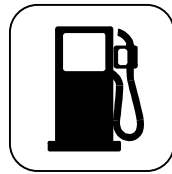


IDAHO TRAVEL



How do we
stack up?



Conducted by:

The Department of Resource Recreation & Tourism

University of Idaho

For the State of Idaho



DIRK KEMPTHORNE
GOVERNOR

A MESSAGE FROM DIRK KEMPTHORNE
Governor of Idaho

Dear Traveler:

Welcome to Idaho! Whether you're traveling for vacation or business, there is much to discover and enjoy in our beautiful state.

The quality of life in Idaho makes our state a great place to vacation and we want to make sure every visitor receives the best we have to offer. Please help us in that effort by taking a moment to complete the questionnaire from the University of Idaho that is in this packet.

Your responses will be held in strict confidence unless you request additional travel and recreation information from the state. Your participation assists us in providing the best experience for every traveler in Idaho, both residents and non-residents alike.

Once again, thanks for visiting our state. You may have arrived as a visitor, but you are welcomed as a friend.

With best regards,

Sincerely,
A handwritten signature in black ink that reads "Dirk Kempthorne".

DIRK KEMPTHORNE
Governor

TEACHING/RESEARCH/SERVICE

Moscow, ID 83844-1139 USA

- Natural Resource Communication
- Tourism and Leisure Enterprises
- Wilderness and Nature Conservation
- Outdoor Recreation Leadership

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Administrative Assistant

Deanna Dansie
Office Specialist

Dan Spinosa
Research Analyst

Dear Traveler:

The state of Idaho and the University of Idaho are surveying travelers in Idaho. We are trying to better understand how people use Idaho's roads and attractions. By taking 20-30 minutes to complete this questionnaire, you will be helping us ensure that Idaho's road system and attractions will be even more enjoyable on your next trip. Two parts of the questionnaire require you to record information throughout your trip. When you have completed the questionnaire, please fold in half, insert into the envelope, seal, and drop it in any U.S. mailbox. Postage has been paid.

As a small token of our gratitude, we would like to provide you the opportunity to win an Idaho travel package. All completed surveys that are returned to us will be entered in a seasonal drawing.


We really do appreciate your help!



Dan Spinosa



William McLaughlin



Nick Sanyal

First, some information about your trip
--

1. What are the reasons you were traveling in IDAHO when we stopped you along the highway?
(Please read through the list below and then choose the **one** main reason, and **as many** other reasons as apply to that trip)

THE MAIN REASON

▼ (Check one)

OTHER REASONS

▼ (Check as many as apply)

- | | |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> CONDUCT DAILY AFFAIRS (examples: go to the store for everyday items, go to work or school, or visit the doctor) |
| <input type="checkbox"/> | <input type="checkbox"/> GO SHOPPING |
| <input type="checkbox"/> | <input type="checkbox"/> BUSINESS TRIP OR MEETING |
| <input type="checkbox"/> | <input type="checkbox"/> ATTEND A CONVENTION OR WORKSHOP (NAME: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT A DESTINATION RESORT/TOWN (NAME: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT A CASINO OR GAMING HALL |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT A CULTURAL OR HISTORICAL SITE |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT AN ART GALLERY |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT A SCIENCE CENTER |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT FRIENDS OR RELATIVES |
| <input type="checkbox"/> | <input type="checkbox"/> VISIT ONE OR MORE NATURAL ATTRACTIONS (examples: Yellowstone National Park, Salmon River, Selway-Bitterroot Wilderness Area, Bear Lake, Bruneau Dunes State Park)
(NAME: _____)
(NAME: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> PARTICIPATE IN SPECIFIC RECREATION OR LEISURE ACTIVITIES (examples: rafting, skiing, fishing, camping, golf, team sports, bicycling)
(ACTIVITY: _____ LOCATION: _____)
(ACTIVITY: _____ LOCATION: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> ATTEND AN EVENT OR FESTIVAL (examples: fair, concert, organizational camp)
(EVENT NAME: _____ LOCATION: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> TRAVELING THROUGH IDAHO TO ANOTHER DESTINATION
(NAME OF THE DESTINATION: _____) |
| <input type="checkbox"/> | <input type="checkbox"/> OTHER PURPOSE (Please describe _____) |

2. In total, how many nights did you spend away from home and in Idaho on this trip? (If you spent no nights away from home on this trip, place an X in the spaces below)

I SPENT _____ NIGHTS AWAY FROM HOME; OF THESE _____ NIGHTS WERE SPENT IN IDAHO.

Now we would like to learn about how you planned your travel

3. Which of the following best describes the type of travel planning you and your group did for this trip? (*Please check only one box*)

- WE PLANNED OUR TRIP BEFORE WE LEFT HOME AND DID PRETTY MUCH WHAT WE HAD PLANNED TO DO.
- ALTHOUGH WE HAD DONE A LOT OF PLANNING BEFORE WE LEFT HOME, WE WERE FLEXIBLE AND CHANGED SOME OF OUR PLANS WHILE WE WERE ON THE ROAD.
- ALTHOUGH WE HAD DONE A LOT OF PLANNING BEFORE WE LEFT HOME, WE DID NOT STICK TO OUR PLANS AT ALL.
- WE DID LITTLE PLANNING BEFORE WE LEFT HOME AND MADE MOST OF OUR DECISIONS WHILE WE WERE TRAVELING.
- WE DID NO ADVANCE PLANNING (SKIP TO QUESTION 5.1) ◆

4. How long before you started on this trip did you and your group begin planning for this trip? (*Please check only one box*)

- NO ADVANCE PLANNING
- LESS THAN 48 HOURS (2 DAYS)
- MORE THAN 48 HOURS, BUT LESS THAN A WEEK
- MORE THAN ONE WEEK, BUT LESS THAN ONE MONTH
- MORE THAN ONE MONTH, BUT LESS THAN THREE MONTHS
- MORE THAN THREE MONTHS, BUT LESS THAN SIX MONTHS
- MORE THAN SIX MONTHS
- I DON'T REMEMBER

5.1 How did you and your group make travel arrangements for this trip? ←

▼ *Please circle all that apply*

- A. DIDN'T MAKE ANY TRAVEL ARRANGEMENTS
- B. DON'T REALLY KNOW BECAUSE I WAS NOT INVOLVED IN MAKING ARRANGEMENTS
- C. CONTACTED HOTELS, RESORTS, AIRLINES, ETC., DIRECTLY BY PHONE AND MADE ARRANGEMENTS IN ADVANCE
- D. CONTACTED HOTELS, RESORTS, AIRLINES, ETC., DIRECTLY BY MAIL AND MADE ARRANGEMENTS IN ADVANCE
- E. CONTACTED HOTELS, RESORTS, AIRLINES, ETC., DIRECTLY VIA THE WEB AND INTERNET AND MADE ARRANGEMENTS IN ADVANCE
- F. CONTACTED A TRAVEL PROFESSIONAL WHO MADE ALL OF MY ARRANGEMENTS IN ADVANCE
- G. MADE MOST ARRANGEMENTS ON-SITE AS I/WE TRAVELED
- H. OTHER: _____

5.2 Which one of the travel arrangements (A-H) in 5.1 above did you rely on most?

WRITE THE LETTER FOR YOUR RESPONSE HERE: _____

6. Below is a list of possible trip planning information sources. Tell us which information sources you used and when they were used for this trip in Idaho?

TRIP PLANNING INFORMATION SOURCES	Which response describes when you used each information source on <u>this trip</u> in Idaho? (Circle as many responses as apply for each information source)		
Magazine advertisement (magazine name: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Magazine article (magazine name: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Newspaper article (newspaper name: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Newspaper advertisement (newspaper name: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Travel feature on TV	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Advertisement on TV	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Radio	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
<hr/>			
Prior travel in Idaho	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from friends, relatives, or acquaintances	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Highway signs	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Billboards	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Internet/World Wide Web (WWW)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from a Visitor and Convention Bureau in Idaho (name of town: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from Idaho campground owners & operators	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from Idaho outfitters and guides	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
<hr/>			
Information from a Chamber of Commerce in Idaho (name of town: _____)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from travel agents	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from service employees (waiters and waitresses, gas station attendants, hotel check-in clerks, etc.)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from Idaho Division of Tourism Development	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from Idaho State Parks	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Information from federal land management agencies (USFS, BLM, NPS)	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP
Other (please describe): _____	NOT USED	BEFORE I LEFT HOME	DURING MY TRIP

7. Please select from the list that follows your first, second, and third choices for how you like to gather future travel information about Idaho. (*Write the **letter** (A-M) for your choices in the appropriate spaces provided below*)

- A.** Mailing a letter or postcard to an information source
B. Using the web or e-mail
C. Talking with friends and relatives
D. Asking questions of others in person
E. Buying commercially available guide books
F. Picking up free brochures, pamphlets, or guides

- G.** Making a toll free phone call
H. Watching TV
I. Reading newspapers
J. Reading magazines
K. Reading billboards along the way
L. Reading directional signs along the way
M. Other,
please describe: _____

Letter

FIRST CHOICE _____

SECOND CHOICE _____

THIRD CHOICE _____

8. When planning a trip like this one, how important are the following items in choosing your destination? (*Please circle one response for each item*)

TRIP PLANNING ITEMS	How important is each item in choosing your destination? (Please circle one response for each item)				
	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
Having a variety of things to do in the daytime					
Having a variety of things to do in the evening					
Availability of basic tourism services (banks, lodging, food, automotive)					
Availability of health care facilities					
Personal safety					
Price (lodging, outfitting services, gasoline, etc.)					
Having a range of prices to choose from when selecting lodging, guide services, restaurants, etc.					
Availability of travel packages					

Next, some questions about why you travel

9. Below is a list of possible reasons for travel. Please tell us how important each reason was to you for taking this trip.

REASONS FOR THIS TRIP	How important was each reason to you for taking <u>this trip</u>? (Please circle one response for each reason)				
To do something together with my family	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To strengthen bonds with friends	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To get exercise	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To seek novelty and change	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To do something that was tailored just for me	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To get away from the usual demands of life	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
<hr/>					
To be alone	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To do what most others have not done, and then tell my friends about it	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To bring back pleasant memories	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To visit someplace totally new	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To try as many things as possible	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To think about my personal values	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
<hr/>					
To have an adventure with little risk, and few comforts	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have an adventure with little risk, and a lot of comforts	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have an adventure with a lot of risk, and a lot of comforts	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have an adventure with a lot of risk, and few comforts	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To visit places unfamiliar to me	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To learn about cultures where I travel	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT

REASONS FOR THIS TRIP

How important was each reason to you for taking this trip?
(Please circle one response for each reason)

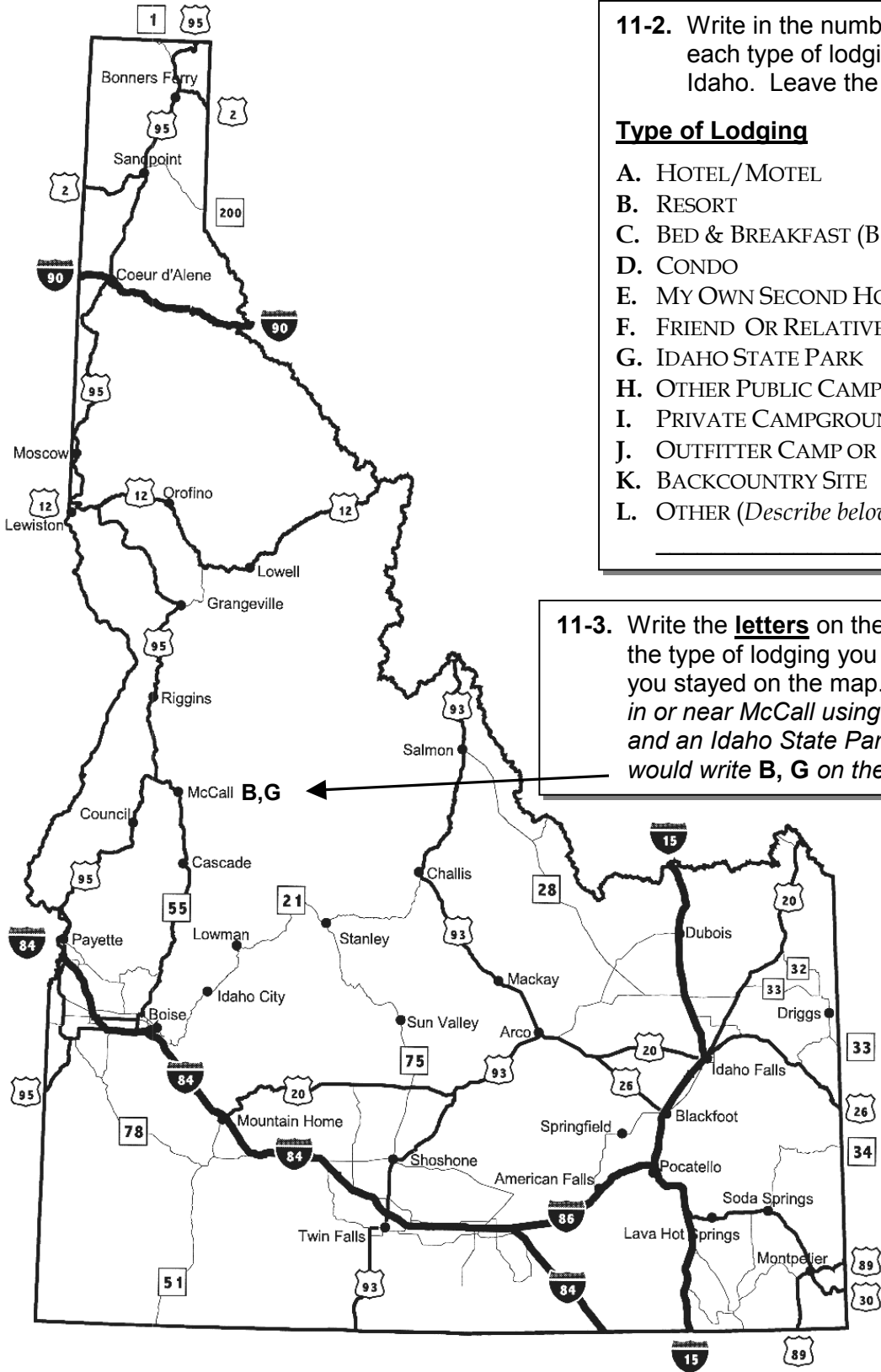
To actively engage in challenging outdoor recreation activities	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To learn more about nature	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have an experience that fits me perfectly	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To escape the pressures of my workplace	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To visit an area I've been to before	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To learn about the history where I travel	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
<hr/>					
To visit a remote area that is hard to get to	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To help bring my family together more	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To return home with a story to tell that will dazzle my friends	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To re-live good times I have had in the past	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To discover new things	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT

10. Where do you prefer to participate in the following kinds of recreation in Idaho? (*Circle one response for each kind of recreation*)

KINDS OF RECREATION	NOT APPLICABLE TO ME	PREFER ON-TRAIL EXPERIENCES	PREFER OFF-TRAIL EXPERIENCES	PREFER BOTH ON- AND OFF-TRAIL
Motor bike riding	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
4-wheeler (ATV) riding	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
4-WD (Jeeps, etc.) driving	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Mountain biking	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Hiking	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Horseback riding	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Snowmobiling	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Cross-country skiing	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Snowshoeing	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH
Running	NOT APPLICABLE	ON-TRAIL	OFF-TRAIL	BOTH

Please complete this Travel Route & Lodging Diary for your entire visit to Idaho

11-1. As you travel through Idaho, please draw in your approximate travel route on the map below.



11-2. Write in the number of nights you stayed at each type of lodging used during your trip in Idaho. Leave the ones you did not use blank.

<u>Type of Lodging</u>	<u># of Nights</u>
A. HOTEL/MOTEL	_____
B. RESORT	_____
C. BED & BREAKFAST (B & B)	_____
D. CONDO	_____
E. MY OWN SECOND HOME	_____
F. FRIEND OR RELATIVE'S HOME	_____
G. IDAHO STATE PARK	_____
H. OTHER PUBLIC CAMPGROUND	_____
I. PRIVATE CAMPGROUND	_____
J. OUTFITTER CAMP OR FACILITY	_____
K. BACKCOUNTRY SITE	_____
L. OTHER (<i>Describe below</i>)	_____

11-3. Write the **letters** on the map (see A-L above) for the type of lodging you used next to the places you stayed on the map. *For example, if you were in or near McCall using a Resort (B) for 1 night, and an Idaho State Park (G) for 2 nights, you would write B, G on the map next to McCall.*

And a few more questions about why you travel

12. Below are additional reasons for travel. Please tell us how important each reason was to you for taking this trip.

REASONS FOR THIS TRIP	How important was each reason to you for taking <u>this trip</u> ? (Please circle one response for each reason)				
To gain things that will help me in life	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To learn about places where I travel	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To visit a remote outdoor area that is easy to get to	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To forget about everything else and think about who I am	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have an experience that my friends will find unbelievable	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To do something I don't do often	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
<hr/>					
To engage in relaxing outdoor recreation activities	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have a chance to learn new things	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To learn about the natural world	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To visit an area I know like the back of my hand	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To test and use my outdoor recreation equipment	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To have the chance to be on my own	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
<hr/>					
To see as many places as I can	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To help keep me physically fit	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To change my daily routine	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To do something new	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To do things with my friends	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To get away from the clutter and racket for a while	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT
To get variety back in my life	NOT IMPORTANT	SOMEWHAT IMPORTANT	MODERATELY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT

13. What is your perception of Idaho State Patrol's performance? (*Check one box for each item*)

If you have had no experience with the Idaho State Patrol, check here and go to #14.

	EXTREMELY	QUITE	SLIGHTLY	NEITHER	SLIGHTLY	QUITE	EXTREMELY	
<u>Friendly</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Unfriendly</u>
<u>Helpful</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Unhelpful</u>
<u>Professional</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Unprofessional</u>

14. Think back to when we interviewed you. Including yourself, how many people were you traveling with? (*Please fill in the blanks below*)

NUMBER OF PEOPLE
(INCLUDING YOURSELF)

CHILDREN (0-12 YRS.) _____

TEENS (13-17 YRS.) _____

ADULTS _____

Finally, some questions about you and your household

15. Where are you a permanent resident?

CITY _____ STATE/PROVINCE _____ POSTAL ZIP CODE _____

COUNTRY _____

16. Is your current residence (*Check one box*) PERMANENT OR SEASONAL?

17. Which best describes your current residence? (*Check one box and circle the type of housing unit*)

STAND ALONE HOUSING UNIT

Please circle the type that best describes your housing unit

A. House

B. Trailer

C. Other: _____

CONNECTED HOUSING UNIT

Please circle the type that best describes your housing unit

A. Duplex

B. Apartment complex

C. Condominium complex

D. Retirement center

E. Other: _____

18. How many people live at this residence (including live-in domestic workers)? _____ (*Number*)

19. How many street vehicles are normally available for use at this residence? *(Fill in numbers)*

	<i>NUMBER</i>
MOTOR VEHICLES (CARS, TRUCKS, VANS, ETC.)	_____
MOTORCYCLES	_____
BICYCLES	_____
OTHER (<i>Write in _____</i>)	_____

20. Please fill in the following chart for you and all others in your household 14 years or older.

	YOU	Other members of your household 14 years or older					
20.1 Age (<i>Please write in each person's age</i>)							
20.2 Gender (<i>Circle one for each person</i>)	M / F	M / F	M / F	M / F	M / F	M / F	M / F
20.3 Licensed Driver (<i>Circle one for each person</i>)	Y/ N	Y/ N	Y/ N	Y/ N	Y/ N	Y/ N	Y/ N
20.4 Employment Status (<i>Check as many as apply for each person</i>)							
Employed full time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employed part time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homemaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full time student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part time student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>Specify for each</i>)	_____	_____	_____	_____	_____	_____	_____

21. What was the combined, pre-tax, annual income for your household in 1998? *(Please check only one box)*

- | | |
|--|---|
| <input type="checkbox"/> I'D RATHER NOT ANSWER | <input type="checkbox"/> \$50,000 To \$59,999 |
| <input type="checkbox"/> LESS THAN \$10,000 | <input type="checkbox"/> \$60,000 To \$69,999 |
| <input type="checkbox"/> \$10,000 To \$19,999 | <input type="checkbox"/> \$70,000 To \$79,999 |
| <input type="checkbox"/> \$20,000 To \$29,999 | <input type="checkbox"/> \$80,000 To \$89,999 |
| <input type="checkbox"/> \$30,000 To \$39,999 | <input type="checkbox"/> \$90,000 To \$99,999 |
| <input type="checkbox"/> \$40,000 To \$49,999 | <input type="checkbox"/> \$100,000 AND ABOVE |

Thank you for taking the time to help us. If there is anything else you would like to tell us about your travels in Idaho, please use the space below to do so.

Now that you have completed your questionnaire, and if you would like to take us up on the opportunity to **win an Idaho travel package**, simply enter your name and address below. *Your name and address will be separated from this questionnaire. All the information you provided will not be associated with your name.*
Good Luck!

Name	_____				
Street/PO Box	_____				
City	_____	State/Province	_____	ZIP	_____
Country	_____				

Thank You—Enjoy Your Travels In Idaho!

Please fold & crease this questionnaire in half on the dotted line.

Insert the completed questionnaire into the return envelope and drop in any U.S. mailbox.
