



South Carolina Department of Parks,  
Recreation & Tourism

South Carolina Film Commission

Film Impact Qualitative and Quantitative Research  
January 2013

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# Executive Summary

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- ▶ SCPRT and The South Carolina Film Commission have partnered with Strategic Marketing & Research, Inc. (SMARI) to estimate the impact of a sample of TV shows/movies that were filmed and/or set in South Carolina.
- ▶ Three increasingly conservative quantitative research efforts and four focus groups conclude with certainty that television and film productions influence leisure travel.
- ▶ Measures of “effective recall” and “qualified travel” were developed to assess production impact on South Carolina travel.
  - ▶ Effective recall means seeing the production and knowing where it was filmed and/or set.
  - ▶ Qualified travel means that the South Carolina trip was taken after viewing the production and the traveler indicates that a TV show or movie was a travel motivator.
- ▶ Those with effective production recall have a higher level of qualified South Carolina travel than those without effective recall. This indicates that *incremental travel* exists (travel that can be attributed to the selected productions).
- ▶ The productions that are most likely to influence travel include TV shows about travel or food, romance/drama movies or TV shows, and sitcoms.
- ▶ The specific production attributes that are most likely to be a major influence on travel include coastal scenery, natural scenery, relaxation, historical sites, and iconic locations/landmarks.

# Background

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- ▶ South Carolina has been the backdrop for more than 100 feature films and more than 70 TV movies, series, and pilots. There are obvious financial benefits associated with the production of television shows and films in South Carolina, such as the creation of jobs and economic impact. In addition to these clearly earmarked benefits, there is potential for these films and television shows set or filmed in South Carolina to act as promotions that can drive state tourism.
- ▶ The South Carolina Film Commission strives to attract future television and movie productions to film in the state by promoting its incredibly diverse geography and availability of eclectic urban settings. The commission also uses a variety of financial incentives to encourage production.
- ▶ Strategic Marketing & Research, Inc. (SMARI) has conducted two research studies designed to assess the impact of a sample of productions set in and/or filmed in South Carolina on leisure travel to the state. The productions included were *Dear John*, *The Patriot*, *The Notebook*, and *Army Wives*. The initial feasibility study conducted in November 2011 illustrated that a measure of incremental travel (influenced travel) could be attributed to productions set in South Carolina. The second round of research was an expanded effort that included South Carolina Department of Parks, Recreation & Tourism (SCPRT) leisure advertising in order to gauge potential synergies created between these productions and traditional marketing efforts. The results of the expanded research effort confirmed the prior results. Those who had seen the selected productions and could identify them as being set or filmed in South Carolina had a higher rate of travel to the state than those who had not seen the productions or did not know that they were set or filmed in South Carolina.
- ▶ SCPRT partnered with SMARI to conduct another round of research to expand on the previous efforts. The overall objectives of the new efforts are to refine the production impact measure and to identify what types of productions are most impactful so as to proactively recruit productions for filming in South Carolina and to link incentives to potential benefits. This research included qualitative and quantitative phases.

# Objectives

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The specific informational objectives of the qualitative and quantitative phases are as follows:

- ▶ **Qualitative:**
  - ▶ Explore specific aspects of productions that generate interest in travel or actual travel.
  - ▶ Develop a set of criteria to test in the quantitative study for their likelihood to influence travel.
- ▶ **Quantitative:**
  - ▶ Further refine the measurement of production impact on travel so that SCPRT and the Film Commission are confident in communicating impact results.
  - ▶ Measure the impact of each production on South Carolina travel.
  - ▶ Capture South Carolina trip specifics and travel spending to facilitate estimation of economic impact and ROI.
  - ▶ Validate the production criteria developed in the qualitative efforts.
  - ▶ Identify criteria to be used to determine levels of incentives.

# Methodology

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## ▶ Qualitative:

- ▶ A total of four focus groups were conducted. Two were in Boston, Massachusetts, on September 10<sup>th</sup>, 2012, and two were in Memphis, Tennessee, on September 11<sup>th</sup>, 2012.
- ▶ The groups consisted of 8 to 10 participants who were qualified by being leisure travelers and indicating that a film or TV production has had some sort of influence on travel or interest in travel.
- ▶ The group discussion focused on uncovering what specific aspects of TV/film productions might prompt interest in travel.

## ▶ Quantitative:

- ▶ An online survey was conducted between October 16<sup>th</sup>, 2012, and October 20<sup>th</sup>, 2012, among leisure travelers who live east of the Mississippi River.
- ▶ A total of 1,576 surveys were completed.
- ▶ Respondents were screened to be leisure travelers and have some responsibility for travel decision-making in the household.

# Qualitative Findings

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# Qualitative Summary

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- ▶ The focus group discussions revealed that there is no question that what people see in film and television productions has an enormous influence on travel. In many ways films are what builds our mental image of what a place is like. As such it may be fair to say that productions have the strongest influence when we are young. The image library is created early and subsequently expanded and edited. Thus the impact of productions on travel can take years or even decades to be realized. This is most apparent with international and exotic destinations.
- ▶ In fact, when we review people's "bucket lists" of places they have yet to see, more often than not they can recall a film that generated their perceptions (or many influences in the case of places like Paris or Hawaii). This is a positive finding that links productions to travel, but is also part of the reason that the connection is so hard to clearly identify.
- ▶ There are specific connections between film and travel, and sometimes this appears to be to visit a site rather than a destination. The steps of the Philadelphia museum from *Rocky*, the bench in Savannah from *Forrest Gump*, the Chicago fountain from *Married with Children*, and the Cleveland house from *A Christmas Story* are all examples of sites that participants indicated visiting while on a trip.
- ▶ This type of direct connection can be seen most concretely with Food Network and Travel Channel programs that visit specific restaurants or sites. Every focus group had significant viewership of these types of programs and reported specific visitation. Similar, but less pervasive relationships were seen with other reality shows such as *Housewives*, *Bachelorette*, etc. Reality shows seem to hold potential to influence travel because they are real, recent, and repeated.



# Qualitative Summary

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- ▶ The search for the issues that were motivating and the production characteristics that were most impactful proved decidedly elusive. Broadly speaking it seems that beauty shots are of key importance – showing the beauty of the place and ideally capturing an icon to create a link. Beauty seems to have a link to relaxation, and iconic sites are tied to history.
- ▶ These motivating characteristics may be more prevalent in relationship films such as romantic comedies or dramas. Action and crime films seem to be less effective at making the place seem attractive, but this was not universally true. Something dark may seem intuitively bad but it can also work. However, it seems that a negative portrayal of a place would have more of a negative impact than a positive portrayal would have a positive impact.
- ▶ The focus groups clearly uncovered the following:
  - ▶ The place needs to be prominently promoted in the production.
  - ▶ Iconic imagery and places are critical.
  - ▶ Beauty shots matter.
  - ▶ Other connectivity such as celebrity mentions/endorsements do not hurt.
- ▶ Beyond these findings the underlying conceptual glue seems tough to pinpoint. However, the focus groups uncovered a much richer trove of reported influencers to test in the quantitative phase.
- ▶ The focus group findings helped to guide the quantitative survey revisions that were put in place to:
  - ▶ Verify the specific production criteria that are most likely to influence travel.
  - ▶ Provide a more conservative measure of film impact by assessing when productions were viewed relative to travel and directly asking if a film/TV show played a role in selecting South Carolina.
  - ▶ Estimate the economic impact of the productions.
- ▶ The following is a summary of the quantitative findings.

# Quantitative Findings

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# Self-Reported Production Influence

**Self-Reported Production Influence**

54%

36%

Destination Selection

Visiting a Location/Site while on a Trip

Type of Production	Has influenced destination selection	Has influenced location/site visit while on a trip
TV show about travel	34%	13%
Romance movie	23%	10%
TV show about food	17%	9%
Action movie	13%	8%
Reality TV show	13%	6%
Drama movie	13%	7%
Comedy movie	10%	7%
TV drama	8%	5%
TV sitcom	8%	6%

- ▶ More than half of leisure travelers report that a production has influenced a vacation destination selection. More than one-third indicates visiting a location or site from a movie while on a trip.
- ▶ Travel shows, romance movies, and food shows seem to have the most influence on travel from this standpoint.

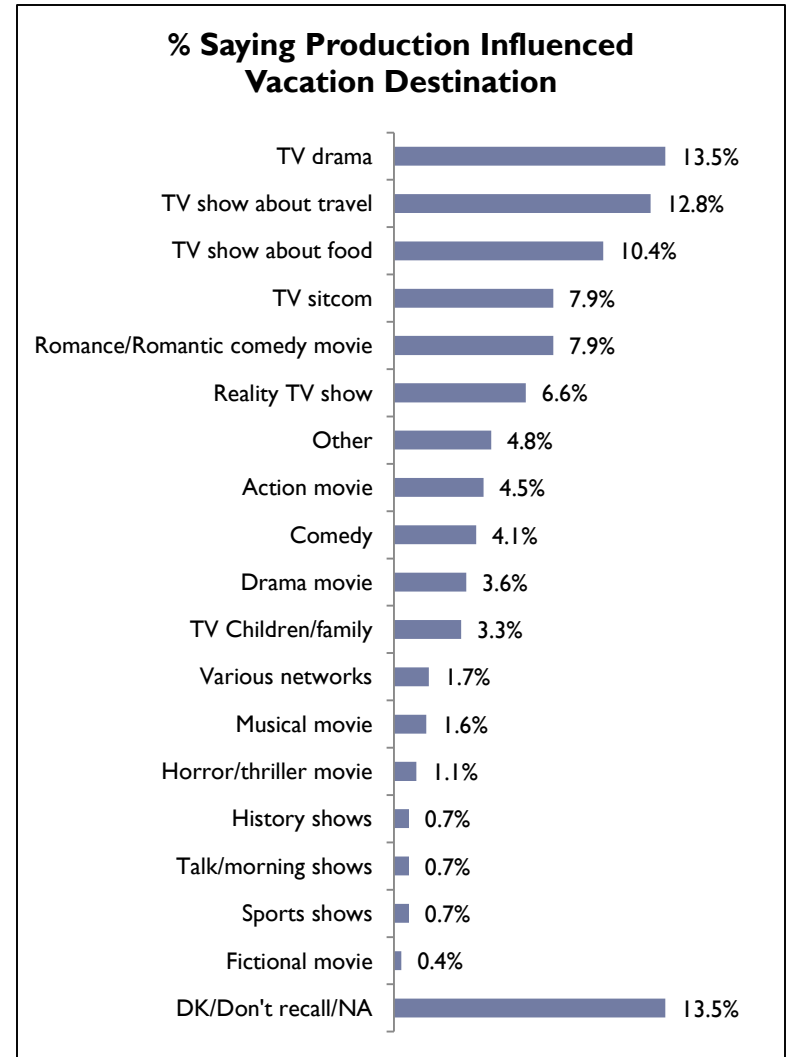
# Self-Reported Production Influence

- ▶ Respondents who indicated that a production had influenced their travel were asked in an open-ended fashion to list the specific production and the corresponding vacation destination.
- ▶ First consider the specific productions that were mentioned as influencers.
- ▶ Travel and food-related shows came to the top, but numerous productions were mentioned as vacation destination influencers. In fact, the majority were mentioned so infrequently that they were lumped into the “other” category.

Production:	% Saying Production Influenced Vacation Destination
Travel Channel	7.7%
Hawaii 5-O/Hawaii	3.3%
Disney programs	2.5%
Diners, drive ins and dives	2.1%
Man vs. Food	1.9%
Food Network	1.9%
CSI - Miami, NYC, Las Vegas	1.5%
No Reservations with Anthony Bourdain	1.4%
The Notebook	1.2%
Vegas/Las Vegas	1.1%
Seinfeld	0.9%
Real World	0.9%
Rick Stevens Travel	0.9%
Law & Order	0.7%
Jersey Shore	0.7%
Friends	0.7%
Sleepless in Seattle	0.6%
Midnight in the Garden of Good & Evil	0.6%
Samantha Brown Travels	0.6%
Miami Vice	0.6%
Twilight	0.6%
Survivor	0.6%
Amazing Race	0.6%
Full House	0.6%
Burn Notice	0.6%
Raymond	0.6%
The Hangover	0.6%
House Hunters	0.5%
Keeping Up with the Kardashians	0.5%
Magnum PI	0.5%
Bizarre Foods with Andrew Zimmerman	0.5%
Basketball Wives	0.5%
Blue Hawaii	0.5%
Real Housewives	0.5%
Other/DK/NA	60.3%

# Self-Reported Production Influence

- ▶ When the productions mentioned are coded into “types” or “genres,” we see that TV dramas, travel/food shows, romances, sitcoms, and reality TV are most likely to influence travel.



# Self-Reported Production Influence

- ▶ Productions influenced travel to many destinations including South Carolina. The 2.5% who said that a production influenced South Carolina may be understated given this is the result of an open-ended exercise.
- ▶ Travel Channel, Food Network, *Man vs. Food*, *The Notebook*, and *The Patriot* were all mentioned as productions that influenced South Carolina travel.

Location	% Who Visited Because of a Production
NYC/NY	7.1%
Other countries	7.1%
Hawaii Islands	7.0%
Las Vegas	4.5%
Italy (Rome, Venice, Tuscany, etc.)	4.5%
Florida	4.5%
Other	4.3%
Other Southern states/cities	3.9%
Disney World/Disneyland	3.5%
Other North East states/cities	3.1%
California	3.0%
Other Midwest states/cities	2.8%
South Carolina	2.5%
Caribbean	2.5%
Miami	2.2%
Bahamas	2.1%
Mexico (Cancun, Cabo)	2.1%
North Carolina	2.0%
Chicago	1.7%
Savannah, GA	1.4%
San Francisco	1.4%
New Orleans	1.4%
New Jersey	1.4%
Other Southwestern states/cities	1.4%
Seattle	1.3%
Orlando	1.2%
Canada	1.2%
Philadelphia	1.0%
Paris	1.0%
Los Angeles	1.0%
Jamaica	1.0%
Boston	0.9%
Washington	0.9%
Washington, DC	0.8%
Alaska	0.8%
Maine	0.8%
Atlanta	0.8%
Greece	0.7%
Other Northwestern states/cities	0.7%
Ireland	0.5%
Gettysburg	0.5%
NA/DK	7.2%

# Self-Reported Production Influence

## Self-Reported Production Influence

40% have visited South  
Carolina in the past 10 years.



15% of these visitors  
indicated that a TV show or  
movie was a major motivation  
for their \*most recent South  
Carolina trip.



6% of South Carolina visitors'  
most recent visits were to  
be motivated by a TV show or  
movie.

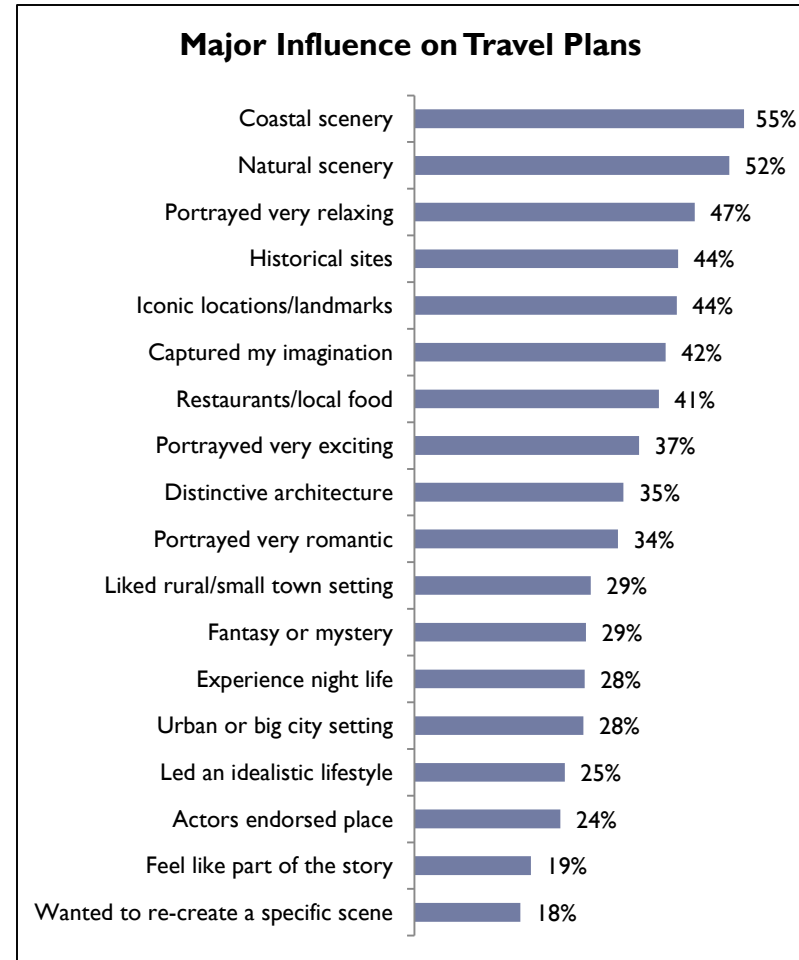
*\*While some have taken multiple trips to South Carolina in the past 10 years, this research focuses on the most recent trip.*

Major Motivator of Most Recent South Carolina Trip	%
To get away and relax	60%
To explore new places	40%
A place we routinely visit	30%
Family lives nearby	28%
We've been before, don't routinely visit, wanted to get back to	27%
Heard about it from friends or family	27%
To go to an event	25%
Have always wanted to go but never had the opportunity	21%
To take advantage of sale/package deal	17%
Is a place you've seen on TV or in movies	15%
Saw an article or story	13%
To combine vacation with business trip	12%
Saw an ad	12%
Received an e-mail promotion	9%

- ▶ Those who have visited South Carolina in the past 10 years were asked the degree to which a list of potential influencers motivated their \*most recent trip.
- ▶ Overall 40% of those surveyed had visited South Carolina in the past 10 years. Of these, 15% indicate that their most recent trip was motivated by a film or TV show. So the research suggests that productions motivated 6% (40% x 15%) of these most recent South Carolina visits.
- ▶ As noted, the open-ended exercise revealed that 2.5% of leisure travelers took a South Carolina trip that was motivated by a production. However, the unaided nature of this exercise likely understated the impact.
- ▶ The bottom line is that both unaided and aided approaches clearly support that South Carolina travel is influenced by movies/TV shows.

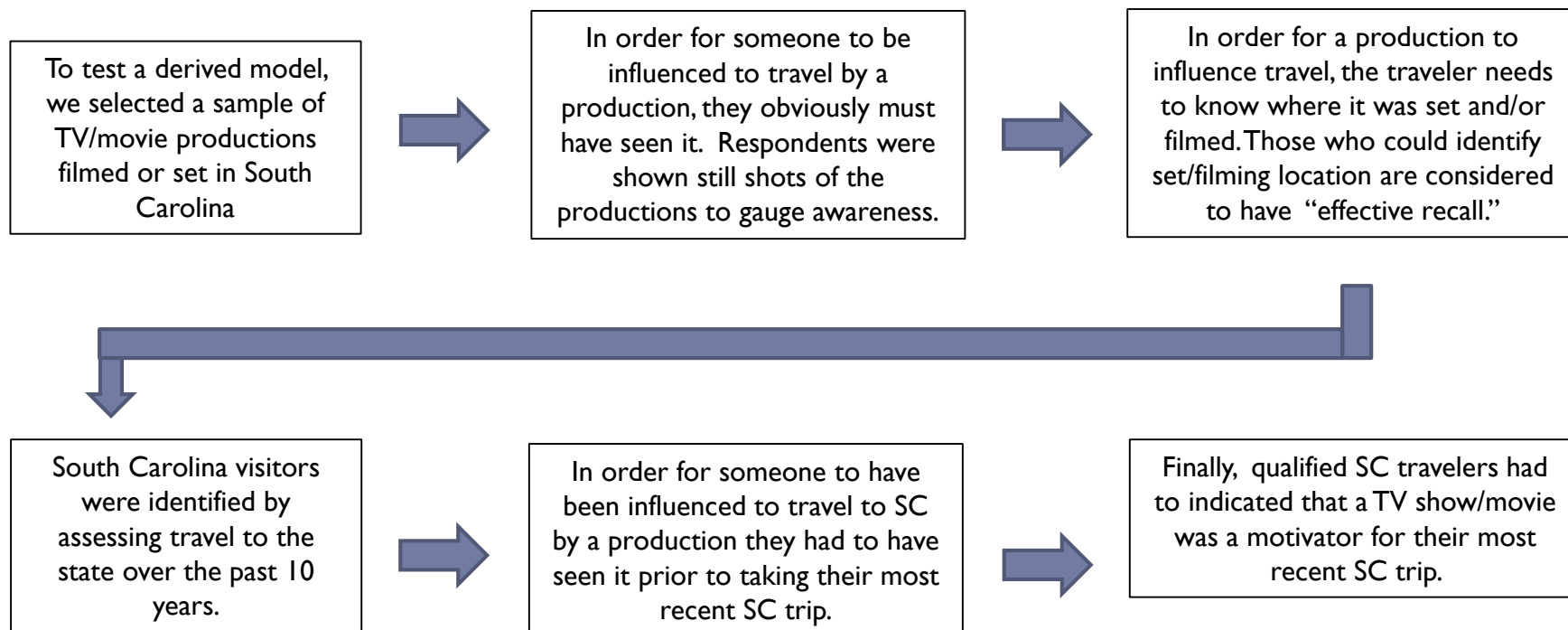
# Motivating Production Criteria

- ▶ Scenery is the production attribute that is most likely to be identified as a “major influence” on travel planning.
- ▶ Relaxation, historical sites, iconic locations/landmarks are other top influencers.
- ▶ Immersion into the story or specific scenes is less of a motivator.
- ▶ The relative strength of these production attributes could be used to determine levels of incentives.





# Derived Production Influence

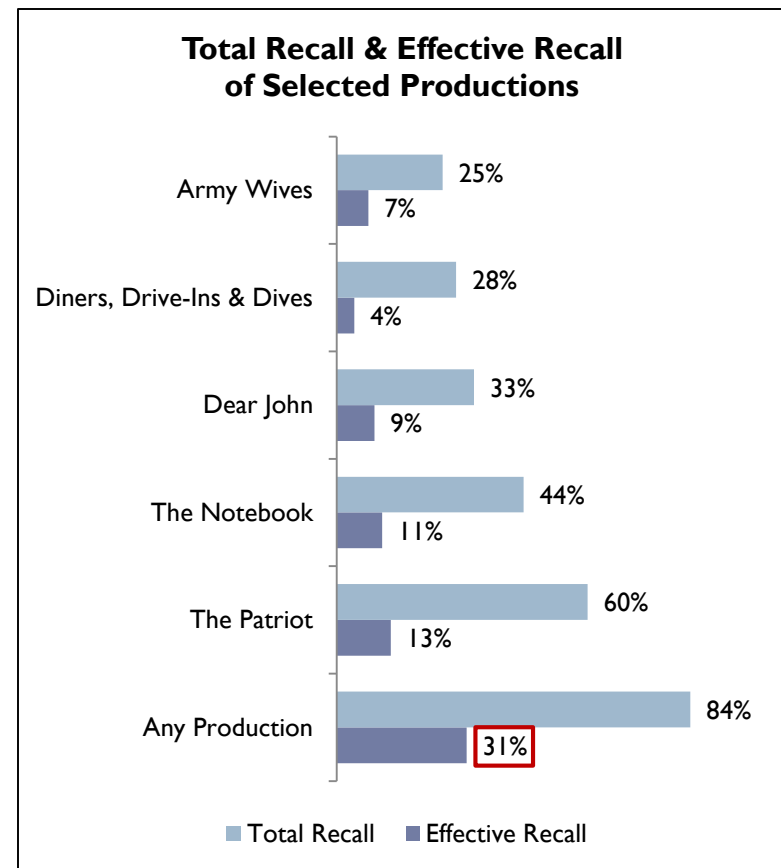


***Qualified travelers were aware of any of the productions tested, knew the filming/set locale, visited SC in the past 10 years, took their most recent SC trip after viewing the production, and indicated that a TV show/movie was a motivation for their most recent SC trip.***

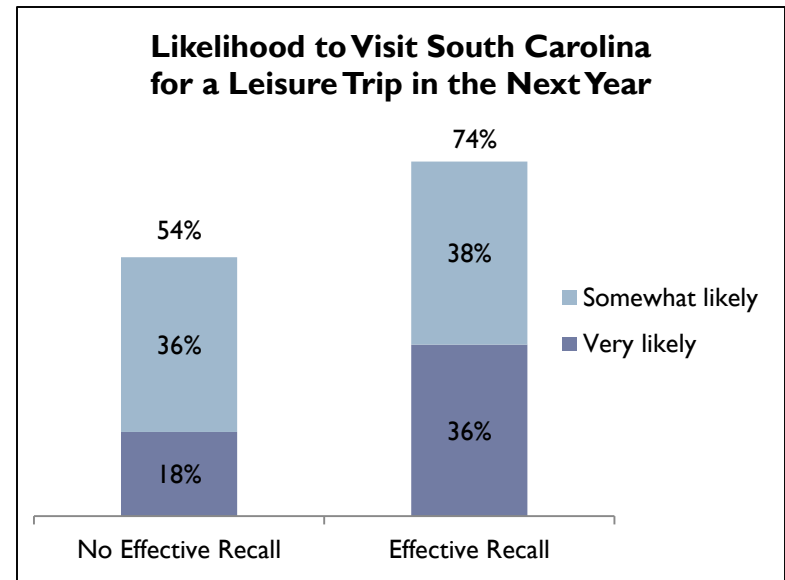
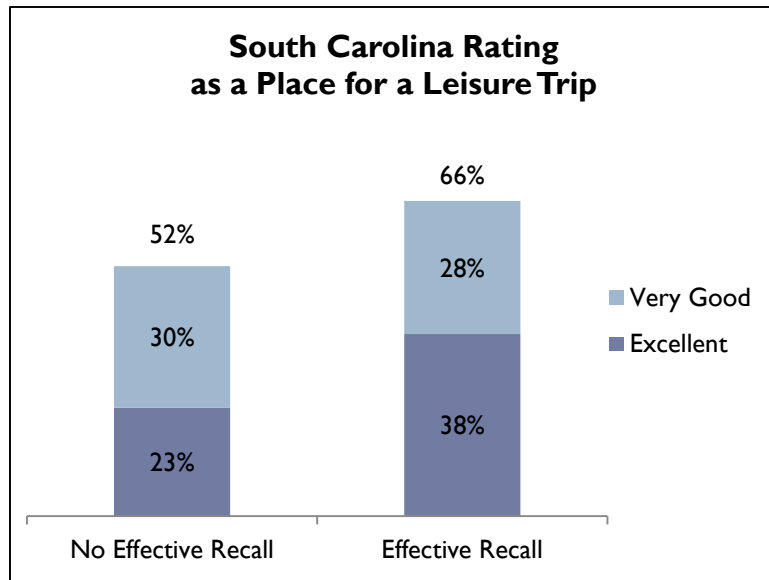
***The level of qualified SC travel among those with effective recall is compared to the level of SC travel among those without effective recall to arrive at "incremental," or production-influenced travel***

# Derived Production Influence

- ▶ In order to assess whether respondents had seen any of the selected productions, film posters and still shots of iconic scenes were displayed to arrive at a measure of aided recall.
- ▶ However, having seen the film is not enough to assess its impact on leisure travel. The respondents who identified having seen the production were then asked where it was filmed and where it was set.
- ▶ Effective recall for these purposes is qualified by having seen the production and knowing that it was either filmed or set in South Carolina.
- ▶ Overall 31% of the target audience indicates having seen any of the selected productions and correctly identified the filming location or setting.
  - ▶ This is the awareness measure that will be used in the calculation of incremental, or production-influenced South Carolina travel.



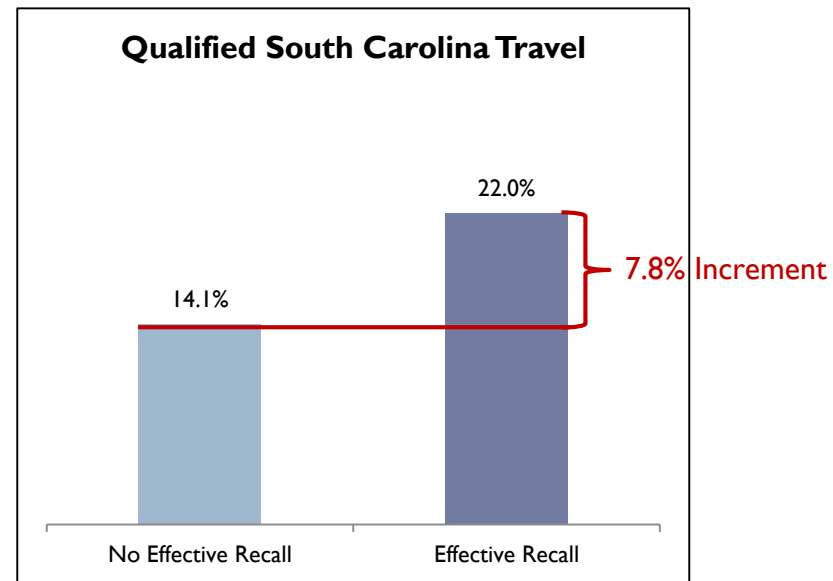
# Derived Production Influence



- ▶ The ultimate goal of this research is to assess production impact on South Carolina travel that has already occurred. But it is also interesting to review production impact on the state's image as a leisure destination and impact on likely future travel.
- ▶ Those with effective recall of the South Carolina productions rate the state more favorably and are more likely to visit in the next year than those without effective recall.

# Derived Production Influence

- ▶ This research was designed to arrive at a representative measure of influenced travel by using:
  - ▶ Qualified travel, which for those with effective recall is defined as taking the most recent South Carolina trip *after seeing the production* and indicating that a *film or TV show was a motivator* for this trip. This definition of qualified travel has been revised over the research iterations to be more exacting.
  - ▶ Qualified travel for those who do not have effective recall is South Carolina travel that was not motivated by routine or to visit family.
  - ▶ Effective recall is defined as having seen any of the selected productions and correctly identifying the filming location or setting.
- ▶ The level of production influence is quantified by comparing a test case to a baseline. The test case is those with effective production recall; the baseline is those without effective recall.
- ▶ The level of influenced travel measured in this research is 7.8%.
- ▶ *This is a noteworthy finding, but this research approach is still new and we are still exploring ways to frame what a level of influence might be.*



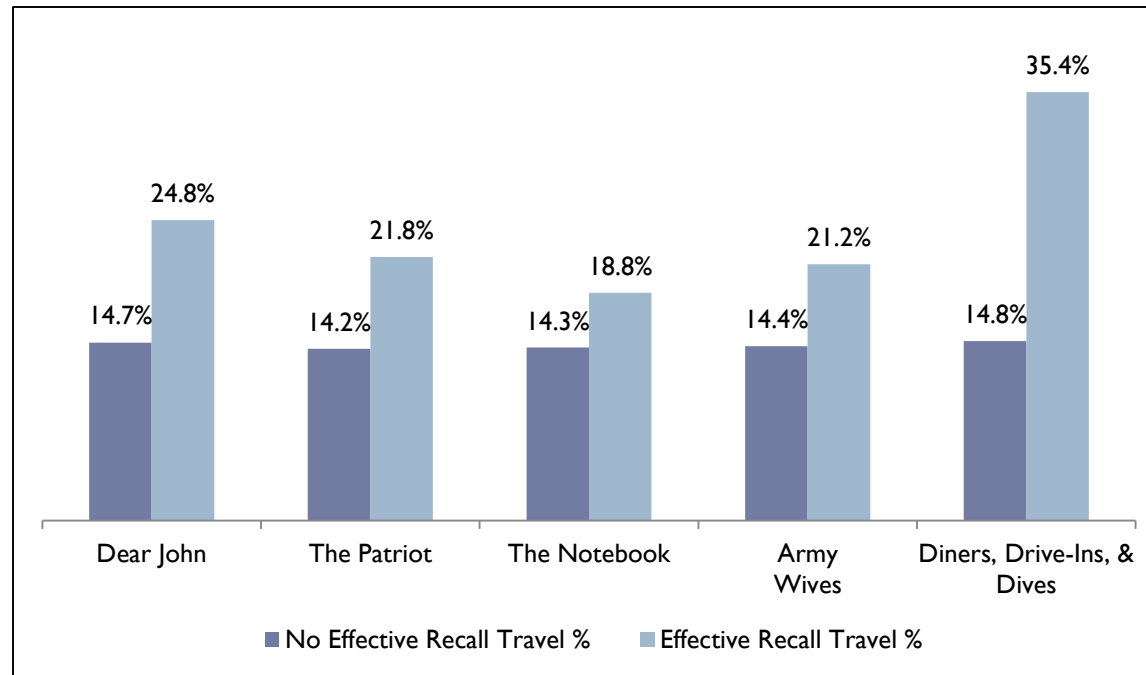
# Economic Impact

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Total Target HHs (U.S. HHs east of the Mississippi River)	64.1M
Effective Recall	31%
Aware HHs	19.8M
Incremental Travel	7.8%
<b>Incremental Traveling HHs</b>	<b>1.6M</b>
Avg. Trip Spending from survey data	\$1,113
<b>Economic Impact</b>	<b>\$1.7B</b>

- ▶ Applying average trip spending to the number of influenced traveling HHs allows an estimation of production economic impact.
- ▶ The research suggests that in the past ten years, the selected productions may have influenced approximately 1.6M South Carolina trips.
- ▶ With average trip spending of \$1,113, it is estimated that these productions have generated \$1.7B in travel revenue for the state over this ten year period.

# Estimating Impact by Production



- ▶ The reality food show *Diners, Drive-Ins & Dives* and the romantic and scenic movie *Dear John* generated the strongest individual increments.
- ▶ However, it should be noted that awareness is not unique; for example, those who saw *Dear John* might also have seen *The Patriot*.

# Estimating Impact by Production

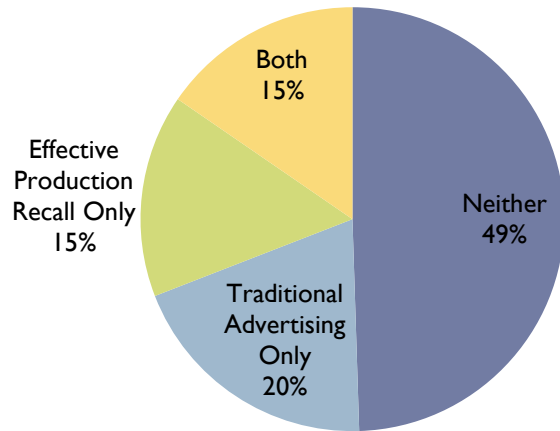
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Production	% of Total Increment	Economic Impact Over 10 Years	Economic Impact per Year
Dear John	20%	\$352,352,428	\$35,235,243
The Patriot	15%	\$264,295,374	\$26,429,537
The Notebook	9%	\$157,659,038	\$15,765,904
Army Wives	14%	\$236,198,377	\$23,619,838
Diners, Drive-Ins, & Dives	41%	\$715,926,780	\$71,592,678
<b>Total</b>	<b>100%</b>	<b>\$1,726,431,997</b>	<b>\$172,643,200</b>

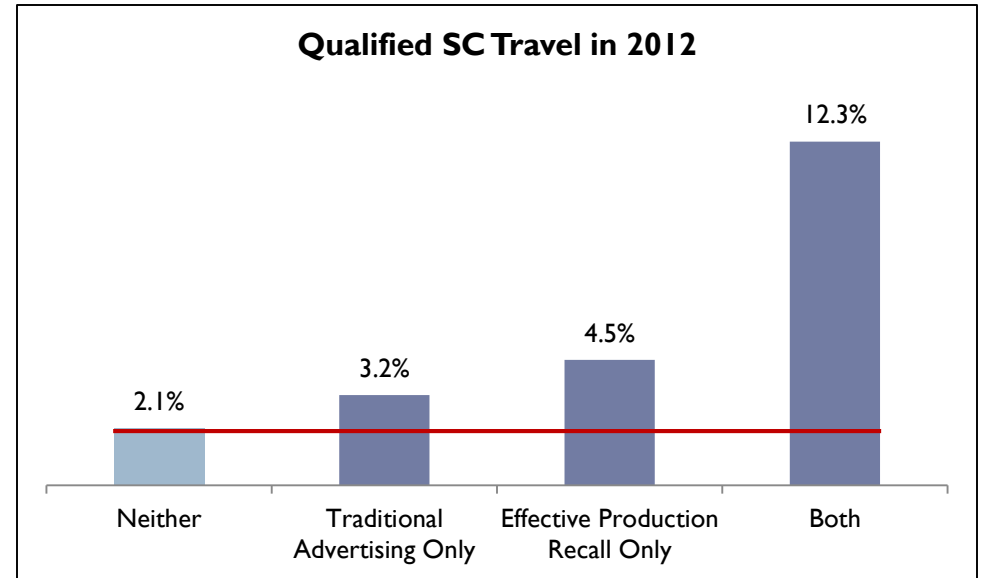
- Show this to Dudley.

# Production/Advertising Overlap Impact

**Awareness Combinations**



**Qualified SC Travel in 2012**



- ▶ About half of the target audience is aware of the latest South Carolina traditional advertising and/or has effective recall of the selected productions.
- ▶ Given that the traditional advertising aired in 2012, incremental travel is assessed using qualified travel occurring in that calendar year.
- ▶ It seems that a synergy is created when the audience is exposed to the traditional advertising and the productions.
- ▶ The productions seem to have a greater solo impact than the traditional advertising, but it is important to remember that the traditional advertising is new and the production impact has built over many years.



# Key Findings

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- ▶ Three increasingly conservative quantitative research efforts and four focus groups have revealed that television and film productions undoubtedly influence leisure travel.
  - ▶ 54% of leisure travelers indicate that a production has influenced them to select a vacation destination.
  - ▶ 36% of leisure travelers report that they have visited a location or site that they saw in a production.
  - ▶ 6% of leisure travelers have visited South Carolina in the past 10 years and say that a TV show or movie was a major influence in the decision to visit.
- ▶ The most recent and most conservative estimate of incremental travel attributable to the selected South Carolina productions is 7.8%. This suggests that these productions may have influenced 1.6M household visits to South Carolina and approximately \$1.7B in travel revenue over the past ten years.
- ▶ The productions that are most likely to influence travel include TV shows about travel or food, romance/drama movies or TV shows, and sitcoms.
- ▶ The specific production attributes that are most likely to be a major influence on travel include coastal scenery, natural scenery, relaxation, historical sites, and iconic locations/landmarks.

# Appendix: Questionnaire

South Carolina Tourism  
Film Impact with Ad Awareness  
September 2012

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

First, what is your zip code? \_\_\_\_\_

S1. Who in your household is primarily responsible for making decisions concerning travel destinations?

- Me
- My spouse
- Jointly with my spouse
- Someone else

S2. How often do you or members of your household take out-of-state leisure vacations? This could be a day trip, a long weekend or a longer vacation anywhere outside your home state?

- Four or more times a year
- Two to three times a year
- Once a year
- Every two to three years
- I rarely take out of state leisure vacations
- I do not take leisure vacations

S4. Please take a moment to view the following video. INSERT TEST AD. Were you able to see and hear this video?

- Yes
- No

TERMINATE IF:

S1 = 2 OR 4 OR

S2 > 3 OR

S4 = 2

Q1. People choose vacation destinations for a number of reasons such as visiting friends, participating in a specific activity, relaxing, or even to visit a place that they have seen in a movie or television show.

Have you ever chosen a vacation destination because you wanted to visit a place that you saw in a...?

Please select all that apply.

- Action movie
- Drama movie
- Romance movie
- Comedy movie
- Reality TV show
- TV show about food

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1

- TV show about travel
- TV sitcom
- TV drama
- None of these

ASK Q1A IF SELECTED ANY AT Q1

Q1a. Please list the movies and/or television shows and the location that you visited:

Movie/Television Show	Location Visited

Q2. People participate in a variety of activities while on leisure trips/vacations. Some of these activities may not have been the main reason for selecting the destination. Besides any movies or television shows that influenced you to choose a destination, while on a trip have you ever visited a location that you saw in a...?Please select all that apply.

- Action movie
- Drama movie
- Romance movie
- Comedy movie
- Reality TV show
- TV show about food
- TV show about travel
- TV sitcom
- TV drama
- None of these

ASK Q2A IF SELECTED ANY AT Q2

Q2a. Please list the movies and/or television shows and the location that you visited:

Movie/Television Show	Location Visited

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2

# Appendix: Questionnaire

ASK Q3 IF SELECTED ANY AT Q1 OR Q2

Q3. Think again about the movies and/or TV shows that have led you to select a trip destination or to visit a place while on a trip. To what degree did the following influence you?

ROTATE	Not an Influence	Minor Influence	Major Influence
I liked the <i>coastal scenery</i> (Beach, Ocean etc.) in the movies or TV shows			
I liked the <i>natural scenery</i> (Mountains, Lakes, Forests etc.) in the movies or TV shows			
I liked the rural or small town setting of the movies or TV shows			
I liked the Urban or Big City Setting of the movies or TV shows			
I wanted to visit the Iconic locations/landmarks from the movies or TV shows			
I wanted to see the distinctive architecture from the movies or TV shows			
I wanted to visit the restaurants and eat the local food that was in the movies or TV shows			
I wanted to visit the historical sites that were in the movies or TV shows			
I wanted to experience the night life that was in the movies or TV shows			
The movies or TV shows portrayed the place as very romantic.			
The movies or TV shows portrayed the place as very exciting, where adventure or thrills can be experienced.			
The movies or TV shows portrayed the place as very relaxing, where I could unwind.			
The movies or TV shows portrayed the place as somewhere that fantasy or mystery comes to life			
The portrayal of the place in the movies or TV shows captured my imagination.			
The characters' in the movies or TV shows led an idealistic lifestyle and I wanted to experience it for myself			
I wanted to re-create a specific scene from the movie or TV show			
I wanted to feel like I was part of the story that unfolded in the movie or TV show			
The Actors in the Movies or TV show endorsed the place and that made me want to go there			

Q4. How would you rate each of these states as a place to visit for a leisure trip?

	Poor	Fair	Good	Very Good	Excellent	Don't Know
Florida						
Georgia						
North Carolina						
South Carolina						
Virginia						
Tennessee						

Q5. How likely are you to visit the following states for a leisure trip in the next year?

	Not at all likely	Somewhat likely	Very likely
Florida			
Georgia			
North Carolina			
South Carolina			
Virginia			
Tennessee			

Q6. Which of the following states have you visited on a leisure trip at least once in the last ten years?

	Visited
Florida	
Georgia	
North Carolina	
South Carolina	
Virginia	
Tennessee	
None	

Q7. (ASK IF VISITED SOUTH CAROLINA)

- When did you last visit South Carolina? (DROP DOWN YEARS AND MONTH)
- How many times in the last **ten years** have you visited South Carolina?
- How many times in the last **year** have you visited South Carolina?            ASK ONLY IF

7A=2011 OR 2012

ASK Q8 FOR SOUTH CAROLINA. IF NOT VISITED SOUTH CAROLINA, DO NOT ASK.

# Appendix: Questionnaire

Q8. Thinking about the most recent trip to South Carolina....To what degree did each of the following motivate your decision to visit?

ROTATE	Not a motivator	Minor motivator	Major Motivator
A place we routinely visit			
A place we've been before, but don't routinely visit, and wanted to get back to			
Is a place you've seen on TV or in movies			
To explore new places			
Family lives nearby			
Saw an ad			
To get away and relax			
Heard about it from friends or family			
Have always wanted to go but never had the opportunity			
To take advantage of sale/package deal			
To combine vacation with business trip			
To go to an event			
Saw an article or story			
Received an email promotion			

Next we are going to show you some pictures from movies and TV shows. Please view the pictures and indicate if you have seen the movie or TV show.

INSERT VISUALS FOR TEST PRODUCTIONS (SHOW ALL VISUALS FOR EACH PRODUCTION ON THE SAME SCREEN).

ASK Q9 FOR ALL PRODUCTIONS

Dear John:

I:\Ads - Master\South Carolina\2011 Film Tourism\dear john\  
Dear\_John\_1sheet.jpg  
reading letter 1.jpg  
kiss.jpg  
thumb moon.jpg  
reading letter 2.jpg

The Patriot:

I:\Ads - Master\South Carolina\2011 Film Tourism\Patriot\  
The Patriot 13x19 poster.jpg  
mel flag.jpg  
family.jpg  
mel speaking.jpg  
ledger\_patriot.jpg

The Notebook:

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I:\Ads - Master\South Carolina\2011 Film Tourism\notebook\  
SCFO - The Notebook.jpg  
boat.jpg  
reading story.jpg  
James.jpg  
dance street.jpg

Army Wives:

I:\Ads - Master\South Carolina\2011 Film Tourism\army wives\  
Army Wives.jpg  
image 98.jpg  
image 16.jpg  
Image 5.jpg  
image 14.jpg

Diners, Drive-Ins, and Dives:

I:\Ads - Master\South Carolina\2011 Film Tourism\Diners Drive-Ins and Dives  
FN-Pkg\_DDD-Header\_s994x200  
DDD Early Bird Charleston2  
DDD Farmer's Shed Lexington2  
DDD Fuel Cantina Charleston2  
DDD Glass Onion Charleston2

Q9. Do you recall having seen this? FOR DINERS, DRIVE-INS AND DIVES SAY "DO YOU RECALL HAVING SEEN ANY OF THESE?"

- Yes
- No
- Don't know/not sure

ASK Q10 FOR EACH PRODUCTION SEEN

Q10. Do you recall in which state (PRODUCTION) was filmed?

- Florida
- Georgia
- North Carolina
- South Carolina
- Virginia
- Tennessee
- None of these/don't recall

Q10a. Do you recall in which state (PRODUCTION) storyline was set? DO NOT ASK FOR DINERS, DRIVE-INS AND DIVES.

- Florida
- Georgia
- North Carolina
- South Carolina
- Virginia

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# Appendix: Questionnaire

- Tennessee
- None of these/don't recall

IF THEY HAVE VISITED SOUTH CAROLINA IN THE PAST 10 YEARS FROM Q6, ASK Q11 FOR EACH SOUTH CAROLINA PRODUCTION THEY HAVE SEEN

Q11. You mentioned that you visited South Carolina in MONTH AND YEAR FROM Q7A and that you have seen PRODUCTION, which was filmed/set in the state. When did you visit South Carolina in relation to viewing PRODUCTION?

- Before viewing
- After viewing
- Both before and after viewing

Q12. Thinking about your trip to South Carolina in MONTH AND YEAR, please estimate how much your total travel party spent on...

- a. Lodging \_\_\_\_\_
- b. Meals/Food/Groceries \_\_\_\_\_
- c. Attractions \_\_\_\_\_
- d. Recreational expenses such as boat rental, golf fees, etc. \_\_\_\_\_
- e. Novelties and Souvenirs \_\_\_\_\_
- f. Shopping \_\_\_\_\_
- g. Entertainment such as admission fees to events or shows \_\_\_\_\_
- h. Transportation such as gasoline, auto expenses, auto rental or flight costs \_\_\_\_\_
- i. Other \_\_\_\_\_

Next you will be shown some advertisements. Please view the ads and indicate if you have seen them before taking this survey.

ASK Q13 FOR EACH PRINT AD:

I:\Ads - Master\South Carolina\2012 Ads for Website Awareness Survey

1026\_Southern\_Living\_September\_2012.pdf

22166\_PARENTS\_Magazine\_2012\_KITE\_LR.jpg

22216\_BetterHomes+GardensMarch\_FatherSon\_AB\_2012\_LR.jpg

Q13. Have you seen this print ad before taking this survey?

- Yes
- No

TV AD:

I:\Ads - Master\South Carolina\2010 Ad Effectiveness\South Carolina\TV  
60 Made for TV.jpg

[http://sms9.omniproductions.net/SMC/SC10\\_SCTV1.flv](http://sms9.omniproductions.net/SMC/SC10_SCTV1.flv)

Q14. Have you seen this ad...

- ☐ On television
- ☐ Online
- ☐ Both on television and online

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☐ I have not seen this ad

ASK Q15 FOR EACH ONLINE AD

- SCPRT\_Leisure21\_30k\_300x250  
<http://platform.mediaind.com/Eyeblaster.Preview.Web/Default.aspx?previewID=Hjicn0W8HhlnztUMgUU%2F3hLT3mncmhiaSmqJ9tFSWhTMvu8PeE6Q%3D%3D&AdID=8005392&lang=en-US>
- SCPRT\_Leisure23\_30k\_300x250  
<http://platform.mediaind.com/Eyeblaster.Preview.Web/Default.aspx?previewID=ALAuM%2BjQoFP3f9Wffdhbs2NnN%2FVgpTu2fu6tKL%2FxMyoUltebeqgg%3D%3D&AdID=8005388&lang=en-US>
- SCPRT\_Leisure22\_30k\_728x90  
<http://platform.mediaind.com/Eyeblaster.Preview.Web/Default.aspx?previewID=m0a%2B3IzYasBlexfOpnhUFeOnAQVxG8Kxipi33iu0uCrEhqULkAYQ%3D%3D&AdID=8005390&lang=en-US>
- SCPRT\_Leisure26\_30k\_728x90  
<http://platform.mediaind.com/Eyeblaster.Preview.Web/Default.aspx?previewID=h1MvW4lfJSytpKkyQUvm5nke2FeTtk7po30g%2BVUp%2B8gQt3yNwTstg%3D%3D&AdID=8005386&lang=en-US>

Q15. Have you seen this online ad before?

- ☐ Yes
- ☐ No

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

D1. What is your marital status?

- Married
- Divorced
- Widowed
- Single/Never married

D2. Including yourself, how many people are currently living in your household? \_\_\_\_\_

If D2 IS GREATER THAN 1:

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

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

- High school or less
- Some College/Technical school
- College graduate
- Post graduate degree

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# Appendix: Questionnaire

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

- Less than \$20,000
- \$20,000 but less than \$30,000
- \$30,000 but less than \$50,000
- \$50,000 but less than \$70,000
- \$70,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 or more

D6. What is your age? \_\_\_\_\_

D7. Finally, are you willing to participate in follow-up research about this subject matter? The research could be a one-on-one interview or a focus group. You would be compensated for your time.

- Yes
- No

IF YES, ASK:

D8. Please provide the following contact information so that we may reach you for follow-up research

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

# Appendix: South Carolina Productions

## South Carolina Film

### Dear John

Dear John: <http://www.imdb.com/video/imdb/vi3014853913/>



Dear\_John\_1sheet.jpg



reading letter 1.jpg



kiss.jpg



thumb moon.jpg



reading letter 2.jpg

### The Patriot

The Patriot: <http://www.imdb.com/video/screenplay/vi535953689/>



thumb moon.jpg



mel flag.jpg



family.jpg



mel speaking.jpg

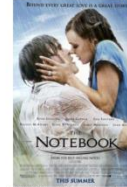


ledger\_patriot.jpg

1

## The Notebook

The Notebook: <http://www.imdb.com/video/screenplay/vi2603746073/>



SCFO - The Notebook.jpg



boat.jpg



reading story.jpg



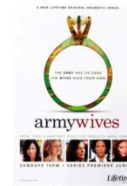
James.jpg



dance street.jpg

## Army Wives

Army Wives (trailer for the 1<sup>st</sup> season): <http://www.imdb.com/video/screenplay/vi1969685785/>



Army Wives.jpg



image 98.jpg



image 16.jpg



Image 5.jpg



image 14.jpg

2

# Appendix: South Carolina Productions

## Diners Drive-Ins and Dives



DDD Early Bird Charleston2.bmp



DDD Farmer's Shed Lexington2.bmp



DDD Fuel Cantina Charleston2.bmp



DDD Glass Onion Charleston2.bmp



FN-Pkg\_DDD-Header\_s994x200.jpg