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TOURISM CENTER

Itasca Area Visitor Profile: Third Quarter Summary (Spring 2015)

Authored by Somongkol Teng, Xinyi Qian, Ph.D., and Daniel Erkkila, Ph.D.

PROGRAM SPONSOR: College of Food, Agricultural and Natural Resource Sciences,
University of Minnesota

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July 2015

Authored by Somongkol Teng, Xinyi Qian, Ph.D., and Daniel Erkkila, Ph.D., University of Minnesota Tourism Center

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EXECUTIVE SUMMARY

In 2014, Visit Grand Rapids, the convention and visitor bureau in Grand Rapids, collaborated with a variety of entities to fund a profile of visitors to the Itasca area from fall 2014 to summer 2015. Below is a summary of third-quarter findings —spring 2015 (March through May 2015).

RESPONDENTS

More than half (56 percent) of third-quarter respondents were male, and approximately 60 percent were between the age of 41 and 70. The annual household income of 45 percent of respondents was in the range of \$50,001 - \$100,000. Additionally, around 35 percent had a bachelor's degree and another 22 percent had some college education. The majority of third-quarter respondents were repeat visitors, as more than 80 percent made between one and 10 visits to the Itasca area in the past 12 months.

2015 SPRING QUARTER TRIP INFORMATION

The majority of third-quarter respondents indicated the Itasca area was their primary destination (86.6 percent) and spent between one and three nights in the area (64.5 percent). The most frequently chosen lodging facility is a hotel or motel (34.6 percent), followed by visitors' own vacation home (12.3 percent). More than 94 percent of respondents arrived in the Itasca area by car, van, or truck. Thirty-eight percent of respondents traveled in a group of two, and about 33 percent traveled with family. In terms of spending, the highest spending category was lodging, followed by restaurants, transportation, shopping, and groceries. The average third-quarter respondent spent a total of \$129 a day in the Itasca area, although the number varies widely from visitor to visitor.

TRIP ACTIVITIES, PURPOSE, AND PLANNING

The most frequently identified trip activity is dining out (76.5 percent), followed distantly by ice fishing (35.9 percent) and visiting friends and relatives (28 percent). Ice fishing was the most frequently identified primary reason for taking the trip (22.5 percent). In terms of trip planning, about 29 percent of third-quarter respondents planned their trip less than two weeks in advance, and another 25 percent planned the trip two to four weeks in advance. Word of mouth was the most frequently used information source (51.9 percent), followed by area/destination website (13.8 percent).

IMPACT AND USE OF SOCIAL MEDIA

The majority of third-quarter respondents (89.6 percent) did not change their original trip plans based on social media information. Approximately 60 percent of respondents reported they would use mobile devices more to share information about the trip. The three most frequently identified medium for sharing trip information were word of mouth (67.5 percent), text messages (41.1 percent), and Facebook (38.7 percent).

INTRODUCTION

Consumer profile information is essential for tourism marketing and planning. In the Itasca area, comprehensive consumer information dates back to 2002 (Tourism Center, 2002). Subsequently, Visit Grand Rapids, the city’s convention and visitor bureau, collaborated with various entities to fund a profile of visitors to the Itasca area from fall 2014 to summer 2015. This summary report presents the methods and findings of the third quarter—spring 2015 (March through May 2015).

METHODOLOGY

Trained staff administered on-site, in-person questionnaires to Itasca-area visitors during spring 2015, specifically between March 1 and May 31, 2015.

Study Setting

Itasca County, with a 2013 population of 45,564 residents, is located in Northeast Minnesota (U.S. Census Bureau, 2015). Boasting many lakes and the Chippewa National Forest, the county is a major tourism destination in Minnesota and attracts visitors from the upper Midwest and parts of Canada.

Sampling

A convenience sample was designed to reach tourists visiting the Itasca area. Based on discussions with Visit Grand Rapids, sample sites were distributed into four quadrants: the city of Grand Rapids proper, northwest of Grand Rapids, northeast of Grand Rapids, and south of Grand Rapids. Specifically, sample sites were located across eight communities in the Itasca area: Bigfork, Bowstring Lake, Cohasset, Coleraine, Deer River, Grand Rapids, Marcell, and Swan River. Data collection took place on Fridays, Saturdays, and Sundays, and a small number of weekdays throughout the spring quarter.

Sampling quotas for each quadrant were constructed based upon 2013 lodging tax receipts. Visit Grand Rapids was consulted to provide specific sampling sites (e.g., attractions, lodging facilities, restaurants) and subsequently made initial contact with site management to ask for their participation. Questionnaires were collected at a total of 33 sites throughout the Itasca area. All questionnaires were administered in person by surveyors hired and trained by the University of Minnesota Tourism Center.

Approaching and Screening Respondents

Two screening questions assured each survey respondent was an adult tourist (Figure 1). For the purpose of this study, a tourist was anyone who traveled at least 50 miles from their primary residence to the area. As an incentive, respondents were included in a quarterly drawing to win a \$100 gift certificate at participating businesses in the Itasca County area.

- | |
|--|
| <ol style="list-style-type: none">1. Do you live 50 miles or less to the Itasca area? <input type="checkbox"/> Yes (Thank/terminate) <input type="checkbox"/> No (Continue)2. Are you 18 years old or older? <input type="checkbox"/> Yes (Continue) <input type="checkbox"/> No (Ask if an adult is present; if no, terminate) |
|--|

Fig. 1: Screening questions for potential respondents to the 2014 Itasca area visitor survey.

Questionnaire

An onsite questionnaire was developed based on past research and with the assistance of Visit Grand Rapids. Questionnaire sections included trip motivation, spending, activities, accommodations, transportation, group composition, planning and information sources, and basic demographics (Appendix A).

Response Rate

Throughout the spring quarter of data collection, surveyors obtained a total of 958 questionnaires from eligible tourists. Only one questionnaire was unusable, thus 957 questionnaires were used for analysis. More than half (53 percent) of respondents were contacted in May (Figure 2), and the majority (95 percent) were contacted on a weekend (Friday afternoon through Sunday) (Figure 3). Approximately 32 percent of respondents completed the questionnaire while in a lodging facility (Figure 4).

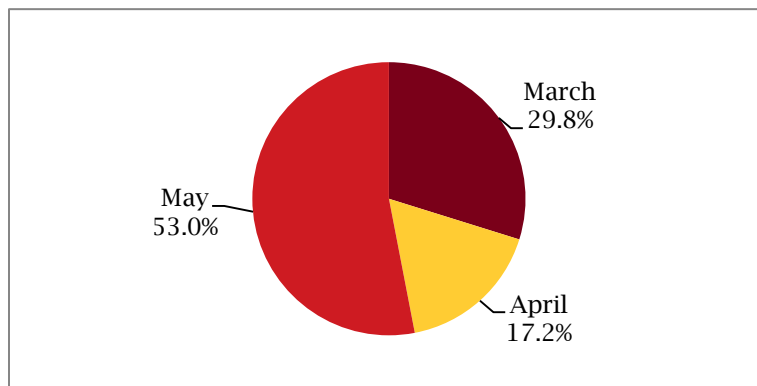


Fig. 2: Month respondents completed Itasca area visitor survey, third quarter (n=957).

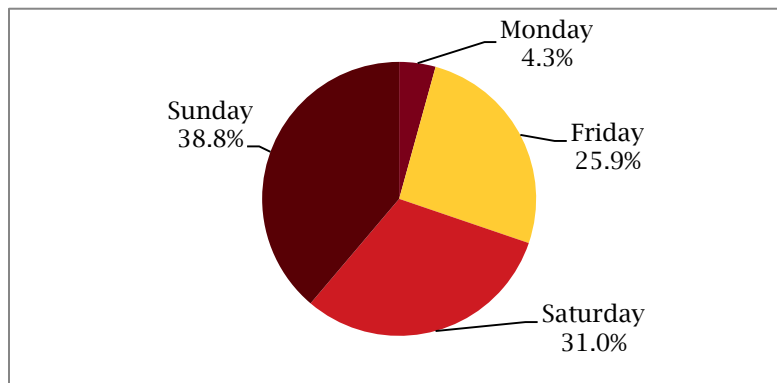


Fig. 3: Day of the week respondents completed Itasca area visitor survey, third quarter (n=957).

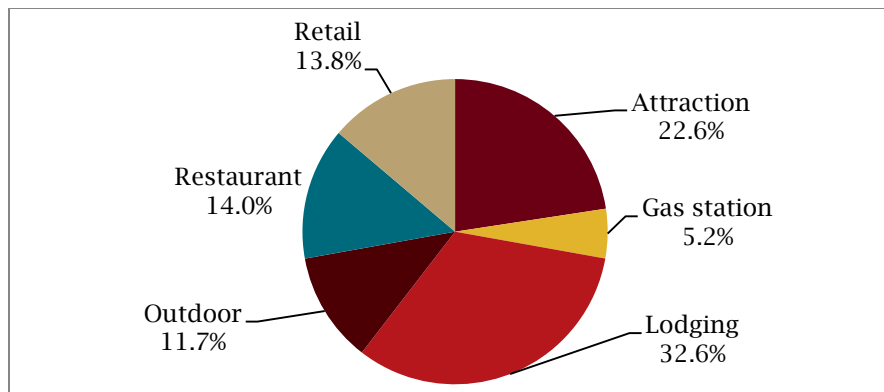


Fig. 4: Location where respondents completed 2014 Itasca area visitor survey, third quarter (n=957).

Analysis

Completed questionnaires were entered, cleaned, and checked in SPSS (version 22.0), a social science statistical analysis software. Analysis provided frequencies, means, medians, and standard deviations to describe the sample and provide information on variables of interest. Trade area analysis was conducted to create a customized trade area, based on the primary residence of visitors.

RESULTS

Respondent Demographics

More than half (55.4 percent) of third-quarter respondents were male (Figure 5). The average of respondents was 50 years old ($M=50.5$, $Mdn=51$, $SD=15.57^1$). Close to a quarter of the respondents (20.8 percent) were between 51 and 60 years old, followed by the 41-50 (20.1 percent) and the 61-70 (19.2 percent) age groups (Figure 6). In the third quarter, the household income of 23.4 percent of respondents was in the \$50,001-75,000 range, followed closely by the \$75,001-100,000 range (21.6 percent; Figure 7). In terms of educational level, 35 percent of respondents had a bachelor's degree, and 21.7 percent had at least some college education (Figure 8).

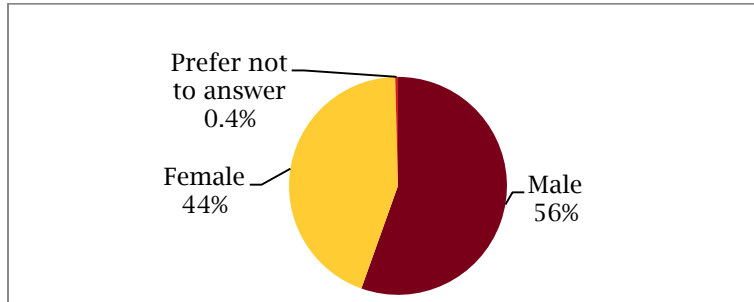


Fig 5: Gender of Itasca area visitor survey, third quarter (n=918).

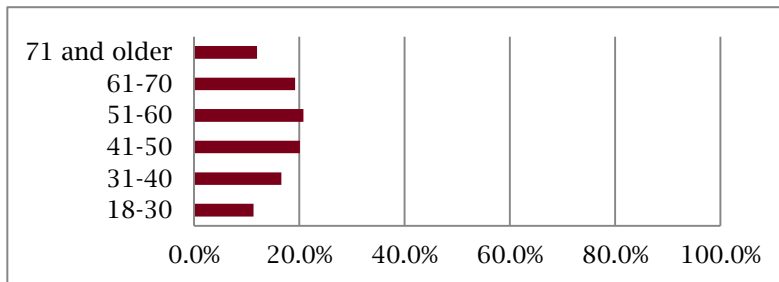


Fig. 6: Percentage of Itasca area visitor survey (third quarter) respondents in various age brackets (n=957).

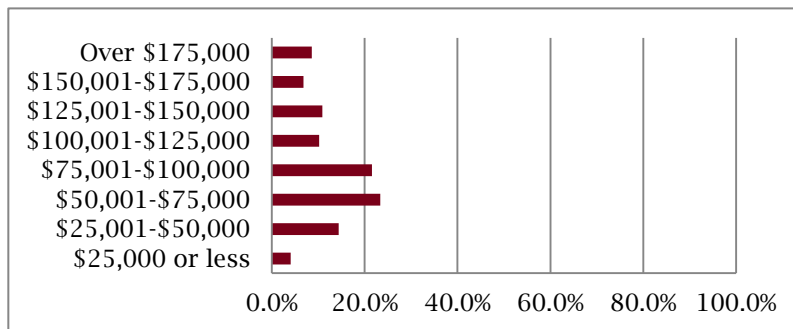


Fig. 7: Percentage of Itasca area visitor survey (third quarter) respondents in pre-tax income groups (n=923).

¹ M=mean, Mdn=Median, SD=Standard Deviation

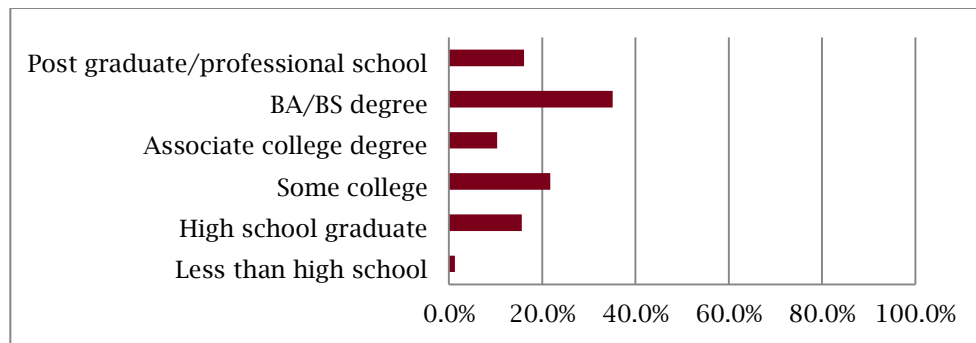


Fig. 8: Educational level of respondents to Itasca area visitor survey, third quarter (n=951).

Primary residence

Approximately 84 percent of third-quarter respondents resided in the state of Minnesota, as indicated by a centroid analysis of the zip codes of respondents' primary residence (Figure 9). Nearly 5 percent came from Wisconsin and another 1.5 percent came from Iowa (Table 1). The Minneapolis-St. Paul Core Based Statistical Area (CBSA), which encompasses an 11-county area in Minnesota and Wisconsin, was home to 41.6 percent of third-quarter respondents, followed by Duluth, MN-WI (14.51 percent), Bemidji, MN (3.85 percent), and Brainerd, MN (3.63 percent; Table 1).

Table 1: Primary place of residence of Itasca area visitor survey respondents, third quarter (n=957)

Top 5 states		Top 5 Core Based Statistical Areas (CBSA)	
State	Percent (%)	CBSA	Percent (%)
Minnesota	84.13	Minneapolis-St. Paul-Bloomington, MN-WI	41.61
Wisconsin	4.65	Duluth, MN-WI	14.51
Iowa	1.47	Bemidji, MN	3.85
Illinois	1.36	Brainerd, MN	3.63
North Dakota	1.36	St. Cloud, MN	2.61

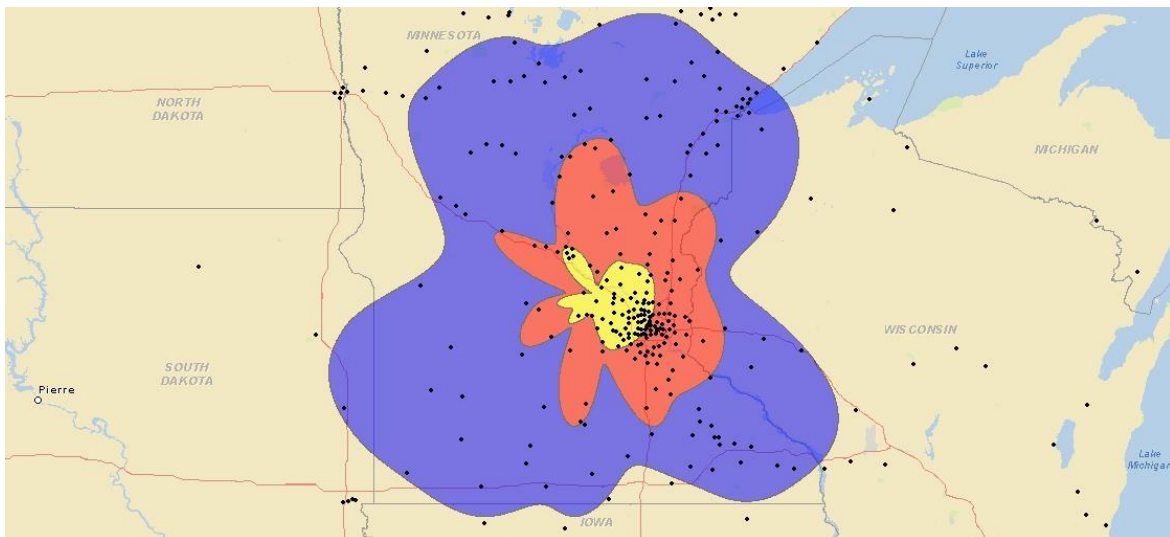


Fig. 9: Trade area of Itasca area visitor survey respondents, third quarter (n=957).

Past visitation

Third-quarter respondents made a median of three visits to the Itasca area in the past 12 months and a median of 10 visits in the past five years (Table 2). Specifically, more than 80 percent of third-quarter respondents made between one and 10 visits to the Itasca area in the past 12 months (Figure 10), and around 56 percent made between one and 10 visits in the past five years (Figure 11).

Table 2: Descriptive statistics of past visitation by respondents to Itasca area visitor survey, third quarter

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=876)	4.82	2.5	6.58
Number of visits in past 5 years (n=760)	18.59	10	29.19

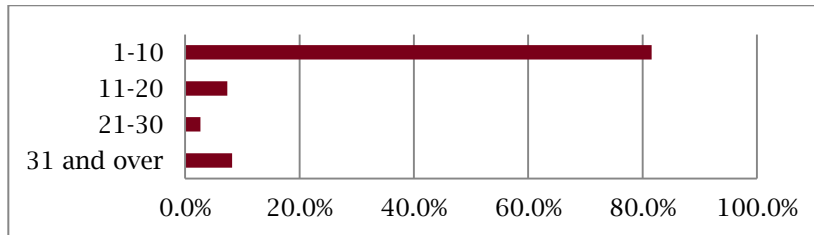


Fig. 10: Number of visits in the past 12 months by respondents to Itasca area visitor survey, third quarter (n=876).

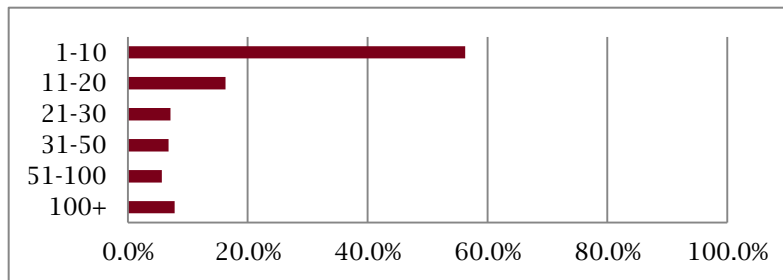


Fig. 11: Number of visits in the past five years by respondents to Itasca area visitor survey, third quarter (n=760).

2014 TRIP INFORMATION

Primary destination

The Itasca area was the primary destination for 87 percent of third-quarter respondents (Figure 12).

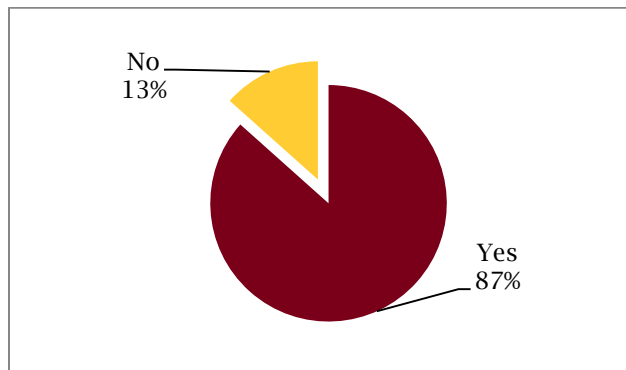


Fig. 12: Whether the Itasca area was the primary destination, third quarter (n=936).

Trip duration

About 31 percent of respondents spent two nights on the entire trip, followed by 17 percent spending one night and 16 percent spending three nights (Figure 13). Around 30 percent of respondents spent two nights in the Itasca area, followed by 19 percent spending one night and 16.5 percent not spending the night (Figure 14).

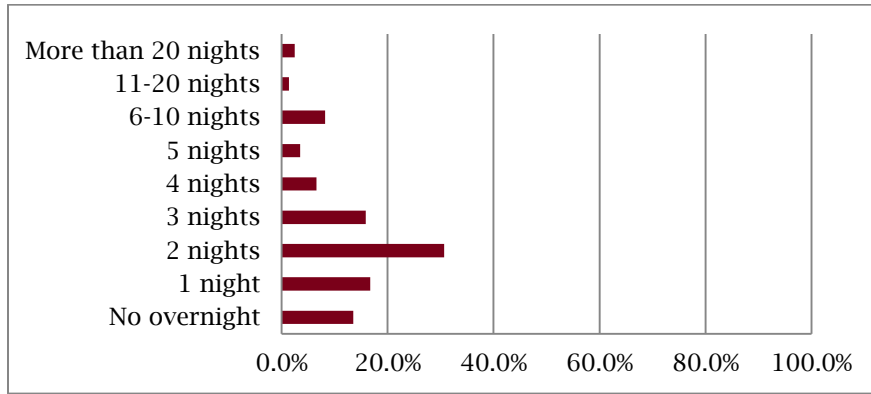


Fig. 13: Total number of nights spent on the trip by respondents to Itasca area visitor survey, third quarter (n=941).

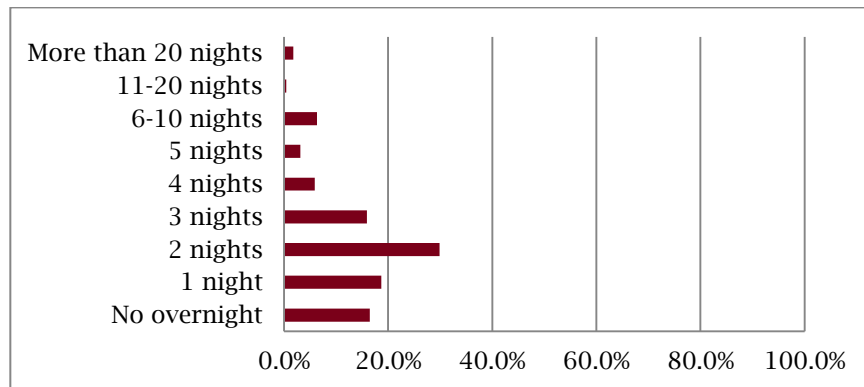


Fig. 14: Number of nights spent in Itasca by respondents to Itasca area visitor survey, third quarter (n=881).

Lodging

About 34.6 percent of respondents stayed in a hotel or motel, the most frequently chosen lodging type (Figure 15). Twelve percent of respondents stayed in their own vacation home, and another 12 percent stayed with friends or relatives.

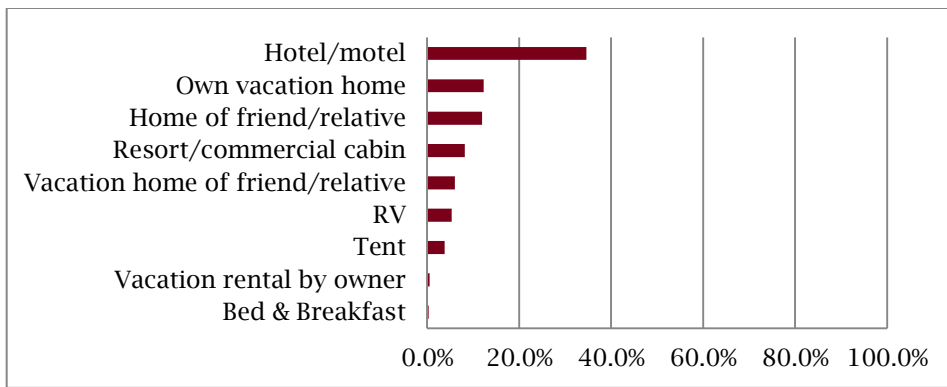


Fig. 15: Lodging type among overnight respondents to Itasca area visitor survey, third quarter (n=793).

Transportation

Nearly all third-quarter respondents arrived to the Itasca area by car, van, or truck (95 percent; Figure 16). Another 2.6 percent arrived by an RV or camper.

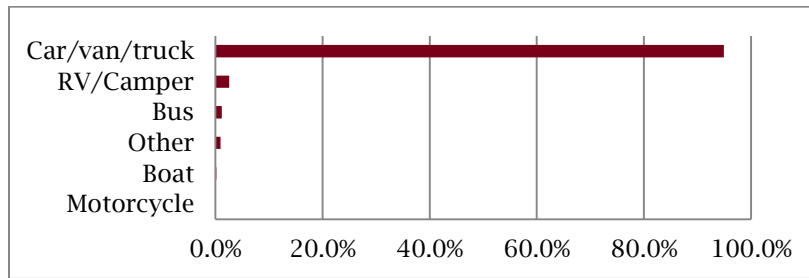


Fig. 16: Primary mode of transportation among respondents to Itasca area visitor survey, third quarter (n=917).

Group composition and size

The average third-quarter respondent traveled in a group of three people ($M=3.6$, $Mdn=2$, $SD=3.7$). Specifically, 38 percent of respondents traveled in a group of two, 15.9 percent traveled in groups of four, 12.7 percent in groups of three, and another 12.3 percent traveled alone (Figure 17).

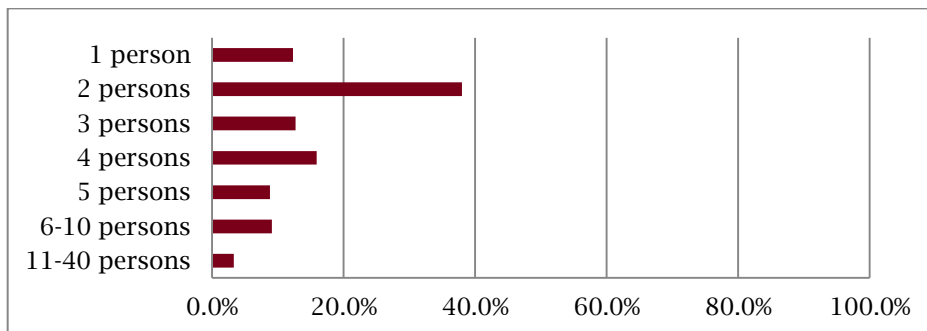


Fig. 17: Group size in which respondents to Itasca area visitor survey (third quarter) travelled (n=945).

More than 30 percent of third quarter respondents (33.1 percent) traveled with family, 25.4 percent traveled as couple or with a partner, and 15.6 percent traveled with family and friends (Figure 18). Approximately 13 percent of respondents traveled with friends, and another 9.7 percent traveled alone.

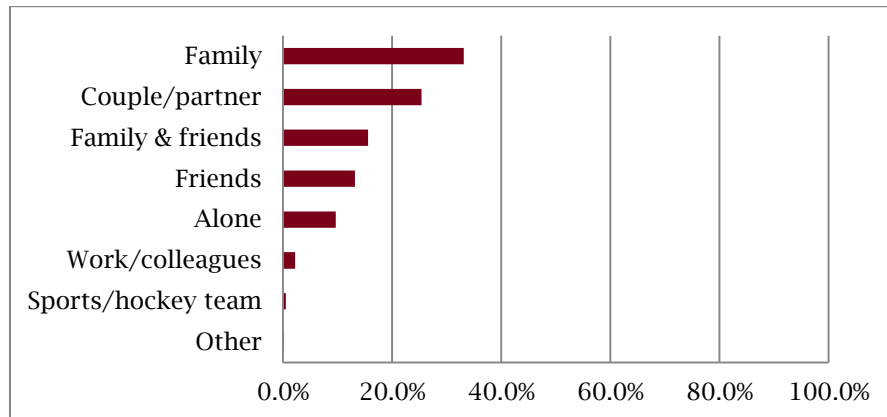


Fig. 18: Group type among respondents to Itasca area visitor survey, third quarter (n=947).

More than half of third-quarter respondents (50.6 percent) traveled with adults in the 51-69 age range, and another 39 percent traveled with adults in the 36-50 age range (Figure 19). About 28 percent of respondents traveled with children under age 18.

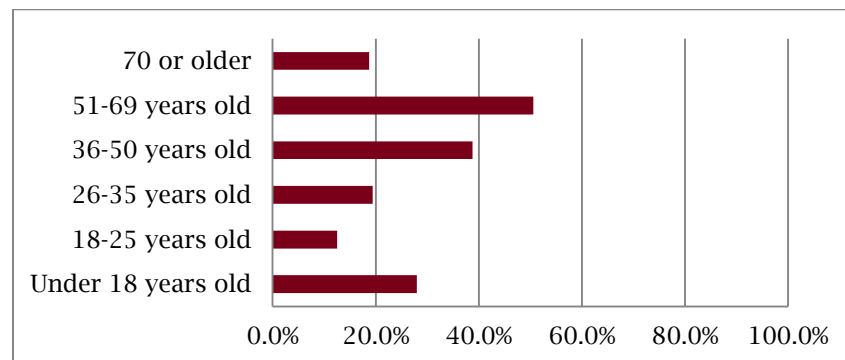


Fig. 19: Age groups included in Itasca area visitor survey (third quarter) respondents' travel party (n=957)

Visitor spending

The average third-quarter respondent spent the most on lodging, followed by restaurants, transportation, shopping, and groceries (Table 3). Specifically, the average respondent spent \$52.95 on lodging ($M=52.95$, $Mdn=0$, $SD=472.04$), \$22.03 on restaurants ($M=22.03$, $Mdn=15$, $SD=49.91$), \$17 on transportation ($M=16.67$, $Mdn=9.40$, $SD=41.96$), \$15.43 on shopping ($M=15.43$, $Mdn=0$, $SD=136.61$), and \$9.55 on groceries ($M=9.55$, $Mdn=0$, $SD=23.27$). The average total of personal spending within a 24-hour period is \$130.90 ($M=130.90$, $Mdn=75$, $SD=560.32$).

Table 3: Descriptive statistics of spending per person per day in various categories by respondents to Itasca area visitor survey, third quarter (n=957).

	Mean (dollars)	Median (dollars)	Standard Deviation (dollars)
Lodging	52.95	0.00	472.04
Restaurant	22.03	15.00	49.91
Transportation	16.67	9.40	41.96
Shopping	15.43	0.00	136.61
Groceries	9.55	0.00	23.27
Recreation	8.26	0.00	132.68
Other fishing-related expense	3.15	0.00	17.56
Fishing-related equipment	2.45	0.00	10.48
Miscellaneous	0.32	0.00	3.10
Fishing-related guide service	0.09	0.00	1.54
Total	130.90	75.00	560.32

Trip Activities

Third-quarter respondents participated in a variety of activities during their trip to the Itasca area (Figure 20). Their most frequent activity was dining out (76.5 percent). About 36 percent of respondents went fishing, and about 28 percent visited friends and relatives. Approximately 15 percent of respondents participated in nightlife or evening entertainment (16.6 percent), sightseeing (16.6 percent) and drove on designated byways (14 percent). Around 10 percent of respondents visited a state park (11 percent), followed by Chippewa National Forest (9 percent), historic sites (6.2 percent), and other attractions (6.2 percent).

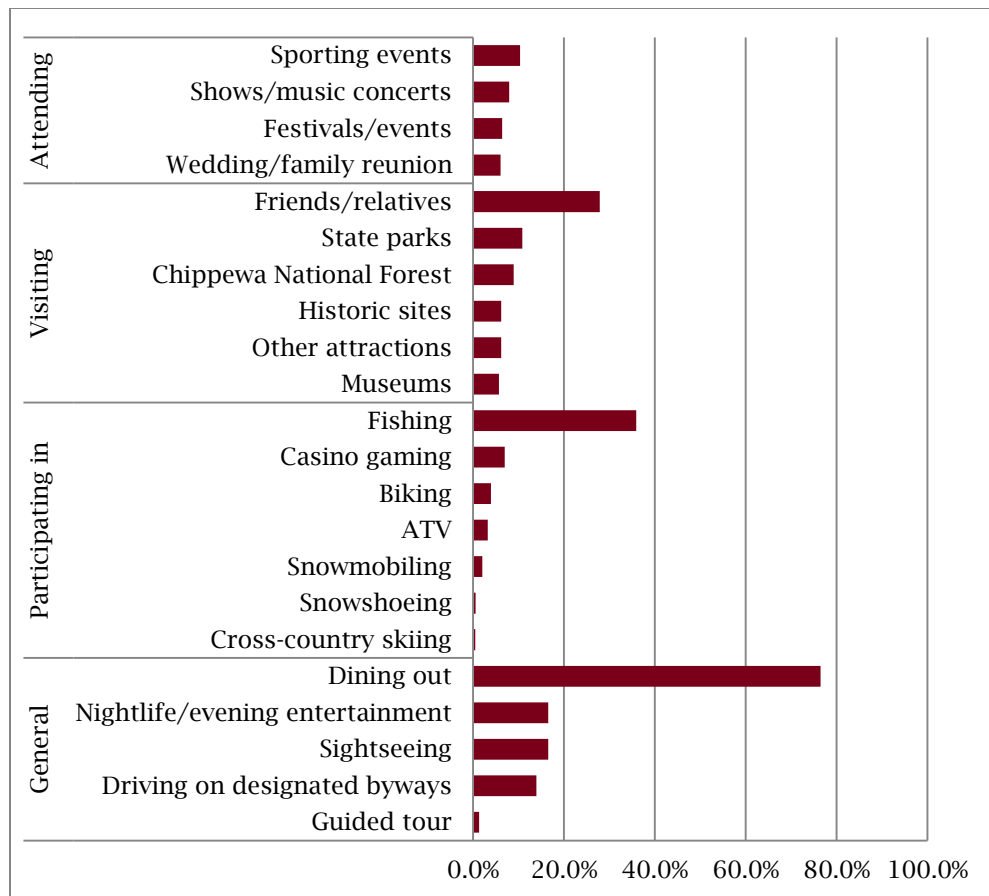


Fig. 20: Activities participated in among Itasca area visitor survey (third quarter) respondents (n=957).

Trip Purpose and Planning

Primary reason for making trip

Third-quarter respondents most frequently identified ice fishing as the primary reason for the trip (22.5 percent), followed by visiting family or friends (20.1 percent), participating in entertainment activities (10.7 percent), and attending sporting events (10.6 percent; Figure 21). All other reasons were identified by fewer than 10 percent of respondents.

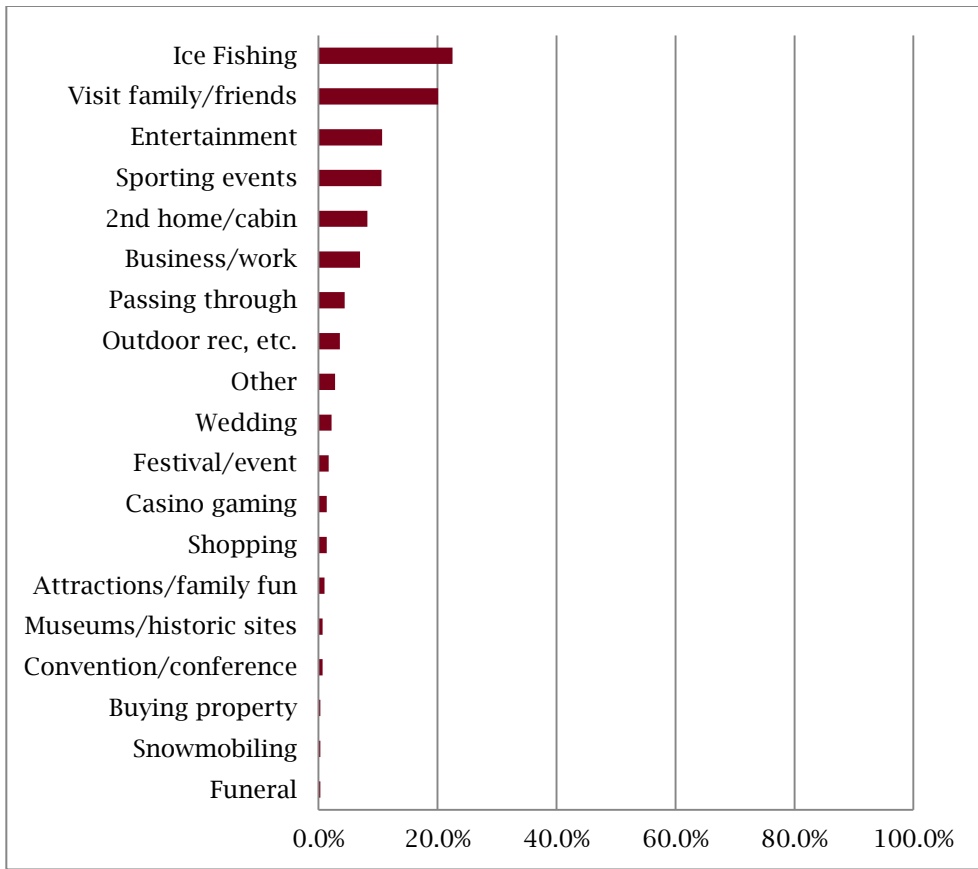


Fig. 21: Primary reason for making the trip among respondents to Itasca area visitor survey, third quarter (n=880).

Trip planning timeframe and information sources

About 29 percent of third-quarter respondents planned their trip less than two weeks in advance (Figure 22). Another 25 percent planned their trip two to four weeks in advance. Close to 20 percent of respondents planned their trip more than 13 weeks in advance.

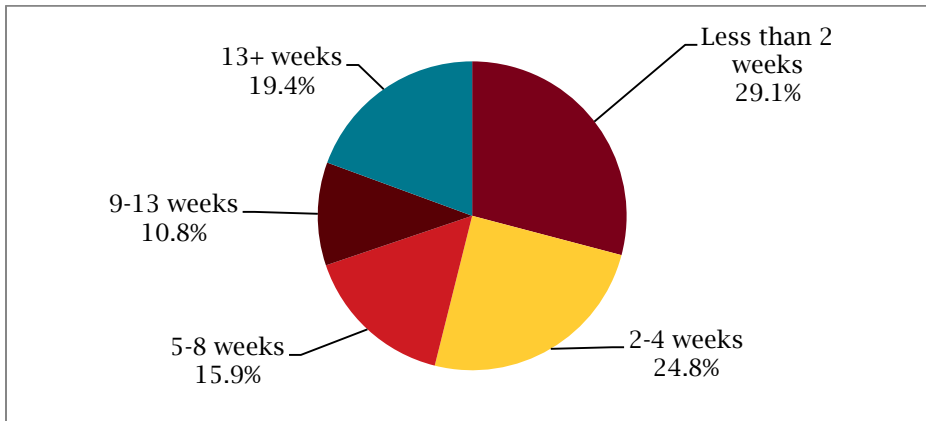


Fig. 22: Trip planning timeframe among respondents to Itasca area visitor survey, third quarter (n=928).

In terms of information sources used to plan for the trip, the most frequently used were word of mouth (51.9 percent), area/destination website (13.8 percent), online travel sites (11.2 percent), and online search (10.4 percent) (Figure 23). About 5 percent of third-quarter respondents used past experience (5.1 percent) as an information source. No other information source was used by more than 5 percent of respondents.

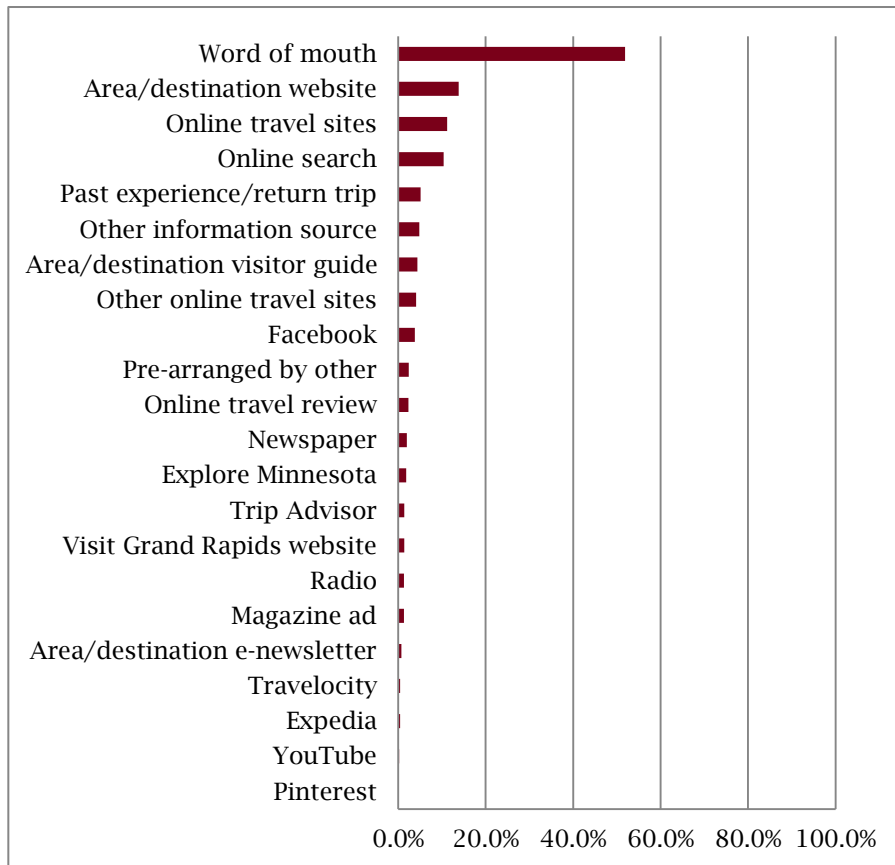


Fig. 23: Information sources used by respondents to Itasca area visitor survey, third quarter (n=957).

Impact of social media during trip

The majority of third-quarter respondents (89.6 percent) did not change their original plans based on information found on social media (Figure 24). About 9 percent indicated making minor changes to their original travel plans based on social media, while only 1 percent made significant changes.

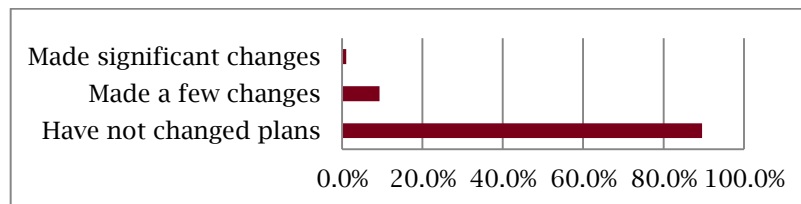


Fig. 24: Impact of social media on original travel plans among respondents to Itasca area visitor survey, third quarter (n=792).

Sharing information about the trip

Around 60 percent of third-quarter respondents (60.7 percent) reported they would use mobile devices more than a personal computer to share information about the trip (Figure 25). Another 17.9 percent reported they would use mobile devices and a personal computer equally to share about the trip. Only 11.4 percent stated they would use a personal computer more to share about the trip.

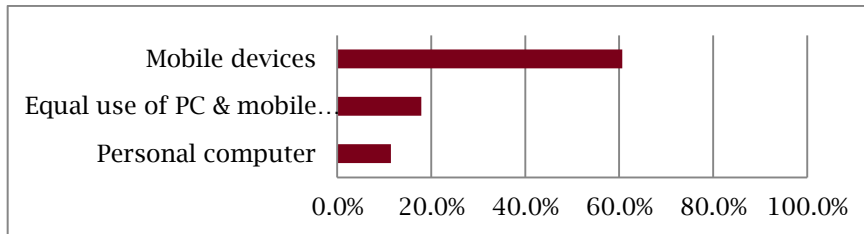


Fig. 25: Device use to share trip information by respondents to Itasca area visitor survey, third quarter (n=834).

The majority of third-quarter respondents will share information about their trip through word of mouth (67.5 percent; Figure 26). Around 40 percent of respondents will use text messages (40.1 percent) and Facebook (38.7 percent). No other medium was identified by more than 10 percent of respondents as an information sharing medium.

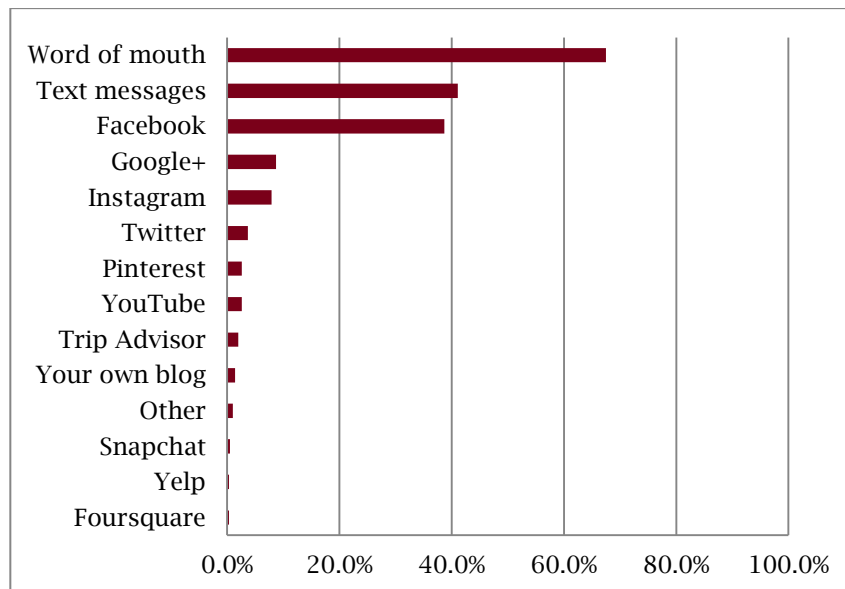


Fig. 26: Information sharing sources among 2014 Itasca area visitor survey, third quarter (n=957).

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APPENDIX A

**University of Minnesota Tourism Center
Itasca Area Visitor Questionnaire**

1. Is Itasca area your primary destination for this trip? Yes
 No, final destination is _____
2. What is the **primary** reason that you made this trip to Itasca area? (**Check only 1**)
- | | | |
|--|--|--|
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Convention/conference |
| <input type="checkbox"/> Outdoor recreation other than ice fishing | <input type="checkbox"/> Casino gaming | <input type="checkbox"/> Business/work |
| <input type="checkbox"/> Visit family/friends | <input type="checkbox"/> Sporting events | <input type="checkbox"/> Passing through |
| <input type="checkbox"/> Attractions/family fun | <input type="checkbox"/> Museums/historic sites | <input type="checkbox"/> Second home/cabin |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Festival/event (which one: _____) | |
| <input type="checkbox"/> Other (Explain: _____) | | |
- 2a. If you could not come to the Itasca area for this primary activity, where would you go:

3. How frequently have you visited the Itasca area?
 Number of visits in past 12 months _____ Number of visits in past 5 years _____
4. How many people (**including you**) are in your immediate travel party on this trip? _____
5. How many **total nights** do you plan to spend away from home on this trip? _____ nights
6. How many of these nights will be in the Itasca Area? _____ nights (if 0, go to question 8)
7. If you are staying in the Itasca Area, how many nights are you staying in **each** the following types of accommodations?
- | | | | | |
|--|-------------------------------|--------------------------------|------------------------------|----------|
| _____ Hotel/motel | _____ Resort/commercial cabin | _____ Vacation rental by owner | _____ Your own vacation home | _____ RV |
| _____ Vacation home of friend/relative | _____ Bed & Breakfast | _____ Home of friend/relative | _____ Tent | |
8. How many of your travel party are:
- | | | |
|--------------------------|-------------------------|-------------------------|
| _____ Under 18 years old | _____ 18 - 25 years old | _____ 26 - 35 years old |
| _____ 36 - 50 years old | _____ 51 - 69 years old | _____ 70 or older |
9. What was the primary mode of transportation you used for this trip? (**Check only 1**)
- | | | | |
|--|------------------------------------|-------------------------------------|------------------------------|
| <input type="checkbox"/> Car/van/truck | <input type="checkbox"/> RV/Camper | <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Boat | <input type="checkbox"/> Bike | <input type="checkbox"/> Other | |
10. While on this trip, which of the following activities have members of your travel party participated in or will participate in? (**Check all that apply**)
- | | | | |
|--|---|---|---|
| <i>General:</i> | <i>Participating in:</i> | <i>Visiting:</i> | <i>Attending:</i> |
| <input type="checkbox"/> Dining out | <input type="checkbox"/> Fishing | <input type="checkbox"/> Museums | <input type="checkbox"/> Festivals/events |
| <input type="checkbox"/> Driving on designated byways | <input type="checkbox"/> Biking | <input type="checkbox"/> Historic sites | <input type="checkbox"/> Sporting events |
| <input type="checkbox"/> Guided tour | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Friends/relatives | <input type="checkbox"/> Shows/music concerts |
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Snowshoeing | <input type="checkbox"/> State parks | <input type="checkbox"/> Wedding/family reunion |
| <input type="checkbox"/> Nightlife/evening entertainment | <input type="checkbox"/> Cross country skiing | <input type="checkbox"/> Chippewa National Forest | |
| | <input type="checkbox"/> ATV/Off-road riding | <input type="checkbox"/> Other attractions | |
| | <input type="checkbox"/> Casino gaming | | |
11. Please estimate your travel group's spending in the Itasca Area for the **last 24 hours** of your stay:
- | | | |
|------------------------------------|--|--|
| Lodging \$ _____ | Transportation (includes gas) \$ _____ | Shopping \$ _____ |
| Groceries \$ _____ | Restaurants/Bars \$ _____ | Recreation/attractions \$ _____ |
| Fishing-related equipment \$ _____ | Fishing-related guide service \$ _____ | Other fishing-related expense \$ _____ |
| Misc. \$ _____ (explain: _____) | | |
12. How many people are included in your spending estimate? _____
13. Which one of the following best categorizes your group? (**Check only 1**)
- | | | | | | |
|--------------------------------|---|---------------------------------|----------------------------------|---|---|
| <input type="checkbox"/> Alone | <input type="checkbox"/> Couple/partner | <input type="checkbox"/> Family | <input type="checkbox"/> Friends | <input type="checkbox"/> Family & friends | <input type="checkbox"/> Other (Explain: _____) |
|--------------------------------|---|---------------------------------|----------------------------------|---|---|

Spring quarter

14. What information sources did you use to **plan** this trip? (Check all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> Area/destination website | <input type="checkbox"/> Area/destination visitor guide | <input type="checkbox"/> Area/destination e-newsletter |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Magazine ad | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Websites | <input type="checkbox"/> Online travel sites | <input type="checkbox"/> Radio |
| Which ones? | Which ones? | <input type="checkbox"/> Travel agent |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> www.exploreminnesota.com | <input type="checkbox"/> Other (Explain: _____) |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> www.visitgrandrapids.com | |
| <input type="checkbox"/> Google+ | <input type="checkbox"/> Travelocity | |
| <input type="checkbox"/> Youtube | <input type="checkbox"/> Expedia | |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Trip Advisor | |
| | <input type="checkbox"/> Other _____ | |

15. How far in advance did you plan this trip? (Check only 1)

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than 2 weeks | <input type="checkbox"/> 2 to 4 weeks (1 month) | <input type="checkbox"/> 5 to 8 weeks (1 to 2 months) |
| <input type="checkbox"/> 9 to 13 weeks (2 to 3 months) | <input type="checkbox"/> 13+ weeks | |

16. The following two questions ask how you will **share** information about your trip to the Itasca area:

16a. Which one of the following **devices** will you use **more**? (Check only 1)

- | | | |
|--|---|--|
| <input type="checkbox"/> A personal computer | <input type="checkbox"/> Mobile devices | <input type="checkbox"/> Equal use of a personal computer and mobile devices |
|--|---|--|

16b. Which of the following **medium** will you use? (Check all that apply)

- | | | | | |
|--|------------------------------------|---|----------------------------------|--|
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> Google+ | <input type="checkbox"/> Foursquare |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Trip Advisor | <input type="checkbox"/> Yelp | <input type="checkbox"/> Your own blog |
| <input type="checkbox"/> Text messages | <input type="checkbox"/> Youtube | <input type="checkbox"/> Other (Explain: _____) | | |

17. During this trip, have you made any changes to your original plans because of other travelers' opinions, reviews, photos, videos, or other information that you found online? (Check only 1)

- I have not changed my plans based on information found online
 I did make a few changes to my plans
 I made significant changes to my plans

18. What are your favorite tourism activities in the Itasca area?

19. What tourism activities or attractions would you like to have in the Itasca area but currently are not available?

Finally, a few questions about you.

19. In what year were you born? 19_____

20. What is the highest grade or year of school that you have completed?

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than High School | <input type="checkbox"/> Some college | <input type="checkbox"/> BA or BS degree |
| <input type="checkbox"/> High school graduate (or GED) | <input type="checkbox"/> Associate college degree | <input type="checkbox"/> Post graduate or professional school |

21. You are: Male Female Prefer not to answer

22. What is the ZIPCODE of your primary residence? _____

23. Please give us an estimate of your annual household income, before taxes?

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> \$25,000 or less | <input type="checkbox"/> \$25,001 - \$50,000 | <input type="checkbox"/> \$50,001 - \$75,000 | <input type="checkbox"/> \$75,001 - \$100,000 |
| <input type="checkbox"/> \$100,001 - \$125,000 | <input type="checkbox"/> \$125,001 - \$150,000 | <input type="checkbox"/> \$150,001 - \$175,000 | <input type="checkbox"/> Over \$175,000 |

Thank You!

For administrative purposes only:

WEEKDAY

WEEKEND (Friday 1pm-Sun)

Date: _____/_____/_____

Time: _____ am/pm

Site type: 1 2 3 4 5 6 7 8

(1. Accommodations; 2. Attractions; 3. Events; 4. Retail/Liquor store; 5. Bait shop; 6. Outdoor; 7. Gas station; 8. Other)

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