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.


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

Incentive: Standard

Responses: 400

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?
Q2. What is your gender?

- Male: 40%
- Female: 60%

Frequency (400)
Q3. How many overnight trips have you taken for leisure in the last 12 months?
Q4. In what state are you located?
Q5. What is your marital status?

- Single: 14%
- Married / Partnered: 80%
- Separated / Divorced / Widowed: 6%

Frequency (400)
Q6. Which of the following best describes your total annual household income?

- Less than $45,000: 16%
- $45,000 to $59,999: 21%
- $60,000 to $74,999: 23%
- $75,000 to $99,999: 21%
- $100,000 or more: 19%
Q7. Typically, how involved are you in planning vacation or leisure trips for your household?

- I do most of the planning myself: 53%
- I share in the planning: 47%
- I am not at all involved in the planning: 0%
Q10. Which three of the following U.S. vacation destinations would you like to visit most?

- Outer Banks: 35%
- Orlando: 32%
- Myrtle Beach: 26%
- Savannah: 25%
- Hilton Head Island: 22%
- Charleston: 21%
- Virginia Beach: 16%
- St. Augustine: 15%
- Fort Lauderdale: 13%
- Gatlinburg-Pigeon Forge: 13%
- Gulf Shores: 13%
- Atlantic City: 12%
- Daytona Beach: 10%
- Jersey Shore: 9%
- Ocean City: 7%
- Rehoboth Beach: 6%
- Branson: 4%
- Others: 2%
Q11. In the past 6 months, have you seen any advertising for the following destinations:

- Orlando: 62%
- Atlantic City: 35%
- Myrtle Beach: 33%
- Gatlinburg-Pigeon Forge: 24%
- Virginia Beach: 24%
- Ocean City: 21%
- Hilton Head Island: 19%
- Charleston: 17%
- Outer Banks: 16%
- Gulf Shores: 16%
- Branson: 15%
- Daytona Beach: 13%
- Savannah: 12%
- Fort Lauderdale: 10%
- St. Augustine: 6%
- Destin-Ft. Walton: 6%
- Rehoboth Beach: 4%
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:
Q13a. Where did you see the article for the Myrtle Beach area in the past 6 months? Please select all that apply.

Among those who have seen an article about Myrtle Beach in Q13
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 Holiday season of 2013 (November or December)?
Q24. How many of the overnight leisure trip(s) you took Holiday season of 2013 (November or December) were to the Myrtle Beach area?

Among those who took a leisure trip in Holiday season of 2013 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 Spring season of 2014 (March, April or May)?
Q27. How likely are you to take a trip to the Myrtle Beach area for leisure in the Spring season of 2014 (March, April or May)?

Among those who plan to take a leisure trip in Spring 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?
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:

- Employed full-time: 72%
- Employed part-time: 11%
- Student: 2%
- Retired: 1%
- Full-time homemaker: 10%
- Unemployed: 3%
- Other (Please specify): 1%

Frequency (400)
Q37. Do you consider yourself to be Hispanic or Latino (of any race)?

- Yes: 2%
- No: 97%
- Prefer not to say: 1%

Frequency (400)
Q38. Which of the following best describes you?

- White or Caucasian: 90%
- Black or African American: 3%
- American Indian or Alaskan Native: 0%
- Asian: 5%
- Native Hawaiian or other Pacific Islander: 1%
- Other (Please specify): 1%
- Prefer not to say: 1%