Coastal Mississippi 2020
Advertising Markets
Awareness & Visitation
COVID-19 Impact Study
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In 2020, Coastal Mississippi launched their advertising campaign in key drive markets.

- The campaign consisted of both traditional and online media including:
  - Digital
  - Television
  - Out-of-home
- The Re-Entry Campaign ran from June-November 2020
- The Recovery Campaign ran from November-December 2020

Longwoods was engaged to conduct a program of research designed to:

- Measure the awareness of the advertising campaign in Coastal Mississippi’s drive markets across channels.
- Determine the impact the Coastal Mississippi advertising campaign had on Coastal Mississippi’s image as a vacation destination.
- Through an analysis of Coastal Mississippi’s image versus their competitive set, provide input into the development of positioning and messaging for future campaigns.
- Investigate past and future intended visitation to Coastal Mississippi, and to determine the impact of COVID-19 on travel plans.
• A benchmark study was conducted after the conclusion of the advertising period to measure awareness of specific ads and the image of Coastal Mississippi in the advertising markets.
• A national self-completion survey of 1,500 respondents in the advertising markets, distributed as follows:
  • New Orleans DMA 375  
  • Mobile-Pensacola DMA 325  
  • Jackson DMA 200  
  • Baton Rouge DMA 200  
  • Lafayette DMA 200  
  • Columbus-Tupelo DMA 200  
• Respondents are members of a major online consumer research panel.
• Adults 18 years of age and older were randomly selected from the panel, so as to ensure a representative sample.
• Sample was drawn to be proportionate to population by specific states/cities, age, sex and income.
Method (Cont’d)

• The survey took an average of 8 minutes to complete.
• During the survey respondents were shown copies of the advertising materials. This was at the end of the survey as not to bias earlier questions on attitudes towards Coastal Mississippi and other behavioral measures.
• The fieldwork was conducted in December 2020.
• Data were weighted on key demographic variables (region, age, sex, household income) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific States/DMAs.
• For a sample of this size, the confidence level is + / – 2.5%, 19 times out of 20.
• Unless otherwise noted, results shown are representative of all respondents surveyed (n=1,500 travelers).
Conclusions and Recommendations
Conclusions and Recommendations

• Over half of travelers in Coastal Mississippi’s drive markets recalled seeing at least one ad from the Re-Entry or Recovery campaigns.

• Ad awareness was highest in the Jackson and Columbus-Tupelo DMAs.

• Travelers were most likely to recall a television advertisement, followed by digital and out-of-home ads.

• The campaign had a positive impact on travelers’ perceptions of Coastal Mississippi, as travelers exposed to the campaign gave Coastal Mississippi substantially higher rating scores than those unfamiliar with the campaign in all the image battery statements included in the survey.

• When we compare the image ratings of travelers who have never visited Coastal Mississippi versus the ratings of those who have visited in the past two years, we have a measure of “product delivery”, i.e., the relative satisfaction of the two groups.
From this analysis we find that travelers who visited Coastal Mississippi rated each of the image battery statements higher than those who have never visited.

Relative to the other destinations in the competitive set for this study, Coastal Mississippi has a positive overall image among travelers, especially outperforming Baton Rouge and Lake Charles.

Over three-fourths of travelers in Coastal Mississippi’s drive markets have visited Coastal Mississippi in the past, and just under three-fourths have visited during the past 2 years.

Over half of travelers in Coastal Mississippi’s drive markets intend to take an overnight or day leisure trip to Coastal Mississippi during the next 18 months.

Among the competitive set, Coastal Mississippi is the destination the most travelers in the markets included in this survey intend to visit.

Just over half of travelers in Coastal Mississippi’s drive markets said COVID-19 would greatly impact their travel plans.
• During the next six months, four in ten travelers in Coastal Mississippi’s drive markets will change their domestic leisure travel plans because of COVID-19 concerns and less than two in ten will change their domestic business travel plans. A quarter asserts COVID-19 will have no impact on their travel plans, while almost a third don’t have any travel plans during the next six months.

• Among those who indicated they would change their travel plans, six in ten are reducing their travel and four in ten canceled trips completely.

• Six in ten travelers in Coastal Mississippi’s drive markets are hesitant to travel during the next six months. Three-fourths are hesitant over concerns about spreading/contracting COVID-19.
Advertising Awareness
Over half (58%) of travelers in Coastal Mississippi’s drive markets recalled seeing at least one ad from the Re-Entry or Recovery campaigns.

Ad awareness was highest in Jackson (63%) and Columbus-Tupelo (62%).

Travelers were most likely to recall a television advertisement (50%), followed by digital (38%) and out-of-home (34%) ads.

Almost half of travelers in Coastal Mississippi’s drive markets recalled seeing at least one Recovery (46%) or Re-Entry (45%) ad.

The ads with the highest levels of recall were:

- Online Streaming tv ad (30%)
- OOH Gaming ad (26%)
- Gaming Video tv ad (26%)
- Long Distance Connections tv ad (25%)
- Brand Video tv ad (22%)
- Gaming Banner digital ad (20%)
Awareness of the Ad Campaign

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

Aware* 58%

Unaware 42%

*Saw at least one ad
Awareness* by Market

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
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</tr>
<tr>
<td>Jackson</td>
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<tr>
<td>Columbus-Tupelo</td>
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<tr>
<td>New Orleans</td>
<td>58</td>
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<tr>
<td>Mobile-Pensacola</td>
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<tr>
<td>Lafayette</td>
<td>56</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>51</td>
</tr>
</tbody>
</table>

*Saw at least one ad
Advertising Awareness* by Medium

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

* Saw at least one ad and based on markets where shown
Advertising Awareness* by Campaign

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

- **Aware of any ad**: 58%
- **Recovery**: 46%
- **Re-Entry**: 45%

*Saw at least one ad and based on markets where shown
Awareness of Individual Ads - TV

- Any TV: 50%
- Online Streaming: 30%
- Gaming Video: 26%
- Long Distance Connections: 25%
- Brand Video: 22%
- Outdoor Video: 19%
Digital Creative

Banner Compilation-Online Streaming

Banner Compilation-Cooking Dinner
Digital Creative (Cont’d)

Brand Banner

Outdoor Banner

Gaming Banner
Awareness of Individual Ads - Digital

- Any Digital: 38%
- Gaming Banner: 20%
- Online Streaming Compilation: 17%
- Cooking Dinner Compilation: 17%
- Outdoor Banner: 17%
- Brand Banner: 14%
Awareness of Individual Ads* - Out of Home

- Any OOH: 34%
- OOH Gaming: 26%
- Re-Entry OOH Compilation: 19%

*Based on markets where shown
Ready to welcome you back with a smile. (Even if you can’t see it.)

#VisitMSResponsibly

Advertising Impact on Short-of-Sales Measures
Advertising Impacts

• The campaign had a positive impact on travelers’ perceptions of Coastal Mississippi:
  • Travelers exposed to the campaign gave Coastal Mississippi substantially higher rating scores than those unfamiliar with the campaign for the general overall statement “Coastal Mississippi is a place I would really enjoy visiting”.
  • For the more detailed attributes, we find that the campaign did a very good job of improving traveler’s perceptions of Coastal Mississippi for every image dimension evaluated.

• The advertising had greatest impact on perceptions related to:
  • Excellent vacation value for the money
  • A fun place for a vacation
  • Full of surprising experiences
  • An exciting place
  • Great for outdoor activities
  • Provides a unique vacation experience
  • Great for beautiful scenic views
Advertising Impact on Coastal Mississippi’s Overall Image - “A place I’d really enjoy visiting”

*Saw at least one ad

**“Percent who strongly agree” is the percent of respondents giving a statement on agree/disagree rating of 8, 9 or 10 out of 10

- Aware*: 66%
- Unaware: 55%

[Graph showing the percentage of respondents who strongly agree]
Is a great place for fishing and boating
Exciting casinos
Great for outdoor activities
A place I would feel welcome
Great for beautiful scenic views
A good place for families to visit
A fun place for a vacation
A place I’d really enjoy visiting

Percent Who Strongly Agree

Aware
Unaware

25
A destination that feels safe
Excellent vacation value for the money
Lots of things to see and do
Provides a unique vacation experience
An exciting place
Interesting towns and neighborhoods
Full of surprising experiences

Percent Who Strongly Agree

Aware  Unaware
Excellent vacation value for the money: 16
A fun place for a vacation: 15
Full of surprising experiences: 15
An exciting place: 14
Great for outdoor activities: 13
Provides a unique vacation experience: 13
Great for beautiful scenic views: 13
Interesting towns and neighborhoods: 12
A good place for families to visit: 12
Lots of things to see and do: 11
Is a great place for fishing and boating: 10
A destination that feels safe: 10
A place I would feel welcome: 8
Exciting casinos: 6
THERE WERE NO ATTRIBUTES NEGATIVELY IMPACTED BY THE ADVERTISING
Coastal Mississippi’s Product Delivery
When we compare the image ratings of travelers who have never visited Coastal Mississippi versus the ratings of those who have visited in the past two years, we have a measure of “product delivery”, i.e., the relative satisfaction of the two groups.

From this analysis we find that travelers who have experienced Coastal Mississippi recently were especially impressed with:

- Exciting casinos
- A place I would feel welcome
- Excellent vacation value for the money
- A destination that feels safe
- An exciting place
- Is a great place for fishing and boating

Among the dimensions evaluated, there were no areas where visitors felt Coastal Mississippi failed to live up to expectations.
Image by Visitation

- Exciting casinos: 82%
- Is a great place for fishing and boating: 78%
- A place I would feel welcome: 77%
- A place I’d really enjoy visiting: 73%
- Great for outdoor activities: 73%
- A good place for families to visit: 71%
- Great for beautiful scenic views: 71%
- A destination that feels safe: 70%

Percent Who Strongly Agree
- Recent Visitor
- Never Visited

Recent Visitor: 49%, 53%, 45%, 44%, 54%, 49%, 51%, 45%
Never Visited: 48%, 51%, 46%, 43%, 52%, 48%, 50%, 45%

Longwoods International
A fun place for a vacation
Excellent vacation value for the money
Lots of things to see and do
Provides a unique vacation experience
An exciting place
Interesting towns and neighborhoods
Full of surprising experiences

Percent Who Strongly Agree

Recent Visitor  Never Visited

33
Coastal Mississippi’s Product Strengths

Base: Travelers who visited destination in past two years

- Exciting casinos: 34%
- A place I would feel welcome: 32%
- Excellent vacation value for the money: 26%
- A destination that feels safe: 26%
- An exciting place: 25%
- Is a great place for fishing and boating: 25%
- Lots of things to see and do: 24%
Coastal Mississippi’s Product Strengths

Base: Travelers who visited destination in past two years

- A fun place for a vacation: 22%
- A good place for families to visit: 21%
- Provides a unique vacation experience: 21%
- Interesting towns and neighborhoods: 20%
- Great for beautiful scenic views: 19%
- Great for outdoor activities: 19%
- Full of surprising experiences: 16%

Difference in Percent Who Strongly Agree
THERE WERE NO SIGNIFICANT PERCEIVED PRODUCT WEAKNESSES VS. IMAGE
Social distancing comes natural to us.

Coastal Mississippi’s Image vs. Competition
Coastal Mississippi’s Image

• Relative to the other destinations in the competitive set for this study, Coastal Mississippi has a positive overall image among travelers:
  • Across the markets survey, almost two-thirds (62%) rated Coastal Mississippi very favorably as a destination they “would really enjoy visiting.”
    • Ahead of Baton Rouge and Lake Charles.
    • Behind Gulf Shores/Orange Beach and Pensacola.
• When comparing Coastal Mississippi’s image versus the image of the combined competition, Coastal Mississippi’s top image strengths are related to:
  • Exciting casinos
  • Is a great place for fishing and boating
  • Excellent vacation value for the money
  • A destination that feels safe
  • A fun place for a vacation
• There were no significant perceived image weakness compared to the total competitive set.
Coastal Mississippi Overall Image vs. Competition — “A Place I Would Really Enjoy Visiting”

- Gulf Shores/Orange Beach, AL: 72%
- Pensacola, FL: 71%
- Coastal Mississippi: 62%
- Baton Rouge, LA: 38%
- Lake Charles, LA: 35%
Coastal Mississippi’s Image vs. Competition

- Exciting casinos: 35% Coastal Mississippi, 72% Competitors
- Is a great place for fishing and boating: 56% Coastal Mississippi, 67% Competitors
- Great for outdoor activities: 60% Coastal Mississippi, 67% Competitors
- A place I would feel welcome: 61% Coastal Mississippi, 67% Competitors
- Great for beautiful scenic views: 57% Coastal Mississippi, 64% Competitors
- A good place for families to visit: 59% Coastal Mississippi, 63% Competitors
- A destination that feels safe: 52% Coastal Mississippi, 62% Competitors
Coastal Mississippi’s Image vs. Competition (Cont’d)

- A fun place for a vacation: Coastal Mississippi (53%), Competitors (60%)
- Excellent vacation value for the money: Coastal Mississippi (48%), Competitors (59%)
- Lots of things to see and do: Coastal Mississippi (54%), Competitors (59%)
- Provides a unique vacation experience: Coastal Mississippi (50%), Competitors (56%)
- An exciting place: Coastal Mississippi (49%), Competitors (54%)
- Interesting towns and neighborhoods: Coastal Mississippi (48%), Competitors (54%)
- Full of surprising experiences: Coastal Mississippi (49%), Competitors (47%)
Coastal Mississippi’s Image Strengths vs. Competition

- Exciting casinos: 37
- Is a great place for fishing and boating: 15
- Excellent vacation value for the money: 11
- A destination that feels safe: 9
- A fun place for a vacation: 8
- Great for outdoor activities: 7
- Great for beautiful scenic views: 7
- Provides a unique vacation experience: 6
- Interesting towns and neighborhoods: 6
- A place I would feel welcome: 6

Difference in Percent Who Strongly Agree
THERE WERE NO SIGNIFICANT PERCEIVED IMAGE WEAKNESSES VS. THE COMPETITION
Past & Intended Coastal Mississippi Visitation
Visitation

• Three-fourths (76%) of travelers in Coastal Mississippi’s drive markets have visited Coastal Mississippi in the past, and just under three-fourths (71%) have visited during the past 2 years.

• Over half of travelers in Coastal Mississippi’s drive markets intend to take an overnight (53%) or day (53%) leisure trip to Coastal Mississippi during the next 18 months.

• Among the competitive set, Coastal Mississippi is the destination the most travelers in the markets included in this survey intend to visit. Almost six in ten (58%) intend to take an overnight and/or day trip to Coastal Mississippi during the next 18 months. Half intend to visit Pensacola (51%) or Gulf Shores/Orange Beach (49%), while over a third intend to visit Baton Rouge (38%) and a quarter Lake Charles (24%).
Previous Visitation to Coastal Mississippi

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever visited</td>
<td>76</td>
</tr>
<tr>
<td>Visited in past two years</td>
<td>71</td>
</tr>
</tbody>
</table>
Intent to Visit Coastal Mississippi in the Next 18 Months

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

*Percent of respondents who indicated they will ‘definitely will’ or ‘probably will’ visit Coastal Mississippi in the next 18 months
Intent to Visit Destination in the Next 18 Months

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal Mississippi</td>
<td>58</td>
</tr>
<tr>
<td>Pensacola, FL</td>
<td>51</td>
</tr>
<tr>
<td>Gulf Shores/Orange Beach, AL</td>
<td>49</td>
</tr>
<tr>
<td>Baton Rouge, LA</td>
<td>38</td>
</tr>
<tr>
<td>Lake Charles, LA</td>
<td>24</td>
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</tbody>
</table>

*Percent of respondents who indicated they will ‘definitely will’ or ‘probably will’ visit the destination in the next 18 months on a day or overnight leisure trip
Impact of COVID-19 on Travel Plans
Impact of COVID-19

- Just over half (53%) of travelers in Coastal Mississippi’s drive markets said COVID-19 would greatly impact their travel plans. Under one quarter reported concerns about the economy (22%) and transportation costs (20%) would greatly impact their travel plans.

- During the next six months, four in ten travelers in Coastal Mississippi’s drive markets (40%) will change their domestic leisure travel plans because of COVID-19 concerns and less than two in ten will change their domestic business travel plans. A quarter (24%) asserts COVID-19 will have no impact on their travel plans, while almost a third (30%) don’t have any travel plans during the next six months.

- Among those who indicated they would change their travel plans, six in ten (58%) are reducing their travel and four in ten (41%) canceled trips completely.

- Six in ten (61%) travelers in Coastal Mississippi’s drive markets are hesitant to travel during the next six months. Three-fourths (74%) are hesitant over concerns about spreading/contracting COVID-19.
Indicated the Following Would **Greatly** Impact Travel Plans

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

- **Coronavirus/ COVID-19**: 53%
- **Concerns about the economy**: 22%
- **Transportation costs**: 20%
How the Coronavirus/COVID-19 will Impact Domestic Travel Plans over the Next Six Months

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

- I will change my plans for domestic leisure travel: 40%
- I will change my plans for domestic business travel: 16%
- The Coronavirus will have no impact on my travel plans: 24%
- I do not have any travel plans in the next six months: 30%
How Respondents Changed Plans

Base: Residents of Coastal Mississippi’s Regional Advertising Markets who Indicated They Will Change Travel Plans

- Reduced travel plans: 58%
- Canceled trip completely: 41%
- Changed destination to one I can drive to as opposed to fly: 33%
- Changed trip from international to domestic: 14%
- Booked additional trips: 3%
- Other: 3%

Percent
Are You Hesitant to Travel in the Next Six Months?

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

- Yes: 61%
- No: 39%
Factors Preventing Respondents from Taking a Trip

Base: Residents of Coastal Mississippi’s Regional Advertising Markets Who Were Hesitant to Travel

- Concern about spreading/contracting the coronavirus: 74%
- Concern about my health: 58%
- Health & safety protocols unclear in the destinations I’m interested in: 45%
- There are travel restrictions in the destinations I’m interested in: 32%
- Uncertainty about my future financial situation: 32%
- Attractions and dining options are limited in destinations I’m interested in: 32%
- Unsure if visitors are welcome in the destinations I’m interested in: 23%
- Other: 2%
Appendix I: Coastal Mississippi’s Image
Strengths & Weaknesses vs. Individual Competitors
Coastal Mississippi’s Image Strengths vs. Gulf Shores/Orange Beach, AL

Difference in Percent Who Strongly Agree

Exciting casinos

42

0 10 20 30 40 50

Difference in Percent Who Strongly Agree
Coastal Mississippi’s Image Weaknesses vs. Gulf Shores/Orange Beach, AL

A good place for families to visit -14
A fun place for a vacation -14
Great for beautiful scenic views -13
Great for outdoor activities -11
An exciting place -10
Lots of things to see and do -10
Provides a unique vacation experience -9
Full of surprising experiences -9
A destination that feels safe -8
A place I would feel welcome -7

Difference in Percent Who Strongly Agree
Coastal Mississippi's Image Strengths vs. Pensacola, FL

Difference in Percent Who Strongly Agree

Exciting casinos

42
Coastal Mississippi’s Image Weaknesses vs. Pensacola, FL

A good place for families to visit: -13
Great for beautiful scenic views: -13
Lots of things to see and do: -13
A fun place for a vacation: -12
Great for outdoor activities: -11
Full of surprising experiences: -10
An exciting place: -9
Provides a unique vacation experience: -7
Interesting towns and neighborhoods: -6

Difference in Percent Who Strongly Agree
Coastal Mississippi's Image Strengths vs. Lake Charles, LA

- A fun place for a vacation: 31
- Exciting casinos: 28
- Great for beautiful scenic views: 26
- Lots of things to see and do: 25
- Provides a unique vacation experience: 25
- Great for outdoor activities: 23
- An exciting place: 23

Difference in Percent Who Strongly Agree
Coastal Mississippi's Image Strengths vs. Lake Charles, LA (Cont’d)

- A good place for families to visit: 22%
- Excellent vacation value for the money: 21%
- A destination that feels safe: 19%
- Is a great place for fishing and boating: 18%
- Full of surprising experiences: 17%
- A place I would feel welcome: 16%
- Interesting towns and neighborhoods: 16%

Difference in Percent Who Strongly Agree
THERE WERE NO SIGNIFICANT PERCEIVED IMAGE WEAKNESSES VS. LAKE CHARLES
Coastal Mississippi's Image Strengths vs. Baton Rouge, LA

- Is a great place for fishing and boating: 42
- Exciting casinos: 35
- Great for outdoor activities: 32
- Great for beautiful scenic views: 30
- A fun place for a vacation: 30
- A destination that feels safe: 29
- A good place for families to visit: 26

Difference in Percent Who Strongly Agree
Coastal Mississippi's Image Strengths vs. Baton Rouge, LA (Cont’d)

- Excellent vacation value for the money: 25%
- Provides a unique vacation experience: 18%
- A place I would feel welcome: 18%
- An exciting place: 18%
- Lots of things to see and do: 17%
- Interesting towns and neighborhoods: 14%
- Full of surprising experiences: 11%

Difference in Percent Who Strongly Agree
THERE WERE NO SIGNIFICANT PERCEIVED IMAGE WEAKNESSES VS. BATON ROUGE
Appendix II: Demographics of Intended Travelers
New Orleans: 32%
Mobile-Pensacola: 27%
Jackson: 17%
Baton Rouge: 19%
Columbus-Tupelo: 8%
Lafayette: 16%

*Indicated that they Definitely or Probably Will Visit Coastal Mississippi in the next 18 months
**Indicated that they Definitely or Probably Will Not Visit Coastal Mississippi in the next 18 months
Gender

![Gender Chart]

<table>
<thead>
<tr>
<th>Gender</th>
<th>Intend to Visit</th>
<th>Do Not Intend to Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40</td>
<td>45</td>
</tr>
<tr>
<td>Female</td>
<td>60</td>
<td>55</td>
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Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Intend to Visit</th>
<th>Do Not Intend to Visit</th>
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</thead>
<tbody>
<tr>
<td>18-24</td>
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<td>25-34</td>
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<td>35-44</td>
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<td>55-64</td>
<td>12</td>
<td>19</td>
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<tr>
<td>65+</td>
<td>16</td>
<td>19</td>
</tr>
</tbody>
</table>
Marital Status

- Single, never married:
  - Intend to Visit: 22%
  - Do Not Intend to Visit: 28%

- Married/Living with Partner:
  - Intend to Visit: 60%
  - Do Not Intend to Visit: 57%

- Divorced/Widowed/Separated:
  - Intend to Visit: 18%
  - Do Not Intend to Visit: 15%
Employment Status

- **Full time/self-employed**: 51% Intend to Visit, 40% Do Not Intend to Visit
- **Employed part time**: 7% Intend to Visit, 14% Do Not Intend to Visit
- **Not employed/retired/other**: 43% Intend to Visit, 46% Do Not Intend to Visit
### Education

<table>
<thead>
<tr>
<th>Category</th>
<th>Intend to Visit</th>
<th>Do Not Intend to Visit</th>
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</thead>
<tbody>
<tr>
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<td>16</td>
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<tr>
<td>College Graduate</td>
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<td>20</td>
</tr>
<tr>
<td>Other</td>
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</tr>
</tbody>
</table>
Income

Less than $49.9K

Intend to Visit: 48%
Do Not Intend to Visit: 55%

$50-$74.9K

Intend to Visit: 26%
Do Not Intend to Visit: 21%

$75-$99.9K

Intend to Visit: 10%
Do Not Intend to Visit: 8%

$100-$149.9K

Intend to Visit: 10%
Do Not Intend to Visit: 9%

$150K +

Intend to Visit: 7%
Do Not Intend to Visit: 5%
Ethnicity

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<tr>
<th>Ethnicity</th>
<th>Intend to Visit</th>
<th>Do Not Intend to Visit</th>
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<td>19</td>
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<tr>
<td>Other</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>
Hispanic Background

Not Hispanic/Latino

Hispanic/Latino

Percent

Intend to Visit

Do Not Intend to Visit

96

4

4

0 20 40 60 80 100

Percent
Household Size

- 1 household: 20 intend to visit, 21 do not intend to visit
- 2 households: 36 intend to visit, 43 do not intend to visit
- 3 households: 20 intend to visit, 12 do not intend to visit
- 4 households: 14 intend to visit, 12 do not intend to visit
- 5+ households: 11 intend to visit, 12 do not intend to visit

Percent

Intend to Visit | Do Not Intend to Visit