

**NEW INTERNET  
SURVEY OPTION  
(See information below)**

Dear Traveler:

We need your help!

Recently you requested information from the Travel Michigan Information Service concerning the possibility of pleasure travel to Michigan.

Whether or not you decided to visit Michigan, it is important for us to learn how well we met your needs in supplying travel information. Please take a few minutes to complete this questionnaire to give us your views of what you received, when you received it and what you decided to do about your travel.

The enclosed return envelope is addressed to our research company, Davidson-Peterson Associates, a division of Digital Research, Inc. This research group will compile the answers and present them to us in the aggregate only, preserving the confidentiality of the information you provide.

You are one of 500 inquirers among the thousands who asked for information who have been selected to receive this questionnaire. Thus, it is very important that we hear from everyone whether or not a trip to Michigan resulted from your inquiry. The money enclosed is a token of our appreciation for your time. Upon completion of this wave of our study, we will also draw three names at random to receive one of three prizes: **First Prize: a check in the amount of \$500; Second Prize: a check in the amount of \$250; Third Prize: a check in the amount of \$250.**<sup>1</sup> (This is why there is an identification number printed on your survey - if we select the number printed on your survey, we can match it to your name and let you know that you've won!)

**As an added convenience, we are pleased to offer the option of completing this survey on the Internet! The web address for the survey is:**

[www.digitalresearch.com/michigan/miconvw2001.htm](http://www.digitalresearch.com/michigan/miconvw2001.htm)

**You will need to enter your ID number to log onto the survey – this ID number is stamped on the bottom right-hand corner of the last page of this questionnaire.**

Please make sure your survey arrives at the research company's office by **June 1<sup>st</sup>, 2001**. Thanks in advance for helping us make our service to you even better!

Best wishes,

Dana Lee Cole  
Acting Vice President, Travel Michigan

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<sup>1</sup> You do not have to complete the survey to be entered into this drawing. You may send a postcard with your name and complete mailing address to: Travel Michigan Conversion Survey (2001-W), c/o Digital Research, Inc., 201 Lafayette Center, Kennebunk, ME 04043-9945.

**Travel Information Survey**

(1-4)  
[5-1]

1. Did you request travel information of any type from Michigan this past winter -- that is between November 1, 2000 and February 28, 2001?  
 Yes [ ]-1 No [ ]-2 -- **(Please go to question 16)** (6)

2. How did you request information? **(Please check all you used.)**

(7)

Card in a magazine on which you could request information from a number of destinations	[ ] - 1
Postcard you received in the mail or in other Michigan publications listing activities in Michigan	[ ] - 2
Called a toll free number	[ ] - 3
Filled out a form on the Michigan Web site	[ ] - 4
E-mail	[ ] - 5
Other: <b>Please describe here:</b>	[ ] - 0

3. During the late fall or winter of 2000-2001, did you happen to see or hear any travel advertising by the State of Michigan?

Yes [ ]-1  
 No [ ]-2 → **(Please go to Question 4)** (8)

- 3b. How important was this Michigan advertising in your decision to request information on travel in Michigan?

Very important [ ]-1  
 Somewhat important [ ]-2  
 Not very important [ ]-3  
 Not at all important [ ]-4 (9)

4. Which of the following statements best describes your situation at the time you requested information about travel in Michigan: **(Please check only one.)**

I had already decided to travel in Michigan [ ]-1 (10)  
 I had already decided to travel through Michigan on my way to another destination [ ]-2  
 I was considering several destinations of which Michigan was one [ ]-3  
 I wanted to travel -- didn't know where [ ]-4  
 I just sent for information -- not really thinking about travel [ ]-5

5. Which of the following types of information did you receive in response to your request to Michigan? **(Please check all that apply.)**

Conversation on the phone, travel counselor gave me the information I needed [ ]-1 (11)  
 They e-mailed the information I needed [ ]-2  
 They faxed information on specific things I asked about [ ]-3  
**Travel Ideas** magazine on Michigan [ ]-4  
 State map [ ]-5  
 Calendar of events/seasonal guide [ ]-6  
 Other brochures or information [ ]-7

6. Did you also receive a separate packet which included materials from a specific area, activity, or type of accommodation?

Yes [ ]-1 No [ ]-2 (12)

7. Now, considering all the materials you were sent, did the materials arrive... **(Please check one.)**

Sooner than you expected [ ]-1 (13)  
 About when you expected [ ]-2  
 Too late to be of use [ ]-3  
 Never received materials [ ]-4 -- **(Please go to question 9)**

8. Did all the materials you were sent include. . . **(Please check one.)**

More information than you needed [ ]-1 (14)  
 About what you needed [ ]-2  
 Less than you needed [ ]-3

9. Overall, how important a role did Michigan's advertising and travel information program play in your decision to visit or not to visit Michigan this year?

Very important [ ]-1 (15)  
 Somewhat important [ ]-2  
 Not very important [ ]-3  
 Not at all important [ ]-4

10. Since your first information request this season (not before November 1, 2001) how many times, if any, have you taken a pleasure trip in Michigan?

Total # of such trips \_\_\_\_\_ None [ ]-00 **(Please go to question 16)** (16/17)

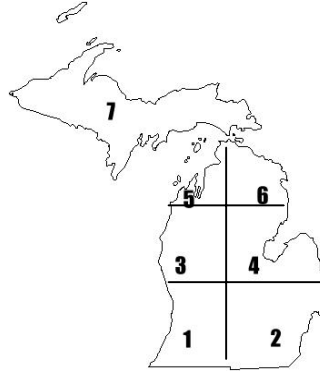
**In the chart below, please write your answers (numbers) in the right hand column.**

**#**

11. On how many of those trips was a place in Michigan your final destination? (18/19)	
12. On how many of those trips did you stay overnight in Michigan? (not in your primary home in MI) (20/21)	
<b>13. Please think about your most recent trip in Michigan and answer the following questions about THAT TRIP:</b>	
a. Please write in the number of the month in which you began this most recent trip. (Nov=11; Dec=12; Jan=01; Feb=02; Mar=03; April=04, etc.) (22/23)	
b. In total, how many nights did you stay <i>away from home</i> on this trip? (24/25)	
c. How many nights, if any, did you stay <i>in Michigan</i> on this trip? (26/27)	
d. Including yourself, how many people were in your immediate travel party? (Please do <u>not</u> include all members of a group tour – just your party)	



- e. On the outline map, please circle the number of the area in Michigan where you spent the most time on this trip. (30)



What city or area in that region was your primary destination? \_\_\_\_\_

- f. In what one type of accommodation did you spend the most nights in Michigan during your most recent trip? **(Please check only one.)**

Hotel/motel/resort	<input type="checkbox"/> -1	At the home of	
Inn/Bed & Breakfast	<input type="checkbox"/> -2	friends/relatives	<input type="checkbox"/> -6
Cabin/Vacation home that:		Camper/trailer/RV	<input type="checkbox"/> -7
You own	<input type="checkbox"/> -3	Other	<input type="checkbox"/> -8
You rented	<input type="checkbox"/> -4	No nights spent in MI	<input type="checkbox"/> -9
You borrowed	<input type="checkbox"/> -5		

(31)

- g. Which one of the following best describes your main reason for traveling in Michigan on this trip? **(Please check only one.)**

Business/meeting/work	<input type="checkbox"/> -1	Visiting friends/relatives	<input type="checkbox"/> -4
Convention/conference	<input type="checkbox"/> -2	Outdoor recreation	<input type="checkbox"/> -5
Personal business	<input type="checkbox"/> -3	General sightseeing/touring	<input type="checkbox"/> -6

(32)

- h. In which of the following activities did you and other members of your travel party participate during this trip in Michigan? **(Please check as many as apply.)**

(33/34)

Downhill/alpine skiing	<input type="checkbox"/> -1	Shopping for gifts/souvenirs	<input type="checkbox"/> -1
Cross-country/nordic skiing	<input type="checkbox"/> -2	Outlet shopping	<input type="checkbox"/> -2
Snowboarding	<input type="checkbox"/> -3	General shopping	<input type="checkbox"/> -3
Snowmobiling	<input type="checkbox"/> -4	Art or antique shopping	<input type="checkbox"/> -4
Ice skating	<input type="checkbox"/> -5	Visiting museums	<input type="checkbox"/> -5
Other winter sports	<input type="checkbox"/> -6	Attending concerts	<input type="checkbox"/> -6
Attending sports events	<input type="checkbox"/> -7	Attending fairs or festivals	<input type="checkbox"/> -7
Fishing	<input type="checkbox"/> -8	Gambling/casinos	<input type="checkbox"/> -8
		Other _____	<input type="checkbox"/> -9

14. ***If you had already decided to travel in Michigan at the time you requested information***, did the information you received lead you to spend more nights in Michigan while you were visiting?

Yes  -1      No  -2      **(Please go to Question 16)** (35)

15. How many **more** nights would you say you spent in Michigan as a result of the information you received?

**ALL**

16. Do you have specific plans to travel in Michigan for a vacation or short pleasure trip sometime during the remainder of 2001?  
 Yes [ ]-1 **(Please skip to Question A below)** No [ ]-2 (38)

17. How likely is it that you will travel in Michigan during 2001?

Very likely [ ]-1 Somewhat unlikely [ ]-3 (39)  
 Somewhat likely [ ]-2 Very unlikely [ ]-4

**Classification**

A. Do you have access to the Internet at home, work, or school? **(Please check all that apply.)**

Home [ ]-1 Work [ ]-2 School [ ]-3 Elsewhere [ ]-4 No Access [ ]-5 (41)

B. What is your age? \_\_\_\_\_ (42/43) C. Gender: Male [ ]-1 Female [ ]-2 (44)

D. What is the last year of formal schooling you personally completed?

Grade school or less [ ]-1 College graduate [ ]-5 (45)  
 Some high school [ ]-2 Post graduate work [ ]-6  
 High school graduate [ ]-3 Vocational or technical school [ ]-7  
 Some college [ ]-4  
 (including 2 yr. degree) [ ]-4 Currently a student [ ]-8

E. Including yourself, how many people live in your household? \_\_\_\_\_ (46/47)

F. How many children under the age of 18 live in your household? \_\_\_\_\_ (48/49)

G. What is your current living situation?

Married and living with my spouse [ ]-1 Living with other adults -- not (50)  
 Living with my parents or other my parents or family [ ]-3  
 family members [ ]-2 The only adult in my household [ ]-4

H. What is the occupation of the chief wage earner or head of your household?

Retired ( ) **(Please check previous occupation)** (51)

Professional/technical [ ]-1 Self-employed [ ]-7 (52/53)  
 Managerial/proprietor [ ]-2 Temporarily unemployed [ ]-8  
 Clerical/sales [ ]-3 Student [ ]-9  
 Skilled craftsperson [ ]-4 Housewife/husband [ ]-10  
 Factory worker [ ]-5 Other \_\_\_\_\_ [ ]-11  
 Service worker [ ]-6 **(Please specify)**

I. Which of the following categories includes your total annual pre-tax household income? Please include income from all sources and all household members.

Less than \$15,000 [ ]-1 \$60,000 - \$74,999 [ ]-6 (54)  
 \$15,000 - \$24,999 [ ]-2 \$75,000 - \$99,999 [ ]-7  
 \$25,000 - \$39,999 [ ]-3 \$100,000 - \$124,999 [ ]-8  
 \$40,000 - \$49,999 [ ]-4 \$125,000 or more [ ]-9  
 \$50,000 - \$59,999 [ ]-5

J. Are you currently a resident of --

(55)  
 United States [ ]-1 -- Zip Code \_\_\_\_\_ (56-60)  
 Canada [ ]-2 -- Postal Code \_\_\_\_\_ (61-66)  
 Another country [ ]-3 -- Which country? \_\_\_\_\_ (67/68)

**Thank you very much for your time!!!**