

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234	15	43	73	72	26	5
		58.5%	57.7%	64.2%	56.6%	56.7%	63.4%	50.0%
	No	115	7	19	37	38	10	4
		28.8%	26.9%	28.4%	28.7%	29.9%	24.4%	40.0%
	Undecided	51	4	5	19	17	5	1
		12.8%	15.4%	7.5%	14.7%	13.4%	12.2%	10.0%

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234 58.5%	117 58.5%	117 58.5%
	No	115 28.8%	54 27.0%	61 30.5%
	Undecided	51 12.8%	29 14.5%	22 11.0%

Myrtle Beach Tourism Marketing Survey

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234	39	52	42	44	57
		58.5%	79.6%	65.8%	60.0%	44.0%	55.9%
	No	115	6	19	17	44	29
		28.8%	12.2%	24.1%	24.3%	44.0%	28.4%
	Undecided	51	4	8	11	12	16
		12.8%	8.2%	10.1%	15.7%	12.0%	15.7%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234	191	43
		58.5%	60.3%	51.8%
	No	115	85	30
		28.8%	26.8%	36.1%
	Undecided	51	41	10
		12.8%	12.9%	12.0%

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Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234	96	138
		58.5%	53.0%	63.0%
	No	115	65	50
		28.8%	35.9%	22.8%
	Undecided	51	20	31
		12.8%	11.0%	14.2%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A modern, growing city with numerous arts and cultural festivals throughout the year.	Yes	234	85	158	126	45	39
		58.5%	59.9%	55.4%	60.9%	52.9%	52.7%
	No	115	46	86	63	33	28
		28.8%	32.4%	30.2%	30.4%	38.8%	37.8%
	Undecided	51	11	41	18	7	7
		12.8%	7.7%	14.4%	8.7%	8.2%	9.5%

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		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	20	55	104	100	37	9
		81.3%	76.9%	82.1%	80.6%	78.7%	90.2%	90.0%
	No	43	3	6	14	15	4	1
		10.8%	11.5%	9.0%	10.9%	11.8%	9.8%	10.0%
	Undecided	29	3	6	9	11	0	0
	7.3%	11.5%	9.0%	7.0%	8.7%	0.0%	0.0%	
Refused	3	0	0	2	1	0	0	
	0.8%	0.0%	0.0%	1.6%	0.8%	0.0%	0.0%	

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	161	164
		81.3%	80.5%	82.0%
	No	43	21	22
		10.8%	10.5%	11.0%
	Undecided	29	18	11
		7.3%	9.0%	5.5%
	Refused	3	0	3
		0.8%	0.0%	1.5%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	44	69	52	81	79
		81.3%	89.8%	87.3%	74.3%	81.0%	77.5%
	No	43	5	4	11	11	12
		10.8%	10.2%	5.1%	15.7%	11.0%	11.8%
	Undecided	29	0	5	7	7	10
		7.3%	0.0%	6.3%	10.0%	7.0%	9.8%
	Refused	3	0	1	0	1	1
		0.8%	0.0%	1.3%	0.0%	1.0%	1.0%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	263	62
		81.3%	83.0%	74.7%
	No	43	27	16
		10.8%	8.5%	19.3%
	Undecided	29	25	4
	7.3%	7.9%	4.8%	
	Refused	3	2	1
		0.8%	0.6%	1.2%

Myrtle Beach Tourism Marketing Survey

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Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	145	180
		81.3%	80.1%	82.2%
	No	43	20	23
		10.8%	11.0%	10.5%
	Undecided	29	15	14
	7.3%	8.3%	6.4%	
	Refused	3	1	2
		0.8%	0.6%	0.9%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A great place for an affordable family vacation to enjoy golf, the beach and theme parks.	Yes	325	117	239	166	65	59
		81.3%	82.4%	83.9%	80.2%	76.5%	79.7%
	No	43	11	25	24	12	6
		10.8%	7.7%	8.8%	11.6%	14.1%	8.1%
	Undecided	29	13	21	16	8	8
	7.3%	9.2%	7.4%	7.7%	9.4%	10.8%	
Refused	3	1	0	1	0	1	
	0.8%	0.7%	0.0%	0.5%	0.0%	1.4%	

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		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234	16	40	69	72	29	8
		58.5%	61.5%	59.7%	53.5%	56.7%	70.7%	80.0%
	No	123	5	20	47	42	9	0
		30.8%	19.2%	29.9%	36.4%	33.1%	22.0%	0.0%
	Undecided	43	5	7	13	13	3	2
		10.8%	19.2%	10.4%	10.1%	10.2%	7.3%	20.0%

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234 58.5%	122 61.0%	112 56.0%
	No	123 30.8%	53 26.5%	70 35.0%
	Undecided	43 10.8%	25 12.5%	18 9.0%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234 58.5%	42 85.7%	49 62.0%	41 58.6%	44 44.0%	58 56.9%
	No	123 30.8%	6 12.2%	24 30.4%	18 25.7%	45 45.0%	30 29.4%
	Undecided	43 10.8%	1 2.0%	6 7.6%	11 15.7%	11 11.0%	14 13.7%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234	185	49
		58.5%	58.4%	59.0%
	No	123	94	29
		30.8%	29.7%	34.9%
	Undecided	43	38	5
		10.8%	12.0%	6.0%

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Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234	109	125
		58.5%	60.2%	57.1%
	No	123	53	70
		30.8%	29.3%	32.0%
	Undecided	43	19	24
		10.8%	10.5%	11.0%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A culinary and restaurant destination	Yes	234	81	161	122	41	41
		58.5%	57.0%	56.5%	58.9%	48.2%	55.4%
	No	123	43	91	65	37	23
		30.8%	30.3%	31.9%	31.4%	43.5%	31.1%
	Undecided	43	18	33	20	7	10
		10.8%	12.7%	11.6%	9.7%	8.2%	13.5%

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		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A golf destination	Yes	322	22	52	103	105	32	8
		80.5%	84.6%	77.6%	79.8%	82.7%	78.0%	80.0%
	No	33	2	7	14	6	4	0
		8.3%	7.7%	10.4%	10.9%	4.7%	9.8%	0.0%
	Undecided	44	2	8	12	16	4	2
		11.0%	7.7%	11.9%	9.3%	12.6%	9.8%	20.0%
	Refused	1	0	0	0	0	1	0
		0.3%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A golf destination	Yes	322	162	160
		80.5%	81.0%	80.0%
	No	33	16	17
		8.3%	8.0%	8.5%
	Undecided	44	22	22
		11.0%	11.0%	11.0%
	Refused	1	0	1
		0.3%	0.0%	0.5%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A golf destination	Yes	322	37	65	55	88	77
		80.5%	75.5%	82.3%	78.6%	88.0%	75.5%
	No	33	6	6	5	5	11
		8.3%	12.2%	7.6%	7.1%	5.0%	10.8%
Undecided	44	6	7	10	7	14	
	11.0%	12.2%	8.9%	14.3%	7.0%	13.7%	
Refused	1	0	1	0	0	0	
	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%	

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A golf destination	Yes	322	255	67
		80.5%	80.4%	80.7%
	No	33	23	10
		8.3%	7.3%	12.0%
	Undecided	44	38	6
		11.0%	12.0%	7.2%
	Refused	1	1	0
		0.3%	0.3%	0.0%

Myrtle Beach Tourism Marketing Survey

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Sex by
Observation

	Total	Male	Female
Accurate Description of Myrtle Beach? - A golf destination			
Yes	322	151	171
	80.5%	83.4%	78.1%
No	33	15	18
	8.3%	8.3%	8.2%
Undecided	44	15	29
	11.0%	8.3%	13.2%
Refused	1	0	1
	0.3%	0.0%	0.5%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A golf destination	Yes	322	116	233	173	70	60
		80.5%	81.7%	81.8%	83.6%	82.4%	81.1%
	No	33	13	26	10	11	7
		8.3%	9.2%	9.1%	4.8%	12.9%	9.5%
	Undecided	44	12	26	23	4	7
	11.0%	8.5%	9.1%	11.1%	4.7%	9.5%	
Refused	1	1	0	1	0	0	
	0.3%	0.7%	0.0%	0.5%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

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		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306	19	48	99	105	30	5
		76.5%	73.1%	71.6%	76.7%	82.7%	73.2%	50.0%
	No	42	3	9	15	9	5	1
		10.5%	11.5%	13.4%	11.6%	7.1%	12.2%	10.0%
	Undecided	49	3	10	15	12	5	4
		12.3%	11.5%	14.9%	11.6%	9.4%	12.2%	40.0%
	Refused	3	1	0	0	1	1	0
		0.8%	3.8%	0.0%	0.0%	0.8%	2.4%	0.0%

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306	148	158
		76.5%	74.0%	79.0%
	No	42	21	21
		10.5%	10.5%	10.5%
	Undecided	49	30	19
		12.3%	15.0%	9.5%
	Refused	3	1	2
		0.8%	0.5%	1.0%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306 76.5%	40 81.6%	64 81.0%	55 78.6%	73 73.0%	74 72.5%
	No	42 10.5%	5 10.2%	9 11.4%	7 10.0%	10 10.0%	11 10.8%
	Undecided	49 12.3%	4 8.2%	5 6.3%	8 11.4%	16 16.0%	16 15.7%
	Refused	3 0.8%	0 0.0%	1 1.3%	0 0.0%	1 1.0%	1 1.0%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306	245	61
		76.5%	77.3%	73.5%
	No	42	31	11
		10.5%	9.8%	13.3%
	Undecided	49	39	10
		12.3%	12.3%	12.0%
	Refused	3	2	1
		0.8%	0.6%	1.2%

Myrtle Beach Tourism Marketing Survey

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Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306	128	178
		76.5%	70.7%	81.3%
	No	42	24	18
		10.5%	13.3%	8.2%
	Undecided	49	27	22
		12.3%	14.9%	10.0%
	Refused	3	2	1
		0.8%	1.1%	0.5%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A spring break destination for college students	Yes	306	100	225	151	58	50
		76.5%	70.4%	78.9%	72.9%	68.2%	67.6%
	No	42	15	27	23	14	7
		10.5%	10.6%	9.5%	11.1%	16.5%	9.5%
	Undecided	49	26	31	31	13	17
		12.3%	18.3%	10.9%	15.0%	15.3%	23.0%
	Refused	3	1	2	2	0	0
		0.8%	0.7%	0.7%	1.0%	0.0%	0.0%

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		Distance from Myrtle Beach						
			50 to 100	101 to 150	151 to 200	201 to 250	251 to 300	301 to 350
		Total	Miles	Miles	Miles	Miles	Miles	Miles
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	20	53	97	86	31	3
		72.5%	76.9%	79.1%	75.2%	67.7%	75.6%	30.0%
	No	76	4	10	24	28	6	4
		19.0%	15.4%	14.9%	18.6%	22.0%	14.6%	40.0%
	Undecided	33	2	4	8	12	4	3
		8.3%	7.7%	6.0%	6.2%	9.4%	9.8%	30.0%
	Refused	1	0	0	0	1	0	0
		0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%

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		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	148	142
		72.5%	74.0%	71.0%
	No	76	35	41
		19.0%	17.5%	20.5%
	Undecided	33	17	16
		8.3%	8.5%	8.0%
	Refused	1	0	1
		0.3%	0.0%	0.5%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	43	54	55	69	69
		72.5%	87.8%	68.4%	78.6%	69.0%	67.6%
	No	76	4	16	12	23	21
		19.0%	8.2%	20.3%	17.1%	23.0%	20.6%
	Undecided	33	2	9	3	8	11
		8.3%	4.1%	11.4%	4.3%	8.0%	10.8%
	Refused	1	0	0	0	0	1
		0.3%	0.0%	0.0%	0.0%	0.0%	1.0%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	238	52
		72.5%	75.1%	62.7%
	No	76	54	22
		19.0%	17.0%	26.5%
	Undecided	33	25	8
		8.3%	7.9%	9.6%
	Refused	1	0	1
		0.3%	0.0%	1.2%

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Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	122	168
		72.5%	67.4%	76.7%
	No	76	43	33
		19.0%	23.8%	15.1%
	Undecided	33	16	17
		8.3%	8.8%	7.8%
	Refused	1	0	1
		0.3%	0.0%	0.5%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A shopping destination	Yes	290	94	213	150	59	43
		72.5%	66.2%	74.7%	72.5%	69.4%	58.1%
	No	76	33	54	38	21	20
		19.0%	23.2%	18.9%	18.4%	24.7%	27.0%
	Undecided	33	15	17	19	5	11
		8.3%	10.6%	6.0%	9.2%	5.9%	14.9%
	Refused	1	0	1	0	0	0
		0.3%	0.0%	0.4%	0.0%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270	16	47	87	81	33	6
		67.5%	61.5%	70.1%	67.4%	63.8%	80.5%	60.0%
	No	102	5	18	35	35	5	4
		25.5%	19.2%	26.9%	27.1%	27.6%	12.2%	40.0%
	Undecided	28	5	2	7	11	3	0
		7.0%	19.2%	3.0%	5.4%	8.7%	7.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270 67.5%	125 62.5%	145 72.5%
	No	102 25.5%	56 28.0%	46 23.0%
	Undecided	28 7.0%	19 9.5%	9 4.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270 67.5%	34 69.4%	46 58.2%	47 67.1%	69 69.0%	74 72.5%
	No	102 25.5%	12 24.5%	28 35.4%	19 27.1%	21 21.0%	22 21.6%
	Undecided	28 7.0%	3 6.1%	5 6.3%	4 5.7%	10 10.0%	6 5.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270	216	54
		67.5%	68.1%	65.1%
	No	102	79	23
		25.5%	24.9%	27.7%
	Undecided	28	22	6
		7.0%	6.9%	7.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270	122	148
		67.5%	67.4%	67.6%
	No	102	49	53
		25.5%	27.1%	24.2%
	Undecided	28	10	18
		7.0%	5.5%	8.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A coastal town full of tourist traps and bad traffic	Yes	270	91	187	148	54	52
		67.5%	64.1%	65.6%	71.5%	63.5%	70.3%
	No	102	42	77	50	27	17
		25.5%	29.6%	27.0%	24.2%	31.8%	23.0%
	Undecided	28	9	21	9	4	5
		7.0%	6.3%	7.4%	4.3%	4.7%	6.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230	13	40	80	70	23	4
		57.5%	50.0%	59.7%	62.0%	55.1%	56.1%	40.0%
	No	118	10	18	33	39	14	4
		29.5%	38.5%	26.9%	25.6%	30.7%	34.1%	40.0%
	Undecided	51	3	9	16	17	4	2
		12.8%	11.5%	13.4%	12.4%	13.4%	9.8%	20.0%
	Refused	1	0	0	0	1	0	0
		0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230 57.5%	106 53.0%	124 62.0%
	No	118 29.5%	64 32.0%	54 27.0%
	Undecided	51 12.8%	30 15.0%	21 10.5%
	Refused	1 0.3%	0 0.0%	1 0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230	30	46	33	57	64
		57.5%	61.2%	58.2%	47.1%	57.0%	62.7%
	No	118	14	24	28	27	25
		29.5%	28.6%	30.4%	40.0%	27.0%	24.5%
	Undecided	51	5	9	9	16	12
		12.8%	10.2%	11.4%	12.9%	16.0%	11.8%
	Refused	1	0	0	0	0	1
		0.3%	0.0%	0.0%	0.0%	0.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230	177	53
		57.5%	55.8%	63.9%
	No	118	98	20
		29.5%	30.9%	24.1%
	Undecided	51	41	10
		12.8%	12.9%	12.0%
	Refused	1	1	0
		0.3%	0.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230 57.5%	98 54.1%	132 60.3%
	No	118 29.5%	64 35.4%	54 24.7%
	Undecided	51 12.8%	19 10.5%	32 14.6%
	Refused	1 0.3%	0 0.0%	1 0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Accurate Description of Myrtle Beach? - A host city for large, noisy motorcycle rally's	Yes	230	84	167	124	46	39
		57.5%	59.2%	58.6%	59.9%	54.1%	52.7%
	No	118	43	84	56	31	28
		29.5%	30.3%	29.5%	27.1%	36.5%	37.8%
	Undecided	51	15	33	27	8	6
	12.8%	10.6%	11.6%	13.0%	9.4%	8.1%	
Refused	1	0	1	0	0	1	
	0.3%	0.0%	0.4%	0.0%	0.0%	1.4%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Sporting events	1 - Not Interested	135	5	28	42	40	19	1
		33.8%	19.2%	41.8%	32.6%	31.5%	46.3%	10.0%
	2	43	5	8	10	14	6	0
		10.8%	19.2%	11.9%	7.8%	11.0%	14.6%	0.0%
	3	88	4	10	34	34	4	2
		22.0%	15.4%	14.9%	26.4%	26.8%	9.8%	20.0%
	4	57	4	7	28	15	2	1
		14.3%	15.4%	10.4%	21.7%	11.8%	4.9%	10.0%
5 - Very Interested	76	8	14	14	24	10	6	
	19.0%	30.8%	20.9%	10.9%	18.9%	24.4%	60.0%	
Refused	1	0	0	1	0	0	0	
	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Sporting events	1 - Not Interested	135	66	69
		33.8%	33.0%	34.5%
	2	43	21	22
		10.8%	10.5%	11.0%
	3	88	40	48
		22.0%	20.0%	24.0%
	4	57	37	20
	14.3%	18.5%	10.0%	
	5 - Very Interested	76	35	41
		19.0%	17.5%	20.5%
	Refused	1	1	0
		0.3%	0.5%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Sporting events	1 - Not Interested	135	19	22	26	31	37
		33.8%	38.8%	27.8%	37.1%	31.0%	36.3%
	2	43	5	12	6	11	9
		10.8%	10.2%	15.2%	8.6%	11.0%	8.8%
	3	88	8	18	8	29	25
		22.0%	16.3%	22.8%	11.4%	29.0%	24.5%
	4	57	4	10	17	16	10
	14.3%	8.2%	12.7%	24.3%	16.0%	9.8%	
	5 - Very Interested	76	13	17	13	12	21
		19.0%	26.5%	21.5%	18.6%	12.0%	20.6%
	Refused	1	0	0	0	1	0
		0.3%	0.0%	0.0%	0.0%	1.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Sporting events	1 - Not Interested	135	103	32
		33.8%	32.5%	38.6%
	2	43	37	6
		10.8%	11.7%	7.2%
	3	88	67	21
		22.0%	21.1%	25.3%
	4	57	45	12
	14.3%	14.2%	14.5%	
	5 - Very Interested	76	64	12
		19.0%	20.2%	14.5%
	Refused	1	1	0
		0.3%	0.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Sporting events	1 - Not Interested	135	35	100
		33.8%	19.3%	45.7%
	2	43	20	23
		10.8%	11.0%	10.5%
	3	88	36	52
		22.0%	19.9%	23.7%
	4	57	37	20
	14.3%	20.4%	9.1%	
	5 - Very Interested	76	53	23
		19.0%	29.3%	10.5%
	Refused	1	0	1
		0.3%	0.0%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Sporting events	1 - Not Interested	135	43	87	67	28	20
		33.8%	30.3%	30.5%	32.4%	32.9%	27.0%
	2	43	13	32	23	6	7
		10.8%	9.2%	11.2%	11.1%	7.1%	9.5%
	3	88	36	64	45	15	16
		22.0%	25.4%	22.5%	21.7%	17.6%	21.6%
	4	57	15	44	27	15	11
	14.3%	10.6%	15.4%	13.0%	17.6%	14.9%	
	5 - Very Interested	76	35	57	45	21	20
		19.0%	24.6%	20.0%	21.7%	24.7%	27.0%
	Refused	1	0	1	0	0	0
		0.3%	0.0%	0.4%	0.0%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31	5	11	5	5	3	2
		7.8%	19.2%	16.4%	3.9%	3.9%	7.3%	20.0%
	2	22	1	5	4	5	7	0
		5.5%	3.8%	7.5%	3.1%	3.9%	17.1%	0.0%
	3	44	2	6	12	19	4	1
	11.0%	7.7%	9.0%	9.3%	15.0%	9.8%	10.0%	
	4	73	6	15	22	19	9	2
		18.3%	23.1%	22.4%	17.1%	15.0%	22.0%	20.0%
	5 - Very Interested	230	12	30	86	79	18	5
		57.5%	46.2%	44.8%	66.7%	62.2%	43.9%	50.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31 7.8%	13 6.5%	18 9.0%
	2	22 5.5%	11 5.5%	11 5.5%
	3	44 11.0%	23 11.5%	21 10.5%
	4	73 18.3%	36 18.0%	37 18.5%
	5 - Very Interested	230 57.5%	117 58.5%	113 56.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31	5	4	3	8	11
		7.8%	10.2%	5.1%	4.3%	8.0%	10.8%
	2	22	1	7	3	4	7
		5.5%	2.0%	8.9%	4.3%	4.0%	6.9%
	3	44	4	9	8	8	15
		11.0%	8.2%	11.4%	11.4%	8.0%	14.7%
	4	73	12	18	13	14	16
		18.3%	24.5%	22.8%	18.6%	14.0%	15.7%
	5 - Very Interested	230	27	41	43	66	53
		57.5%	55.1%	51.9%	61.4%	66.0%	52.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31	22	9
		7.8%	6.9%	10.8%
	2	22	16	6
		5.5%	5.0%	7.2%
	3	44	34	10
		11.0%	10.7%	12.0%
	4	73	56	17
		18.3%	17.7%	20.5%
	5 - Very Interested	230	189	41
		57.5%	59.6%	49.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31	16	15
		7.8%	8.8%	6.8%
	2	22	14	8
		5.5%	7.7%	3.7%
	3	44	22	22
		11.0%	12.2%	10.0%
	4	73	41	32
		18.3%	22.7%	14.6%
	5 - Very Interested	230	88	142
		57.5%	48.6%	64.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Beach or warm-weather travel	1 - Not Interested	31	10	18	16	7	3
		7.8%	7.0%	6.3%	7.7%	8.2%	4.1%
	2	22	6	14	17	3	4
		5.5%	4.2%	4.9%	8.2%	3.5%	5.4%
	3	44	13	25	25	6	7
		11.0%	9.2%	8.8%	12.1%	7.1%	9.5%
	4	73	26	56	39	17	16
		18.3%	18.3%	19.6%	18.8%	20.0%	21.6%
	5 - Very Interested	230	87	172	110	52	44
		57.5%	61.3%	60.4%	53.1%	61.2%	59.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Business events and conferences	1 - Not Interested	170	15	26	53	55	15	6
		42.5%	57.7%	38.8%	41.1%	43.3%	36.6%	60.0%
	2	55	4	4	19	22	5	1
		13.8%	15.4%	6.0%	14.7%	17.3%	12.2%	10.0%
	3	90	5	21	24	27	11	2
		22.5%	19.2%	31.3%	18.6%	21.3%	26.8%	20.0%
	4	45	0	5	21	14	5	0
		11.3%	0.0%	7.5%	16.3%	11.0%	12.2%	0.0%
	5 - Very Interested	36	2	11	10	9	3	1
		9.0%	7.7%	16.4%	7.8%	7.1%	7.3%	10.0%
Undecided	2	0	0	1	0	1	0	
	0.5%	0.0%	0.0%	0.8%	0.0%	2.4%	0.0%	
Refused	2	0	0	1	0	1	0	
	0.5%	0.0%	0.0%	0.8%	0.0%	2.4%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Business events and conferences	1 - Not Interested	170	97	73
		42.5%	48.5%	36.5%
	2	55	29	26
		13.8%	14.5%	13.0%
	3	90	41	49
		22.5%	20.5%	24.5%
	4	45	15	30
		11.3%	7.5%	15.0%
	5 - Very Interested	36	15	21
		9.0%	7.5%	10.5%
Undecided	2	1	1	
	0.5%	0.5%	0.5%	
Refused	2	2	0	
	0.5%	1.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Business events and conferences	1 - Not Interested	170	25	37	23	32	53
		42.5%	51.0%	46.8%	32.9%	32.0%	52.0%
	2	55	5	11	6	20	13
		13.8%	10.2%	13.9%	8.6%	20.0%	12.7%
	3	90	9	15	19	26	21
		22.5%	18.4%	19.0%	27.1%	26.0%	20.6%
	4	45	5	7	13	13	7
		11.3%	10.2%	8.9%	18.6%	13.0%	6.9%
	5 - Very Interested	36	5	7	9	8	7
		9.0%	10.2%	8.9%	12.9%	8.0%	6.9%
	Undecided	2	0	1	0	0	1
		0.5%	0.0%	1.3%	0.0%	0.0%	1.0%
	Refused	2	0	1	0	1	0
		0.5%	0.0%	1.3%	0.0%	1.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Business events and conferences	1 - Not Interested	170	141	29
		42.5%	44.5%	34.9%
	2	55	45	10
		13.8%	14.2%	12.0%
	3	90	64	26
		22.5%	20.2%	31.3%
	4	45	35	10
		11.3%	11.0%	12.0%
	5 - Very Interested	36	29	7
		9.0%	9.1%	8.4%
Undecided	2	2	0	
	0.5%	0.6%	0.0%	
Refused	2	1	1	
	0.5%	0.3%	1.2%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Business events and conferences	1 - Not Interested	170	74	96
		42.5%	40.9%	43.8%
	2	55	33	22
		13.8%	18.2%	10.0%
	3	90	39	51
		22.5%	21.5%	23.3%
	4	45	22	23
		11.3%	12.2%	10.5%
	5 - Very Interested	36	12	24
		9.0%	6.6%	11.0%
Undecided	2	1	1	
	0.5%	0.6%	0.5%	
Refused	2	0	2	
	0.5%	0.0%	0.9%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Business events and conferences	1 - Not Interested	170	59	115	90	31	28
		42.5%	41.5%	40.4%	43.5%	36.5%	37.8%
	2	55	16	40	25	13	8
		13.8%	11.3%	14.0%	12.1%	15.3%	10.8%
	3	90	37	68	55	23	20
		22.5%	26.1%	23.9%	26.6%	27.1%	27.0%
	4	45	13	35	20	9	9
		11.3%	9.2%	12.3%	9.7%	10.6%	12.2%
	5 - Very Interested	36	14	25	16	8	8
		9.0%	9.9%	8.8%	7.7%	9.4%	10.8%
Undecided	2	2	1	1	1	1	
	0.5%	1.4%	0.4%	0.5%	1.2%	1.4%	
Refused	2	1	1	0	0	0	
	0.5%	0.7%	0.4%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	2	12	28	21	6	4
		18.3%	7.7%	17.9%	21.7%	16.5%	14.6%	40.0%
	2	58	4	9	15	18	10	2
		14.5%	15.4%	13.4%	11.6%	14.2%	24.4%	20.0%
	3	120	6	21	44	36	12	1
		30.0%	23.1%	31.3%	34.1%	28.3%	29.3%	10.0%
	4	75	6	14	24	25	5	1
	18.8%	23.1%	20.9%	18.6%	19.7%	12.2%	10.0%	
	5 - Very Interested	72	8	10	18	27	7	2
		18.0%	30.8%	14.9%	14.0%	21.3%	17.1%	20.0%
	Undecided	2	0	1	0	0	1	0
		0.5%	0.0%	1.5%	0.0%	0.0%	2.4%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	39	34
		18.3%	19.5%	17.0%
	2	58	27	31
		14.5%	13.5%	15.5%
	3	120	62	58
		30.0%	31.0%	29.0%
	4	75	38	37
	18.8%	19.0%	18.5%	
	5 - Very Interested	72	34	38
		18.0%	17.0%	19.0%
	Undecided	2	0	2
		0.5%	0.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	9	12	11	16	25
		18.3%	18.4%	15.2%	15.7%	16.0%	24.5%
	2	58	3	17	10	15	13
		14.5%	6.1%	21.5%	14.3%	15.0%	12.7%
	3	120	16	26	20	35	23
		30.0%	32.7%	32.9%	28.6%	35.0%	22.5%
	4	75	8	9	12	21	25
	18.8%	16.3%	11.4%	17.1%	21.0%	24.5%	
5 - Very Interested	72	13	15	17	12	15	
	18.0%	26.5%	19.0%	24.3%	12.0%	14.7%	
Undecided	2	0	0	0	1	1	
	0.5%	0.0%	0.0%	0.0%	1.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	61	12
		18.3%	19.2%	14.5%
	2	58	48	10
		14.5%	15.1%	12.0%
	3	120	93	27
		30.0%	29.3%	32.5%
	4	75	60	15
	18.8%	18.9%	18.1%	
	5 - Very Interested	72	54	18
		18.0%	17.0%	21.7%
	Undecided	2	1	1
		0.5%	0.3%	1.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	41	32
		18.3%	22.7%	14.6%
	2	58	34	24
		14.5%	18.8%	11.0%
	3	120	53	67
		30.0%	29.3%	30.6%
	4	75	27	48
	18.8%	14.9%	21.9%	
	5 - Very Interested	72	25	47
		18.0%	13.8%	21.5%
	Undecided	2	1	1
		0.5%	0.6%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Cultural events like concerts or music festivals	1 - Not Interested	73	19	50	34	16	12
		18.3%	13.4%	17.5%	16.4%	18.8%	16.2%
	2	58	24	42	36	12	12
		14.5%	16.9%	14.7%	17.4%	14.1%	16.2%
	3	120	37	93	65	27	23
		30.0%	26.1%	32.6%	31.4%	31.8%	31.1%
	4	75	31	53	32	12	12
	18.8%	21.8%	18.6%	15.5%	14.1%	16.2%	
5 - Very Interested	72	31	46	39	18	14	
	18.0%	21.8%	16.1%	18.8%	21.2%	18.9%	
Undecided	2	0	1	1	0	1	
	0.5%	0.0%	0.4%	0.5%	0.0%	1.4%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Organized Tours	1 - Not Interested	155	6	24	54	52	13	6
		38.8%	23.1%	35.8%	41.9%	40.9%	31.7%	60.0%
	2	84	6	13	31	24	8	2
		21.0%	23.1%	19.4%	24.0%	18.9%	19.5%	20.0%
	3	92	8	19	26	26	12	1
		23.0%	30.8%	28.4%	20.2%	20.5%	29.3%	10.0%
	4	39	6	4	10	15	3	1
	9.8%	23.1%	6.0%	7.8%	11.8%	7.3%	10.0%	
	5 - Very Interested	24	0	5	6	9	4	0
		6.0%	0.0%	7.5%	4.7%	7.1%	9.8%	0.0%
	Undecided	6	0	2	2	1	1	0
		1.5%	0.0%	3.0%	1.6%	0.8%	2.4%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Organized Tours	1 - Not Interested	155	84	71
		38.8%	42.0%	35.5%
	2	84	44	40
		21.0%	22.0%	20.0%
	3	92	40	52
		23.0%	20.0%	26.0%
	4	39	15	24
	9.8%	7.5%	12.0%	
	5 - Very Interested	24	14	10
		6.0%	7.0%	5.0%
	Undecided	6	3	3
		1.5%	1.5%	1.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Organized Tours	1 - Not Interested	155	14	34	27	43	37
		38.8%	28.6%	43.0%	38.6%	43.0%	36.3%
	2	84	10	16	13	27	18
		21.0%	20.4%	20.3%	18.6%	27.0%	17.6%
	3	92	17	14	18	15	28
		23.0%	34.7%	17.7%	25.7%	15.0%	27.5%
	4	39	1	8	5	10	15
	9.8%	2.0%	10.1%	7.1%	10.0%	14.7%	
5 - Very Interested	24	5	6	6	4	3	
	6.0%	10.2%	7.6%	8.6%	4.0%	2.9%	
Undecided	6	2	1	1	1	1	
	1.5%	4.1%	1.3%	1.4%	1.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Organized Tours	1 - Not Interested	155	119	36
		38.8%	37.5%	43.4%
	2	84	62	22
		21.0%	19.6%	26.5%
	3	92	78	14
		23.0%	24.6%	16.9%
	4	39	30	9
		9.8%	9.5%	10.8%
5 - Very Interested	24	23	1	
	6.0%	7.3%	1.2%	
Undecided	6	5	1	
	1.5%	1.6%	1.2%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Organized Tours	1 - Not Interested	155	79	76
		38.8%	43.6%	34.7%
	2	84	35	49
		21.0%	19.3%	22.4%
	3	92	39	53
		23.0%	21.5%	24.2%
	4	39	18	21
	9.8%	9.9%	9.6%	
	5 - Very Interested	24	8	16
		6.0%	4.4%	7.3%
	Undecided	6	2	4
		1.5%	1.1%	1.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Organized Tours	1 - Not Interested	155	58	106	82	37	32
		38.8%	40.8%	37.2%	39.6%	43.5%	43.2%
	2	84	24	61	39	20	15
		21.0%	16.9%	21.4%	18.8%	23.5%	20.3%
	3	92	29	66	47	12	10
		23.0%	20.4%	23.2%	22.7%	14.1%	13.5%
	4	39	17	29	26	7	11
	9.8%	12.0%	10.2%	12.6%	8.2%	14.9%	
5 - Very Interested	24	12	17	11	7	4	
	6.0%	8.5%	6.0%	5.3%	8.2%	5.4%	
Undecided	6	2	6	2	2	2	
	1.5%	1.4%	2.1%	1.0%	2.4%	2.7%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Air Shows	1 - Not Interested	179	10	28	58	60	18	5
		44.8%	38.5%	41.8%	45.0%	47.2%	43.9%	50.0%
	2	59	6	8	20	18	6	1
		14.8%	23.1%	11.9%	15.5%	14.2%	14.6%	10.0%
	3	84	8	16	26	27	6	1
		21.0%	30.8%	23.9%	20.2%	21.3%	14.6%	10.0%
	4	38	2	6	13	11	5	1
		9.5%	7.7%	9.0%	10.1%	8.7%	12.2%	10.0%
	5 - Very Interested	35	0	7	11	10	5	2
		8.8%	0.0%	10.4%	8.5%	7.9%	12.2%	20.0%
Undecided	5	0	2	1	1	1	0	
	1.3%	0.0%	3.0%	0.8%	0.8%	2.4%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Air Shows	1 - Not Interested	179	87	92
		44.8%	43.5%	46.0%
	2	59	32	27
		14.8%	16.0%	13.5%
	3	84	34	50
		21.0%	17.0%	25.0%
	4	38	23	15
	9.5%	11.5%	7.5%	
	5 - Very Interested	35	21	14
		8.8%	10.5%	7.0%
	Undecided	5	3	2
		1.3%	1.5%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Air Shows	1 - Not Interested	179	17	35	27	47	53
		44.8%	34.7%	44.3%	38.6%	47.0%	52.0%
	2	59	5	12	11	19	12
		14.8%	10.2%	15.2%	15.7%	19.0%	11.8%
	3	84	14	18	16	15	21
		21.0%	28.6%	22.8%	22.9%	15.0%	20.6%
	4	38	5	5	9	9	10
		9.5%	10.2%	6.3%	12.9%	9.0%	9.8%
	5 - Very Interested	35	5	9	7	9	5
		8.8%	10.2%	11.4%	10.0%	9.0%	4.9%
	Undecided	5	3	0	0	1	1
		1.3%	6.1%	0.0%	0.0%	1.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Air Shows	1 - Not Interested	179	141	38
		44.8%	44.5%	45.8%
	2	59	44	15
		14.8%	13.9%	18.1%
	3	84	72	12
		21.0%	22.7%	14.5%
	4	38	28	10
		9.5%	8.8%	12.0%
	5 - Very Interested	35	28	7
		8.8%	8.8%	8.4%
Undecided	5	4	1	
	1.3%	1.3%	1.2%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Air Shows	1 - Not Interested	179	71	108
		44.8%	39.2%	49.3%
	2	59	32	27
		14.8%	17.7%	12.3%
	3	84	36	48
		21.0%	19.9%	21.9%
	4	38	25	13
		9.5%	13.8%	5.9%
	5 - Very Interested	35	17	18
		8.8%	9.4%	8.2%
Undecided	5	0	5	
	1.3%	0.0%	2.3%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Air Shows	1 - Not Interested	179	62	128	94	42	35
		44.8%	43.7%	44.9%	45.4%	49.4%	47.3%
	2	59	17	43	25	15	10
		14.8%	12.0%	15.1%	12.1%	17.6%	13.5%
	3	84	27	63	48	12	12
		21.0%	19.0%	22.1%	23.2%	14.1%	16.2%
	4	38	20	25	19	11	9
	9.5%	14.1%	8.8%	9.2%	12.9%	12.2%	
5 - Very Interested	35	13	22	20	4	7	
	8.8%	9.2%	7.7%	9.7%	4.7%	9.5%	
Undecided	5	3	4	1	1	1	
	1.3%	2.1%	1.4%	0.5%	1.2%	1.4%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Shopping	1 - Not Interested	83	6	12	23	33	5	4
		20.8%	23.1%	17.9%	17.8%	26.0%	12.2%	40.0%
	2	55	2	7	20	20	6	0
		13.8%	7.7%	10.4%	15.5%	15.7%	14.6%	0.0%
	3	81	6	18	28	19	7	3
	20.3%	23.1%	26.9%	21.7%	15.0%	17.1%	30.0%	
	4	76	5	10	27	24	9	1
		19.0%	19.2%	14.9%	20.9%	18.9%	22.0%	10.0%
	5 - Very Interested	105	7	20	31	31	14	2
		26.3%	26.9%	29.9%	24.0%	24.4%	34.1%	20.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Shopping	1 - Not Interested	83	41	42
		20.8%	20.5%	21.0%
	2	55	26	29
		13.8%	13.0%	14.5%
	3	81	37	44
	20.3%	18.5%	22.0%	
	4	76	42	34
		19.0%	21.0%	17.0%
	5 - Very Interested	105	54	51
		26.3%	27.0%	25.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Shopping	1 - Not Interested	83	11	13	13	25	21
		20.8%	22.4%	16.5%	18.6%	25.0%	20.6%
	2	55	2	11	9	18	15
		13.8%	4.1%	13.9%	12.9%	18.0%	14.7%
	3	81	8	17	10	17	29
		20.3%	16.3%	21.5%	14.3%	17.0%	28.4%
4	76	10	12	12	24	18	
	19.0%	20.4%	15.2%	17.1%	24.0%	17.6%	
5 - Very Interested	105	18	26	26	16	19	
	26.3%	36.7%	32.9%	37.1%	16.0%	18.6%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Shopping	1 - Not Interested	83	60	23
		20.8%	18.9%	27.7%
	2	55	41	14
		13.8%	12.9%	16.9%
	3	81	68	13
		20.3%	21.5%	15.7%
	4	76	57	19
		19.0%	18.0%	22.9%
	5 - Very Interested	105	91	14
		26.3%	28.7%	16.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Shopping	1 - Not Interested	83	53	30
		20.8%	29.3%	13.7%
	2	55	31	24
		13.8%	17.1%	11.0%
	3	81	42	39
		20.3%	23.2%	17.8%
	4	76	32	44
		19.0%	17.7%	20.1%
	5 - Very Interested	105	23	82
		26.3%	12.7%	37.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Shopping	1 - Not Interested	83	32	62	48	29	26
		20.8%	22.5%	21.8%	23.2%	34.1%	35.1%
	2	55	17	42	25	10	8
		13.8%	12.0%	14.7%	12.1%	11.8%	10.8%
	3	81	25	54	39	15	13
		20.3%	17.6%	18.9%	18.8%	17.6%	17.6%
	4	76	28	56	43	10	7
		19.0%	19.7%	19.6%	20.8%	11.8%	9.5%
	5 - Very Interested	105	40	71	52	21	20
		26.3%	28.2%	24.9%	25.1%	24.7%	27.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	4	8	22	15	4	2
		13.8%	15.4%	11.9%	17.1%	11.8%	9.8%	20.0%
	2	59	3	9	21	18	6	2
		14.8%	11.5%	13.4%	16.3%	14.2%	14.6%	20.0%
	3	113	6	19	34	42	9	3
		28.3%	23.1%	28.4%	26.4%	33.1%	22.0%	30.0%
	4	99	8	17	25	33	15	1
		24.8%	30.8%	25.4%	19.4%	26.0%	36.6%	10.0%
	5 - Very Interested	74	5	14	27	19	7	2
		18.5%	19.2%	20.9%	20.9%	15.0%	17.1%	20.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	30	25
		13.8%	15.0%	12.5%
	2	59	36	23
		14.8%	18.0%	11.5%
	3	113	51	62
		28.3%	25.5%	31.0%
	4	99	50	49
		24.8%	25.0%	24.5%
	5 - Very Interested	74	33	41
		18.5%	16.5%	20.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	5	11	9	14	16
		13.8%	10.2%	13.9%	12.9%	14.0%	15.7%
	2	59	9	12	7	14	17
		14.8%	18.4%	15.2%	10.0%	14.0%	16.7%
	3	113	13	18	24	30	28
		28.3%	26.5%	22.8%	34.3%	30.0%	27.5%
	4	99	10	19	16	27	27
		24.8%	20.4%	24.1%	22.9%	27.0%	26.5%
	5 - Very Interested	74	12	19	14	15	14
		18.5%	24.5%	24.1%	20.0%	15.0%	13.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	44	11
		13.8%	13.9%	13.3%
	2	59	47	12
		14.8%	14.8%	14.5%
	3	113	89	24
		28.3%	28.1%	28.9%
	4	99	82	17
		24.8%	25.9%	20.5%
	5 - Very Interested	74	55	19
		18.5%	17.4%	22.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	30	25
		13.8%	16.6%	11.4%
	2	59	23	36
		14.8%	12.7%	16.4%
	3	113	56	57
		28.3%	30.9%	26.0%
	4	99	41	58
		24.8%	22.7%	26.5%
	5 - Very Interested	74	31	43
		18.5%	17.1%	19.6%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Culinary events, such as restaurants, wineries or food and wine festivals	1 - Not Interested	55	18	39	32	13	13
		13.8%	12.7%	13.7%	15.5%	15.3%	17.6%
	2	59	14	47	26	16	9
		14.8%	9.9%	16.5%	12.6%	18.8%	12.2%
	3	113	41	79	57	18	17
		28.3%	28.9%	27.7%	27.5%	21.2%	23.0%
	4	99	39	73	52	20	17
		24.8%	27.5%	25.6%	25.1%	23.5%	23.0%
	5 - Very Interested	74	30	47	40	18	18
		18.5%	21.1%	16.5%	19.3%	21.2%	24.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Family Entertainment	1 - Not Interested	31	5	7	11	5	3	0
		7.8%	19.2%	10.4%	8.5%	3.9%	7.3%	0.0%
	2	31	5	6	7	7	4	2
		7.8%	19.2%	9.0%	5.4%	5.5%	9.8%	20.0%
	3	75	2	9	22	32	7	3
		18.8%	7.7%	13.4%	17.1%	25.2%	17.1%	30.0%
	4	110	6	17	43	27	15	2
		27.5%	23.1%	25.4%	33.3%	21.3%	36.6%	20.0%
	5 - Very Interested	152	8	28	45	56	12	3
		38.0%	30.8%	41.8%	34.9%	44.1%	29.3%	30.0%
Undecided	1	0	0	1	0	0	0	
	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Family Entertainment	1 - Not Interested	31	11	20
		7.8%	5.5%	10.0%
	2	31	18	13
		7.8%	9.0%	6.5%
	3	75	34	41
		18.8%	17.0%	20.5%
	4	110	57	53
	27.5%	28.5%	26.5%	
	5 - Very Interested	152	79	73
		38.0%	39.5%	36.5%
	Undecided	1	1	0
		0.3%	0.5%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Family Entertainment	1 - Not Interested	31	1	7	3	5	15
		7.8%	2.0%	8.9%	4.3%	5.0%	14.7%
	2	31	3	7	5	6	10
		7.8%	6.1%	8.9%	7.1%	6.0%	9.8%
	3	75	7	9	12	27	20
		18.8%	14.3%	11.4%	17.1%	27.0%	19.6%
4	110	10	25	20	29	26	
	27.5%	20.4%	31.6%	28.6%	29.0%	25.5%	
5 - Very Interested	152	28	31	30	33	30	
	38.0%	57.1%	39.2%	42.9%	33.0%	29.4%	
Undecided	1	0	0	0	0	1	
	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Family Entertainment	1 - Not Interested	31	16	15
		7.8%	5.0%	18.1%
	2	31	21	10
		7.8%	6.6%	12.0%
	3	75	55	20
		18.8%	17.4%	24.1%
	4	110	88	22
	27.5%	27.8%	26.5%	
	5 - Very Interested	152	136	16
		38.0%	42.9%	19.3%
	Undecided	1	1	0
		0.3%	0.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Family Entertainment	1 - Not Interested	31	11	20
		7.8%	6.1%	9.1%
	2	31	17	14
		7.8%	9.4%	6.4%
	3	75	39	36
		18.8%	21.5%	16.4%
	4	110	51	59
	27.5%	28.2%	26.9%	
	5 - Very Interested	152	63	89
		38.0%	34.8%	40.6%
	Undecided	1	0	1
		0.3%	0.0%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Family Entertainment	1 - Not Interested	31	17	22	23	12	9
		7.8%	12.0%	7.7%	11.1%	14.1%	12.2%
	2	31	4	24	14	9	5
		7.8%	2.8%	8.4%	6.8%	10.6%	6.8%
	3	75	29	53	40	12	17
		18.8%	20.4%	18.6%	19.3%	14.1%	23.0%
	4	110	37	74	56	20	19
	27.5%	26.1%	26.0%	27.1%	23.5%	25.7%	
5 - Very Interested	152	54	111	73	31	23	
	38.0%	38.0%	38.9%	35.3%	36.5%	31.1%	
Undecided	1	1	1	1	1	1	
	0.3%	0.7%	0.4%	0.5%	1.2%	1.4%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Night life	1 - Not Interested	117	8	24	39	35	8	3
		29.3%	30.8%	35.8%	30.2%	27.6%	19.5%	30.0%
	2	82	5	13	23	26	15	0
		20.5%	19.2%	19.4%	17.8%	20.5%	36.6%	0.0%
	3	95	4	17	30	31	10	3
		23.8%	15.4%	25.4%	23.3%	24.4%	24.4%	30.0%
	4	62	7	7	21	23	2	2
	15.5%	26.9%	10.4%	16.3%	18.1%	4.9%	20.0%	
	5 - Very Interested	42	2	6	15	11	6	2
		10.5%	7.7%	9.0%	11.6%	8.7%	14.6%	20.0%
	Undecided	2	0	0	1	1	0	0
		0.5%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Night life	1 - Not Interested	117	62	55
		29.3%	31.0%	27.5%
	2	82	35	47
		20.5%	17.5%	23.5%
	3	95	49	46
		23.8%	24.5%	23.0%
	4	62	29	33
	15.5%	14.5%	16.5%	
	5 - Very Interested	42	24	18
		10.5%	12.0%	9.0%
	Undecided	2	1	1
		0.5%	0.5%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Night life	1 - Not Interested	117	15	24	19	23	36
		29.3%	30.6%	30.4%	27.1%	23.0%	35.3%
	2	82	9	17	11	22	23
		20.5%	18.4%	21.5%	15.7%	22.0%	22.5%
	3	95	10	22	11	30	22
		23.8%	20.4%	27.8%	15.7%	30.0%	21.6%
	4	62	6	10	18	17	11
	15.5%	12.2%	12.7%	25.7%	17.0%	10.8%	
	5 - Very Interested	42	9	6	11	7	9
		10.5%	18.4%	7.6%	15.7%	7.0%	8.8%
	Undecided	2	0	0	0	1	1
		0.5%	0.0%	0.0%	0.0%	1.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Night life	1 - Not Interested	117	96	21
		29.3%	30.3%	25.3%
	2	82	68	14
		20.5%	21.5%	16.9%
	3	95	73	22
		23.8%	23.0%	26.5%
	4	62	48	14
		15.5%	15.1%	16.9%
	5 - Very Interested	42	30	12
		10.5%	9.5%	14.5%
	Undecided	2	2	0
		0.5%	0.6%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Night life	1 - Not Interested	117	44	73
		29.3%	24.3%	33.3%
	2	82	34	48
		20.5%	18.8%	21.9%
	3	95	43	52
		23.8%	23.8%	23.7%
	4	62	39	23
		15.5%	21.5%	10.5%
	5 - Very Interested	42	20	22
		10.5%	11.0%	10.0%
Undecided	2	1	1	
	0.5%	0.6%	0.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Night life	1 - Not Interested	117	38	79	60	23	21
		29.3%	26.8%	27.7%	29.0%	27.1%	28.4%
	2	82	20	61	43	15	11
		20.5%	14.1%	21.4%	20.8%	17.6%	14.9%
	3	95	38	65	49	20	19
		23.8%	26.8%	22.8%	23.7%	23.5%	25.7%
	4	62	24	47	35	15	14
	15.5%	16.9%	16.5%	16.9%	17.6%	18.9%	
	5 - Very Interested	42	22	32	19	12	9
		10.5%	15.5%	11.2%	9.2%	14.1%	12.2%
	Undecided	2	0	1	1	0	0
		0.5%	0.0%	0.4%	0.5%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	2	7	19	8	2	1
		9.8%	7.7%	10.4%	14.7%	6.3%	4.9%	10.0%
	2	51	5	10	16	12	7	1
		12.8%	19.2%	14.9%	12.4%	9.4%	17.1%	10.0%
	3	101	5	20	29	37	6	4
		25.3%	19.2%	29.9%	22.5%	29.1%	14.6%	40.0%
	4	120	6	16	38	42	16	2
		30.0%	23.1%	23.9%	29.5%	33.1%	39.0%	20.0%
5 - Very Interested	83	8	13	26	26	9	1	
	20.8%	30.8%	19.4%	20.2%	20.5%	22.0%	10.0%	
Undecided	6	0	1	1	2	1	1	
	1.5%	0.0%	1.5%	0.8%	1.6%	2.4%	10.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	19	20
		9.8%	9.5%	10.0%
	2	51	23	28
		12.8%	11.5%	14.0%
	3	101	51	50
		25.3%	25.5%	25.0%
	4	120	62	58
	30.0%	31.0%	29.0%	
	5 - Very Interested	83	40	43
		20.8%	20.0%	21.5%
	Undecided	6	5	1
		1.5%	2.5%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	2	5	6	14	12
		9.8%	4.1%	6.3%	8.6%	14.0%	11.8%
	2	51	4	15	6	14	12
		12.8%	8.2%	19.0%	8.6%	14.0%	11.8%
	3	101	12	14	16	33	26
		25.3%	24.5%	17.7%	22.9%	33.0%	25.5%
	4	120	15	23	21	31	30
	30.0%	30.6%	29.1%	30.0%	31.0%	29.4%	
5 - Very Interested	83	13	22	21	8	19	
	20.8%	26.5%	27.8%	30.0%	8.0%	18.6%	
Undecided	6	3	0	0	0	3	
	1.5%	6.1%	0.0%	0.0%	0.0%	2.9%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	33	6
		9.8%	10.4%	7.2%
	2	51	39	12
		12.8%	12.3%	14.5%
	3	101	81	20
		25.3%	25.6%	24.1%
	4	120	92	28
	30.0%	29.0%	33.7%	
	5 - Very Interested	83	68	15
		20.8%	21.5%	18.1%
	Undecided	6	4	2
		1.5%	1.3%	2.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	18	21
		9.8%	9.9%	9.6%
	2	51	21	30
		12.8%	11.6%	13.7%
	3	101	44	57
		25.3%	24.3%	26.0%
	4	120	55	65
	30.0%	30.4%	29.7%	
	5 - Very Interested	83	42	41
		20.8%	23.2%	18.7%
	Undecided	6	1	5
		1.5%	0.6%	2.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Level of Interest - Historical Sites/Museums	1 - Not Interested	39	16	29	18	11	8
		9.8%	11.3%	10.2%	8.7%	12.9%	10.8%
	2	51	13	40	26	8	7
		12.8%	9.2%	14.0%	12.6%	9.4%	9.5%
	3	101	33	78	47	23	17
		25.3%	23.2%	27.4%	22.7%	27.1%	23.0%
	4	120	40	85	62	22	20
	30.0%	28.2%	29.8%	30.0%	25.9%	27.0%	
5 - Very Interested	83	39	48	54	20	22	
	20.8%	27.5%	16.8%	26.1%	23.5%	29.7%	
Undecided	6	1	5	0	1	0	
	1.5%	0.7%	1.8%	0.0%	1.2%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	16	38	70	66	17	5
		53.0%	61.5%	56.7%	54.3%	52.0%	41.5%	50.0%
	Fewer Vacations	68	4	6	20	24	12	2
		17.0%	15.4%	9.0%	15.5%	18.9%	29.3%	20.0%
	Shorter Length of Stay	11	0	4	6	1	0	0
		2.8%	0.0%	6.0%	4.7%	0.8%	0.0%	0.0%
	Less Discretionary Spending While Traveling	22	1	4	5	9	2	1
		5.5%	3.8%	6.0%	3.9%	7.1%	4.9%	10.0%
	Travel Closer to Home	64	4	9	18	23	8	2
		16.0%	15.4%	13.4%	14.0%	18.1%	19.5%	20.0%
Carpooling With Others on Trips	1	0	0	1	0	0	0	
	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	
Other	19	1	5	7	4	2	0	
	4.8%	3.8%	7.5%	5.4%	3.1%	4.9%	0.0%	
Undecided	1	0	0	1	0	0	0	
	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	
Refused	2	0	1	1	0	0	0	
	0.5%	0.0%	1.5%	0.8%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	103	109
		53.0%	51.5%	54.5%
	Fewer Vacations	68	42	26
		17.0%	21.0%	13.0%
	Shorter Length of Stay	11	2	9
		2.8%	1.0%	4.5%
	Less Discretionary Spending While Traveling	22	15	7
		5.5%	7.5%	3.5%
	Travel Closer to Home	64	28	36
		16.0%	14.0%	18.0%
Carpooling With Others on Trips	1	0	1	
	0.3%	0.0%	0.5%	
Other	19	9	10	
	4.8%	4.5%	5.0%	
Undecided	1	1	0	
	0.3%	0.5%	0.0%	
Refused	2	0	2	
	0.5%	0.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	17	41	29	71	54
		53.0%	34.7%	51.9%	41.4%	71.0%	52.9%
	Fewer Vacations	68	9	20	12	9	18
		17.0%	18.4%	25.3%	17.1%	9.0%	17.6%
	Shorter Length of Stay	11	2	0	4	4	1
		2.8%	4.1%	0.0%	5.7%	4.0%	1.0%
	Less Discretionary Spending While Traveling	22	6	3	6	3	4
		5.5%	12.2%	3.8%	8.6%	3.0%	3.9%
	Travel Closer to Home	64	13	10	16	8	17
		16.0%	26.5%	12.7%	22.9%	8.0%	16.7%
	Carpooling With Others on Trips	1	0	0	0	1	0
		0.3%	0.0%	0.0%	0.0%	1.0%	0.0%
	Other	19	2	5	3	3	6
	4.8%	4.1%	6.3%	4.3%	3.0%	5.9%	
Undecided	1	0	0	0	0	1	
	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	
Refused	2	0	0	0	1	1	
	0.5%	0.0%	0.0%	0.0%	1.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	169	43
		53.0%	53.3%	51.8%
	Fewer Vacations	68	56	12
		17.0%	17.7%	14.5%
	Shorter Length of Stay	11	8	3
		2.8%	2.5%	3.6%
	Less Discretionary Spending While Traveling	22	18	4
		5.5%	5.7%	4.8%
	Travel Closer to Home	64	47	17
		16.0%	14.8%	20.5%
Carpooling With Others on Trips	1	1	0	
	0.3%	0.3%	0.0%	
Other	19	15	4	
	4.8%	4.7%	4.8%	
Undecided	1	1	0	
	0.3%	0.3%	0.0%	
Refused	2	2	0	
	0.5%	0.6%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	100	112
		53.0%	55.2%	51.1%
	Fewer Vacations	68	27	41
		17.0%	14.9%	18.7%
	Shorter Length of Stay	11	7	4
		2.8%	3.9%	1.8%
	Less Discretionary Spending While Traveling	22	15	7
		5.5%	8.3%	3.2%
	Travel Closer to Home	64	22	42
		16.0%	12.2%	19.2%
Carpooling With Others on Trips	1	0	1	
	0.3%	0.0%	0.5%	
Other	19	9	10	
	4.8%	5.0%	4.6%	
Undecided	1	0	1	
	0.3%	0.0%	0.5%	
Refused	2	1	1	
	0.5%	0.6%	0.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Have rising gas prices had an effect on your travel plans? If so, please tell me how they have affected your travel plans.	No Impact	212	88	161	117	55	51
		53.0%	62.0%	56.5%	56.5%	64.7%	68.9%
	Fewer Vacations	68	18	44	36	13	10
		17.0%	12.7%	15.4%	17.4%	15.3%	13.5%
	Shorter Length of Stay	11	4	9	6	2	3
		2.8%	2.8%	3.2%	2.9%	2.4%	4.1%
	Less Discretionary Spending While Traveling	22	7	16	10	4	5
		5.5%	4.9%	5.6%	4.8%	4.7%	6.8%
	Travel Closer to Home	64	18	42	25	9	3
		16.0%	12.7%	14.7%	12.1%	10.6%	4.1%
Carpooling With Others on Trips	1	0	0	1	0	0	
	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	
Other	19	6	11	11	2	2	
	4.8%	4.2%	3.9%	5.3%	2.4%	2.7%	
Undecided	1	0	1	0	0	0	
	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	
Refused	2	1	1	1	0	0	
	0.5%	0.7%	0.4%	0.5%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	10	25	42	55	15	2
		37.3%	38.5%	37.3%	32.6%	43.3%	36.6%	20.0%
	Cruises	7	2	0	2	2	1	0
		1.8%	7.7%	0.0%	1.6%	1.6%	2.4%	0.0%
	Golf	15	1	4	4	5	1	0
		3.8%	3.8%	6.0%	3.1%	3.9%	2.4%	0.0%
	Outdoor Sports	110	3	15	49	27	12	4
		27.5%	11.5%	22.4%	38.0%	21.3%	29.3%	40.0%
	Resting/Relaxing	23	0	2	6	13	2	0
		5.8%	0.0%	3.0%	4.7%	10.2%	4.9%	0.0%
	Shopping	11	1	3	3	2	2	0
		2.8%	3.8%	4.5%	2.3%	1.6%	4.9%	0.0%
	Sightseeing	26	2	8	6	8	1	1
		6.5%	7.7%	11.9%	4.7%	6.3%	2.4%	10.0%
Taking Trips	22	4	3	8	2	4	1	
	5.5%	15.4%	4.5%	6.2%	1.6%	9.8%	10.0%	
Visit Family	12	1	2	3	4	2	0	
	3.0%	3.8%	3.0%	2.3%	3.1%	4.9%	0.0%	
Other	12	2	3	1	5	0	1	
	3.0%	7.7%	4.5%	0.8%	3.9%	0.0%	10.0%	
Do Not Travel During the Spring	13	0	2	5	4	1	1	
	3.3%	0.0%	3.0%	3.9%	3.1%	2.4%	10.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	80	69
		37.3%	40.0%	34.5%
	Cruises	7	1	6
		1.8%	0.5%	3.0%
	Golf	15	8	7
		3.8%	4.0%	3.5%
	Outdoor Sports	110	53	57
		27.5%	26.5%	28.5%
	Resting/Relaxing	23	11	12
		5.8%	5.5%	6.0%
	Shopping	11	2	9
		2.8%	1.0%	4.5%
	Sightseeing	26	15	11
		6.5%	7.5%	5.5%
Taking Trips	22	8	14	
	5.5%	4.0%	7.0%	
Visit Family	12	8	4	
	3.0%	4.0%	2.0%	
Other	12	7	5	
	3.0%	3.5%	2.5%	
Do Not Travel During the Spring	13	7	6	
	3.3%	3.5%	3.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	20	33	29	37	30
		37.3%	40.8%	41.8%	41.4%	37.0%	29.4%
	Cruises	7	1	1	1	2	2
		1.8%	2.0%	1.3%	1.4%	2.0%	2.0%
	Golf	15	0	4	4	5	2
		3.8%	0.0%	5.1%	5.7%	5.0%	2.0%
	Outdoor Sports	110	17	16	15	30	32
		27.5%	34.7%	20.3%	21.4%	30.0%	31.4%
	Resting/Relaxing	23	2	3	6	6	6
		5.8%	4.1%	3.8%	8.6%	6.0%	5.9%
	Shopping	11	2	2	3	2	2
		2.8%	4.1%	2.5%	4.3%	2.0%	2.0%
	Sightseeing	26	1	7	4	5	9
		6.5%	2.0%	8.9%	5.7%	5.0%	8.8%
Taking Trips	22	3	6	3	7	3	
	5.5%	6.1%	7.6%	4.3%	7.0%	2.9%	
Visit Family	12	0	2	1	3	6	
	3.0%	0.0%	2.5%	1.4%	3.0%	5.9%	
Other	12	2	2	3	2	3	
	3.0%	4.1%	2.5%	4.3%	2.0%	2.9%	
Do Not Travel During the Spring	13	1	3	1	1	7	
	3.3%	2.0%	3.8%	1.4%	1.0%	6.9%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	122	27
		37.3%	38.5%	32.5%
	Cruises	7	7	0
		1.8%	2.2%	0.0%
	Golf	15	11	4
		3.8%	3.5%	4.8%
	Outdoor Sports	110	94	16
		27.5%	29.7%	19.3%
	Resting/Relaxing	23	15	8
		5.8%	4.7%	9.6%
	Shopping	11	9	2
		2.8%	2.8%	2.4%
	Sightseeing	26	19	7
	6.5%	6.0%	8.4%	
Taking Trips	22	14	8	
	5.5%	4.4%	9.6%	
Visit Family	12	7	5	
	3.0%	2.2%	6.0%	
Other	12	10	2	
	3.0%	3.2%	2.4%	
Do Not Travel During the Spring	13	9	4	
	3.3%	2.8%	4.8%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	66	83
		37.3%	36.5%	37.9%
	Cruises	7	2	5
		1.8%	1.1%	2.3%
	Golf	15	10	5
		3.8%	5.5%	2.3%
	Outdoor Sports	110	49	61
		27.5%	27.1%	27.9%
	Resting/Relaxing	23	10	13
		5.8%	5.5%	5.9%
	Shopping	11	6	5
		2.8%	3.3%	2.3%
	Sightseeing	26	14	12
		6.5%	7.7%	5.5%
Taking Trips	22	11	11	
	5.5%	6.1%	5.0%	
Visit Family	12	4	8	
	3.0%	2.2%	3.7%	
Other	12	6	6	
	3.0%	3.3%	2.7%	
Do Not Travel During the Spring	13	3	10	
	3.3%	1.7%	4.6%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
What activities do you or your family normally associate with spring leisure travel? (Categorized)	Beach	149	49	115	65	30	23
		37.3%	34.5%	40.4%	31.4%	35.3%	31.1%
	Cruises	7	3	3	4	5	2
		1.8%	2.1%	1.1%	1.9%	5.9%	2.7%
	Golf	15	6	11	11	1	3
		3.8%	4.2%	3.9%	5.3%	1.2%	4.1%
	Outdoor Sports	110	41	75	66	22	24
		27.5%	28.9%	26.3%	31.9%	25.9%	32.4%
	Resting/Relaxing	23	7	15	11	5	3
		5.8%	4.9%	5.3%	5.3%	5.9%	4.1%
	Shopping	11	3	7	5	3	2
		2.8%	2.1%	2.5%	2.4%	3.5%	2.7%
	Sightseeing	26	15	17	19	5	7
	6.5%	10.6%	6.0%	9.2%	5.9%	9.5%	
Taking Trips	22	8	14	11	5	4	
	5.5%	5.6%	4.9%	5.3%	5.9%	5.4%	
Visit Family	12	5	10	4	5	2	
	3.0%	3.5%	3.5%	1.9%	5.9%	2.7%	
Other	12	3	10	5	3	2	
	3.0%	2.1%	3.5%	2.4%	3.5%	2.7%	
Do Not Travel During the Spring	13	2	8	6	1	2	
	3.3%	1.4%	2.8%	2.9%	1.2%	2.7%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62	3	12	17	25	5	0
		15.5%	11.5%	17.9%	13.2%	19.7%	12.2%	0.0%
	Travel shows or TV ads	9	0	3	3	2	1	0
		2.3%	0.0%	4.5%	2.3%	1.6%	2.4%	0.0%
	Read about locations in books, magazines and newspapers	10	1	4	2	1	2	0
		2.5%	3.8%	6.0%	1.6%	0.8%	4.9%	0.0%
	Internet ads or online research	284	22	41	98	85	31	7
		71.0%	84.6%	61.2%	76.0%	66.9%	75.6%	70.0%
	Other	31	0	6	7	13	2	3
		7.8%	0.0%	9.0%	5.4%	10.2%	4.9%	30.0%
Undecided	2	0	1	1	0	0	0	
	0.5%	0.0%	1.5%	0.8%	0.0%	0.0%	0.0%	
Refused	2	0	0	1	1	0	0	
	0.5%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62 15.5%	30 15.0%	32 16.0%
	Travel shows or TV ads	9 2.3%	5 2.5%	4 2.0%
	Read about locations in books, magazines and newspapers	10 2.5%	6 3.0%	4 2.0%
	Internet ads or online research	284 71.0%	134 67.0%	150 75.0%
	Other	31 7.8%	23 11.5%	8 4.0%
	Undecided	2 0.5%	0 0.0%	2 1.0%
	Refused	2 0.5%	2 1.0%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62 15.5%	8 16.3%	13 16.5%	11 15.7%	15 15.0%	15 14.7%
	Travel shows or TV ads	9 2.3%	2 4.1%	1 1.3%	1 1.4%	2 2.0%	3 2.9%
	Read about locations in books, magazines and newspapers	10 2.5%	2 4.1%	2 2.5%	2 2.9%	1 1.0%	3 2.9%
	Internet ads or online research	284 71.0%	31 63.3%	57 72.2%	52 74.3%	77 77.0%	67 65.7%
	Other	31 7.8%	6 12.2%	5 6.3%	4 5.7%	4 4.0%	12 11.8%
	Undecided	2 0.5%	0 0.0%	1 1.3%	0 0.0%	1 1.0%	0 0.0%
Refused	2 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 2.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62 15.5%	54 17.0%	8 9.6%
	Travel shows or TV ads	9 2.3%	7 2.2%	2 2.4%
	Read about locations in books, magazines and newspapers	10 2.5%	8 2.5%	2 2.4%
	Internet ads or online research	284 71.0%	220 69.4%	64 77.1%
	Other	31 7.8%	24 7.6%	7 8.4%
	Undecided	2 0.5%	2 0.6%	0 0.0%
	Refused	2 0.5%	2 0.6%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62 15.5%	23 12.7%	39 17.8%
	Travel shows or TV ads	9 2.3%	4 2.2%	5 2.3%
	Read about locations in books, magazines and newspapers	10 2.5%	4 2.2%	6 2.7%
	Internet ads or online research	284 71.0%	134 74.0%	150 68.5%
	Other	31 7.8%	15 8.3%	16 7.3%
	Undecided	2 0.5%	1 0.6%	1 0.5%
	Refused	2 0.5%	0 0.0%	2 0.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
How do you usually gather information about vacation destinations?	Hear about from a friend or family member	62 15.5%	30 21.1%	45 15.8%	38 18.4%	16 18.8%	14 18.9%
	Travel shows or TV ads	9 2.3%	3 2.1%	7 2.5%	4 1.9%	1 1.2%	1 1.4%
	Read about locations in books, magazines and newspapers	10 2.5%	7 4.9%	5 1.8%	8 3.9%	4 4.7%	2 2.7%
	Internet ads or online research	284 71.0%	86 60.6%	205 71.9%	142 68.6%	57 67.1%	51 68.9%
	Other	31 7.8%	16 11.3%	19 6.7%	15 7.2%	7 8.2%	6 8.1%
	Undecided	2 0.5%	0 0.0%	2 0.7%	0 0.0%	0 0.0%	0 0.0%
	Refused	2 0.5%	0 0.0%	2 0.7%	0 0.0%	0 0.0%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283	21	46	100	84	24	8
		70.8%	80.8%	68.7%	77.5%	66.1%	58.5%	80.0%
	See discounts and decide on that place	53	2	11	9	25	5	1
		13.3%	7.7%	16.4%	7.0%	19.7%	12.2%	10.0%
	Both equally	52	2	9	15	16	9	1
	13.0%	7.7%	13.4%	11.6%	12.6%	22.0%	10.0%	
	Undecided	4	0	1	2	0	1	0
		1.0%	0.0%	1.5%	1.6%	0.0%	2.4%	0.0%
	Refused	8	1	0	3	2	2	0
		2.0%	3.8%	0.0%	2.3%	1.6%	4.9%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

State of Residence

		Total	North Carolina	South Carolina
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283 70.8%	137 68.5%	146 73.0%
	See discounts and decide on that place	53 13.3%	27 13.5%	26 13.0%
	Both equally	52 13.0%	27 13.5%	25 12.5%
	Undecided	4 1.0%	4 2.0%	0 0.0%
	Refused	8 2.0%	5 2.5%	3 1.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283 70.8%	25 51.0%	63 79.7%	47 67.1%	79 79.0%	69 67.6%
	See discounts and decide on that place	53 13.3%	8 16.3%	11 13.9%	10 14.3%	12 12.0%	12 11.8%
	Both equally	52 13.0%	14 28.6%	4 5.1%	11 15.7%	8 8.0%	15 14.7%
	Undecided	4 1.0%	1 2.0%	0 0.0%	1 1.4%	0 0.0%	2 2.0%
	Refused	8 2.0%	1 2.0%	1 1.3%	1 1.4%	1 1.0%	4 3.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283 70.8%	226 71.3%	57 68.7%
	See discounts and decide on that place	53 13.3%	40 12.6%	13 15.7%
	Both equally	52 13.0%	42 13.2%	10 12.0%
	Undecided	4 1.0%	2 0.6%	2 2.4%
	Refused	8 2.0%	7 2.2%	1 1.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283 70.8%	130 71.8%	153 69.9%
	See discounts and decide on that place	53 13.3%	26 14.4%	27 12.3%
	Both equally	52 13.0%	22 12.2%	30 13.7%
	Undecided	4 1.0%	1 0.6%	3 1.4%
	Refused	8 2.0%	2 1.1%	6 2.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?	Find place first, then look for discounts	283 70.8%	104 73.2%	210 73.7%	143 69.1%	67 78.8%	51 68.9%
	See discounts and decide on that place	53 13.3%	14 9.9%	31 10.9%	30 14.5%	6 7.1%	10 13.5%
	Both equally	52 13.0%	22 15.5%	36 12.6%	30 14.5%	11 12.9%	11 14.9%
	Undecided	4 1.0%	0 0.0%	3 1.1%	1 0.5%	0 0.0%	0 0.0%
	Refused	8 2.0%	2 1.4%	5 1.8%	3 1.4%	1 1.2%	2 2.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	
Many vacation destinations offer a "free night stay", for instance the offer might be stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	3	11	13	12	5	0
		11.0%	11.5%	16.4%	10.1%	9.4%	12.2%	0.0%
	Somewhat Yes	167	9	27	52	60	17	2
		41.8%	34.6%	40.3%	40.3%	47.2%	41.5%	20.0%
	No	174	11	27	59	52	17	8
		43.5%	42.3%	40.3%	45.7%	40.9%	41.5%	80.0%
Undecided	13	2	2	5	2	2	0	
	3.3%	7.7%	3.0%	3.9%	1.6%	4.9%	0.0%	
Refused	2	1	0	0	1	0	0	
	0.5%	3.8%	0.0%	0.0%	0.8%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Many vacation destinations offer a "free night stay", for instance the offer might by stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	13	31
		11.0%	6.5%	15.5%
	Somewhat Yes	167	87	80
		41.8%	43.5%	40.0%
	No	174	93	81
		43.5%	46.5%	40.5%
	Undecided	13	6	7
	3.3%	3.0%	3.5%	
Refused	2	1	1	
	0.5%	0.5%	0.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Many vacation destinations offer a "free night stay", for instance the offer might be stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	6	11	9	13	5
		11.0%	12.2%	13.9%	12.9%	13.0%	4.9%
	Somewhat Yes	167	20	31	31	45	40
		41.8%	40.8%	39.2%	44.3%	45.0%	39.2%
	No	174	22	34	28	40	50
		43.5%	44.9%	43.0%	40.0%	40.0%	49.0%
	Undecided	13	1	3	1	1	7
		3.3%	2.0%	3.8%	1.4%	1.0%	6.9%
	Refused	2	0	0	1	1	0
		0.5%	0.0%	0.0%	1.4%	1.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Many vacation destinations offer a "free night stay", for instance the offer might be stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	35	9
		11.0%	11.0%	10.8%
	Somewhat Yes	167	132	35
		41.8%	41.6%	42.2%
	No	174	141	33
		43.5%	44.5%	39.8%
	Undecided	13	8	5
	3.3%	2.5%	6.0%	
Refused	2	1	1	
	0.5%	0.3%	1.2%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Many vacation destinations offer a "free night stay", for instance the offer might by stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	13	31
		11.0%	7.2%	14.2%
	Somewhat Yes	167	77	90
		41.8%	42.5%	41.1%
	No	174	82	92
		43.5%	45.3%	42.0%
	Undecided	13	7	6
	3.3%	3.9%	2.7%	
Refused	2	2	0	
	0.5%	1.1%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Many vacation destinations offer a "free night stay", for instance the offer might be stay 4 nights and get the 5th night free. Would that sort of offer entice you to choose a particular destination?	Strongly Yes	44	21	31	22	8	7
		11.0%	14.8%	10.9%	10.6%	9.4%	9.5%
	Somewhat Yes	167	49	127	84	29	25
		41.8%	34.5%	44.6%	40.6%	34.1%	33.8%
	No	174	69	115	96	47	41
		43.5%	48.6%	40.4%	46.4%	55.3%	55.4%
	Undecided	13	3	10	5	1	1
	3.3%	2.1%	3.5%	2.4%	1.2%	1.4%	
Refused	2	0	2	0	0	0	
	0.5%	0.0%	0.7%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	1	4	5	10	3	0
		5.8%	3.8%	6.0%	3.9%	7.9%	7.3%	0.0%
	Probably	54	4	8	20	13	8	1
		13.5%	15.4%	11.9%	15.5%	10.2%	19.5%	10.0%
	Maybe	101	8	15	33	34	10	1
		25.3%	30.8%	22.4%	25.6%	26.8%	24.4%	10.0%
	Probably Not	219	13	39	70	69	20	8
		54.8%	50.0%	58.2%	54.3%	54.3%	48.8%	80.0%
Undecided	2	0	1	1	0	0	0	
	0.5%	0.0%	1.5%	0.8%	0.0%	0.0%	0.0%	
Refused	1	0	0	0	1	0	0	
	0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	12	11
		5.8%	6.0%	5.5%
	Probably	54	29	25
		13.5%	14.5%	12.5%
	Maybe	101	42	59
		25.3%	21.0%	29.5%
	Probably Not	219	116	103
		54.8%	58.0%	51.5%
Undecided	2	0	2	
	0.5%	0.0%	1.0%	
Refused	1	1	0	
	0.3%	0.5%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	2	4	5	6	6
		5.8%	4.1%	5.1%	7.1%	6.0%	5.9%
	Probably	54	6	10	10	15	13
		13.5%	12.2%	12.7%	14.3%	15.0%	12.7%
	Maybe	101	11	19	22	31	18
		25.3%	22.4%	24.1%	31.4%	31.0%	17.6%
	Probably Not	219	30	46	33	47	63
	54.8%	61.2%	58.2%	47.1%	47.0%	61.8%	
Undecided	2	0	0	0	1	1	
	0.5%	0.0%	0.0%	0.0%	1.0%	1.0%	
Refused	1	0	0	0	0	1	
	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	17	6
		5.8%	5.4%	7.2%
	Probably	54	46	8
		13.5%	14.5%	9.6%
	Maybe	101	78	23
		25.3%	24.6%	27.7%
	Probably Not	219	174	45
		54.8%	54.9%	54.2%
Undecided	2	2	0	
	0.5%	0.6%	0.0%	
Refused	1	0	1	
	0.3%	0.0%	1.2%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	6	17
		5.8%	3.3%	7.8%
	Probably	54	23	31
		13.5%	12.7%	14.2%
	Maybe	101	50	51
		25.3%	27.6%	23.3%
	Probably Not	219	101	118
	54.8%	55.8%	53.9%	
Undecided	2	1	1	
	0.5%	0.6%	0.5%	
Refused	1	0	1	
	0.3%	0.0%	0.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?	Definitely	23	13	19	13	5	8
		5.8%	9.2%	6.7%	6.3%	5.9%	10.8%
	Probably	54	16	42	25	15	9
		13.5%	11.3%	14.7%	12.1%	17.6%	12.2%
	Maybe	101	38	71	57	17	21
		25.3%	26.8%	24.9%	27.5%	20.0%	28.4%
	Probably Not	219	73	152	112	48	36
	54.8%	51.4%	53.3%	54.1%	56.5%	48.6%	
Undecided	2	2	0	0	0	0	
	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	
Refused	1	0	1	0	0	0	
	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now hosts a beach music festival in May.	Very Aware	33	2	7	11	8	4	1
		8.3%	7.7%	10.4%	8.5%	6.3%	9.8%	10.0%
	Somewhat Aware	114	3	18	39	39	12	3
		28.5%	11.5%	26.9%	30.2%	30.7%	29.3%	30.0%
	Not Aware At All	253	21	42	79	80	25	6
		63.3%	80.8%	62.7%	61.2%	63.0%	61.0%	60.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area now hosts a beach music festival in May.	Very Aware	33 8.3%	15 7.5%	18 9.0%
	Somewhat Aware	114 28.5%	58 29.0%	56 28.0%
	Not Aware At All	253 63.3%	127 63.5%	126 63.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now hosts a beach music festival in May.	Very Aware	33	4	14	4	8	3
		8.3%	8.2%	17.7%	5.7%	8.0%	2.9%
	Somewhat Aware	114	20	25	17	27	25
		28.5%	40.8%	31.6%	24.3%	27.0%	24.5%
	Not Aware At All	253	25	40	49	65	74
		63.3%	51.0%	50.6%	70.0%	65.0%	72.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area	Very Aware	33	25	8
now hosts a beach music festival		8.3%	7.9%	9.6%
in May.	Somewhat Aware	114	89	25
		28.5%	28.1%	30.1%
	Not Aware At All	253	203	50
		63.3%	64.0%	60.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area	Very Aware	33	14	19
now hosts a beach music festival		8.3%	7.7%	8.7%
in May.	Somewhat Aware	114	41	73
		28.5%	22.7%	33.3%
	Not Aware At All	253	126	127
		63.3%	69.6%	58.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area now hosts a beach music festival in May.	Very Aware	33 8.3%	11 7.7%	22 7.7%	20 9.7%	9 10.6%	10 13.5%
	Somewhat Aware	114 28.5%	37 26.1%	76 26.7%	61 29.5%	27 31.8%	22 29.7%
	Not Aware At All	253 63.3%	94 66.2%	187 65.6%	126 60.9%	49 57.6%	42 56.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80	2	13	24	29	10	2
		54.4%	40.0%	52.0%	48.0%	61.7%	62.5%	50.0%
	Unfavorable	15	0	3	7	4	1	0
		10.2%	0.0%	12.0%	14.0%	8.5%	6.3%	0.0%
	No Opinion	49	3	9	17	13	5	2
		33.3%	60.0%	36.0%	34.0%	27.7%	31.3%	50.0%
	Refused	3	0	0	2	1	0	0
		2.0%	0.0%	0.0%	4.0%	2.1%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80 54.4%	41 56.2%	39 52.7%
	Unfavorable	15 10.2%	7 9.6%	8 10.8%
	No Opinion	49 33.3%	23 31.5%	26 35.1%
	Refused	3 2.0%	2 2.7%	1 1.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80 54.4%	11 45.8%	25 64.1%	14 66.7%	17 48.6%	13 46.4%
	Unfavorable	15 10.2%	4 16.7%	2 5.1%	3 14.3%	3 8.6%	3 10.7%
	No Opinion	49 33.3%	8 33.3%	11 28.2%	4 19.0%	14 40.0%	12 42.9%
	Refused	3 2.0%	1 4.2%	1 2.6%	0 0.0%	1 2.9%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80	62	18
		54.4%	54.4%	54.5%
	Unfavorable	15	12	3
		10.2%	10.5%	9.1%
	No Opinion	49	38	11
		33.3%	33.3%	33.3%
	Refused	3	2	1
		2.0%	1.8%	3.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80	30	50
		54.4%	54.5%	54.3%
	Unfavorable	15	7	8
		10.2%	12.7%	8.7%
	No Opinion	49	17	32
	33.3%	30.9%	34.8%	
	Refused	3	1	2
		2.0%	1.8%	2.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now hosts a beach music festival in May.	Favorable	80	26	54	44	22	19
		54.4%	54.2%	55.1%	54.3%	61.1%	59.4%
	Unfavorable	15	5	10	6	2	3
		10.2%	10.4%	10.2%	7.4%	5.6%	9.4%
No Opinion	49	17	31	30	12	10	
	33.3%	35.4%	31.6%	37.0%	33.3%	31.3%	
Refused	3	0	3	1	0	0	
	2.0%	0.0%	3.1%	1.2%	0.0%	0.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22	1	2	9	8	1	1
		5.5%	3.8%	3.0%	7.0%	6.3%	2.4%	10.0%
	Somewhat Aware	80	6	14	23	22	14	1
		20.0%	23.1%	20.9%	17.8%	17.3%	34.1%	10.0%
	Not Aware At All	298	19	51	97	97	26	8
		74.5%	73.1%	76.1%	75.2%	76.4%	63.4%	80.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22	12	10
		5.5%	6.0%	5.0%
	Somewhat Aware	80	45	35
		20.0%	22.5%	17.5%
	Not Aware At All	298	143	155
		74.5%	71.5%	77.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22 5.5%	2 4.1%	2 2.5%	6 8.6%	7 7.0%	5 4.9%
	Somewhat Aware	80 20.0%	21 42.9%	16 20.3%	12 17.1%	10 10.0%	21 20.6%
	Not Aware At All	298 74.5%	26 53.1%	61 77.2%	52 74.3%	83 83.0%	76 74.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22	17	5
		5.5%	5.4%	6.0%
	Somewhat Aware	80	64	16
		20.0%	20.2%	19.3%
	Not Aware At All	298	236	62
		74.5%	74.4%	74.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22	8	14
		5.5%	4.4%	6.4%
	Somewhat Aware	80	37	43
		20.0%	20.4%	19.6%
	Not Aware At All	298	136	162
		74.5%	75.1%	74.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area now hosts a food-and-wine festival in May.	Very Aware	22 5.5%	11 7.7%	17 6.0%	7 3.4%	8 9.4%	8 10.8%
	Somewhat Aware	80 20.0%	30 21.1%	52 18.2%	48 23.2%	16 18.8%	15 20.3%
	Not Aware At All	298 74.5%	101 71.1%	216 75.8%	152 73.4%	61 71.8%	51 68.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	2	6	17	18	7	1
		50.0%	28.6%	37.5%	53.1%	60.0%	46.7%	50.0%
	Unfavorable	24	0	5	10	6	2	1
		23.5%	0.0%	31.3%	31.3%	20.0%	13.3%	50.0%
	No Opinion	21	4	5	4	5	3	0
		20.6%	57.1%	31.3%	12.5%	16.7%	20.0%	0.0%
	Refused	6	1	0	1	1	3	0
		5.9%	14.3%	0.0%	3.1%	3.3%	20.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	32	19
		50.0%	56.1%	42.2%
	Unfavorable	24	12	12
		23.5%	21.1%	26.7%
	No Opinion	21	11	10
		20.6%	19.3%	22.2%
	Refused	6	2	4
		5.9%	3.5%	8.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	10	8	10	9	14
		50.0%	43.5%	44.4%	55.6%	52.9%	53.8%
	Unfavorable	24	7	4	3	3	7
		23.5%	30.4%	22.2%	16.7%	17.6%	26.9%
No Opinion		21	4	5	4	4	4
		20.6%	17.4%	27.8%	22.2%	23.5%	15.4%
Refused		6	2	1	1	1	1
		5.9%	8.7%	5.6%	5.6%	5.9%	3.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	39	12
		50.0%	48.1%	57.1%
	Unfavorable	24	19	5
		23.5%	23.5%	23.8%
	No Opinion	21	19	2
		20.6%	23.5%	9.5%
	Refused	6	4	2
		5.9%	4.9%	9.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	22	29
		50.0%	48.9%	50.9%
	Unfavorable	24	12	12
		23.5%	26.7%	21.1%
	No Opinion	21	10	11
		20.6%	22.2%	19.3%
	Refused	6	1	5
		5.9%	2.2%	8.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now hosts a food-and-wine festival in May.	Favorable	51	26	38	26	14	11
		50.0%	63.4%	55.1%	47.3%	58.3%	47.8%
	Unfavorable	24	6	10	17	4	4
		23.5%	14.6%	14.5%	30.9%	16.7%	17.4%
	No Opinion	21	7	17	8	4	6
		20.6%	17.1%	24.6%	14.5%	16.7%	26.1%
	Refused	6	2	4	4	2	2
		5.9%	4.9%	5.8%	7.3%	8.3%	8.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24	1	2	7	8	4	2
		6.0%	3.8%	3.0%	5.4%	6.3%	9.8%	20.0%
	Somewhat Aware	58	0	15	16	21	6	0
		14.5%	0.0%	22.4%	12.4%	16.5%	14.6%	0.0%
	Not Aware At All	318	25	50	106	98	31	8
		79.5%	96.2%	74.6%	82.2%	77.2%	75.6%	80.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24 6.0%	13 6.5%	11 5.5%
	Somewhat Aware	58 14.5%	23 11.5%	35 17.5%
	Not Aware At All	318 79.5%	164 82.0%	154 77.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24	1	8	1	5	9
		6.0%	2.0%	10.1%	1.4%	5.0%	8.8%
	Somewhat Aware	58	15	10	13	7	13
		14.5%	30.6%	12.7%	18.6%	7.0%	12.7%
	Not Aware At All	318	33	61	56	88	80
		79.5%	67.3%	77.2%	80.0%	88.0%	78.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24	17	7
		6.0%	5.4%	8.4%
	Somewhat Aware	58	48	10
		14.5%	15.1%	12.0%
	Not Aware At All	318	252	66
		79.5%	79.5%	79.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24	10	14
		6.0%	5.5%	6.4%
	Somewhat Aware	58	23	35
		14.5%	12.7%	16.0%
	Not Aware At All	318	148	170
		79.5%	81.8%	77.6%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area now hosts a Christian Music festival in May.	Very Aware	24	9	12	17	4	5
		6.0%	6.3%	4.2%	8.2%	4.7%	6.8%
	Somewhat Aware	58	22	34	36	6	7
		14.5%	15.5%	11.9%	17.4%	7.1%	9.5%
	Not Aware At All	318	111	239	154	75	62
		79.5%	78.2%	83.9%	74.4%	88.2%	83.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60	1	10	18	23	7	1
		73.2%	100.0%	58.8%	78.3%	79.3%	70.0%	50.0%
	Unfavorable	10	0	2	4	3	0	1
		12.2%	0.0%	11.8%	17.4%	10.3%	0.0%	50.0%
	No Opinion	9	0	4	1	2	2	0
		11.0%	0.0%	23.5%	4.3%	6.9%	20.0%	0.0%
	Refused	3	0	1	0	1	1	0
		3.7%	0.0%	5.9%	0.0%	3.4%	10.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60 73.2%	25 69.4%	35 76.1%
	Unfavorable	10 12.2%	5 13.9%	5 10.9%
	No Opinion	9 11.0%	4 11.1%	5 10.9%
	Refused	3 3.7%	2 5.6%	1 2.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60	12	13	12	7	16
		73.2%	75.0%	72.2%	85.7%	58.3%	72.7%
	Unfavorable	10	2	1	1	3	3
		12.2%	12.5%	5.6%	7.1%	25.0%	13.6%
	No Opinion	9	1	3	1	1	3
		11.0%	6.3%	16.7%	7.1%	8.3%	13.6%
	Refused	3	1	1	0	1	0
		3.7%	6.3%	5.6%	0.0%	8.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60	49	11
		73.2%	75.4%	64.7%
	Unfavorable	10	5	5
		12.2%	7.7%	29.4%
	No Opinion	9	9	0
		11.0%	13.8%	0.0%
	Refused	3	2	1
		3.7%	3.1%	5.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60	21	39
		73.2%	63.6%	79.6%
	Unfavorable	10	5	5
		12.2%	15.2%	10.2%
	No Opinion	9	5	4
		11.0%	15.2%	8.2%
	Refused	3	2	1
		3.7%	6.1%	2.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now hosts a Christian Music festival in May.	Favorable	60	23	32	39	7	8
		73.2%	74.2%	69.6%	73.6%	70.0%	66.7%
	Unfavorable	10	3	6	6	1	1
		12.2%	9.7%	13.0%	11.3%	10.0%	8.3%
	No Opinion	9	5	7	6	2	2
		11.0%	16.1%	15.2%	11.3%	20.0%	16.7%
	Refused	3	0	1	2	0	1
		3.7%	0.0%	2.2%	3.8%	0.0%	8.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Very Aware	15	2	2	4	6	0	1
		3.8%	7.7%	3.0%	3.1%	4.7%	0.0%	10.0%
	Somewhat Aware	69	6	12	26	15	8	2
		17.3%	23.1%	17.9%	20.2%	11.8%	19.5%	20.0%
	Not Aware At All	315	18	53	98	106	33	7
		78.8%	69.2%	79.1%	76.0%	83.5%	80.5%	70.0%
	Refused	1	0	0	1	0	0	0
		0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Very Aware	15	9	6
		3.8%	4.5%	3.0%
	Somewhat Aware	69	32	37
		17.3%	16.0%	18.5%
	Not Aware At All	315	158	157
	78.8%	79.0%	78.5%	
	Refused	1	1	0
		0.3%	0.5%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Very Aware	15 3.8%	1 2.0%	5 6.3%	3 4.3%	3 3.0%	3 2.9%
	Somewhat Aware	69 17.3%	16 32.7%	13 16.5%	15 21.4%	14 14.0%	11 10.8%
	Not Aware At All	315 78.8%	32 65.3%	61 77.2%	52 74.3%	83 83.0%	87 85.3%
	Refused	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area	Very Aware	15	15	0
now hosts a televised Memorial		3.8%	4.7%	0.0%
Day parade and family-friendly	Somewhat Aware	69	54	15
activities, including free		17.3%	17.0%	18.1%
performances by national artists				
that appeal to children and	Not Aware At All	315	248	67
families.		78.8%	78.2%	80.7%
	Refused	1	0	1
		0.3%	0.0%	1.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area	Very Aware	15	9	6
now hosts a televised Memorial		3.8%	5.0%	2.7%
Day parade and family-friendly	Somewhat Aware	69	29	40
activities, including free		17.3%	16.0%	18.3%
performances by national artists				
that appeal to children and	Not Aware At All	315	142	173
families.		78.8%	78.5%	79.0%
	Refused	1	1	0
		0.3%	0.6%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area	Very Aware	15	8	10	4	5	4
now hosts a televised Memorial		3.8%	5.6%	3.5%	1.9%	5.9%	5.4%
Day parade and family-friendly	Somewhat Aware	69	18	45	37	7	10
activities, including free		17.3%	12.7%	15.8%	17.9%	8.2%	13.5%
performances by national artists	Not Aware At All	315	116	230	165	73	60
that appeal to children and		78.8%	81.7%	80.7%	79.7%	85.9%	81.1%
families.	Refused	1	0	0	1	0	0
		0.3%	0.0%	0.0%	0.5%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60	6	12	17	17	6	2
		71.4%	75.0%	85.7%	56.7%	81.0%	75.0%	66.7%
	Unfavorable	10	1	1	7	1	0	0
		11.9%	12.5%	7.1%	23.3%	4.8%	0.0%	0.0%
	No Opinion	9	0	1	5	0	2	1
	10.7%	0.0%	7.1%	16.7%	0.0%	25.0%	33.3%	
	Refused	5	1	0	1	3	0	0
		6.0%	12.5%	0.0%	3.3%	14.3%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60 71.4%	28 68.3%	32 74.4%
	Unfavorable	10 11.9%	6 14.6%	4 9.3%
	No Opinion	9 10.7%	5 12.2%	4 9.3%
	Refused	5 6.0%	2 4.9%	3 7.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60	12	12	13	10	13
		71.4%	70.6%	66.7%	72.2%	58.8%	92.9%
	Unfavorable	10	3	2	1	3	1
		11.9%	17.6%	11.1%	5.6%	17.6%	7.1%
	No Opinion	9	1	3	3	2	0
	10.7%	5.9%	16.7%	16.7%	11.8%	0.0%	
	Refused	5	1	1	1	2	0
		6.0%	5.9%	5.6%	5.6%	11.8%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60	50	10
		71.4%	72.5%	66.7%
	Unfavorable	10	6	4
		11.9%	8.7%	26.7%
	No Opinion	9	8	1
		10.7%	11.6%	6.7%
	Refused	5	5	0
		6.0%	7.2%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60	29	31
		71.4%	76.3%	67.4%
	Unfavorable	10	2	8
		11.9%	5.3%	17.4%
	No Opinion	9	5	4
		10.7%	13.2%	8.7%
	Refused	5	2	3
		6.0%	5.3%	6.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now hosts a televised Memorial Day parade and family-friendly activities, including free performances by national artists that appeal to children and families.	Favorable	60	19	40	28	10	9
		71.4%	73.1%	72.7%	68.3%	83.3%	64.3%
	Unfavorable	10	3	5	6	1	2
		11.9%	11.5%	9.1%	14.6%	8.3%	14.3%
	No Opinion	9	3	6	5	0	1
		10.7%	11.5%	10.9%	12.2%	0.0%	7.1%
	Refused	5	1	4	2	1	2
		6.0%	3.8%	7.3%	4.9%	8.3%	14.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now hosts an International Film Festival.	Very Aware	7	0	2	5	0	0	0
		1.8%	0.0%	3.0%	3.9%	0.0%	0.0%	0.0%
	Somewhat Aware	55	6	7	16	15	8	3
		13.8%	23.1%	10.4%	12.4%	11.8%	19.5%	30.0%
	Not Aware At All	338	20	58	108	112	33	7
		84.5%	76.9%	86.6%	83.7%	88.2%	80.5%	70.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area	Very Aware	7	5	2
now hosts an International Film Festival.		1.8%	2.5%	1.0%
	Somewhat Aware	55	28	27
		13.8%	14.0%	13.5%
	Not Aware At All	338	167	171
		84.5%	83.5%	85.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now hosts an International Film Festival.	Very Aware	7 1.8%	0 0.0%	2 2.5%	1 1.4%	2 2.0%	2 2.0%
	Somewhat Aware	55 13.8%	13 26.5%	12 15.2%	12 17.1%	11 11.0%	7 6.9%
	Not Aware At All	338 84.5%	36 73.5%	65 82.3%	57 81.4%	87 87.0%	93 91.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area	Very Aware	7	7	0
now hosts an International Film Festival.		1.8%	2.2%	0.0%
	Somewhat Aware	55	39	16
		13.8%	12.3%	19.3%
	Not Aware At All	338	271	67
		84.5%	85.5%	80.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area	Very Aware	7	2	5
now hosts an International Film		1.8%	1.1%	2.3%
Festival.	Somewhat Aware	55	30	25
		13.8%	16.6%	11.4%
	Not Aware At All	338	149	189
		84.5%	82.3%	86.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area now hosts an International Film Festival.	Very Aware	7	2	4	4	1	0
		1.8%	1.4%	1.4%	1.9%	1.2%	0.0%
	Somewhat Aware	55	17	39	27	13	9
		13.8%	12.0%	13.7%	13.0%	15.3%	12.2%
	Not Aware At All	338	123	242	176	71	65
		84.5%	86.6%	84.9%	85.0%	83.5%	87.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31	2	3	14	8	3	1
		50.0%	33.3%	33.3%	66.7%	53.3%	37.5%	33.3%
	Unfavorable	18	1	4	6	4	1	2
		29.0%	16.7%	44.4%	28.6%	26.7%	12.5%	66.7%
	No Opinion	11	3	2	0	2	4	0
		17.7%	50.0%	22.2%	0.0%	13.3%	50.0%	0.0%
	Refused	2	0	0	1	1	0	0
		3.2%	0.0%	0.0%	4.8%	6.7%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31 50.0%	17 51.5%	14 48.3%
	Unfavorable	18 29.0%	10 30.3%	8 27.6%
	No Opinion	11 17.7%	5 15.2%	6 20.7%
	Refused	2 3.2%	1 3.0%	1 3.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31	7	6	7	6	5
		50.0%	53.8%	42.9%	53.8%	46.2%	55.6%
	Unfavorable	18	5	3	5	3	2
		29.0%	38.5%	21.4%	38.5%	23.1%	22.2%
	No Opinion	11	1	5	1	3	1
		17.7%	7.7%	35.7%	7.7%	23.1%	11.1%
	Refused	2	0	0	0	1	1
		3.2%	0.0%	0.0%	0.0%	7.7%	11.1%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31	23	8
		50.0%	50.0%	50.0%
	Unfavorable	18	13	5
		29.0%	28.3%	31.3%
	No Opinion	11	9	2
		17.7%	19.6%	12.5%
	Refused	2	1	1
		3.2%	2.2%	6.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31	15	16
		50.0%	46.9%	53.3%
	Unfavorable	18	10	8
		29.0%	31.3%	26.7%
	No Opinion	11	6	5
		17.7%	18.8%	16.7%
	Refused	2	1	1
		3.2%	3.1%	3.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now hosts an International Film Festival.	Favorable	31 50.0%	11 57.9%	25 58.1%	13 41.9%	12 85.7%	7 77.8%
	Unfavorable	18 29.0%	4 21.1%	9 20.9%	11 35.5%	1 7.1%	1 11.1%
	No Opinion	11 17.7%	4 21.1%	7 16.3%	7 22.6%	1 7.1%	1 11.1%
	Refused	2 3.2%	0 0.0%	2 4.7%	0 0.0%	0 0.0%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56	4	12	17	14	7	2
		14.0%	15.4%	17.9%	13.2%	11.0%	17.1%	20.0%
	Somewhat Aware	111	8	25	28	36	12	2
		27.8%	30.8%	37.3%	21.7%	28.3%	29.3%	20.0%
	Not Aware At All	233	14	30	84	77	22	6
		58.3%	53.8%	44.8%	65.1%	60.6%	53.7%	60.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56 14.0%	25 12.5%	31 15.5%
	Somewhat Aware	111 27.8%	45 22.5%	66 33.0%
	Not Aware At All	233 58.3%	130 65.0%	103 51.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56 14.0%	5 10.2%	12 15.2%	14 20.0%	11 11.0%	14 13.7%
	Somewhat Aware	111 27.8%	21 42.9%	25 31.6%	17 24.3%	25 25.0%	23 22.5%
	Not Aware At All	233 58.3%	23 46.9%	42 53.2%	39 55.7%	64 64.0%	65 63.7%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56	41	15
		14.0%	12.9%	18.1%
	Somewhat Aware	111	84	27
		27.8%	26.5%	32.5%
	Not Aware At All	233	192	41
		58.3%	60.6%	49.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56	27	29
		14.0%	14.9%	13.2%
	Somewhat Aware	111	46	65
		27.8%	25.4%	29.7%
	Not Aware At All	233	108	125
		58.3%	59.7%	57.1%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Very Aware	56	20	40	32	12	16
		14.0%	14.1%	14.0%	15.5%	14.1%	21.6%
	Somewhat Aware	111	37	77	62	16	15
		27.8%	26.1%	27.0%	30.0%	18.8%	20.3%
	Not Aware At All	233	85	168	113	57	43
		58.3%	59.9%	58.9%	54.6%	67.1%	58.1%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	7	23	32	29	11	1
		61.7%	58.3%	62.2%	71.1%	58.0%	57.9%	25.0%
	Unfavorable	29	2	6	6	8	4	3
		17.4%	16.7%	16.2%	13.3%	16.0%	21.1%	75.0%
	No Opinion	26	2	7	4	10	3	0
	15.6%	16.7%	18.9%	8.9%	20.0%	15.8%	0.0%	
	Refused	9	1	1	3	3	1	0
		5.4%	8.3%	2.7%	6.7%	6.0%	5.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	38	65
		61.7%	54.3%	67.0%
	Unfavorable	29	13	16
		17.4%	18.6%	16.5%
	No Opinion	26	14	12
	15.6%	20.0%	12.4%	
	Refused	9	5	4
		5.4%	7.1%	4.1%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	15	23	21	21	23
		61.7%	57.7%	62.2%	67.7%	58.3%	62.2%
	Unfavorable	29	5	9	4	5	6
		17.4%	19.2%	24.3%	12.9%	13.9%	16.2%
	No Opinion	26	4	5	6	5	6
	15.6%	15.4%	13.5%	19.4%	13.9%	16.2%	
	Refused	9	2	0	0	5	2
		5.4%	7.7%	0.0%	0.0%	13.9%	5.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	75	28
		61.7%	60.0%	66.7%
	Unfavorable	29	23	6
		17.4%	18.4%	14.3%
	No Opinion	26	20	6
	15.6%	16.0%	14.3%	
	Refused	9	7	2
		5.4%	5.6%	4.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	46	57
		61.7%	63.0%	60.6%
	Unfavorable	29	10	19
		17.4%	13.7%	20.2%
	No Opinion	26	14	12
	15.6%	19.2%	12.8%	
	Refused	9	3	6
		5.4%	4.1%	6.4%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area hosts the Sun Fun Festival, including a convertible car show and free family-friendly activities.	Favorable	103	37	67	59	16	18
		61.7%	64.9%	57.3%	62.8%	57.1%	58.1%
	Unfavorable	29	7	20	18	7	8
		17.4%	12.3%	17.1%	19.1%	25.0%	25.8%
	No Opinion	26	11	22	14	4	4
	15.6%	19.3%	18.8%	14.9%	14.3%	12.9%	
	Refused	9	2	8	3	1	1
		5.4%	3.5%	6.8%	3.2%	3.6%	3.2%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Very Aware	118	7	19	37	40	11	4
		29.5%	26.9%	28.4%	28.7%	31.5%	26.8%	40.0%
	Somewhat Aware	126	7	19	40	43	15	2
		31.5%	26.9%	28.4%	31.0%	33.9%	36.6%	20.0%
	Not Aware At All	154	11	29	52	44	14	4
		38.5%	42.3%	43.3%	40.3%	34.6%	34.1%	40.0%
	Refused	2	1	0	0	0	1	0
		0.5%	3.8%	0.0%	0.0%	0.0%	2.4%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Very Aware	118 29.5%	57 28.5%	61 30.5%
	Somewhat Aware	126 31.5%	59 29.5%	67 33.5%
	Not Aware At All	154 38.5%	83 41.5%	71 35.5%
	Refused	2 0.5%	1 0.5%	1 0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Very Aware	118	7	25	27	30	29
		29.5%	14.3%	31.6%	38.6%	30.0%	28.4%
	Somewhat Aware	126	24	23	18	29	32
		31.5%	49.0%	29.1%	25.7%	29.0%	31.4%
	Not Aware At All	154	18	31	24	41	40
		38.5%	36.7%	39.2%	34.3%	41.0%	39.2%
	Refused	2	0	0	1	0	1
		0.5%	0.0%	0.0%	1.4%	0.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area	Very Aware	118	98	20
now offers a mile-long		29.5%	30.9%	24.1%
boardwalk in downtown Myrtle	Somewhat Aware	126	98	28
Beach.		31.5%	30.9%	33.7%
	Not Aware At All	154	119	35
		38.5%	37.5%	42.2%
	Refused	2	2	0
		0.5%	0.6%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area	Very Aware	118	58	60
now offers a mile-long		29.5%	32.0%	27.4%
boardwalk in downtown Myrtle	Somewhat Aware	126	55	71
Beach.		31.5%	30.4%	32.4%
	Not Aware At All	154	68	86
		38.5%	37.6%	39.3%
	Refused	2	0	2
		0.5%	0.0%	0.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Very Aware	118	47	82	70	23	19
		29.5%	33.1%	28.8%	33.8%	27.1%	25.7%
	Somewhat Aware	126	47	89	64	24	23
		31.5%	33.1%	31.2%	30.9%	28.2%	31.1%
	Not Aware At All	154	48	112	73	38	32
		38.5%	33.8%	39.3%	35.3%	44.7%	43.2%
	Refused	2	0	2	0	0	0
		0.5%	0.0%	0.7%	0.0%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194	8	28	66	67	21	4
		79.5%	57.1%	73.7%	85.7%	80.7%	80.8%	66.7%
	Unfavorable	13	1	4	3	2	1	2
		5.3%	7.1%	10.5%	3.9%	2.4%	3.8%	33.3%
	No Opinion	28	4	3	7	11	3	0
		11.5%	28.6%	7.9%	9.1%	13.3%	11.5%	0.0%
	Refused	9	1	3	1	3	1	0
		3.7%	7.1%	7.9%	1.3%	3.6%	3.8%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194 79.5%	94 81.0%	100 78.1%
	Unfavorable	13 5.3%	7 6.0%	6 4.7%
	No Opinion	28 11.5%	14 12.1%	14 10.9%
	Refused	9 3.7%	1 0.9%	8 6.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194	27	37	36	46	48
		79.5%	87.1%	77.1%	80.0%	78.0%	78.7%
	Unfavorable	13	2	4	4	2	1
		5.3%	6.5%	8.3%	8.9%	3.4%	1.6%
	No Opinion	28	2	7	4	6	9
		11.5%	6.5%	14.6%	8.9%	10.2%	14.8%
	Refused	9	0	0	1	5	3
		3.7%	0.0%	0.0%	2.2%	8.5%	4.9%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194	154	40
		79.5%	78.6%	83.3%
	Unfavorable	13	9	4
		5.3%	4.6%	8.3%
	No Opinion	28	25	3
	11.5%	12.8%	6.3%	
	Refused	9	8	1
		3.7%	4.1%	2.1%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194	86	108
		79.5%	76.1%	82.4%
	Unfavorable	13	6	7
		5.3%	5.3%	5.3%
	No Opinion	28	15	13
	11.5%	13.3%	9.9%	
	Refused	9	6	3
		3.7%	5.3%	2.3%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.	Favorable	194	72	133	102	30	29
		79.5%	76.6%	77.8%	76.1%	63.8%	69.0%
	Unfavorable	13	5	10	8	6	4
		5.3%	5.3%	5.8%	6.0%	12.8%	9.5%
	No Opinion	28	14	20	18	9	7
	11.5%	14.9%	11.7%	13.4%	19.1%	16.7%	
	Refused	9	3	8	6	2	2
		3.7%	3.2%	4.7%	4.5%	4.3%	4.8%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116	11	24	36	29	13	3
		29.0%	42.3%	35.8%	27.9%	22.8%	31.7%	30.0%
	Somewhat Aware	122	7	23	37	40	14	1
		30.5%	26.9%	34.3%	28.7%	31.5%	34.1%	10.0%
	Not Aware At All	161	8	20	56	57	14	6
		40.3%	30.8%	29.9%	43.4%	44.9%	34.1%	60.0%
	Refused	1	0	0	0	1	0	0
		0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116	52	64
		29.0%	26.0%	32.0%
	Somewhat Aware	122	51	71
		30.5%	25.5%	35.5%
	Not Aware At All	161	96	65
	40.3%	48.0%	32.5%	
	Refused	1	1	0
		0.3%	0.5%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116	11	28	18	30	29
		29.0%	22.4%	35.4%	25.7%	30.0%	28.4%
	Somewhat Aware	122	21	19	21	37	24
		30.5%	42.9%	24.1%	30.0%	37.0%	23.5%
	Not Aware At All	161	17	32	31	33	48
	40.3%	34.7%	40.5%	44.3%	33.0%	47.1%	
	Refused	1	0	0	0	0	1
		0.3%	0.0%	0.0%	0.0%	0.0%	1.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116	95	21
		29.0%	30.0%	25.3%
	Somewhat Aware	122	101	21
		30.5%	31.9%	25.3%
	Not Aware At All	161	120	41
	40.3%	37.9%	49.4%	
	Refused	1	1	0
		0.3%	0.3%	0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116	51	65
		29.0%	28.2%	29.7%
	Somewhat Aware	122	50	72
		30.5%	27.6%	32.9%
	Not Aware At All	161	80	81
	40.3%	44.2%	37.0%	
	Refused	1	0	1
		0.3%	0.0%	0.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make traveling to, from and throughout the destination easier and more efficient.	Very Aware	116 29.0%	52 36.6%	85 29.8%	73 35.3%	29 34.1%	25 33.8%
	Somewhat Aware	122 30.5%	37 26.1%	82 28.8%	61 29.5%	23 27.1%	21 28.4%
	Not Aware At All	161 40.3%	53 37.3%	117 41.1%	73 35.3%	33 38.8%	28 37.8%
	Refused	1 0.3%	0 0.0%	1 0.4%	0 0.0%	0 0.0%	0 0.0%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
Which of the following culinary festivals interest you?	Wine festival	145	9	19	54	50	11	2
		39.2%	36.0%	29.7%	46.2%	42.7%	29.7%	20.0%
	Beer festival	105	9	14	41	33	5	3
		28.4%	36.0%	21.9%	35.0%	28.2%	13.5%	30.0%
	Seafood festival	264	18	46	81	91	22	6
		71.4%	72.0%	71.9%	69.2%	77.8%	59.5%	60.0%
	Local produce (Farmer's Market)	150	11	24	47	50	17	1
	40.5%	44.0%	37.5%	40.2%	42.7%	45.9%	10.0%	
Barbeque Festival	204	14	36	70	60	21	3	
	55.1%	56.0%	56.3%	59.8%	51.3%	56.8%	30.0%	
Fine dining	167	13	29	58	49	17	1	
	45.1%	52.0%	45.3%	49.6%	41.9%	45.9%	10.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
Which of the following culinary festivals interest you?	Wine festival	145	68	77
		39.2%	37.6%	40.7%
	Beer festival	105	46	59
		28.4%	25.4%	31.2%
	Seafood festival	264	123	141
		71.4%	68.0%	74.6%
	Local produce (Farmer's Market)	150	74	76
		40.5%	40.9%	40.2%
Barbeque Festival	204	96	108	
	55.1%	53.0%	57.1%	
Fine dining	167	80	87	
	45.1%	44.2%	46.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
Which of the following culinary festivals interest you?	Wine festival	145	7	30	22	51	35
		39.2%	14.3%	41.1%	33.3%	54.8%	39.3%
	Beer festival	105	7	23	18	34	23
		28.4%	14.3%	31.5%	27.3%	36.6%	25.8%
	Seafood festival	264	35	52	47	68	62
		71.4%	71.4%	71.2%	71.2%	73.1%	69.7%
	Local produce (Farmer's Market)	150	18	37	22	35	38
	40.5%	36.7%	50.7%	33.3%	37.6%	42.7%	
Barbeque Festival	204	32	46	37	45	44	
	55.1%	65.3%	63.0%	56.1%	48.4%	49.4%	
Fine dining	167	17	32	28	45	45	
	45.1%	34.7%	43.8%	42.4%	48.4%	50.6%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
Which of the following culinary festivals interest you?	Wine festival	145	114	31
		39.2%	38.6%	41.3%
	Beer festival	105	83	22
		28.4%	28.1%	29.3%
	Seafood festival	264	214	50
		71.4%	72.5%	66.7%
	Local produce (Farmer's Market)	150	120	30
	40.5%	40.7%	40.0%	
Barbeque Festival	204	158	46	
	55.1%	53.6%	61.3%	
Fine dining	167	134	33	
	45.1%	45.4%	44.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
Which of the following culinary festivals interest you?	Wine festival	145	68	77
		39.2%	40.7%	37.9%
	Beer festival	105	68	37
		28.4%	40.7%	18.2%
	Seafood festival	264	120	144
		71.4%	71.9%	70.9%
	Local produce (Farmer's Market)	150	62	88
	40.5%	37.1%	43.3%	
Barbeque Festival	204	107	97	
	55.1%	64.1%	47.8%	
Fine dining	167	82	85	
	45.1%	49.1%	41.9%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
Which of the following culinary festivals interest you?	Wine festival	145	63	112	77	40	35
		39.2%	47.7%	41.8%	41.0%	49.4%	50.7%
	Beer festival	105	47	84	52	29	24
		28.4%	35.6%	31.3%	27.7%	35.8%	34.8%
	Seafood festival	264	106	194	140	66	54
		71.4%	80.3%	72.4%	74.5%	81.5%	78.3%
	Local produce (Farmer's Market)	150	63	110	77	35	32
	40.5%	47.7%	41.0%	41.0%	43.2%	46.4%	
Barbeque Festival	204	78	153	105	46	39	
	55.1%	59.1%	57.1%	55.9%	56.8%	56.5%	
Fine dining	167	72	122	85	54	39	
	45.1%	54.5%	45.5%	45.2%	66.7%	56.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
What type of art or cultural activities interest you?	Opera/Symphony	69	4	10	24	22	8	1
		19.0%	15.4%	16.4%	21.4%	18.8%	20.0%	14.3%
	Ballet	55	6	8	22	15	4	0
		15.2%	23.1%	13.1%	19.6%	12.8%	10.0%	0.0%
	Pop culture (Top 40 music, TV shows)	165	12	16	54	63	18	2
		45.5%	46.2%	26.2%	48.2%	53.8%	45.0%	28.6%
	Painting/sculpture	107	6	14	36	36	14	1
	29.5%	23.1%	23.0%	32.1%	30.8%	35.0%	14.3%	
Plays and the theater	239	19	40	71	82	23	4	
	65.8%	73.1%	65.6%	63.4%	70.1%	57.5%	57.1%	
Movies	232	14	39	70	76	29	4	
	63.9%	53.8%	63.9%	62.5%	65.0%	72.5%	57.1%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
What type of art or cultural activities interest you?	Opera/Symphony	69	41	28
		19.0%	23.2%	15.1%
	Ballet	55	30	25
		15.2%	16.9%	13.4%
	Pop culture (Top 40 music, TV shows)	165	79	86
		45.5%	44.6%	46.2%
	Painting/sculpture	107	51	56
	29.5%	28.8%	30.1%	
Plays and the theater	239	117	122	
	65.8%	66.1%	65.6%	
Movies	232	111	121	
	63.9%	62.7%	65.1%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
What type of art or cultural activities interest you?	Opera/Symphony	69	11	10	10	17	21
		19.0%	24.4%	13.3%	15.9%	18.5%	23.9%
Ballet		55	7	7	9	20	12
		15.2%	15.6%	9.3%	14.3%	21.7%	13.6%
Pop culture (Top 40 music, TV shows)		165	15	29	31	51	39
		45.5%	33.3%	38.7%	49.2%	55.4%	44.3%
Painting/sculpture		107	12	21	13	34	27
		29.5%	26.7%	28.0%	20.6%	37.0%	30.7%
Plays and the theater		239	29	47	44	58	61
		65.8%	64.4%	62.7%	69.8%	63.0%	69.3%
Movies		232	27	49	39	62	55
		63.9%	60.0%	65.3%	61.9%	67.4%	62.5%

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
What type of art or cultural activities interest you?	Opera/Symphony	69	49	20
		19.0%	16.9%	27.4%
	Ballet	55	47	8
		15.2%	16.2%	11.0%
	Pop culture (Top 40 music, TV shows)	165	131	34
		45.5%	45.2%	46.6%
	Painting/sculpture	107	84	23
	29.5%	29.0%	31.5%	
Plays and the theater	239	189	50	
	65.8%	65.2%	68.5%	
Movies	232	184	48	
	63.9%	63.4%	65.8%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
What type of art or cultural activities interest you?	Opera/Symphony	69	28	41
		19.0%	17.7%	20.0%
	Ballet	55	13	42
		15.2%	8.2%	20.5%
	Pop culture (Top 40 music, TV shows)	165	69	96
		45.5%	43.7%	46.8%
	Painting/sculpture	107	42	65
	29.5%	26.6%	31.7%	
Plays and the theater	239	96	143	
	65.8%	60.8%	69.8%	
Movies	232	106	126	
	63.9%	67.1%	61.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
What type of art or cultural activities interest you?	Opera/Symphony	69	36	47	37	21	21
		19.0%	29.0%	18.1%	20.1%	27.3%	31.8%
	Ballet	55	23	44	23	19	16
		15.2%	18.5%	17.0%	12.5%	24.7%	24.2%
	Pop culture (Top 40 music, TV shows)	165	64	128	83	42	34
		45.5%	51.6%	49.4%	45.1%	54.5%	51.5%
	Painting/sculpture	107	39	79	59	34	27
	29.5%	31.5%	30.5%	32.1%	44.2%	40.9%	
Plays and the theater	239	86	174	118	57	50	
	65.8%	69.4%	67.2%	64.1%	74.0%	75.8%	
Movies	232	82	169	133	53	46	
	63.9%	66.1%	65.3%	72.3%	68.8%	69.7%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	301 to 350 Miles
What type of music festivals or concerts interest you?	Beach Music	204	14	33	57	70	25	5
		53.1%	53.8%	51.6%	46.7%	57.9%	61.0%	50.0%
	Christian	158	8	27	49	54	18	2
		41.1%	30.8%	42.2%	40.2%	44.6%	43.9%	20.0%
	Classic Rock	170	12	21	61	59	16	1
		44.3%	46.2%	32.8%	50.0%	48.8%	39.0%	10.0%
	Gospel	120	7	18	36	39	15	5
		31.3%	26.9%	28.1%	29.5%	32.2%	36.6%	50.0%
	Country	211	13	37	67	68	22	4
		54.9%	50.0%	57.8%	54.9%	56.2%	53.7%	40.0%
Pop	139	10	21	43	47	16	2	
	36.2%	38.5%	32.8%	35.2%	38.8%	39.0%	20.0%	
Rap/R&B	45	6	3	15	13	7	1	
	11.7%	23.1%	4.7%	12.3%	10.7%	17.1%	10.0%	
Reggae	82	8	7	29	23	11	4	
	21.4%	30.8%	10.9%	23.8%	19.0%	26.8%	40.0%	
Classical	128	10	19	41	40	15	3	
	33.3%	38.5%	29.7%	33.6%	33.1%	36.6%	30.0%	
Jazz/Blues Music	200	13	32	66	66	19	4	
	52.1%	50.0%	50.0%	54.1%	54.5%	46.3%	40.0%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

		State of Residence		
		Total	North Carolina	South Carolina
What type of music festivals or concerts interest you?	Beach Music	204	101	103
		53.1%	53.4%	52.8%
	Christian	158	75	83
		41.1%	39.7%	42.6%
	Classic Rock	170	80	90
		44.3%	42.3%	46.2%
	Gospel	120	66	54
		31.3%	34.9%	27.7%
	Country	211	109	102
		54.9%	57.7%	52.3%
	Pop	139	67	72
		36.2%	35.4%	36.9%
Rap/R&B	45	24	21	
	11.7%	12.7%	10.8%	
Reggae	82	38	44	
	21.4%	20.1%	22.6%	
Classical	128	67	61	
	33.3%	35.4%	31.3%	
Jazz/Blues Music	200	95	105	
	52.1%	50.3%	53.8%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
What type of music festivals or concerts interest you?	Beach Music	204	26	36	36	59	47
		53.1%	53.1%	48.6%	53.7%	60.8%	48.5%
	Christian	158	20	31	30	31	46
		41.1%	40.8%	41.9%	44.8%	32.0%	47.4%
	Classic Rock	170	24	33	29	48	36
		44.3%	49.0%	44.6%	43.3%	49.5%	37.1%
	Gospel	120	21	25	23	21	30
		31.3%	42.9%	33.8%	34.3%	21.6%	30.9%
	Country	211	28	40	43	50	50
		54.9%	57.1%	54.1%	64.2%	51.5%	51.5%
	Pop	139	19	22	25	47	26
		36.2%	38.8%	29.7%	37.3%	48.5%	26.8%
	Rap/R&B	45	10	5	11	10	9
		11.7%	20.4%	6.8%	16.4%	10.3%	9.3%
Reggae	82	9	16	17	25	15	
	21.4%	18.4%	21.6%	25.4%	25.8%	15.5%	
Classical	128	23	24	23	28	30	
	33.3%	46.9%	32.4%	34.3%	28.9%	30.9%	
Jazz/Blues Music	200	30	39	33	50	48	
	52.1%	61.2%	52.7%	49.3%	51.5%	49.5%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Have Children
and/or
Grandchildren?

		Total	Yes	No
What type of music festivals or concerts interest you?	Beach Music	204	151	53
		53.1%	50.0%	64.6%
	Christian	158	132	26
		41.1%	43.7%	31.7%
	Classic Rock	170	139	31
		44.3%	46.0%	37.8%
	Gospel	120	97	23
		31.3%	32.1%	28.0%
	Country	211	167	44
		54.9%	55.3%	53.7%
	Pop	139	107	32
		36.2%	35.4%	39.0%
	Rap/R&B	45	33	12
	11.7%	10.9%	14.6%	
Reggae	82	60	22	
	21.4%	19.9%	26.8%	
Classical	128	93	35	
	33.3%	30.8%	42.7%	
Jazz/Blues Music	200	157	43	
	52.1%	52.0%	52.4%	

Myrtle Beach Tourism Marketing Survey

June 6-8, 2011 • n=400 • Margin of Error +/- 5.00%

Sex by
Observation

		Total	Male	Female
What type of music festivals or concerts interest you?	Beach Music	204	80	124
		53.1%	46.0%	59.0%
	Christian	158	65	93
		41.1%	37.4%	44.3%
	Classic Rock	170	85	85
		44.3%	48.9%	40.5%
	Gospel	120	46	74
		31.3%	26.4%	35.2%
	Country	211	94	117
		54.9%	54.0%	55.7%
	Pop	139	60	79
		36.2%	34.5%	37.6%
	Rap/R&B	45	24	21
		11.7%	13.8%	10.0%
Reggae	82	38	44	
	21.4%	21.8%	21.0%	
Classical	128	54	74	
	33.3%	31.0%	35.2%	
Jazz/Blues Music	200	102	98	
	52.1%	58.6%	46.7%	

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
What type of music festivals or concerts interest you?	Beach Music	204	75	140	112	45	43
		53.1%	53.6%	51.5%	56.3%	53.6%	58.9%
	Christian	158	66	108	92	36	30
		41.1%	47.1%	39.7%	46.2%	42.9%	41.1%
	Classic Rock	170	68	129	93	44	35
		44.3%	48.6%	47.4%	46.7%	52.4%	47.9%
	Gospel	120	41	82	59	24	26
		31.3%	29.3%	30.1%	29.6%	28.6%	35.6%
	Country	211	84	142	113	44	37
		54.9%	60.0%	52.2%	56.8%	52.4%	50.7%
	Pop	139	58	101	61	29	24
		36.2%	41.4%	37.1%	30.7%	34.5%	32.9%
	Rap/R&B	45	22	40	20	13	13
		11.7%	15.7%	14.7%	10.1%	15.5%	17.8%
Reggae	82	35	63	41	22	19	
	21.4%	25.0%	23.2%	20.6%	26.2%	26.0%	
Classical	128	43	82	75	37	29	
	33.3%	30.7%	30.1%	37.7%	44.0%	39.7%	
Jazz/Blues Music	200	79	148	105	58	50	
	52.1%	56.4%	54.4%	52.8%	69.0%	68.5%	

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		Distance from Myrtle Beach						
		Total	50 to 100 Miles	101 to 150 Miles	151 to 200 Miles	201 to 250 Miles	251 to 300 Miles	
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142	8	23	46	48	14	3
		35.9%	30.8%	34.8%	35.7%	38.1%	35.0%	33.3%
	Summer (June - August)	285	21	42	98	95	24	5
		72.0%	80.8%	63.6%	76.0%	75.4%	60.0%	55.6%
	Fall (September & October)	207	13	36	66	62	25	5
	52.3%	50.0%	54.5%	51.2%	49.2%	62.5%	55.6%	
Holiday (November & December)	85	8	13	32	22	8	2	
	21.5%	30.8%	19.7%	24.8%	17.5%	20.0%	22.2%	
Winter (January & February)	74	6	11	24	21	8	4	
	18.7%	23.1%	16.7%	18.6%	16.7%	20.0%	44.4%	

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		State of Residence		
		Total	North Carolina	South Carolina
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142 35.9%	67 33.7%	75 38.1%
	Summer (June - August)	285 72.0%	143 71.9%	142 72.1%
	Fall (September & October)	207 52.3%	95 47.7%	112 56.9%
	Holiday (November & December)	85 21.5%	42 21.1%	43 21.8%
	Winter (January & February)	74 18.7%	35 17.6%	39 19.8%

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Household Income

		Total	Less than \$50,000	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or More	Refused
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142	12	24	24	38	44
		35.9%	25.0%	30.8%	34.8%	38.0%	43.6%
	Summer (June - August)	285	34	47	51	82	71
		72.0%	70.8%	60.3%	73.9%	82.0%	70.3%
	Fall (September & October)	207	21	49	32	52	53
		52.3%	43.8%	62.8%	46.4%	52.0%	52.5%
	Holiday (November & December)	85	8	15	16	21	25
		21.5%	16.7%	19.2%	23.2%	21.0%	24.8%
	Winter (January & February)	74	6	15	10	21	22
		18.7%	12.5%	19.2%	14.5%	21.0%	21.8%

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Have Children
and/or
Grandchildren?

		Total	Yes	No
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142	115	27
		35.9%	36.6%	32.9%
	Summer (June - August)	285	233	52
		72.0%	74.2%	63.4%
	Fall (September & October)	207	158	49
		52.3%	50.3%	59.8%
	Holiday (November & December)	85	72	13
		21.5%	22.9%	15.9%
	Winter (January & February)	74	59	15
		18.7%	18.8%	18.3%

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Sex by
Observation

		Total	Male	Female
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142	70	72
		35.9%	39.3%	33.0%
	Summer (June - August)	285	130	155
		72.0%	73.0%	71.1%
	Fall (September & October)	207	101	106
		52.3%	56.7%	48.6%
	Holiday (November & December)	85	45	40
		21.5%	25.3%	18.3%
	Winter (January & February)	74	37	37
		18.7%	20.8%	17.0%

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During which of the following seasons will you travel in the next 12 months?

		Total	Spring (March - May)	Summer (June - August)	Fall (September & October)	Holiday (November & December)	Winter (January & February)
During which of the following seasons will you travel in the next 12 months?	Spring (March - May)	142	142	97	102	56	52
		35.9%	100.0%	34.0%	49.3%	65.9%	70.3%
	Summer (June - August)	285	97	285	124	76	64
		72.0%	68.3%	100.0%	59.9%	89.4%	86.5%
	Fall (September & October)	207	102	124	207	59	62
		52.3%	71.8%	43.5%	100.0%	69.4%	83.8%
Holiday (November & December)	85	56	76	59	85	45	
	21.5%	39.4%	26.7%	28.5%	100.0%	60.8%	
Winter (January & February)	74	52	64	62	45	74	
	18.7%	36.6%	22.5%	30.0%	52.9%	100.0%	