



2014 Advertising Awareness

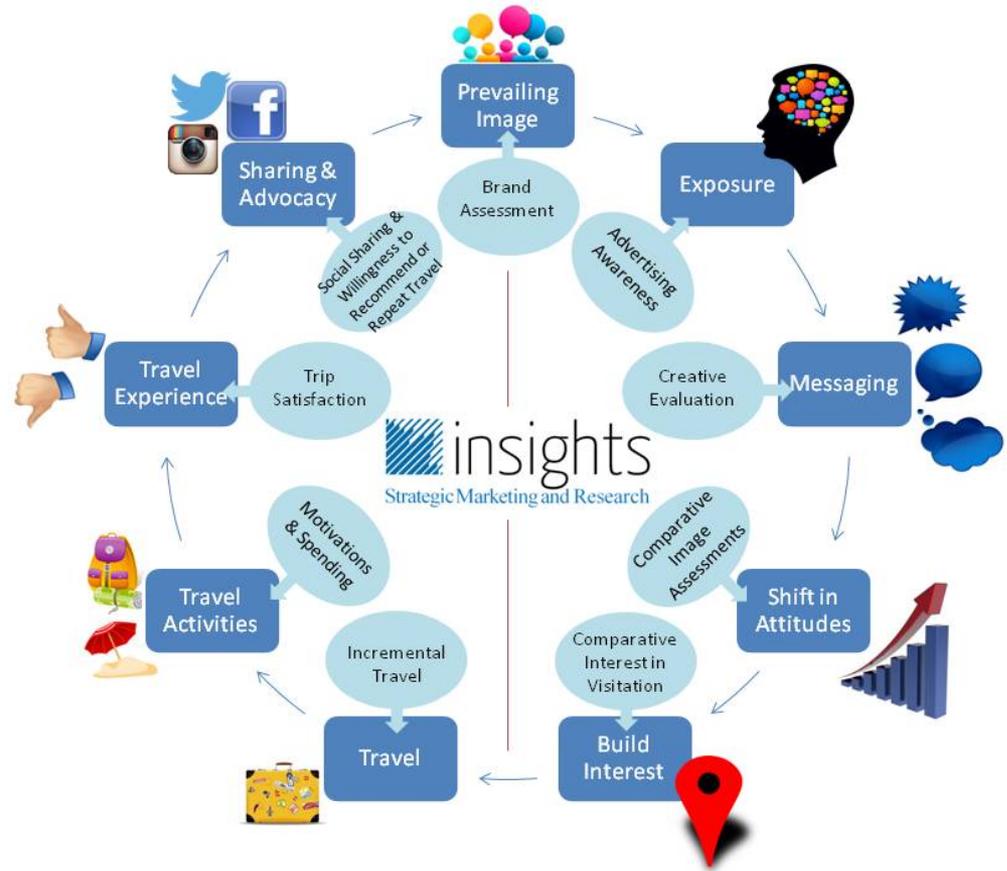
October 2014

Background & Objectives

- The Wyoming Office of Tourism (WOT) annually commits to leisure marketing through spring and summer paid media across the country. To understand the reach and effectiveness of these efforts, WOT partners with Strategic Marketing & Research Insights (SMARInsights) to conduct research that quantifies the impact of its advertising. This research is conducted in two waves. This wave is an evaluation of the reach of the advertising, while the second wave will measure the impact on travel and the resultant economic impact and return on investment (ROI).
- This wave focuses on the reach of the campaign, its effectiveness in communicating intended messages, and the advertising's impact on perceptions and planning. The ROI wave will quantify the level of incremental travel generated in response to the state's marketing efforts.
- The following report details the findings from this awareness wave:
 - Measuring the ability of the advertising to reach the target audience and generate recall;
 - Quantifying the cost to reach an aware household;
 - Forwarding performance measures to assess the effectiveness of the campaign in meeting its various communication goals;
 - Determining the strength of the campaign in terms of spurring consumer actions, having a positive impact on perceptions, and increasing likelihood to visit; and
 - Assessing the relative effectiveness of various elements of the campaign to help refine future efforts.

Methodology

- SMARInsights has developed a research methodology based on the cycle of how consumers make travel decisions. The graphic at the right outlines each step of the process and the measure used to evaluate the effectiveness of a destination's marketing efforts.
- This awareness wave of research looks at the steps, clockwise, from Prevailing Image through Building Interest. The second wave will measure Travel through Sharing & Advocacy.
- By looking at each part of the process, the Wyoming Office of Tourism can assess the campaign for future refinement.



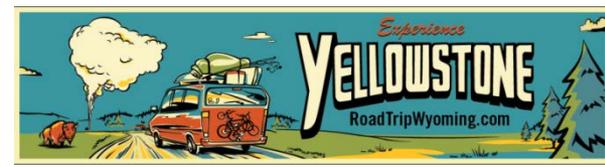
Methodology

- Because the advertising effectiveness methodology requires respondents to view the actual advertising in order to gauge awareness, SMARInsights developed, programmed and housed an online survey. National sample vendors provided a link to the survey to potential respondents in WOT's target markets.
- WOT delivers different creative to different markets at different times. Therefore, interviewing was conducted in two stages. Chicago, Core and National markets were interviewed in June after the media in those markets were completed. The Adjacent markets had media running through September, so interviews in those areas were completed later. Markets included in each are:
 - **Adjacent:** Salt Lake City, UT; Denver, CO; Billings, MT; Idaho Falls, ID; Butte/Bozeman, MT; Boise, ID; Colorado City, CO; and Rapid City, SD
 - **Core Markets:** Kansas City, MO; Omaha, NE; Madison, WI; Minneapolis, MN; Wichita, KS; Milwaukee, WI; St. Louis, MO; Oklahoma City, OK; Tulsa, OK; and Portland, OR
 - **Chicago**
 - **National:** All other U.S. markets not included in those listed above
- Upon completion of data collection, the data were cleaned, coded and weighted to be representative of the population.
- The following summarizes the results of the survey. A copy of the questionnaire used for data collection appears in the Appendix to this report.

Market	Completed Interviews
Adjacent	408
Core	511
Chicago	302
National	510
Total	1,731

Campaign Overview

- In the Core markets (including Chicago), the Roam Free campaign continued with an extension of the creative that was initially placed in 2011. Here, three TV spots were in rotation supplemented by print, online and outdoor in select markets. The national audience had the opportunity to be exposed to these print and online elements.
- The Road Trip campaign continued in the Adjacent markets, but a new animated TV spot featured the same stylized graphics as the outdoor and online.
- Overall investment in the campaign was down slightly, most notably in the Adjacent markets.



Market	2012	2013	2014
Adjacent	\$1,604,767	\$1,390,385	\$1,207,410
Core	\$1,808,292	\$2,038,853	\$2,005,950
Chicago	\$1,271,861	\$1,209,786	\$1,284,905
National	\$947,902	\$741,171	\$718,196
Total	\$5,632,822	\$5,380,195	\$5,216,461



Insights



Insights

- The 2014 campaign generated more awareness and more aware households than any previous effort, with more than 39 million households aware of the advertising.
- The campaign was exceedingly efficient with a cost-per-aware household of only \$0.13, well below the SMARInsights benchmark of \$0.25 for a national campaign. This is attributable to the increase in awareness among a national audience outside of the Core and Adjacent targets.
- In all markets, the media buy is outperforming expectations – with higher awareness than the SMARInsights predictive model anticipates given the number of targeted households and the level of spending.
- However, with slightly less investment, awareness declined in the Core and Adjacent markets. In the Adjacent markets, this decline was coupled with the introduction of new creative. Without more investment, the introduction of new advertising consistently leads to a drop in awareness.
- In the Core markets (including Chicago), the media remained the same so it would be anticipated that these markets would have seen growth in awareness. Although inflation in media costs may have had negative impact, the declines in awareness appear to be related to print and outdoor awareness. Given this, it is recommended the print media buy be evaluated and compared to prior years and possibly the outdoor creative revamped. The outdoor has been in the marketplace for a number of years and while consumers once responded quite favorably to the unique imagery presented here, it could be showing signs of wear-out.

Insights

- The Wyoming Office of Tourism consistently produces some of the best creative SMARInsights evaluates. And while on the whole this continues to be true, there are two areas of concern. As mentioned, the outdoor is beginning to show signs of wear out. Not only has awareness dropped, but the medium garners some of the lowest ratings. While once seen as unique and majestic, it is no longer cutting through the clutter.
- The Roamin' Wyoming TV spot does not receive the exceptional ratings received by the existing television creative. While the ratings for this spot are still above average for a DMO spot, SMARInsights has consistently seen that animated spots do not fare as well with consumers. This animated spot does much better than others SMARInsights has tested, but it is not as strong as the television ad that highlights the iconic scenery that Wyoming has to offer.
- Based on likelihood to visit indicators, it appears the potential influence of the campaign will positively impact travel and has likely contributed to Wyoming's record year-over-year growth.

Advertising Awareness



Overall Advertising Reach

- Overall awareness for the 2014 campaign increased, with more than 39 million households aware of some form of the paid media. Given the investment of \$5.2 million, this is only \$0.13 to generate an aware household.

Cost per Aware HH	2012	2013	2014
Qualified HHs	92,276,863	94,445,520	95,656,360
Awareness	41%	38%	41%
Aware HHs	38,272,589	35,826,709	39,102,720
Media Spending	\$5,542,918	\$5,380,195	\$5,216,461
Cost per Aware HH	\$0.14	\$0.15	\$0.13

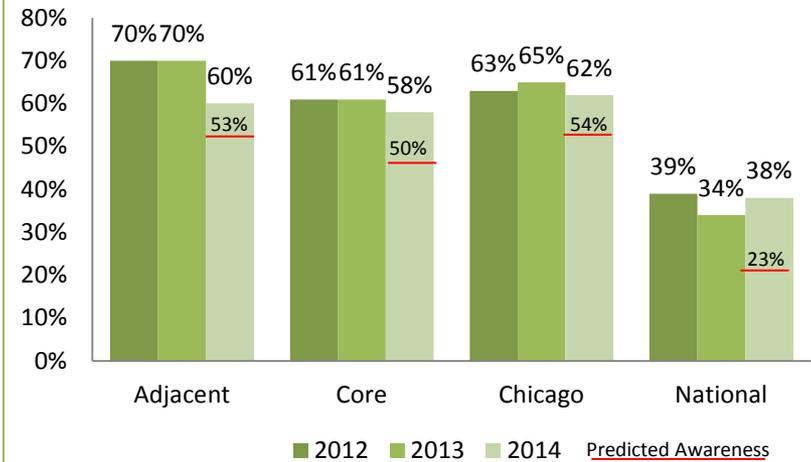


- Having measured hundreds of destination marketing campaigns, SMARInsights has developed a number of benchmarks for evaluating the success of paid marketing, one of which is the cost to generate an aware household. For campaigns that have the potential to reach a national audience, such as the WOT campaign, the goal is \$0.25 or less. With the campaign well under this mark, it is a sign of an efficient media buy.
- It's important to note that over the course of the last three years, the number of households considered targets of the campaign has continued to increase. As the US economy has improved, more consumers are willing to consider overnight leisure travel, thus expanding the potential audience the campaign can reach.

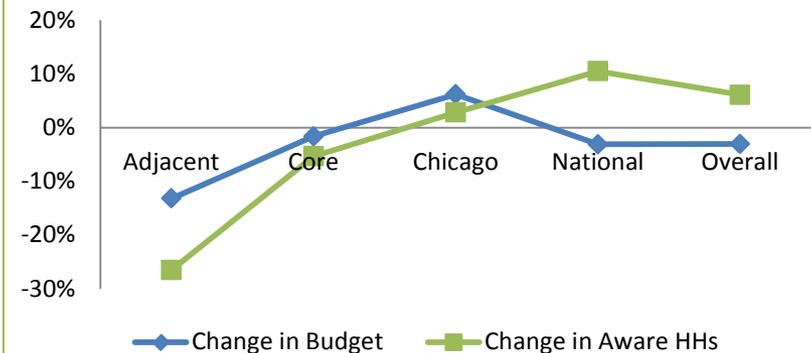
Overall Advertising Reach

- The current campaign in the Core and National markets has been in place for the past three years, with the same creative and similar levels of investment. Though awareness has bounced around a bit, for the most part it has remained stable.
- SMARInsights has developed a model to anticipate awareness based on the number of households targeted and the level of paid investment. The Wyoming Office of Tourism's leisure marketing continues to beat the anticipated awareness across markets.
- Awareness fell most significantly in the Adjacent markets. However, these markets also saw the biggest dip in investment. Awareness and budget are closely linked and often when investment falls so does awareness.

Overall Awareness



Budget & Awareness Relationship



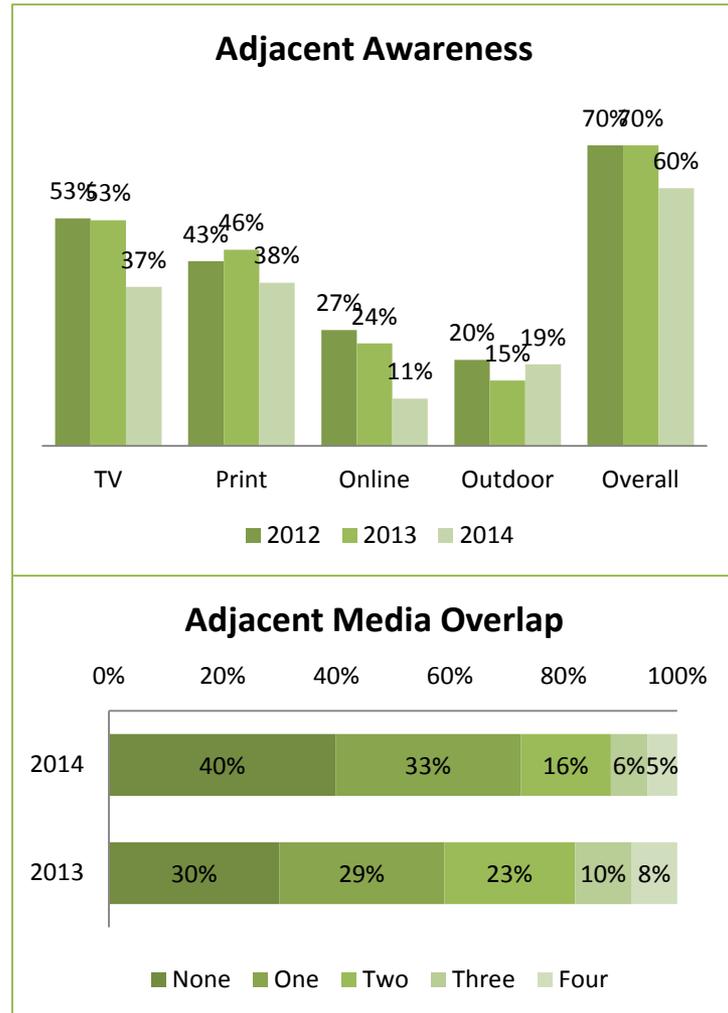
Adjacent Awareness

- In the Adjacent markets, there was a significant decline in TV awareness. After multiple years of the Road Trips campaign in these markets, new Roamin' Wyoming TV was developed and placed.
- With the introduction of new creative, DMOs can expect a decline in awareness if it is not offset by a budget increase.
- The SMARInsights' benchmark for spot markets is higher than national as these are more narrowly focused efforts with more concentrated budgets. Here the goal is a cost per aware household of \$0.50. Though the CPH is higher than this mark, it is in line with what the Adjacent markets have garnered in the past.

- The decline in both overall awareness and individual media results in less media overlap – that is the number of components of the campaign consumers saw. Overlap is important as often the more exposures consumer have, the more likely they are to visit.

SMARInsights
spot market
benchmark:
\$0.50
per aware
household

Adjacent	2012	2013	2014
Awareness	70%	70%	60%
Aware HHs	1,824,012	2,017,703	1,749,128.66
Spending	\$1,604,767	\$1,390,385	\$1,207,410
Cost per Aware	\$0.76	\$0.69	\$0.69

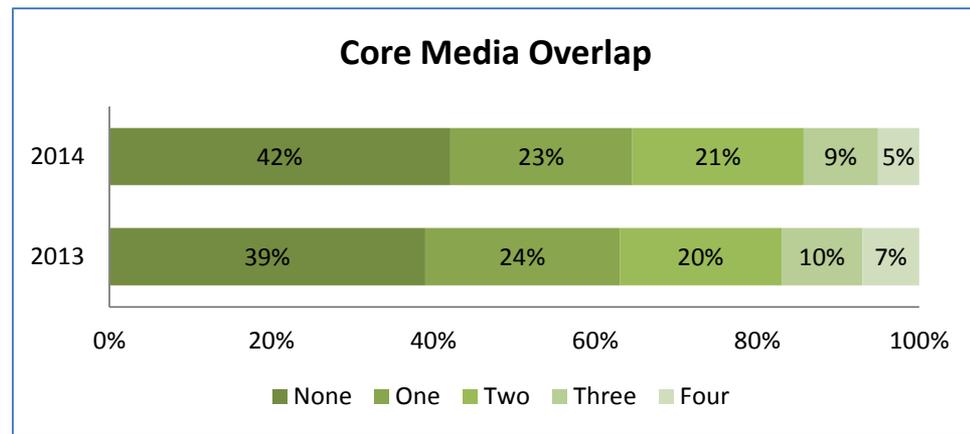
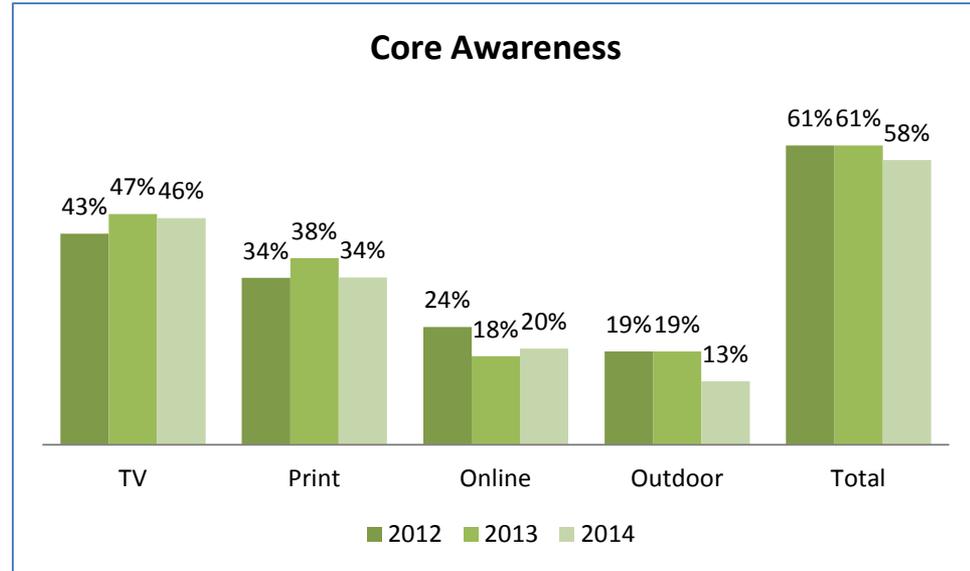


Core Awareness

- In the Core markets (excluding Chicago), awareness fell slightly, with a dip in print and outdoor awareness contributing to this slight decline.
- With lower awareness of these two media, there was less media overlap in the Core markets than in the previous year.
- However, the Core markets are still meeting the average for all DMOs targeting spot markets. This benchmark is higher than the national benchmark as resources here are more concentrated and DMOs spend more in specific markets.

SMARInsights
spot market
benchmark:
\$0.50
per aware
household

Core	2012	2013	2014
Awareness	61%	61%	58%
Aware HHs	3,674,257	4,266,509	4,108,689
Spending	\$1,808,292	\$2,038,853	\$2,005,950
Cost per Aware	\$0.50	\$0.48	\$0.49



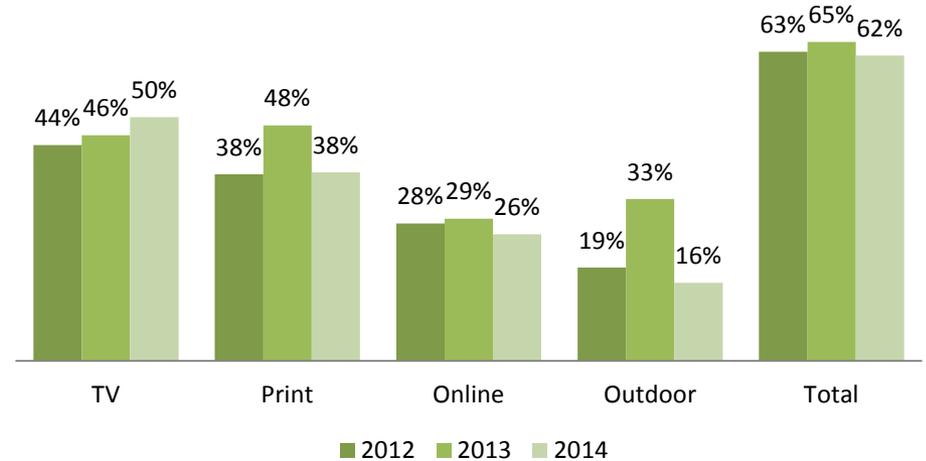
Chicago Awareness

- Similar to the other Core markets, overall awareness in Chicago dipped slightly. But here it was more evident that declines in print and outdoor are responsible for driving the slight dip.
- With the same media in the market for a number of years and sustained budget, it would be anticipated that awareness would increase. But media costs need to be factored in and may have reduced the reach of the campaign – even those expenditures are similar.
- In response to the print decline, it would be worthwhile to understand how the placements differed from the previous year. With outdoor, the billboards that were once viewed as majestic and bringing something new to the marketplace could be viewed as having less impact after a number of years in the area.

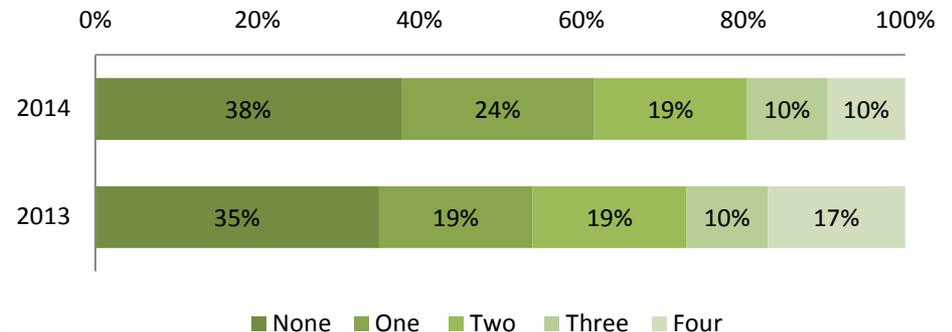
**SMARInsights
spot market
benchmark:
\$0.50
per aware
household**

Chicago	2012	2013	2014
Awareness	63%	65%	62%
Aware HHs	1,723,994	1,854,754	1,791,832
Spending	\$1,271,861	\$1,209,786	\$1,284,905
Cost per Aware	\$0.74	\$0.65	\$0.72

Chicago Awareness



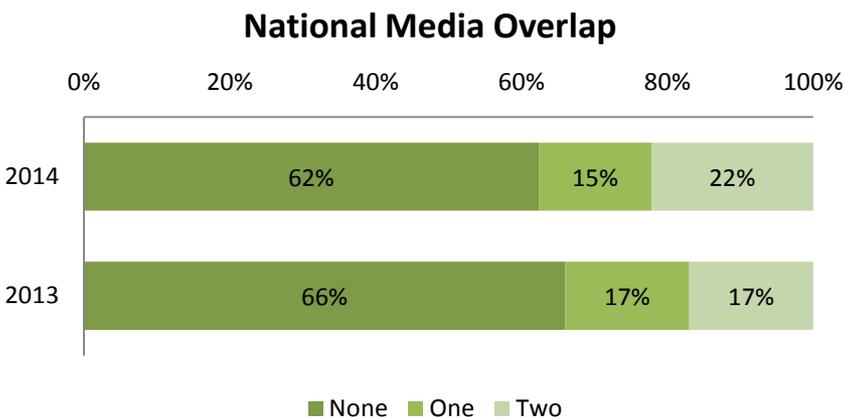
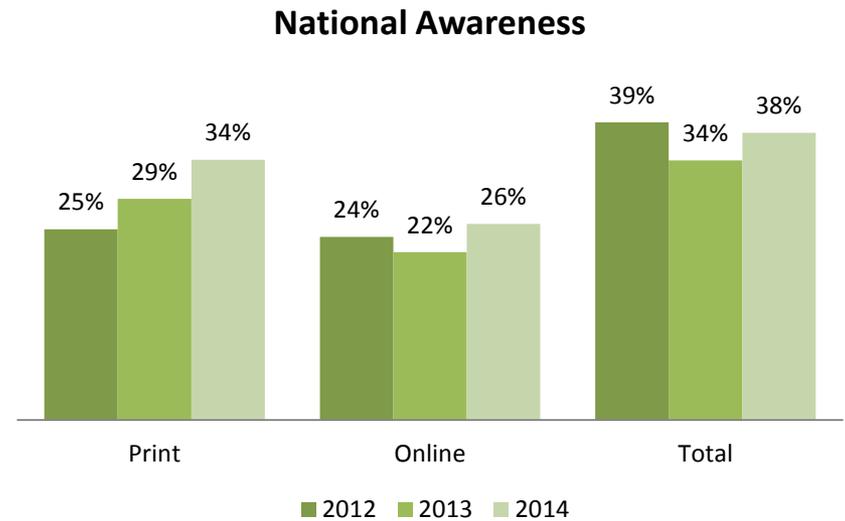
Chicago Media Overlap



National Awareness

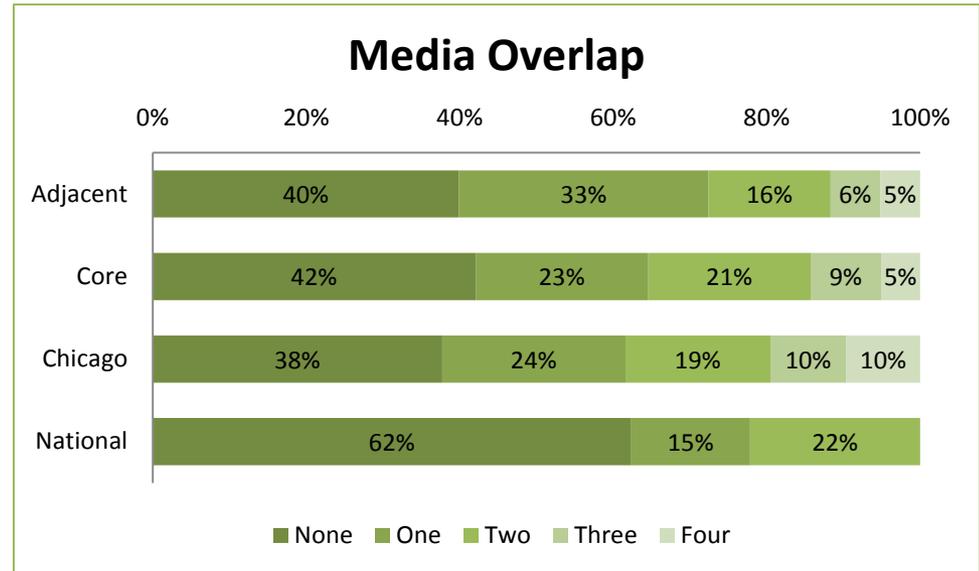
- The national audience is much more limited in the ways in which they can be exposed as TV and outdoor are not placed outside of the spot markets.
- Awareness of both print and online creative increased, resulting not only in more overall awareness among the national audience but also in more media overlap.
- As there is little spending across a huge audience, the cost per aware household here is minimal.

National	2012	2013	2014
Awareness	39%	34%	38%
Aware HHs	31,050,325	27,687,743	31,453,070
Spending	\$947,902	\$741,171	\$718,196
Cost per Aware	\$0.03	\$0.03	\$0.02



Market Summary

- Not only does Chicago have the highest level of awareness, but it also generates the most media overlap with 20% of households aware of three or more media. But because the Wyoming Office of Tourism has made a significant commitment to this market, it results in the highest cost-per-aware household.
- Though the national audience only has the opportunity to be exposed to two components of the campaign, it performed exceedingly well here. Because of that, overall the campaign was able to generate more aware households with fewer resources than in previous efforts.



Cost per Aware HH	Adjacent	Core	Chicago	National	Total
Population	2,911,124	7,083,947	2,890,051	82,771,238	95,656,360
Awareness	60%	58%	62%	38%	41%
Aware HHs	1,749,129	4,108,689	1,791,832	31,453,070	39,102,720
Spending	\$1,207,410	\$2,005,950	\$1,284,905	\$718,196	\$5,216,461
Cost per aware HH	\$0.69	\$0.49	\$0.72	\$0.02	\$0.13

Creative Evaluation



Creative Evaluation

- A campaign must not only generate awareness, but it should also communicate desired messages in order to drive travel. Through the evaluation of hundreds of destination marketing campaigns, SMARInsights has established a number of benchmarks related to the advertising creative.
- After viewing all of the ads, respondents were asked to rate attributes using a 5-point scale where 5 = “strongly agree” and 1 = “strongly disagree.”
- There are two types of attributes related to advertising creative – those that communicate particular messages about the destination and those that encourage the consumer to take an action. The benchmarks developed are based on the communication attributes of DMO advertising. However, impact attributes have a more difficult time meeting this mark as they require action from a consumer, which is harder than communicating a desired message.

Communication Ratings

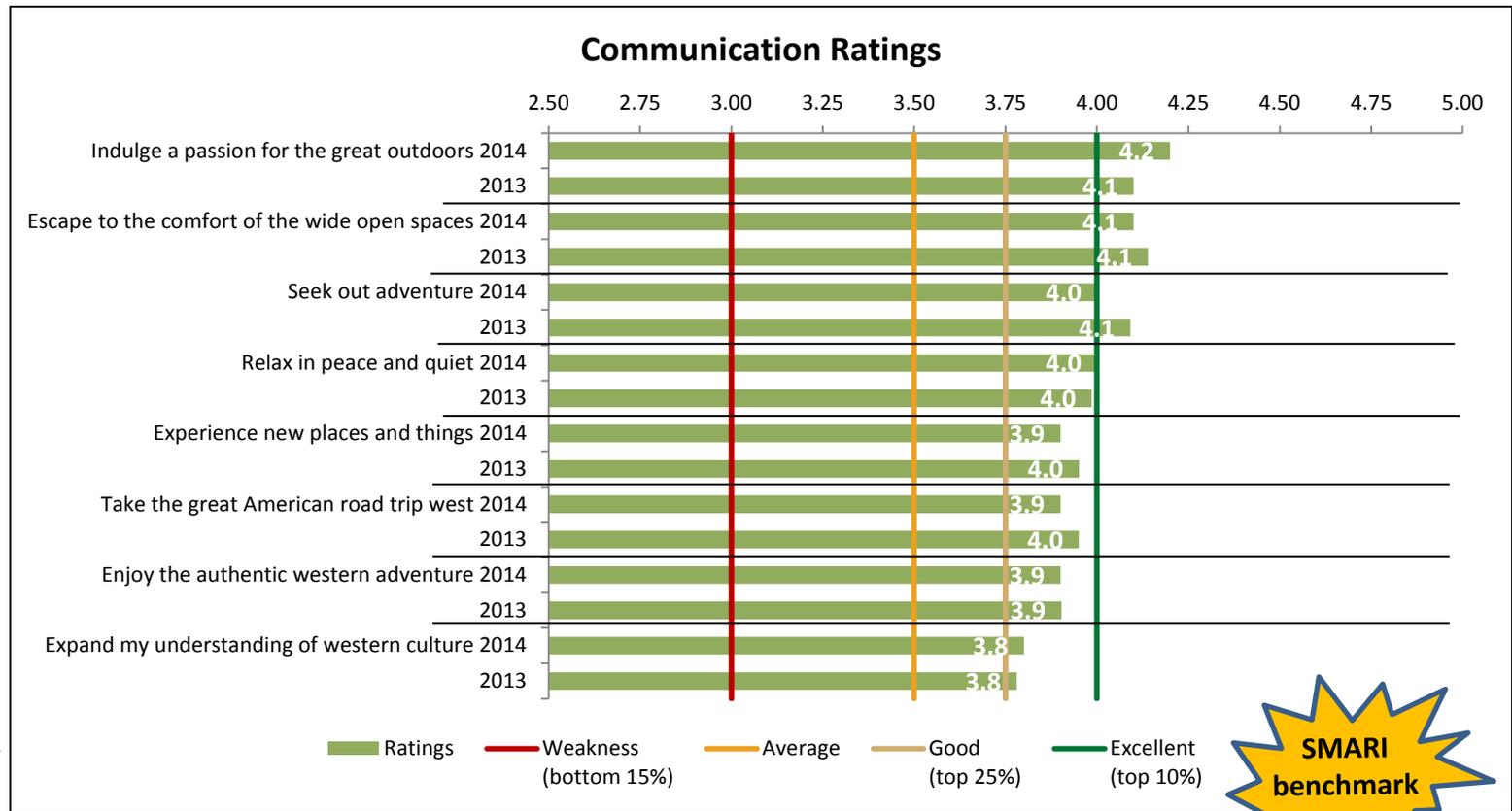


Impact Ratings



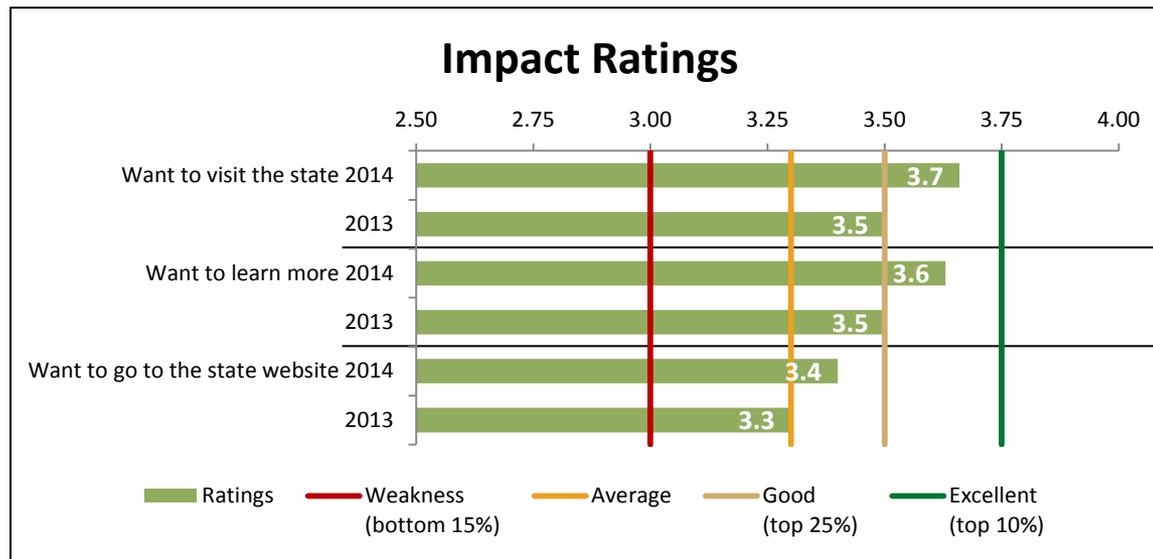
Creative Evaluation – Communication

- The Wyoming Office of Tourism has consistently produced some of the best creative that SMARInsights evaluates. Not only are all of the communication ratings meeting the goal, but many of them also are pulling in “excellent” ratings, putting them in the top 10% of all DMO creative evaluated.



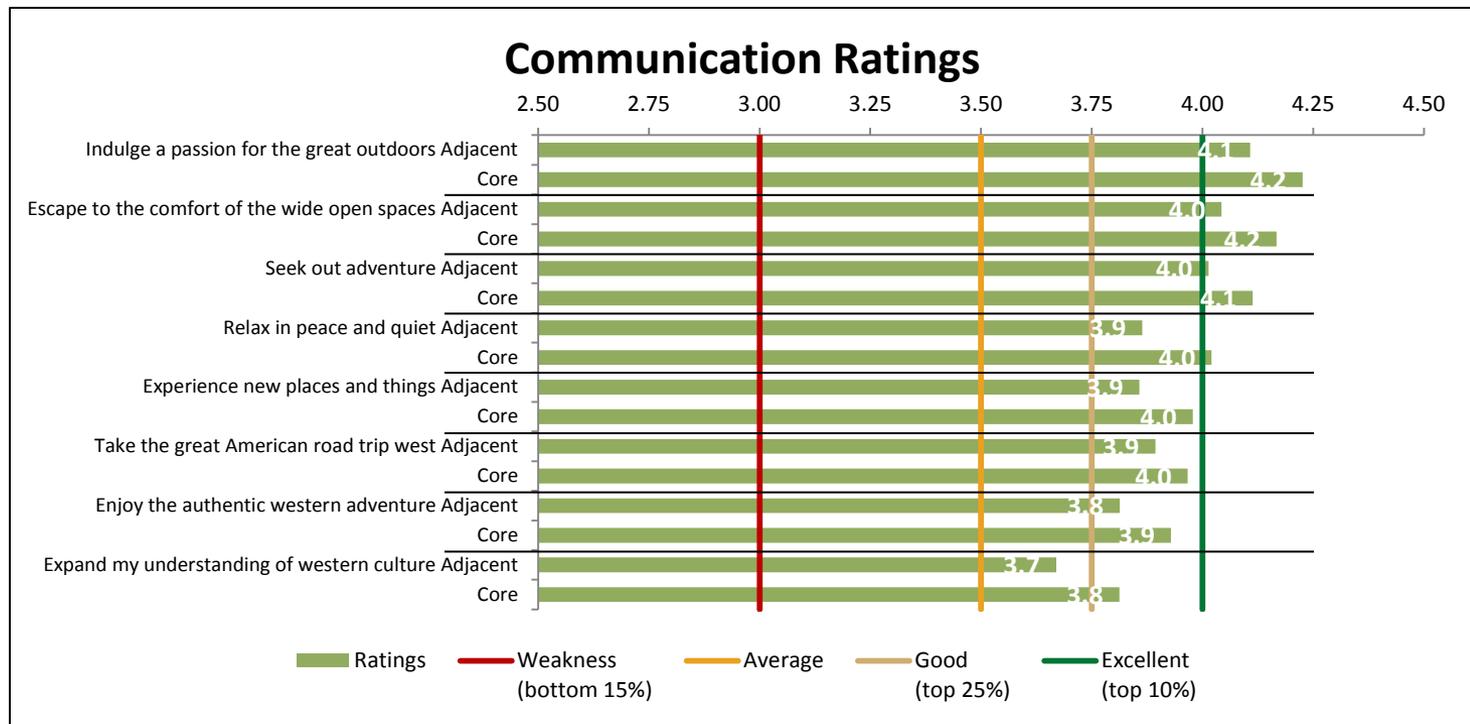
Creative Evaluation – Impact

- Impact ratings are more difficult to generate. However, the advertising does a good job of making consumers want to learn more and, more importantly, visit.



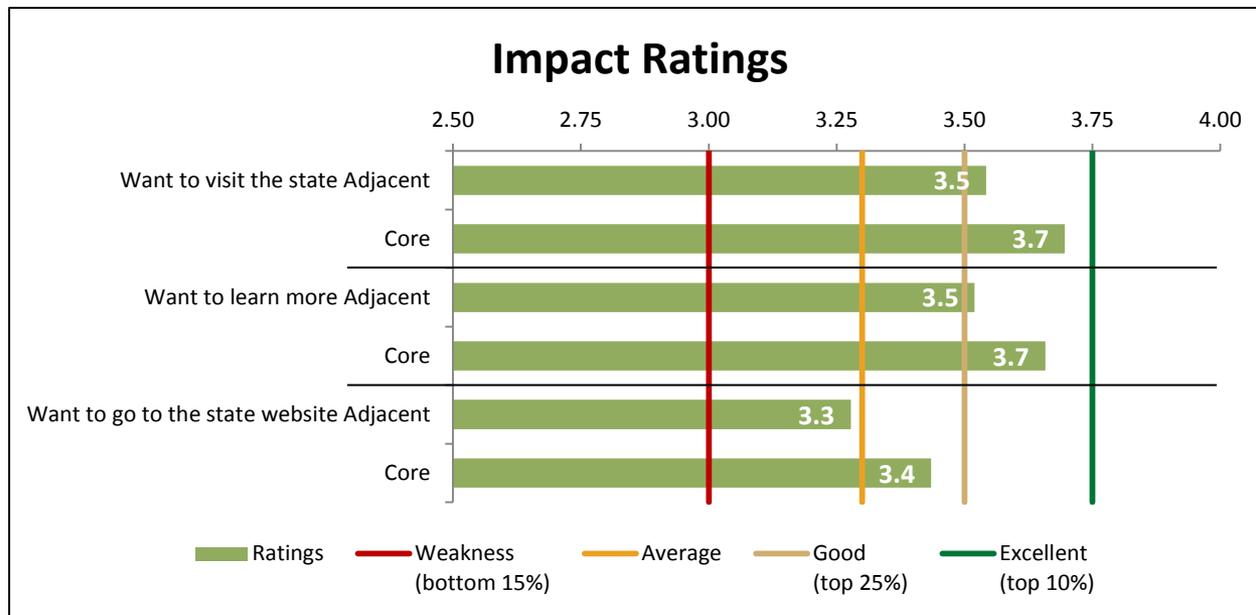
Creative Evaluation by Market – Communication

- Very different creative was placed in Core and Chicago as compared to the Adjacent markets. Though the ratings are strong for both across the board, the Core creative rates higher than Adjacent. The Roamin' Wyoming TV spot developed for the Adjacent markets, while very stylized, relies on animation. The importance of imagery, especially in destination marketing, cannot be overstated. Advertising that utilized iconic images consistently outperforms animation.



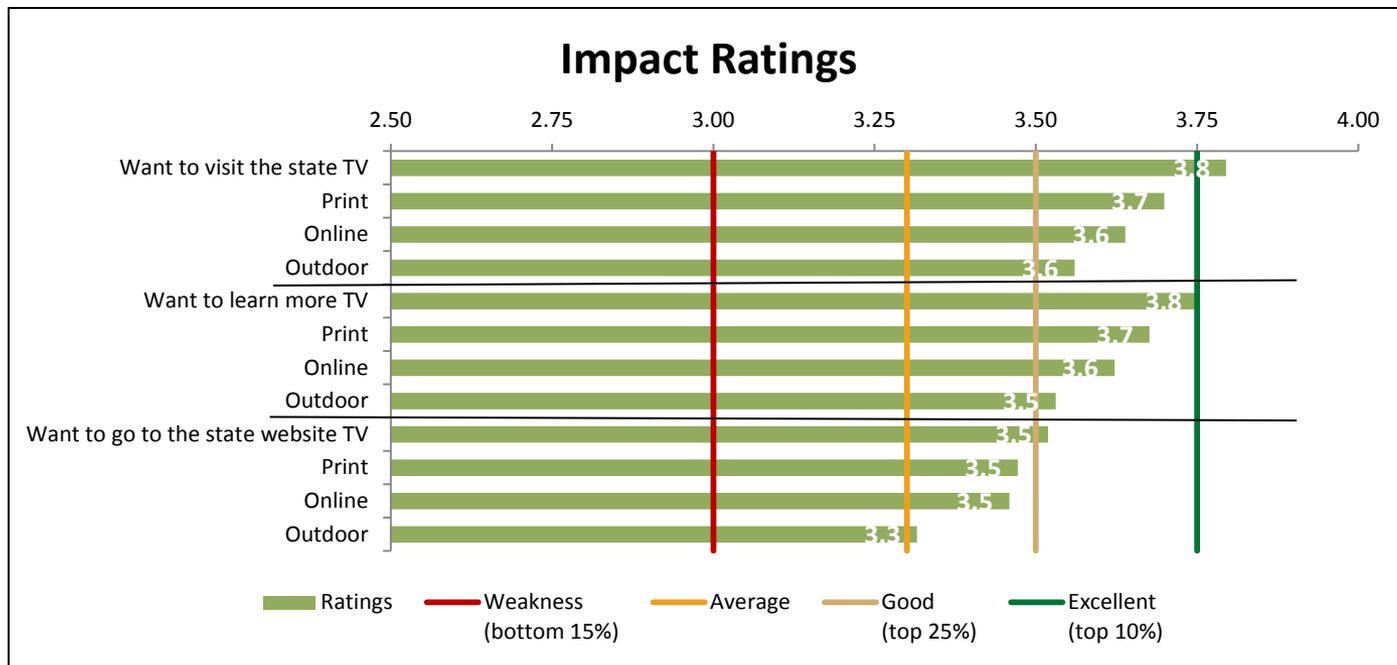
Creative Evaluation by Market – Impact

- Even with the animation, the Adjacent markets are meeting or exceeding the goal rating for most communication and impact ratings. However, leisure travelers want to see the product so they can envision themselves and their families on a trip. SMARInsights has found it is difficult for consumers to do this with animation. A move back to a product-focused TV spot would likely push the Adjacent market ratings higher.



Creative Evaluation by Media

- SMARInsights consistently sees TV garner the highest ratings, and other media lagging. However, it is often online that has the lowest scores. The outdoor has been in the market, especially Core, for multiple years. Given that awareness of the media fell, it is possible consumers no longer find the creative as show stopping and majestic as when it was first placed in these markets.



Impact of the Advertising



Impact on Image

- Though the end goal of DMO advertising is to generate travel, there are a number of other ways it can influence consumers, including improving the image of the destination. Awareness of Wyoming advertising improved the image of every attribute; especially important are those considered to be visitation drivers (in bold).

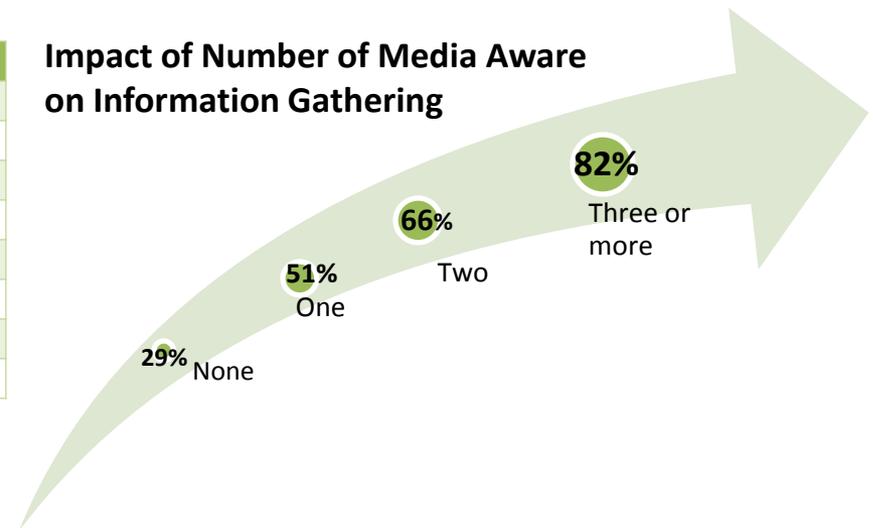
Image Attributes	Unaware	Aware	Difference
Is a good value for the money	3.3	3.9	0.6
Is a good place for family vacations	3.5	4.0	0.5
Has interesting historical sites and museums	3.3	3.8	0.5
Has friendly people	3.5	4.0	0.5
Is a good place to re-energize and recharge	3.5	4.0	0.5
Is a good place to take the great American road trip	3.5	4.0	0.5
Is a great place for winter sports such as skiing and snowmobiling	3.3	3.8	0.5
Is a place to enjoy Native American culture	3.4	3.8	0.4
Offers great camping and RVing	3.6	4.0	0.4
Feels like the Old West	3.4	3.9	0.4
Has great national parks	3.7	4.1	0.4
Offers an authentic western experience	3.5	3.9	0.4
Is a good place to experience new places and things	3.4	3.9	0.4
Has lots of dude ranches	3.4	3.8	0.4
Has beautiful natural scenery	3.9	4.2	0.4
Has lots of mountains	3.6	4.0	0.4
Is a good place to relax in peace and quiet	3.7	4.0	0.4
Offers good opportunities for wildlife viewing	3.8	4.1	0.4
Offers lots of outdoor activities such as hiking, fishing and hunting	3.8	4.1	0.3
Is a good place to indulge in a passion for the great outdoors	3.8	4.1	0.3

Impact on Information Gathering

- In addition to improving the image of the destination, paid marketing can also encourage consumers to gather information, an important first step in turning them into visitors. Awareness of advertising has tremendous impact on moving households to find out more about Wyoming, with most directed to the state's website.
- Awareness of any media motivates consumers to find out more about the state, but as households are exposed to more components of the campaign, they are much more likely to seek information. While this is positive, there were fewer households with media overlap this year than in 2013.

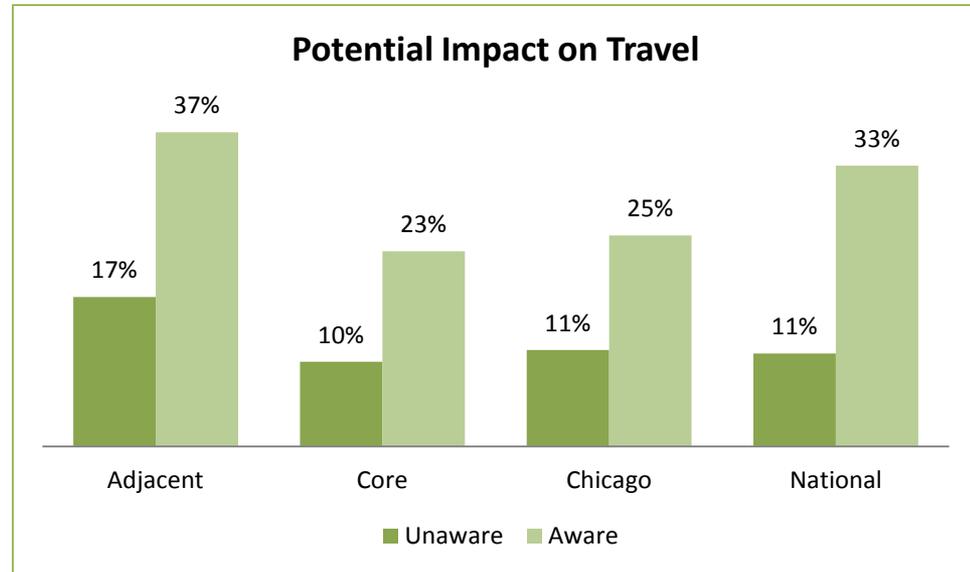
Action taken...	Unaware	Aware	Difference
Researched destination	20%	42%	22%
Visited state website	14%	38%	24%
Requested information using other method	5%	15%	10%
Visited mobile website	2%	8%	6%
Visited state Facebook page	2%	8%	5%
Called state 800 number	0%	4%	4%
Followed state on Twitter	0%	2%	2%
Gathered any information	29%	61%	32%

Impact of Number of Media Aware on Information Gathering



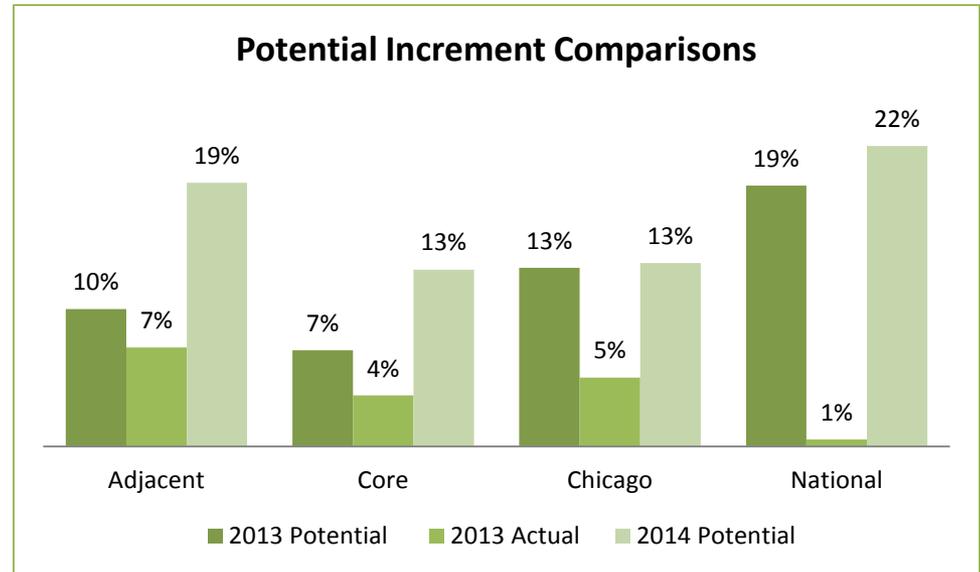
Potential Impact on Travel

- In the end, the marketing is successful if it motivates consumers to visit, stay longer or spend more. SMARInsights' methodology for evaluating influence on visitation is determined by the level of incremental travel it is able to generate. Incremental travel is the difference in the rate of visitation between those who aware of the ads and those who are unaware of the ads. The assumption is the level of unaware travel is what the state would see without any investment. And any travel beyond that by aware households is where the influence lies. And while this will be evaluated in Wave 2 of the research, the potential influence in each markets indicates positive results.



Year-over-year Potential Influence

- Though the potential impact appears to be exceedingly strong, actual travel will likely be more tempered. Early in the travel season, consumers have many destinations in their consideration set and indicate they may be likely to visit. But as decisions are made, destinations are dropped, resulting in lower incremental travel than awareness wave results would indicate.
- However, most all of the markets are seeing a good improvement on the potential increment from 2013, an indication actual influence will be up as well.
- Some Wyoming destinations are seeing record year-over-year increases in visitation for 2014. While the travel wave will determine actual influence, it appears the state's marketing is contributing to these successes.



Appendix – Questionnaire



Questionnaire

**Wyoming Travel & Tourism
Advertising Effectiveness
July 2014 – Core/Chicago National
September 2014 – Adjusted**

Thank you for visiting our travel survey. Your opinions are valuable to us! This survey is about travel and vacation choices. This is for research purposes only and is an opportunity for you to give feedback to travel destinations so that they can improve. No sales effort will ever result from your participation.

Before you begin, there are a few things to note about the survey:

- For most questions, simply click on the button of your response and then click on the Next button to go on to the next question.
- If you need to go back to the preceding question to change your response, click on the Previous button.
- For some questions, you will need to scroll down to respond to all the questions on a screen.
- To stop at any point, close the browser window. The survey will terminate and you will not be able to re-enter.

S1. First, who in your household is primarily responsible for making decisions concerning travel destinations?

-Me
-Myself and my spouse/partner
-My spouse/partner → TERMINATE

S1a. What is your ZIP code? _____

S2. Do you normally take at least one vacation or leisure trip a year? A leisure trip would be any non-business trip involving at least one night's stay at a location at least 50 miles from your home.

-Yes
-No → TERMINATE

Age. What is your age? _____

S3. Please take a moment to view the following television ad and answer the question.

(INSERT TEAM DAVID TEST AD AND SET UP OPTIONS FOR HIGH SPEED CONNECTION/DIAL UP CONNECTION)

-Yes
-No → TERMINATE

1. How familiar are you with each of the following states, in terms of what they have to offer as a place for a leisure trip?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
Colorado				
Idaho				
Montana				
New Mexico				
South Dakota				
Texas				
Utah				
Wyoming				

2. Please consider the following series of descriptions that could be used to describe travel destinations. For each state, please rate how well each statement describes the state. In some cases, you may not be very familiar with the state, but please rate it based on whatever you know or have heard about the state.

HAVE THEM RATE WYOMING AND ONE STATE WITH FAMILIARITY EQUAL TO WYOMING (IF NONE EQUAL THE SAME FAMILIARITY, CHOOSE A STATE WITH ONE RATING HIGHER), RANDOMLY CHOSEN FROM LIST BELOW.

- Colorado
- Idaho
- Montana
- New Mexico
- South Dakota
- Texas
- Utah

Strategic Marketing & Research, Inc.

Please rate [INSERT STATE]	Completely				Not at all
Has great national parks	5	4	3	2	1
Has beautiful natural scenery	5	4	3	2	1
Has lots of mountains	5	4	3	2	1
Feels like the Old West	5	4	3	2	1
Offers great camping and RVing	5	4	3	2	1
Has interesting historical sites and museums	5	4	3	2	1
Is a place to enjoy Native American culture	5	4	3	2	1
Is a good place to relax in peace and quiet	5	4	3	2	1
Is a good place to indulge in a passion for the great outdoors	5	4	3	2	1
Offers lots of outdoor activities such as hiking, fishing and hunting	5	4	3	2	1
Has lots of dude ranches	5	4	3	2	1
Offers good opportunities for wildlife viewing	5	4	3	2	1
Is a great place for winter sports such as skiing and snowmobiling	5	4	3	2	1
Offers an authentic western experience	5	4	3	2	1
Is a good place to take the great American road trip	5	4	3	2	1
Is a good place to experience and experiment with new places and things	5	4	3	2	1
Is a good place to re-energize and recharge	5	4	3	2	1
Is a good place for family vacations	5	4	3	2	1
Is a good value for the money					
Has friendly people	5	4	3	2	1

3. Please check the states that you have visited for a leisure trip in the past two years. PLEASE CHECK ALL THAT APPLY

Colorado	
Idaho	
Montana	
New Mexico	
South Dakota	
Texas	
Utah	
Wyoming	
None of these states	

4. How likely are you to take a leisure trip to any of the following states in the next year?

	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
Colorado					
Idaho					
Montana					
New Mexico					
South Dakota					
Texas					
Utah					
Wyoming					

Strategic Marketing & Research, Inc.

Questionnaire

5. In the course of planning for any upcoming trips, have you gathered information, gone to the website, or gathered information for planning a trip to Wyoming?

Please mark all that apply

Outlined information, researched destination	Visited state website	Visited mobile website	Called state 800 number	Visited state Facebook page	Followed state on Twitter	Requested information using other method	None
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IF VISITED WYOMING WEBSITE AT Q5 ASK (INSERT SCREEN SHOT OF WEBSITE)

5a. Is this the Wyoming website you visited?
1. Yes
0. No

IF VISITED STATE FACEBOOK PAGE AT Q5 ASK (INSERT SCREEN SHOT OF FACEBOOK)

5b. Is this the Wyoming Facebook site you visited?
1. Yes
0. No

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

ASK AD RATINGS AFTER ALL ADS WITHIN EACH MEDIUM HAVE BEEN SHOWN.

PRINT ADS:

Wyoming
Devils Tower LR.jpg
Teton LR.jpg
Wildlife LR.jpg
Yellowstone LR.jpg

ASK Q6 FOR EACH WYOMING PRINT AD

6. I have seen this print ad before
 I have not seen this print ad before

6a. Now please indicate how much you agree the ads for this state show a place... ROTATE

	Strongly agree				Strongly disagree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek out adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

6b. How much does this campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

Strategic Marketing & Research, Inc.

3

PRINT INSERT: SHOW ON ONE PAGE

AdventureAtlas_2014_MASTER 1.pg
AdventureAtlas_2014_MASTER 2.pg
AdventureAtlas_2014_MASTER 3.pg

X. I have seen this newspaper insert before
 I have not seen this newspaper before

TV ADS

CORE AND CHICAGO

Imaginary Flight <http://youtu.be/am0U7EL2DKo>
Authentic http://youtu.be/2iD0NNk6w_M
Boundaries <http://youtu.be/3AD9E241AM>

ADJACENT – SEPT INTERVIEWING ONLY

<http://youtu.be/P4SN2P50LI>

SHOW TELEVISION AD AND ASK Q7

7. How many times have you seen this television ad?

- Never
 Once
 Two or three times
 More than three times

7a. Now please indicate how much you agree the ads for this state show a place... ROTATE

	Strongly agree				Strongly disagree
Where I could enjoy the authentic western adventure	5	4	3	2	1
To seek out adventure	5	4	3	2	1
To take the great American road trip west	5	4	3	2	1
To experience and experiment with new places and things	5	4	3	2	1
To relax in peace and quiet	5	4	3	2	1
To indulge a passion for the great outdoors	5	4	3	2	1
To escape to the comfort of the wide open spaces	5	4	3	2	1
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1

7b. How much does this campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

ONLINE

CORE

wy0springSum14_300x250_exp-1nr_02.swf
wy0springSum14_300x250_PNL_03.swf

ADJACENT – SEPT INTERVIEWING

wy0_syon_300x250_exp-BNR_07.swf

ASK Q8 FOR EACH WYOMING ONLINE AD

Strategic Marketing & Research, Inc.

4

Questionnaire

8. I have seen this or a similar online ad at least once.
 I have never seen this or a similar online ad.

8a. Now please indicate how much you agree the ads for this state show a place... ROTATE

	Strongly Agree	4	3	2	1	Strongly Disagree
Where I could enjoy the authentic western adventure	5	4	3	2	1	
To seek out adventure	5	4	3	2	1	
To take the great American road trip west	5	4	3	2	1	
To experience and experiment with new places and things	5	4	3	2	1	
To relax in peace and quiet	5	4	3	2	1	
To indulge a passion for the great outdoors	5	4	3	2	1	
To escape to the comfort of the wide open spaces	5	4	3	2	1	
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1	

8b. How much does this campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

OUTDOOR [SHOW TOGETHER]

CORE AND CHICAGO

wet1.jpg may you roam buffalo.jpg
 wo5 break from herd DTower.jpg

ADJACENT – SEPT INTERVIEWING

Devils Tower.jpg
 Rodeo.jpg
 Teton.jpg
 Yellowstone.jpg

ASK Q9 FOR EACH GROUP OF BILLBOARD ADS --

9. I have seen one of these or a similar billboard or poster.
 I have never seen one of these or a similar billboard or poster.

AFTER ALL ADS HAVE BEEN SHOWN, ASK Q11-12

9a. Now please indicate how much you agree the ads for this state show a place... ROTATE

	Strongly Agree	4	3	2	1	Strongly Disagree
Where I could enjoy the authentic western adventure	5	4	3	2	1	
To seek out adventure	5	4	3	2	1	
To take the great American road trip west	5	4	3	2	1	
To experience and experiment with new places and things	5	4	3	2	1	
To relax in peace and quiet	5	4	3	2	1	
To indulge a passion for the great outdoors	5	4	3	2	1	
To escape to the comfort of the wide open spaces	5	4	3	2	1	
Where I can enrich and expand my understanding of western lore and culture	5	4	3	2	1	

Strategic Marketing & Research, Inc.

5

9b. How much does this campaign make you...? ROTATE

Want to learn more about things to see and do in the state	5	4	3	2	1
Want to go to the state website or request a brochure from the state	5	4	3	2	1
Want to visit the state	5	4	3	2	1

The following questions are for classification purposes only, and will help us understand different groups of people.

DEMOGRAPHICS

D1. Are you...?

- Married
 Divorced/Separated
 Widowed
 Single/Never married

D2. Including you, how many people are currently living in your household? _____

IF QD2=4, SKIP TO D4

D3. How many living in your household are children under the age of 18? _____

D4. Which of the following categories best represents the last grade of school you completed?

- High school or less
 Some college/technical school
 College graduate
 Post-graduate degree

D5. Which of the following categories best represents the total annual income for your household before taxes?

- Less than \$25,000
 \$25,000 but less than \$50,000
 \$50,000 but less than \$75,000
 \$75,000 but less than \$100,000
 \$100,000 but less than \$150,000
 \$150,000 or more

D6. Which of the following best describes your racial and ethnic heritage? Are you...? (ALLOW MULTI)

- Caucasian/white
 African-American/black
 Latino/Hispanic
 Asian
 American Indian
 Other (Specify _____)

D8. Are you...?

- Male
 Female

Strategic Marketing & Research, Inc.

6