Sample Tally Question List and Tally Form

You can print all the tally questions on a single sheet of paper. Interviewers should read from this sheet to administer the interview, and record responses on a "tally sheet". Samples of these materials are provided. You should, of course, customize them to meet your needs.

Sample tally questions are provided for **gated** and **ungated** events, as noted.

FOR GATED EVENTS

Stint Identification	Every assigned stint in your study should have a unique set of materials provided for counting entrants.	number. This number should be recorded on each Tally sheet and each
Interviewer Identification	The interviewer's name should be recorded on each Tall	y sheet for quality control.
Tally Box	Refusals you must be able to measure the response rat process to record the number of people who decline/refu	e to the Tally Process. Thus, you must have a mechanism in the Tally se your efforts to interview them as they enter the site.
Introduction		Welcome to NAME EVENT. Before you start your visit here today, I'd like out who is coming to this event. (TO TAKE RESPONDENT OUT OF th you today just step aside for a couple of minutes?)
Questions		
1-a)	Have you already been stopped to answer questions about	out NAME EVENT <i>today</i> ?
	No [] Yes []	IF YES, THANK RESPONDENT & TERMINATE
1-b)	THIS QUESTION IS REQUIRED ONLY FOR TALLY IN KIOSKS, WASHROOM LINE-UPS, BLEACHERS, ETC	TERVIEWS CONDUCTED AT ON-SITE LOCATIONS (REFRESHMENT . Q.1-b) is <u>not</u> included in the sample Tally Sheet.
	At which location and time did you first enter the site toda Location (pre-list to correspond to Time Period (pre-list to correspond to Correspond to Correspond to Cor	o entry gates)
2.	Is XXXX (NAME CITY/TOWN IN WHICH EVENT IS TAK	(ING PLACE) your permanent place of residence (SHOW MAP*)?
Optional 3-a)	Yes [] LOCAL: SKIP TO Q. No [] NON-LOCAL: ASK Q.3 *The map should display clear boundaries of what the exclusion 3 is required if you plan to segment your in IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EXPERIMENTAL PROPERTY.	formation by various origin groups. /ENT, ASK: In which city/town, province/ state/country is your
	City/Town Province/State Country	
	IF CANADA/USA: Postal/Zip Code	
3-b)	IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EX- residence?	/ENT, ASK: Are you on an out-of-town trip from your permanent place of
	No [] Yes []	IF YES, ASK 3-c)
3-c)	Have you or will you be spending at least one night away	from home on this trip?

	No [] Yes []
4-a)	How many people who live in your household came to NAME EVENT with you today? IF MORE THAN ONE PERSON IN PARTY, ASK: And how many, if any, of these people are under [XX] years of age?
	Total number in household travel party IF MORE THAN ONE PERSON IN PARTY OR IF ANY LOOK TO BE TEENS/CHILDREN, ASK 4-b). OTHERS, SKIP TO Q.5
4-b)	And how many, if any, of these people are under [XX] years of age?
	Number under [XX] years
5.	How many people in your group, if any, are [Are you*] here as staff, a vendor, participant/performer, media or volunteer to help with today's events? RECORD OPPOSITE APPROPRIATE EXCLUDED CATEGORY. IF ALL PARTY MEMBERS ARE "EXCLUDED", RECORD ON TALLY SHEET & TERMINATE
	CODE # A. Staff B. Vendor/merchant C. Participant/ performer D. Media E. Volunteer *wording change required if a one person party #
6.	Which type of ticket(s) did you use today to enter NAME EVENT? OPTIONAL, depends on circumstances of Event. See Tally Procedures)
	CODE A. Individual day ticket B. Individual event pass [multi-day pass] C. Family day ticket D. Family event pass [multi-day pass] E. NO TICKET (Comp., Vendor, Staff, etc.) OTHER (WRITE IN)
7.	IF MULTI-DAY EVENT: NAME EVENT lasts for X days. Over the full course of the event, on how many different days have you/do you plan to attend, counting today's visit?
	WRITE IN NUMBER OF DAYS
	DON'T KNOW/CAN'T ESTIMATE []
8-a)	RECRUITING FOR ATTENDEE / ON-SITE SPENDING SURVEY IF MULTI-DAY EVENT: Have you or has anyone else in your household party received a questionnaire to complete, either today or on a previous day you came to the event? No [] GO TO NEXT QUESTION Yes [] You need only complete one questionnaire for all your visits to this event. Thank you for your cooperation and enjoy your stay here

today.

8-b) Nonlocal

NON-LOCAL: In order for us to learn more about your reactions to NAME EVENT and spending on your trip, would **the person most able to report on spending** for all people in your household who are on the trip with you please complete this short survey just before you leave the site today? You can drop the completed questionnaire in one of the specially labelled boxes near the exits or return it to us by mail in the postage paid envelope we have provided.

IF USING AN INCENTIVE, CONSTRUCT THE APPROPRIATE STATEMENT: As a thank you for your cooperation, once we have your completed survey, we will provide you with/ you will have a chance to win [NAME PRIZE], etc.

Refuses to accept questionnaire	[]	
Accepts questionnaire	į į	RECORD UNIQUE ID FROM
		Q'AIRE ON TALLY SHEET

IF ACCEPTS: Could I please have a telephone number (including area code) where I can reach you at home and the first name of the person who will complete this survey, just in case we have to follow-up on any of your answers?

RECORD PHONE NUMBER
RECORD FIRST NAME OF RESPONDENT

8-b) Local

LOCAL: In order for us to learn more about your reactions to NAME EVENT and spending at this event, would **the person most able to report on spending** for all people in your household who came to this event with you please complete this short survey just before you leave the site today? You can drop the completed questionnaire in one of the specially labelled boxes near the exits or return it to us by mail in the postage paid envelope we have provided.

IF USING AN INCENTIVE, CONSTRUCT THE APPROPRIATE STATEMENT: As a thank you for your cooperation, once we have your completed survey, we will provide you with/ you will have a chance to win [NAME PRIZE], etc.

Refuses to accept questionnaire	[]	
Accepts questionnaire	[]	RECORD UNIQUE ID FROM
		Q'AIRE ON TALLY SHEET

IF ACCEPTS: Could I please have a telephone number (including area code) where I can reach you at home and the first name of the person who will complete this survey, just in case we have to follow-up on any of your answers?

RECORD PHONE NUMBER RECORD FIRST NAME OF RESPONDENT Thank respondent for his/her cooperation.

INTERVIEWER NOTE: REMEMBER TO WRITE UNIQUE ID NUMBER FROM ATTENDEE SURVEY FORM ON YOUR TALLY SHEET BEFORE DISTRIBUTING THE ATTENDEE QUESTIONNAIRE.

7/25/2006

FOR UNGA	TED EVENTS			
Stint Identification			ue number. Th	nis number should be recorded on each Tally sheet and each
Interviewer Identification	The interviewer's name should be recorded on each Tally sheet for quality control.			
Tally Box	Refusals you must be able to mea process to record the number of pe			y Process. Thus, you must have a mechanism in the Tally orts to interview when approached.
Introduction		ng to this event. (To	TAKE RESP	NAME EVENT. I'd like to ask you just a few questions so wondent out of traffic flow: Could you and others
Questions				
1.	Have you already been stopped to	answer questions	about NAME E	VENT <i>today</i> ?
	No [] Yes []		IF YES, THA	ANK RESPONDENT & E
2.	Is XXXX (NAME CITY/TOWN IN V	WHICH EVENT IS T	AKING PLACE	E) your permanent place of residence (SHOW MAP*)?
Optional 3-a)	Yes [] LOCAL: SKIP TO Q. No [] NON-LOCAL: ASK Q.3 *The map should display clear boundaries of what the event has defined to be the "local area". Question 3 is required if you plan to segment your information by various origin groups. IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EVENT, ASK: In which city/town, province/ state/country is your permanent residence? IF CANADA OR USA, ASK: And what is your postal/zip code?			
	City/Town Province/State Country	_ _ _		
	IF CANADA/USA: Postal/Zip Co	ode		
3-b)	IF RESPONDENT LIVES OUTSID residence?	DE CITY/TOWN OF	EVENT, ASK:	: Are you on an out-of-town trip from your permanent place of
	No Yes	[]		IF YES, ASK 3-c)
3-c)	Have you or will you be spending at least one night away from home on this trip?			
	No Yes	[]		
4-a)	How many people who live in your household came to NAME EVENT with you today? IF MORE THAN ONE PERSON IN PARTY, ASK: And how many, if any, of these people are under [XX] years of age?			
	Total number in household travel	l party		IF MORE THAN ONE PERSON IN PARTY OR IF ANY LOOK TO BE TEENS/CHILDREN, ASK 4-b). OTHERS, SKIP TO Q.5
4-b)	And how many, if any, of these peo	ople are under [XX]	years of age?	**
	Number under [XX] years			

5.	How many people in your group, if any, are [Are you*] here as staff, a vendor, participant/performer, media or volunteer to help with today's events? RECORD OPPOSITE APPROPRIATE EXCLUDED CATEGORY. IF ALL PARTY MEMBERS ARE "EXCLUDED", RECORD ON TALLY SHEET & TERMINATE
	CODE # F. Staff
	G. Vendor/merchant
	H. Participant/ performer I. Media
	J. Volunteer
	*wording change required if a one person party
6.	Which type of ticket(s) did you use today to enter NAME EVENT? OPTIONAL, depends on circumstances of Event. See Tally Procedures)
	CODE
	F. Individual day ticket []
	G. Individual event pass [multi-day pass]
	H. Family day ticket [] I. Family event pass [multi-day pass] []
	I. Family event pass [multi-day pass] [] J. NO TICKET (Comp., Vendor, Staff, etc.) []
	OTHER (WRITE IN)
7-a)	IF MULTI-DAY EVENT: NAME EVENT lasts for X days. Over the full course of the event, on how many different days have you/do you plan to attend, counting today's visit?
	WRITE IN NUMBER OF DAYS
	DON'T KNOW/CAN'T ESTIMATE []
Additional Questions for	See additional questions to be inserted at Q.7, depending on which approach is adopted to estimate total attendance at the event: Aerial photos
Estimating	Parking lot counts
Attendance	Parade counts
	Tag and recapture

8-a)	RECRUITING FOR ATTENDEE IF MULTI-DAY EVENT: Have yo	ou or has anyone else in your h		a questionnaire to com	plete, either today or	
	on a previous day you came to the No [] Yes []	GO TO NEXT QUESTION You need only complete one event. Thank you for your co				
8-b)	In order for us to learn more abo report on spending for all peop you leave the site today? You ca OF DROP OFF BOXES] or retur	e in your household who came an drop the completed question	to this event with you ple naire in one of the specia	ease complete this sho ally labelled boxes at [N	rt survey just before	
	IF USING AN INCENTIVE, CON your completed survey, we will p				ation, once we have	
	Refuses to accept questionnaire Accepts questionnaire	e []	RECORD UNIQUE Q'AIRE ON TALLY			
	IF ACCEPTS: Could I please I you at home and the first name to follow-up on any of your ans	of the person who will complet	ding area code) where I	can reach		
	RECORD PHONE NUMBER RECORD FIRST NAME OF RI Thank respondent for his/her coo					
	INTERVIEWER NOTE: REMEN SHEET BEFORE DISTRIBUTIN			DEE SURVEY FORM	ON YOUR TALLY	
Additional	Tally Questions to Adjust Atten	dee Counts (Q.7) For Unga	ited Events			
Aerial Photos	Question 7 Tally Questionn	Question 7 Tally Questionnaire, Modified for Aerial Photograph Method				
Photos		-a) IF MULTI-DAY EVENT: NAME EVENT lasts for X days. Over the full course of the event, on how many different days have you/do you plan to attend, counting today's visit?				
	WRITE IN NUMBER OF DAYS					
	DON'T KNOW/CAN'T ESTIMA	TE []				
	-b) Did you/do you plan to attend TAKEN]? [IF MULTI-DAY EVEN' ALTERNATIVE BELOW IF MUL	T, SAY: on NAME EACH DAY	REPEAT FOR EACH			
	DAY 1 Yes [] No [] DON'T KNOW []	DAY 2 [] [] []	DAY 3 [] [] []	Etc. [] [] []		
	-b) ALTERNATIVE FOR MULTI plan to attend? [READ LIST AN LOCATION AND DAY OF THE F	D MARK APPROPRIATE RESI	PONSE FOR EACH ITE	M]. THẾ LIST WILL IN	CLUDE THE NAME,	
	Peak Event A, at LOCATION, or Peak Event B, at LOCATION, or Peak E		[]	DON'T KNOW]]		

Parking lot	Question 7 Tally Questionnaire, Modified for Parking Lot Counts
counts	

 -a) IF MULTI-DAY EVENT: NAME EVENT lasts for X days. 	Over the full course of the event	, on how many different days have
you/do you plan to attend, counting today's visit?		

WRITE IN NUMBER OF DAYS	
DON'T KNOW/CAN'T ESTIMATE	[]

Additional questions for Method 3:

-b) Were you/do you plan to be at NAME EVENT on NAME DAY at NAME TIME(S) [DURING WHICH PARKING LOT COUNT(S) WAS/WERE /WILL BE TAKEN]? [IF MULTI-DAY EVENT, SAY: on NAME EACH DAY? REPEAT FOR EACH DAY, AS REQUIRED. SEE ALTERNATIVE BELOW IF MULTI-DAY/MULTI-VENUE PARKING LOT COUNTS

	DAY 1 at TIME	DAY 2 at TIME	DAY 3 at TIME	Etc.
Yes	[]	[]	[]	[]
No	[]	[]	[]	[]
DON'T KNOW	[]	[]	[]	[]

-c) **ADDITIONAL QUESTION IF MULTI-VENUE PEAK PERIOD PARKING LOT COUNTS** When you came/when you plan to come to NAME EACH DAY/TIME RECORDED AS "YES" IN -b), in which parking lot did you/do you plan to park? [READ LIST AND MARK APPROPRIATE RESPONSE FOR EACH ITEM]. THE LIST WILL INCLUDE THE NAME, LOCATION OF PARKING LOTS AVAILABLE AT PEAK PERIODS.

	PARKING LOT	DON'T KNOW
DAY 1 at TIME	A[]B[]C[]	[]
DAY 2 at TIME	A[]B[]C[]	[]
DAY 3 at TIME	A[]B[]C[]	[]
Etc.	A [] B [] C []	[]

-d) And which type of vehicle did you/do you plan to use when you parked/plan to park in NAME EACH LOT and DAY/TIME RECORDED AS "YES" IN -c)? Was it a . . . READ LIST

	Vehicle type				
	Car, van or pick-up truck	Motorhome or RV	Bus	Motorcycle	OTHER (WRITE IN)
DAY 1					
LOT A	[]	[]	[]	[]	
LOT B	[]	[]	[]	[]	
LOT C	[]	[]	[]	[]	
DAY 2					
LOT A	[]	[]	[]	[]	
LOT B	[]	[]	[]	[]	
LOT C	[]	[]	[]	[]	
DAY 3					
LOT A	[]	[]	[]	[]	
LOT B	[]	[]	[]	[]	
LOT C	[]	[]	[]	[]	
Etc.					

-e) FOR EACH VEHICLE TYPE IN -d), ASK: And how many people in total came to the event/plan to come to the event on NAME DAY IN YOUR NAME VEHICLE? RECORD NUMBER OF OCCUPANTS IN VEHICLE FOR EACH VEHICLE ON EACH DAY. Number of Occupants per Vehicle Car. van or Motorhome Bus Motorcycle OTHER pick-up truck or RV (WRITE IN) DAY 1 LOT A LOT B LOT C DAY 2 LOT A LOT B LOT C DAY 3 LOT A LOT B LOT C Etc. -f) ASK ONLY IF MORE THAN ONE OCCUPANT IN VEHICLE: How many different households were represented in the vehicle? One (just your household/all from same household) [] OTHER (WRITE IN NUMBER OF HHs, INCLUDING RESPONDENT'S HOUSEHOLD) IF ONE-DAY SINGLE PARKING LOT EVENT: -a) In which type of vehicle did you come to this event today? Was it a . . . READ LIST? Car, van or pick-up truck Motorhome or RV School or tour bus Motorcycle Other (WRITE IN) DON'T KNOW [] -b) And how many people in total came to the event today in your NAME VEHICLE? RECORD NUMBER OF OCCUPANTS IN THE VEHICLE. **TOTAL OCCUPANTS** Car, van or pick-up truck Motorhome or RV School or tour bus Motorcycle Other (Write in) DON'T KNOW -c) ASK ONLY IF MORE THAN ONE OCCUPANT IN VEHICLE: How many different households were represented in the vehicle? One (just your household/all from same household) []

OTHER (WRITE IN NUMBER OF HHs, INCLUDING

RESPONDENT'S HOUSEHOLD)

Parade counts	Question 7 Tally Questionnaire, Mod	lified for Parade Count Method
Counts	 -a) IF MULTI-DAY EVENT: NAME EVENT you/do you plan to attend, counting today's 	lasts for X days. Over the full course of the event, on how many different days have visit?
	WRITE IN NUMBER OF DAYS	
	DON'T KNOW/CAN'T ESTIMATE	[]
	-b) Did you/do you plan to attend the [NAM	E PARADE]?
	Yes [] No [] DON'T KNOW []	
Tag and	Question 7 Tally Questionnaire, Mod	lified for Tag and Recapture Method
Recapture	-a) RECORD IF RESPONDENT IS WEAR	ING A TAG TODAY.
	WEARING TAG	[] SKIP TO Q.8
	NOT WEARING TAG	[] ASK Q. 7-b, -c
	-b) IF NOT WEARING A TAG ASK: At ap LIST)? LIST TIME PERIODS BEFORE, DI	proximately what time did you arrive at NAME EVENT SITE today? Was it (READ JRING AND AFTER "TAG" STINTS
	From time A to time B From time B to time C Etc.	[] [] []
		proximately what time do you plan to leave NAME EVENT SITE today? Will it be (READ JRING AND AFTER "RECAPTURE" STINTS
	From time A to time B From time B to time C Etc.	[] [] []

Appendix V: Sample Tally Question List and Tally Form for Measuring On-Site Spending at Gated/Ungated Events and Festivals

Interviewer ID (Write in)___

Sample Tally Sheet

Stint ID (Write in)__

(Does not include extra questions for tallies at locations within the event site (at food kiosks, washroom lines, etc.) to capture gate/time of entry or zone/additional questions required for ungated event. These questions are required if tallies are conducted within the site or if attendance estimates for ungated events are being calculated from Tally information.)

Refusals: STRIKE	THROUGH NEXT N	JMBER FOR	EACH INDIV	DUAL THAT	Γ REFUSES	TO PARTI	ICIPATE W	VHEN APPRO	DACHED.																						
1 2 3 4	5 6 7 8 9	10 11	12 13	14 15	16 17 1	18 19	20 21	22 23	24 25	26 27	28	29 30	31	32 33	34 3	5 36	37 38	39 40	41 42	2 43	44 45	46 4	7 48	49 50	51	52	53 54	55	56 57	58	59

	Q1.		Q.2		Q.3-a Q.3 is optiona	al, depending on the	number of segment	s being r	eported in t	he study.). 3-b	Q. 3-0		Q. 4-a)	Q. 4-b)	Q.5				Q.6		Q.7	Q. 8 Recruitr	nent for Attende	Attendee Survey/On-Site Spending Study					
Already Tallied Today (IF YES, ENTER ON TALLY & TERMINATE)		Local/Non-Local		Place of Residence (Non-Local only) (WRITE IN)						C	Out-of Town Trip		Away	Total in Household Party	# Under XX Years	# in HH Party in Each Excluded Category (ENTER # FOR EACH CODE) IF ALL HH MEMBERS ARE EXCLUDED, ENTER ON TALLY SHEET & TERMINATE				Type of (Write in	Type of Ticket (Write in Code)						Telephone #		First Name		
	Yes	No	Local	Non- Local	City	Prov/ State	Country	Postal C	ode/Zip		N	lo Yes	No	Not Asked			All			C	D Code	Other (Write in)		Not Asked (interval)	Not Distributed - Already Has Q'aire	Refusal	Accepts WRITE IN UNIQUE ID FROM ATTENDEE SURVEY	Area Code	Number		
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