

INTERVIEWER TO COMPLETE

TODAY'S DATE
 Month Day

Gender:
 Male Female

Equipment type:
 Alpine Telemark
 Snowboard Twin-tips/snow-skates/other

Are you on a day trip or an overnight trip away from home?
 Day trip Overnight trip

IF OVERNIGHT VISITOR . . .

How many nights are you staying in the area?

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22+

Are you:
 Staying in rented (paid) accommodations
 Staying with friends or family who live in the area
 Staying in a vacation unit owned by you, family or friends

Did you fly as part of your trip here?
 Yes No

Do you own a season pass for this resort? And for any other resort(s)? (MARK ALL THAT APPLY.)

Yes, for this resort
 Yes, for other resort(s)
 No

How many previous trips have you made to this resort? (COUNT EACH OVERNIGHT TRIP AS ONE TRIP.)

None (First trip) 5 to 7
 One 8 to 10
 2 to 4 11 or more

(MARK "One" IF 1ST TIME OR 1ST SEASON)

How many seasons have you ever SKIED? How many seasons have you ever BOARDED?

None None
 One (1st time/season) One (1st time/season)
 2 to 4 2 to 4
 5 to 9 5 to 9
 10 to 19 10 to 19
 20+ 20+

Are you renting equipment today?
 Yes No

Are you taking a lesson today?
 Yes No

(AT ALL RESORTS)
How many total days this season will you:

SKI? SNOWBD?

0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

How many total days will you ski and/or snowboard AT THIS RESORT this season?

DAYS

0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

In what year were you born?

YEAR

(Enter last 2 digits of year born, e.g., '60' for 1960.)

0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

How many total days, if any, did you ski and/or snowboard LAST season?

DAYS

(Enter '00' if NONE.)

0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

Where is your permanent residence?

United States — enter **ZIP Code** at right

Canada — **Province:** _____

Other country — **specify:** _____

ZIP CODE

0	0	0	0	0	0
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9

(continued on other side) →

(continued from other side)

What is your ability level on today's equipment?

- First time, Intermediate, Beginner, Advanced/expert

Are you wearing a helmet today? (observation)

- Yes, No

How old were you when you first tried snowsports?

Grid for age when first tried snowsports (0-9)

Which of the following BEST describes how you started skiing/snowboarding? (Choose ONLY one)

- With family, With my school, With friends, Other group, With ski/snowboard club, On my own

How would you describe your ethnicity?

- Hispanic/Spanish/Latino, Native American, Asian, Caucasian, African American, Other

Within the past 5 years, has there been a period of one year or more when you dropped out of skiing/snowboarding?

- Yes, No

Which best describes your marital/family status? (INTERVIEWER: If clearly under 18, don't ask—simply mark "17 years or younger.")

- Couple, no children, 17 years or younger, Household with children, Single, no children, Household with children no longer at home

Are you here with a ski club or other organized group today?

- Yes, No

(IF NO) Including yourself, how many people are you here with today?

Grid for number of people (1-15)

How many skiers/boarders in your party are aged 15 or under?

Grid for number of skiers/boarders aged 15 or under (0-9+)

Please indicate the age(s) of the child(ren):

Grids for child ages (Child #1 to #4)

In which region(s) have you or will you ski or snowboard this season? (MARK ALL THAT APPLY.)

- Northeast (NY to ME), Pacific West, Mid Atlantic/Southeast (PA & South), Eastern Canada, Midwest, Western Canada, Rocky Mountain, Europe

On a 1-to-10 scale where 1 is "Extremely Dissatisfied" and 10 is "Extremely Satisfied," how do you rate the following aspects of this resort?

Rating scale for resort aspects: Quality of grooming, Lift operators, Overall value for price paid, Overall food and beverage, Overall skiing/snowboarding experience, Overall employee service, (IF RENTING) Overall rental experience, (IF TAKING LESSONS) Overall lesson experience

On a scale where 0 is "Not At All Likely," 5 is "Neutral" and 10 is "Extremely Likely," how likely is it that you would recommend...

Rating scale for recommendation likelihood: This resort to a friend or colleague?, This sport to a friend or colleague?

AT RESORT OPTION

E-mail address (Please include all symbols, spaces, and punctuation.)

Grid for email address

Grid for serial number

PLEASE DO NOT WRITE IN THIS AREA

SERIAL NUMBER

Vertical grid for question numbers 1-57