Equation research

Myrtle Beach
AAU Wave 2 2014, April

Prepared for:

Myrtle Beach Area Chamber of Commerce

April 15 - 19, 2014
**Objectives:** To provide the Myrtle Beach Area Chamber of Commerce with core tracking measures to monitor attitudes and travel preferences for Myrtle Beach.

**Targets:** Research Now panel respondents: ages 25 - 54; live in NY, NJ, OH, PA, VA, KY, WV, GA, TN, MD.

**Procedures:** Online survey authored and housed by Equation Research. Emails sent 4/15 and survey cut off 4/19.

**Security:** Single-use, alpha-numeric PINs encoded in e-mail survey link.

**Incentive:** Standard

**Responses:** 402

**Weighting:** Data were weighted to an even distribution among age groups and 60% female / 40% male, consistent with previous tracking waves.
Q1. What is your age?

- Under 25: 17%
- 25 - 29: 17%
- 30 - 34: 17%
- 35 - 39: 17%
- 40 - 44: 17%
- 45 - 49: 17%
- 50 - 54: 17%
- 55 or older: 17%
Q2. What is your gender?

- Male: 40%
- Female: 60%

Frequency (402)
Q3. How many overnight trips have you taken for leisure in the last 12 months?
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Q4. In what state are you located?

- Ohio: 13%
- New Jersey: 12%
- Virginia: 12%
- New York: 11%
- Pennsylvania: 10%
- Maryland: 10%
- Georgia: 9%
- Kentucky: 9%
- Tennessee: 8%
- West Virginia: 5%

Frequency (402)
Q5. What is your marital status?

- Single: 15%
- Married / Partnered: 78%
- Separated / Divorced / Widowed: 7%

Frequency (402)
Q6. Which of the following best describes your total annual household income?

- Less than $45,000: 18%
- $45,000 to $59,999: 20%
- $60,000 to $74,999: 22%
- $75,000 to $99,999: 21%
- $100,000 or more: 18%
Q7. Typically, how involved are you in planning vacation or leisure trips for your household?

- I do most of the planning myself: 54%
- I share in the planning: 46%
- I am not at all involved in the planning: 0%

Frequency (402)
Q10. Which three of the following U.S. vacation destinations would you like to visit most?
Q11. In the past 6 months, have you seen any advertising for the following destinations:
Q12. In which of the following states is the Myrtle Beach area located?
Q13. Please indicate which, if any, sources or types of information or ads you have seen about the Myrtle Beach area in the past 6 months:

Among those who have seen advertising for Myrtle Beach in Q11
Q13a. Where did you see the article for the Myrtle Beach area in the past 6 months? Please select all that apply.
Q14. Have you seen any TV advertising for the Myrtle Beach area in the past 30 days?

Among those who have seen TV advertising for Myrtle Beach in Q13
Q15. Which of the following factors, if any, have impacted or might impact your leisure vacation plans in the next 6 months?
Q16. Which of the following statements best describes how familiar you are with the Myrtle Beach area?
Q17. When was the last time you vacationed in the Myrtle Beach area?

Among those who have visited Myrtle Beach in Q16
Q18. How interested are you in visiting the Myrtle Beach area?

Among those who have heard of Myrtle Beach in Q16 but have not visited
Q19. Overall, how satisfied were you with your most recent visit to the Myrtle Beach area?

Among those who have visited Myrtle Beach in Q16
Q20. Based on anything you may have experienced, seen, read or heard, please rate the Myrtle Beach area for the types of vacations listed below:

Among those who have heard of Myrtle Beach in Q16
Q21. Please rate your level of agreement with the following statements about the Myrtle Beach area:

Among those who have heard of Myrtle Beach in Q16
Q22. Please rate your level of agreement with each of the following statements based on the TV ad you just reviewed:
Q23. How many leisure trips that included at least one overnight stay have you taken in the Winter season of 2014 (January or February)?
Q24. How many of the overnight leisure trip(s) you took this Winter season of 2014 (January or February) were to the Myrtle Beach area?

Among those who took a leisure trip in Winter season of 2014 in Q23 and have visited Myrtle Beach in Q16
Q26. How many vacation or leisure trips that include at least one overnight stay do you intend to take in Summer season of 2014 (June, July or August)?
Q27. How likely are you to take a trip to the Myrtle Beach area for leisure in the Summer season of 2014 (June, July or August)?

Among those who plan to take a leisure trip in Summer season of 2014 in Q26.
Q29. How likely are you to do each of the following when booking your leisure travel trips:
Q30e. Which of the following travel offers/incentives would increase the likelihood you would choose the Myrtle Beach area as a leisure vacation destination? Please select all that apply.
Q30g. How likely will the Affordable Care Act (Obamacare) affect your future leisure travel?

- Very likely: 7%
- Somewhat likely: 9%
- Neither likely nor unlikely: 21%
- Somewhat unlikely: 5%
- Very unlikely: 43%
- Don’t know: 14%
Q30b. How likely are you to purchase a vacation package, which includes accommodations, attractions, entertainment & dining, from a destination website?
Q31. Which, if any, of the following are reasons why you wouldn't consider vacationing in the Myrtle Beach area in the next 6 months?
Q32. How (if at all) have your travel plans changed for the next six months as compared to the last six months?
Q33. What, if any, impact will economic concerns have on your vacation/leisure travel in the next 6 months? Please select all that apply.
Q33a. How far in advance do you typically begin planning a vacation or leisure trip?
Q33b. How far in advance do you typically make reservations for accommodations for a vacation or leisure trip?
Q34. Do you have any children under the age of 18 living with you in your household?
Q35. What is the highest level of formal education you have completed?
Q36. Please tell us about your current employment status:
Q37. Do you consider yourself to be Hispanic or Latino (of any race)?

- Yes: 2%
- No: 97%
- Prefer not to say: 2%

Frequency (402)
Q38. Which of the following best describes you?

- White or Caucasian: 87%
- Black or African American: 3%
- American Indian or Alaskan Native: 0%
- Asian: 6%
- Native Hawaiian or other Pacific Islander: 0%
- Other (Please specify): 1%
- Prefer not to say: 2%