2020 Research Summit

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Assistant Research Professor, Department of Geography
Economist & Associate Director, ITRR
Outline of ITRR Research

• Survey Development
  – Being Critical Consumers of Data & Research
  – Collecting meaningful data
  – Common pitfalls

• Building a Research Question
  – Coin Flipping

• 5-yr Review of Research Reports Available

• Quarterly Nonresident Travel Data

• Survey Kits

• Interactive Data and Report Building
Survey Development

• Why do we survey?

• Survey Modes

• Coverage and Sampling

• Crafting Good Questions
Why Do We Survey

- Efficient tool for learning about people’s opinions, preferences, spending, voting, and behaviors.
- Confidently estimate the characteristics of millions of people by collecting information from only a few hundred or thousand.

  - To estimate within 5 percentage points, the preference of 100 million voters, we need about 400 randomly selected voters. Within 3 percentage points, about 1,150 voters.
Survey Modes

- Telephone
- Mail back
- Intercept
- Internet
  - Email
  - Links
  - Social Media
- Mixed Mode
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample
- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample
- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias

Consists of all the units (individuals, households, businesses) to which one desires to generalize the survey results.
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample
- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias

List from which a sample is to be drawn in order to represent the survey population.
Coverage and Sampling Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample
- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias

All units of the population that are drawn for inclusion in the survey.
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample

- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias

All units that complete the questionnaire.
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
- Sample
- Completed Sample
- Coverage Error
- Sampling Error
- Selection Bias
- Nonresponse Bias

Results from every unit in the survey population not having a known, nonzero chance of being included in the sample.
Coverage and Sampling
Important Definitions

• Survey Population
• Sample Frame
• Sample
• Completed Sample

• Coverage Error
• Sampling Error
• Selection Bias
• Nonresponse Bias

The result of collecting data from only a subset, rather than all, of the members of the sampling frame
Coverage and Sampling
Important Definitions

- Survey Population
- Sample Frame
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- Sampling Error
- Selection Bias
- Nonresponse Bias

Introduced when selection of units from the population does not achieve randomness, thus sample is not representative of the population.
Coverage and Sampling
Important Definitions

• Survey Population
• Sample Frame
• Sample
• Completed Sample

• Coverage Error
• Sampling Error
• Selection Bias
• Nonresponse Bias

Results when respondents differ in meaningful ways from nonrespondents.
Example – Purchased Business Email Lists

- **Population:** All Businesses in Montana.
- **Sample Frame:** InfoUSA database of businesses.
- **Sample:** All MT businesses found in the Sample Frame.

- Are there opportunities for Error and Bias?
Example – Purchased Business Email Lists

• Are there opportunities for Error and Bias?
  – Coverage error: Only about 20% of businesses in the state have confirmed emails with InfoUSA.  
    • Do those with email addresses differ from those without?
    • We were able to compare the location and industry make up and determine that no difference exists.
Example – Purchased Business Email Lists

• Are there opportunities for Error and Bias?
  – Checking for nonresponse bias: Comparing the Population to the Sample.

<table>
<thead>
<tr>
<th>Employee Size Range</th>
<th>Population Proportion</th>
<th>Sample Proportion</th>
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<tbody>
<tr>
<td>1 to 4</td>
<td>43.5%</td>
<td>42.9%</td>
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<tr>
<td>5 to 9</td>
<td>22.9%</td>
<td>25.9%</td>
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<td>10 to 19</td>
<td>15.4%</td>
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<td>20 to 49</td>
<td>11.6%</td>
<td>9.5%</td>
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<td>50 to 99</td>
<td>4.1%</td>
<td>2.9%</td>
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<tr>
<td>100 to 249</td>
<td>1.9%</td>
<td>1.5%</td>
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<td>250 to 499</td>
<td>0.4%</td>
<td>0.2%</td>
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<tr>
<td>500 to 999</td>
<td>0.1%</td>
<td>0.2%</td>
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<tr>
<td>1,000 to 4,999</td>
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<table>
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<th>Metro Area</th>
<th>Population Proportion</th>
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<td>Nonmetro</td>
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<td>Billings</td>
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<td>Missoula</td>
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<td>Great Falls</td>
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<td>Butte-Silver</td>
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<tr>
<td>Helena</td>
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<td>9%</td>
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<tr>
<td>Kalispell</td>
<td>9%</td>
<td>8%</td>
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</table>
Example – Trail Usage

University of Montana
ScholarWorks at University of Montana

Institute for Tourism and Recreation Research
Publications

2018

Trail Usage and Value - A Helena, MT Case Study

Jeremy L. Sage
University of Montana - Missoula

Norma P. Nickerson
University of Montana - Missoula

Do you live in the Helena area? WE NEED YOUR HELP. The University of Montana/Institute for Tourism and Recreation Research is conducting a study to estimate the value Helena area residents and businesses place on our local recreation opportunities. A couple minutes of your time to complete this survey would be much appreciated.

https://umt.co1.qualtrics.com/jfe/form/SV_4GRJBo0gPa08iFDn
Comparing Survey Modes

• Intercept
  – Helena area residents intercepted at area gas stations;
  – 325 completed surveys (93% response rate).

• Social Media Push
  – Survey available to anyone accessing Bike Helena, Visit Helena or Helena Area Chamber Facebook Sites;
  – 1,142 completed surveys (response rate?).
Comparing Survey Modes – Opportunities to introduce error or bias?

- **Intercept**
  - Population was Helena area residents (Jefferson, Broadwater, and Lewis & Clark Counties);
  - If residents don’t routinely drive, then they may have been missed;
  - If they don’t use the four gas stations we were at, then they may have been missed.

- **Social Media Push**
  - Same intended population;
  - Over 12,000 views on Visit Helena and Bike Helena. 3.5% clicked on the survey. 72 shares;
  - Who is missed?
  - Who is most likely to engage?
How often do you use the biking/hiking/walking trails or paths in the Helena area?

- FREQUENTLY: 43%
- MODERATELY OFTEN: 21%
- OCCASIONALLY: 23%
- RARELY: 8%
- NEVER: 5%

Legend: 
- Intercept
- Push
Crafting Quality Questions

• Examples of Bad Questions:

Do you personally subscribe to, or regularly read, any periodicals, magazines, newsletters, etc. that are specifically related to travel?

☐ Yes
☐ No

Double Barreled Question.
Crafting Quality Questions

• Examples of Fixing a Bad Question:

Do you personally subscribe to any periodicals, magazines, newsletters, etc. that are specifically related to travel?

☐ Yes
☐ No

Do you regularly read, any periodicals, magazines, newsletters, etc. that are specifically related to travel?

☐ Yes
☐ No
Crafting Quality Questions

• Examples of Bad Questions: Political Questions

REPUBLICAN NATIONAL COMMITTEE | PRESIDENTIAL ADVISORY BOARD
STATE OF THE NATION SURVEY

Do you agree that the baseless impeachment inquiry initiated against President Trump and his Administration by Nancy Pelosi, Adam Schiff, and House Democrats has been nothing more than a partisan witch-hunt to overturn an election and undercut Republican chances in 2020?

☐ Yes  ☐ No  ☐ No opinion

Leading Questions
Good Question Guidelines

• Ask one question at a time;
• Use simple and familiar words;
• Use specific and concrete words to specify the concept clearly;
• Use as few words as possible to pose the question;
• Use complete sentences;
• Make sure yes means yes and no means no.
Sampling Demo – Part 1
Surveyor Training

Would you like to take a survey?
Sampling Demo – Part 1
Surveyor Training

➢ Research Question: What proportion of visitors to Montana are male?

➢ Sample Size Required: EXACTLY 10 non-resident visitors

➢ Check Back In!
  ✓ What is the population of interest?

  ✓ What survey question could we use?

  ✓ Is our sample representative of the population?
Sampling Demo – Part 1
Surveyor Training

1. Flip a coin 10 times
   a) Heads = Males
   b) Tails = Females

2. Scan the QR code

3. Enter your LUCKY NUMBER (center of card) into first box

4. Enter number of heads in 10 flips into second box

HERE ARE YOUR SHINY PENNY AND LUCKY NUMBER!!
Please Wait For Further Instructions

Thank You For Making Today A Data Day!
• **Sampling Demo – Part 2**
  – Stay Tuned For Survey Results!
  – And Interactive Data Update!

• **Research Questions**
  – *What proportion of visitors to Montana are male?*
  – How does this differ from a survey question?
What’s a Research Question?

• Your research question is the primary question your project sets out to answer.

• It’s the problem you’re trying to solve.
Why are research questions important?

• To set the scope of the problem or opportunity.
  – Stay on course!
  – Resourceful!
  – Actionable results!

• Tie your work to your business goals
  – Align research goals with business goals
  – Business clarity
  – Reduces risk
How to define a research question?

1. Identify a broad question or business need

- Are people reading my travel magazine?
- Where do motorcyclists ride?
- How much bike traffic can the trails handle?
- I need some trucks!
How to define a research question?

1. Identify a broad question or business need

- Who visits Montana?
- What are they doing here?
- Where do they stay?
- How much do they spend at diners?
How to define a research question?

1. Identify a broad question or business need
   a. End goal is to be more specific

2. Identify needs, resources, and factors
   a. What are your business needs?
   b. What information resources are available?
   c. What factors or variables are important?
How to define a research question?

2. Identify needs, resources, and factors

- Where do motorcyclists ride?
- How much bike traffic can the trails handle?
- I need some trucks!
- Who visits Montana?
- How much do they spend at diners?
How to define a research question?

1. Identify a broad question or business need
2. Identify needs, resources, and factors
3. Re-evaluate (align) your research question
   a. Get more specific – use factors/variables
   b. Identify what the answer will look like
   c. Narrow population or timeframe
   d. Ensure business goals can be met - Actionable
How to define a research question?

3. Re-evaluate (align) your research question

- Where do motorcyclists ride?
  - What routes through Missouri River Country are most preferred by motorcyclists during peak season?
- How much bike traffic can the trails handle?
  - What is the maximum number of cyclists Mt. Helena ridge trail before incurring increased erosion?
- I need some trucks!
  - Where can I find the best price for a small fleet of extended cab heavy duty trucks?
How to define a research question?

1. Identify a broad question or business need
2. Identify needs, resources, and factors
3. Re-evaluate (align) your research question
4. “Conduct” your research
   a. Self-Collect (low stakes)
   b. Utilize available resources or research
   c. Plan Your Study! (high stakes)
ITRR provides citizens, leaders and policy makers with objective tourism and recreation research essential to making informed decisions for advancing Montana’s economy while sustaining its natural resources.

Areas of Research

Nonresident Travel (economic, visitation, characteristics, niches)

Resident Travel (economic, estimations, characteristics)

Resident Recreation (estimation, characteristics, activities)

Resident Attitudes (tourism, recreation, values, QOL)

Land Management visitation & characteristic studies
<table>
<thead>
<tr>
<th>Example Studies</th>
<th>Results and Use</th>
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<tbody>
<tr>
<td>Nonresident survey</td>
<td>• economic impact/expenditures</td>
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<tr>
<td></td>
<td>• visitor characteristics</td>
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<td></td>
<td>• travel patterns</td>
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<td></td>
<td>• marketing</td>
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<tr>
<td>Resident surveys</td>
<td>• recreation types and use</td>
</tr>
<tr>
<td></td>
<td>• value of natural resources</td>
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<td></td>
<td>• attitudes toward tourism</td>
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<td>Specialized studies</td>
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<tr>
<td>Outfitting and Guiding</td>
<td>• economic impact</td>
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<tr>
<td></td>
<td>• numbers of clients</td>
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<tr>
<td></td>
<td>• marketing</td>
</tr>
<tr>
<td>Motorcycle Tourism</td>
<td>• all about the journey (scenic routes)</td>
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<tr>
<td></td>
<td>• provide rider maps</td>
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<tr>
<td>Route Choices</td>
<td>• Nonresident arrivals to the state</td>
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<tr>
<td></td>
<td>• resident &amp; nonresident routes in MT</td>
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</table>
ScholarWorks

• All reports published on our website:

http://itrr.umt.edu/default.php
The Institute for Tourism & Recreation Research conducts travel and recreation research in Montana, with a primary focus on the nonresident travel survey conducted throughout the state. ITRR is perhaps best known for producing the widely used statewide estimates of total nonresident visitation and travel expenditures, as well as visitor characteristics, in the state each year, along with the annual estimate of the economic contribution of nonresident travel to Montana's economy. Read more about the nonresident travel survey and visitation and spending estimation models.
ScholarWorks

Search Hints:
ScholarWorks will open in a new browser window. You can enter search terms to find what you are looking for in the upper lefthand side of the screen, or click "Advanced Search" to enter more specific search terms and parameters such as which fields should be searched for the terms you enter (e.g., subject, author, title).

Once you have conducted a search, you may view the search terms you entered, or enter new search terms, by clicking the "Show Search" tab near the upper right corner of the page to open the search options again.

- **Quotation marks** " around terms return exact phrase matches. Example: "cooler water" will return different results from "water cooler."
- **Asterisks** * within or at the end of a term function like multiple wildcards. Example: an All Fields search for l*nn will return results with lynn, linn, and lochlann.
- **Questions marks** ? within or at the end of a term function like single wildcards. Example: an All Fields search for l?nn will return results with lynn and linn, not lochlann.
- **Tildes** ~ at the end of a term return fuzzy matches. Example: colour~ will return results with colour, color, and coli.
- **Commas** , will be ignored in any search. Instead, use the tips above to construct finely tuned queries, and then save your criteria using the "Save this search" feature.

ITRR publications are considered a series within the ScholarWorks repository.
INSTITUTE FOR TOURISM AND RECREATION RESEARCH PUBLICATIONS

The Institute for Tourism & Recreation Research at the University of Montana conducts travel and recreation research in Montana, with a primary focus on the nonresident travel survey conducted throughout the state. The Institute produces widely used statewide estimates of total nonresident visitation and travel expenditures, visitor characteristics in the state each year, and annual estimate of the economic contribution of nonresident travel to Montana’s economy. The research and creative scholarship by the faculty of the Institute for Tourism & Recreation Research includes studies into the social and environmental impacts of tourism; regional and community tourism planning and development; niche market studies; geotourism; and outdoor recreation.

Jump to:

2019

Submissions from 2019

PDF Tourism & Its Impacts on Rural Communities: Deer Lodge 2018. Carter Bermingham, Norma P. Nickerson, and Megan Schultz

PDF Tourism & Its Impacts on Rural Communities: Lima, Montana 2018. Carter Bermingham, Norma P. Nickerson, and Megan Schultz
Repeat Visitors - Assessing Motivations for Return Visits and the Influence of Previous Visits to Montana

- Abstract
- Executive Summary – brief, stand-alone summary
- In-depth description of Methods, Analysis, Results, Conclusion and Recommendations, Appendices
Research report examples:

• Motorcycle Touring in Montana: A Market Analysis

• Analysis of Touring Cyclists: Impacts, Needs and Opportunities for Montana

• Trail Usage and Value - A Helena, MT Case Study
• Research is not just for marketing!

• Business plans, grant writing, community development, etc.

• Please help your partners find information they need by sending them our way!
5-Year Summary of Reports

• Annual Reports:
  – Statewide Estimates of Nonresident Visitation, Expenditures, and Economic Impact
  – County & Region Nonresident Expenditures and Economic Impact
  – Tourism Outlook
<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
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<tbody>
<tr>
<td>2014</td>
<td>Comparative Analysis of Resident and Visitor Community Image: Gardiner, Montana</td>
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<tr>
<td>2014</td>
<td>Resident visitation at NPS sites: Yellowstone, Glacier, and Little Bighorn Battlefield</td>
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<tr>
<td>2015</td>
<td>Montana Residents and Tourism</td>
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<td>2015</td>
<td>Relocation to Montana: Current Residents Who Were Influenced by Previous Vacations or Seasonal Tourism Jobs to Move to the State</td>
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<td>2015</td>
<td>The Montana Expression 2015: Bicycling</td>
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<tr>
<td>2017</td>
<td>Invasive species and water recreation</td>
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<td>2017</td>
<td>The Montana Expression 2018: MT Residents’ Use of Fishing Access Sites &amp; Public Lands &amp; Waterways Values</td>
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<td>2018</td>
<td>The Montana Expression 2018: Aquatic Invasive Species and Water Recreation</td>
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<td>2018</td>
<td>Resident Travel in Montana</td>
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<tr>
<td>2018</td>
<td>A Longitudinal Study of Montanans' Intrastate Travel</td>
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<td>2018</td>
<td>The Montana Expression 2018: MT Resident use of state parks</td>
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<td>2018</td>
<td>Gardiner, Montana: Resident perceptions Before and After Development</td>
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<tr>
<td>2019</td>
<td>Montana Travel and recreation - Memorial Day &amp; July 4th Holidays</td>
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<tr>
<td>2019</td>
<td>Montanans' Consumer Confidence: Expectations for Income, Travel, and Recreation</td>
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<tr>
<td>2020</td>
<td>The Montana Expression: Resident Attitudes Towards Tourism Q4 2019</td>
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## Tribal Tourism

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<tr>
<th>Year</th>
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<td>2019</td>
<td>Blackfeet Tribal Tourism Case Study</td>
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<td>2019</td>
<td>Blackfeet Conservation Area Development</td>
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<td>2019</td>
<td>Indian Country Cultural and Heritage Tourism</td>
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## Public Lands

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<tr>
<td>2014</td>
<td>Visitor Support of Yellowstone National Park</td>
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<td>2014</td>
<td>Gardiner, Montana: Visitor perceptions, Image, &amp; Spending 2013</td>
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<td>2016</td>
<td>Comparing Bicyclists, Non-Bicyclists, and Bus Drivers in Glacier National Park</td>
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<td>2016</td>
<td>Assessing Going-to-the-Sun Road Travelers' Attitudes, Knowledge, and Perceptions of Bicycling</td>
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<td>2016</td>
<td>Understanding park support - Philanthropy and other support for YNP</td>
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<td>2016</td>
<td>Building constituency at Yellowstone National Park: 2015 Visitor Study</td>
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<td>2016</td>
<td>What we know about Crowding and Visitor Experiences: White Paper</td>
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<td>2016</td>
<td>Economic Contributions of the Yellowstone River to Park County, Montana</td>
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<td>2017</td>
<td>Thinking Outside the Park- National Park Fee Increases Effects on Gateway Communities</td>
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<td>2018</td>
<td>Gardiner, Montana: Visitor Perceptions, Image and Spending 2018</td>
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## Recreation & Activities

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<th>Year</th>
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<tr>
<td>2017</td>
<td>Focus on Activities: Montana's key Niche Activities</td>
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<td>2018</td>
<td>Montana's outfitting industry: 2017 Economic contribution and industry-client analysis</td>
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<td>2018</td>
<td>Trail Usage and Value: A Helena, MT Case Study</td>
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<td>2019</td>
<td>Economics and Characteristics of Alpine Skiing</td>
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<td>Motorcycle touring in Montana: A market analysis</td>
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<td>2014</td>
<td>Comparison of MT Visitor's and MT Resident's Use of Downtowns: Presentation Report</td>
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<td>2015</td>
<td>Revisiting market segments based on &quot;what attracted visitors to Montana&quot;</td>
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<td>2015</td>
<td>Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State</td>
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<td>2016</td>
<td>Assessing character of place to guide geotourism: A case study of two Montana communities</td>
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<td>2016</td>
<td>The Montana Expression 2016: Vacation Planning</td>
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<td>2016</td>
<td>Park County, WY Visitor Profile - 2016 to 2005 Comparison</td>
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<td>2017</td>
<td>Age defining life stage traveling: Montana nonresident travel groups</td>
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<td>2017</td>
<td>Visitor Characteristics and Economic Analysis of Northeast Montana</td>
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<td>2019</td>
<td>Repeat Visitors: Assessing Motivations for Return Visits and the Influence of Previous Visits to Montana</td>
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## Travel Spending & Economics

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<tbody>
<tr>
<td>2016</td>
<td>The importance of Traveler spending on locally produced goods and services</td>
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<td>2016</td>
<td>MT Expression Research Report: A Comparison of Vacationer Spending Segments</td>
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<td>2016</td>
<td>An Assessment of the Resort Tax: Collections and Usage in Montana Communities</td>
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<td>2016</td>
<td>Using DMAs as a Marketing tool: 2015 nonresident visitor data</td>
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<td>Analyzing Economic and Social Opportunities and Challenges Related to Bison Conservation in Northeast Montana</td>
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<tr>
<td>2017</td>
<td>2017's Costly Fire Season</td>
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<td>2020</td>
<td>Canadian Travelers</td>
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<td>2014</td>
<td>2014 Spartan race survey Kit Visitor Study</td>
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<td>Survey Kit Recap</td>
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<td>2014</td>
<td>Whitefish Legacy Trail Visitor Study</td>
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<td>Sanders County Yard Sale: 2014</td>
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<td>Evel Knievel Days: 2014</td>
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<td>The Event at Rebecca Farm</td>
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<tr>
<td>2015</td>
<td>Montana Dragon Boat Festival 2015</td>
</tr>
<tr>
<td>2015</td>
<td>Montana Folk Festival: 2015</td>
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<tr>
<td>2016</td>
<td>Montana Winter Fair- 2016 (Lewistown, MT)</td>
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<tr>
<td>2016</td>
<td>Big Sky Documentary Film Festival 2016</td>
</tr>
<tr>
<td>2016</td>
<td>The Event at Rebecca Farm 2016 survey kit</td>
</tr>
</tbody>
</table>
2020 Research Summit
Quarterly Nonresident Travel

Megan Schultz
Project Manager & Research Associate
Quarterly Nonresident Travel Data
Scientific Approach to Data Collection

• Each Intercept:
  – Up-front survey on the iPad
  – Mailback survey

• Understanding the Total Population of Visitors to Montana
  – 11 Surveyors covering 9 Territories
  – Each working 29 hours per week*
Data Collection Territories
Scientific Approach to Data Collection

• Representative Sampling

• Surveying and Proportion Counts
  – Unbiased locations
    • Gas stations, rest areas, airports
  – Variation in the days and times worked allows for representative data collection

• Understanding travel groups
  – Each vehicle
    • Because of doing those proportion counts
    • Reporting: Average Daily Group Expenditures
# Proportion Count Sampling

<table>
<thead>
<tr>
<th>Bozeman January-June 2020</th>
<th>S</th>
<th>M</th>
<th>T</th>
<th>W</th>
<th>R</th>
<th>F</th>
<th>S</th>
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<tbody>
<tr>
<td>Airport</td>
<td>X</td>
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<td>XX</td>
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<td>West Yellowstone Exit</td>
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<tr>
<td>Gardiner Exit</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Highways 87 &amp; 20</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>XX</td>
<td>XX</td>
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<td>XX</td>
<td>XX</td>
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<td>X</td>
</tr>
</tbody>
</table>
Framing Questions

• Surveys written to ask about different time frames
  – Yesterday versus the last 24 hours

• Training for question asking
  – Need the same response whether the interview is taking place in Libby or Sidney
Quarterly Nonresident Data

• Cleaning/Coding of Spending Data
  – Cleaned to deal with outliers, recategorize if needed
  – Weighted to ensure sample is representative of population
  – Delimited – 3 standard deviations + mean
  – Average spending for each category
Getting the Big $

avg. daily group expenditure
(from survey data) ×
avg. length of stay
(from survey data) ×
total # of groups
(from the visitation model) =
estimate of total nonresident travel spending in the state
Spending is not the end of the story. These dollars spent flow through the State’s economy.

Table 1 - 2018 Nonresident Traveler Expenditures

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Average Daily Per Group</th>
<th>Allocation by Category</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline, Diesel</td>
<td>$33.12</td>
<td>23%</td>
<td>$839,690,000</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>$26.54</td>
<td>18%</td>
<td>$668,150,000</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>$17.87</td>
<td>12%</td>
<td>$449,710,000</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$16.52</td>
<td>11%</td>
<td>$410,110,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13.63</td>
<td>9%</td>
<td>$344,570,000</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>$10.95</td>
<td>7%</td>
<td>$275,380,000</td>
</tr>
<tr>
<td>Licenses, Entrance Fees</td>
<td>$10.28</td>
<td>7%</td>
<td>$252,130,000</td>
</tr>
<tr>
<td>Auto Rental</td>
<td>$5.89</td>
<td>4%</td>
<td>$147,730,000</td>
</tr>
<tr>
<td>Rental Home, Cabin</td>
<td>$4.64</td>
<td>3%</td>
<td>$115,490,000</td>
</tr>
<tr>
<td>Made in MT</td>
<td>$3.79</td>
<td>3%</td>
<td>$94,310,000</td>
</tr>
<tr>
<td>Campground, RV Park</td>
<td>$1.80</td>
<td>1%</td>
<td>$45,210,000</td>
</tr>
<tr>
<td>Vehicle Repairs</td>
<td>$1.44</td>
<td>1%</td>
<td>$36,330,000</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>$1.00</td>
<td>1%</td>
<td>$24,550,000</td>
</tr>
<tr>
<td>Gambling</td>
<td>$0.54</td>
<td>&lt;1%</td>
<td>$14,060,000</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>$0.27</td>
<td>&lt;1%</td>
<td>$6,450,000</td>
</tr>
<tr>
<td>Transportation Fares</td>
<td>$0.03</td>
<td>&lt;1%</td>
<td>$690,000</td>
</tr>
</tbody>
</table>

Estimated Total $148.30 $3,724,550,000

2018 Economic Impact

<table>
<thead>
<tr>
<th>Economic Impact</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Output</td>
<td>$3,157,010,000</td>
<td>$1,029,360,000</td>
<td>$1,098,180,000</td>
<td>$5,284,550,000</td>
</tr>
<tr>
<td>Employment (# of jobs)</td>
<td>43,090</td>
<td>7,190</td>
<td>9,050</td>
<td>59,330</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$985,320,000</td>
<td>$227,110,000</td>
<td>$292,930,000</td>
<td>$1,505,360,000</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$141,970,000</td>
<td>$60,480,000</td>
<td>$47,660,000</td>
<td>$250,110,000</td>
</tr>
<tr>
<td>Other Property Type Income</td>
<td>$396,700,000</td>
<td>$192,060,000</td>
<td>$200,570,000</td>
<td>$789,330,000</td>
</tr>
<tr>
<td>State &amp; Local Taxes</td>
<td></td>
<td></td>
<td></td>
<td>$230,020,000</td>
</tr>
</tbody>
</table>

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

2020 Research Summit
Survey Kits

Whitefish Farmers Market

Q1. Are you a resident of Montana?  [ ] Yes  [ ] No (Bring to QA)

Q2. Are you attending this event with out-of-state visitors?  [ ] Yes  [ ] No

Q3. Is your primary residence in Whitefish?  [ ] Yes (Skip to QA on back)  [ ] No (Go to QA)

Q4. In what state, province, or foreign country do you reside?  

Q5. Is this your first time visiting Whitefish?  [ ] Yes  [ ] No

Q6. Why are you attending this event? Your primary reason for being in Whitefish?  [ ] Yes  [ ] No

Q7. For what other reasons are you visiting Whitefish? (Check all that apply)
   - Vacation/recreation/pleasure
   - Just passing through
   - スーパーマーケット/shopping
   - Visiting friends/relatives
   - Shopping
   - Food/shopping
   - Others

Q8. On this trip, how many nights will you spend away from home?  

Q9. How many of those nights are in Montana?  

Q10. Of your nights in Montana, how many will you stay in Whitefish?  

Q11. In what type of accommodation(s) will you stay in Whitefish? (Check all that apply)
   - Hotel/motel & rented
   - Resort/hotel/cabin
   - Public land camping
   - Private campground
   - Renter's home/other
   - Other (Specify)

Q12. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) will spend in Whitefish in each of the following categories.
   If you will not spend money in a category, please leave blank.

   ACCOMMODATION IN Whitefish
   - Hotel/motel & rented
   - Resort/hotel/cabin
   - Public land camping
   - Private campground
   - Renter's home/other
   - Other (Specify)

   TRANSPORTATION IN Whitefish
   - Ground transportation
   - Local transportation
   - Auto rental

   FOOD IN Whitefish
   - Restaurants/bar
   - Supermarket/convenience

Q13. How many people does the above spending represent (Including yourself, i.e., your travel group/family size)?  

Q14. Continue on back.
Survey Kit Overview

• Service for a minimal fee
  – $500 to $800
    • Depends on method used

• Includes:
  – Survey design (based off template)
  – Guidance on collecting the data
  – Data entry and analysis
  – Report on the results
    • Including open-ended comments in an appendix
Survey Kit Examples

• Montana Folk Festival
• Montana Dragon Boat Festival
• Missoula Downtown Association
  – Downtown ToNight, Out to Lunch, River City Roots, Brewfest
• Shelby, Lima, Deer Lodge Communities
• Blackfoot Pathways: Sculpture in the Wild
• Butte Community Ice Center
Survey Kit Info on our Website

Contact Megan Schultz at: megan.schultz@umontana.edu

2020 Research Summit
Survey Kit Uses

- Potential for smaller areas to do data collection and help with marketing plans and applying for grants
- Buying this information from consultants $$$