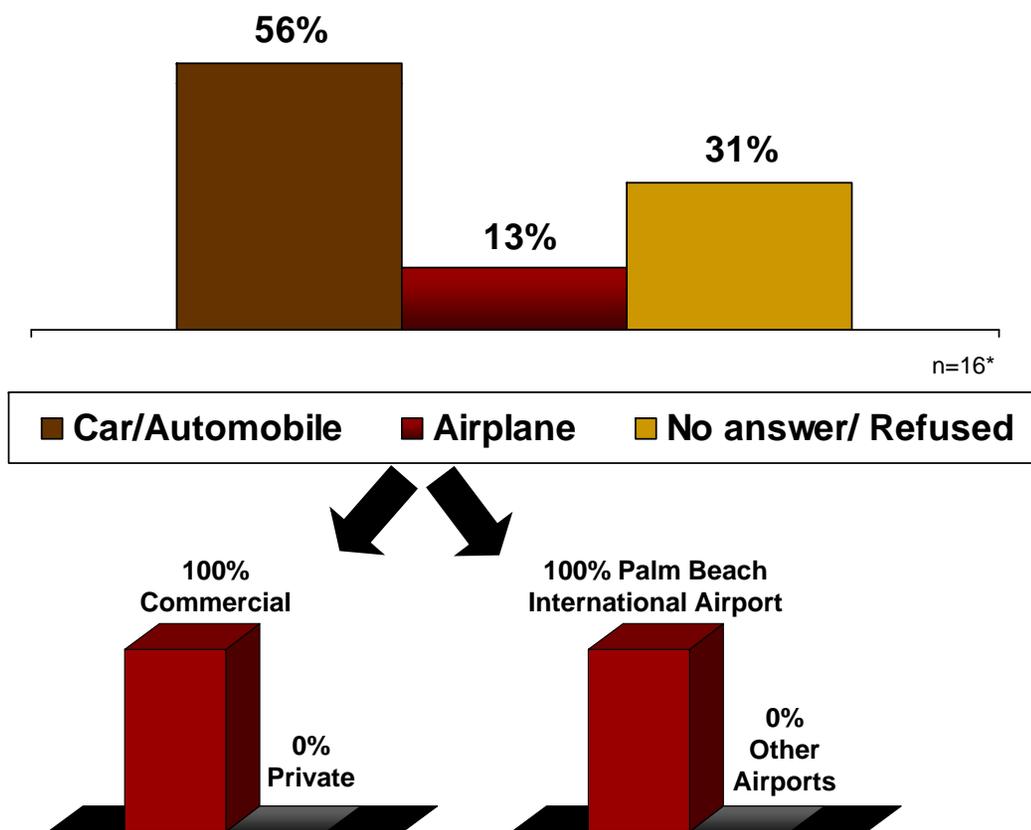
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Method of Travel to Palm Beach County (Among Non-Residents and Part Time Residents)



Method of Travel	Jim Brandon Participants		
	Exhibitors A (n=8*)	Vendors B (n=7*)	Others C (n=1*)
Car/Automobile	63% ^C	57% ^C	0%
Airplane	12%	14%	0%
No answer/Refused	25%	29%	100% ^{AB}

Capital letters indicate a significant difference among subgroups

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Activities Planned While Staying in Palm Beach County (Among Non-Residents and Part Time Residents)	Jim Brandon Participants			
	Total (n=16*)	Exhibitors A (n=8*)	Vendors B (n=7*)	Others C (n=1*)
Beach	31%	38%	14%	100%AB
Visit Downtown West Palm Beach attractions/CityPlace	38%	50%	14%	100%AB
Visit Palm Beach (Island)	19%	25%	0%	100%AB
Visit downtown Lake Worth	6%	0%	14%	0%
Played golf/tennis	13%	25%	0%	0%
Boating /fishing	6%	0%	14%	0%
Attractions, tours, zoo	6%	13%	0%	0%
Visit Mizner Park - Boca Raton	6%	13%	0%	0%
Attend another sporting event	6%	13%	0%	0%
Visit downtown Delray Beach attractions	6%	13%	0%	0%
Visit wildlife refuge/natural areas	0%	0%	0%	0%
Performing arts (plays, concerts, dance)	13%	25%	0%	0%
Visit downtown at the Gardens	0%	0%	0%	0%
Compete in another sporting event	0%	0%	0%	0%
Gambling cruise	0%	0%	0%	0%
Visit cultural venues such as museums, art galleries	6%	13%	0%	0%
Surfing/Kite surfing	0%	0%	0%	0%
PBC Convention Center	0%	0%	0%	0%
Diving/snorkeling	0%	0%	0%	0%
Pari-mutuels	0%	0%	0%	0%
Visit Riviera Beach/Singer Island	0%	0%	0%	0%

Capital letters indicate a significant difference among subgroups

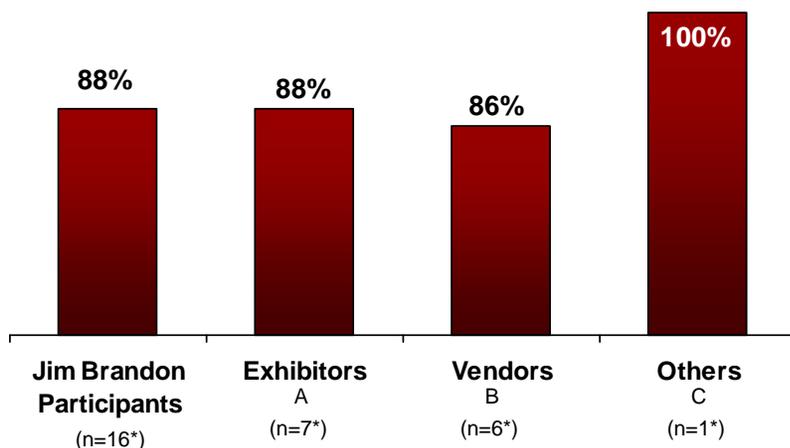
*Caution: low base

Multiple responses allowed

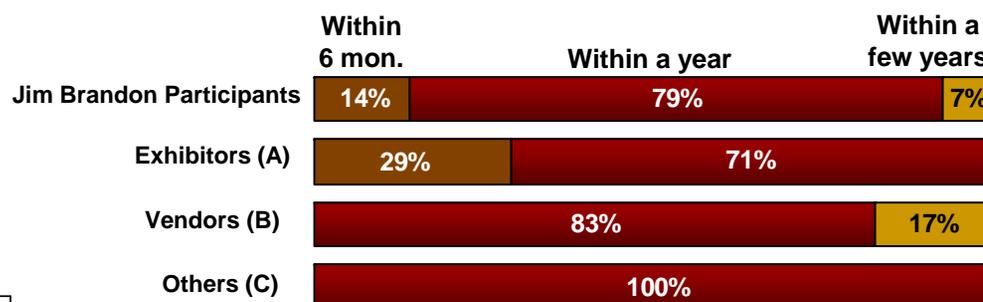
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% Plan on Returning to Palm Beach County



When Do You Plan To Return? (Among Those Who Plan On Returning)



Capital letters indicate a significant difference among subgroups

*Caution: low base

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Comments and Suggestions

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Top Comments and Suggestions (Among those answering)	Jim Brandon Participants			
	Total (n=12*)	Exhibitors A (n=6*)	Vendors B (n=6*)	Others C (n=0)
Positive Comments	50%	50%	50%	n/a
I love it here/enjoy it/the best	17%	17%	17%	n/a
Nice Area/ Attractive Area	0%	0%	0%	n/a
Love seeing the horses/ Equestrian	0%	0%	0%	n/a
Negative Comments	42%	50%	33%	n/a
Parking/Traffic Issues	8%	0%	17%	n/a
Facility Improvements Needed	17%	33%	0%	n/a
Vendor Issues	0%	0%	0%	n/a
Public Relations Issues	0%	0%	0%	n/a
Safety Issues	8%	0%	17%	n/a
Venue Size Issues	0%	0%	0%	n/a

Capital letters indicate a significant difference among subgroups
Multiple responses allowed

Only top mentions are shown

*Caution: low base

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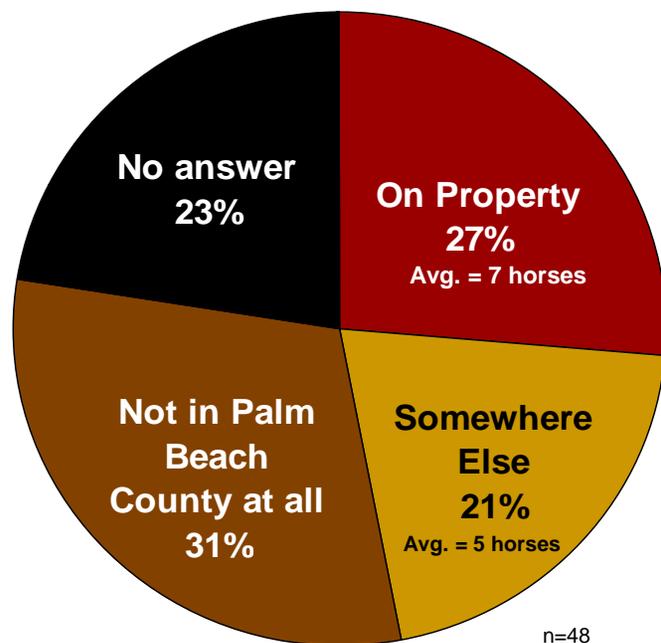


Participant Demographics

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% Have Horses Stabled in Palm Beach County



% Have Horses Stabled in Palm Beach County	Jim Brandon Participants		
	Exhibitors A (n=23*)	Vendors B (n=16*)	Others C (n=9*)
On Property	39% ^C	25% ^C	0%
Somewhere Else	44% ^{BC}	0%	0%
Not in Palm Beach County At All	4%	63% ^A	44% ^A
No answer	17%	13%	56% ^{AB}

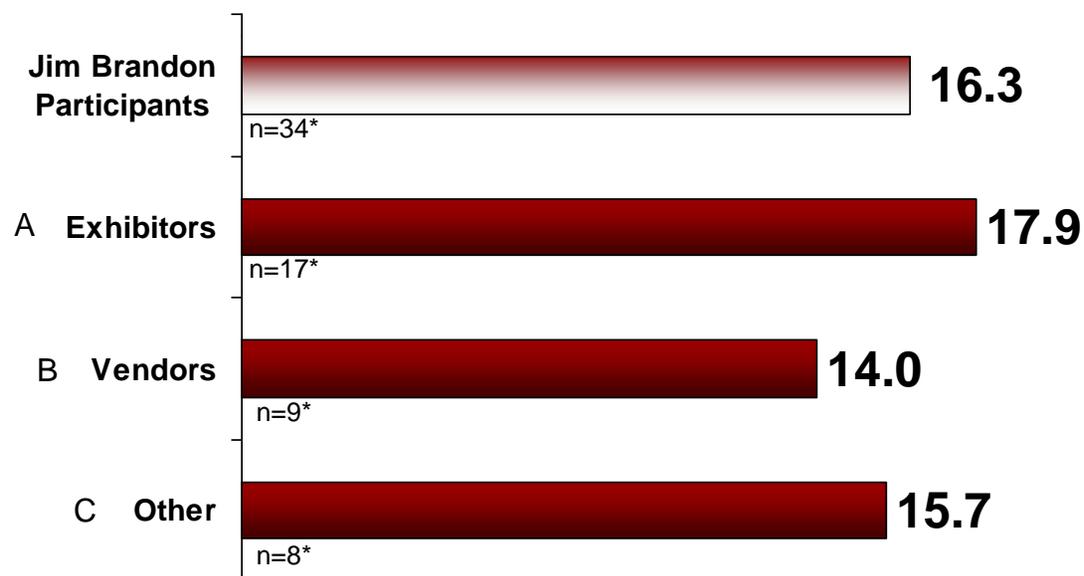
Capital letters indicate a significant difference among subgroups
Percentages may add up to more than 100% as multiple responses are allowed (on property + somewhere else)

*Caution: low base

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Average Number of Years Lived in Palm Beach County (Among Full and Part-Time Residents)



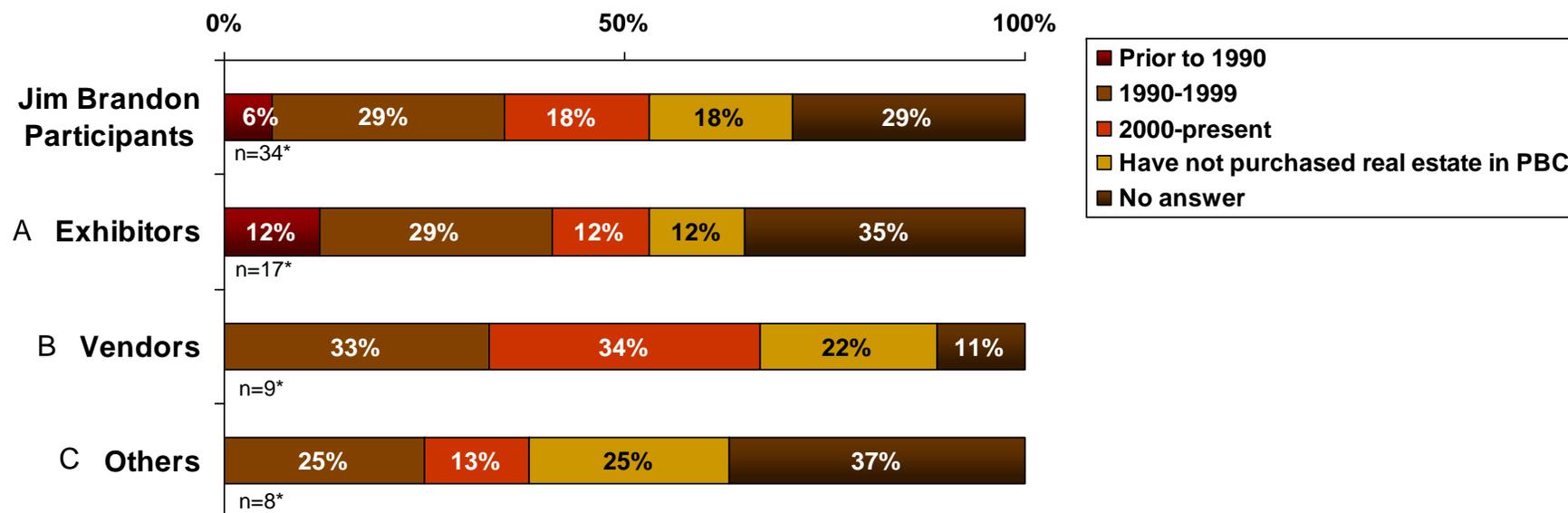
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Real Estate Purchase in Palm Beach County (Among Full and Part-Time Residents)



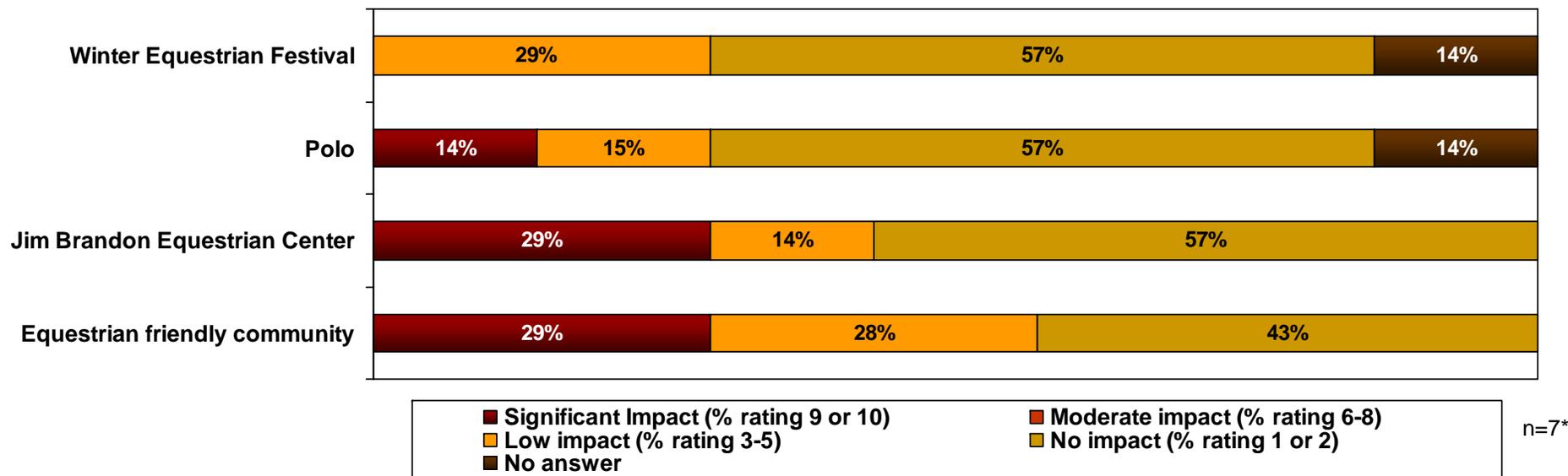
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Impact on Decision To Live in Palm Beach County (Among Full and Part Time Residents Who Have Lived in Palm Beach County Fewer Than 10 Years)



% High Impact on Decision to Live in Palm Beach County % rating 9 or 10	Jim Brandon Participants			
	Total (n=7*)	Exhibitors (n=2*) A	Vendors (n=3*) B	Others (n=2*) C
	Winter Equestrian Festival	0%	0%	0%
Polo	14%	50%	0%	0%
Jim Brandon Equestrian Center	29%	100%BC	0%	0%
Equestrian friendly community	29%	100%BC	0%	0%

Capital letters indicate a significant difference among subgroups

*Caution: low base