

Items to be recorded by the interviewer and flagger

Interviewer name: _____

Site number: _____ Direction: _____

Date: _____

Start Time: _____ End Time: _____

Hourly Vehicle Tally (recorded by flagger)

	Commercial	Idaho plates	Out-of-state
Hour 1			
Hour 2			
Hour 3			
Hour 4			
Hour 5			
Hour 6			
Daily Total			

Other/On-site comments: _____

Interviewer script:

Good (morning/afternoon), my name is _____. I work for the University of Idaho and together with the state we are collecting information from a few randomly selected people, who, like you, travel in Idaho. This information will be used to help us better understand how and why people travel in Idaho. Because only a few people will be selected, your participation is very important.

Would you mind answering a few quick questions, and later completing mail-back questionnaire? It should only take about 5 to 10 minutes.

If yes, thank them and wait for next vehicle.

If no, *Great! Thank you. We appreciate your time. Before we start I'd like to reassure you that the information you give will remain confidential and anonymous. Your responses will never be associated with your name.*

Record this information for the entire travel party

Questionnaire identification number for each participant: _____

Q1a. Type of vehicle: _____

Type of vehicle (Indicate if 2WD or 4WD)	Toys (Record all that apply)
1 = Car	A = Topper/Canopy
2 = Truck (P U)	B = Camper on Vehicle
3 = SUV	C = Tow Behind Camper
4 = Van	D = Horse Tr.
5 = Motor Home	E = Misc. Trailer.
6 = MCYCLE	F = Boat-motor
7 = Other (Describe)	G = Boat-float
	H = ORV (3 or 4 Wheeler)
	I = Snowmobile
	J = Motor Bike
	K = Bicycle (Human Powered)
	L = Other (Describe)

Q1b. *Do you own or rent this vehicle?* _____

Q1c. Total number of people in vehicle _____

If more than one person in vehicle ask:

Q1d. *How many different households are represented in this vehicle?* _____

(A household is one or more people staying in the same house, apartment, condominium, mobile home, or similar accommodation sharing the same address. Household members are not necessarily related to each other.)

Randomly select a participant

Now I need to select just one of you, 14 or older, to complete the interview and mail-back questionnaire. Who among the group has the closest birthday, either past or coming up? Okay, your it!

Q1e. Is the randomly selected person male or female? _____

Items the interviewer asks the randomly selected participant

Q2. Which of the following best describes your major destination on this trip:

1 = A Location within the state of Idaho only. (specify area) _____

2 = Several locations, including some in Idaho.

(specify major Idaho destination) _____

(specify major out of state destination) _____

3 = A location other than Idaho [**just passing through**]. (specify state/area) _____

Q3. Is this trip for:

1 = Business

A. Convention/Workshop, Where: _____

B. Business Meeting, Where: _____

C. Other: _____

2 = Pleasure

Name of particular activity or event _____

How did you find out about it? _____

*3 = Daily affairs (specify)

Home, Work, School, Store, Etc.

Estimated miles ONE-WAY _____

* IF **DAILY AFFAIRS** SKIP Q4. If the respondent indicates that it is a dual purpose trip (e.g., business and pleasure) CIRCLE the primary trip type number and WRITE IN the secondary trip type number in the bottom right corner of the response box.

Q4. What source of information about travel in Idaho—if any—has been most helpful to you on this trip?

Q5. From where, or from who did you get this information? _____

Q6. When? Before trip _____ During trip _____

Q7. On a scale of 1 to 4, how familiar are you with Idaho?

1 = I don't know anything about Idaho

2 = I know a little about Idaho

3 = I know a lot about Idaho

4 = I know Idaho like the back of my hand

Q8. What is your image of Idaho as a place in which to travel?

Q9. After they give phrase ask: In terms of travel, is this a Positive, Neutral or Negative image? _____

Q10. Where are you a permanent resident (city & state) _____?

(Where do you live for the majority of the year—6 months and greater?)

Q11. *Where did you start your trip?* _____

🗨️ If Resident:

Q13. *Will you be leaving the state during this trip?* IF NO SKIP TO Q20

Q14. *Could you please show me where you will be exiting the state?* _____

Q15. *Where will you be entering the state when you return?* _____

Q21. *Have you visited any other areas of Idaho during the last season (show map on back of clipboard).*
IF NO, SKIP TO Q22
IF YES, ASK WHICH REGIONS THEY VISITED, WHAT SEASONS, AND WHAT THEY DID DURING EACH SEASON (SHOW REGIONAL MAP). RECORD RESPONSES ON ADDITIONAL DATA SHEET.

Q22. *Is this your first trip through this area of Idaho? (The area around you w/in an hour driving radius)*

Q23. *What made you travel on this particular route?*

Q24. *On a scale of 1 to 4, how familiar are you with this area? (The area around you within an hour driving radius)*

1 = I don't know anything about this area

2 = I know a little about this area

3 = I know a lot about this area

4 = I know this area like the back of my hand

Q25. *How long will you be away from home on this trip? (hours/days/months)* _____

Q26. *How much of this time (hours/days/months) will you spend in Idaho?* _____

Q27. *How many nights will you actually spend in Idaho?* _____

Q28. *If there were a scenic highway nearby, what would motivate you to use it?* _____

Q29. *Have you heard anything about the upcoming Lewis and Clark Bicentennial?* Y/N _____

Q30. *Do you have internet access?* Y/N _____

Q31. *Do you use the internet to get travel information?* Y/N _____

🗨️ If Nonresident:

Q16. *Is this your first trip to Idaho?* (Y/N)
IF YES, SKIP Q20 AND Q21

Q17. *What made you choose Idaho?* _____

Q18. *Could you please show me where you entered Idaho?* _____

Q19. *Where do you plan on exiting Idaho?* _____

Q20. *City of airport where trip was started?* _____

Now let me take a few moments to tell you about the mail-back questionnaire and the types of information you can collect for us. The center section asks you to record the trips you make and any related trip expenses over the next 24 hours.—In this section, write down your starting and ending locations for your trip TO certain places and for your RETURN trip back. Example—Record one trip for driving from home to work, and record another for driving from work to home. If after leaving home you stopped for fuel and coffee on the way to work, this extra stop would be considered part of your trip to work. Record you expenses on fuel and coffee in the Trip Expenses portion of the diary. After you complete the questionnaire, fold and insert it into the postage paid envelop and mail from any U.S. Mail box. Be sure to fill out the entry form on the back page so that your name can entered into a drawing to win an Idaho travel package. You have a 1/10,000 chance of winning—better than any state lottery!

Finally, could I get your name and address so we can send you this thank you/reminder postcard? We will mail it to you in about a week to remind you to send in your questionnaire.

Information to record

Name _____
Address _____
City/State/Province _____
Zip code _____ Country _____
✂ - - - - -
Email: _____
Would you like additional travel information about Idaho mailed to you?
<input type="checkbox"/> Yes, please mail me additional information
<input type="checkbox"/> No, please do not mail me additional information
Contact date _____ Questionnaire #: _____

Would you like additional travel information about Idaho? If you do, we will forward your name to the Idaho Department of Commerce. They will mail you additional travel information. Your name and address will not be sold or given to anyone else.

Thank you for your participation. As a token of our appreciation, here is a map of Idaho.

**The following items are
used by the survey team
to record data**

ID #				
Type of vehicle				
Own or rent this car?	own rent	own rent	own rent	own rent
# of people in vehicle				
# of households in vehicle				
Major Trip Destination	1 2 3	1 2 3	1 2 3	1 2 3
1 = An area in Idaho only (area) 2 = Several w/one including Idaho (major in/out state area) 3 = Just passing through (area/state)	_____	_____	_____	_____
Is this trip for:	1 a. b. c. 2 3*	1 a. b. c. 2 3*	1 a. b. c. 2 3*	1 a. b. c. 2 3*
1 = business a. convention/workshop, where b. business meeting, where c. other: _____ 2 = pleasure: _____ event /activity; how found out _____ *3 = daily affairs (specify) work, schol, seeing doctor, store, etc. *Mi. for this trip ONE WAY _____ * If 3 skip Info Source Question	_____	_____	_____	_____
	*Mi. for this Trip	*Mi. for this Trip	*Mi. for this Trip	*Mi. for this Trip
Most helpful Id travel information source				
Where / who get from				
Before / During Trip	B D	B D	B D	B D
How familiar w Idaho	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Image of Idaho as a place to travel				
Positive Negative Neutral?	+ - 0	+ - 0	+ - 0	+ - 0
Permanent residence? City/State				
Where start trip?				
Res Leaving State for trip?	Y N	Y N	Y N	Y N
Exit point (hwy #)				
Entry Point for return				
NRes: First trip to ID?	Y N	Y N	Y N	Y N
Why ID				
Entry point				
Exit Point				
Airport				
*Visited Idaho last season?	N *Y (next page)	N *Y (next page)	N *Y (next page)	N *Y (next page)
First time through this area	Y N	Y N	Y N	Y N
Why travel this route				
How familiar w/this area	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Away from home hr/day/mo	hr d mo	hr d mo	hr d mo	hr d mo
How many hr/day/mo in ID	hr d mo	hr d mo	hr d mo	hr d mo
# of nights in ID?				
What MOTIVATE you to use nearby scenic highway?				
Heard of upcoming L&C Bicentennial?	Y N	Y N	Y N	Y N
Have Internet access	Y N	Y N	Y N	Y N
Use to get travel info?	Y N	Y N	Y N	Y N

ID #				
Region/Season	Activity	Activity	Activity	Activity
1				
2				
3				
4				
5				
6				
7				

All Regions

In what types of on-snow activities do you participate?	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8
Types of on-snow activities: 1. Alpine (downhill) 2. Nordic (cross-country) 3. Telemark 4. Snowboard 5. Snowshoe 6. Snow skate/skiboard 7. Snowmobiling 8. Sledding 9. Other: _____	9,Other:	9,Other:	9,Other:	9,Other:
Which type today?	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8
	9	9	9	9

Region 2

Time or knew in advance likely to visit sites, interpretive centers, kiosks, etc. about ID's indigenous cultures?	Y N	Y N	Y N	Y N
Which of the following would you like to see offered in conjunction with the Lewis and Clark Bicentennial:	1. Visitor center 2. Re-enactments of historical events at scheduled times 3. Community theater focused on period of Lewis and Clark 4. Interpretive kiosks 5.	1. Visitor center 2. Re-enactments of historical events at scheduled times 3. Community theater focused on period of Lewis/Clark 4. Interpretive kiosks 5.	1. Visitor center 2. Re-enactments of historical events at scheduled times 3. Community theater focused on period of Lewis/Clark 4. Interpretive kiosks 5.	6. Visitor center 7. Re-enactments of historical events at scheduled times 8. Community theater focused on period of Lewis/Clark 9. Interpretive kiosks 10.

Region 3

If destination Boise and Business Traveler: While in Boise for bus. kinds of things do for fun in & around Boise				
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Region 4

Show Stick Figure: Have you seen this logo?	Y N	Y N	Y N	Y N
If so, Where?				
If so, What does it mean to you?				

Region 5

Seen info for: The Nat OR CA Trail Center?	Y N Where:	Y N Where:	Y N Where:	Y N Where:
Lava Hot Springs?	Y N Where:	Y N Where:	Y N Where:	Y N Where:

Region 5 & 6

What is your favorite winter attraction in this part of Idaho?				
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Region 7 (what did)

If destination Sun Valley: How did you find out about Sun Valley?				
What made decide to visit to Sun Valley?				

I. T. S. CONTACT INTERVIEW

Flagger _____

Site # _____ Direction _____ Date _____ Start time _____ End time _____

Total VALID Contacts for 2.5 hour Time block: _____

Hourly Vehicle Tally

Time Block	Commercial	In-State Plates	Out-of-state plates
Hour 1: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Hour 2: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Hour 3: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Hour 4: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Hour 5: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Hour 6: From: _____ a.m. / p.m To: _____ a.m. / p.m.			
Daily Totals			

On-site comments and observations: _____

**The following two items
are laminated and
shown to travelers**

Where do you ENTER and EXIT Idaho?

Others:

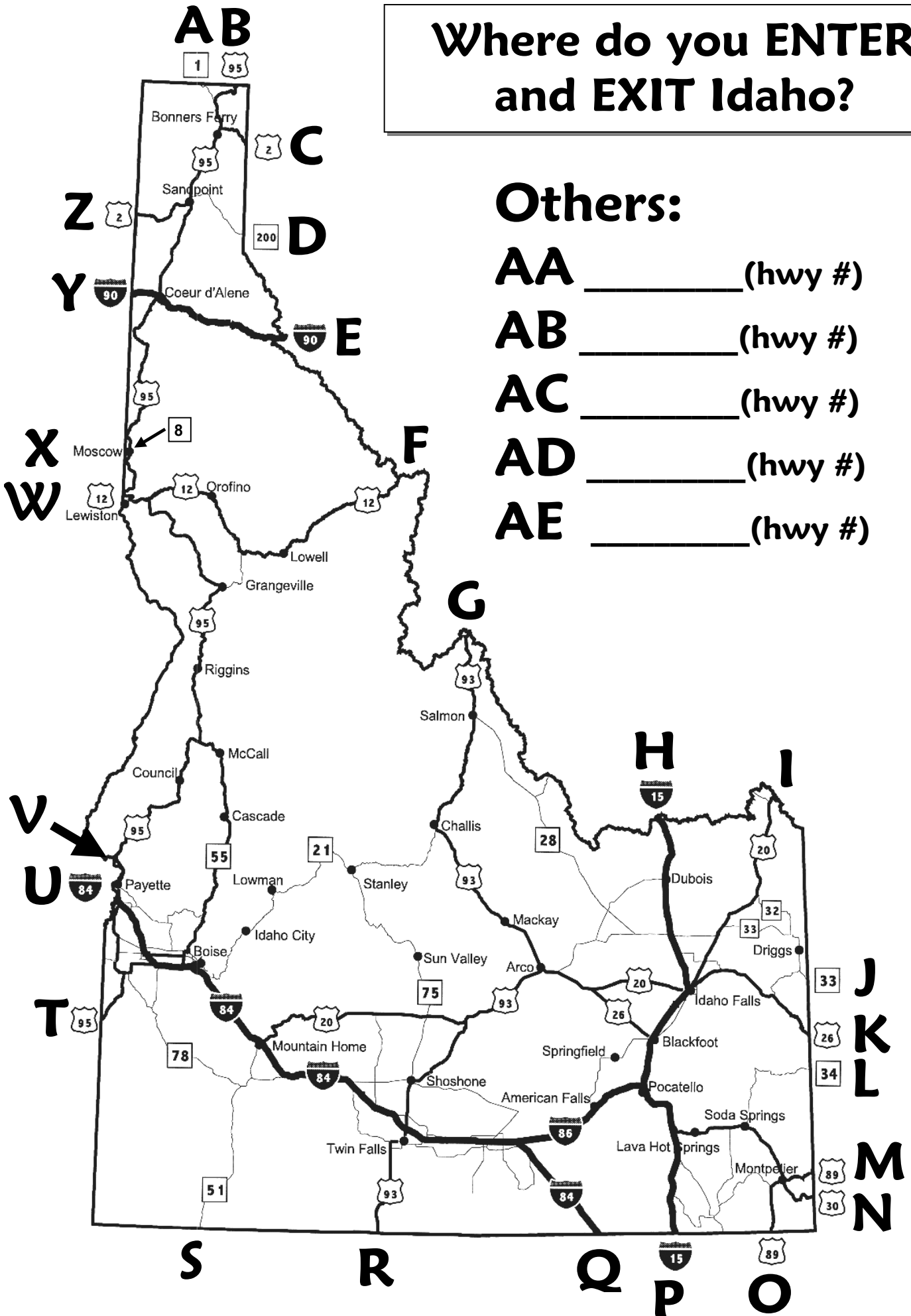
AA _____ (hwy #)

AB _____ (hwy #)

AC _____ (hwy #)

AD _____ (hwy #)

AE _____ (hwy #)



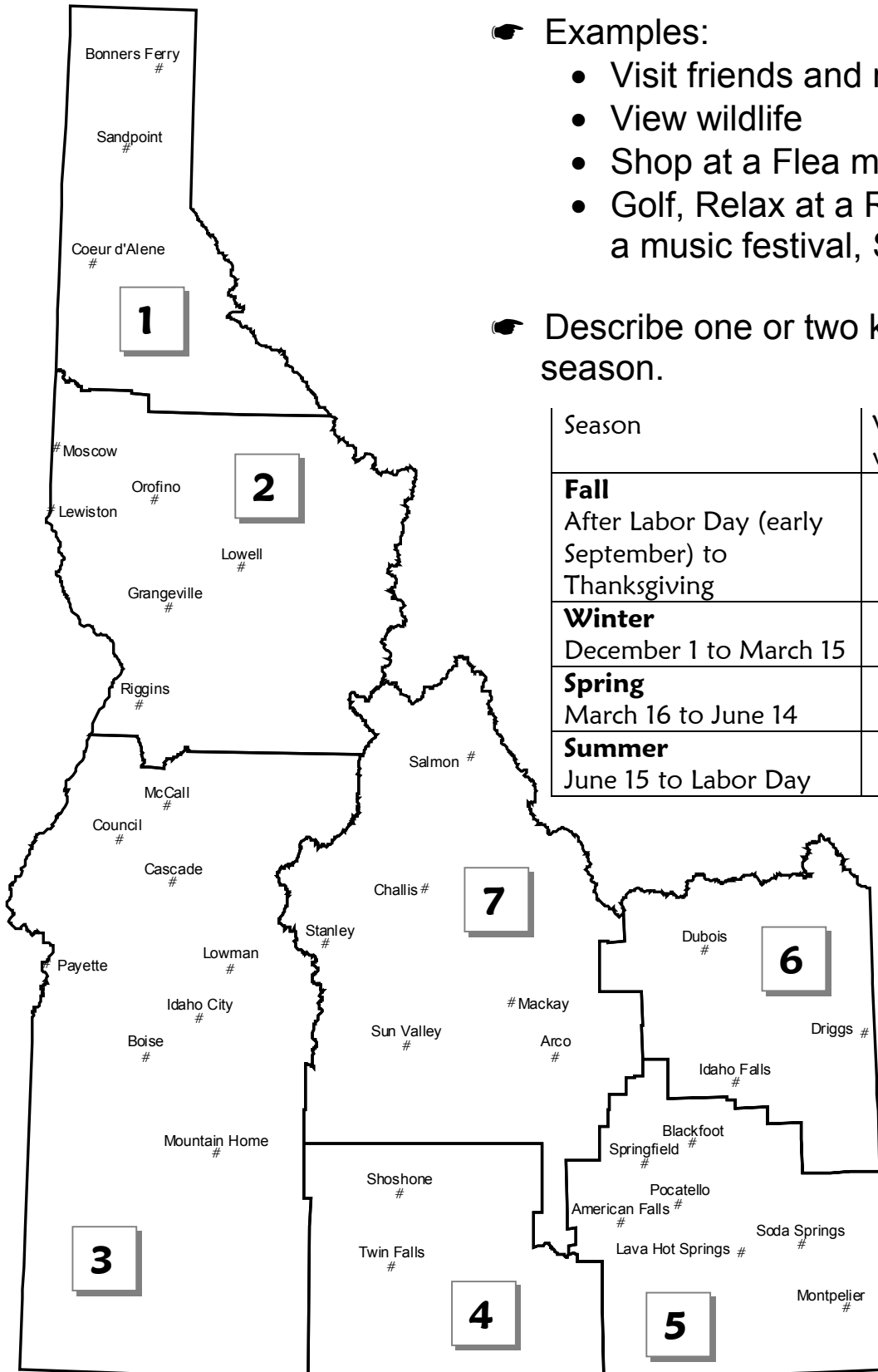
Q20. 🖱️ Where in Idaho have you visited during the last season?

🖱️ What did you do during your visit?

🖱️ Examples:

- Visit friends and relatives
- View wildlife
- Shop at a Flea market
- Golf, Relax at a Resort, Hike, Attend a music festival, Snowmobile, etc.

🖱️ Describe one or two key items for a season.



Season	What did you do when you visited?
Fall After Labor Day (early September) to Thanksgiving	
Winter December 1 to March 15	
Spring March 16 to June 14	
Summer June 15 to Labor Day	