

THE  
MARKETING



WORKSHOP<sup>®</sup>  
INC.

3725 Da Vinci Court  
Norcross, Georgia 30092

(Voice) 770-449-6767

(Fax) 770-449-6739

(Web) [www.mwshop.com](http://www.mwshop.com)

The true value of marketing research is not in the reporting of numbers or in the use of analytical techniques. The real value of marketing research is in how the numbers are interpreted and used to develop an effective marketing strategy as part of the decision-making process. We call it:

*Marketing intelligence  
through research.*

**Georgia Visitor  
Products Study  
Plantation Trace Summary**

Conducted for



Georgia Department of  
Economic Development,  
Tourism Division

November 16, 2006

06-9372



*Marketing  
intelligence  
through  
research.*

# Contents

<b>Foreword</b>	<b>3</b>
<b>Management Highlights</b>	<b>8</b>
<b>Detailed Findings</b>	<b>10</b>
<b>I. Overall Summary</b>	<b>11</b>
<b>II. State Visitor Information Center Summary</b>	<b>28</b>
<b>III. Local Welcome Center Summary</b>	<b>35</b>
<b>Appendix</b>	<b>47</b>
<b>Certification Statement</b>	
<b>Questionnaire</b>	

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

# Foreword



*Marketing  
intelligence  
through  
research.*

## Foreword

### Purpose

- Measure types of products Georgia visitors are interested in buying to take home from Georgia .

### Methodology

- Self-administered questionnaires at state and local Welcome Centers agreeing to participate.
- Each center provided a local, knowledgeable adult to distribute and collect the questionnaires.
- 1965 questionnaires were completed during the month of July, with most locations collecting surveys over a two-day period (collection periods ranging from 1 to 3 days).



*Marketing  
intelligence  
through  
research.*

# Foreword

## Locations

- 11 state centers and 29 local centers participated in this project. The number of completed surveys ranged from 54 to 117 at the state centers and from 6 to 102 at the local centers.

### State Visitor Information Centers

Ringgold  
Columbus  
Augusta (I-20)  
Valdosta  
Tallapoosa  
Kingsland  
Savannah (I-95)  
Lavonia  
West Point  
Plains  
Sylvania

### Local Welcome Centers

Dahlonega	Perry	Darien
Brunswick (I-95)	Pine Mountain	Morrow
Rabun	Augusta	Coweta County
Savannah	Andersonville	Savannah Rapids
St. Mary's	NE Georgia	Marietta
Helen	Macon Downtown	Americus
Macon Bibb	Covington/Newton	Clayton County
Fannin	Metter	Alpharetta
Brunswick (US 17)	Jekyll Island	Milledgeville
Toccoa	Warm Springs	



*Marketing  
intelligence  
through  
research.*

## Limitations

- It should be remembered that survey results are based on a sample, which is subject to "sampling error." Sampling errors arise because interviews were conducted with a sample of the population instead of with all the population. Sampling error is based on two factors: (1) the size of the sample, and (2) the actual percentage answer of a given question. The following table shows the plus or minus variation which can be expected, due to chance, with sample sizes of 100, 500, 1000 and 2000.

Sampling Error  
(95% level of confidence)

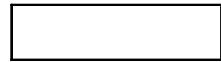
If Percentage Answer Is	Plus or Minus Variation:			
	<u>100</u>	<u>500</u>	<u>1000</u>	<u>2000</u>
5/95	± 4 pts	± 2 pts.	± 1 pts.	± 1 pts.
10/90	6	3	2	1
20/80	8	4	3	2
30/70	9	4	3	2
40/60	10	4	3	2
50/50	10	4	3	2



*Marketing  
intelligence  
through  
research.*

## Report Format

On the following pages, Management Highlights are presented, followed by the Tabular Findings. A copy of the questionnaire is presented in the appendix of the report.



Represents a number that is significantly higher.



Represents a number that is significantly lower.



Arrows are also used to indicate significant differences.

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

# Management Highlights



## Management Highlights

- One-half of visitors to state and local visitor centers say they are interested in purchasing Georgia products to take home, especially those in larger parties including children, those staying for extended periods and those traveling for business and leisure combined (note, this combination includes mission trips).
- T-shirts are the most popular items among visitors. Food items are also of greater interest.
- Visitors will purchase items in numerous price ranges, from less than \$1.00 to over \$40.00. However, items in the \$11-20 range are most common, with 39% of the visitors saying they expect to purchase something costing that much.
- On average, the maximum Georgia visitors expect to spend in total or consider reasonable is \$54.09. Older visitors, staying for longer periods, in larger parties and traveling for both business and leisure tend to spend more.

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

# Detailed Findings

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

# I. Overall Summary



*Marketing  
intelligence  
through  
research.*

## Characteristics of Visitors and Their Trips

- Among visitors surveyed, 43% are male and 57% are female. Over three-fourths (77%) of visitors are married, and the average age is 48.5. About one-third (36%) have children at home, with an average of one child per household (0.7).
- Two in ten visitors live in Georgia, while another 20% live in Florida. As expected, the most frequently represented states are in the Southeast.
- Most visitors are not traveling alone. Close to one-half of the parties (44%) consist of two people. Only 10% of visitors are traveling by themselves.
- For most visitors, this is not their first trip to Georgia (68%). As noted earlier, an additional 20% are Georgia residents. The majority (83%) are traveling for leisure/vacation. While 30% say they will not spend any nights in the state for this trip, the average number of nights spent is 2.6.



*Marketing  
intelligence  
through  
research.*

# Visitor Characteristics

(among those answering)

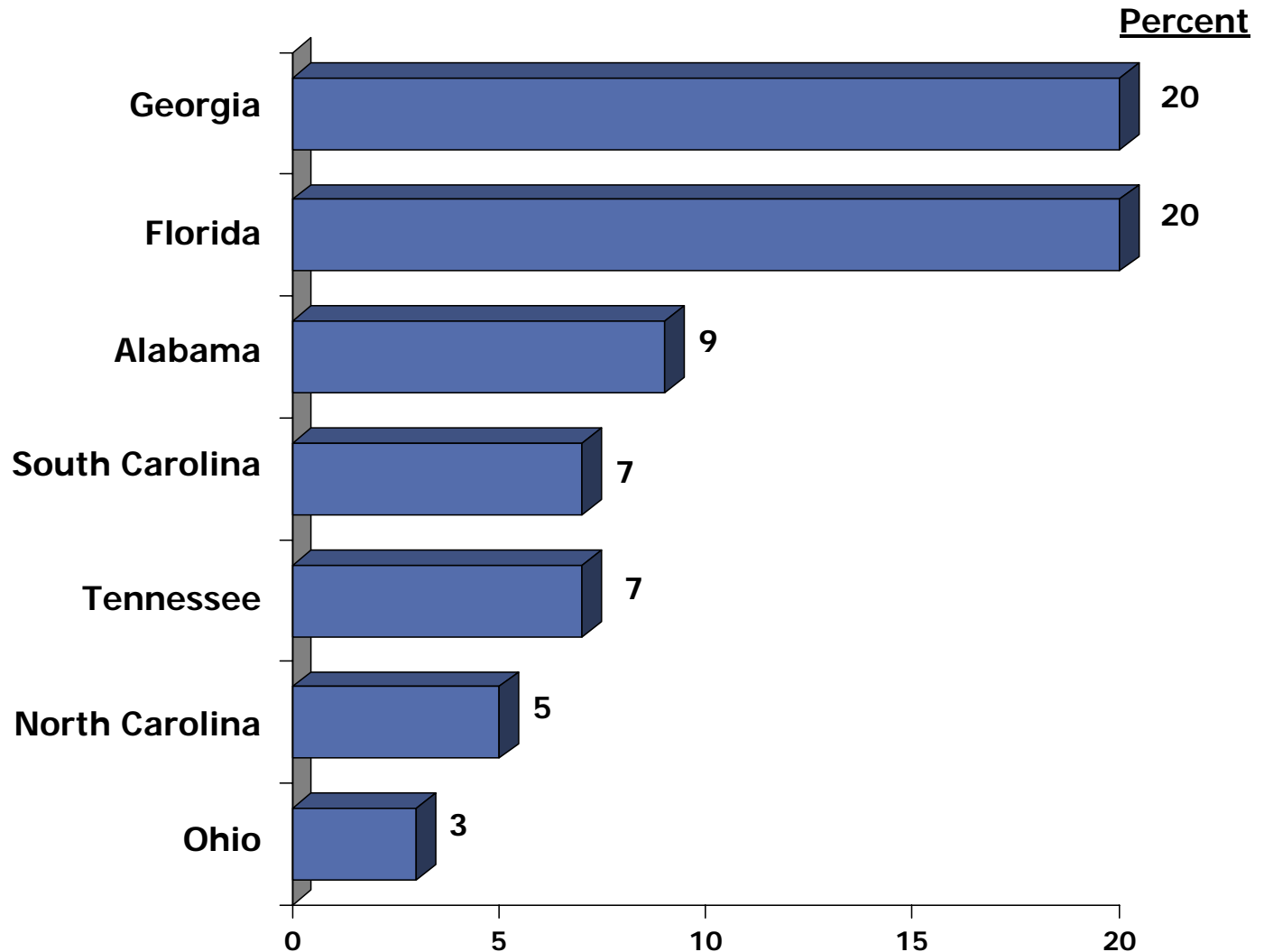
	(Base)	(1628)
<u>Gender</u>		<u>%</u>
Male		43
Female		<u>57</u>
		100
	(Base)	(1887)
<u>Married</u>		<u>%</u>
Yes		77
No		<u>23</u>
		100
	(Base)	(1555)
<u>Age</u>		<u>%</u>
18-24		5
25-34		12
35-44		22
45-54		25
55-64		24
65+		<u>12</u>
		100
<u>Average Age</u>		<u>48.5</u>
	(Base)	(1965)
<u>Children Living at Home</u>		<u>%</u>
Yes		36
No		<u>64</u>
		100
<u>Average #</u>		<u>0.7</u>



*Marketing  
intelligence  
through  
research.*

# State of Primary Residence

(among 1965 visitors)



*(states/locations under 3% not shown.)*

*Q.1b: Where is your primary residence?*



*Marketing  
intelligence  
through  
research.*

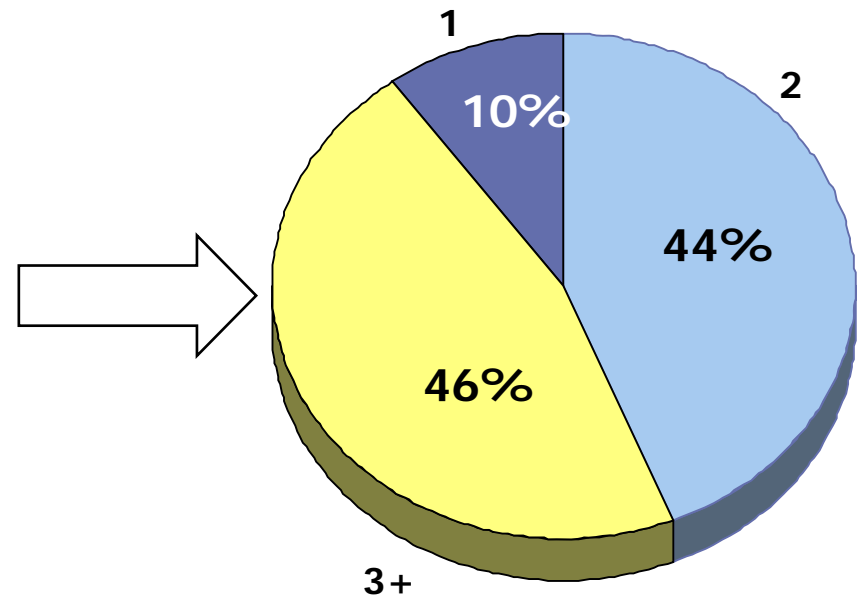
# Size of Party

(among those answering)

	(Base)	(1881)
<b><u>Number of Adults</u></b>		<u>%</u>
1		13
2		65
3+		<u>22</u>
		100
<b><u>Average #</u></b>		<u>2.5</u>
<b><u>Median #</u></b>		<u>2</u>

	(Base)	(755)
<b><u>Number of Children</u></b>		<u>%</u>
None		10
1		31
2		32
3+		<u>27</u>
		100
<b><u>Average #</u></b>		<u>2.3</u>
<b><u>Median #</u></b>		<u>1</u>

**Total in Party**  
(base = 1881)



<b><u>Average #</u></b>	<b><u>3.4</u></b>
<b><u>Median #</u></b>	<b><u>2</u></b>

Q.D3: Number of people in your party:



*Marketing  
intelligence  
through  
research.*

## Characteristics of Trip

(among those answering)

	(Base)	(1906)
<b><u>First Trip to Georgia</u></b>		<u>%</u>
Yes		12
No		68
Georgia resident		<u>20</u>
		100
	(Base)	(1876)
<b><u>Primary Purpose</u></b>		<u>%</u>
Leisure/vacation		83
Business		7
Both*		<u>10</u>
		100
	(Base)	(1847)
<b><u>Nights Spent in Georgia</u></b>		<u>%</u>
None		30
1		18
2		20
3-7		26
8+		<u>6</u>
		100
<b><u>Average #</u></b>		<u>2.6</u>
<b><u>Median #</u></b>		<u>1</u>

\* Several mission trips noted.



## Interest Level in Georgia Products

- One-half of visitors to the centers state a positive interest in purchasing Georgia products like the ones listed on the survey.
- Interest is highest (extremely interested) among those with 3+ in the party, with children in the party, staying 3+ nights and traveling for both leisure and business, compared to their counterparts.
- Total positive interest is higher among females than among males, and higher among those with children at home than among those with none. Compared to their counterparts, interest is higher among those visiting Georgia for the first time and among those staying 3+ nights.



*Marketing  
intelligence  
through  
research.*

# Interest Level in Georgia Products

(among 1965 visitors)

<u>Checklist</u>	<u>%</u>
Extremely interested	13
Very interested	38
<u>Total Positive</u>	<u>51</u>
Neutral	38
Not very interested	5
Not interested at all	3
<u>Total Negative</u>	<u>8</u>
No answer	<u>3</u>
	100

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



*Marketing  
intelligence  
through  
research.*

# Interest Level in Georgia Products: By Segments

	(Base)	<u>Extremely Interested</u> %	<u>Total Positive</u> %
<b><u>Total Visitors</u></b>	(1965)	<u>13%</u>	<u>51</u>
<b><u>Gender</u></b>			
Male	(694)	10%	46
Female	(934)	14%	55
<b><u>Children in Home</u></b>			
Yes	(706)	15%	55
No	(1259)	12%	48
<b><u>First GA Visit</u></b>			
Yes	(229)	14%	↑ 58
No	(1294)	13%	↑ 50
GA resident	(383)	13%	51
<b><u>Nights in GA</u></b>			
None	(546)	12%	44
1-2	(701)	11%	52
3+	(600)	16%	59
<b><u>Purpose of Trip</u></b>			
Leisure	(1555)	12%	52
Business	(138)	11%	51
Both	(183)	20%	54
<b><u>Total in Party</u></b>			
1	(191)	8%	49
2	(830)	12%	51
3+	(860)	14%	52
<b><u>Children in Party</u></b>			
Yes	(682)	15%	54
No	(73)	12%	47

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



*Marketing  
intelligence  
through  
research.*

## Types of Products Purchased or Interested In

- Cumulatively, “food” items and “arts/crafts” tend to be the most popular. However, the single most popular item is a “t-shirt,” with 50% of the visitors saying they have purchased or would be interested in purchasing t-shirts on their trip to or through Georgia.



*Marketing  
intelligence  
through  
research.*

# Types of Products Purchased or Interested In

(among 1965 visitors)

	<u>%</u>
<b><u>Net Food</u></b>	<b><u>67</u></b>
Peaches	38
Pecans	36
Peanuts	34
Jams, jellies, preserves	26
Locally grown produce	21
Locally produced wine	14
<b><u>Net Arts/Crafts</u></b>	<b><u>66</u></b>
Crafts to display in your home	25
Handcrafted items	22
Crafts to give to friends, neighbors, relatives or workplace	21
Traditional crafts of the area	20
Pottery	20
Crafts to give to your children or grandchildren	19
Original art	16
Crafts made from nature material (grasses, corn husks, pine cones, dried flowers, stone)	15
Ethnic crafts	12
Art prints	11
Crafts with name or design of the area or attraction	11
Folk art	10
Designer crafts	10
Signed, marked or limited edition crafts by local artisans	10
Contemporary crafts	6
<b><u>Net Clothing</u></b>	<b><u>62</u></b>
T-shirts	50
Caps, hats	34
Other clothing with design/name of location or attraction	24

*(Continue...)*

Q.2: *On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



*Marketing  
intelligence  
through  
research.*

# Types of Products Purchased or Interested In (Continued)

(among 1965 visitors)

	<u>%</u>
<b><u>Net Other Specific Items</u></b>	<b><u>59</u></b>
Jewelry	27
Collectible items	17
Antiques	17
"Rural or country" items	14
Seasonal or holiday decorations	13
Humorous or funny items	12
Glass items	10
Leather items	7
Dolls, characters	5
<b><u>Net Mementos/Toys</u></b>	<b><u>56</u></b>
Postcards	39
Low cost mementos such as pens, bumper stickers, balloons, key chains	20
Toys or items for children	18
Toys or items for grandchildren	12
<b><u>Net History/Culture</u></b>	<b><u>43</u></b>
Books about area – history, people, attractions	34
Items related to history of the area	21
Items related to the culture and people of the area	16
Others not mentioned	9
No purchases	5
No answer	1

*Q.2: On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



*Marketing  
intelligence  
through  
research.*

# Top Ten Georgia Products

(among 1965 visitors)

	<u>%</u>
<u>Top Ten</u>	<u>%</u>
T-shirts	50
Postcards	39
Peaches	38
Pecans	36
Caps, hats	34
Books about area-history, people, attractions	34
Peanuts	34
Jewelry	27
Jams, jellies, preserves	26
Crafts to display in your home	25

*Q.2: On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?*



*Marketing  
intelligence  
through  
research.*

## Cost of Items Expected to Purchase

(among 1965 visitors)

- Visitors expect to purchase items in various price ranges. Four in ten (39%) expect to purchase items costing \$11-20, and one-third (34%) say they expect to buy items costing \$6-10.

<u>Checklist</u>	<u>%</u>
No items	6
Less than \$1.00 each	8
Items costing \$1-5 each	21
Items costing \$6-10 each	34
Items costing \$11-20 each	39
Items costing \$21-40 each	26
Items costing over \$40	14
No answer	3

*(Multiple answers allowed.)*

*Q.4: On such a trip, do you usually expect to buy items costing:*



*Marketing  
intelligence  
through  
research.*

## Maximum Amount Typically Spent or Considered Reasonable For Georgia Products

- On average, visitors plan to spend or consider it reasonable to spend up to \$54.09 on Georgia products.
- Younger respondents (age 18-34) tend to spend the least, compared to older visitors. Those staying longer in Georgia (3+ nights) tend to spend more than those staying fewer nights. Compared to business travelers, visitors for both leisure and business tend to spend more on these products. In addition, parties of two say they will spend more than those traveling alone.



*Marketing  
intelligence  
through  
research.*

# Maximum Amount Typically Spent or Considered Reasonable For Georgia Products

(among 1965 visitors)

<u>Checklist</u>	<u>%</u>
Would not spend any dollars on these type items	4
Up to \$10	7
Up to \$20	15
Up to \$30	10
Up to \$40	10
Up to \$50	15
Up to \$75	5
Up to \$100	13
Over \$100	14
No answer	<u>7</u>
	100
<u>Average Maximum (mean)</u>	<u>\$54.09</u>

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

# Maximum Amount Typically Spent or Considered Reasonable: By Segments

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

	(Base)	Average <u>Maximum</u> (mean)
<b><u>Total</u></b>	(1965)	<b><u>\$54.09</u></b>
<b><u>Age</u></b>		
18-34	(258)	<b>\$48.50</b>
35-44	(343)	\$53.86
45-54	(385)	\$55.22
55+	(569)	\$55.41
<b><u>Nights in GA</u></b>		
None	(546)	<b>\$46.37</b>
1-2	(701)	\$53.13
3+	(600)	<b>\$62.38</b>
<b><u>Purpose of Trip</u></b>		
Leisure	(1555)	↓ \$54.27
Business	(138)	↓ \$49.55
Both	(183)	\$59.12
<b><u>Total in Party</u></b>		
1	(191)	↓ \$49.49
2	(830)	\$55.48
3+	(860)	\$54.78

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

## II. State Visitor Information Center Summary



*Marketing  
intelligence  
through  
research.*

## State Visitor Information Center Summary

- When looking at the larger State Visitor Information Centers, females seem to be more frequent at Ringold, Savannah (I-95) and Lavonia, while males are most frequent in Columbus.
- Kingsland has the highest frequency of married visitors, while married visitors are least frequent in Ringold and Valdosta.
- Visitors in Columbus, Valdosta and Tallapoosa are most likely to have children at home, while those visiting in Kingsland, Savannah (I-95) and Plains are least likely.
- The average age is highest for Sylvania visitors and lowest for those visiting in Valdosta.
- Respondents in Kingsland are most likely to be first-time Georgia visitors, while those in Columbus and Sylvania are least likely.



*Marketing  
intelligence  
through  
research.*

## State Visitor Information Center Summary

- Ringold visitors are most likely to be taking a leisure trip, while those at the Columbus and Augusta (I-20) centers are least likely to be traveling just for leisure.
- Visitors in Valdosta tend to be staying the most nights in Georgia, while those in Sylvania having the lowest average nights staying in the state.
- When looking at interest for Georgia products, respondents in Lavonia are most likely to be “extremely interested,” and those in Savannah (I-95) and Plains have the lowest levels of “extreme interest.” Total positive interest is highest in Kingsland, Lavonia and Sylvania, and lowest in Columbus, Augusta (I-20), Savannah (I-95) and Plains.
- Visitors at Savannah (I-95), West Point and Sylvania tend to spend the most on products, while respondents at Columbus, Augusta (I-20) and Plains tend to spend the least.



*Marketing  
intelligence  
through  
research.*

## Visitor Characteristics

(among those answering)

	Gender		Married	Children at Home	Average Age
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>State Visitor Info. Center</u></b>					
<b><u>Total</u></b>	<b><u>45%</u></b>	<b><u>55</u></b>	<b><u>78</u></b>	<b><u>40</u></b>	<b><u>48.3</u></b>
Ringgold	36%	64	68	48	46.2
Columbus	65%	35	82	50	49.2
Augusta (I-20)	52%	48	76	37	50.5
Valdosta	40%	60	66	50	43.6
Tallapoosa	41%	59	75	52	44.2
Kingsland	47%	53	90	28	45.1
Savannah (I-95)	33%	67	84	27	52.2
Lavonia	31%	69	70	41	51.2
West Point	53%	47	82	44	47.6
Plains	50%	50	84	16	51.2
Sylvania	49%	51	83	32	53.8

(Percentages read across.)



*Marketing  
intelligence  
through  
research.*

## Characteristics of Trip

(among those answering)

<u>State Visitor Info. Center</u>	<u>First GA Trip</u>	<u>Leisure Trip</u>	<u>Avg. # of Nights in GA (Mean)</u>
<b>Total</b>	<u>9%</u>	<u>82</u>	<u>1.7</u>
Ringgold	6%	92	1.4
Columbus	2%	69	1.5
Augusta (I-20)	7%	72	1.4
Valdosta	14%	85	2.8
Tallapoosa	4%	84	1.7
Kingsland	33%	75	1.6
Savannah (I-95)	15%	90	1.6
Lavonia	12%	89	1.7
West Point	6%	80	1.5
Plains	4%	83	2.0
Sylvania	-	75	1.2

(Percentages read across.)



*Marketing  
intelligence  
through  
research.*

# Interest Level in Georgia Products

	(Base)	Extremely Interested	Total Positive
<b><u>State Visitor Info. Center</u></b>			
<b>Total</b>	(1072)	<u>12%</u>	<u>48</u>
Ringgold	(117)	11%	47
Columbus	(115)	10%	(35)
Augusta (I-20)	(109)	6%	(35)
Valdosta	(109)	16%	53
Tallapoosa	(103)	14%	48
Kingsland	(99)	12%	(75)
Savannah (I-95)	(99)	(4%)	(34)
Lavonia	(95)	(25%)	(68)
West Point	(89)	11%	44
Plains	(83)	(2%)	(35)
Sylvania	(54)	17%	(63)

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



*Marketing  
intelligence  
through  
research.*

# Maximum Amount Typically Spent or Considered Reasonable

	(Base)	<u>Average Maximum</u>
<u>State Visitor Info. Center</u>		
<u>Total</u>	(1072)	<u>\$50.90</u>
Ringgold	(117)	\$52.83
Columbus	(115)	<del>\$42.95</del>
Augusta (I-20)	(109)	<del>\$43.75</del>
Valdosta	(109)	\$54.30
Tallapoosa	(103)	\$53.97
Kingsland	(99)	\$53.90
Savannah (I-95)	(99)	<u>\$56.08</u>
Lavonia	(95)	\$53.82
West Point	(89)	<u>\$57.34</u>
Plains	(83)	<del>\$31.91</del>
Sylvania	(54)	<u>\$63.83</u>

*(Percentages read across.)*

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

## III. Local Welcome Center Summary



## Local Welcome Center Summary

- Participating local centers are reported separately for locations with at least 20 completed interviews.
- Centers with the highest percentages of females include Helen, Brunswick (US 17), Pine Mountain, Augusta, Metter and Jekyll Island. Male visitors are more frequent at Macon Bibb, NE Georgia and Covington/Newton.
- Macon Bibb, Toccoa, Pine Mountain and NE Georgia visitors are more likely to be married, while visitors in Augusta, Andersonville, Covington/Newton and Metter are less likely to be married.
- In St. Mary's, Macon Bibb, Fannin and Jekyll Island, visitors are more likely to have children at home, with children less likely at Brunswick (US 17), Toccoa, Perry, Pine Mountain, Andersonville and Metter.



## Local Welcome Center Summary

- Visitors in Brunswick (I-95) and (US 17) tend to be older, while those visiting Andersonville, NE Georgia and Covington/Newton tend to be younger.
- First trips to Georgia are more likely at Savannah, Augusta, NE Georgia, Macon Downtown and Covington/Newton. Visitors at Toccoa, Perry, Pine Mountain and Warm Springs are less likely to be first-time visitors.
- Leisure trips are more common at Savannah, Helen, Toccoa and Pine Mountain. Leisure-only trips are less likely at Perry, Augusta and Covington/Newton.
- Visitors stopping at Dahlonega, Fannin, Pine Mountain, Macon Downtown, Jekyll Island and the other centers not reported separately tend to have higher average night stays. Stays in Georgia are shorter for those at Brunswick (I-95), Savannah, Macon Bibb, Perry, Augusta, Andersonville and NE Georgia.



*Marketing  
intelligence  
through  
research.*

## Local Welcome Center Summary

- Interest in Georgia products is strongest (extremely interested) in Rabun, Perry and NE Georgia. Extreme interest is lowest in Helen, Augusta and Andersonville. Total positive interest is highest in Rabun, Toccoa, Andersonville and NE Georgia, and lowest in St. Mary's.
- Visitors to the centers in Savannah, St Mary's, Helen and Brunswick (US 17) tend to spend the most on Georgia products, while visitors to Brunswick (I-95), Perry, Augusta, Andersonville, Macon Downtown, and Covington/Newton tend to spend the least.



*Marketing  
intelligence  
through  
research.*

# Visitor Characteristics

(among those answering)

	<u>Gender</u>		<u>Married</u>	<u>Children at Home</u>	<u>Average Age</u>
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>Local Welcome Center</u></b>					
<b><u>Total</u></b>	<b><u>39%</u></b>	<b><u>61</u></b>	<b><u>77</u></b>	<b><u>32</u></b>	<b><u>48.7</u></b>
<b>Dahlonega</b>	<b>45%</b>	<b>55</b>	<b>83</b>	<b>38</b>	<b>49.3</b>
<b>Brunswick (I-95)</b>	<b>44%</b>	<b>56</b>	<b>77</b>	<b>23</b>	<b>54.0</b>
<b>Rabun</b>	<b>42%</b>	<b>58</b>	<b>73</b>	<b>33</b>	<b>44.4</b>
<b>Savannah</b>	<b>37%</b>	<b>63</b>	<b>76</b>	<b>25</b>	<b>45.4</b>
<b>St. Mary's</b>	<b>34%</b>	<b>66</b>	<b>72</b>	<b>42</b>	<b>48.6</b>
<b>Helen</b>	<b>25%</b>	<b>75</b>	<b>80</b>	<b>29</b>	<b>48.5</b>
<b>Macon Bibb</b>	<b>68%</b>	<b>32</b>	<b>89</b>	<b>46</b>	<b>50.4</b>
<b>Fannin</b>	<b>30%</b>	<b>70</b>	<b>73</b>	<b>46</b>	<b>50.2</b>
<b>Brunswick (US 17)</b>	<b>25%</b>	<b>75</b>	<b>77</b>	<b>22</b>	<b>53.0</b>
<b>Toccoa</b>	<b>35%</b>	<b>65</b>	<b>91</b>	<b>19</b>	<b>50.3</b>
<b>Perry</b>	<b>41%</b>	<b>59</b>	<b>79</b>	<b>15</b>	<b>52.6</b>

(Percentages read across.)

(Continued...)



*Marketing  
intelligence  
through  
research.*

# Visitor Characteristics (Continued)

(among those answering)

	Gender		Married	Children at Home	Average Age
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>Yes</u>	(Mean)
<b><u>Local Welcome Center</u></b>					
<b><u>Total</u></b>	<b><u>39%</u></b>	<b><u>61</u></b>	<b><u>77</u></b>	<b><u>32</u></b>	<b><u>48.7</u></b>
<b>Pine Mountain</b>	<b>28%</b>	<b>(72)</b>	<b>(91)</b>	<b>(21)</b>	<b>52.3</b>
<b>Augusta</b>	<b>26%</b>	<b>(74)</b>	<b>(58)</b>	<b>36</b>	<b>46.8</b>
<b>Andersonville</b>	<b>32%</b>	<b>68</b>	<b>(63)</b>	<b>(21)</b>	<b>(43.7)</b>
<b>NE Georgia</b>	<b>(75%)</b>	<b>25</b>	<b>(96)</b>	<b>37</b>	<b>(43.5)</b>
<b>Macon Downtown</b>	<b>30%</b>	<b>70</b>	<b>70</b>	<b>27</b>	<b>52.6</b>
<b>Covington/Newton</b>	<b>(61%)</b>	<b>39</b>	<b>(64)</b>	<b>30</b>	<b>(42.2)</b>
<b>Metter</b>	<b>29%</b>	<b>(71)</b>	<b>(60)</b>	<b>(20)</b>	<b>45.7</b>
<b>Jekyll Island</b>	<b>11%</b>	<b>(89)</b>	<b>85</b>	<b>(50)</b>	<b>46.8</b>
<b>Warm Springs</b>	<b>42%</b>	<b>58</b>	<b>68</b>	<b>38</b>	<b>46.0</b>
<b>All other</b>	<b>41%</b>	<b>59</b>	<b>75</b>	<b>33</b>	<b>49.1</b>

*(Percentages read across.)*



*Marketing  
intelligence  
through  
research.*

# Characteristics of Trip

(among those answering)

<u>Local Welcome Center</u>	First GA Trip	Leisure Trip	Avg. # of Nights in GA
	<u>Yes</u>		(Mean)
<u>Total</u>	<u>15%</u>	<u>84</u>	<u>3.8</u>
Dahlonega	8%	92	(4.8)
Brunswick (I-95)	9%	84	(1.6)
Rabun	12%	86	3.5
Savannah	(24%)	(94)	(2.7)
St. Mary's	12%	88	3.9
Helen	18%	(98)	3.3
Macon Bibb	19%	84	(2.2)
Fannin	17%	83	(5.3)
Brunswick (US 17)	14%	81	4.3
Toccoa	(-)	(94)	3.3
Perry	(3%)	(38)	(1.3)

(Percentages read across.)

(Continued...)



*Marketing  
intelligence  
through  
research.*

## Characteristics of Trip (Continued)

(among those answering)

<u>Local Welcome Center</u>	<u>First GA Trip</u>	<u>Leisure Trip</u>	<u>Avg. # of Nights in GA (Mean)</u>
<u>Total</u>	<u>15%</u>	<u>84</u>	<u>3.8</u>
Pine Mountain	6%	94	4.8
Augusta	36%	74	2.0
Andersonville	21%	85	1.5
NE Georgia	45%	75	2.1
Macon Downtown	35%	88	5.6
Covington/Newton	33%	59	4.2
Metter	20%	90	3.6
Jekyll Island	10%	78	4.6
Warm Springs	3%	85	3.6
All other	13%	84	6.6

(Percentages read across.)



*Marketing  
intelligence  
through  
research.*

## Interest Level in Georgia Products

	(Base)	<u>Extremely Interested</u>	<u>Total Positive</u>
<b><u>Local Welcome Center</u></b>			
<b>Total</b>	<b>(893)</b>	<b><u>14%</u></b>	<b><u>54</u></b>
Dahlonega	(102)	13%	51
Brunswick (I-95)	(57)	10%	49
Rabun	(52)	<b>25%</b>	<b>77</b>
Savannah	(52)	15%	52
St. Mary's	(52)	14%	44
Helen	(49)	6%	49
Macon Bibb	(46)	17%	48
Fannin	(41)	10%	54
Brunswick (US 17)	(37)	14%	57
Toccoa	(36)	22%	<b>75</b>
Perry	(34)	<b>24%</b>	56

*(Percentages read across.)*

*(Continued...)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



*Marketing  
intelligence  
through  
research.*

## Interest Level in Georgia Products (Continued)

	(Base)	Extremely Interested	Total Positive
<u>Local Welcome Center</u>			
<b>Total</b>	(893)	<u>14%</u>	<u>54</u>
<b>Pine Mountain</b>	(33)	9%	46
<b>Augusta</b>	(31)	<del>6%</del>	52
<b>Andersonville</b>	(28)	<del>4%</del>	<u>64</u>
<b>NE Georgia</b>	(27)	<u>26%</u>	<u>67</u>
<b>Macon Downtown</b>	(26)	19%	46
<b>Covington/Newton</b>	(23)	9%	56
<b>Metter</b>	(20)	15%	50
<b>Jekyll Island</b>	(20)	20%	60
<b>Warm Springs</b>	(29)	14%	48
<b>All other</b>	(98)	12%	51

*(Percentages read across.)*

Q.3: *On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned above:*



*Marketing  
intelligence  
through  
research.*

# Maximum Amount Typically Spent or Considered Reasonable

	(Base)	<u>Average Maximum</u>
<u>Local Welcome Center</u>		
<u>Total</u>	(893)	<u>\$57.88</u>
Dahlonega	(102)	<u>\$58.58</u>
Brunswick (I-95)	(57)	<u>\$39.62</u>
Rabun	(52)	<u>\$62.40</u>
Savannah	(52)	<u>\$66.76</u>
St. Mary's	(52)	<u>\$69.50</u>
Helen	(49)	<u>\$65.00</u>
Macon Bibb	(46)	<u>\$61.57</u>
Fannin	(41)	<u>\$61.58</u>
Brunswick (US 17)	(37)	<u>\$65.24</u>
Toccoa	(36)	<u>\$58.09</u>
Perry	(34)	<u>\$49.19</u>

*(Percentages read across.)*

*(Continued...)*

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*



*Marketing  
intelligence  
through  
research.*

## Maximum Amount Typically Spent or Considered Reasonable (Continued)

	(Base)	<u>Average Maximum</u>
<u>Local Welcome Center</u>		
<u>Total</u>	(893)	<u>\$57.88</u>
Pine Mountain	(33)	\$61.57
Augusta	(31)	(\$51.00)
Andersonville	(28)	(\$38.75)
NE Georgia	(27)	\$58.75
Macon Downtown	(26)	(\$48.23)
Covington/Newton	(23)	(\$44.76)
Metter	(20)	\$58.63
Jekyll Island	(20)	\$60.00
Warm Springs	(29)	\$55.00
All other	(98)	\$59.49

*(Percentages read across.)*

Q.5: *What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?*

THE  
MARKETING



WORKSHOP  
INC.

*Marketing  
intelligence  
through  
research.*

# Appendix



Marketing  
intelligence  
through  
research.

# Certification Statement

**Job Number: 06-9372**

**Job Name: Georgia Visitor Products Study**

## **Standards**

We hereby certify that the research reported herein was designed, conducted, analyzed, and reported following "*generally accepted research procedures*" as defined by The CASRO (Council of American Survey Research Organizations) Code of Standards and Code of Business Practices with regard to confidentiality, privacy, disclosure, data collection, data processing, reporting, data ownership, and storage.

CASRO's Data Collection Guidelines and Data Processing Guidelines are an integral part of our quality control process. We follow these guidelines on all MWI projects.

## **Objectivity**

This report fairly, accurately, and objectively reflects the complete results of our research. Nothing has been omitted from the methodology, tabulations, or analytical report which would change the analysis or interpretation of the reported findings.

## **Use of This Research**

MWI offers this research, including its Conclusions and Recommendations, as our professional judgment in understanding the marketing environment facing the client, and what we conclude and recommend based on our knowledge of the situation at hand in relation to our experience and judgment. Acceptance of this research, and action or results of actions based thereon, are the sole responsibility of the client.

This research is for the sole and exclusive proprietary use of our clients and its agents. Any use of this research in advertising, promotion, or publicity should be reviewed by The Marketing Workshop, Inc. prior to such use.

## **Additional Information**

Additional information on any aspect of this research, in accordance with CASRO guidelines, will be provided upon request.

## **Submitted by:**

James H. Nelems  
THE MARKETING WORKSHOP, INC.  
August 2006

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

Page ----	Table -----	Title -----	Base ----	Total -----
1	1	Q.1b Where is you primary residence?	Total Sample	1965
2	2	Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?	Total Sample	1965
8	3	Q.3 On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned.	Total Sample	1965
9	4	Q.4 On such a trip, do you usually expect to buy items costing:	Total Sample	1965
10	5	Q.5 What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?	Total Sample	1965
11	6	Q.D1 How many nights in Georgia on this trip?	Those Answering	1847
12	7	Q.D2 Is primary purpose:	Those Answering	1876
13	8	Q.D3 Number of adults in your party:	Those Answering	1881
14	9	Q.D3 Number of children age 18 or less in your party:	Those Answering	755
15	10	Q.D3 Total number in party	Those Answering	1881
16	11	Q.D4 Age group	Those With Single Answer	1555
17	12	Q.D5. Martial status	Those With Single Answer	1887
18	13	Q.D7 Gender	Those Answering	1628
19	14	Q.D8 If not Georgia residence: First trip to Georgia.	Those Answering	1906

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 1

Q.1b Where is you primary residence?

BASE: Total Sample

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
Florida	386 19.6	53 48.6	53 48.6
Georgia	383 19.5	9 8.3	9 8.3
Alabama	176 9.0	6 5.5	6 5.5
South Carolina	145 7.4	3 2.8	3 2.8
Tennessee	129 6.6	9 8.3	9 8.3
North Carolina	104 5.3	- -	- -
Ohio	62 3.2	6 5.5	6 5.5
Texas	49 2.5	- -	- -
Virginia	44 2.2	3 2.8	3 2.8
All Other	486 24.7	20 18.3	20 18.3
No answer	1 0.1	- -	- -
SIGMA	1965 100.0	109 100.0	109 100.0

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
NET ONE OR MORE	1845	103	103
	93.9	94.5	94.5
NET FOOD	1313	86	86
	66.8	78.9	78.9
Peaches	753 38.3	58 53.2	58 53.2
Pecans	697 35.5	52 47.7	52 47.7
Peanuts	668 34.0	46 42.2	46 42.2
Jams, jellies, preserves	504 25.6	34 31.2	34 31.2
Locally grown produce	413 21.0	29 26.6	29 26.6
Locally produced wine	274 13.9	13 11.9	13 11.9
NET ARTS/ CRAFTS	1293	69	69
	65.8	63.3	63.3
Crafts to display in your home	488 24.8	30 27.5	30 27.5
Handcrafted items	443 22.5	26 23.9	26 23.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
Crafts to give to friends, neighbors, relatives or workplace	418 21.3	23 21.1	23 21.1
Traditional crafts of the area	402 20.5	12 11.0	12 11.0
Pottery	383 19.5	15 13.8	15 13.8
Crafts to give to your children or grandchildren	376 19.1	16 14.7	16 14.7
Original art	308 15.7	15 13.8	15 13.8
Crafts made from nature material (grasses, corn husks, pine cones, dried flowers, stone)	293 14.9	13 11.9	13 11.9
Ethnic crafts	226 11.5	12 11.0	12 11.0
Crafts with name or design of the area or attraction	220 11.2	12 11.0	12 11.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
Art prints	210 10.7	11 10.1	11 10.1
Folk art	203 10.3	9 8.3	9 8.3
Designer crafts	202 10.3	14 12.8	14 12.8
Singed, marked or limited edition crafts by local artisans	188 9.6	7 6.4	7 6.4
Contemporary crafts	124 6.3	4 3.7	4 3.7
NET CLOTHING	1215	76	76
	61.8	69.7	69.7
T-shirt	993 50.5	65 59.6	65 59.6
Caps, hats	676 34.4	37 33.9	37 33.9
Other clothing with design/ name of location or attraction	481 24.5	33 30.3	33 30.3
NET OTHER	1163	68	68
SPECIFIC ITEMS	59.2	62.4	62.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
Jewelry	533 27.1	31 28.4	31 28.4
Collectible items	329 16.7	15 13.8	15 13.8
Antiques	328 16.7	12 11.0	12 11.0
"Rural or country" items	280 14.2	19 17.4	19 17.4
Seasonal or holiday decorations	254 12.9	20 18.3	20 18.3
Humorous or funny items	238 12.1	18 16.5	18 16.5
Glass items	187 9.5	13 11.9	13 11.9
Leather items	130 6.6	9 8.3	9 8.3
Dolls, characters	107 5.4	11 10.1	11 10.1
NET MEMENTOS/	1102	66	66
TOYS	56.1	60.6	60.6
Postcards	775 39.4	50 45.9	50 45.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
Low cost mementos such as pens, bumper stickers, balloons, key chains	398 20.3	23 21.1	23 21.1
Toys or items for children	362 18.4	28 25.7	28 25.7
Toys or items for grandchildren	242 12.3	11 10.1	11 10.1
NET HISTORY/ CULTURE	840 42.7	40 36.7	40 36.7
Books about area-history, people, attractions	659 33.5	32 29.4	32 29.4
Items related to history of the area	418 21.3	18 16.5	18 16.5
Items related to the culture and people of the area	313 15.9	15 13.8	15 13.8
Others not mentioned	173 8.8	12 11.0	12 11.0
No purchased	101 5.1	5 4.6	5 4.6

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 2

Q.2 On your trips to or through Georgia, which of these types of items have you purchased in the past or would be interested in purchasing during your trips, to take home or give as a gift?

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	----- (A)	----- (B)	----- (C)
BASE	1965 100.0	109 100.0	109 100.0
No answer	19 1.0	1 0.9	1 0.9
SIGMA	15789 803.5	929 852.3	929 852.3

---

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 3

Q.3 On your trips to or through Georgia, what is your general level of interest in buying products to take home, like the ones mentioned.

BASE: Total Sample

	Plantation		
	Total	Trace	Valdosta
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
TOP TWO BOX	998	58	58
	50.8	53.2	53.2
Extremely interested	251 12.8	18 16.5	18 16.5
Very interested	747 38.0	40 36.7	40 36.7
Neutral	747 38.0	49 45.0	49 45.0
BOTTOM TWO BOX	167	1	1
	8.5	0.9	0.9
Not very interested	100 5.1	1 0.9	1 0.9
Not interested at all	67 3.4	- -	- -
No answer	53 2.7	1 0.9	1 0.9
SIGMA	1965 100.0	109 100.0	109 100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 4

Q.4 On such a trip, do you usually expect to buy items costing:

BASE: Total Sample

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1965	109	109
	100.0	100.0	100.0
No items (0)	117	6	6
	6.0	5.5	5.5
NET ONE OR MORE	1781	100	100
	90.6	91.7	91.7
Less than \$1.00 (.50)	148	6	6
	7.5	5.5	5.5
Items costing \$1.00-\$5 each (2.50)	412	20	20
	21.0	18.3	18.3
Items costing \$6.00-\$10 each (8)	672	31	31
	34.2	28.4	28.4
Items costing \$11.00-\$20 each (15.50)	760	31	31
	38.7	28.4	28.4
Items costing \$21.00-\$40 each (30.50)	514	19	19
	26.2	17.4	17.4
Items costing Over \$40.00 each (49.50)	285	18	18
	14.5	16.5	16.5
No answer	67	3	3
	3.4	2.8	2.8
SIGMA	2975	134	134
	151.4	122.9	122.9
Mean	16.52	17.19	17.19

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 5

Q.5 What is the total maximum amount you spend, or would spend, or plan to spend, or consider reasonable for these types of these items on a Georgia trip?

BASE: Total Sample

	Plantation		Valdosta
	Total	Trace	
	(A)	(B)	(C)
BASE	1965 100.0	109 100.0	109 100.0
None (0)	85 4.3	3 2.8	3 2.8
Up to \$10 (10)	142 7.2	9 8.3	9 8.3
Up to \$20 (20)	291 14.8	14 12.8	14 12.8
Up to \$30 (30)	199 10.1	18 16.5	18 16.5
Up to \$40 (40)	198 10.1	15 13.8	15 13.8
Up to \$50 (50)	290 14.8	14 12.8	14 12.8
Up to \$75 (75)	98 5.0	2 1.8	2 1.8
Up to \$100 (100)	258 13.1	12 11.0	12 11.0
Over \$100 (112.50)	268 13.6	20 18.3	20 18.3
No answer	136 6.9	2 1.8	2 1.8
SIGMA	1965 100.0	109 100.0	109 100.0
Mean	54.09	54.30	54.30

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 6

Q.D1 How many nights in Georgia on this trip?

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1847 100.0	105 100.0	105 100.0
None	546 29.6	28 26.7	28 26.7
1	340 18.4	22 21.0	22 21.0
2	361 19.5	19 18.1	19 18.1
3	165 8.9	8 7.6	8 7.6
4	133 7.2	11 10.5	11 10.5
5	71 3.8	4 3.8	4 3.8
6+	231 12.5	13 12.4	13 12.4
SIGMA	1847 100.0	105 100.0	105 100.0
Mean	2.64	2.85	2.85
Std. Dev.	5.95	5.02	5.02
Std. Err.	0.14	0.49	0.49
Median	1	1	1

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 7

Q.D2 Is primary purpose:

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1876 100.0	104 100.0	104 100.0
Leisure/vacation	1555 82.9	88 84.6	88 84.6
Business	138 7.4	6 5.8	6 5.8
Both	183 9.8	10 9.6	10 9.6
SIGMA	1876 100.0	104 100.0	104 100.0

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 8

Q.D3 Number of adults in your party:

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1881	106	106
	100.0	100.0	100.0
TOTAL MENTIONS	1881	106	106
	100.0	100.0	100.0
1	250 13.3	9 8.5	9 8.5
2	1228 65.3	60 56.6	60 56.6
3	177 9.4	16 15.1	16 15.1
4	134 7.1	10 9.4	10 9.4
5	27 1.4	4 3.8	4 3.8
6+	65 3.5	7 6.6	7 6.6
SIGMA	1881	106	106
	100.0	100.0	100.0
Mean	2.52	2.79	2.79
Std. Dev.	2.99	1.96	1.96
Std. Err.	0.07	0.19	0.19
Median	2	2	2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 9

Q.D3 Number of children age 18 or less in your party:

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	755	63*	63*
	100.0	100.0*	100.0*
None	73	7	7
	9.7	11.1	11.1
TOTAL MENTIONS	682	56	56
	90.3	88.9	88.9
1	231	22	22
	30.6	34.9	34.9
2	244	14	14
	32.3	22.2	22.2
3	124	11	11
	16.4	17.5	17.5
4	36	2	2
	4.8	3.2	3.2
5	10	-	-
	1.3	-	-
6+	37	7	7
	4.9	11.1	11.1
SIGMA	755	63	63
	100.0	100.0	100.0
Mean	2.33	2.92	2.92
Std. Dev.	3.04	4.10	4.10
Std. Err.	0.11	0.52	0.52
Median	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C  
 \* small base

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 10

Q.D3 Total number in party

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1881 100.0	106 100.0	106 100.0
TOTAL MENTIONS	1881 100.0	106 100.0	106 100.0
1	191 10.2	6 5.7	6 5.7
2	830 44.1	35 33.0	35 33.0
3	252 13.4	17 16.0	17 16.0
4	306 16.3	17 16.0	17 16.0
5	129 6.9	11 10.4	11 10.4
6+	173 9.2	20 18.9	20 18.9
SIGMA	1881 100.0	106 100.0	106 100.0
Mean	3.45	4.53	4.53
Std. Dev.	4.44	4.68	4.68
Std. Err.	0.10	0.46	0.46
Median	2	3	3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 11

Q.D4 Age group

BASE: Those With Single Answer

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1555	82*	82*
	100.0	100.0*	100.0*
NET ONE OR MORE	1555	82	82
	100.0	100.0	100.0
18-24 (21)	78	13	13
	5.0	15.9	15.9
25-34 (29.5)	180	11	11
	11.6	13.4	13.4
35-44 (39.5)	343	18	18
	22.1	22.0	22.0
45-54 (49.5)	385	19	19
	24.8	23.2	23.2
55-64 (59.5)	374	13	13
	24.1	15.9	15.9
65+ (69.5)	195	8	8
	12.5	9.8	9.8
SIGMA	1555	82	82
	100.0	100.0	100.0
Mean	48.46	43.64	43.64
Std. Dev.	13.50	15.09	15.09
Std. Err.	0.34	1.67	1.67

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

\* small base

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 12

Q.D5. Martial status

BASE: Those With Single Answer

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1887 100.0	105 100.0	105 100.0
NET ONE OR MORE	1887 100.0	105 100.0	105 100.0
Married	1458 77.3	69 65.7	69 65.7
Not Married	429 22.7	36 34.3	36 34.3
SIGMA	1887 100.0	105 100.0	105 100.0

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 13

Q.D7 Gender

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1628 100.0	92* 100.0*	92* 100.0*
TOTAL MENTIONS	1628	92	92
	100.0	100.0	100.0
Male	694 42.6	37 40.2	37 40.2
Female	934 57.4	55 59.8	55 59.8
SIGMA	1628 100.0	92 100.0	92 100.0

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C

\* small base

Georgia Visitor (06-9372)  
 Prepared by The Marketing Workshop, Inc. (July 2006)  
 Banner 42

22 Sep 2006

Table 14

Q.D8 If not Georgia residence: First trip to Georgia.

BASE: Those Answering

	Plantation		
	Total Trace	Valdosta	Valdosta
	(A)	(B)	(C)
BASE	1906 100.0	105 100.0	105 100.0
Yes	229 12.0	15 14.3	15 14.3
No	1294 67.9	81 77.1	81 77.1
Georgia resident	383 20.1	9 8.6	9 8.6
SIGMA	1906 100.0	105 100.0	105 100.0

---

 Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C