

Hello everyone –

As promised here are the two links to the panel survey we conducted. This study's main purpose was to look at how people make their route choices in Montana. To get to that objective, we also needed to understand their decision making process. The data includes both residents and nonresidents so when we put the report together, we will separate the residents from the nonresidents. The following links will give you the quantitative data where the respondent could check or select from a menu as well as qualitative or open ended questions.

<http://surveyanalytics.com/s/1-1442120-3111942?>

Quantitative

<http://surveyanalytics.com/s/5-1442120-3111942?mode=text&globalResultMode=0>

Qualitative

This qualitative portion usually attaches to one of the quantitative questions. For instance, we asked to think about a recent trip and where it was so they wrote it out. We also asked them if they had taken a trip to Montana, then to write in their primary destination. The most interesting one is closer to the bottom of the link where it asked them, "What could the MT tourism industry do to encourage you to explore alternate driving routes from your original plans."

So, happy reading! The full report is on the docket and is slowly being written (open-ended questions take a lot of time). Stay tuned.

Norma

Norma P. Nickerson, Ph.D.  
Director, Institute for Tourism & Recreation Research  
32 Campus Dr. #1234  
College of Forestry and Conservation  
University of Montana  
Missoula, MT 59812  
406-243-2328  
[www.itrr.umt.edu](http://www.itrr.umt.edu)