



**Domestic
Winter 2016-17
Digital Advertising
Awareness Report**

March 2017

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Background & Objectives

- In winter 2016-17, Visit California (VCA) ran national digital advertising in the U.S.
- The digital advertising included banners, video, and native content. The specific digital campaigns were:
 - Dream365TV
 - California Dreamers
 - Catch the Winter Wave
 - Come True
 - California Restaurant Month
 - California Dream Eater
- VCA partners with Strategic Marketing & Research Insights (SMARInsights) to conduct research that measures the level of advertising awareness and reaction to the creative.
- The research gathers insights to assist VCA in refining future marketing efforts in the U.S.

Methodology

- The survey was conducted online, with actual advertising shown to measure aided recall.
- The interviews were collected from March 1 to 6, 2017.
- In total, 1,505 surveys were completed in the three market regions.
- Respondents qualified by being at least 18 years old, normally taking at least one leisure trip a year, and being involved in the travel decision-making process in their household.
- 332 respondents were categorized as the snow travel target audience (very interested in skiing/snowboarding and have taken a snow vacation in the past 5 years).
- 554 respondents were categorized as the culinary target audience (regularly participate in culinary activities while traveling).
- 483 respondents were categorized as the family target audience (have kids at home).

Region	Completed Surveys
Western U.S. (CO, AZ, WA, NV, OR, ID, UT, NM, WY, MT)	301
California	200
Remaining National	1,004
Total	1,505

Winter Digital Advertising Campaign

- VCA invested about \$776,000 on the winter 2016-17 digital advertising campaign.
- This marks a 64% spending decline compared to the winter 2015-16 digital campaign.
- Catch the Winter Wave and California Restaurant Month received the largest investment, together accounting for two-thirds of the winter digital media buy.

Catch the Winter Wave Banner Ad



Catch the Winter Wave Native Ad



California Restaurant Month Banner Ad



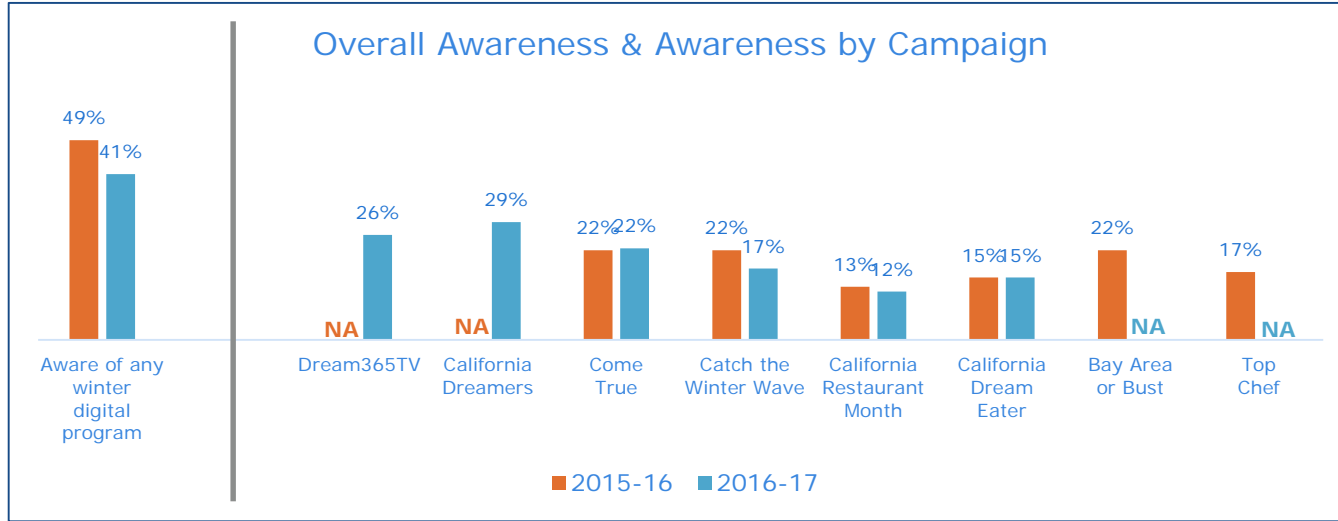
Winter Digital Program	2016-17 Winter Spending	2016-17 Winter Impressions
Dream365TV	\$58,658	45,480,011
California Dreamers	\$44,662	40,332,834
Catch the Winter Wave	\$287,520	19,040,917
Come True	\$63,856	61,955,364
California Restaurant Month	\$226,308	14,368,348
California Dream Eater	\$94,582	68,632,143
Total	\$775,586	249,809,617

Winter Digital Program	2015-16 Winter Spending	2016-17 Winter Spending	% Change
Dream365TV	\$0	\$58,658	
California Dreamers	\$0	\$44,662	
Catch the Winter Wave	\$338,463	\$287,520	-15%
Come True	\$305,348	\$63,856	-79%
California Restaurant Month	\$276,877	\$226,308	-18%
California Dream Eater	\$330,427	\$94,582	-71%
Bay Area or Bust	\$456,266	\$0	
Top Chef Integration	\$450,000	\$0	
Total	\$2,157,381	\$775,586	-64%

Insights

- Overall awareness of the 2016-17 digital advertising campaigns is 41%. This marks a decline compared to the 49% awareness generated with the 2015-16 winter campaign, but VCA reduced spending by 64% and did not replace the one-time campaigns (Bay Area or Bust and Top Chef integration).
- While the awareness percentage declined from year-to-year, the efficiency of the media buy improved. The 2015-16 winter digital campaign cost \$0.08 to reach a household, while the 2016-17 winter digital campaign cost just \$0.04 to reach a household.
- The individual digital campaigns generally receive positive overall ratings, and leisure travelers agree that the campaigns communicate the intended messages.
- The key to generating impact with these digital ads is reaching the right audience with the right campaign. The reaction to the ads and the ad impact on measures like preference for and likelihood to visit California is greater among the specific target audiences (i.e., snow travel target for Catch the Winter Wave and culinary travel target for California Restaurant Month and Dream Eater).
- Generating campaign awareness overlap is also critical for building the California brand and for increasing interest in visiting the state.

Winter Digital Ad Awareness Change



	2015-16	2016-17
Awareness	49%	41%
Aware HHs	26.0M	21.6M
Media Spending	\$2,157,381	\$775,586
Cost per Aware HH	\$0.08	\$0.04

- Overall, the reduction in media spending led to lower winter digital campaign awareness (49% in 2015-16, compared to 41% in 2016-17). But the cost to reach a household was cut in half in 2016-17.
- But where applicable, awareness of the individual campaigns is similar from year-to-year, which indicates that there was more campaign overlap in 2016-17.
- Dream365TV and Dreamers generated the highest awareness in this winter wave despite lower spending, but these campaigns have been airing for some time.

The rest of this report reviews the individual winter campaigns in terms of awareness, creative ratings, and impact on preference and likelihood to visit. There is a great deal of campaign overlap, so impact cannot be isolated and assigned to a specific winter campaign.

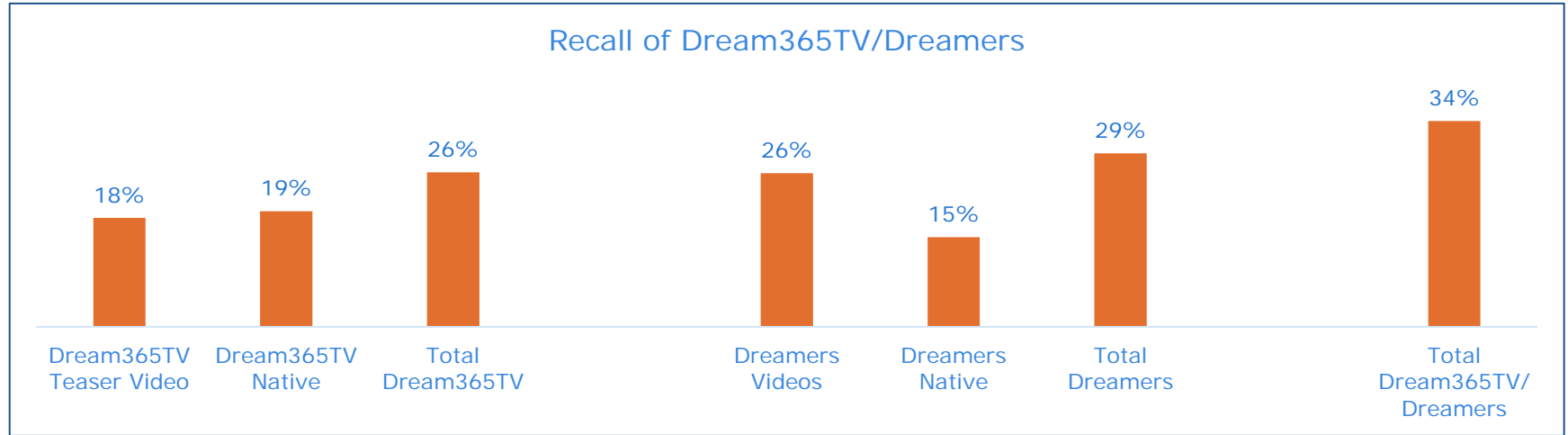
Review of Winter Digital Programs

Dream365TV/Dreamers
Come True
Catch the Winter Wave
California Restaurant Month
California Dream Eater



Dream365TV/Dreamers

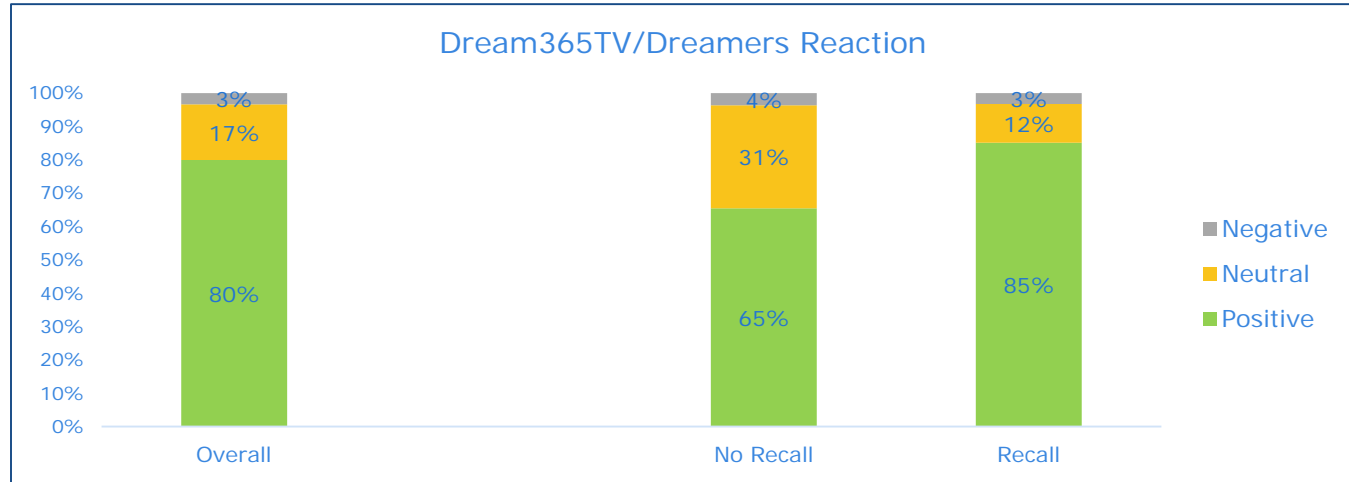
Dream365TV/Dreamers Awareness



- In total, the Dream365TV/Dreamers ads reached about a third of leisure travelers.
- Of the individual campaign elements, the Dreamers videos generated the highest awareness, at 26%.
- The native campaigns are reaching the audience and helping to boost overall campaign awareness.

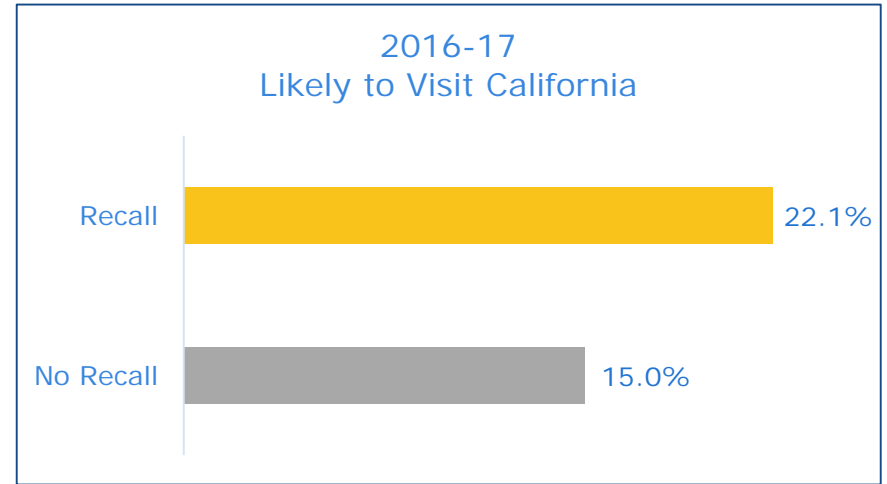
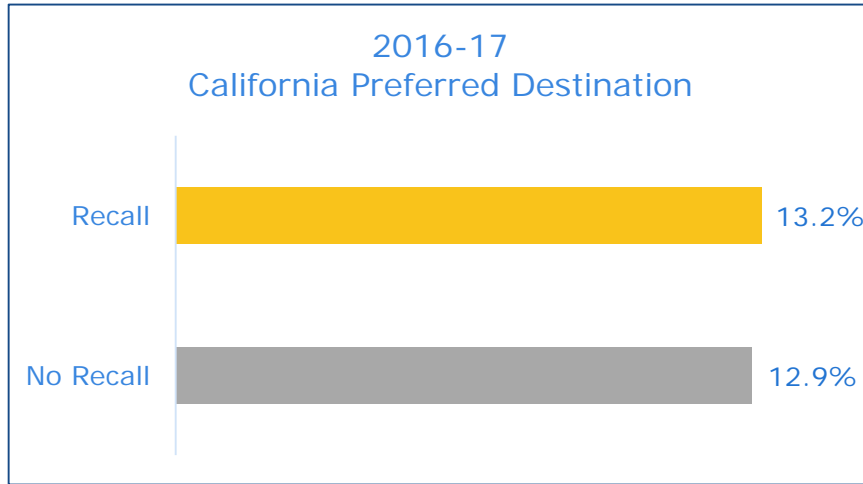
Reaction to Dream365TV/Dreamers

- The Dream365TV and Dreamers ads elicit mostly positive reactions, and those with prior awareness of the campaign are even more likely to have a positive reaction.
- Among those with prior awareness, the campaign receives top 10% ratings (4.0 or higher) for communicating the intended messages.



How much do you agree that these ads show...?	Overall	No Recall	Recall
The California Dreamers series is a good way to showcase California's unique attitude and vibe – if you can dream it, you can do it	3.82	3.63	4.20
Californians who dream big and do things differently make the California experience unlike anyplace else	3.67	3.48	4.02
The California Dreamers series positively influences my perception of California	3.68	3.47	4.08

Dream365TV/Dreamers Impact (Total Audience)



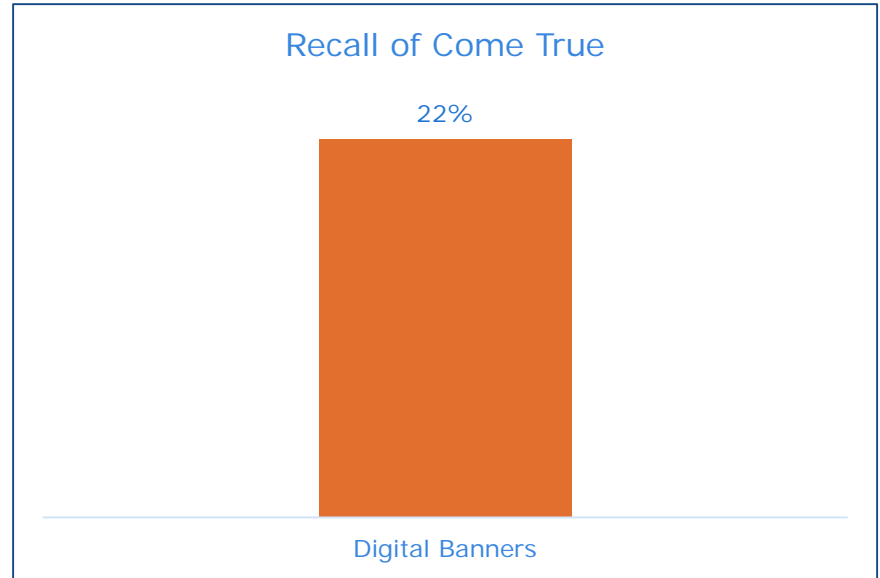
- The Dream365TV/Dreamers campaign helps to increase likelihood to visit California in the next 12 months.



Come True

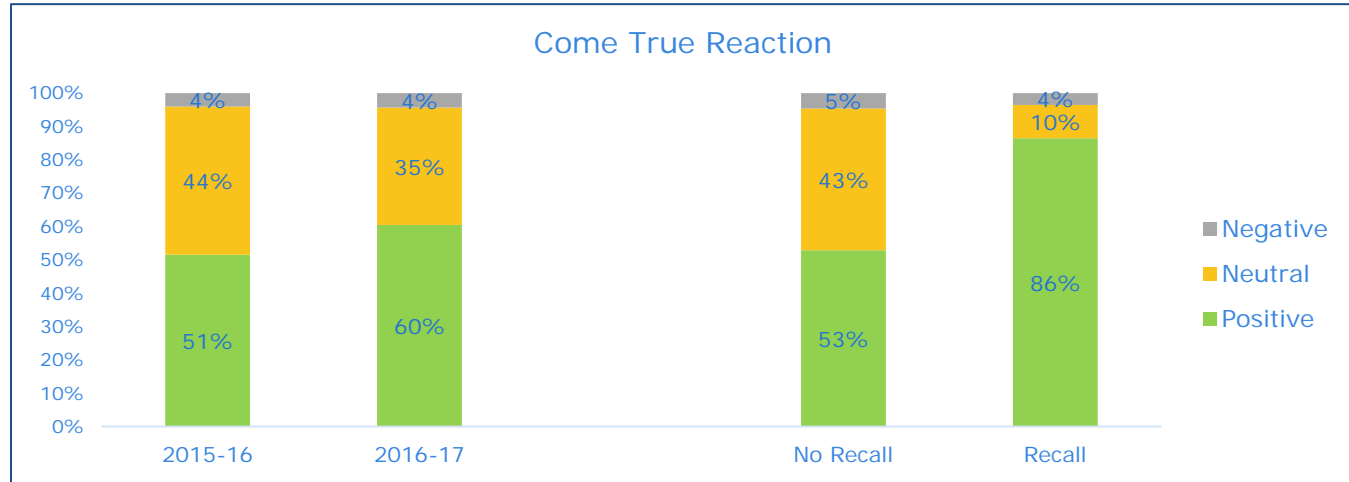
Come True Awareness

- The 2016-17 Come True campaign consisted of digital banner advertising, which reached 22% of leisure travelers nationally.
- As previously shown, this level of awareness is equal to that achieved in winter 2015-16 despite a 79% reduction in spending.



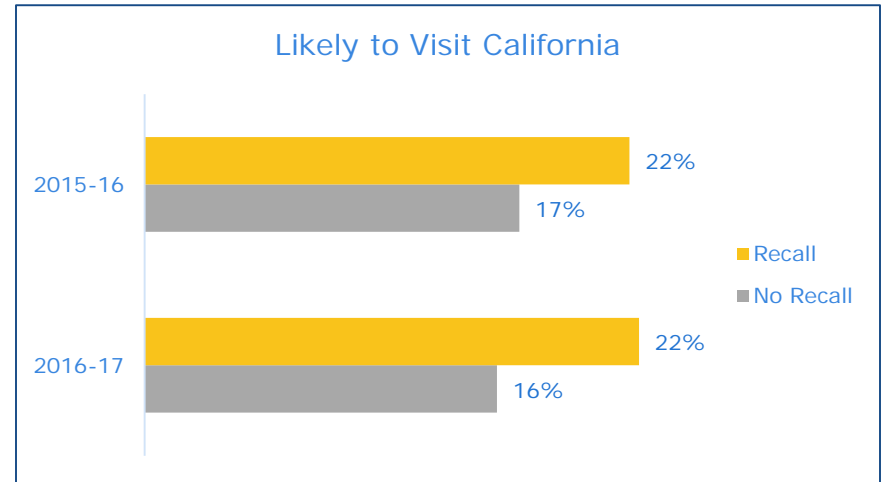
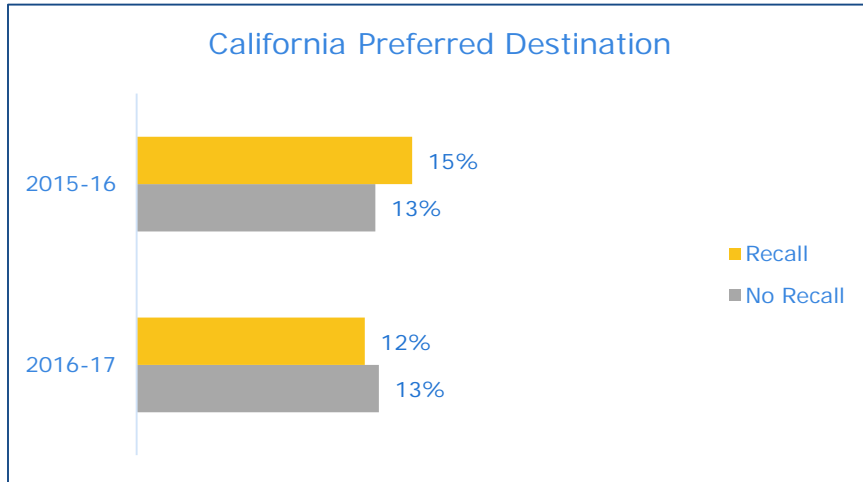
Reaction to Come True

- The Come True digital banners are generally well-received, with almost no negative reactions.
- Prior recall of the ads drives a more positive response in terms of both overall reaction and agreement that the ads communicate the specific messages.



How much do you agree that these ads show...?	Overall	No Recall	Recall
California is a place full of possibilities	4.03	3.93	4.37
California is a place that inspires you to try new things	3.93	3.81	4.34
California's abundance provides endless experiences	4.03	3.93	4.38

Come True Impact (Total Audience)

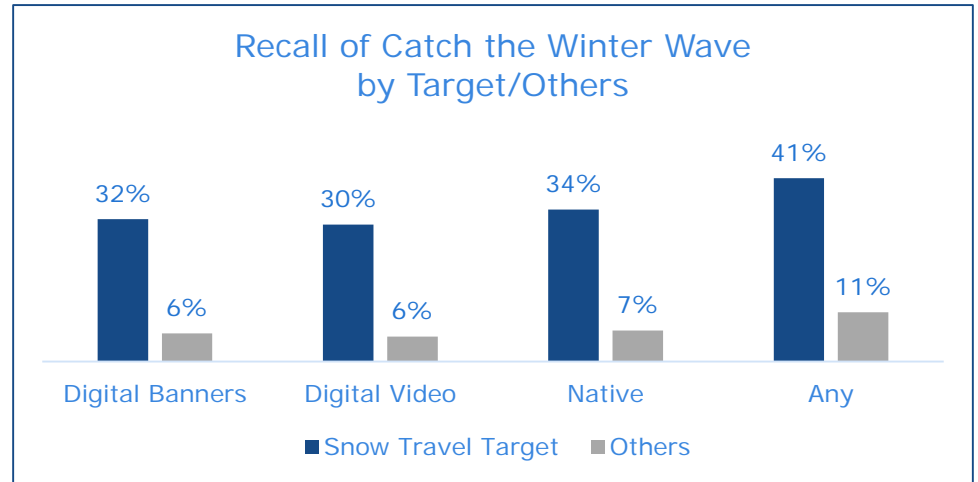
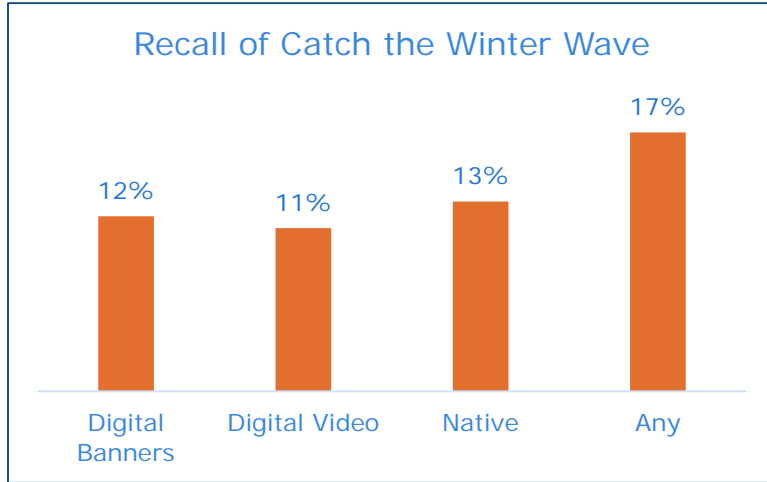


- The Come True banners generate incremental likelihood to visit California, but there is no impact on preference for California.
- In general, these 2016-17 winter digital campaigns have little impact on California preference – but the more targeted snow travel and culinary campaigns do have a significant impact on preference among the specific target audiences.



Catch the Winter Wave

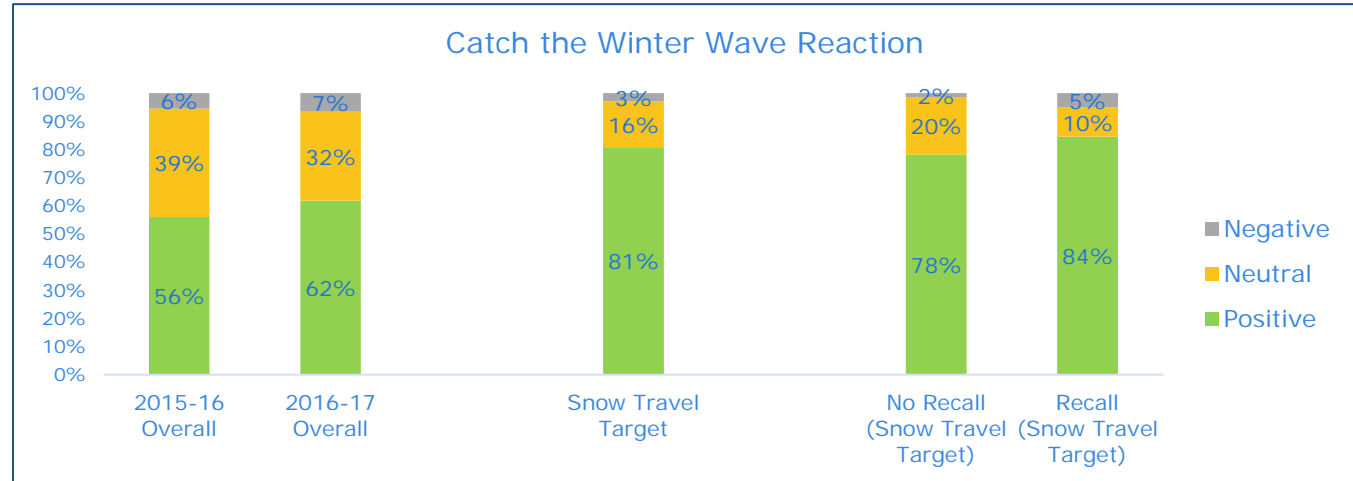
Catch the Winter Wave Awareness



- Awareness is similar across each element of the Catch the Winter Wave campaign.
- Total campaign awareness is 17%, down from 22% in 2015-16, but VCA reduced campaign spending by 15%.
- Media placement was clearly effective, as campaign awareness is significantly higher among the snow travel target. These ads reached 4 in 10 snow travelers nationally.

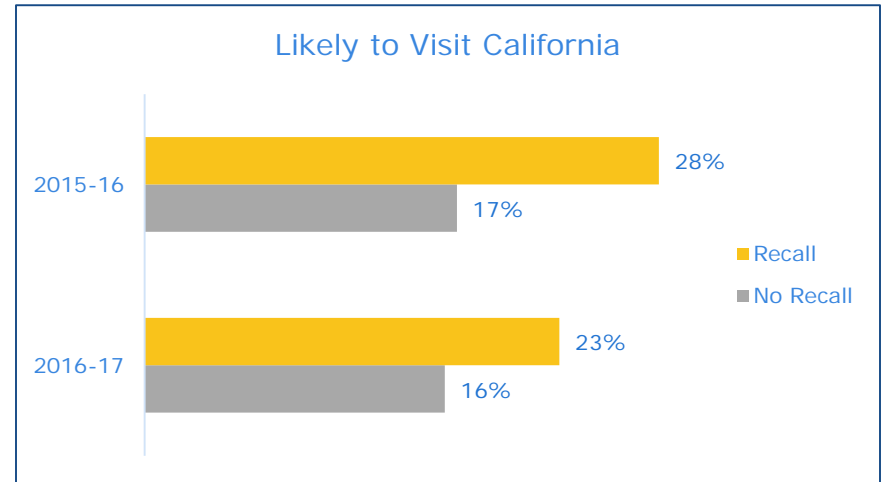
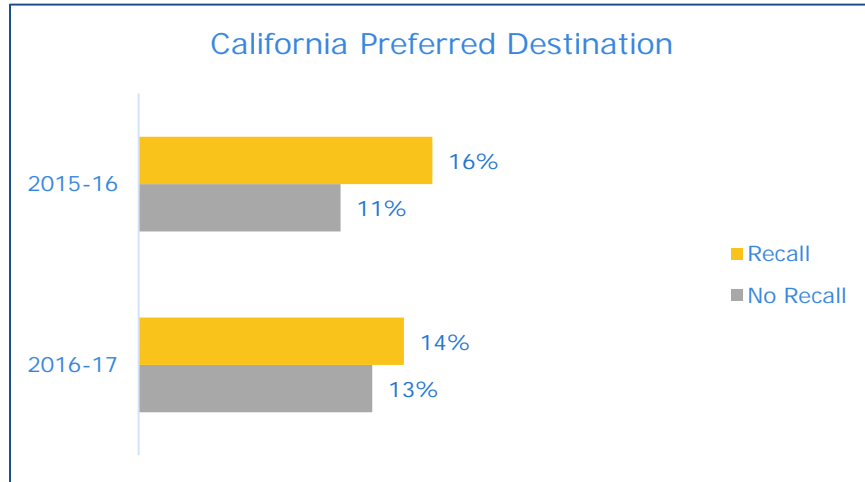
Reaction to Catch The Winter Wave

- Overall, close to two-thirds of leisure travelers have a positive reaction to the Catch the Winter Wave campaign. This is much higher (81% positive) among the snow travel target – and even higher (84% positive) among the snow travel target with prior awareness of the campaign.
- The campaign receives excellent ratings (above the top 10% industry benchmark of 4.0) among the snow travel target for communicating all of the intended messages.



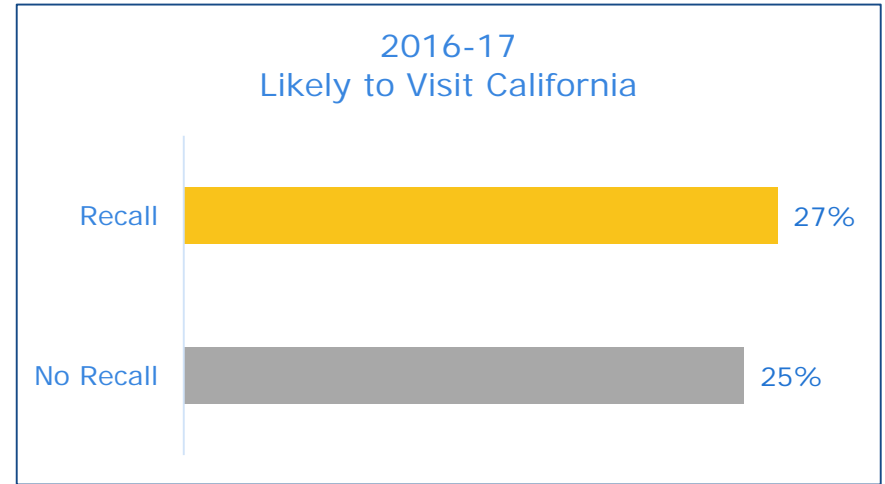
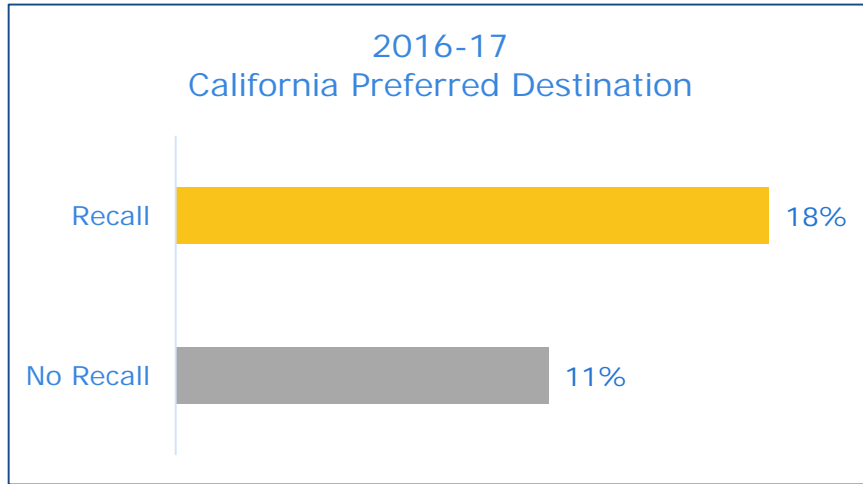
How much do you agree that these ads show...?	Overall	Snow Travel Target	No Recall (Snow Travel Target)	Recall (Snow Travel Target)
Show California's unique lifestyle and weather make winters there different than anyplace else	3.7	4.1	4.0	4.2
Show the breadth of what is on offer at California mountain resorts during winter	3.9	4.2	4.1	4.3
Positively influence my perception of California as a winter destination	3.7	4.2	4.1	4.3

Catch the Winter Wave Impact (Total Audience)



- Among all leisure travelers, the 2016-17 Catch the Winter Wave campaign has a positive impact on the measures of preference for and likelihood to visit California.

Catch the Winter Wave Impact (Snow Travel Target)



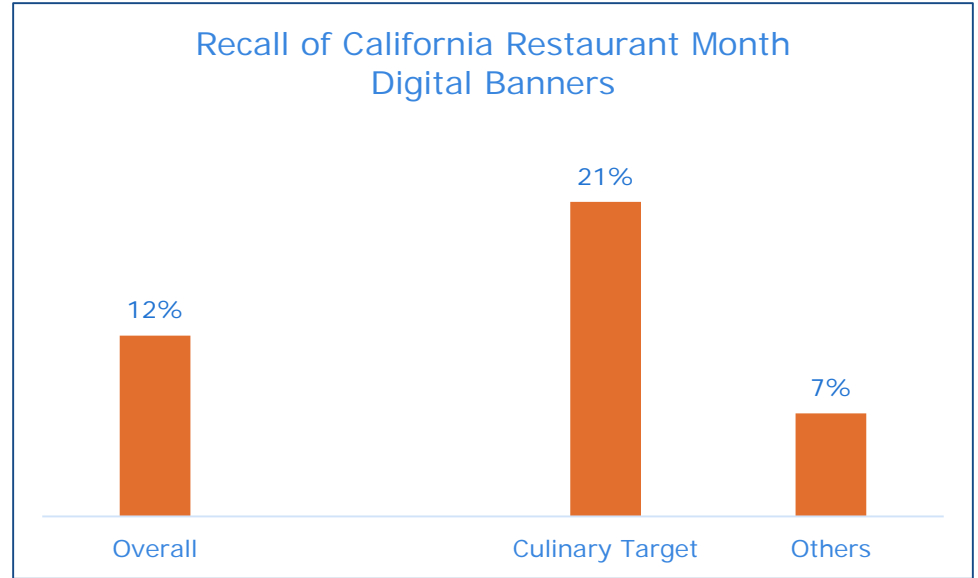
- Catch the Winter Wave also helps to build preference for and likelihood to visit California among the snow travel target. In fact, the impact on preference is stronger than it is among the general leisure travel audience. The impact on likelihood to visit is weaker among the snow travel target, but they have a higher baseline (no ad recall) level of likelihood to visit – making it more difficult for the ads to generate an increment.



California Restaurant Month

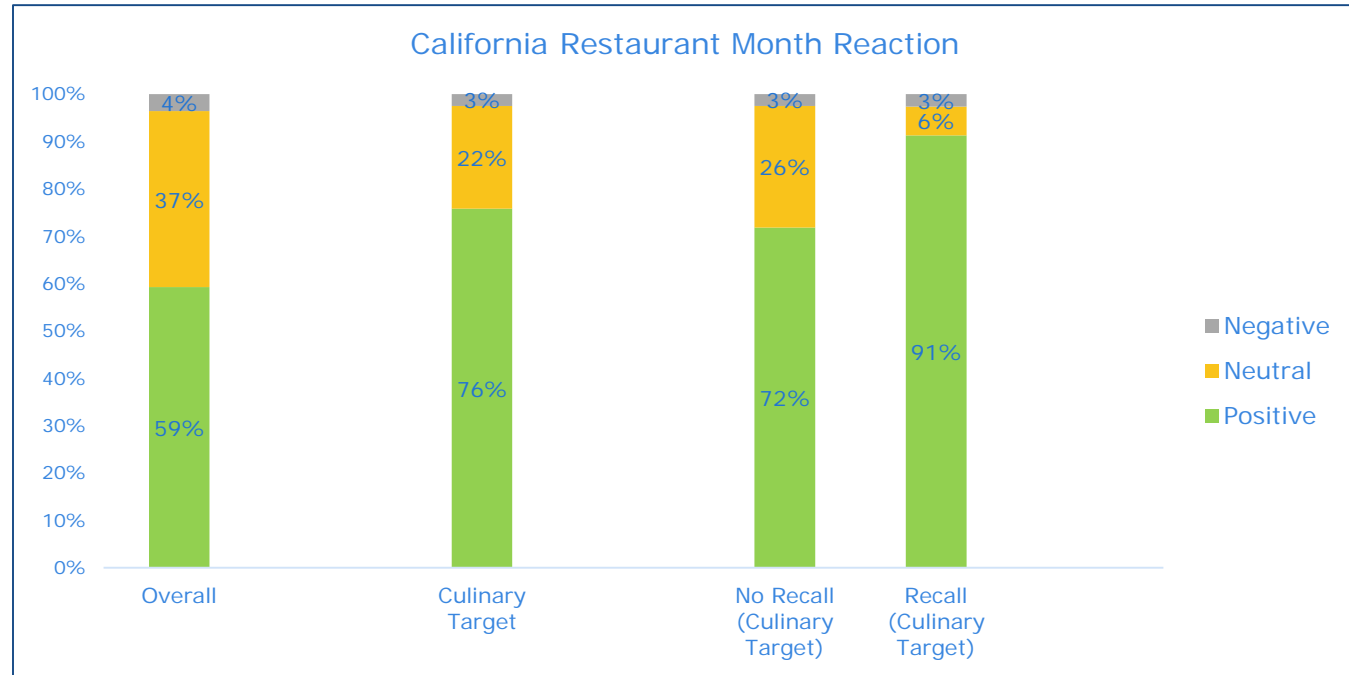
California Restaurant Month Awareness

- Stronger awareness of the California Restaurant Month digital banners among the culinary target indicates effective media placement.
- Overall, 12% of leisure travelers recall seeing the California Restaurant month ads, which is similar to the awareness achieved with the 2015-16 campaign (13%).

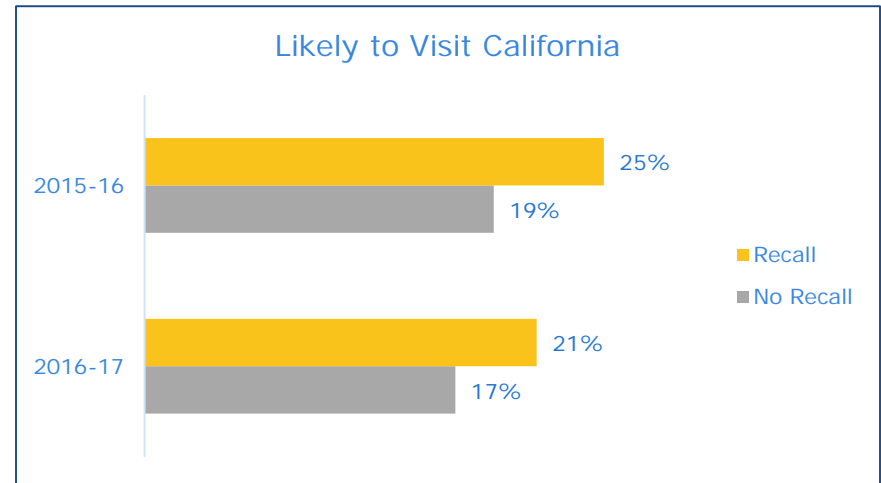
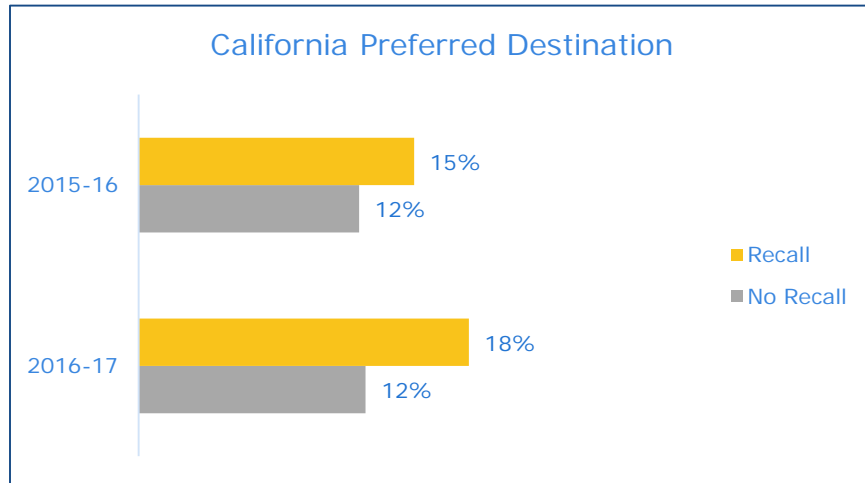


Reaction to California Restaurant Month

- The California Restaurant Month campaign is well-received, especially among the culinary target audience. Three-quarters of this target audience has a positive reaction to the campaign – and 9 in 10 culinary travelers who had prior awareness of the ads have a positive reaction to the campaign.

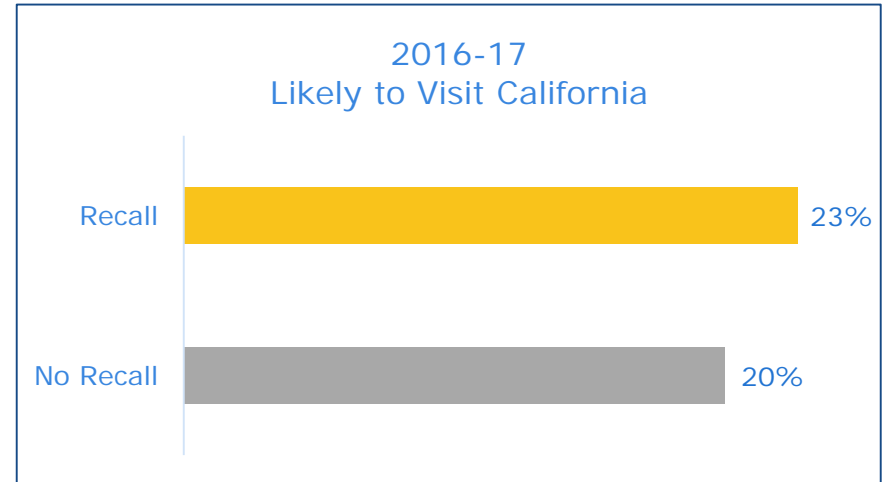
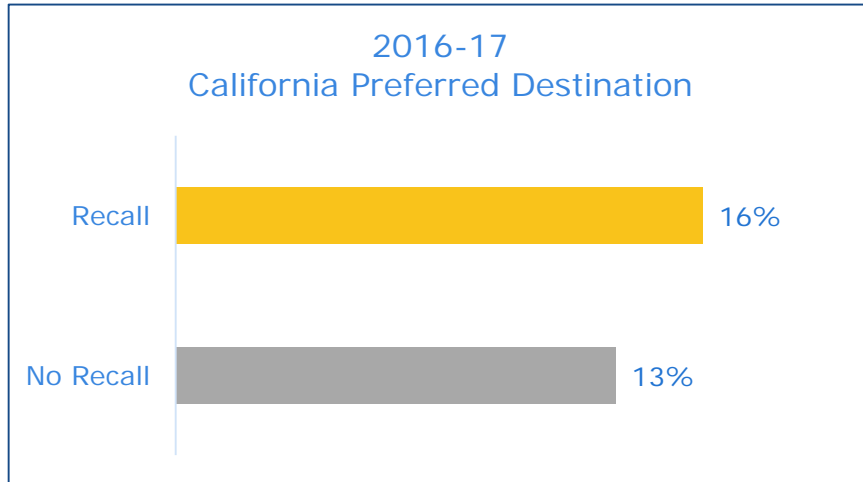


California Restaurant Month Impact (Total Audience)



- Among all leisure travelers, the California Restaurant Month campaign helps to build preference for California and likelihood to visit the state.

California Restaurant Month Impact (Culinary Target)

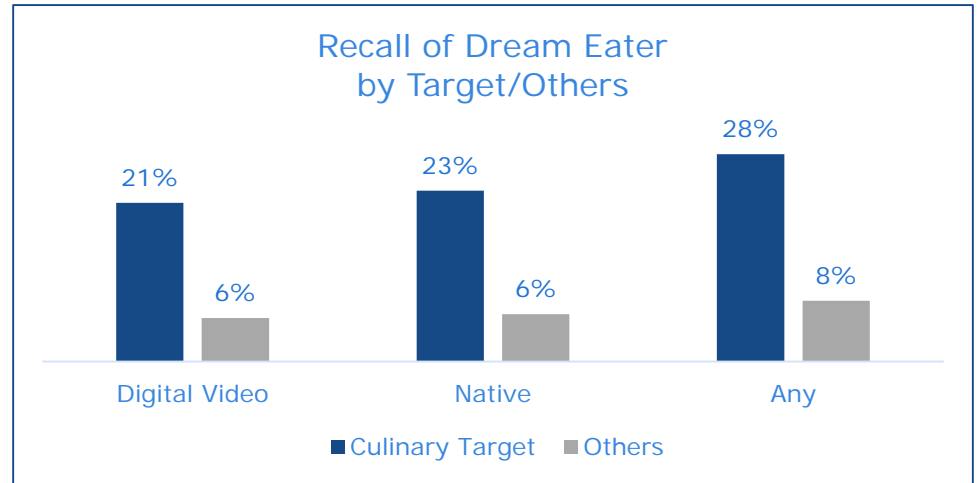
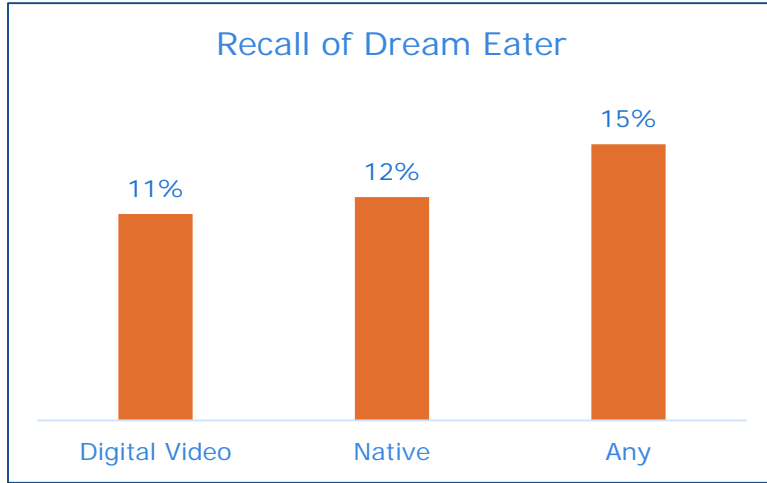


- The California Restaurant Month campaign helps to build preference for and increase likelihood to visit among the culinary travelers.
- Similar to what we see with the snow travel target, the culinary travelers have a higher baseline level of likelihood to visit California than do general leisure travelers.



California Dream Eater

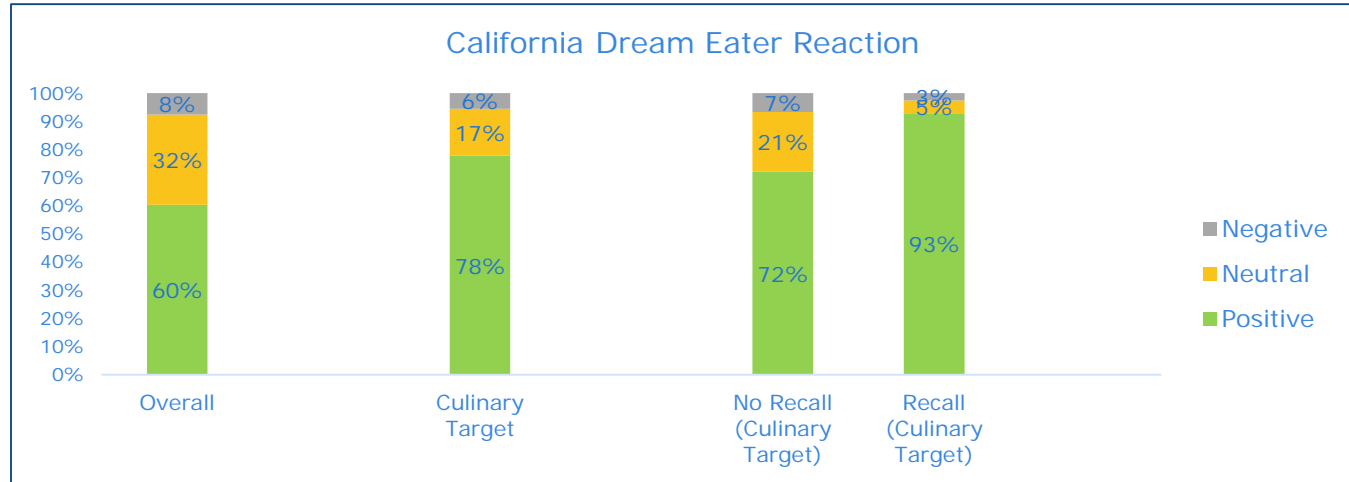
California Dream Eater Awareness



- Effective ad placement resulted in the Dream Eater digital videos and native advertising generating much higher awareness among the culinary traveler target.

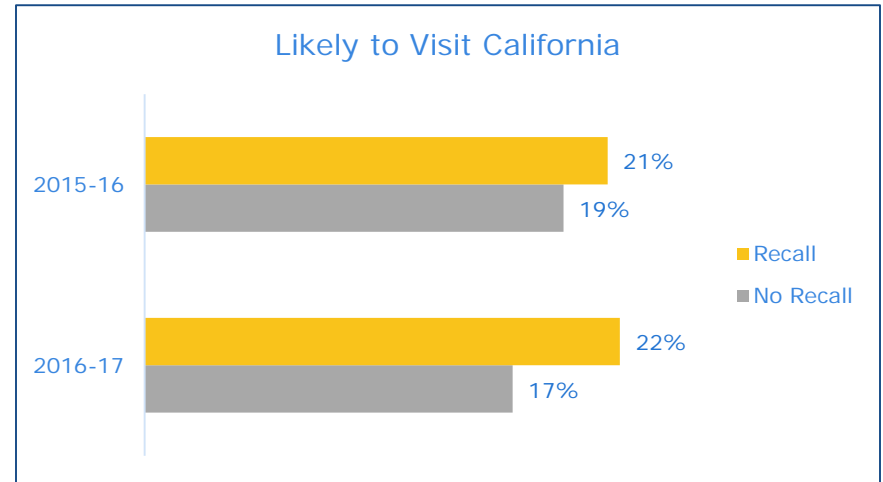
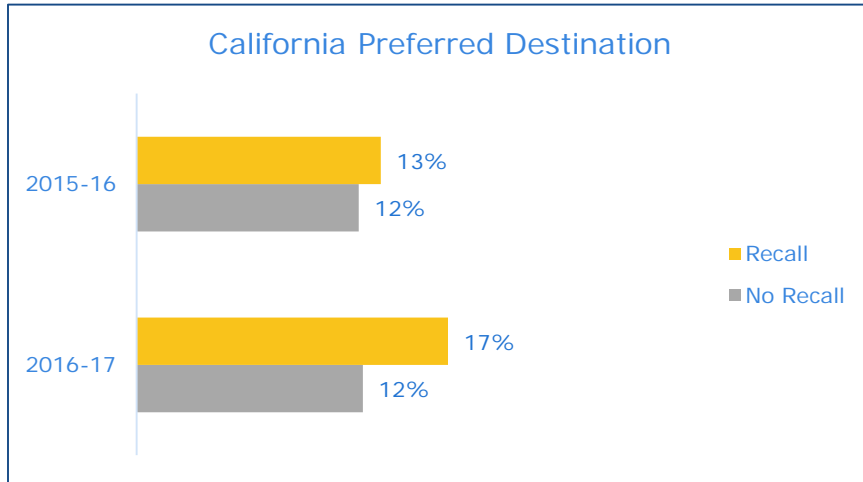
Reaction to California Dream Eater

- Of all of California winter digital campaigns, the Dream Eater campaign continues to be the most polarizing.
- The important finding is that the intended target audience (culinary travelers) like the ads and feel that they effectively communicate key messages. And those culinary travelers with prior awareness of the ads are almost universally positive.



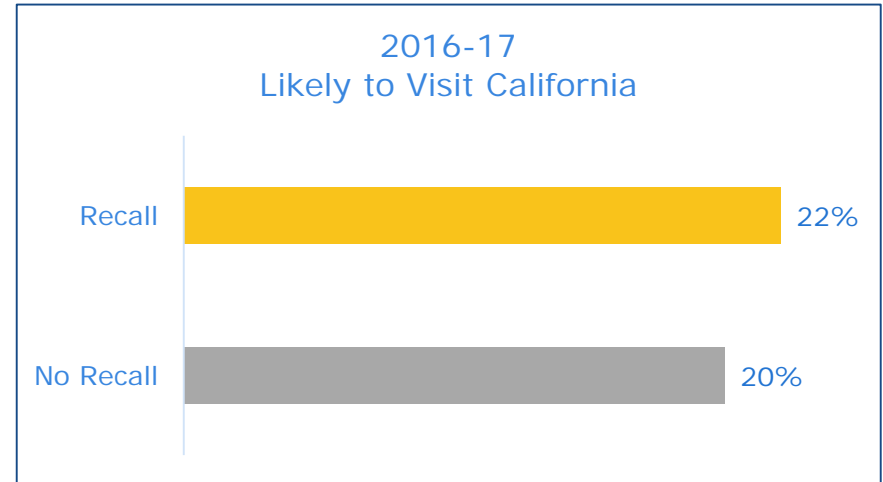
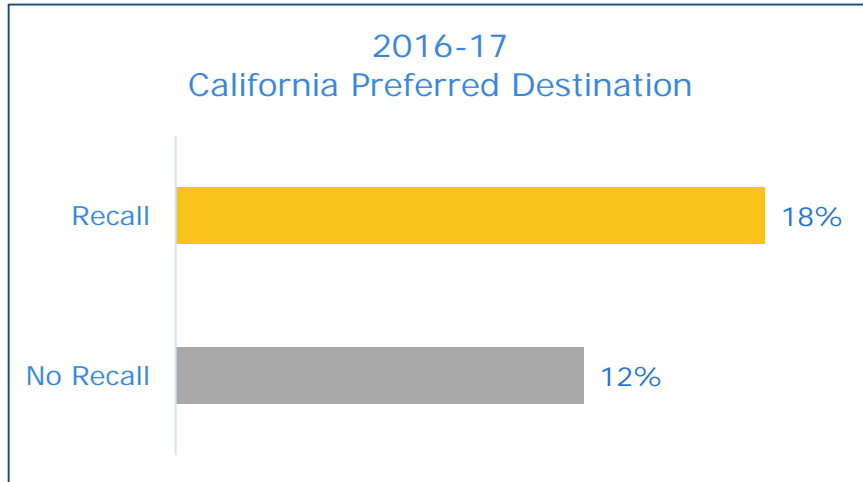
How much do you agree that these ads show...?	Overall	Culinary Target	No Recall (Culinary Target)	Recall (Culinary Target)
The Dream Eater series is a good way to learn about California restaurants and their unique offerings, from the iconic to the lesser known	3.93	4.23	4.11	4.53
The Dream Eater series is a fun way to allow consumers to be part of a conversation about California's food scene	3.86	4.18	4.07	4.45
The Dream Eater series positively influences my perception of California's local culinary experiences	3.80	4.16	4.04	4.46

California Dream Eater Impact (Total Audience)



- Those aware of the Dream Eater campaign are more likely to pick California as the place that they would visit if time and money were not considerations and they are more likely to visit the state in the next year.

California Dream Eater Impact (Culinary Target)

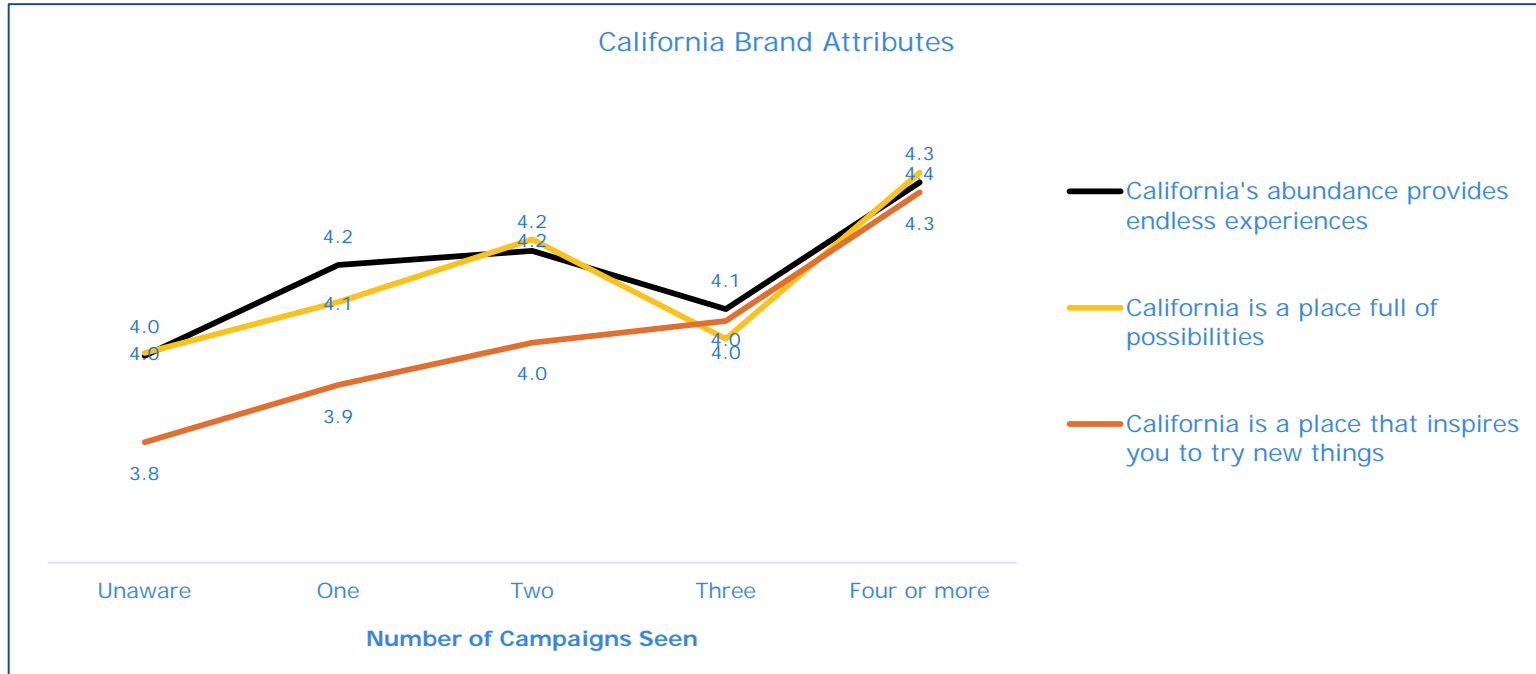


- Among the culinary travel target, the Dream Eater campaign has a positive impact on preference and likelihood to visit. The incremental likelihood is lesser among the culinary travel target than it is among the total audience, but the culinary target has a higher baseline (no recall) level of likelihood.



Campaign Overlap Impact

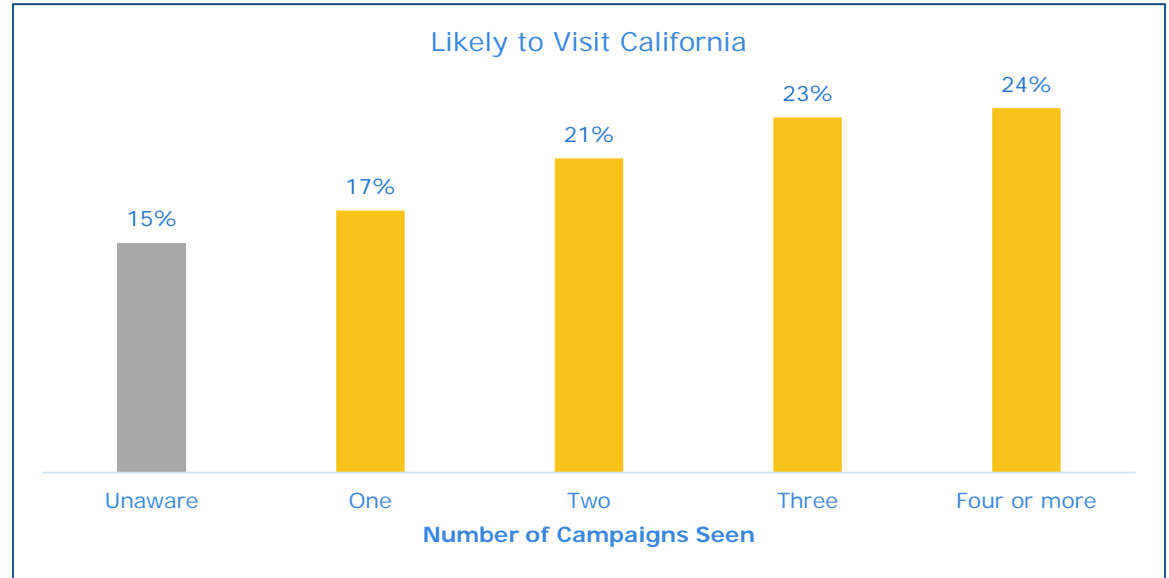
Campaign Overlap Impact




- Exposing leisure travelers to multiple digital campaigns helps to build the California brand. The greatest impact is realized with exposure to four or more campaigns.

Campaign Overlap Impact

- Generating campaign overlap is also key to influencing likelihood to visit California.





Appendix: Questionnaire

Questionnaire

California Tourism
2016 Domestic Winter Awareness
February 2017

51. What is your ZIP code? _____

52. Please indicate which of the following describe you. (Select all that apply).
[ROTATE]
I regularly use social media like Facebook, Twitter, or Instagram
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 Hulu or Netflix

53. What is your age? _____

55. Who in your household is primarily responsible for making decisions concerning travel destinations?
1. _____ Self
2. _____ self & other
3. _____ Spouse/other

56a. Have you been on a snow vacation in the past 5 years?
1. _____ Yes
2. _____ No

56aa. What is your interest in taking a snow vacation in the future?
• Very interested
• Somewhat interested
• Not interested

56b. What is your interest in skiing/snowboarding?
• Very interested
• Somewhat interested
• Not interested

56c. What is your interest in other outdoor snow activities?
• Very interested
• Somewhat interested
• Not interested

57. Which of the following categories best represents the total annual income for your household before taxes?
1. Less than \$35,000 → TERMINATE AT END OF SCREENING QUESTIONS
2. \$35,000 but less than \$50,000 → TERMINATE AT END OF SCREENING QUESTIONS
3. \$50,000 but less than \$75,000
4. \$75,000 but less than \$100,000
5. \$100,000 but less than \$150,000
6. \$150,000 but less than \$250,000
7. \$250,000 but less than \$350,000 (SUPER AFFLUENT)
8. \$350,000 but less than \$500,000 (SUPER AFFLUENT)
9. \$500,000 but less than \$750,000 (SUPER AFFLUENT)
10. \$750,000 but less than \$1,000,000 (SUPER AFFLUENT)
11. \$1,000,000 but less than \$1,250,000 (SUPER AFFLUENT)
12. \$1,250,000 but less than \$1,500,000 (SUPER AFFLUENT)
13. \$1,500,000 or more (SUPER AFFLUENT)

TERMINATE IF 52_2=0 53<18, 55=3 OR 57<3
FLAG AS SNOW COMPLETE IF 56a=1 AND 56b <3|56aa <3|56c <3

Strategic Marketing & Research Insights
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1. Thinking about travel destinations, which U.S. STATES or cities come to mind?
#1 _____
#2 _____
#3 _____
#4 _____
#5 _____

2. If time and money were not a consideration, which U.S. state would you most like to visit? [SHOW DROP DOWN LIST OF STATES PLUS D.C.]

2a. How likely are you to visit California in the next 12 months?
1. _____ Not at all likely
2. _____ Not very likely
3. _____ Somewhat likely
4. _____ Very likely
5. _____ Already planning a trip

3. How much do you agree that the following statements describe California?

[ROTATE]	Strongly disagree	Neutral	Strongly agree
California is a place full of possibilities	1	2	3 4 5
California is a place that inspires you to try new things	1	2	3 4 5
California's abundance provides endless experiences	1	2	3 4 5

4. The next questions pertain to your image of the state of California as a place to visit. For each statement, rate how much you agree or disagree that the statement describes California. How strongly do you agree or disagree that California...?

[ROTATE]	Strongly disagree	Neutral	Strongly agree
Has excellent beaches	1	2	3 4 5
Has large cities with exciting urban experiences - nightlife, shopping, dining and theatre	1	2	3 4 5
Is a place where culinary experiences (food, wine, craft beer, are part of the culture/lifestyle	1	2	3 4 5
Is a good place for snow sports	1	2	3 4 5
Has great professional sporting events	1	2	3 4 5
Is the ultimate family playground with an abundance of family activities, theme parks and attractions	1	2	3 4 5
Has a variety of active outdoor activities - hiking, climbing, biking, golfing, boating, surfing, fishing, etc.	1	2	3 4 5
Is a place with lots to see and do	1	2	3 4 5
Is scenic and beautiful	1	2	3 4 5
Has picturesque national and state parks	1	2	3 4 5
Has many quaint towns and off the beaten path experiences	1	2	3 4 5
Is culturally diverse	1	2	3 4 5
Has lakes for boating & fishing	1	2	3 4 5
Has interesting historic and cultural sites	1	2	3 4 5
Provides a good value for the money	1	2	3 4 5
Offers laid-back luxury (high end resorts, spas, etc.)	1	2	3 4 5
Has great variety in music events, concerts and festivals	1	2	3 4 5
A place where celebrity and Hollywood are part of the culture	1	2	3 4 5

Strategic Marketing & Research Insights
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Has many unique vacation experiences in one	1	2	3	4	5
Is worth paying more to visit	1	2	3	4	5

4a. Thinking about California as a place to visit, how strongly do you agree or disagree that the following statements represent California's feeling, vibe and culture?

[ROTATE]	Strongly disagree	Neutral	Strongly agree
A place where people are inspired to dream big	1	2	3 4 5
Youthful	1	2	3 4 5
Free spirited	1	2	3 4 5
Casual and laid-back	1	2	3 4 5
Offers the best of everything in one place	1	2	3 4 5
A place that doesn't take itself too seriously	1	2	3 4 5
A place where I can be myself	1	2	3 4 5
A place where people live life to the fullest	1	2	3 4 5

5. When you travel for leisure, how often do you participate in each of the following?

ROTATE	1 Never	2 Seldom	3 Sometimes	4 Often	5 Always
Exploring farm tours or farm trails					
Going to a farmer's market					
Attending a culinary festival or event					
Dining at a unique restaurant					
Dining at a celebrity/notable chef's restaurant					
Visiting a winery/or a wine tour					
Visiting a craft brewery/or brewery tour					

6. In the past year, have you seen material on California's travel website www.visitcalifornia.com?



1. Yes
0. No

7. In the past year, have you seen material from Visit California's Facebook page?



1. Yes
0. No

Strategic Marketing & Research Insights
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Questionnaire

8. In the past year, have you seen images like these from Visit California on Instagram?



1. Yes
0. No

9. In the past year, have you done any of the following when planning for a trip to California? Select all that apply. [ROTATE]

- Visited the state's website, www.visitcalifornia.com
- Followed the Visit California Facebook page
- Followed Visit California on Instagram
- Followed Visit California on Twitter
- Ordered a visitor's guide
- Called state travel office by phone
- Gathered information using another method, please specify _____
- None

10. In the last year, do you recall seeing any TV, digital, print or outdoor advertising for travel to the state of California?

1. Yes
0. No – SKIP TO ADS

11. Please list the advertising you recall, _____

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

DREAM365TV DIGITAL

Teaser Video



<https://www.youtube.com/watch?v=H0vQw1XP0C8&index=4&list=PLw9XyofBvm1Q2TvU1U1pp3Pria1b>

DTV1. Do you recall seeing this or a similar Dream365TV ad before?

1. Yes
0. No

NATIVE



DTV11. Have you seen any of these California articles/related videos before?

1. Yes
0. No

CALIFORNIA DREAMERS VIDEOS

PRESENT THUMBNAILS AND LINKS OF THE SEVEN FULL-LENGTH DREAMERS VIDEOS WITH AN OPTION TO CLICK THE LINK AND RESPOND WHETHER PREVIOUSLY SEEN.

Below are images from California Dreamers videos.

California Dreamers Series Description:

California Dreamers is an original documentary video series that profiles people in California who are chasing their dreams, making them come true and helping to shape the unique California vibe.

Please click on any pictures that look familiar to you.

Follow-up:

Do you recall watching this or similar California Dreamers video content?



[Baldassare Forestiere](#)



[Jayson Fann](#)



[Richie Trimble](#)



[Bob Burnquist](#)



[Dario Sattui](#)



[Ricardo Breceda](#)



[Pappy & Harriet](#)



[Chloe Kim](#)



[Ryan Heffington](#)



[David Garibaldi](#)



[Sarah Gerhardt](#)

Questionnaire



Shaun White

20. Do you recall watching this or similar California Dreamers video content?

1. Yes
0. No

20a. What is your reaction to these California Dreamers videos?

1. Positive
2. Negative → ASK 20b
3. Neutral

20b. Why do you feel that way? _____

NATIVE



Screen Shot 2017-02-03 at 10:26:12 AM.png

Screen Shot 2017-02-03 at 10:25:07 AM.png

CADN1. Have you seen any of these California articles/related videos before?

1. Yes
0. No

CAD2. Thinking of the California Dreamers online ads and videos you have seen, how much do you agree these ads show...?

[ROTATE]	Strongly disagree				Strongly agree
The California Dreamers series is a good way to showcase California's unique attitude and vibe – if you can dream it, you can do it	1	2	3	4	5
Californians who dream big and do things differently make the California experience unlike anywhere else	1	2	3	4	5
The California Dreamers series positively influences my perception of California	1	2	3	4	5

CATCH THE WINTER WAVE



CTWW_300x600/index.html

WW_300x250/index.html

WW_728x90/index.html

CTWW1. Do you recall seeing these or any other California Catch the Winter Wave online ads before?

1. Yes
0. No



<https://www.youtube.com/watch?v=DHA-SRkzjc>

CTWW1a. Do you recall seeing this California Catch the Winter Wave video?

1. Yes
0. No

CTWW2. What is your reaction to these California Catch the Winter Wave online ads and video?

1. Positive
2. Negative → ASK CTWW3
3. Neutral

CTWW3. Why do you feel that way? _____

NATIVE



CTWW-native-1.png

CTWW-native-2.png

CTWW-native-3.png

CTWW-native-4.png

CTWWN1. Have you seen any of these California articles/related videos before?

1. Yes
0. No

CTWW4. Thinking of the California Catch the Winter Wave online ads, video and articles you have seen, how much do you agree these ads...?

[ROTATE]	Strongly disagree				Strongly agree
Show California's unique lifestyle and weather make winters there different than anywhere else	1	2	3	4	5
Show the breadth of what is on offer at California mountain resorts during winter	1	2	3	4	5
Positively influence my perception of California as a winter destination	1	2	3	4	5

COME TRUE DIGITAL

Foundational – Come True Banners

SHOW IN GROUPS OF THREE ON A SCREEN



Questionnaire

ASK FOR GROUP OF DIGITAL ADS

CT1. Do you recall seeing these or any similar online ads promoting California vacation experiences before?

1. Yes
0. No

CT2. What is your reaction to these online ads?

1. Positive
2. Negative → ASK CT3
3. Neutral

CT3. Why do you feel that way? _____

CT4. Thinking of these online ads how much do you agree these ads show...?

[ROTATE]	Strongly disagree				Strongly agree
California is a place full of possibilities	1	2	3	4	5
California is a place that inspires you to try new things	1	2	3	4	5
California's abundance provides endless experiences	1	2	3	4	5



VCA_MustTry_300x250/index.html VCA_Tasty_300x250/index.html VCA_Tempting_300x250/index.html

CRM1. Do you recall seeing these or any other California Restaurant Month ads before?

1. Yes
0. No

CRM2. What is your reaction to these California Restaurant Month online ads?

1. Positive
2. Negative → ASK CRM3
3. Neutral

CRM3. Why do you feel that way? _____

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California Dream Eater

California Dream Eater Series Description:
California Dream Eater is an original "eaterainment" video series featuring Chase Ramsey, student of food, who eats the best things in California on behalf of foodies everywhere.

CDE Top Performing Videos

ONLY SHOW 1 OF THE FOLLOWING FULL-LENGTH VIDEOS.

Please view the following video and answer the question that follows.

After 30 seconds, you can answer the question and click >> to advance to the next question without viewing the rest of the video.

Donut Bar



<https://www.youtube.com/watch?v=PvNzrtsUHs&index=23&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V>

Guizados



<https://www.youtube.com/watch?v=F06vRfGwVz&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V&index=28>

Sancho's Tacos



<https://www.youtube.com/watch?v=mG0wVad10&index=26&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V>



<https://www.youtube.com/watch?v=IQY3M#PCF8&index=14&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V>

Mundaka



<https://www.youtube.com/watch?v=QVfr8D4hwe&index=20&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V>

The Attic



https://www.youtube.com/watch?v=TDc_k_j0uU&index=29&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V

Fats



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<https://www.youtube.com/watch?v=XPNabXy8&index=31&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V>

The Hungry Cat



https://www.youtube.com/watch?v=Uffm_0b2H60&index=17&list=PLrw9YyvfEBynQun-ArdXwhjccDkHECa3V

CDE_1. Do you recall seeing this or any other California Dream Eater video before?

1. Yes
0. No

CDE_A. What is your reaction to these California Dream Eater ads and videos?

1. Positive
2. Negative → ASK CDE_B
3. Neutral

CDE_B. Why do you feel that way? _____

NATIVE



CDE - Hot Cheetos Example.png CDE - Donut Example.png CDE - Paella Example.png

CDE_N. Have you seen any of these California articles/related videos before?

1. Yes
0. No

CDE_C. Thinking of the California Dream Eater series, how much do you agree...?

ROTATE	Strongly disagree				Strongly agree
The Dream Eater series is a good way to learn about California restaurants and their unique offerings, from the iconic to the lesser known	1	2	3	4	5
The Dream Eater series is a fun way to allow consumers to be part of a conversation about California's food scene	1	2	3	4	5
The Dream Eater series positively influences my perception of California's local culinary experiences	1	2	3	4	5

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

DEMO1. Are you currently...?

- Married/living as married
- Divorced/separated
- Widowed
- Single/never married

DEMO2. Including you, how many people are currently living in your household? _____

DEMO3. How many living in your household are children younger than 18? _____

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Questionnaire

DEMO4. 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

DEMOS. Which of the following best describes your ethnic heritage? Are you...

- African American
- Asian-American
- Caucasian
- Hispanic/Latin American
- Mixed ethnicity
- Native American
- Other

DEMO6. Are you...?

- Male
- Female

Those are all the questions we have for you today.
We appreciate your time and willingness to share your opinions.

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