

Michigan 2014 US Benchmark Survey – FINAL

National Survey for Michigan

Survey Intro

Welcome to our survey! We are interested in your opinions. This survey is about leisure time activities, including recreation and travel. Your answers to this survey are completely confidential and will only be used in combination with other responses.

Please answer each question on your screen prior to proceeding to the next screen. Let's get started! Just click on the "NEXT" button to begin.

2014 Sample Quotas:

National excluding Region and Michigan 2000

(BLUE = Programming instructions)

Zip Code

Please enter your zip code below:

_____ <Allow for a 5-character alphanumeric field>

SCREENER

1. Please enter your age below.

_____ (Screen out respondents below 18 Yrs)

Overnight Leisure Trip is any journey or trip for pleasure that is not part of your normal routine where you spend one or more nights away from home at a place outside of your community.

A **Day Leisure Trip** is any journey or trip for pleasure that is not part of your normal routine to a place outside of your community and that does not include an overnight stay.

2. Have you personally taken **any day** or **overnight pleasure trips** in the **past 3 years**?

Yes

No [SKIP TO DEMOGRAPHICS]

3. Do you personally intend to take any **day or overnight pleasure trips** in the **next 2 years**?

Yes

No [SKIP TO DEMOGRAPHICS]

MAIN QUESTIONNAIRE

4. **Unaided Destination Mentions:**

What specific destinations would you really enjoy visiting on a **pleasure trip** if you had a chance?
(Please Be As Specific As Possible, Identifying The City, State, Country Or Region)

5. **USE THE FOLLOWING DESTINATIONS for Q5a,b,c,d:**

Illinois
Indiana
Michigan
New York
Ohio
Pennsylvania
Wisconsin
None of These

a. **Ever Visited**

Which of the following places have you **ever** visited on a **pleasure trip**? Please select all that apply below.

(Randomize first 7 answer selections)
(If 'None of These', Skip to Q.5c)

b. **Pleasure Past 2 Years**

And which of these places have you visited in the **past two years**?

(Pipe in the destinations selected in Q.5a and 'None of These')

c. **Intend Next 2 Years**

Which of these places do you intend to visit on a **pleasure trip** in the **next two years**? Please select all that apply below.

(Randomize the answer selections – the destinations listed in Q5)

d. Ad Recall

For which of the places, have you seen or heard destination advertising in the **past year**?

(Randomize the answer selections – the destinations listed in Q5)

6. Destination Ratings

In this question, please provide your personal impressions of the following places as travel destinations:

- *Michigan*
- *vs. two randomly-picked competitive destinations from the following list:*

*Wisconsin
Indiana
Pennsylvania
Ohio
New York
Illinois*

(Balance the number of times the states above are piped-in. it should be on a least count basis)

To do this, please indicate how much you agree or disagree that each of the following statements applies to each destination. Use a 10-point scale, where "1" means you **do not agree at all** that the place has that characteristic and "10" means you **agree completely**.

Even though you may not have visited these places, it is your **impressions** we are interested in. **So please use what you have seen and read in advertising, the internet, books, or magazines, or heard from friends or relatives as well as your own experience to answer the following questions.** Click on "0" only when you have no impression at all of a destination on a particular dimension.

(Randomize categories and randomize attributes within each category below. Do not display the category name. (Do not show headers. i.e. "Distance")) (Freeze the scale and destinations.)

	<u>Do Not</u> <u>Agree</u>												<u>Agree</u> <u>Completely</u>	<u>No</u> <u>Impression</u>
Rating Scale:	1	2	3	4	5	6	7	8	9	10				0

	<u>Michigan</u>	<u>Destination</u> <u>A</u>	<u>Destination</u> <u>B</u>
<u>Distance:</u> Not too far away to consider for a vacation	_____	_____	_____
<u>Weather:</u> Excellent climate overall	_____	_____	_____

Scenery:

Truly beautiful scenery

Beautiful fall colors

Food and Accommodations:

Offers a variety of dining options

Elegant, sophisticated restaurants

Sports Amenities:

Excellent fishing

Great for golf

Great for bicycling/jogging

Good for hiking/backpacking

Excellent state park facilities

Great for boating/water sports

Good place for camping

Great for sailing

Great for canoeing/kayaking

Variety/Cultural Activities/Heritage:

Interesting cities

Interesting small towns/villages

Beautiful gardens and parks

Interesting customs/traditions

Great for professional/college sports

Lots of things to see and do

Interesting architecture

Excellent shopping

Exciting nightlife/entertainment/shows

Excellent museums/art galleries

Great for theater and the arts

Interesting festivals/fairs/events

Well-known landmarks

Interesting local people

Great place for a conference/convention

Familiarity:

Popular with vacationers

I often notice advertising for this place

Atmosphere:

A vacation there is a real adventure

An exciting place

Great roads and highways	_____	_____	_____
A fun place for a vacation	_____	_____	_____
Good place for families to visit	_____	_____	_____
Children would especially enjoy this place	_____	_____	_____
Good for an adult vacation	_____	_____	_____
Provides a unique vacation experience	_____	_____	_____
Safe to travel anywhere in this place	_____	_____	_____
A place everyone should visit at least once	_____	_____	_____
A place I'd really enjoy visiting	_____	_____	_____

Other (Internal Use Only. Suppress these in the client version and DO NOT REPORT):

A good place to attend college	_____	_____	_____
A good place to retire	_____	_____	_____
A good place to live	_____	_____	_____
A good place to start a career	_____	_____	_____
A good place to start a business	_____	_____	_____
A good place to purchase a vacation home	_____	_____	_____

(If the entire Q6 matrix contains ONLY all zeros, then Screen Out.)

The following questions are about recent trips you might have taken to or in Michigan. Please answer these questions even if you live in Michigan and took the trip in your home state.

7. Overnight trips to MI, trip periods, and regions visited

a. Have you traveled **to or in** the state of **Michigan** on an **overnight pleasure trip** since January 1, 2014?

- Yes
- No **(Skip to Q.8a)**

b. How many **overnight pleasure trips** did you take **to or in Michigan** in the following time periods? **(For each of the following time periods, insert a spinner with values from ZERO to 999)**

of Overnight Pleasure Trips

January 1, 2014 to February 28, 2014	# _____
March 1, 2014 to April 30, 2014	# _____
May 1, 2014 to June 30, 2014	# _____
July 1, 2014 to August 31, 2014	# _____
September 1, 2014 to Now	# _____

c. Did you visit any of the following regions while traveling on an Overnight trip in the state of Michigan? (Please check Yes or No for each region)

Traverse City	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Ann Arbor	<input type="checkbox"/> Yes	<input type="checkbox"/> No

- | | | |
|------------------------|------------------------------|-----------------------------|
| Henry Ford | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Mackinac Island | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Grand Rapids | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Great Lakes Bay Region | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

8. **Day trips to MI, number of trips taken, and regions visited**

a. Have you taken any **day pleasure trips** since January 1, 2014 for which **Michigan** was your main destination?

- Yes
 No (Skip to Q.9)

b. How many **day pleasure trips** did you take to or in **Michigan** in the following time periods?
(For each of the following time periods, insert a spinner with values from ZERO to 999)

of Day Pleasure Trips

January 1, 2014 to February 28, 2014	#
March 1, 2014 to April 30, 2014	#
May 1, 2014 to June 30, 2014	#
July 1, 2014 to August 31, 2014	#
September 1, 2014 to Now	#

c. Did you visit any of the following regions while traveling on a Day trip in the state of Michigan?
(Please check Yes or No for each region)

- | | | |
|------------------------|------------------------------|-----------------------------|
| Traverse City | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Ann Arbor | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Henry Ford | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Mackinac Island | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Grand Rapids | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Great Lakes Bay Region | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

9. **Likelihood of visiting three locations**

How likely are you to visit each of these places in the **next 12 months** on a **day or overnight pleasure trip**? (Obtain for Michigan and the 2 other destinations randomly picked in Q.6)

	<u>Michigan</u>	<u>Destination A</u>	<u>Destination B</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Obtain one response per column. Reverse export values: Definitely Will = 5)

a. Michigan overnight likelihood in three time periods

Thinking specifically about pleasure trips you may be planning to or in **Michigan**, how likely are you to take any type of **overnight pleasure trip** including Michigan in each of the time periods listed below?

	<u>Between Now and June 30, 2015</u>	<u>Between July 1 – Dec. 31, 2015</u>	<u>During 2016</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

b. Michigan day likelihood in three time periods

Thinking again about pleasure trips you may be planning to or in **Michigan**, how likely are you to take any type of **day pleasure trip** including Michigan in each of the time periods listed below?

	<u>Between Now and June 30, 2015</u>	<u>Between July 1 – Dec. 31, 2015</u>	<u>During 2016</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

c. Likelihood of visiting four partner places for overnight trip in Michigan

Thinking specifically about pleasure trips you may be planning to or in **Michigan in the next 12 months**, how likely are you to visit each of these places during any type of **overnight pleasure trip** ?

	<u>Traverse City</u>	<u>Ann Arbor</u>	<u>Henry Ford</u>	<u>Mackinac Island</u>	<u>Grand Rapids</u>	<u>Great Lakes Bay Region</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

d. Likelihood of visiting four partner places for day trip in Michigan

Thinking specifically about pleasure trips you may be planning to or in **Michigan in the next 12 months**, how likely are you to visit each of these places during any type of **day pleasure trip** ?

	Traverse City	Ann Arbor	Henry Ford	Mackinac Island	Grand Rapids	Great Lakes Bay Region
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

10. The website www.Michigan.org

a. Did you visit the website www.Michigan.org in 2014?

- Yes
- No (Skip to Q.11)

b. Reasons for visiting website

Which of the following statements describes why you visited the www.Michigan.org website?

(Randomize first 5 answer selections)

- To learn more about Michigan State
- To help me decide to visit Michigan State
- To help me decide which destinations in Michigan State to visit
- To obtain more information about Michigan after I had already decided on this trip
- To order travel information about Michigan State through the www.Michigan.org website
- Other (Please specify _____)

c. How useful was website

How useful was the www.Michigan.org website in terms of the following?

(Only pipe through items selected in Q.10b)

	<u>Learning more about Michigan State</u>	<u>Deciding to visit Michigan State</u>	<u>Deciding which destination in Michigan State to visit</u>	<u>Obtaining more information after deciding on a trip to Michigan State</u>	<u>Ordering travel information about Michigan State</u>
Very useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Somewhat useful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not very useful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not at all useful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

d. **How useful the website was**

Overall, how useful was the www.Michigan.org website?

- Very useful
- Somewhat useful
- Not very useful
- Not at all useful

In the next few questions, we will ask you to look at some examples of advertising for the state of Michigan which you may have seen in the Spring/Summer/Fall of 2014.

Rotate the media type (banner, tv, and Print) and randomize ads in each question.

11. The following **banner ad** appeared on various websites and could be seen on the Internet in the spring/summer/fall of 2014.

FOR EACH OF THE FOLLOWING INTERNET ADS, DISPLAY IMAGE AND ASK Q.11a.

(Randomize Ads)

banner_N1_Expedia
 banner_N2_Summer
 banner_N3_Bassmaster
 banner_N4_Fly Fishing_Purple Kayak_Can't be Measured
 banner_N5_Partner

- a. Do you recall having seen this ad?
 - Yes
 - No **(Skip to next ad)**

- b. Please tell us how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

12. The following ad is a **television commercial** that ran in the spring/summer of 2014.

FOR EACH OF THE FOLLOWING TV Commercials, play ad AND ASK Q.12a.

(Randomize Ads) (Allow response after 7 seconds)

- tv_N1_14 Clubs
- tv_N2_Perfect Spot
- tv_N3_Perfect Summer
- tv_N4_Gone Fishin
- tv_N5_Tee Times
- tv_N6_Sunrise
- tv_N7_Lost and Found
- tv_N8_Treasure
- tv_N9_Water
- tv_N10_Fresh
- tv_N11_Up in the Air
- tv_N12_Sand
- tv_N13_OpenRoad
- tv_N14_Dancing in the Streets
- tv_N15_Summer Partner_Ann Arbor Different
- tv_N16_Summer Partner_Mackinac Island Island Life
- tv_N17_Summer Partner_Grand Rapids Blank Canvas
- tv_N18_Summer Partner_Henry Ford Superheroes
- tv_N19_Summer Partner_GLB Region Summer Breeze
- tv_N20_Summer Partner_Traverse City True North

a. Do you recall having seen this ad?

- Yes
- No (Skip to next ad)

b. Please tell us how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

c. (Ask only for tv_N17, N19, and N20) Where did you see this ad? Please mark all that apply. (Allow for multiple answers)

- TV
- Online

13. The following print advertisement appeared in Bassmasters magazine.

FOR EACH PRINT AD, EXPOSE IMAGE AND ASK:
(Randomize Ads)

- print_N1_Boat & Fishing
- print_N2_Camp & Sleeping Bear Dunes

a. Do you recall having seen this print ad?

- Yes
- No (Skip to next ad)

b. Please tell me how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

14. After seeing any of these ads, did you seek out any information about traveling to Michigan on a day or overnight **pleasure** trip from any of the following?

- | | | |
|--|---|---|
| <input type="checkbox"/> A travel agent | <input type="checkbox"/> Other information from television | <input type="checkbox"/> Online booking engines (eg. Expedia) |
| <input type="checkbox"/> A company that specializes in group tours | <input type="checkbox"/> Radio travel shows | <input type="checkbox"/> Airline websites |
| <input type="checkbox"/> An airline/commercial carrier | <input type="checkbox"/> Radio advertising | <input type="checkbox"/> Car rental websites |
| <input type="checkbox"/> An auto club | <input type="checkbox"/> Other information from radio | <input type="checkbox"/> Hotel websites |
| <input type="checkbox"/> A hotel or resort | <input type="checkbox"/> Travel articles in magazines | <input type="checkbox"/> www.Michigan.org |
| <input type="checkbox"/> A government tourism office | <input type="checkbox"/> Magazine advertising | <input type="checkbox"/> Other destination websites |
| <input type="checkbox"/> A local visitors bureau/
chamber of commerce | <input type="checkbox"/> Other magazine articles | <input type="checkbox"/> Other online sources |
| <input type="checkbox"/> An association/club | <input type="checkbox"/> Newspaper travel section | <input type="checkbox"/> Editorials |
| <input type="checkbox"/> A toll-free number | <input type="checkbox"/> Newspaper advertising | <input type="checkbox"/> Advertorials |
| <input type="checkbox"/> Television travel shows | <input type="checkbox"/> Other newspaper articles | <input type="checkbox"/> Advice from relatives or friends |
| <input type="checkbox"/> Television advertising | <input type="checkbox"/> Travel guide books | <input type="checkbox"/> Personal experience from past visit(s) |
| | <input type="checkbox"/> Other books | <input type="checkbox"/> Other (Specify: _____) |
| | <input type="checkbox"/> Social Media (ie: Twitter, Facebook) | <input type="checkbox"/> None of these |

DEMOGRAPHICS SECTION

You're almost done! The next few questions are for classification purposes only. They will only be used to group your answers with others like yourself. All answers will be strictly confidential.

Gender

Are you.....

- Male
- Female

HHComposition

Including yourself, how many people currently living in your household are in each of the following age groups? ENTER A NUMBER FOR EACH AGE RANGE; IF THERE ARE NONE, ENTER '0'.

↕ 5 years of age and younger	0 - 10
↕ 6-8 years of age	0 - 10
↕ 9-12 years of age	0 - 10
↕ 13-17 years of age	0 - 10
↕ 18 years of age and older	1 - 10

Marital

Which one of the following best describes your marital status?

- Single, never married
- Married
- Living with partner
- Separated
- Divorced
- Widowed
- Prefer not to answer

Employment Status

Which one of the following best describes your employment status?

- Employed full time
- Employed part time
- Self-employed
- Not employed, but looking for work
- Not employed and not looking for work
- Retired
- Student
- Homemaker
- Prefer not to answer

Education

What is the highest level of education you have completed?

- Less than 9th grade
- 9th to 12th grade, no diploma
- High school graduate or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Graduate or professional degree
- Other, please specify
- Prefer not to answer

Income

Which one of the following ranges includes your total yearly household income before taxes?

- Under \$20,000
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 and over
- Prefer not to answer

Ethnicity Hispanic

Are you Spanish / Hispanic / Latino?

- No, not Spanish / Hispanic / Latino
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, Other Spanish / Hispanic / Latino
- Decline to answer

Ethnicity

Which one of the following best describes you?

- White/Caucasian
- Black/African American
- Asian
- Pacific Islander
- Native American
- Other
- Prefer not to answer

Area

Which one of the following best describes the community in which you live?

- Urban
- Suburban
- Rural

Thank You Page

Thank you for participating in our survey. Your responses have been successfully recorded.

Screen Out Page

Thank you for your interest. However, at this time, we are looking for survey respondents who fit a different profile. Please do not be discouraged, as there may be future studies to which you will be invited to participate.

Survey Closed Page

Thank you for your willingness to participate, however this study has been completed and is closed. We hope you will visit us in the future for other surveys.

Michigan 2014 US Benchmark Survey – FINAL

Regional Survey for Michigan

CHANGED THE NAMES TO REGIONAL BANNER ADS

Survey Intro

Welcome to our survey! We are interested in your opinions. This survey is about leisure time activities, including recreation and travel. Your answers to this survey are completely confidential and will only be used in combination with other responses.

Please answer each question on your screen prior to proceeding to the next screen. Let's get started! Just click on the "NEXT" button to begin.

2014 Michigan Sample Distribution

Cincinnati OH	140
Cleveland OH	270
Chicago IL	330
Indianapolis-Lafayette IN	150
Milwaukee WI	110
SW Ontario (Windsor, London, Guelph-Kitchener)	170
St. Louis MO	130
Columbus OH	120
Dayton OH	80
Akron OH	70
Canton OH	70
Toledo OH	90
South Bend IN	90
Green Bay WI	90
Fort Wayne IN	90
Total	2000
(BLUE = Programming instructions)	

Zip or postal code

Please enter your zip or postal code below:

<Allow for both American and Canadian zip code format>

SCREENER

1. Please enter your age below.

_____ (Screen out respondents below 18 Yrs)

Overnight Leisure Trip is any journey or trip for pleasure that is not part of your normal routine where you spend one or more nights away from home at a place outside of your community.

A **Day Leisure Trip** is any journey or trip for pleasure that is not part of your normal routine to a place outside of your community and that does not include an overnight stay.

2. Have you personally taken **any day or overnight pleasure trips** in the **past 3 years**?

- Yes
- No [SKIP TO DEMOGRAPHICS]

3. Do you personally intend to take any **day or overnight pleasure trips** in the **next 2 years**?

- Yes
- No [SKIP TO DEMOGRAPHICS]

MAIN QUESTIONNAIRE

4. **Unaided Destination Mentions:**

What specific destinations would you really enjoy visiting on a **pleasure trip** if you had a chance?
(Please Be As Specific As Possible, Identifying The City, State, Country Or Region)

5. **USE THE FOLLOWING DESTINATIONS for Q.5a,b,c,d:**

- Illinois*
- Indiana*
- Michigan*
- New York*
- Ohio*
- Pennsylvania*
- Wisconsin*
- None of These*

a. **Ever Visited**

Which of the following places have you **ever** visited on a **pleasure trip**? Please select all that apply below.

(Randomize first 7 answer selections)
(If 'None of These', Skip to Q.5c)

b. Pleasure Past 2 Years

And which of these places have you visited in the **past two years**?

(Pipe in the destinations selected in Q.5a and 'None of These')

c. Intend Next 2 Years

Which of these places do you intend to visit on a **pleasure trip** in the **next two years**? Please select all that apply below.

(Randomize the answer selections – the destinations listed in Q5)

d. Ad Recall

For which of the places, have you seen or heard destination advertising in the **past year**?

(Randomize the answer selections – the destinations listed in Q5)

6. Destination Ratings

In this question, please provide your personal impressions of the following places as travel destinations:

- *Michigan*
- *vs. two randomly-picked competitive destinations from the following list:*

*Wisconsin
Indiana
Pennsylvania
Ohio
New York
Illinois*

(Balance the number of times the states above are piped-in. it should be on a least count basis)

To do this, please indicate how much you agree or disagree that each of the following statements applies to each destination. Use a 10-point scale, where "1" means you **do not agree at all** that the place has that characteristic and "10" means you **agree completely**.

Even though you may not have visited these places, it is your **impressions** we are interested in. **So please use what you have seen and read in advertising, the internet, books, or magazines, or heard from friends or relatives as well as your own experience to answer the following questions.** Click on "0" only when you have no impression at all of a destination on a particular dimension.

(Randomize categories and randomize attributes within each category below. Do not display the category name. (Do not show headers. i.e. "Distance")) (Freeze the scale and destinations.)

	<u>Do Not</u>									<u>Agree</u>	<u>No</u>
	<u>Agree</u>									<u>Completely</u>	<u>Impression</u>
Rating Scale:	1	2	3	4	5	6	7	8	9	10	0

	<u>Michigan</u>	<u>Destination A</u>	<u>Destination B</u>
<u>Distance:</u>			
Not too far away to consider for a vacation	_____	_____	_____
<u>Weather:</u>			
Excellent climate overall	_____	_____	_____
<u>Scenery:</u>			
Truly beautiful scenery	_____	_____	_____
Beautiful fall colors	_____	_____	_____
<u>Food and Accommodations:</u>			
Offers a variety of dining options	_____	_____	_____
Elegant, sophisticated restaurants	_____	_____	_____
<u>Sports Amenities:</u>			
Excellent fishing	_____	_____	_____
Great for golf	_____	_____	_____
Great for bicycling/jogging	_____	_____	_____
Good for hiking/backpacking	_____	_____	_____
Excellent state park facilities	_____	_____	_____
Great for boating/water sports	_____	_____	_____
Good place for camping	_____	_____	_____
Great for sailing	_____	_____	_____
Great for canoeing/kayaking	_____	_____	_____
<u>Variety/Cultural Activities/Heritage:</u>			
Interesting cities	_____	_____	_____
Interesting small towns/villages	_____	_____	_____
Beautiful gardens and parks	_____	_____	_____
Interesting customs/traditions	_____	_____	_____
Great for professional/college sports	_____	_____	_____
Lots of things to see and do	_____	_____	_____
Interesting architecture	_____	_____	_____
Excellent shopping	_____	_____	_____
Exciting nightlife/entertainment/shows	_____	_____	_____
Excellent museums/art galleries	_____	_____	_____
Great for theater and the arts	_____	_____	_____

Interesting festivals/fairs/events	_____	_____	_____
Well-known landmarks	_____	_____	_____
Interesting local people	_____	_____	_____
Great place for a conference/convention	_____	_____	_____

Familiarity:

Popular with vacationers	_____	_____	_____
I often notice advertising for this place	_____	_____	_____

Atmosphere:

A vacation there is a real adventure	_____	_____	_____
An exciting place	_____	_____	_____
Great roads and highways	_____	_____	_____
A fun place for a vacation	_____	_____	_____
Good place for families to visit	_____	_____	_____
Children would especially enjoy this place	_____	_____	_____
Good for an adult vacation	_____	_____	_____
Provides a unique vacation experience	_____	_____	_____
Safe to travel anywhere in this place	_____	_____	_____
A place everyone should visit at least once	_____	_____	_____
A place I'd really enjoy visiting	_____	_____	_____

Other (Internal Use Only. Suppress these in the client version and DO NOT REPORT):

A good place to attend college	_____	_____	_____
A good place to retire	_____	_____	_____
A good place to live	_____	_____	_____
A good place to start a career	_____	_____	_____
A good place to start a business	_____	_____	_____
A good place to purchase a vacation home	_____	_____	_____

(If the entire Q6 matrix contains ONLY all zeros, then Screen Out.)

The following questions are about recent trips you might have taken to or in Michigan. Please answer these questions even if you live in Michigan and took the trip in your home state.

7. Overnight trips to MI, trip periods, and regions visited

a. Have you traveled **to or in** the state of **Michigan** on an **overnight pleasure trip** since January 1, 2014?

Yes

No (Skip to Q.8a)

b. How many **overnight** pleasure trips did you take to or in **Michigan** in the following time periods?
(For each of the following time periods, insert a spinner with values from ZERO to 999)

of Overnight Pleasure Trips

January 1, 2014 to February 28, 2014	# _____
March 1, 2014 to April 30, 2014	# _____
May 1, 2014 to June 30, 2014	# _____
July 1, 2014 to August 31, 2014	# _____
September 1, 2014 to Now	# _____

c. Did you visit any of the following regions while traveling on an Overnight trip in the state of Michigan? (Please check Yes or No for each region)

Traverse City	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Ann Arbor	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Henry Ford	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Mackinac Island	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Grand Rapids	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Great Lakes Bay Region	<input type="checkbox"/> Yes	<input type="checkbox"/> No

8. Day trips to MI, number of trips taken, and regions visited

a. Have you taken any **day** pleasure trips since January 1, 2014 for which **Michigan** was your main destination?

Yes
 No (Skip to Q.9)

b. How many **day** pleasure trips did you take to or in **Michigan** in the following time periods?
(For each of the following time periods, insert a spinner with values from ZERO to 999)

of Day Pleasure Trips

January 1, 2014 to February 28, 2014	# _____
March 1, 2014 to April 30, 2014	# _____
May 1, 2014 to June 30, 2014	# _____
July 1, 2014 to August 31, 2014	# _____
September 1, 2014 to Now	# _____

c. Did you visit any of the following regions while traveling on a Day trip in the state of Michigan?
(Please check Yes or No for each region)

Traverse City	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Ann Arbor	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Henry Ford	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Mackinac Island	___ Yes	___ No
Grand Rapids	___ Yes	___ No
Great Lakes Bay Region	___ Yes	___ No

9. Likelihood of visiting three locations

How likely are you to visit each of these places in the **next 12 months** on a **day or overnight pleasure trip**? (**Obtain for Michigan and the 2 other destinations randomly picked in Q.6**)

	<u>Michigan</u>	<u>Destination A</u>	<u>Destination B</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Obtain one response per column. Reverse export values: Definitely Will = 5)

a. Michigan overnight likelihood in three time periods

Thinking specifically about pleasure trips you may be planning to or in **Michigan**, how likely are you to take any type of **overnight pleasure trip** including Michigan in each of the time periods listed below?

	<u>Between Now and June 30, 2015</u>	<u>Between July 1 – Dec. 31, 2015</u>	<u>During 2016</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

b. Michigan day likelihood in three time periods

Thinking again about pleasure trips you may be planning to or in **Michigan**, how likely are you to take any type of **day pleasure trip** including Michigan in each of the time periods listed below?

	<u>Between Now and June 30, 2015</u>	<u>Between July 1 – Dec. 31, 2015</u>	<u>During 2016</u>
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

c. Likelihood of visiting four partner places for overnight trip in Michigan

Thinking specifically about pleasure trips you may be planning to or in **Michigan in the next 12 months**, how likely are you to visit each of these places during any type of **overnight pleasure trip** ?

	Traverse City	Ann Arbor	Henry Ford	Mackinac Island	Grand Rapids	Great Lakes Bay Region
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not ,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

d. Likelihood of visiting four partner places for day trip in Michigan

Thinking specifically about pleasure trips you may be planning to or in **Michigan in the next 12 months**, how likely are you to visit each of these places during any type of **day pleasure trip** ?

	Traverse City	Ann Arbor	Henry Ford	Mackinac Island	Grand Rapids	Great Lakes Bay Region
Definitely Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Might/Might Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probably Will Not..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Definitely Will Not .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Reverse export values: Definitely Will = 5)

10. The website www.Michigan.org

a. Did you visit the website www.Michigan.org in 2014?

- Yes
- No (Skip to Q.11)

b. Reasons for visiting website

Which of the following statements describes why you visited the www.Michigan.org website?

(Randomize first 5 answer selections)

- To learn more about Michigan State

- To help me decide to visit Michigan State
- To help me decide which destinations in Michigan State to visit
- To obtain more information about Michigan after I had already decided on this trip
- To order travel information about Michigan State through the www.Michigan.org website
- Other (Please specify _____)

c. **How useful was website**

How useful was the www.Michigan.org website in terms of the following?

(Only pipe through items selected in Q.10b)

	<u>Learning more about Michigan State</u>	<u>Deciding to visit Michigan State</u>	<u>Deciding which destination in Michigan State to visit</u>	<u>Obtaining more information after deciding on a trip to Michigan State</u>	<u>Ordering travel information about Michigan State</u>
Very useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Somewhat useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not very useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. **How useful the website was**

Overall, how useful was the www.Michigan.org website?

- Very useful
- Somewhat useful
- Not very useful
- Not at all useful

In the next few questions, we will ask you to look at some examples of advertising for the state of Michigan which you may have seen in the Spring/Summer of 2014.

Rotate the media type (e.g., tv, print, radio) from Q11 to Q15 and randomize ads in each question.

11. The following **banner ad** appeared on various websites and could be seen on the Internet.

**FOR EACH OF THE FOLLOWING INTERNET ADS, DISPLAY IMAGE AND ASK:
(Randomize Ads)**

banner_N1_Expedia
banner_N2_Summer
banner_N3_Bassmaster
banner_N4_Fly Fishing_Purple Kayak_Can't be Measured
banner_N5_Partner

banner_R1_Summer_State Park Banner
banner_R2_Summer_State Park Video
banner_R3_Outdoor Hub
banner_R4_Fishing E-mail

a. Do you recall having seen this ad?

- Yes
 No (**Skip to next ad**)

b. Please tell us how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

12. The following ad is a **television commercial** that ran in the Spring/Summer of 2014.

**FOR EACH OF THE FOLLOWING TV COMMERCIALS, PLAY ADS AND ASK:
(Randomize Ads) (Allow response after 7 seconds)**

tv_R1_Summer_Water
tv_R2_Summer_Perfect Spot
tv_R3_Summer_Gone Fishin

tv_N15_Summer Partner_Ann Arbor Different
tv_N16_Summer Partner_Mackinac Island Island Life
tv_N17_Summer Partner_Grand Rapids Blank Canvas
tv_N18_Summer Partner_Henry Ford Superheroes
tv_N19_Summer Partner_GLB Region Summer Breeze
tv_N20_Summer Partner_Traverse City True North

a. Do you recall having seen this ad?

- Yes
- No (Skip to next ad)

b. Please tell us how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

c. (Ask only for tv_ N17, N19, and N20) Where did you see this ad? Please mark all that apply.
(Allow for multiple answers)

- TV
- Online

13. The following ad aired on your local **radio** station.

**FOR EACH OF THE FOLLOWING RADIO ADS, PLAY ADS AND ASK:
(Randomize Ads) (Allow response after 7 seconds)**

radio_R1_Summer_Games on the Grass
radio_R2_Summer_Untapped
radio_R3_Summer_Road Trip
radio_R4_Summer_Mermaid Trails
radio_R5_Summer_Catch Up
radio_R6_Summer_First Tee
radio_R7_Summer_Songs of Summer
radio_R8_Summer_Nicknames

a. Do you recall hearing this commercial?

- Yes
- No (Skip to next ad)

b. Please tell us how many times you heard this particular commercial. _____ (# of times seen)

(Spinner with values from 1 to 100)

14. The following ads appeared **outdoors** on various billboards and posters.

**FOR EACH OF THE FOLLOWING OUTDOOR ADS, DISPLAY IMAGE AND ASK:
(Randomize Ads)**

OOH_R1_Summer_Bulletins
OOH_R2_Summer_Chicago Bus Wraps

a. Do you recall having seen any of these outdoor ads?

- Yes
- No **(Skip to next ad)**

b. Please tell us how many times you saw this/these particular ad(s). _____ (# of times seen)

(Spinner with values from 1 to 100)

15. The following print advertisement appeared in various magazines.

**FOR EACH PRINT AD, EXPOSE IMAGE AND ASK:
(Randomize Ads)**

print_N1_Boat & Fishing
print_N2_Camp & Sleeping Bear Dunes

print_R1_Summer 1
print_R2_Summer 2

a. Do you recall having seen this print ad?

- Yes
- No **(Skip to next ad)**

b. Please tell me how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

In the next few questions, we will ask you to look at some examples of advertising for the state of Michigan which you may have seen in the Fall of 2014.

Rotate the media type (e.g., tv, print, radio) from Q16 to Q20 and randomize ads in each question.

16. The following **banner ads** appeared on various websites and could be seen on the internet.

**FOR EACH OF THE FOLLOWING INTERNET ADS, DISPLAY IMAGE AND ASK:
(Randomize Ads)**

banner_R5_Fall

a. Do you recall having seen any of these ads?

- Yes
 No **(Skip to next ad)**

b. Please tell us how many times you saw this/these particular ad(s). _____ (# of times seen)

(Spinner with values from 1 to 100)

17. The following ad is a **television commercial** that ran in the Fall of 2014.

**FOR EACH OF THE FOLLOWING TV COMMERCIALS, PLAY ADS AND ASK:
(Randomize Ads) (Allow response after 7 seconds)**

**tv_R10_Fall_Open Road
tv_R11_Fall_Tee Times
tv_R12_Fall_Deep Breath
tv_R13_Fall_Harvest Time
tv_R14_Fall_Trees**

a. Do you recall having seen this ad?

- Yes
 No **(Skip to next ad)**

b. Please tell us how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

18. The following ad aired on your local **radio** station in 2014.

**FOR EACH OF THE FOLLOWING RADIO ADS, PLAY ADS AND ASK:
(Randomize Ads) (Allow response after 7 seconds)**

radio_R9_Fall_Natures Greatest Show
radio_R10_Off the Vine
radio_R11_Fall_Sunsets

a. Do you recall hearing this commercial?

- Yes
 No (Skip to next ad)

b. Please tell us how many times you heard this particular commercial. _____ (# of times seen)

(Spinner with values from 1 to 100)

19. The following ads appeared **outdoors** on various billboards and posters.

FOR EACH OF THE FOLLOWING OUTDOOR ADS, DISPLAY IMAGE AND ASK:
(Randomize Ads)

OOH_R3_Fall_Bulletins
OOH_R4_Fall_Chicago Bus Wraps

a. Do you recall having seen any of these outdoor ads?

- Yes
 No (Skip to next ad)

b. Please tell us how many times you saw this/these particular ad(s). _____ (# of times seen)

(Spinner with values from 1 to 100)

20. The following print advertisement appeared in various magazines in 2014.

FOR EACH PRINT AD, EXPOSE IMAGE AND ASK:
(Randomize Ads)

print_R3_Fall

a. Do you recall having seen this print ad?

- Yes
 No (Skip to next ad)

b. Please tell me how many times you saw this particular ad. _____ (# of times seen)

(Spinner with values from 1 to 100)

21. After seeing any of these ads, did you seek out any information about traveling to Michigan on a day or overnight **pleasure** trip from any of the following?

- | | | |
|--|---|---|
| <input type="checkbox"/> A travel agent | <input type="checkbox"/> Other information from television | <input type="checkbox"/> Online booking engines (eg. Expedia) |
| <input type="checkbox"/> A company that specializes in group tours | <input type="checkbox"/> Radio travel shows | <input type="checkbox"/> Airline websites |
| <input type="checkbox"/> An airline/commercial carrier | <input type="checkbox"/> Radio advertising | <input type="checkbox"/> Car rental websites |
| <input type="checkbox"/> An auto club | <input type="checkbox"/> Other information from radio | <input type="checkbox"/> Hotel websites |
| <input type="checkbox"/> A hotel or resort | <input type="checkbox"/> Travel articles in magazines | <input type="checkbox"/> www.Michigan.org |
| <input type="checkbox"/> A government tourism office | <input type="checkbox"/> Magazine advertising | <input type="checkbox"/> Other destination websites |
| <input type="checkbox"/> A local visitors bureau/
chamber of commerce | <input type="checkbox"/> Other magazine articles | <input type="checkbox"/> Other online sources |
| <input type="checkbox"/> An association/club | <input type="checkbox"/> Newspaper travel section | <input type="checkbox"/> Editorials |
| <input type="checkbox"/> A toll-free number | <input type="checkbox"/> Newspaper advertising | <input type="checkbox"/> Advertorials |
| <input type="checkbox"/> Television travel shows | <input type="checkbox"/> Other newspaper articles | <input type="checkbox"/> Advice from relatives or friends |
| <input type="checkbox"/> Television advertising | <input type="checkbox"/> Travel guide books | <input type="checkbox"/> Personal experience from past visit(s) |
| | <input type="checkbox"/> Other books | <input type="checkbox"/> Other (Specify: _____) |
| | <input type="checkbox"/> Social Media (ie: Twitter, Facebook) | <input type="checkbox"/> None of these |

DEMOGRAPHICS SECTION

You're almost done! The next few questions are for classification purposes only. They will only be used to group your answers with others like yourself. All answers will be strictly confidential.

Gender

Are you.....

- Male
- Female

HHComposition

Including yourself, how many people currently living in your household are in each of the following age groups? ENTER A NUMBER FOR EACH AGE RANGE; IF THERE ARE NONE, ENTER '0'.

↕ 5 years of age and younger	0 - 10
↕ 6-8 years of age	0 - 10
↕ 9-12 years of age	0 - 10
↕ 13-17 years of age	0 - 10
↕ 18 years of age and older	1 - 10

Marital

Which one of the following best describes your marital status?

- Single, never married
- Married
- Living with partner
- Separated
- Divorced
- Widowed
- Prefer not to answer

Employment Status

Which one of the following best describes your employment status?

- Employed full time
- Employed part time
- Self-employed
- Not employed, but looking for work
- Not employed and not looking for work
- Retired
- Student
- Homemaker
- Prefer not to answer

Education

What is the highest level of education you have completed?

- Less than 9th grade
- 9th to 12th grade, no diploma
- High school graduate or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Graduate or professional degree
- Other, please specify
- Prefer not to answer

Income

Which one of the following ranges includes your total yearly household income before taxes?

- Under \$20,000
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 and over
- Prefer not to answer

Ethnicity Hispanic

Are you Spanish / Hispanic / Latino?

- No, not Spanish / Hispanic / Latino
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, Other Spanish / Hispanic / Latino
- Decline to answer

Ethnicity

Which one of the following best describes you?

- White/Caucasian
- Black/African American
- Asian
- Pacific Islander
- Native American
- Other
- Prefer not to answer

Area

Which one of the following best describes the community in which you live?

- Urban
- Suburban
- Rural

Thank You Page

Thank you for participating in our survey. Your responses have been successfully recorded.

Screen Out Page

Thank you for your interest. However, at this time, we are looking for survey respondents who fit a different profile. Please do not be discouraged, as there may be future studies to which you will be invited to participate.

Survey Closed Page

Thank you for your willingness to participate, however this study has been completed and is closed. We hope you will visit us in the future for other surveys.