# 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 5-character="" a="" alphanumeric="" field="" for=""></allow>	
SCREENER	
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?

O Yes

3.	Do you personally intend to take any day or overnight pleasure trips in the next 2 years?
	O Yes O No [SKIP TO DEMOGRAPHICS]
MA	AIN 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)

O No [SKIP TO DEMOGRAPHICS]

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

Illinois
Indiana
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.)

Rating Scale:	Do Not Agree 1	2	3	4	5	6	7	8	9	Agree Completely 10	No Impression 0
	·					Micl	nigan	Destina <u>A</u>	ition	Destination B	1
<u>Distance:</u> Not too far away to consider for a vacation						<u> </u>	_		_		
Weather: Excellent clin	nate overa	ıll				_		-	_		

# 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

Good for an adult var Provides a unique va Safe to travel anywh	ation es to visit cially enjoy this place cation acation experience ere in this place ould visit at least once			
Other (Internal Use Only, Supversion 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 vaca (If the entire Q6 matrix contains)	press these in the client ): ation home	en Screen Out.)		
The following questions are answer these questions eventons eventons.  7. Overnight trips to MI, trips a. Have you traveled to 2014?  Pes No (Skip to Q.8a)	n if you live in Michigan p periods, and regions were or in the state of Michiga	and took the trip ir	your home state	9.
(For each of the followard January 1, 20 March 1, 2014 May 1, 2014 to 1	pleasure trips did you ta pwing time periods, inse 14 to February 28, 2014 4 to April 30, 2014 o June 30, 2014 o August 31, 2014 2014 to Now	ert a spinner with va	in the following to lues from ZERO  night Pleasure Tr  # # # #	to 999)
	e following regions while to eck Yes or No for each reach reach Yes		iight trip in the sta	te of

	Henry Ford Mackinac Island Grand Rapids Great Lakes Bay Region	Yes Yes Yes Yes	No No No No			
8.	Day trips to MI, number of trips	taken, and re	gions visited			
	a. Have you taken any <u>day</u> plead destination?	asure trips sin	nce January 1, 2	014 for whic	h <u><b>Michigan</b></u> was yo	our main
	☐ Yes ☐ No (Skip to Q.9)					
	b. How many <u>day</u> pleasure trip (For each of the following til	os did you take me periods, i	e to or in Michig nsert a spinner	gan in the fo with values	llowing time period s from ZERO to 99	s? <b>99)</b>
				# of Day P	leasure Trips	
	January 1, 2014 to Fe March 1, 2014 to Apri May 1, 2014 to June 3 July 1, 2014 to Augus September 1, 2014 to	1 30, 2014 30, 2014 st 31, 2014	14	#_ #_ #_ #_		
	c. Did you visit any of the followi (Please check Yes or No for e	ing regions wheach region)	ile traveling on a	a Day trip in	the state of Michiga	an?
	Traverse City Ann Arbor Henry Ford Mackinac Island Grand Rapids Great Lakes Bay Region	Yes Yes Yes Yes Yes Yes Yes Yes	No No No No No			
9.	Likelihood of visiting three loca	ations				
	How likely are you to visit each of trip? (Obtain for Michigan and t	these places the 2 other de	in the next 12 mestinations rand	nonths on a lomly picke	day or overnight d in Q.6)	pleasure
	Definitely Will	Michigan O	<u>Destina</u>	ntion A	Destination B	

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

0

Probably Will .....

Might/Might Not...... Probably Will Not...... Definitely Will Not.....

<ul> <li>a. Michigan overnight likelihood in three time</li> </ul>	e perioas
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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?

	Between Now and	Between July 1 -	During 2016
	June 30, 2015	Dec. 31, 2015	_
Definitely Will	O	O	$\circ$
Probably Will	0	O	0
Might/Might Not	0	O	0
Probably Will Not.	0	O	0
Definitely Will Not	O	O	0

(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?

	Between Now and	Between July 1 -	During 2016
	June 30, 2015	Dec. 31, 2015	
Definitely Will	0	O	0
Probably Will	0	0	0
Might/Might Not	0	0	0
Probably Will Not	O	O	0
Definitely Will Not	O	0	0

(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	0	0	•	0	O	O
Probably Will	0	0	0	0	0	0
Might/Might Not	0	$\circ$	0	0	0	O
Probably Will Not.	0	0	0	0	O	0
Definitely Will Not	0	0	0	0	$\circ$	0

(Reverse export values: Definitely Will = 5)

d.	Likelihood o	of visiting	four	partner	places	for o	day	trip	in	<u>Michigan</u>
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Thinking speci	fically about pleas	ure trips you ma	y be planning	to or in	Michigan in the next	12 months,
how likely are	you to visit each o	of these places de	uring any type	of day	pleasure trip?	

how likely are you to visit each of these places during any type of day pleasure trip?									
Definitely Will	O O	Ann Arbor O O O O O	Henry Ford O O O O	Mackinac Island O O O	Grand Rapids O O O	Great Lakes Bay Region O O O O			
(Reverse export values: Definitely Will = 5)									
10. The website v	www.Michigan.o	rg							
a. Did you vi	sit the website <u>wv</u>	ww.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 <a href="https://www.Michigan.org">www.Michigan.org</a> website?									
			vny you visited tr	e <u>www.iviicnig</u>	an.org webs	ile?			
(Randomize first	5 answer selecti	ons)							
<ul> <li>□ To learn more about Michigan State</li> <li>□ To help me decide to visit Michigan State</li> <li>□ To help me decide which destinations in Michigan State to visit</li> <li>□ To obtain more information about Michigan after I had already decided on this trip</li> <li>□ To order travel information about Michigan State through the <a href="www.Michigan.org">www.Michigan.org</a> website</li> <li>□ Other (Please specify)</li> </ul>									
c. How usef	ul was website								
How usefu	ul was the <u>www.<b>N</b></u>	/lichigan.org	website in terms	of the following	?				
(Only pipe throug	gh items selecte	d in Q.10b)							
Very useful	Learning more about Michigan State	Deciding to Michigan S	<u>tate</u> <u>to v</u>	which inform tion in deciding State to N	/lichigan in	Ordering travel formation about Michigan State O			

Somewhat useful Not very useful Not at all useful	O O	O O	O O	O O	0
	the website was				
Overall, how	useful was the w	/ww.Michigan.org	website?		
O Very use O Somewh O Not very O Not at all	at useful useful useful				
In the next few que Michigan which you	estions, we will I may have seer	ask you to look a in the Spring/Sui	t some examples nmer/Fall of 2014	of advertising fo	or the state of
Rotate the media ty	pe (banner, tv, a	and Print) and ran	domize ads in eac	h question.	
11. The following <b>ba</b> ll spring/summer/fa		d on various websi	tes and could be se	een on the Internet	in the
FOR EACH OF THE	FOLLOWING IN	ITERNET ADS, DIS	SPLAY IMAGE AN	D ASK Q.11a.	
(Randomize Ads)					
banner_N1_Expedia banner_N2_Summe banner_N3_Bassma banner_N4_Fly Fish banner_N5_Partner	r aster ning_Purple Kay	ak_Can't be Meas	ured		
a. Do you recal	I having seen this	s ad?			
O Yes O No (Skip to	next ad)				
b. Please tell us	s how many time	s you saw this parti	cular ad.	(# of times see	n)
(Spinner with value	s from 1 to 100)				
12. The following ad	is a <b>television c</b>	ommercial that rar	n in the spring/sum	mer of 2014.	
FOR <u>EACH</u> OF THE	FOLLOWING T	V Commercials, pl	ay ad AND ASK C	).12a.	
(Randomize Ads) (A	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
ty 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?
O Yes
O No (Skip to next ad)
o no (only to non 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)
O TV
O Online
13. The following print advertisement appeared in Bassmasters magazine.
FOR EACH PRINT AD, EXPOSE IMAGE AND ASK:
(Randomize Ads)
APONTOG 70779997/2=74903 4-3484
print_N1_Boat & Fishing
print N2 Camp & Sleeping Bear Dunes
DAMME VIETUM REPUBLICATION OF THE PROPERTY OF
a. Do you recall having seen this print ad?
THE RESIDENCE THE PROPERTY OF
O Yes
O No (Skip to next ad)

(Spi	nner with values from 1 to 1	00)			
	After seeing any of these ads, night <u>pleasure</u> trip from any o		seek out any information about tr owing?	avelin	g to Michigan on a day or
	A travel agent		Other information from television		Online booking engines (eg. Expedia
	A company that specializes in group tours		Radio travel shows Radio advertising		Airline websites Car rental websites
	An airline/commercial carrier		Other information from radio		Hotel websites
	An auto club		Travel articles in magazines		www.Michigan.org
	A hotel or resort		Magazine advertising		Other destination websites
	A government tourism office		Other magazine articles		Other online sources
	A local visitors bureau/		Newspaper travel section		Editorials
	chamber of commerce		Newspaper advertising	D	Advertorials
	An association/club		Other newspaper articles		Advice from relatives or friends
	A toll-free number		Travel guide books		Personal experience from past visit(s
	Television travel shows		Other books		Other (Specify:
	Tolovision advertising		Social Media (ie: Twitter Facebook)	П	None of these

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

# **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.

Are you  O Male O Female  HHComposition
O Female  HHComposition
O Female  HHComposition
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'.
3·
↑ 18 years of age and older
Marital
Which one of the following best describes your marital status?
O Single, never married O Married
O Living with partner
O Separated
O Divorced
O Widowed
O Prefer not to answer
Phone 1 many 1 Objective
Which one of the following best describes your employment status?
Which one of the following best describes your employment states:
O Employed full time
O Employed part time
O Self-employed
O Not employed, but looking for work
O Not employed and not looking for work
O Retired
O Student O Homemaker
O Prefer not to answer

Education	on
What is t	he highest level of education you have completed?
	Land the second of
	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
0	Prefer not to answer
Income	
Which or	ne 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
0	\$50,000-\$74,999
0	\$75,000-\$99,999
0	\$100,000-\$149,999
0	\$150,000 and over
O	Prefer not to answer
1	/ Hispanic
Are you	Spanish / Hispanic / Latino?
	No not Spanish / Highania / Latina
O	Yes, Mexican, Mexican Am., Chicano
0	Yes, Puerto Rican
0	Yes, Cuban
$\circ$	Yes, Other Spanish / Hispanic / Latino
0	Decline to answer
Ethnioit	
Ethnicity	
Which or	ne of the following best describes you?
$\circ$	White/Courseion
$\circ$	White/Caucasian
$\circ$	Black/African American
O	7.0001
$\tilde{o}$	Pacific Islander
$\widetilde{\mathbf{O}}$	Native American
$\circ$	Other
0	Prefer not to answer

Area		
Which	n one of the following best describes the community in which you live?	
0	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:			

<allov< th=""><th>w for both</th><th><b>American</b></th><th>and Canad</th><th>ian zin</th><th>code format&gt;</th></allov<>	w for both	<b>American</b>	and Canad	ian zin	code format>

SCREENER										
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 <b>Day Leisure Trip</b> 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?										
O Yes O No [SKIP TO DEMOGRAPHICS]										
3. Do you personally intend to take any day or overnight pleasure trips in the next 2 years?										
O Yes O 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

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

below.

#### 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.)

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

	Michigan	<u>Destination</u>	<u>Destination</u>
<u>Distance:</u>			
Not too far away to consider for a vacation	-		-
Weather:			
Excellent climate overall	-		
Scenery:			
Truly beautiful scenery			
Beautiful fall colors			
Food and Accommodations:			
Offers a variety of dining options			
Elegant, sophisticated restaurants			3
Elegant, sophisticated restaurants			5.———U
Sports Amenities:			
Excellent fishing			
Great for golf			-
Great for bicycling/jogging			1
Good for hiking/backpacking			-
Excellent state park facilities			<
Great for boating/water sports	s=====3		20
Good place for camping	====0		
Great for sailing	s		5
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	<del>,</del>		
A good place to start a career	<del></del>		
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 <u>Michigan</u> on an <u>overnight</u> pleasure trip since January 1, 2014?
    - ☐ Yes

<ul> <li>b. How many <u>overnight</u> p</li> <li>(For each of the follow</li> </ul>	leasure trips did yo ving time periods,	ou take <b>to or</b> i insert a spini	in <u>Michigan</u> in the following time per ne <mark>r with values from ZERO to 999)</mark>
			# of Overnight Pleasure Trips
	4 to February 28, 20	)14	#
March 1, 2014 May 1, 2014 to	to April 30, 2014		#
	August 31, 2014		#
September 1, 2			#
c. Did you visit any of the Michigan? (Please chec	following regions whick Yes or No for each	nile traveling o ch region)	on an Overnight trip in the state of
Traverse City	Yes	No	
Ann Arbor	Yes	_ No	
Henry Ford Mackinac Island	Yes	— No	
Grand Rapids	Yes	_ No	
Great Lakes Bay Region	Yes	No	
A. Have you taken any <u>da</u> destination?	ı <u>y</u> pleasure trips si	nce January	I, 2014 for which <u>Michigan</u> was your
destination?  Yes No (Skip to Q.9)  b. How many day pleasu	re trips did you tak	e to or in <u>Mic</u>	:higan in the following time periods?
destination?  Yes No (Skip to Q.9)  b. How many day pleasu	re trips did you tak	e to or in <u>Mic</u>	<u>chigan</u> in the following time periods? ner with values from ZERO to 999)
destination?  Yes No (Skip to Q.9)  b. How many day pleasu (For each of the follow	re trips did you tak ving time periods,	e to or in <u>Mic</u> insert a spin	:higan in the following time periods?
destination?  Yes No (Skip to Q.9)  b. How many day pleasu (For each of the follow	re trips did you tak ving time periods, 4 to February 28, 20	e to or in <u>Mic</u> insert a spin	<u>chigan</u> in the following time periods? ner with values from ZERO to 999)
destination?  Yes No (Skip to Q.9)  b. How many day pleasu (For each of the follow	re trips did you tak ving time periods, 4 to February 28, 20 to April 30, 2014	e to or in <u>Mic</u> insert a spin	<u>chigan</u> in the following time periods? ner with values from ZERO to 999)
destination?  Yes No (Skip to Q.9)  b. How many day pleasu (For each of the follow January 1, 2014 May 1, 2014 to	re trips did you tak ring time periods, 4 to February 28, 20 to April 30, 2014 June 30, 2014 August 31, 2014	e to or in <u>Mic</u> insert a spin	chigan in the following time periods? ner with values from ZERO to 999) # of Day Pleasure Trips #
b. How many day pleasu (For each of the follow March 1, 2014 to July 1, 2014 to September 1, 2	re trips did you tak ving time periods, 4 to February 28, 20 to April 30, 2014 June 30, 2014 August 31, 2014 014 to Now following regions w	e to or in <u>Mic</u> insert a spini	chigan in the following time periods? ner with values from ZERO to 999) # of Day Pleasure Trips #
b. How many day pleasu (For each of the follow March 1, 2014 May 1, 2014 to July 1, 2014 to September 1, 2	re trips did you tak ving time periods, 4 to February 28, 20 to April 30, 2014 June 30, 2014 August 31, 2014 014 to Now following regions w	e to or in <u>Mic</u> insert a spini	chigan in the following time periods? ner with values from ZERO to 999)  # of Day Pleasure Trips  # # # # # # #

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>	Destination A	Destination B
Definitely Will	0	0	0
Probably Will	0	0	0
Might/Might Not	0	0	0
Probably Will Not	0	0	0
Definitely Will Not	0	O	0

(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?

	Between Now and	Between July 1 -	During 2016
5 5 1 1 1 1 1 1	June 30, 2015	Dec. 31, 2015	
Definitely Will	0	0	0
Probably Will	O	0	O
Might/Might Not	0	0	0
Probably Will Not	0	0	0
Definitely Will Not	O	O	O

(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?

	Between Now and	Between July 1 -	During 2016
	June 30, 2015	Dec. 31, 2015	
Definitely Will	O	0	0
Probably Will	O	0	0
Might/Might Not	O	0	0
Probably Will Not	O	0	O
Definitely Will Not	O	0	O

(Reverse export values: Definitely Will = 5)

Thinking spec how likely are	ifically about plea you to visit each	asure trips you of these place	may be planning s during any type	to or in <b>Michi</b> ç of <u>overnight</u>	gan in the ne pleasure trip	xt 12 months,
	Traverse City	Ann Arbor	Henry Ford	Mackinac Island	Grand Rapids	Great Lakes Bay Region
Definitely Will	$\circ$	0	0	O	O	O
Probably Will		ŏ	ŏ	Ŏ	ŏ	
Might/Might Not		ŏ	ŏ	Ŏ	ŏ	ŏ
Probably Will Not		ŏ	Ö	Ö	ŏ	õ
Definitely Will Not		ŏ	ŏ	Õ	ŏ	0 0
Delimitery Will Not ;		•	9	•	,	
(Reverse export	values: Definite	ely Will = 5)				
- 1 31 - 131		anto an olassa f	or dou trip in Mio	higan		
d. <u>Likelihood</u>	l of visiting four p	artner places to	or day trip in iviic	nigan		
	ifically about plea you to visit each					xt 12 months,
	Traverse City	Ann Arbor	Henry Ford	Mackinac	Grand	Great Lakes
	Traverse Oity	7 (1117 (120)	riciny roid	Island	Rapids	Bay Region
Definitely Will	0	0	0	O	Ö	0
Probably Will		0	0	O	0	0
Might/Might Not		O	0	O	0	0
Probably Will Not		O	0	0	0	0
Definitely Will Not .		0	0	O	O	0
(Reverse export	values: Definite	ely Will = 5)				
10. The website	www Michigan (	ora				
	isit the website w	_	org in 201/2			
a. Did you vi	isit the website w	ww.wiicingan.	<u>org</u> III 2014:			
☐ Yes ☐ No (S	kip to Q.11)					
b. Reasons	for visiting websit	te				
Which of the f	ollowing stateme	nts describes v	why you visited tl	he <u>www.Michi</u> g	<b>gan.org</b> webs	site?
(Randomize first	5 answer select	tions)				
☐ To learn r	nore about Michi	gan State				

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

☐ To h	elp me decide to visit Mi elp me decide which de btain more information a rder travel information a r (Please specify	stinations in Michiga about Michigan afte	r I had already dec		ebsite
c. <b>How</b>	useful was website				
How	useful was the www.Mi	<b>ichigan.org</b> website	e in terms of the fo	llowing?	
(Only pipe tl	nrough items selected	in Q.10b)			
Very useful Somewhat use Not very useful Not at all usefu	0	Deciding to visit  Michigan State  O O O	Deciding which destination in Michigan State to visit	Obtaining more information after deciding on a trip to Michigan State	Ordering travel information about Michigan State O O O O
d. <b>How</b>	useful the website wa	ıs			
0 0	all, how useful was the Very useful Somewhat useful Not very useful Not at all useful	www.Michigan.org	website?		

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 <u>EACH</u> 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?
- O Yes
- O 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 <u>EACH</u> 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
- ty 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?
O Yes O 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)
<ul> <li>c. (Ask only for tv_ N17, N19, and N20) Where did you see this ad? Please mark all that apply.</li> <li>(Allow for multiple answers)</li> </ul>
O TV O Online
13. The following ad aired on your local <b>radio</b> station.
FOR <u>EACH</u> 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?
O Yes O 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 <b>outdoors</b> on various billboards and posters.
FOR <u>EACH</u> 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?
O Yes O 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?
O Yes O 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 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 <b>banner ads</b> appeared on various websites and could be seen on the internet.
FOR <u>EACH</u> OF THE FOLLOWING INTERNET ADS, DISPLAY IMAGE AND ASK: (Randomize Ads)
banner_R5_Fall
a. Do you recall having seen any of these ads?
O Yes O 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 <b>television commercial</b> that ran in the Fall of 2014.
FOR <u>EACH</u> 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?
O Yes O No (Skip to next ad)

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

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

(Spinner with values from 1 to 100)

b,

FOR <u>EACH</u> 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?
O Yes O 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 <b>outdoors</b> on various billboards and posters.
FOR <u>EACH</u> 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?
O Yes O 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?
O Yes O No (Skip to next ad)

	b.	Please tell me how many times you saw this particular ad.		(# of times seen)		
(Sp	inne	r with values from 1 to 100	)			
21.		r seeing any of these ads, d night <u>pleasure</u> trip from any		seek out any information about to following?	avelir	ng to Michigan on a day or
	A tı	ravel agent		Other information from television		Online booking engines (eg. Expedia)
		company that specializes in group tours		Radio travel shows Radio advertising		Airline websites Car rental websites
	An	airline/commercial carrier		Other information from radio		Hotel websites
	An	auto club		Travel articles in magazines		www.Michigan.org
	A h	otel or resort		Magazine advertising		Other destination websites
	A g	overnment tourism office		Other magazine articles		Other online sources
	A lo	ocal visitors bureau/		Newspaper travel section		Editorials
		chamber of commerce		Newspaper advertising	O	Advertorials
	An	association/club		Other newspaper articles		Advice from relatives or friends
	A to	oll-free number		Travel guide books		Personal experience from past visit(s)
	Tel	evision travel shows		Other books		Other (Specify:)
	Tel	evision advertising		Social Media (ie: Twitter, Facebook)		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						
O Male						
O Fem	ale					
<b>HHCompositi</b>	on					
Including yours groups? ENTE	elf, how many people currentl R A NUMBER FOR EACH AG	ly living in your household are in each of the following age SE RANGE; IF THERE ARE NONE, ENTER '0'.				
≎ 5 year	s of age and younger	0 - 10				
,	ars of age	0 - 10				
,	ears of age	0 - 10				
•	years of age	0 - 10				
	rs of age and older	1 - 10				
▼ 10 yes	is of age and older					
Marital						
Which one of t	ne following best describes yo	ur marital status?				
_	e, never married					
O Marr						
	g with partner					
O Sepa	arated					
O Wide						
	er not to answer					
Employment :						
Which one of t	ne following best describes yo	ur employment status?				
O 5	1.00					
	loyed full time					
	loyed part time					
<ul><li>Self-employed</li><li>Not employed, but looking for work</li></ul>						
O Not employed and not looking for work						
O Retired						
O Stud						
O Hom						
O Pref	er not to answer					

Education					
What is t	he highest level of education you have completed?				
	Land the second				
	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				
0	Prefer not to answer				
Income					
Which or	ne of the following ranges includes your total yearly household income before taxes?				
0	Mada # #00 000				
	, ,				
	\$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				
0	Prefer not to answer				
Ethnicit	y Hispanic				
	Spanish / Hispanic / Latino?				
7 tic you	openion / mopanio / cauto.				
0	No, not Spanish / Hispanic / Latino				
	Yes, Mexican, Mexican Am., Chicano				
	Yes, Puerto Rican				
0	Yes, Cuban				
0	Yes, Other Spanish / Hispanic / Latino				
O	Decline to answer				
Ethnicity	ý				
	ne of the following best describes you?				
0	White/Caucasian				
0	Black/African American				
0					
0	Pacific Islander				
0	Native American				
0	Other				
0	Prefer not to answer				

- 4		_
Δ	$\mathbf{r}$	2

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

O Urban

O Suburban

O 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.