



**New Hampshire**  
LIVE FREE

**2024 Fall  
Advertising Effectiveness Research**

January 2025

**SMARInsights**

# Background & Objectives

- In fall 2024, the New Hampshire Division of Travel and Tourism Development (DTTD) ran advertising in core, opportunity, road trip, and Canadian markets. The advertising is part of the “Live Free” campaign that launched in summer 2024.
- DTTD has partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct primary research among target consumers to assess the effectiveness of the 2024 fall advertising.
- This research wave focuses on the impact of the 2024 fall advertising and the return on the media investment.
- The specific objectives of this seasonal advertising effectiveness research include:
  - Measure awareness of the fall 2024 advertising;
  - Evaluate the efficiency of the media buy through SMARInsights’ cost-per-aware household benchmarking;
  - Determine the ability of the creative to communicate desired messages, again using SMARInsights’ benchmarking;
  - Assess the ability of the advertising to influence New Hampshire fall travel;
  - Quantify ad-influenced fall trips, visitor spending, and ROI;
  - Review the results by market group; and
  - Forward insights into future refinement of the marketing.

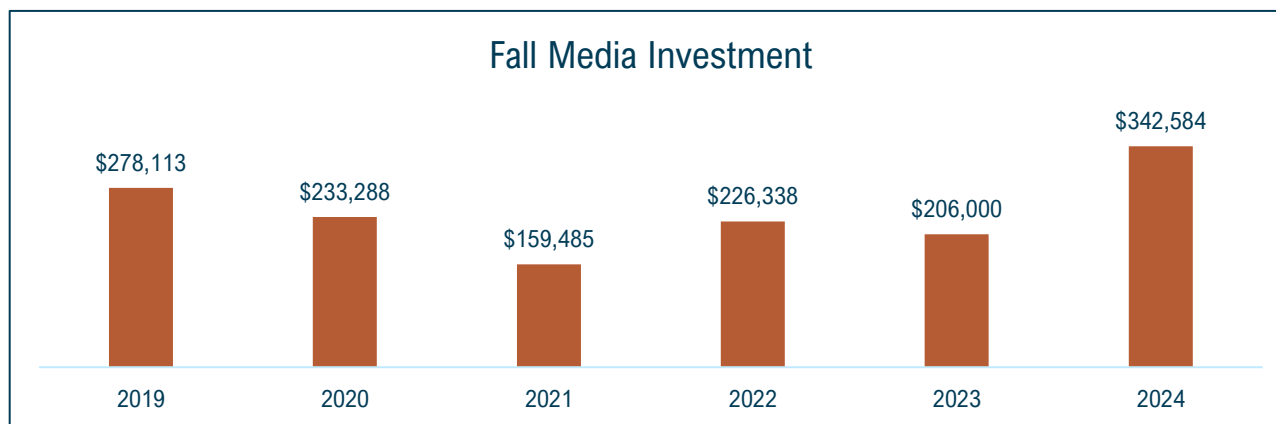
# Methodology

- As with previous New Hampshire ad effectiveness research, an online survey was used so that respondents could view the actual advertising. This method provides a representative measure of aided ad awareness and allows respondents to provide their reaction to the creative.
- National sample vendors with representative panels are used so that the results can be projected to the population.
- To qualify for the survey, respondents must be household travel decision-makers who regularly take overnight leisure trips of at least 50 miles from home. Respondents must also be between the ages of 18 and 65.
- The 2024 fall advertising was aimed at existing core markets, other opportunity markets in the Northeast, the road trip market (Philadelphia), and Canadian markets.
- It is also important to note that the core markets used to include MA, RI, CT, ME, NH, and NY, but now only are only comprised of Boston and Providence/New Bedford. Many of the former core markets now are in the opportunity market group. The road trip market (formerly “Long Drive”) is now only represented by Philadelphia rather than NJ and Eastern PA. Spill markets were added this year and Quebec City was removed from the Canadian sample plan.
- A total of 1,701 surveys were completed in December 2024. Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.
- The following report summarizes the ad effectiveness research results.

| Market        |                                      | Surveys      |
|---------------|--------------------------------------|--------------|
| Core          | Boston                               | 300          |
|               | Providence/New Bedford               | 125          |
| Opportunity   | Hartford/New Haven, CT               | 100          |
|               | Fairfield County, CT                 | 50           |
|               | Dutchess County, NY                  | 50           |
|               | Orange County, NY                    | 50           |
|               | Ulster County, NY                    | 50           |
|               | Westchester County, NY               | 50           |
|               | Rockland County, NY                  | 51           |
|               | Sullivan County, NY                  | 24           |
| Road Trip     | Philadelphia DMA                     | 250          |
| Spill Markets | Remaining ME, NY, NJ, and Eastern PA | 401          |
| Canada        | Montreal                             | 200          |
| <b>Total</b>  |                                      | <b>1,701</b> |

# Fall Campaign Overview

- The 2024 campaign received the largest media budget for a DTTD fall campaign since SMARInsights began conducting ad effectiveness research for the state in 2019.



| Market                   | OLV             | RICH MEDIA<br>UNIT DISPLAY | AD SERVING     | SEM             | SOCIAL           | INFLUENCERS     | TOTAL            |
|--------------------------|-----------------|----------------------------|----------------|-----------------|------------------|-----------------|------------------|
| Boston                   | \$6,762         | \$11,753                   | \$3,139        | \$12,478        | \$17,710         | \$14,721        | \$66,562         |
| Providence/New Bedford   | \$1,638         | \$2,847                    | \$760          | \$3,023         | \$4,290          | \$3,566         | \$16,124         |
| <b>Total Core</b>        | <b>\$8,400</b>  | <b>\$14,600</b>            | <b>\$3,899</b> | <b>\$15,500</b> | <b>\$22,000</b>  | <b>\$18,287</b> | <b>\$82,686</b>  |
| Hartford/New Haven       | \$8,267         | \$4,757                    | \$542          | \$8,494         | \$12,458         | \$2,544         | \$37,061         |
| Fairfield County, CT     | \$3,066         | \$1,764                    | \$201          | \$3,150         | \$4,620          | \$943           | \$13,745         |
| NY Counties              | \$6,917         | \$3,980                    | \$454          | \$7,106         | \$10,423         | \$2,128         | \$31,007         |
| <b>Total Opportunity</b> | <b>\$18,250</b> | <b>\$10,500</b>            | <b>\$1,197</b> | <b>\$18,750</b> | <b>\$27,500</b>  | <b>\$5,616</b>  | <b>\$81,813</b>  |
| Road Trip (Philadelphia) | \$28,800        | \$17,200                   | \$1,804        | \$28,500        | \$44,000         | \$8,459         | \$128,763        |
| Canada (Montreal)        | \$6,000         | \$11,250                   | \$584          | \$12,250        | \$16,500         | \$2,738         | \$49,322         |
| <b>TOTAL</b>             | <b>\$61,450</b> | <b>\$53,550</b>            | <b>\$7,484</b> | <b>\$75,000</b> | <b>\$110,000</b> | <b>\$35,100</b> | <b>\$342,584</b> |

## Samples of Creative

Fall :30 Video



Family Hayride Video



Foliage Tracker Video



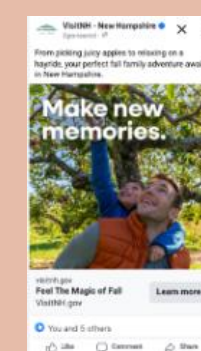
Gen Z Video



Digital Banner



Social Media Banner



# Insights

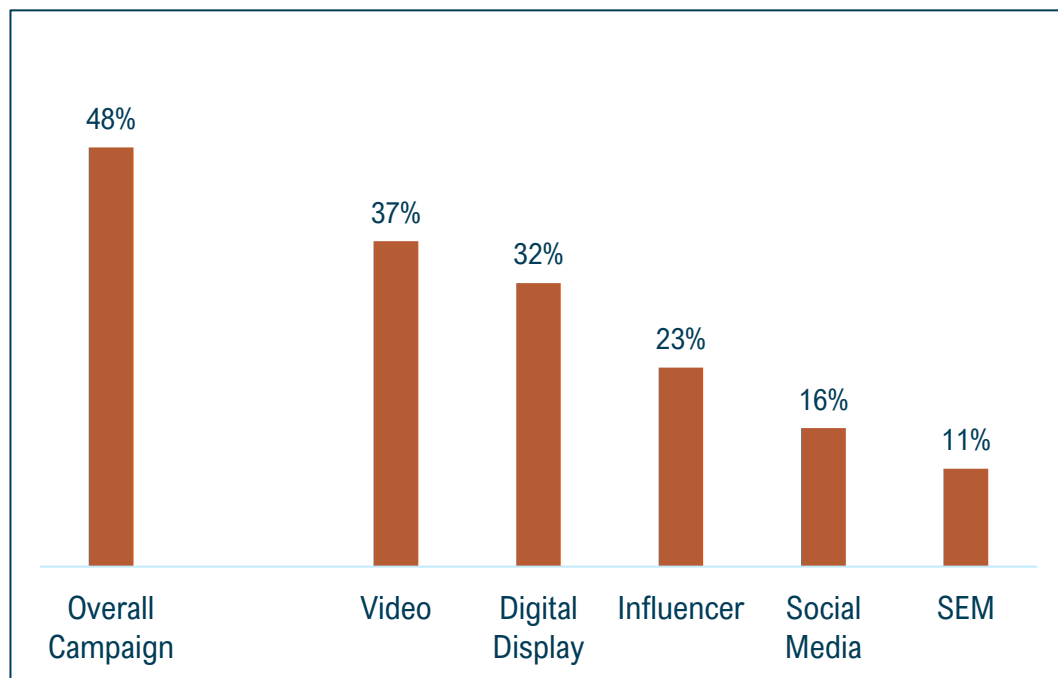
- The media budget for DTTD's fall 2024 advertising campaign was the highest since 2019. This investment generated 48% awareness amongst the target audience, resulting in 8.2 million ad-aware households. With a media investment of \$342,584, this results in a cost per aware household of \$0.04, easily besting SMARInsights' benchmark for similar campaigns of \$0.51.
- The new 2024 "Live Free" campaign received strong creative ratings with little year-over-year change compared to the previous "Discover Your New" campaign. The ads reached the top 10% benchmark for making travelers want to *learn more about* and *visit* New Hampshire. This is a strong performance for a campaign in its first year. The ads also excel at giving viewers a sense of freedom.
- The 2024 advertising influenced travel from each market group, with the strongest travel increment in the opportunity markets (5.1%). The overall incremental travel rate of 2.1% in 2024 outperforms the 2023 campaign (1.4% increment).
- The 2024 advertising campaign influenced 175,000 trips and over \$200 million in influenced visitor spending. This is the most trips since 2019, and the highest influenced visitor spending reported by SMARInsights for a New Hampshire fall campaign.
- With over \$200 million dollars in influenced visitor spending on a budget of \$342,000, the 2024 fall campaign returned \$586 in influenced visitor spending for each \$1 invested in advertising, the second highest fall ROI on record since 2019.
- The influenced visitor spending generated \$12.7 million in taxes for the state, yielding a tax ROI of \$37 which is the second-highest tax ROI reported by SMARInsights for New Hampshire.
- The ads not only help to influence travelers to visit the state but go further by helping to improve visitor experiences while they are in the state. The 2024 advertising influenced New Hampshire visitors to visit more regions and helped disperse travelers to different regions throughout the state. Ad-aware travelers also were more positive about their trip experiences and were more likely to share their experience to social media.

# Ad Awareness

A person with short dark hair, seen from behind, stands on a balcony or bridge railing, looking out at a city skyline across a body of water. The person is wearing a dark long-sleeved shirt and a light-colored backpack. The background is a blue-tinted image of a city with tall buildings. Overlaid on the entire image are white topographic map lines with numerical labels such as 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, and 480. There are also small white crosshair symbols scattered across the map lines.

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# Fall 2024 Ad Awareness Overall and by Medium



Target HHs

17,220,508

Ad Awareness

48%

Ad-Aware HHs

8,220,915

Media Investment

\$342,584

Cost per Aware HH

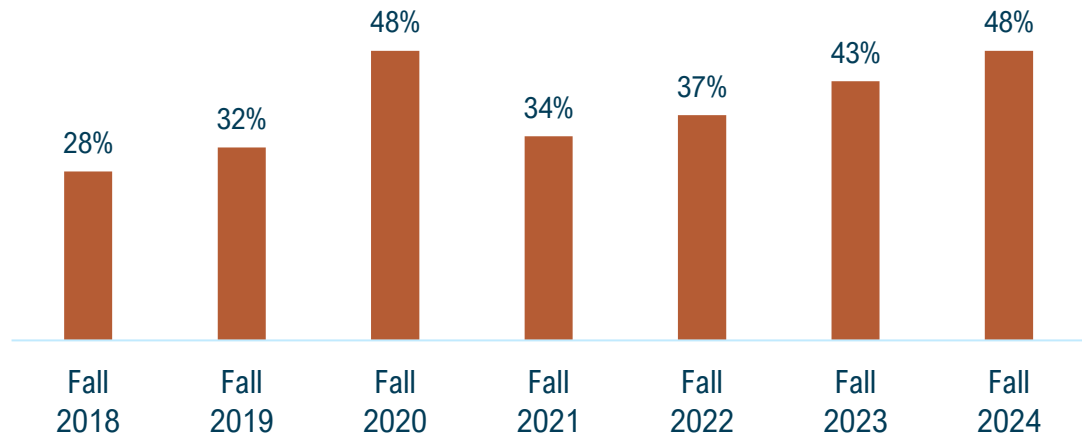
\$0.04

SMARInsights'  
spot market  
benchmark:  
\$0.51  
per Aware  
Household

- The fall 2024 advertising generated 48% awareness, reaching about 8.2 million target market households. The video advertising generated the highest awareness (37%), followed by digital display (32%) and influencer (23%).
- With a media budget of \$342,584, this results in a cost per aware household of \$0.04, which is notably more efficient than the SMARInsights' benchmark for similar spot market campaigns of \$0.51.

# Fall Ad Awareness Tracking

Overall Campaign Awareness

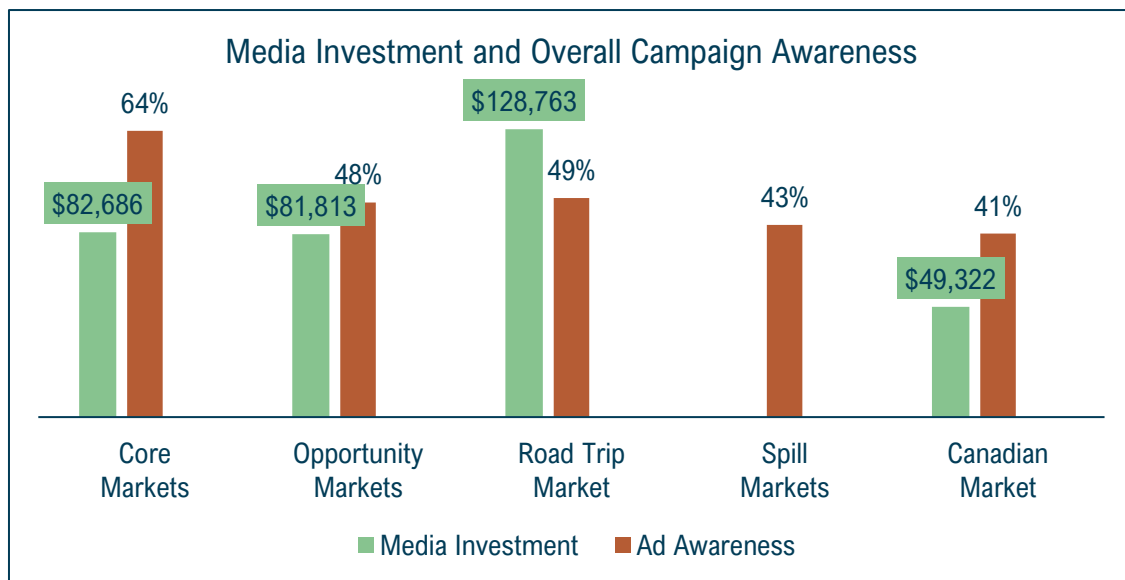


|                   | Fall 2018  | Fall 2019  | Fall 2020 | Fall 2021  | Fall 2022  | Fall 2023  | Fall 2024  |
|-------------------|------------|------------|-----------|------------|------------|------------|------------|
| Target HHs        | 18,270,009 | 19,205,673 | 9,612,930 | 25,578,115 | 21,562,811 | 17,429,051 | 17,220,508 |
| Ad Awareness      | 28%        | 32%        | 48%       | 34%        | 37%        | 43%        | 48%        |
| Ad-Aware HHs      | 5,185,047  | 6,150,380  | 4,641,103 | 8,656,969  | 8,049,391  | 7,564,316  | 8,220,915  |
| Media Investment  | \$305,338  | \$278,113  | \$233,288 | \$159,485  | \$226,338  | \$206,000  | \$342,584  |
| Cost per Aware HH | \$0.06     | \$0.05     | \$0.05    | \$0.02     | \$0.03     | \$0.03     | \$0.04     |

- Awareness of New Hampshire fall advertising has increased each year since 2021, matching the previous record of 48% awareness seen in fall 2020. However, the 2024 campaign generated nearly twice as many aware households as the 2020 campaign due to a larger base of target households.
- In fall 2023, there was an observed dip in aware households as a result of shifting target markets. Despite an even smaller starting household base in 2024, the advertising generated 8.2 million aware households, on par with the 2021 and 2022 campaigns which targeted substantially more households.

SMARInsights'  
spot market  
benchmark:  
\$0.51  
per Aware  
Household

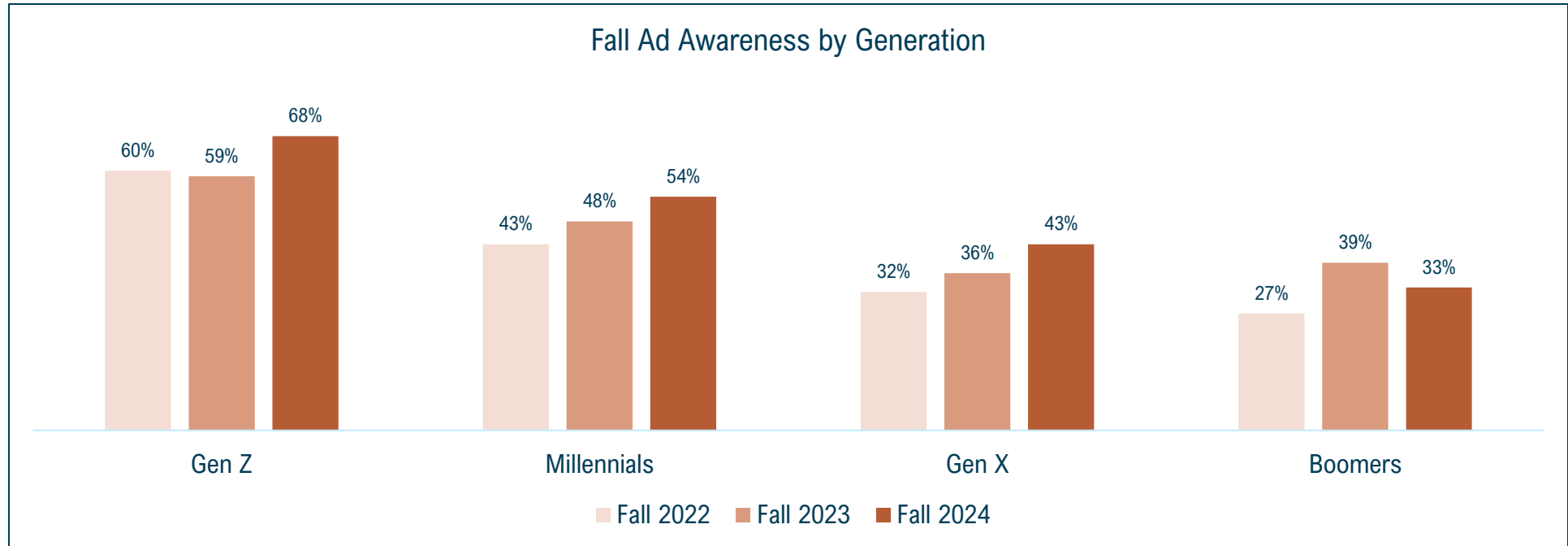
# Fall 2024 Ad Awareness by Market Group



|                   | Core Markets | Opportunity Markets | Road Trip Market | Spill Markets | Canadian Market | Total      |
|-------------------|--------------|---------------------|------------------|---------------|-----------------|------------|
| Target HHs        | 2,608,072    | 1,854,939           | 2,487,168        | 9,541,119     | 729,211         | 17,220,508 |
| Ad Awareness      | 64%          | 48%                 | 49%              | 43%           | 41%             | 48%        |
| Ad-Aware HHs      | 1,681,439    | 890,371             | 1,213,738        | 4,140,036     | 295,330         | 8,220,915  |
| Media Investment  | \$82,686     | \$81,813            | \$128,763        | ---           | \$49,322        | \$342,584  |
| Cost per Aware HH | \$0.05       | \$0.09              | \$0.11           | ---           | \$0.17          | \$0.04     |

- Fall 2024 ad awareness is highest in the core markets, though roughly half of all aware households come from the spill markets.
- Based on cost per aware household compared to the benchmark, the media investment is efficient in all markets.

# Fall Ad Awareness by Generation



- Recent reporting has revealed that media fragmentation, cord cutting, and the proliferation of streaming services have made it difficult to reach older consumers.
- Boomers are the only generation to have lower awareness year over year, while Gen Z saw the largest increase in awareness year over year.

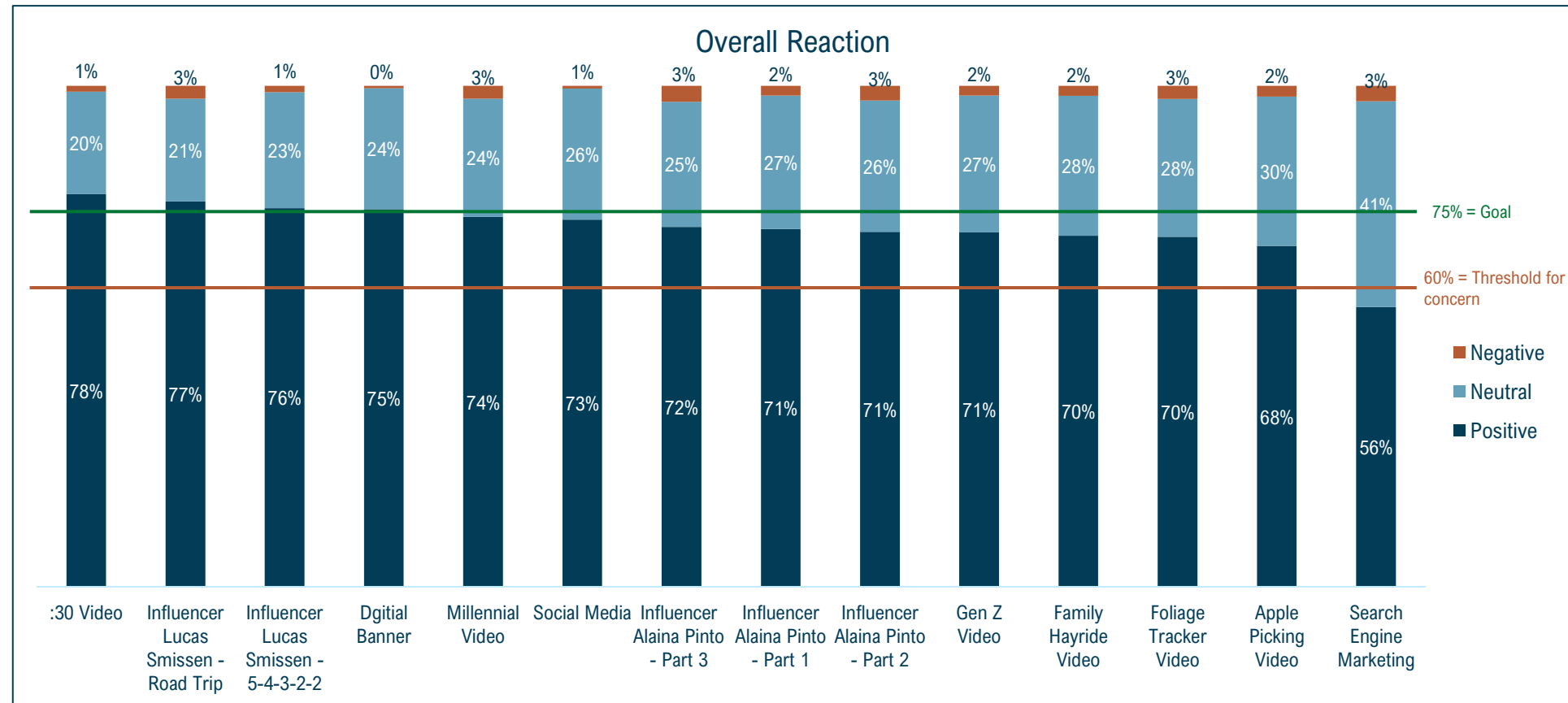
# Creative Ratings

A person with short dark hair, seen from behind, stands on a balcony or bridge railing, looking out at a city skyline across a body of water. The person is wearing a dark long-sleeved shirt and a light-colored backpack. The background is a blue-tinted cityscape with tall buildings. Overlaid on the entire image are white, semi-transparent topographic map lines with numerical labels such as 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, and 480. There are also small white crosshair symbols scattered across the map lines.

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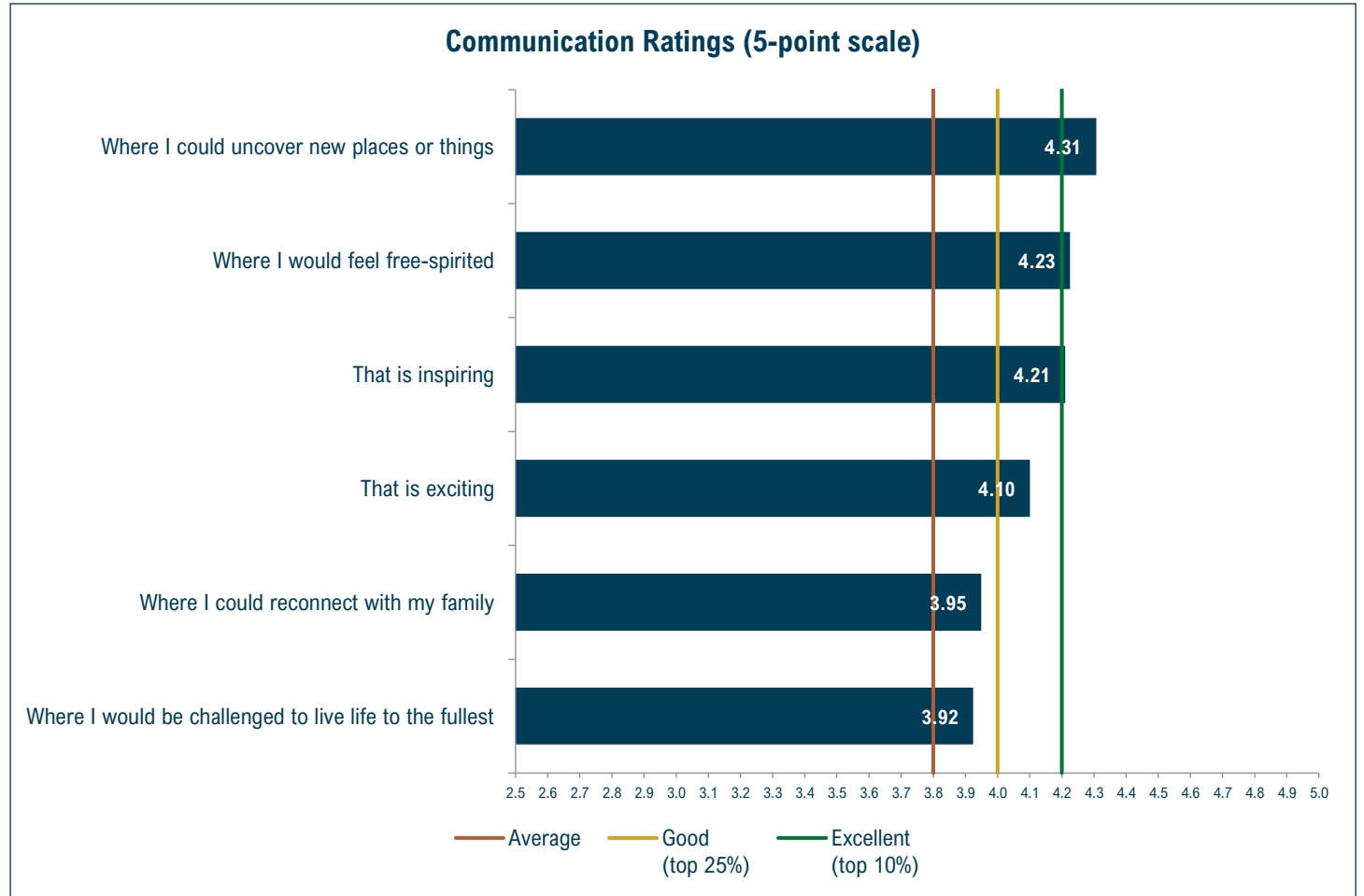
# Fall 2024 Overall Reaction

- The 30-second video ad received the most positive reactions across all ad types, followed closely by the two Lucas Smissen influencer videos.
- Search engine marketing (SEM) was the only ad type that fell below the 60% threshold, which is expected given its text-based format lacks the visual appeal of other ad types.
- There was very little negative reactions to any of the ads.



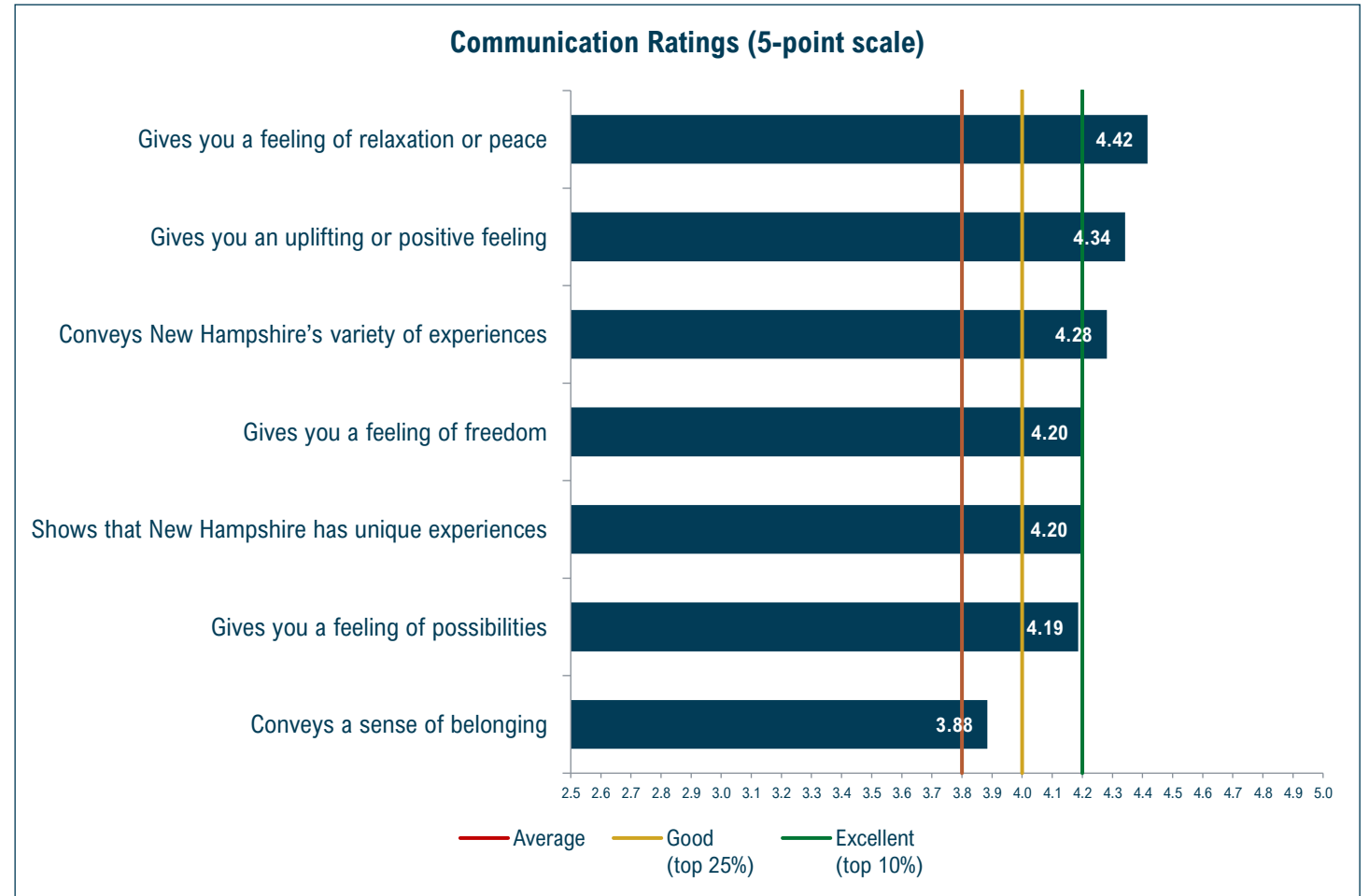
# Fall 2024 Communication Ratings

- The campaign was effective in communicating it's intended messages with the attributes *where I could uncover new places or things, where I would feel free-spirited, and that is inspiring* rating in the top 10% of SMARInsights' benchmarks.
- The ads are in the top 25% benchmark range for communicating New Hampshire as a place *that is exciting*.
- It also rates above average as a place *where I could reconnect with my family* and *where I would be challenged to live life to the fullest*.

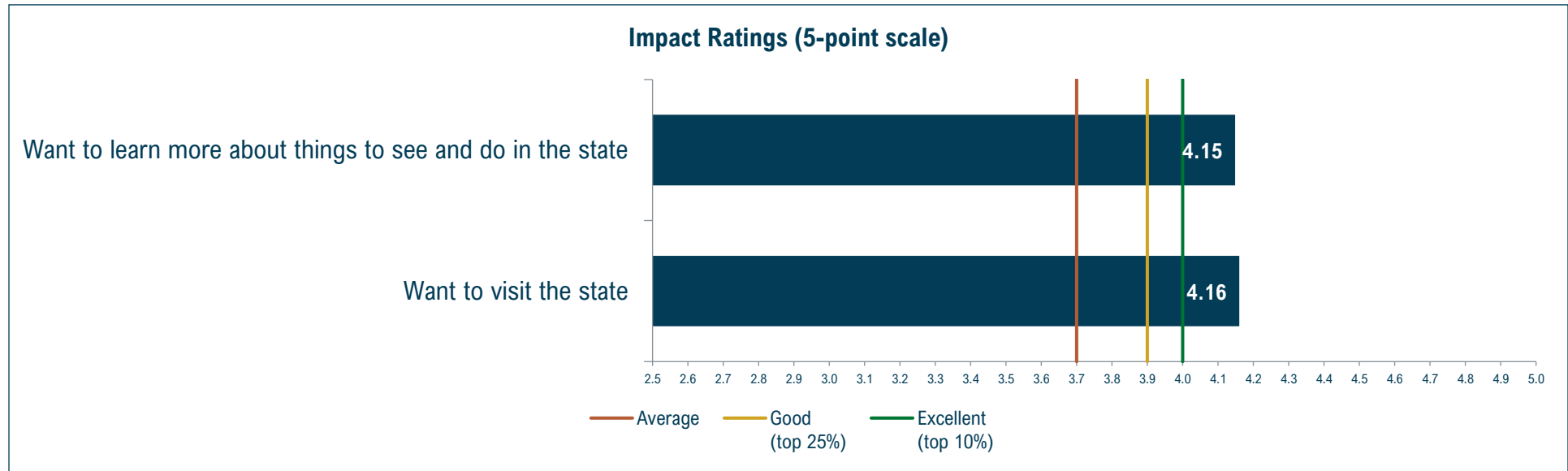


# Fall 2024 Communication Ratings

- This year, for the first time in a fall study, we included attributes to assess how the ads make respondents feel.
- The ads excelled in this regard, with most rating within the top 10% of industry benchmarks.
- Notably, these new “Live Free” ads receive an excellent rating for giving viewers a feeling of freedom.



# Fall 2024 Impact Ratings



- The fall 2024 campaign received excellent ratings for driving interest to visit the state and to learn more about things to do there.

# Fall 2024 Ratings by Market Group

Top 10% Benchmark Range

Top 25% Benchmark Range

Above Average Benchmark Range

Below Average Benchmark Range

- The core market audience rates the ads highest, as is often the case with those in closer proximity and with greater familiarity with the destination.
- The road trip audience from the Philadelphia DMA delivered the next highest ratings.
- Canada represents the biggest challenge. While they rate the ads lowest, Canadian respondents still rated most attributes in the top 25% compared to industry benchmarks.

| Communication Attributes                                | Core | Opportunity | Road Trip | Spill | Canada |
|---------------------------------------------------------|------|-------------|-----------|-------|--------|
| Where I could uncover new places or things              | 4.37 | 4.25        | 4.34      | 4.31  | 4.14   |
| Where I would feel free-spirited                        | 4.34 | 4.20        | 4.24      | 4.21  | 4.06   |
| That is inspiring                                       | 4.22 | 4.13        | 4.22      | 4.23  | 4.06   |
| That is exciting                                        | 4.15 | 4.03        | 4.11      | 4.11  | 3.96   |
| Where I could reconnect with my family                  | 4.12 | 3.88        | 4.01      | 3.92  | 3.65   |
| Where I would be challenged to live life to the fullest | 3.96 | 3.78        | 3.97      | 3.93  | 3.85   |

| Communication Attributes                        | Core | Opportunity | Road Trip | Spill | Canada |
|-------------------------------------------------|------|-------------|-----------|-------|--------|
| Gives you a feeling of relaxation or peace      | 4.45 | 4.32        | 4.42      | 4.44  | 4.20   |
| Gives you an uplifting or positive feeling      | 4.42 | 4.33        | 4.33      | 4.34  | 4.10   |
| Conveys New Hampshire's variety of experiences  | 4.34 | 4.18        | 4.29      | 4.30  | 4.07   |
| Gives you a feeling of freedom                  | 4.31 | 4.17        | 4.24      | 4.18  | 4.12   |
| Shows that New Hampshire has unique experiences | 4.27 | 4.06        | 4.22      | 4.22  | 3.99   |
| Gives you a feeling of possibilities            | 4.23 | 4.13        | 4.19      | 4.19  | 4.05   |
| Conveys a sense of belonging                    | 3.96 | 3.80        | 3.92      | 3.88  | 3.78   |

| Impact Attributes                                          | Core | Opportunity | Road Trip | Spill | Canada |
|------------------------------------------------------------|------|-------------|-----------|-------|--------|
| Want to visit the state                                    | 4.33 | 4.10        | 4.09      | 4.17  | 3.88   |
| Want to learn more about things to see and do in the state | 4.23 | 4.08        | 4.12      | 4.16  | 3.92   |

# Fall 2024 Ratings by Generation

Top 10% Benchmark Range

Top 25% Benchmark Range

Above Average Benchmark Range

Below Average Benchmark Range

- The ads excel across all generations in driving interest to learn more about the state and inspiring a desire to visit.
- Millennials and Gen X rate the ads higher than both older and younger generations.
- Although Gen Z and Boomers rate the ads lower compared to other generations, they still rate high compared to the industry benchmarks.

| Communication Attributes                                | Gen Z | Millennials | Gen X | Boomers |
|---------------------------------------------------------|-------|-------------|-------|---------|
| Where I could uncover new places or things              | 4.28  | 4.34        | 4.31  | 4.27    |
| Where I would feel free-spirited                        | 4.33  | 4.26        | 4.22  | 4.13    |
| That is inspiring                                       | 4.06  | 4.24        | 4.22  | 4.23    |
| That is exciting                                        | 4.21  | 4.17        | 4.05  | 4.01    |
| Where I could reconnect with my family                  | 3.91  | 3.99        | 4.02  | 3.80    |
| Where I would be challenged to live life to the fullest | 3.85  | 3.97        | 3.95  | 3.85    |

| Communication Attributes                        | Gen Z | Millennials | Gen X | Boomers |
|-------------------------------------------------|-------|-------------|-------|---------|
| Gives you a feeling of relaxation or peace      | 4.39  | 4.40        | 4.42  | 4.44    |
| Gives you an uplifting or positive feeling      | 4.29  | 4.35        | 4.35  | 4.34    |
| Gives you a feeling of possibilities            | 4.16  | 4.23        | 4.21  | 4.10    |
| Gives you a feeling of freedom                  | 4.17  | 4.22        | 4.22  | 4.16    |
| Shows that New Hampshire has unique experiences | 4.25  | 4.21        | 4.23  | 4.11    |
| Conveys New Hampshire's variety of experiences  | 4.29  | 4.20        | 4.33  | 4.32    |
| Conveys a sense of belonging                    | 3.91  | 3.94        | 3.90  | 3.77    |

| Impact Attributes                                          | Gen Z | Millennials | Gen X | Boomers |
|------------------------------------------------------------|-------|-------------|-------|---------|
| Want to visit the state                                    | 4.23  | 4.26        | 4.14  | 4.00    |
| Want to learn more about things to see and do in the state | 4.20  | 4.24        | 4.12  | 4.03    |

# Tracking Campaign Ratings

|                               |
|-------------------------------|
| Top 10% Benchmark Range       |
| Top 25% Benchmark Range       |
| Above Average Benchmark Range |
| Below Average Benchmark Range |

| Communication Attributes                                | Fall 2020 | Fall 2021 | Fall 2022 | Fall 2023 | **Fall 2024 |
|---------------------------------------------------------|-----------|-----------|-----------|-----------|-------------|
| Where I could uncover new places or things              | 4.19      | 4.22      | 4.06      | 4.26      | 4.31        |
| Where I would feel free-spirited                        | 4.21      | 4.17      | 4.16      | 4.28      | 4.23        |
| *That is inspiring                                      | 4.13      | 4.07      | 4.03      | 4.25      | 4.21        |
| Where I could reconnect with my family                  | 4.01      | 3.92      | 4.03      | 4.05      | 3.95        |
| Where I would be challenged to live life to the fullest | 3.81      | 3.70      | 3.67      | 3.83      | 3.92        |

| Impact Attributes                                          | Fall 2020 | Fall 2021 | Fall 2022 | Fall 2023 | **Fall 2024 |
|------------------------------------------------------------|-----------|-----------|-----------|-----------|-------------|
| Want to visit the state                                    | 4.04      | 4.02      | 3.96      | 4.17      | 4.16        |
| Want to learn more about things to see and do in the state | 3.97      | 4.02      | 3.95      | 4.12      | 4.15        |

*\*Note: Prior to Fall 2024, the communication attribute was measured using the statement, "Where I would be inspired and invigorated."*

*\*\*Prior to Fall 2024, DTTD ran the "Discover Your New Campaign." This year, the "Live Free" Campaign debuted.*

- The 2024 ads perform similarly to those in 2023, indicating that the new "Live Free" creative is picking up where the prior campaign left off. This consistency is likely the result of a similar, but revamped look and feel this year compared to last.

# Advertising Influence & ROI

A person with short dark hair, seen from behind, stands on a balcony or bridge railing, looking out at a city skyline across a body of water. The person is wearing a dark long-sleeved shirt and a light-colored backpack. The background is a blue-tinted image of a city with tall buildings. Overlaid on the entire image are white, wavy topographic lines and various numbers (e.g., 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480) and small white crosshair symbols, suggesting a data or mapping theme.

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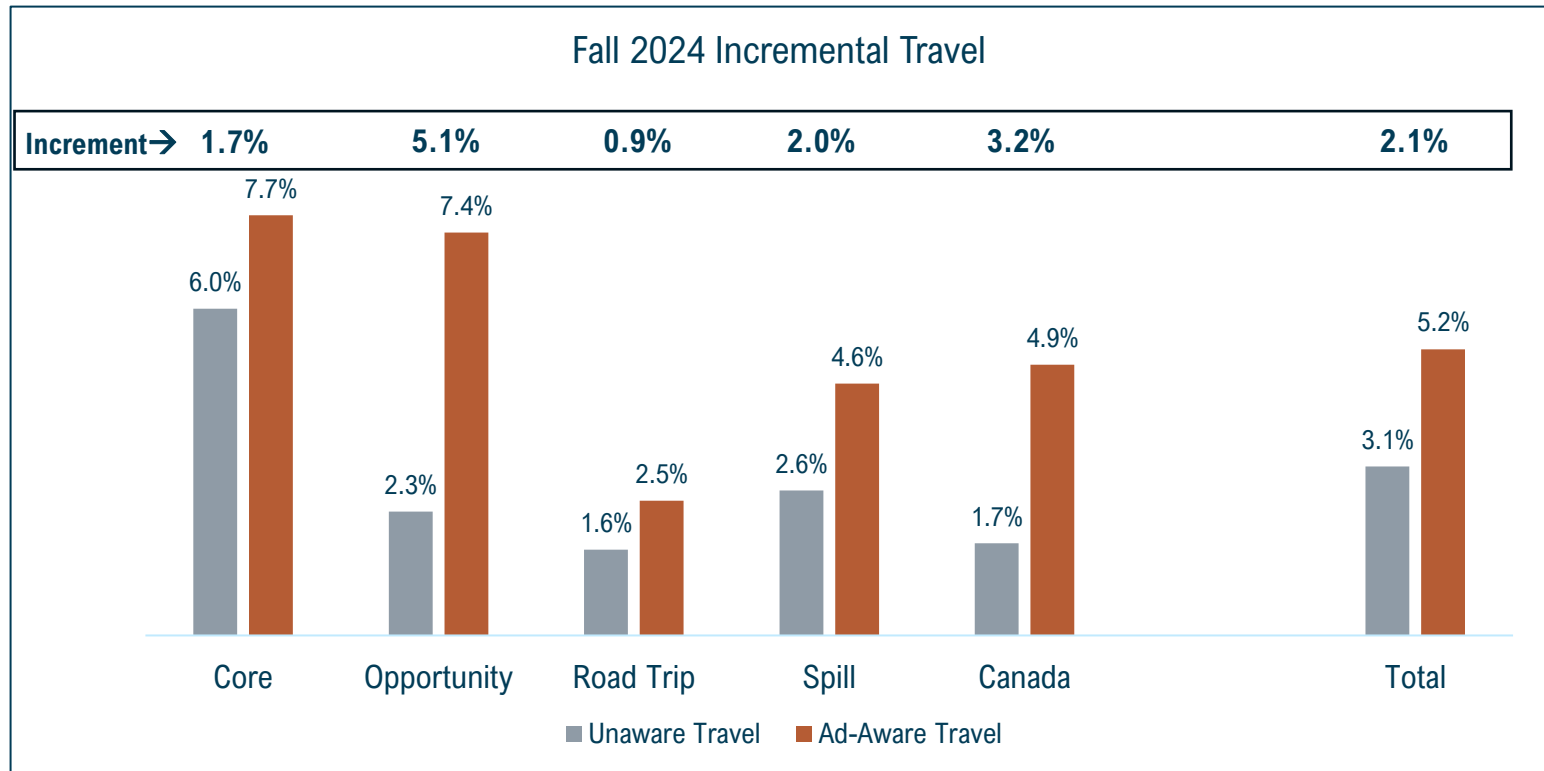
# Incremental Travel Review

- SMARInsights' methodology for measuring advertising impact relies on establishing a base rate of travel. Certainly, New Hampshire travel would occur in the absence of advertising. Thus, not all travel, or even travel by ad-aware households, is attributable to the ads. Rather, the level of travel among unaware consumers is considered the base rate of travel that would occur without any advertising influence. Any travel above that baseline by ad-aware consumers is what is considered influenced. As such, accounting for only this incremental travel is a conservative measure of influence.
- For this fall review we are counting only travel that occurred between October and November 2024 that did not include a stay at the visitor's vacation home or the home of family/friends. The prior spring/summer ROI wave counted travel from April 2024 through September 2024. Accounting for travel in only October and November in this fall wave prevents double-counting.



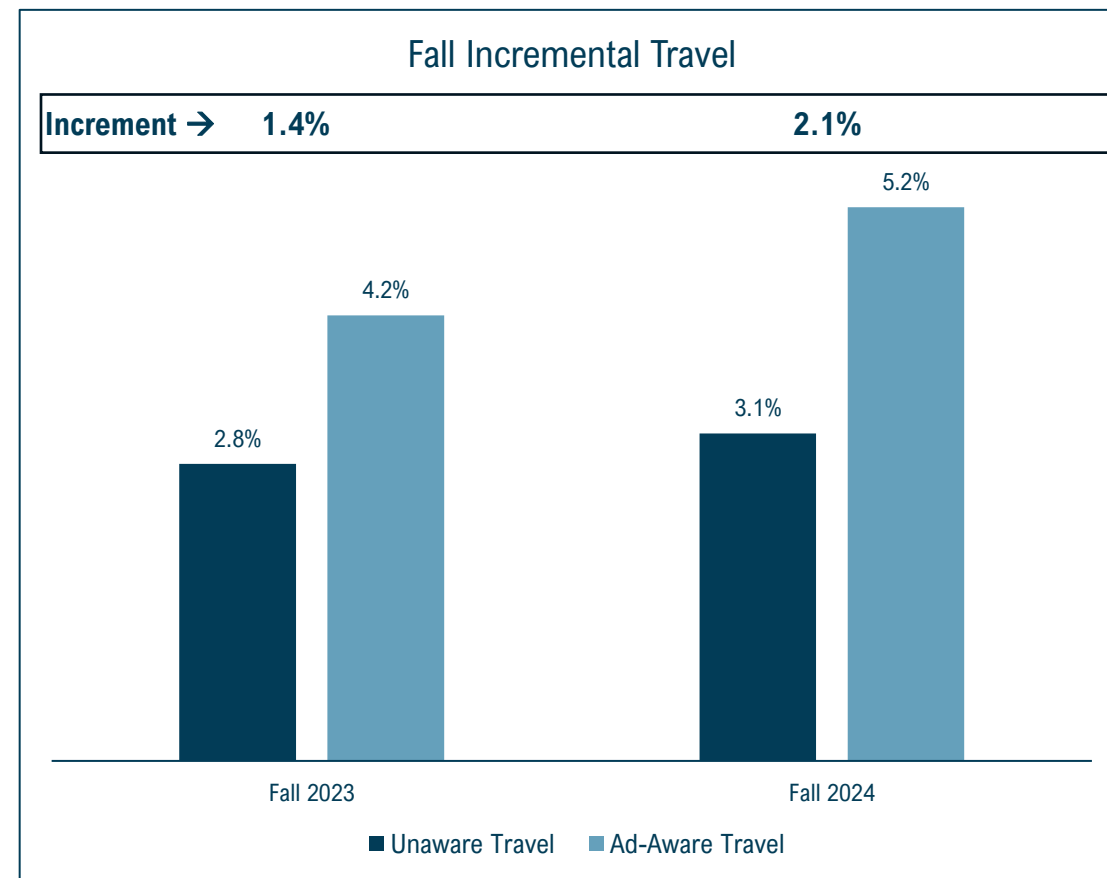
# Fall 2024 Incremental Travel

- The fall 2024 “Live Free” advertising influenced New Hampshire leisure travel from each market group.
- The largest increment came from the opportunity markets at 5.1%, while the smallest was seen in the road trip market which had an increment of 0.9%.
- In total, the level of incremental travel in fall 2024 is 2.1%.



# Incremental Travel Change

- The overall level of incremental travel increased from 1.4% last year to 2.1% this year.
- Due to changes in market groupings, only the overall increment can be compared backwards.



# Fall 2024 Ad-Influenced Visitor Spending & ROI

|                                                 | Core Markets | Opportunity Markets | Road Trip Markets | Spill Markets | Canadian Markets | Total         |
|-------------------------------------------------|--------------|---------------------|-------------------|---------------|------------------|---------------|
| Incremental Trips                               | 28,651       | 45,324              | 10,881            | 80,918        | 9,621            | 175,396       |
| Avg. Trip Spending<br>(among ad-aware visitors) | \$1,029      | \$992               | \$793             | \$1,335       | \$994            | \$1,144       |
| Ad-Influenced Trip Spending                     | \$29,479,200 | \$44,957,715        | \$8,624,255       | \$108,039,786 | \$9,565,204      | \$200,666,160 |
| Media Investment                                | \$82,686     | \$81,813            | \$128,763         | \$0           | \$49,322         | \$342,584     |
| <b>ROI</b>                                      | <b>\$357</b> | <b>\$550</b>        | <b>\$67</b>       | <b>---</b>    | <b>\$194</b>     | <b>\$586</b>  |

- The fall 2024 advertising influenced about \$200 million in visitor spending and returned \$586 in visitor spending for each \$1 invested in the advertising media.
- The opportunity markets produced the strongest ROI. Accounting for the spill markets leads the overall ROI to be higher than the ROI in any individual market that received a media investment.

# Fall 2024 Tax ROI

|                                                      | Core Markets   | Opportunity Markets | Road Trip Markets | Spill Markets | Canadian Markets | Total          |
|------------------------------------------------------|----------------|---------------------|-------------------|---------------|------------------|----------------|
| Incremental Trips                                    | 28,651         | 45,324              | 10,881            | 80,918        | 9,621            | 175,396        |
| Avg. Taxable Trip Spending (among ad-aware visitors) | \$752          | \$772               | \$554             | \$944         | \$1,076          | \$851          |
| Ad-Influenced Taxable Trip Spending                  | \$21,553,265   | \$35,011,364        | \$6,029,828       | \$76,346,813  | \$10,348,113     | \$149,289,383  |
| Taxes Generated                                      | \$1,832,028    | \$2,975,966         | \$512,535         | \$6,489,479   | \$879,590        | \$12,689,598   |
| Media Investment                                     | \$82,686       | \$81,813            | \$128,763         | \$0           | \$49,322         | \$342,584      |
| <b>Tax ROI</b>                                       | <b>\$22.16</b> | <b>\$36.38</b>      | <b>\$3.98</b>     | <b>--</b>     | <b>\$17.83</b>   | <b>\$37.04</b> |

- In terms of tax revenue, the fall 2024 advertising returned about \$37 for each \$1 invested in the advertising media.

# Fall ROI Tracking

|                                                      | Fall 2019      | Fall 2020     | Fall 2021     | Fall 2022      | Fall 2023      | Fall 2024      | % Change 2023 to 2024 |
|------------------------------------------------------|----------------|---------------|---------------|----------------|----------------|----------------|-----------------------|
| Target HHs                                           | 19,205,673     | 9,612,930     | 25,578,115    | 21,562,811     | 17,429,051     | 17,220,508     | -1%                   |
| Ad Awareness                                         | 32%            | 48%           | 34%           | 37%            | 43%            | 48%            | 11%                   |
| Ad-Aware HHs                                         | 6,150,380      | 4,641,103     | 8,656,969     | 8,049,391      | 7,564,316      | 8,220,915      | 9%                    |
| Incremental Travel                                   | 3.30%          | 1.50%         | 0.80%         | 1.30%          | 1.41%          | 2.13%          | 51%                   |
| Incremental Trips                                    | <b>204,124</b> | <b>71,415</b> | <b>69,476</b> | <b>105,635</b> | <b>106,641</b> | <b>175,396</b> | <b>64%</b>            |
| Avg. Trip Spending (among ad-aware visitors)         | \$904          | \$936         | \$977         | \$1,181        | \$973          | \$1,144        | 18%                   |
| Ad-Influenced Trip Spending                          | \$184,568,565  | \$66,818,515  | \$67,887,580  | \$124,806,730  | \$103,739,534  | \$200,666,160  | 93%                   |
| Media Investment                                     | \$278,113      | \$233,288     | \$159,485     | \$226,338      | \$206,000      | \$342,584      | 66%                   |
| <b>ROI</b>                                           | <b>\$664</b>   | <b>\$286</b>  | <b>\$426</b>  | <b>\$551</b>   | <b>\$504</b>   | <b>\$586</b>   | <b>16%</b>            |
|                                                      |                |               |               |                |                |                |                       |
| Avg. Taxable Trip Spending (among ad-aware visitors) | \$578          | \$594         | \$675         | \$827          | \$701          | \$851          | 21%                   |
| Ad-Influenced Taxable Trip Spending                  | \$118,075,492  | \$42,418,245  | \$46,911,234  | \$87,401,514   | \$74,765,063   | \$149,289,383  | 100%                  |
| Taxes Generated                                      | \$10,626,794   | \$3,817,642   | \$3,987,455   | \$7,429,129    | \$6,355,030    | \$12,689,598   | 100%                  |
| <b>Tax ROI</b>                                       | <b>\$38</b>    | <b>\$16</b>   | <b>\$25</b>   | <b>\$33</b>    | <b>\$31</b>    | <b>\$37</b>    | <b>19%</b>            |

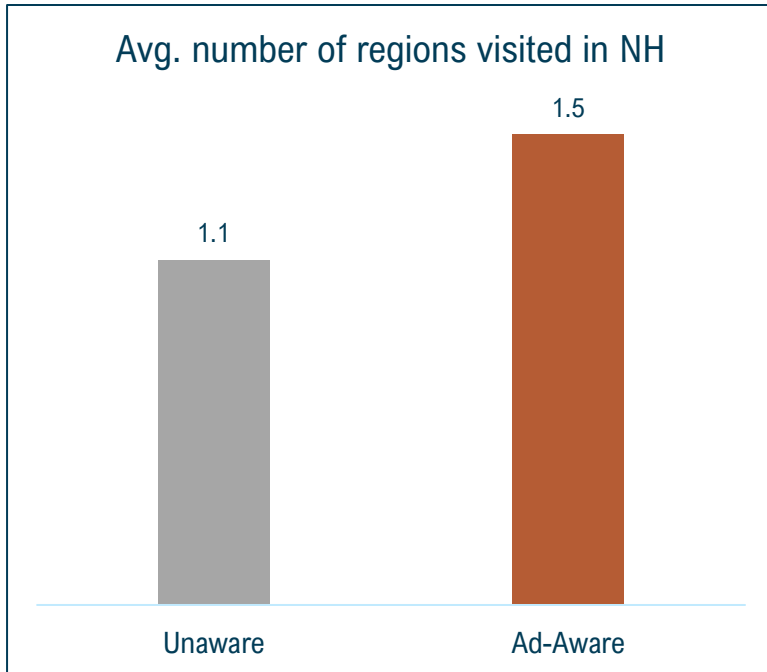
- The fall 2024 campaign generated the most visitor spending and tax revenue of any fall campaign on record, and the second highest reported ROI.

# Fall 2024 ad Influence on the New Hampshire Trip



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# Ad Influence on the New Hampshire Trip

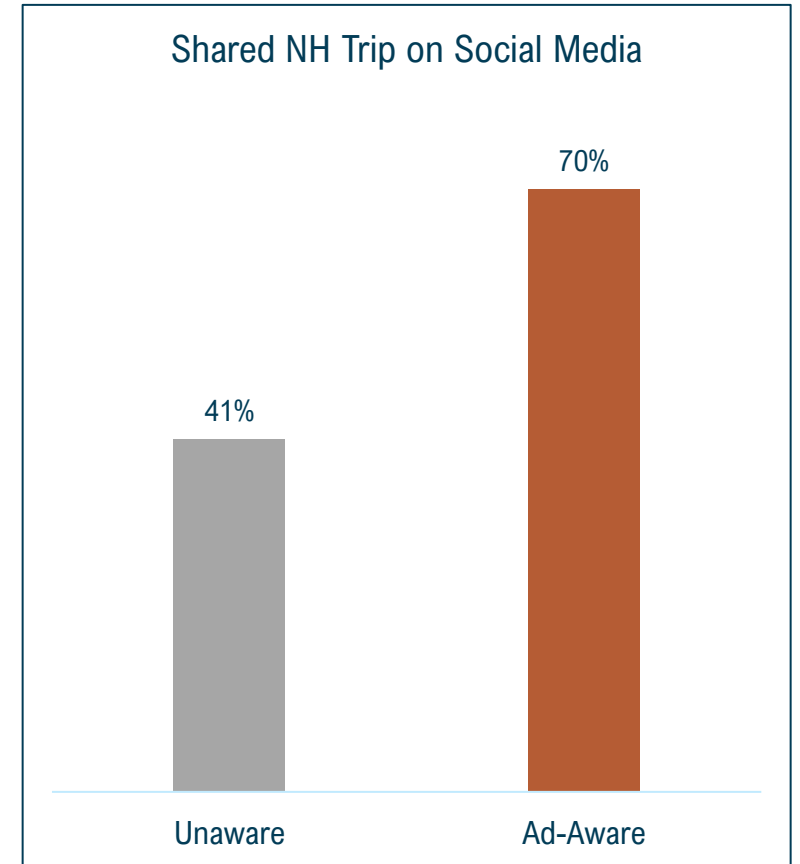
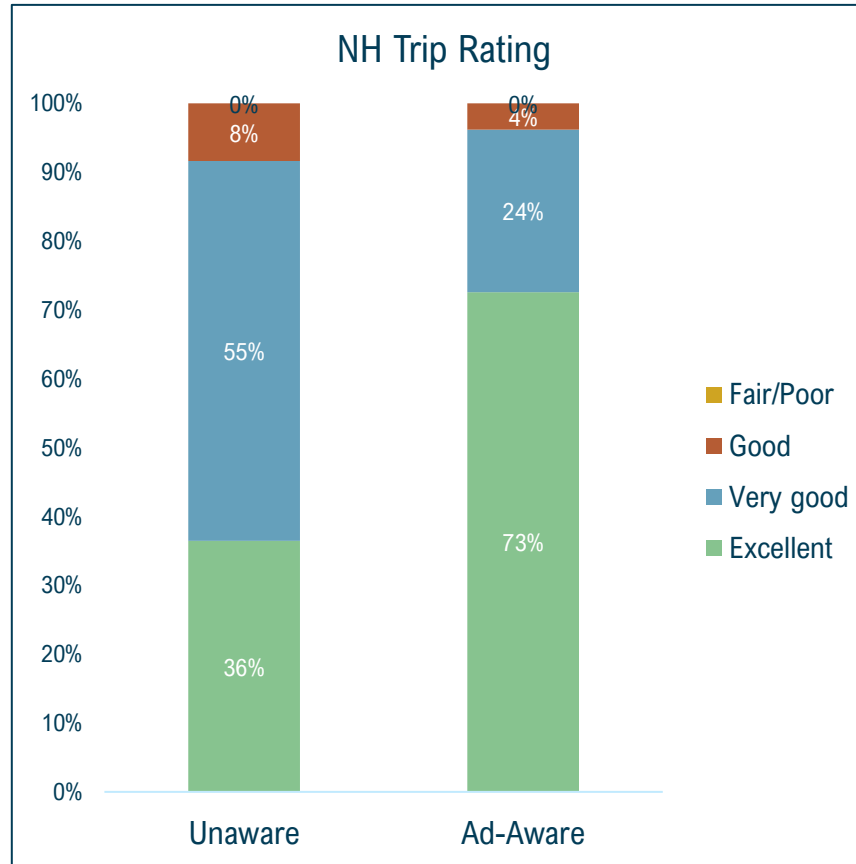


| New Hampshire Region Visited | Unaware | Ad-Aware | Difference |
|------------------------------|---------|----------|------------|
| White Mountains              | 38%     | 48%      | 10%        |
| Lake Region                  | 14%     | 31%      | 17%        |
| Merrimack Valley             | 19%     | 20%      | 1%         |
| Great North Woods            | 15%     | 19%      | 4%         |
| Seacoast                     | 20%     | 11%      | -9%        |
| Dartmouth/Lake Sunapee       | 3%      | 11%      | 8%         |
| Monadnock Region             | 1%      | 8%       | 7%         |

- The ads help direct travelers to different regions of New Hampshire, most notably the Lake region, which ad-aware travelers visit at a rate 17-pts higher than unaware travelers.

# Ad Influence on the New Hampshire Trip

- Ad-aware travelers have better experiences on their trips and are more likely to share their trip experiences to social media.



# Appendix: Questionnaire

A person with short dark hair, seen from behind, stands on a bridge or walkway overlooking a city skyline. They are wearing a dark long-sleeved shirt and a light-colored backpack. Their arms are resting on a metal railing. The background features a city with tall buildings and a body of water. Overlaid on the entire image are white topographic map lines with numerical labels such as 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, and 480. There are also small white crosshair symbols scattered across the map lines.

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# Questionnaire

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New Hampshire Tourism  
Fall Ad Awareness and ROI  
December 2024

## SCREENER MODULE

ZIP. What is your ZIP code? \_\_\_\_\_

S2. Who in your household is responsible for making decisions concerning travel destinations?

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

S1. Please indicate which of the following describe you.

| ROTATE                                                                                                                    | Yes | No |
|---------------------------------------------------------------------------------------------------------------------------|-----|----|
| I regularly use social media like Facebook, X (formerly known as Twitter), Instagram, or TikTok                           |     |    |
| I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home        |     |    |
| I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy |     |    |
| I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max, or Hulu                                 |     |    |
| I am currently planning or have already planned an upcoming leisure trip                                                  |     |    |
| I listen to Pandora Radio                                                                                                 |     |    |

AGE. What is your age? \_\_\_\_\_ [TERMINATE under 18 - over 65]

Social. Which of the following social networking sites do you use? Select all that apply.

Pinterest  
Snapchat  
Instagram  
YouTube  
X  
Facebook  
Travel review sites such as TripAdvisor  
TikTok  
Other, please specify \_\_\_\_\_  
None of these

## PERCEPTIONS MODULE

1. Thinking about places to go for domestic leisure trips, what U.S. STATES come to mind as good places to go? (USE DROP DOWN LISTS)

STATE #1 \_\_\_\_\_  
STATE #2 \_\_\_\_\_  
STATE #3 \_\_\_\_\_  
STATE #4 \_\_\_\_\_  
STATE #5 \_\_\_\_\_

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2. How familiar are you with each of the following states, in terms of what it has to offer as a place for a leisure trip or vacation?

| [ROTATE]      | Not at all familiar | Not very familiar | Somewhat familiar | Very familiar |
|---------------|---------------------|-------------------|-------------------|---------------|
| New Hampshire |                     |                   |                   |               |
| Connecticut   |                     |                   |                   |               |
| New York      |                     |                   |                   |               |
| Maine         |                     |                   |                   |               |
| Massachusetts |                     |                   |                   |               |
| Rhode Island  |                     |                   |                   |               |
| Vermont       |                     |                   |                   |               |

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

| [ROTATE]      | Not at all likely | Not very likely | Somewhat likely | Very likely | Already planning a trip |
|---------------|-------------------|-----------------|-----------------|-------------|-------------------------|
| New Hampshire |                   |                 |                 |             |                         |
| Connecticut   |                   |                 |                 |             |                         |
| New York      |                   |                 |                 |             |                         |
| Maine         |                   |                 |                 |             |                         |
| Massachusetts |                   |                 |                 |             |                         |
| Rhode Island  |                   |                 |                 |             |                         |
| Vermont       |                   |                 |                 |             |                         |

3a. How much do you agree that New Hampshire is...

| ROTATE                                                     | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|------------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| A good place to live                                       |                   |          |         |       |                |
| A good place to start a career                             |                   |          |         |       |                |
| A good place to start a business                           |                   |          |         |       |                |
| A good place to attend college                             |                   |          |         |       |                |
| A good place to purchase a vacation home                   |                   |          |         |       |                |
| A good place to retire                                     |                   |          |         |       |                |
| A good place to relocate a business                        |                   |          |         |       |                |
| A good place to attend a meeting, conference or trade show |                   |          |         |       |                |

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4. Which of the following states would you prefer to visit for a leisure trip within the next year? Please select only one. [ROTATE]

|               |  |
|---------------|--|
| New Hampshire |  |
| Connecticut   |  |
| New York      |  |
| Maine         |  |
| Massachusetts |  |
| Rhode Island  |  |
| Vermont       |  |

## TRAVEL MODULE

5. Have you visited any of the following states since August 2024 for a leisure trip? How many trips did you take in each state since August 2024?

| [ROTATE]      | States visited since August 2024 (Select all that apply) | Number of visits since August 2024 |
|---------------|----------------------------------------------------------|------------------------------------|
| New Hampshire |                                                          |                                    |
| Connecticut   |                                                          |                                    |
| New York      |                                                          |                                    |
| Maine         |                                                          |                                    |
| Massachusetts |                                                          |                                    |
| Rhode Island  |                                                          |                                    |
| Vermont       |                                                          |                                    |
| None of these |                                                          |                                    |

(IF Q5 IS NOT NEW HAMPSHIRE SKIP TO AD SECTION)

Now, please give us some information about the trip(s) you took to New Hampshire since August 2024.

9. When since August 2024 did you visit New Hampshire for a leisure trip? (ACCEPT MULTIPLES)

August 2024  
September 2024  
October 2024  
November 2024  
December 2024

Now we'd like to ask you some questions about your most recent trip to New Hampshire.

10a. How influential were each of these possible information sources when you were deciding to visit New Hampshire?

| ROTATE    | Not at all influential | Not very influential | Somewhat influential | Very influential |
|-----------|------------------------|----------------------|----------------------|------------------|
| Facebook  |                        |                      |                      |                  |
| X         |                        |                      |                      |                  |
| YouTube   |                        |                      |                      |                  |
| Instagram |                        |                      |                      |                  |
| Pinterest |                        |                      |                      |                  |
| TikTok    |                        |                      |                      |                  |
| Snapchat  |                        |                      |                      |                  |

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# Questionnaire

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|                                                                                       |  |  |  |  |
|---------------------------------------------------------------------------------------|--|--|--|--|
| Talking with friends or family                                                        |  |  |  |  |
| New Hampshire's website <a href="http://www.visitnh.gov">www.visitnh.gov</a>          |  |  |  |  |
| Travel review sites like TripAdvisor.com                                              |  |  |  |  |
| Travel booking sites like Expedia, Booking.com                                        |  |  |  |  |
| Printed materials like travel magazines, books or travel guides                       |  |  |  |  |
| Internet search (Google, Bing)                                                        |  |  |  |  |
| Artificial Intelligence (AI) tools like ChatGPT, Google Gemini or other AI Assistants |  |  |  |  |

10a. Including you, how many people were in your travel party? \_\_\_\_\_

ASK Q10b if Q10a >1

10b. Of those, how many were children under age 18? \_\_\_\_\_

10c. How many nights did you spend in New Hampshire during this trip? \_\_\_\_\_

ASK Q10d if Q10c >0

10d. What forms of lodging did you use during your trip? Select all that apply.

Luxury resort hotel  
High-end full-service hotel  
Mid-level hotel  
Budget hotel or motel  
Bed and breakfast/Inn  
Airbnb  
Camping/RVing  
Home of family or friends  
Vacation home  
Other

10e. What mode(s) of transportation did you use to travel to New Hampshire? Select all that apply.

Airplane  
Personal car/truck/van  
Rental car/truck/van  
RV  
Other

11. Which of the following activities did you participate in during your trip to New Hampshire? Select all that apply.  
[ROTATE]

|                                   |                                        |  |
|-----------------------------------|----------------------------------------|--|
| Hiking or backpacking             | Wildlife watching                      |  |
| Visiting a state or national park | Bird watching                          |  |
| Bicycling or mountain biking      | Scenic drive                           |  |
| ATVing                            | Sightseeing tour                       |  |
| Rock climbing                     | Golfing                                |  |
| Horseback riding                  | Shopping                               |  |
| Hunting                           | Dining at locally owned restaurants    |  |
| Camping                           | Visiting a noteworthy bar or nightclub |  |
| Snow skiing or snowboarding       | Farm to table dinner                   |  |
| Snowmobiling                      | Winery tours                           |  |
| Fishing                           | Brewery                                |  |

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|                                           |                                         |
|-------------------------------------------|-----------------------------------------|
| Visiting museums                          | Farmer's markets/U-picks/roadside stand |
| Attending a play or concert               | Canoeing or kayaking                    |
| Attending a festival or fair              | Boating                                 |
| Attending performing arts (music/theater) | Dogsledding                             |
| Visiting historical sites                 | Cross country skiing                    |
| Snowshoeing                               | Ice fishing                             |
| Ice skating                               | Other, please specify _____             |
|                                           | None of these                           |

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

12. Of these activities, please indicate if there were any that were a major influence when you selected the destination for this trip to New Hampshire. You may choose up to 3.

INSERT NEW HAMPSHIRE REGIONS MAP

13. Which of the following regions did you visit during your trip?

T10. Thinking about your overall travel experience in New Hampshire on this most recent trip, would you say it was...?

Excellent  
Very good  
Good  
Fair  
Poor

13a. Thinking about your overall travel experience in New Hampshire, would you say it...?

Exceeded your expectations  
Met your expectations  
Failed to meet your expectations

T11. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in New Hampshire on your most recent trip. Please estimate how much your travel party spent in total on...

Please complete all fields. Your best estimate is fine. If no expenditures in a category enter a "0"

|                                           |            |
|-------------------------------------------|------------|
| Accommodations (includes campground fees) |            |
| Food and beverage service                 |            |
| Food stores                               |            |
| Local transportation & gasoline           |            |
| Arts, entertainment, and recreation       |            |
| Retail sales                              |            |
| Visitor air                               |            |
| Other                                     |            |
| Total                                     | SHOW TOTAL |

T13 AND T14 ARE TO ADDRESS AGRITOURISM.

T13. Did you visit or participate in any of the following on your trip?

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|                                                                          |  |
|--------------------------------------------------------------------------|--|
| ROTATE, ANCHOR "NONE"                                                    |  |
| Retreat and rendezvous centers                                           |  |
| Nature centers                                                           |  |
| Farm tours                                                               |  |
| Farm-based lodging                                                       |  |
| Cross-country ski or snowshoe trails                                     |  |
| Country overnight bed and breakfast                                      |  |
| Bird or big-game hunting preserves                                       |  |
| Bird and wildlife watching                                               |  |
| Corn mazes or haunted forests                                            |  |
| Petting farms                                                            |  |
| Hands-on U-pick                                                          |  |
| Winery/vineyard                                                          |  |
| Horse-back, hay, sleigh, vintage tractor, snow-machine or sled-dog rides |  |
| Farmers markets                                                          |  |
| Rural wedding                                                            |  |
| None of these                                                            |  |

T14x. Please estimate how much your travel party spent in total on the following activities/attractions...

|                                                                                                                             |  |
|-----------------------------------------------------------------------------------------------------------------------------|--|
| SHOW ALL OF THOSE THAT THEY DID FROM T13. INCLUDE ONLY ONE NUMERIC BOX – WE JUST WANT TOTAL SPENDING ON ALL THINGS COMBINED |  |
|-----------------------------------------------------------------------------------------------------------------------------|--|

14. Thinking about this trip, how far in advance did you begin to plan?

Less than 1 week  
1 to 2 weeks  
2 to 3 weeks  
3 to 4 weeks  
1 to 2 months  
3 to 4 months  
More than 4 months in advance  
Don't know

15. Did you post any information about this trip on the following outlets? Select all that apply.

Facebook  
X  
Flickr  
YouTube  
Blogs  
Instagram  
Pinterest  
TikTok  
None of these

23. How likely are you to recommend a trip to New Hampshire?

Very likely  
Somewhat likely  
Not likely

24. Have you seen any advertising for New Hampshire as a travel destination?

Yes  
No

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# Questionnaire

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

## AD AWARENESS MODULE

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Videos (all markets)



<https://vimeo.com/1035226568>

FALLvideo. Have you seen this or a similar ad for New Hampshire?

Yes

No

FALLvideoB. What is your reaction to this ad?

Positive

Neutral

Negative – ASK FALLTVC

FALLvideoC. Why do you feel that way? \_\_\_\_\_

## 5 VIDEOS: RANDOMLY SHOW THREE



<https://vimeo.com/1035227900>



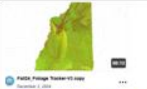
<https://vimeo.com/1035227582>



<https://vimeo.com/1035227015>



<https://vimeo.com/1035226828>



<https://vimeo.com/1035227374>

FALLvideo. Have you seen this or a similar ad for New Hampshire?

Yes

No

FALLvideoB. What is your reaction to this ad?

Positive

Neutral

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Negative – ASK FALLTVC

FALLvideoC. Why do you feel that way? \_\_\_\_\_

DIGITAL  
ASK OF EVERYONE:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Rich Media Unit (all markets)



<https://vimeo.com/1035248821>

MONTREAL  
FRENCH ONLY

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Canada



VisitFall24\_Canada\_Family\_300x600

VisitFall24\_Canada\_Gen Z\_300x600

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Foliage Tracker



DTTD FY24 foliage tracker\_French\_300x600

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I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Retargeting\Canada (French only)



VisitFall24\_Retargeting\_French\_300x600

CORE AND OPPORTUNITY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Core\_Opp

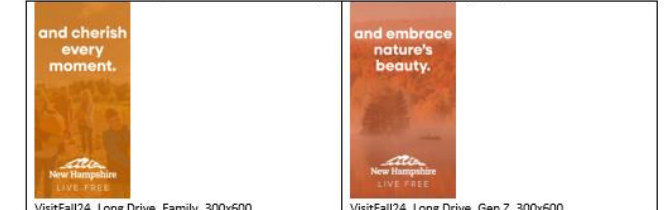


DTTD FY24 Fall\_Core\_Family\_300x600

DTTD FY24 Fall\_Core\_GenZ\_300x600

LONG-DRIVE:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Long Drive



VisitFall24\_Long Drive\_Family\_300x600

VisitFall24\_Long Drive\_Gen Z\_300x600

ALL USA MARKETS:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Display\Foliage Tracker\Core\_Opportunity\_Long Drive (English only)

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# Questionnaire

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DTTD FY24 foliage tracker\_English\_300x600

I:\AdsMaster\NewHampshire\2024\2024NewHampshireFall\Fall2024\Display\Retargeting\Core\_Opportunity\_Long Drive (English only)



VisitFall24\_Retargeting\_English\_300x600

FallDigital. Please indicate if you have seen each of these online ads before.

Yes  
No

FallDigitalB. What is your reaction to these ads?

Positive  
Neutral  
Negative – ASK FallDigitalC

FallDigitalC. Why do you feel that way? \_\_\_\_\_

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SEM

MONTREAL:

FRENCH ONLY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\SEM\Canada\French\USE



ENGLISH ONLY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\SEM\Canada\English\USE



OPPORTUNITY:

I:\AdsMaster\NewHampshire\2024\2024NewHampshireFall\Fall2024\SEM\Opportunity\USE



CORE:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\SEM\Core\USE



LONG-DRIVE:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\SEM\Long Drive\USE



FallISEM. Have you seen any of these or similar online ads before now?

Yes  
No

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FallISEMB. What is your reaction to these ads?

Positive  
Neutral  
Negative – ASK FallDigitalC

FallISEMC. Why do you feel that way? \_\_\_\_\_

SOCIAL:

MONTREAL:

FRENCH ONLY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Paid Social\Canada\French



ENGLISH ONLY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Paid Social\Canada\English



CORE AND OPPORTUNITY:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Paid Social\Core\_Opp\USE



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# Questionnaire

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LONG-DRIVE:  
I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Paid Social\Long Drive\USE



FallSocial. Please indicate if you have seen each of these social media ads before.

Yes  
No

FallSocialB. What is your reaction to these ads?

Positive  
Neutral  
Negative – ASK FallSocialC

FallSocialC. Why do you feel that way? \_\_\_\_\_

ASK TO ALL:

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Fall\Fall 2024\Influencers

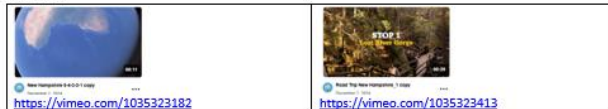
RANDOMLY SHOW ONE VIDEO FROM EACH INFLUENCER; ONLY FORCE 15SECS

Alaina Pinto:



RANDOMLY SHOW ONE VIDEO

Lucas Smitten:



FallINF. Please indicate if you have seen this ad before.

Yes  
No

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13

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FallINF. What is your reaction to these ads?

Positive  
Neutral  
Negative – ASK FallSocialC

FallINF. Why do you feel that way? \_\_\_\_\_

28. Given all of these ads together, how much do you agree that this campaign shows a place...? ROTATE

| [ROTATE]                                                | Strongly disagree |   |   |   | Strongly agree |
|---------------------------------------------------------|-------------------|---|---|---|----------------|
| That is inspiring                                       | 1                 | 2 | 3 | 4 | 5              |
| Where I could reconnect with my family                  | 1                 | 2 | 3 | 4 | 5              |
| Where I would feel free-spirited                        | 1                 | 2 | 3 | 4 | 5              |
| Where I would be challenged to live life to the fullest | 1                 | 2 | 3 | 4 | 5              |
| Where I could uncover new places or things              | 1                 | 2 | 3 | 4 | 5              |
| That is exciting                                        | 1                 | 2 | 3 | 4 | 5              |

28a. How much do you agree that this campaign...?

| ROTATE                                          | Strongly disagree |   |   |   | Strongly agree |
|-------------------------------------------------|-------------------|---|---|---|----------------|
| Conveys a sense of belonging                    | 1                 | 2 | 3 | 4 | 5              |
| Gives you a feeling of freedom                  |                   |   |   |   |                |
| Gives you a feeling of relaxation or peace      |                   |   |   |   |                |
| Gives you a feeling of possibilities            |                   |   |   |   |                |
| Gives you an uplifting or positive feeling      |                   |   |   |   |                |
| Conveys New Hampshire's variety of experiences  |                   |   |   |   |                |
| Shows that New Hampshire has unique experiences |                   |   |   |   |                |

29. How much do you agree that this campaign makes you...? ROTATE

|                                                            | Strongly disagree |   |   |   | Strongly agree |
|------------------------------------------------------------|-------------------|---|---|---|----------------|
| Want to learn more about things to see and do in the state | 1                 | 2 | 3 | 4 | 5              |
| Want to visit the state                                    | 1                 | 2 | 3 | 4 | 5              |

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Questions D1-7 detail demographics.  
DEMO MODULE

The following questions are for classification purposes only so that your responses may be grouped with those of others.

D3. Are you currently ...?

Married/living as married  
Divorced/Separated  
Widowed  
Single/Never married

D4. Including you, how many people are currently living in your household? \_\_\_\_\_ [IF 1, SKIP TO D6]

D5. How many living in your household are children under the age of 18? \_\_\_\_\_

D6. Which of the following categories represents the last grade of school you completed?

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

D7. Which of the following categories best represents the total annual income for your household before taxes?

USA ONLY:  
Less than \$35,000  
\$35,000 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 but less than \$200,000  
\$200,000 or more  
CANADA ONLY:  
LESS THAN \$35,000 CAD  
\$35,000 BUT LESS THAN \$50,000 CAD  
\$50,000 BUT LESS THAN \$75,000 CAD  
\$75,000 BUT LESS THAN \$100,000 CAD  
\$100,000 BUT LESS THAN \$150,000 CAD  
\$150,000 BUT LESS THAN \$200,000 CAD  
\$200,000 OR MORE CAD

Ethnicity. Which of the following best describes your ethnic heritage? Are you...? [ALLOW MULTI]

African-American/Black  
Asian  
American Indian or Alaska Native  
Caucasian/White  
Hispanic/Latino  
Middle Eastern or North African  
Native Hawaiian or Other Pacific Islander  
Other, specify: \_\_\_\_\_

D1. Are you ...?

Male  
Female  
Other  
Prefer not to answer

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