**Date: Interviewer: Time Start:** **Time End:** **Length:**

**CORE TOURISM-RELATED QUESTIONS**

Hello, I’m conducting a very brief survey on behalf of \_\_\_\_\_\_\_\_\_ to get your feedback about today’s [event/program].

It will take less than 5 minutes and is completely confidential (you don’t need to give me your name).

1. Are you a student in the Ithaca area?

 01 Yes **🡪 SKIP TO Q11**

 02 No **🡪 CONTINUE WITH Q2**

 99 REFUSED/NO RESPONSE **🡪 CONTINUE WITH Q2**

2. Where is your permanent residence? **(RECORD ONE RESPONSE FOR EACH.)**

 **City/Town State Country**

 01 Ithaca 01 New York 01 United States

 95 Other (specify): 95 Other (specify): 95 Other (specify):

99 REFUSED/NO RESPONSE 99 REFUSED/NO RESPONSE 99 REFUSED/NO RESPONSE

***NOTE: If multiple people in group, survey out-of-town attendee when possible (but survey resident if non-resident unavailable).***

**IF STUDENT IN THE AREA OR PERMANENT RESIDENCE IS ITHACA, SKIP TO Q11. OTHERWISE ASK:**

3. How far did you travel to get to here? Miles 99 REFUSED/NO RESPONSE

4. In total, approximately how much money do you expect to spend while in the Ithaca area? When answering, please include food and drink, lodging, transportation, gas, shopping, and entertainment – but only for money spent specifically while in the Ithaca area.

 $ Total spent 99 REFUSED/NO RESPONSE

5. For how many nights are you staying in the area? Nights

 00 None, not spending the night **🡪 SKIP TO Q7**

 99 REFUSED/NO RESPONSE **🡪 SKIP TO Q7**

**IF SPENDING THE NIGHT IN THE AREA:**

6. Where are you staying during your visit?

 01 Hotel/Motel/Resort/B&B/Inn

 02 Family/Friends’ place

 03 Campground

 04 Dorm room

95 Other (specify):

 99 REFUSED/NO RESPONSE

**ASK EVERYONE (WHO ISN’T A LOCAL STUDENT/ITHACA RESIDENT):**

7. Did you come to the Ithaca area primarily for:

 01 This [event/program] **🡪 SKIP TO Q11**

 02 Something else **🡪 CONTINUE WITH Q8**

 99 REFUSED/NO RESPONSE

**IF PRIMARY REASON FOR VISIT WAS SOMETHING OTHER THAN THIS EVENT:**

8. Was the visit connected in any way with Cornell University or Ithaca College?

01 Yes **🡪 CONTINUE WITH Q8A**

 03 No **🡪 SKIP TO Q9**

 99 REFUSED/NO RESPONSE **🡪 SKIP TO Q9**

**IF VISIT CONNECTED WITH CU OR IC:**

8A. In what way was it connected with Cornell University or Ithaca College?

**(DO NOT READ LIST. ACCEPT ALL THAT APPLY.)**

01 Visiting family/friend who attends or works there

02 Dropping off/picking up student

03 Touring with a prospective student

04 Attending an event (specify):

05 Attending a conference

95 Other (specify):

 99 REFUSED/NO RESPONSE

**IF VISIT NOT CONNECTED WITH CU OR IC:**

9. What was the primary purpose of your visit to the area? **(DO NOT READ LIST. ACCEPT ALL THAT APPLY.)**

01 Visiting family/friends

02 Attending an event (specify):

03 General vacation

95 Other (specify):

 99 REFUSED/NO RESPONSE

**ASK EVERYONE (WHO ISN’T A LOCAL STUDENT/ITHACA RESIDENT):**

10. Do you think you’ll visit Ithaca again…? **(READ LIST. ACCEPT ONE RESPONSE ONLY.)**

 01 Within a month

 02 Within a few months

 03 Within a year

 04 Within a few years, or

 05 Not for a very long time, if ever

 99 REFUSED/NO RESPONSE

**ASK EVERYONE:**

11. How did you hear about this event? **(DO NOT READ LIST. ACCEPT ALL THAT APPLY.)**

1. Online/Internet
2. Social media (Facebook, Twitter, etc.)

02 Friends/Family (word-of-mouth)

03 Invitation (email, paper, other NOT including social media)

04 Newspaper article/advertisement (print only, NOT online)

05 Poster/Flyer

06 Online event calendars

95 Other (specify):

 99 REFUSED/NO RESPONSE

12. Would you like to receive periodic emails regarding events in the Ithaca area?

01 Yes **🡪 RECORD: Email**

 02 No/REF/NR

13. Would you be willing to participate in future research about this or other events?

01 Yes **🡪 RECORD: Email (if not entered above)**

 02 No/REF/NR **Phone**

14. **RECORD GENDER (DO NOT ASK):**

 01 Male 02 Female

Those are all the questions I have – thank you for your participation!

**SUPPLEMENTAL QUESTIONS**

***NOTE: As an event organizer, you will typically want to ask many of these questions while you have the opportunity!***

3A. In addition to this event, which of the following will you be doing today or during your time in the Ithaca area…?

**(CIRCLE ONE RESPONSE FOR EACH ACTIVITY.)**

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITY** | **YES** | **NO** | **REF/NR** |
| 1. Shopping for yourself or others
 | 01 | 02 | 99 |
| 1. Outdoor activities, such as hikes, walks, visiting a gorge or park, etc.
 | 01 | 02 | 99 |
| 1. Cultural activities, such as museums, galleries, etc.
 | 01 | 02 | 99 |
| 1. Dining out or having a beverage in a restaurant or coffee shop
 | 01 | 02 | 99 |
| 1. Attending other events
 | 01 | 02 | 99 |
| 1. Concerts, or other forms of entertainment
 | 01 | 02 | 99 |

11A. Overall, how would you rate your enjoyment of this event? Please use a 10-point scale where 10 means it was “great” and 1 means it was “terrible.”

 **Great Terrible REF/NR**

 10 09 08 07 06 05 04 03 02 01 99

11B. What did you enjoy the most about this event? **(DO NOT READ. RECORD EXACT RESPONSE – CLARIFY AS NECESSARY.)**

95 Other (specify):

 96 NOTHING AT ALL – EVERYTHING WAS TERRIBLE

99 REFUSED/NO RESPONSE

11C. What could be improved? **(DO NOT READ. RECORD EXACT RESPONSE – CLARIFY AS NECESSARY.)**

95 Other (specify):

 96 NOTHING AT ALL – EVERYTHING WAS GREAT

99 REFUSED/NO RESPONSE

11D. For each of the following statements about this event, please tell me whether you completely agree, mostly agree, mostly disagree, or completely disagree. Even if you didn’t experience something first-hand, please just tell me your perceptions. **(CIRCLE ONE RESPONSE FOR EACH STATEMENT.)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **STATEMENTS** | **Completely****Agree** | **Mostly****Agree** | **Mostly****Disagree** | **Mostly****Disagree** | **REF/NR** |
| 1. Wide variety of vendors
 | 04 | 03 | 02 | 01 | 99 |
| 1. High quality vendors
 | 04 | 03 | 02 | 01 | 99 |
| 1. Affordable vendors
 | 04 | 03 | 02 | 01 | 99 |
| 1. Convenient parking
 | 04 | 03 | 02 | 01 | 99 |
| 1. Affordable parking
 | 04 | 03 | 02 | 01 | 99 |
| 1. A fun time
 | 04 | 03 | 02 | 01 | 99 |
| 1. Well organized
 | 04 | 03 | 02 | 01 | 99 |
| 1. Well attended
 | 04 | 03 | 02 | 01 | 99 |
| 1. Something I would do again if it is repeated
 | 04 | 03 | 02 | 01 | 99 |
| 1. SPACE FOR OTHERS, CAN BE DELETED
 | 04 | 03 | 02 | 01 | 99 |
| 1. SPACE FOR OTHERS, CAN BE DELETED
 | 04 | 03 | 02 | 01 | 99 |
| 1. SPACE FOR OTHERS, CAN BE DELETED
 | 04 | 03 | 02 | 01 | 99 |

**SUPPLEMENTAL QUESTIONS (continued)**

**Demographics**

These last questions are for analysis purposes only, to make sure we’re representing all different types of people in our survey.

D1. Which of the following categories includes your age (show separate card)?

01 A) 18-24
02 B) 25-34
03 C) 35-44
04 D) 45-54
05 E) 55-64
06 F) 65+
99 REFUSED/NO RESPONSE

D2. Which of the following categories includes total household income, before taxes (show separate card)?

01 A) Less than $20,000
02 B) $20,000 - $29,999
03 C) $30,000 - $39,999
04 D) $40,000 - $49,999
05 E) $50,000 - $59,999
06 F) $60,000 - $69,999
07 G) $70,000 - $79,999
08 H) $80,000 - $89,999
09 I) $90,000 - $99,999
10 J) $100,000 - $149,999
11 K) $150,000
99 REFUSED/NO RESPONSE

# Age Categories

*Please respond with the appropriate letter:*

A) 18 to 24
B) 25 to 34
C) 35 to 44
D) 45 to 54

E) 55 to 64
F) 65 and higher

# Household Income Categories

*Please respond with the appropriate letter:*

A) Less than $20,000
B) $20,000 to $29,999
C) $30,000 to $39,999
D) $40,000 to $49,999
E) $50,000 to $59,999
F) $60,000 to $69,999
G) $70,000 to $79,999
H) $80,000 to $89,999
I) $90,000 to $99,999
J) $100,000 to $149,999
K) $150,000 or higher