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# Itasca Area Visitor Profile: Fourth Quarter Summary (Summer 2015)

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

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**January 2016**

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 findings of the fourth quarter—summer 2015 (June through August 2015).

## RESPONDENTS

More than half (52.6 percent) of fourth-quarter respondents were female. Approximately 20 percent of respondents were in the 51-60 (21.5 percent), 61-70 (20.9 percent), and 41-50 (19.4 percent) age groups. The annual household income of 42 percent of respondents was in the range of \$50,001-\$100,000. Additionally, around 36 percent had a bachelor's degree and another 19 percent had a post-graduate or professional school degree. The majority of fourth-quarter respondents were repeat visitors, as more than 90 percent made between one and 10 visits to the Itasca area in the past 12 months.

## 2015 SUMMER QUARTER TRIP INFORMATION

A majority of fourth-quarter respondents indicated the Itasca area was their primary destination (83.4 percent) and almost half (49 percent) spent between one and three nights in the area. The most frequently chosen lodging facility is a hotel or motel (35.9 percent), followed by a friend or family member's home (14 percent). Nearly 80 percent of respondents traveled to the Itasca area by car, van, or truck. Thirty-eight percent traveled in a group of three, while 36.8 percent traveled with family. In terms of spending, the highest spending category was lodging, followed by restaurants, transportation, shopping, and groceries. The average fourth-quarter respondent spent a total of \$142 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 (81.4 percent), followed distantly by fishing (39.1 percent) and visiting friends and relatives (36.3 percent). Visiting friends and family was the most frequently identified primary reason for taking the trip (22.5 percent). In terms of trip planning, about 30 percent of fourth-quarter respondents planned their trip less than two weeks in advance, and another 26 percent planned the trip more than 13 weeks in advance. Word of mouth was the most frequently used information source (51.9 percent), followed distantly by area/destination website (18.3 percent).

## IMPACT AND USE OF SOCIAL MEDIA

The majority of fourth-quarter respondents (84.3 percent) did not change their original trip plans based on social media information. Approximately 63 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 (67.4 percent), text messages (41.8 percent), and Facebook (39.3 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 fourth quarter—summer 2015 (June through August 2015).

## METHODOLOGY

Trained staff administered on-site, in-person questionnaires to Itasca-area visitors during summer 2015, specifically between June 1 and August 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 summer 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 summer 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 51 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.

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 summer quarter of data collection, surveyors obtained a total of 1,869 questionnaires from eligible tourists. Eleven questionnaires were unusable, thus 1,858 questionnaires were used for analysis. More than 40 percent (42.8 percent) of respondents were contacted in July (Figure 2), and nearly three-quarters (73.2 percent) were contacted on a weekend (Friday afternoon through Sunday; Figure 3). Thirty percent of respondents completed the questionnaire while in a lodging facility (Figure 4).

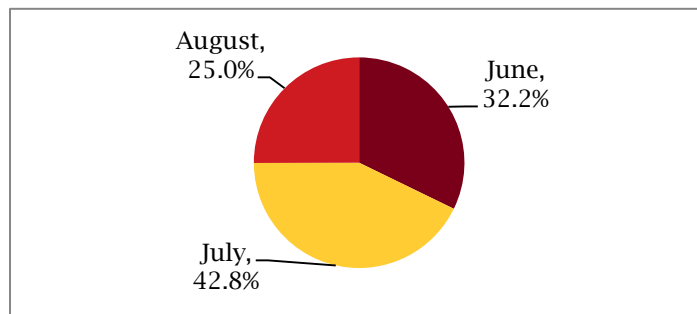


Fig. 2: Month respondents completed Itasca area visitor survey, fourth quarter (n=1869).

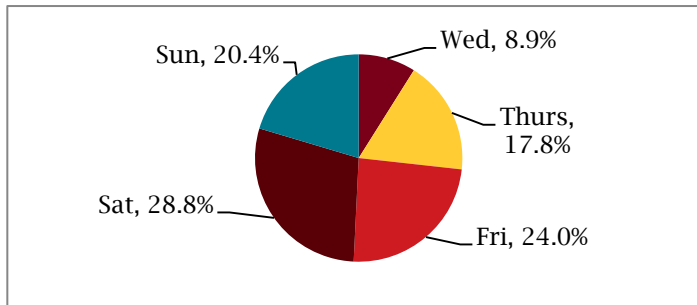
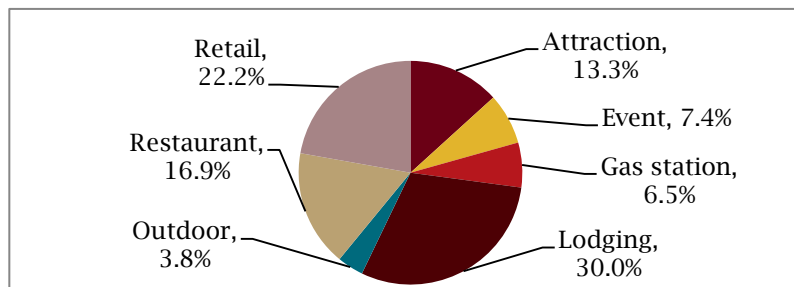


Fig. 3: Day of the week respondents completed Itasca area visitor survey, fourth quarter (n=1869).



**Fig. 4:** Location where respondents completed 2014 Itasca area visitor survey, fourth quarter (n=1869).

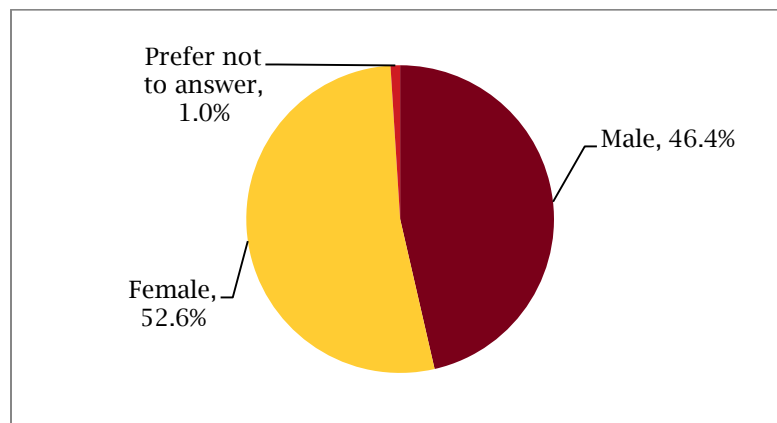
## Analysis

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

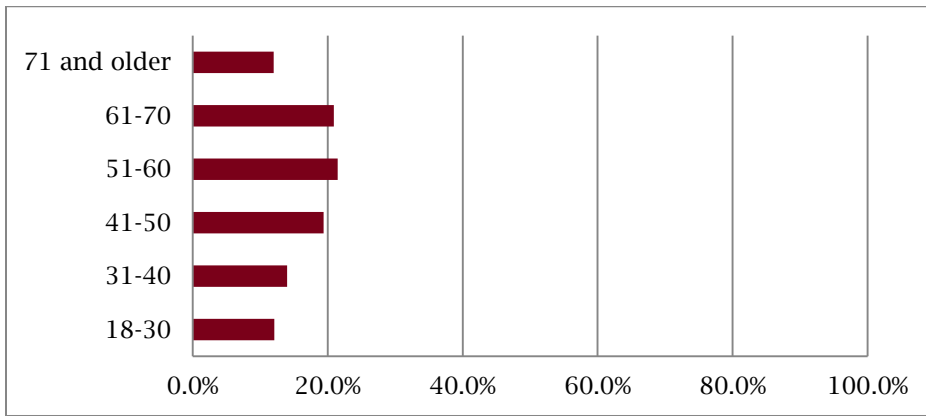
### Respondent Demographics

More than half (52.6 percent) of fourth-quarter respondents were female (Figure 5). The average age of respondents was 51 years ( $M=51.5$ ,  $Mdn=52$ ,  $SD=15.6^1$ ). Approximately 20 percent of respondents were in the 51-60 (21.5 percent), 61-70 (20.9 percent), and 41-50 (19.4 percent) age groups (Figure 6). In the fourth quarter, the household income of 21.7 percent of respondents was in the \$75,001-\$100,000 range, closely followed by the \$50,000-75,000 range (20.4 percent; Figure 7). In terms of educational level, 36.5 percent of respondents had a bachelor's degree, and 19.1 percent had a postgraduate or professional school degree (Figure 8).

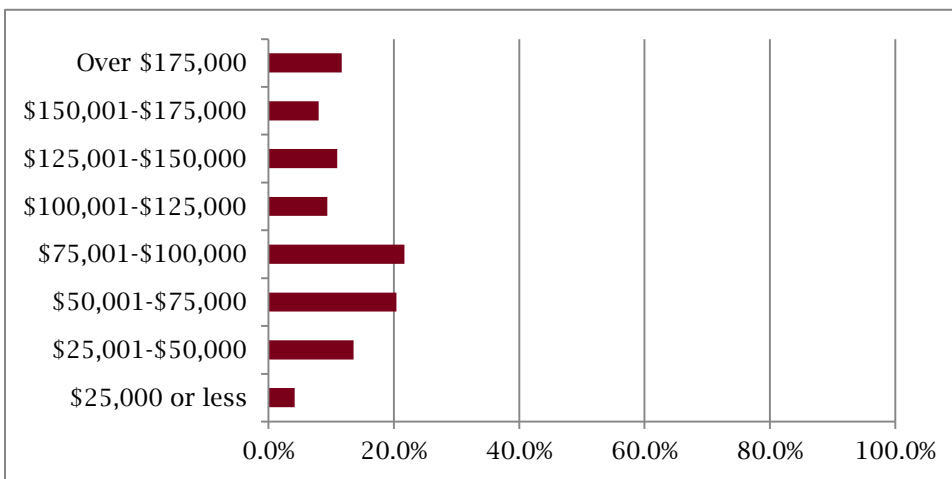


**Fig 5:** Gender of Itasca area visitor survey, fourth quarter (n=1797).

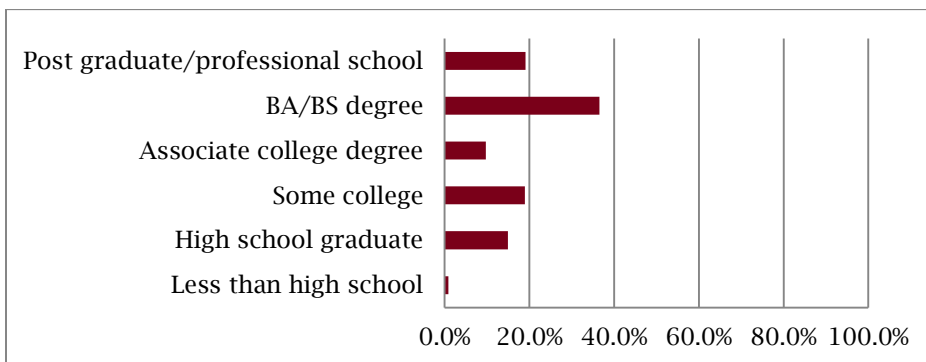
<sup>1</sup> M=mean, Mdn=Median, SD=Standard Deviation



**Fig. 6:** Percentage of Itasca area visitor survey (fourth quarter) respondents in various age brackets (n=1827).



**Fig. 7:** Percentage of Itasca area visitor survey (fourth quarter) respondents in pre-tax income groups (n=1727).



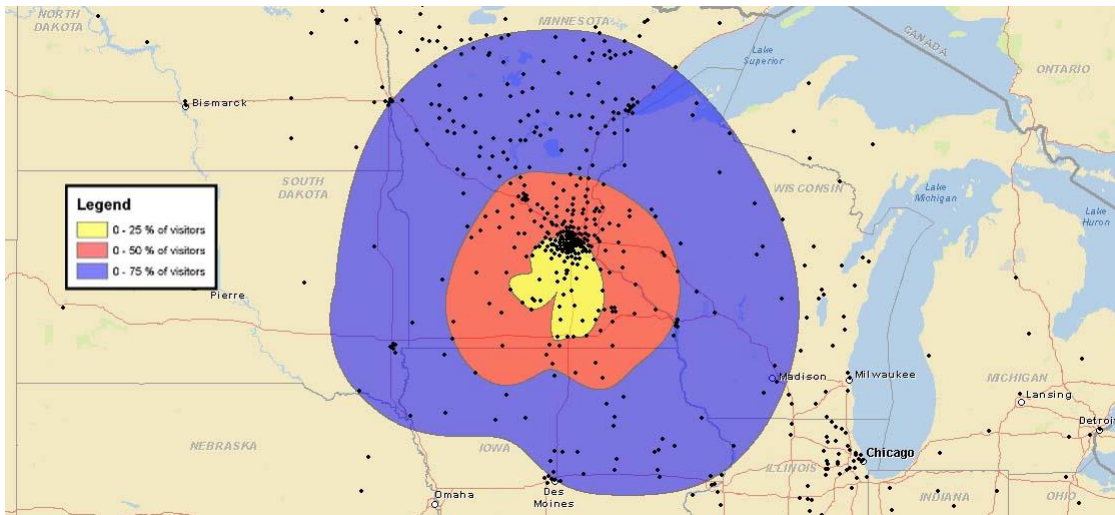
**Fig. 8:** Educational level of respondents to Itasca area visitor survey, fourth quarter (n=1841).

## Primary residence

Approximately 70 percent of fourth-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 4.2 percent came from Illinois (Table 1). The Minneapolis-St. Paul Core Based Statistical Area (CBSA), which encompasses an 11-county area in Minnesota and Wisconsin, was home to 38.7 percent of fourth-quarter respondents, followed by Duluth, MN-WI (10.3 percent), St. Cloud, MN (2.5 percent), Bemidji, MN (2.5 percent; Table 1).

**Table 1:** Primary place of residence of Itasca area visitor survey respondents, fourth quarter (n=1743).

Top 5 states		Top 5 Core Based Statistical Areas (CBSA)	
State	Percent (%)	CBSA	Percent (%)
Minnesota	70.3	Minneapolis-St. Paul-Bloomington, MN-WI	38.7
Wisconsin	4.9	Duluth, MN-WI	10.3
Illinois	4.2	St. Cloud, MN	2.5
North Dakota	3.4	Bemidji, MN	2.5
Iowa	2.9	Chicago-Naperville-Elgin, IL-IN-WI	2.4



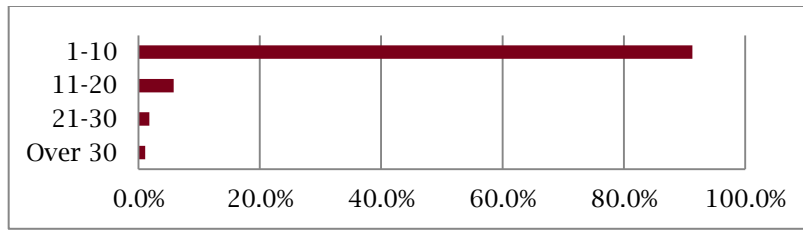
**Fig. 9:** Trade area of Itasca area visitor survey respondents, fourth quarter (n=1743).

## Past visitation

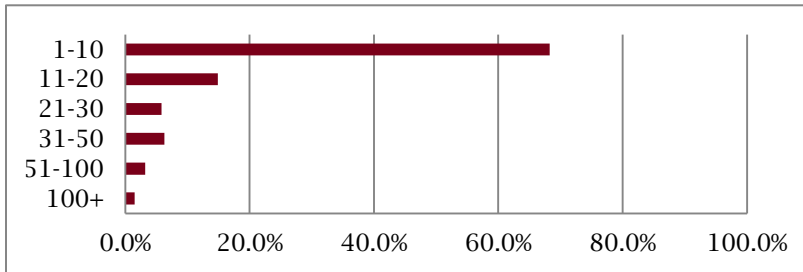
Fourth-quarter respondents made a median of two visits to the Itasca area in the past 12 months and a median of five visits in the past five years (Table 2). Specifically, 91.3 percent of fourth-quarter respondents made between one and 10 visits to the Itasca area in the past 12 months (Figure 10), and around 68 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, fourth quarter.

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=1488)	4.4	2.0	6.7
Number of visits in past 5 years (n=1370)	15.5	5.0	27.9



**Fig. 10:** Number of visits in the past 12 months by respondents to Itasca area visitor survey, fourth quarter (n=1488).

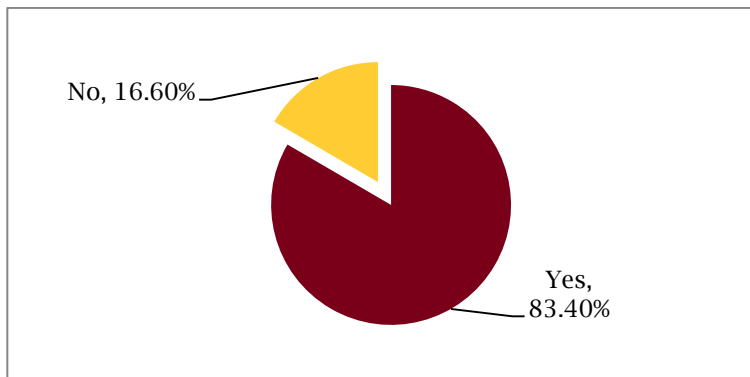


**Fig. 11:** Number of visits in the past five years by respondents to Itasca area visitor survey, fourth quarter (n=1370).

## 2014 Trip Information

### Primary destination

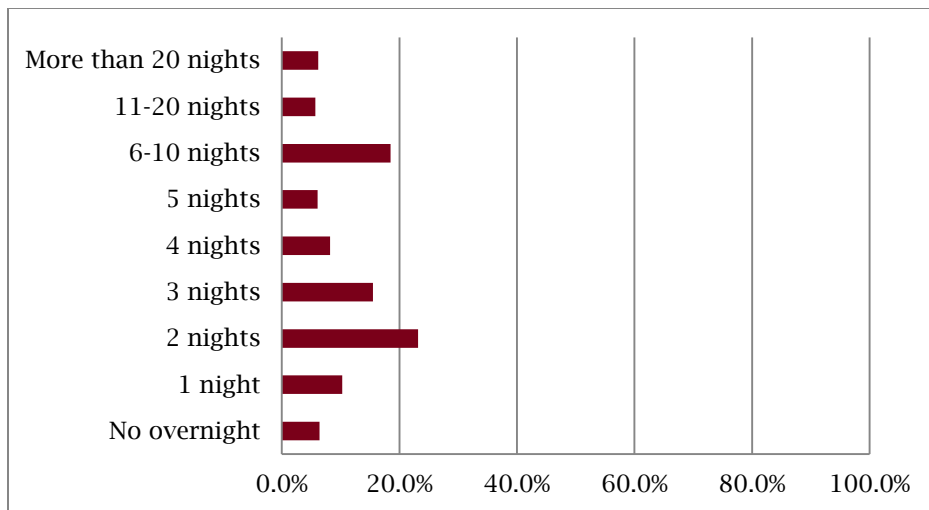
The Itasca area was the primary destination for 83.4 percent of fourth-quarter respondents (Figure 12).



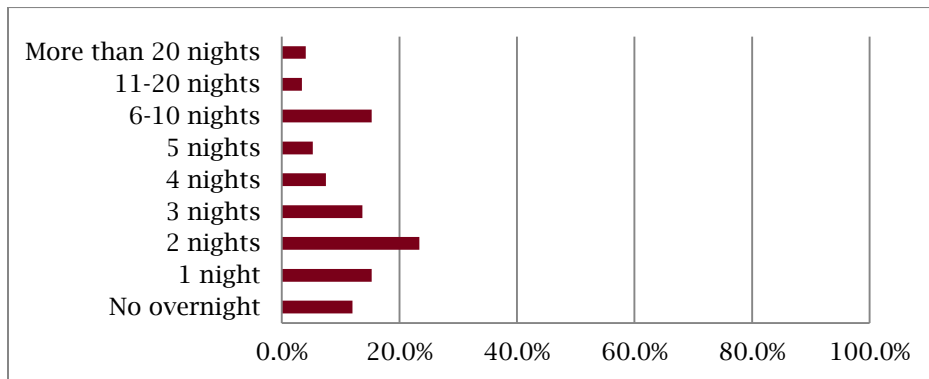
**Fig. 12:** Whether the Itasca area was the primary destination, fourth quarter (n=1828).

### Trip duration

About 23 percent of respondents spent two nights on the entire trip, followed by 18.5 percent spending between six to 10 nights (Figure 13). Around 23 percent of respondents reported spending two nights in the Itasca area, while another 15.3 percent spent one night (Figure 14).



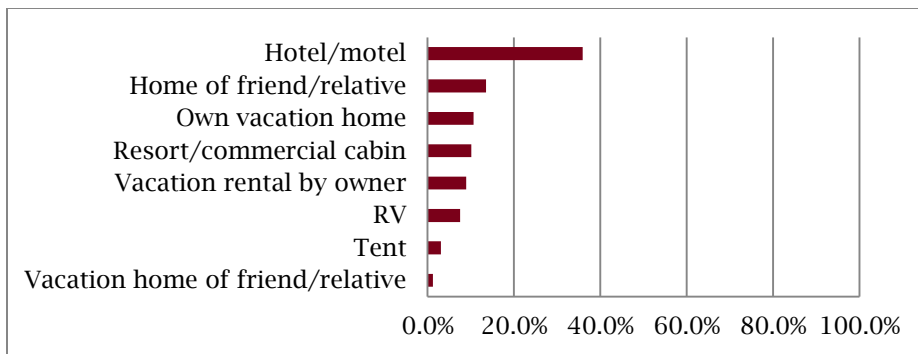
**Fig. 13:** Total number of nights spent on the trip by respondents to Itasca area visitor survey, fourth quarter (n=1848).



**Fig. 14:** Number of nights spent in Itasca by respondents to Itasca area visitor survey, fourth quarter (n=1828).

### Lodging

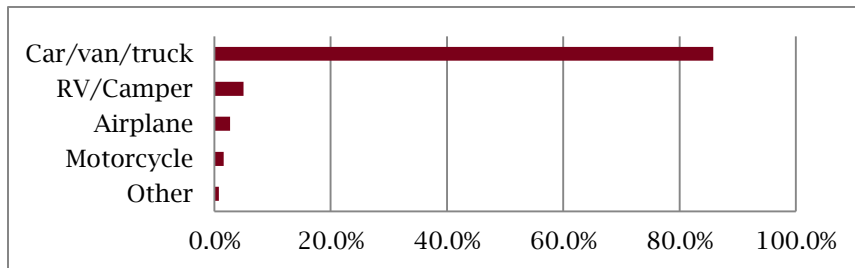
Respondents to the fourth-quarter survey reported using a variety of lodging facilities during their trip. About 36 percent stayed in a hotel or motel, the most frequently chosen lodging type (Figure 15). Nearly 14 percent stayed with a friend or relative, while another 10.6 percent stayed in their own vacation home. Other types of lodging used by respondents were a resort or commercial cabin (10.1 percent), a vacation rental by owner (8.9 percent), and an RV (7.5 percent). No other types of lodging were used by more than 5 percent of the respondents.



**Fig. 15:** Lodging facilities used by respondents to Itasca area visitor survey, fourth quarter (n=1858).

### Transportation

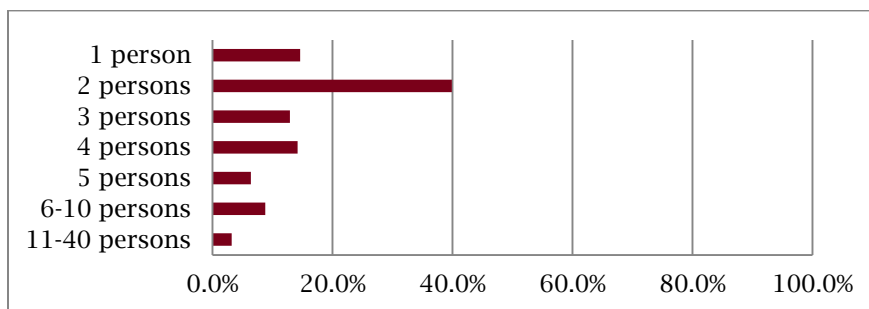
Nearly 86 percent of fourth quarter respondents traveled in the Itasca area by car, van, or truck (Figure 16). Five percent traveled by an RV or camper, and another 2.7 percent arrived by plane.



**Fig. 16:** Primary mode of transportation among respondents to Itasca area visitor survey, fourth quarter (n=1780).

### Group composition and size

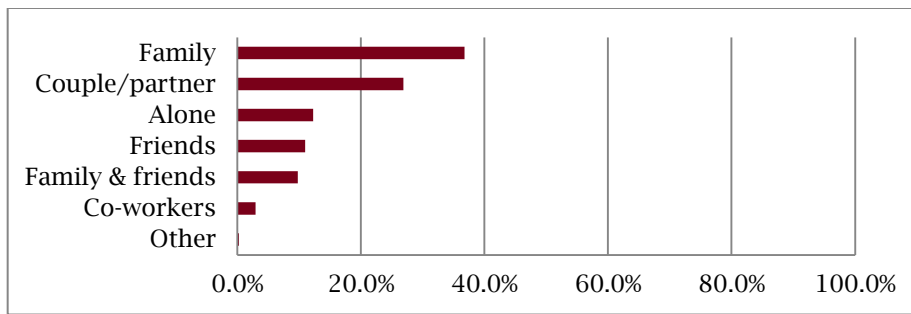
The average fourth-quarter respondent traveled in a group of three people ( $M=3.4$ ,  $Mdn=2$ ,  $SD=3.6$ ). Specifically, 40 percent of respondents traveled in a group of two, while about 15 percent either traveled alone (14.6 percent) or in groups of four (14.3 percent; Figure 17).



**Fig. 17:** Group size in which respondents to Itasca area visitor survey (fourth quarter) travelled (n=1858).

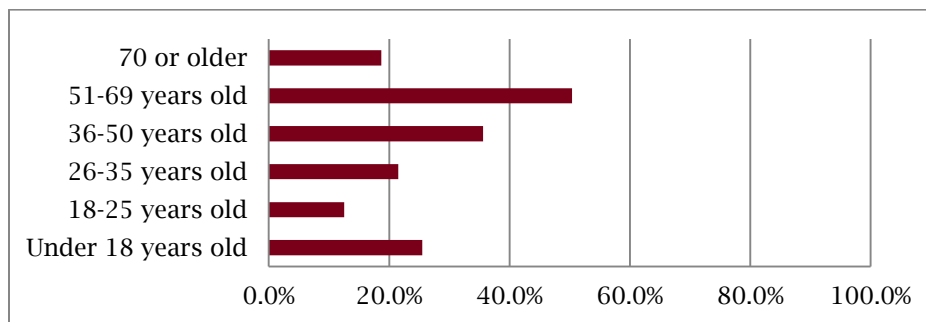
More than 35 percent of the fourth-quarter respondents (36.8 percent) traveled with family, 26.9 percent traveled as a couple or with a partner, and 12.3 percent traveled alone (Figure 18). Eleven percent of respondents traveled with friends, while another 9.8 percent traveled with family and friends.





**Fig. 18:** Group type among respondents to Itasca area visitor survey, fourth quarter (n=1853).

More than half of fourth-quarter respondents (50.4 percent) traveled with adults in the 51-69 age range, followed by 36 percent traveling with adults in the 36-50 age range (Figure 19). About 26 percent of respondents traveled with children under age 18, 21.5 percent with adults in the 26-35 age range, and 18.7 percent with adults 70 years old and above.



**Fig. 19:** Age groups included in Itasca area visitor survey (fourth quarter) respondents' travel party (n=1858).

### Visitor spending

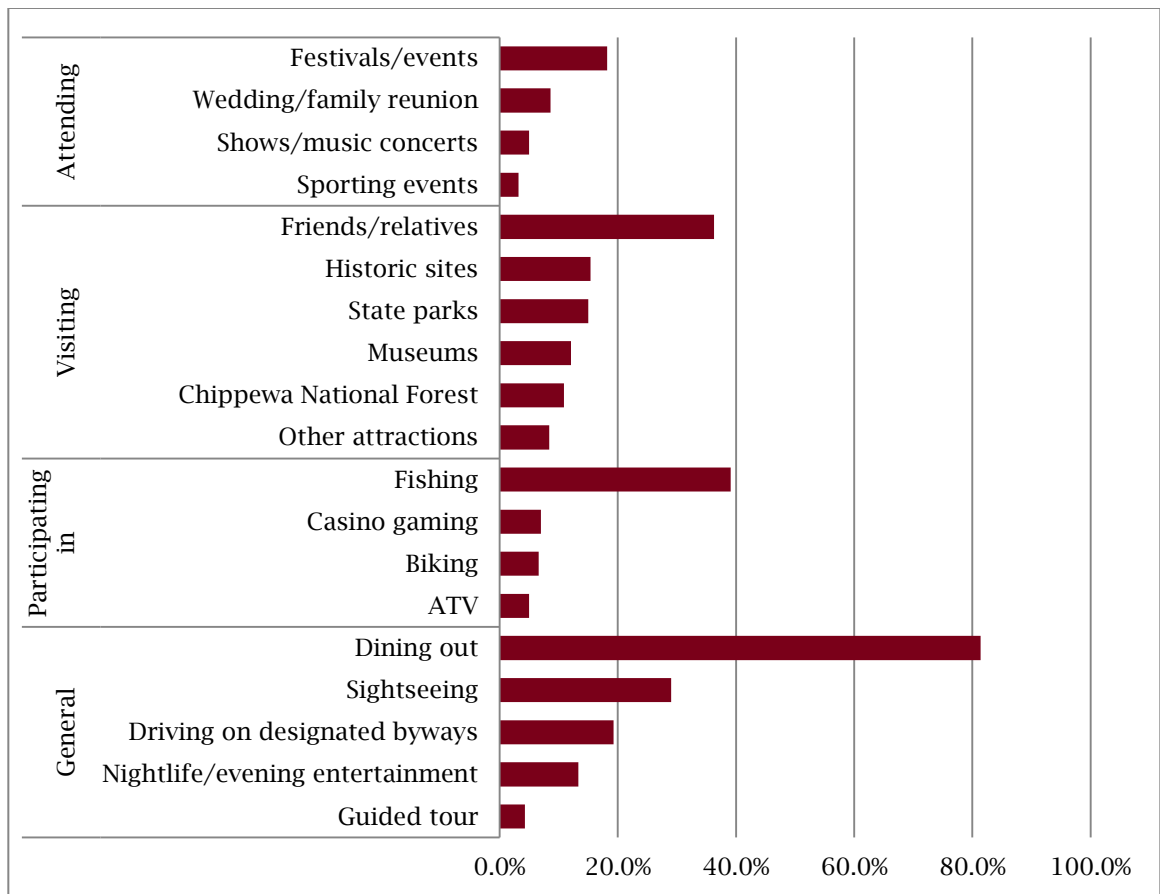
The average fourth-quarter respondent spent the most on lodging, followed by restaurants, transportation, shopping, and groceries (Table 3). Specifically, the average respondent spent \$53.24 on lodging ( $M=53.2$ ,  $Mdn=0$ ,  $SD=116.9$ ), \$23.64 on restaurants ( $M=23.6$ ,  $Mdn=15$ ,  $SD=45.2$ ), \$19.35 on transportation ( $M=19.3$ ,  $Mdn=8.3$ ,  $SD=47.7$ ), \$18.24 on shopping ( $M=18.2$ ,  $Mdn=0$ ,  $SD=72.4$ ), and \$14.85.13 on groceries ( $M=14.8$ ,  $Mdn=0$ ,  $SD=53.8$ ). The average total personal spending within a 24-hour period is \$142 ( $M=142.1$ ,  $Mdn=87.5$ ,  $SD=230.9$ ).

**Table 3:** Descriptive statistics of spending per person per day in various categories by respondents to Itasca area visitor survey, fourth quarter (n=1858).

	<b>Mean (dollars)</b>	<b>Median (dollars)</b>	<b>Standard deviation (dollars)</b>
Lodging	53.24	0.00	116.85
Restaurant	23.64	15.00	45.22
Transportation	19.35	8.33	47.68
Shopping	18.24	0.00	72.39
Groceries	14.85	0.00	53.82
Recreation	4.68	0.00	21.49
Fishing-related equipment	2.91	0.00	18.12
Fishing-related guide service	1.95	0.00	31.36
Other fishing-related expense	1.75	0.00	9.59
Miscellaneous	1.52	0.00	26.59
Total	142.13	87.50	230.85

### Trip Activities

Fourth-quarter respondents participated in a variety of activities during their trip to the Itasca area (Figure 20). The most frequently participated in activity was dining out (81.4 percent), distantly followed by fishing (39.1 percent), and visiting friends and relatives (36.3 percent). Close to 30 percent went sightseeing (29 percent), while nearly 20 percent drove on designated byways (19.3 percent), or attended an event or festival (18 percent).

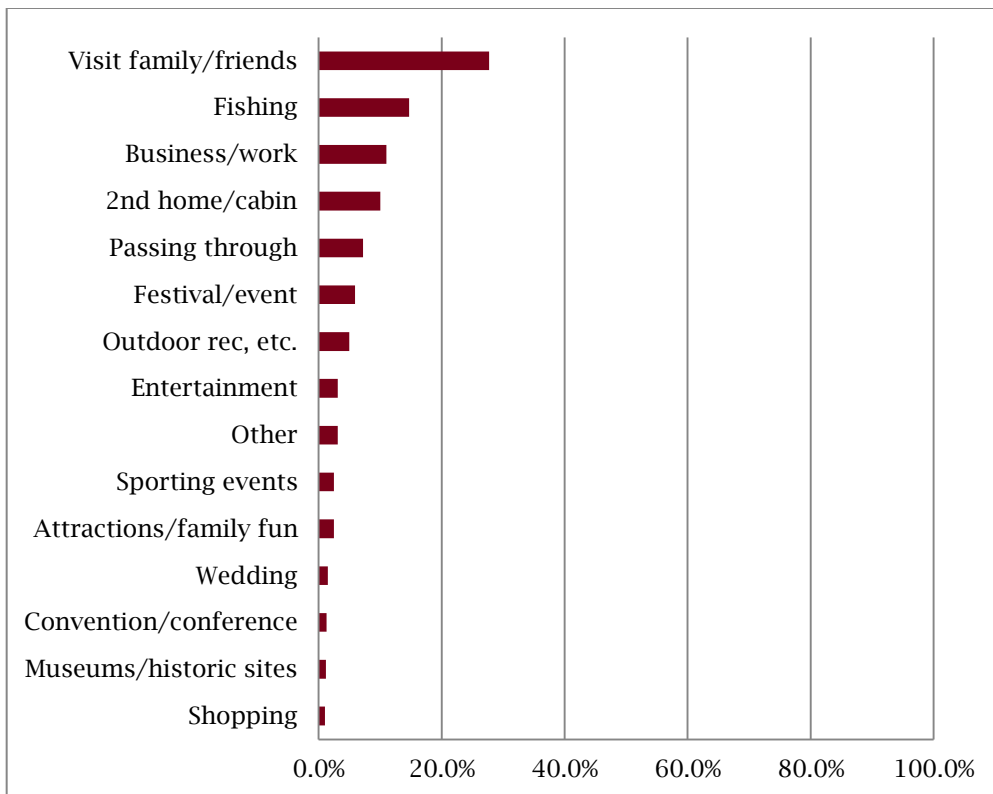


**Fig. 20:** Activities participated in among Itasca area visitor survey (fourth quarter) respondents (n=1858).

## Trip Purpose and Planning

### Primary reason for making trip

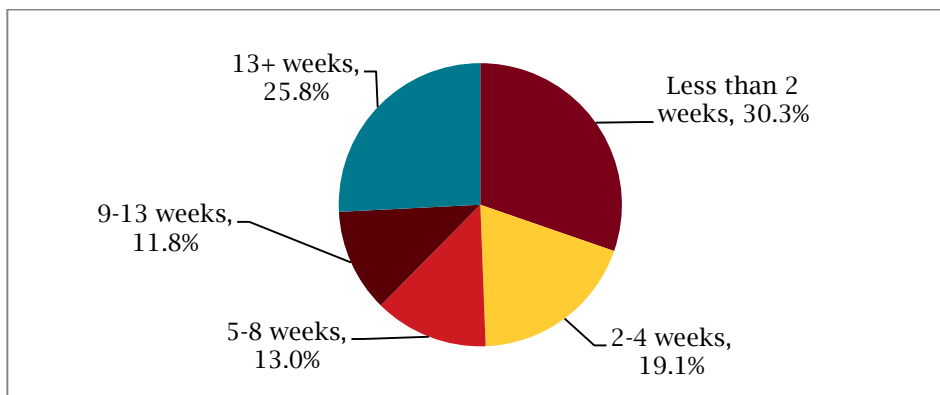
Fourth-quarter respondents most frequently identified visiting friends and families as the primary reason for the trip (27.7 percent), followed by fishing (14.7 percent), business or work (11 percent), and relaxing at their second home or cabin (10 percent; Figure 21). All other reasons were identified by less than 10 percent of respondents.



**Fig. 21:** Primary reason for making the trip among respondents to Itasca area visitor survey, fourth quarter (n=1858).

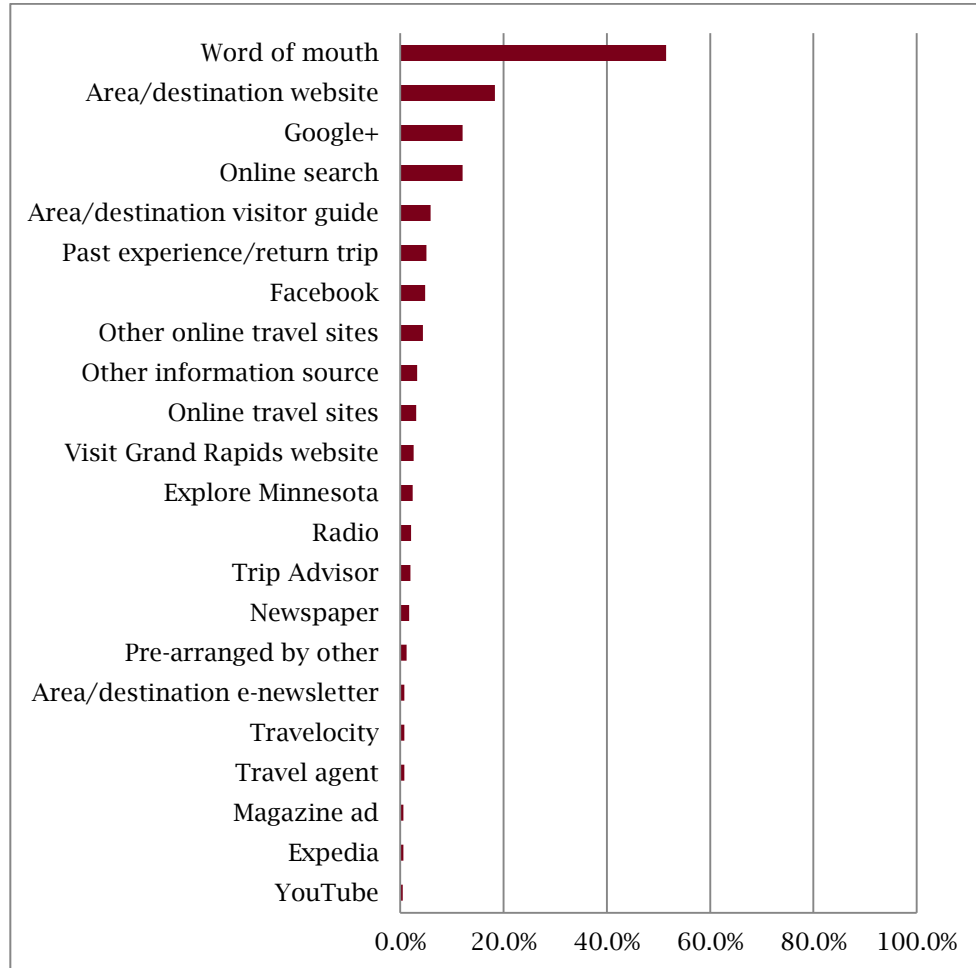
**Trip planning timeframe and information sources**

About 30 percent of fourth-quarter respondents planned their trip less than two weeks in advance, and 26 percent did more than 13 weeks before the trip (Figure 22). Another 20 percent of respondents reported having planned their trip two to four weeks in advance, while 13 percent did it five to eight weeks in advance.



**Fig. 22:** Trip planning timeframe among respondents to Itasca area visitor survey, fourth quarter (n=1778).

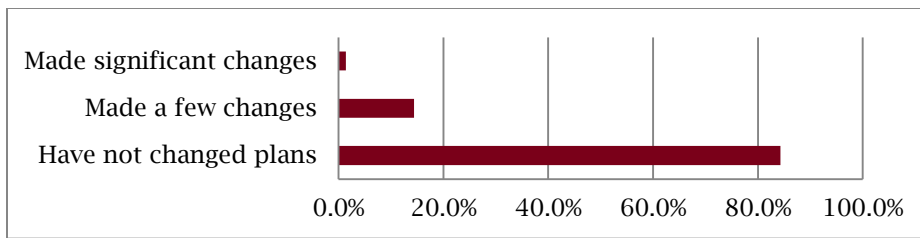
In terms of information sources used to plan for the trip, the most frequently used was word of mouth (51.9 percent). Other commonly used information sources were area or destination website (18.3 percent), Google Plus (12.1 percent), and online search (12.1percent; Figure 23). About 5 percent of fourth-quarter respondents used an area or destination visitor guide (5.1 percent) and past experience (5.1 percent) as an information source. No other information source was used by more than 5 percent of the respondents.



**Fig. 23:** Information sources used by respondents to Itasca area visitor survey, fourth quarter (n=1858).

### Impact of social media during trip

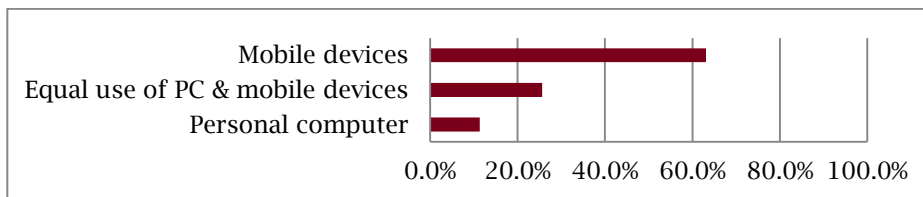
A majority of respondents (84.3 percent) did not change their original travel plans based on information found on social media (Figure 24). About 15 percent indicated making minor changes, and only 1.4 percent made significant changes.



**Fig. 24:** Impact of social media on original travel plans among respondents to Itasca area visitor survey, fourth quarter (n=1546).

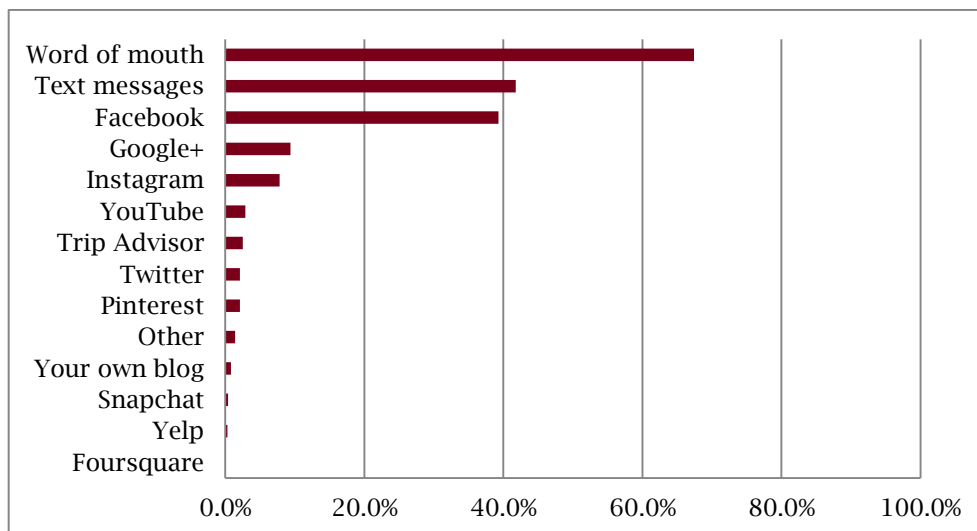
### Sharing information about the trip

Sixty-three percent of fourth-quarter respondents reported they would use mobile devices more than a personal computer to share information about the trip (Figure 25). Another 26 percent said 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.



**Fig. 25:** Devices used to share trip information by respondents to Itasca area visitor survey, fourth quarter (n=1584).

The majority of fourth-quarter respondents said they would share information about their trip through word of mouth (67.4 percent), followed by text messages (41.8 percent) and Facebook (39.3 percent). No other medium was identified by more than 10 percent of the respondents.



**Fig. 26:** Information sharing sources among Itasca area visitor survey, fourth quarter (n=1858).

## REFERENCES

University of Minnesota Tourism Center. (2002). *Evaluation of the Tourism Market and Development Potential of the Itasca Area: Final Report*. St. Paul, MN: University of Minnesota Tourism Center.

**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"/> Airplane	<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**)  
 Alone     Couple/partner     Family     Friends     Family & friends     Other (Explain: \_\_\_\_\_)

Summer 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)

- A personal computer       Mobile devices       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?

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

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**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)

Summer quarter