

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.

Stint Identification Every assigned stint in your study should have a unique number. This number should be recorded on each Tally sheet and each set of materials provided for counting entrants.

Interviewer Identification The interviewer’s name should be recorded on each Tally sheet for quality control.

Tally Box **Refusals** you must be able to measure the response rate to the Tally Process. Thus, you must have a mechanism in the Tally process to record the number of people who decline/refuse your efforts to interview them as they enter the site.

Introduction Hi, my name is XXXX INTERVIEWER’S FIRST NAME. Welcome to NAME EVENT. Before you start your visit here today, I’d like to ask you just a few questions so we can learn more about who is coming to this event. (TO TAKE RESPONDENT OUT OF TRAFFIC FLOW: Could you and others who are here with you today just step aside for a couple of minutes?)

Questions

1-a) Have you already been stopped to answer questions about NAME EVENT **today**?
No []
Yes [] IF YES, THANK RESPONDENT & TERMINATE

1-b) **THIS QUESTION IS REQUIRED ONLY FOR TALLY INTERVIEWS CONDUCTED AT ON-SITE LOCATIONS (REFRESHMENT KIOSKS, WASHROOM LINE-UPS, BLEACHERS, ETC. Q.1-b) is not included in the sample Tally Sheet.**

At which location and time did you first enter the site today?
Location (pre-list to correspond to entry gates)
Time Period (pre-list to correspond to stint time periods)

2. Is XXXX (NAME CITY/TOWN IN WHICH EVENT IS TAKING PLACE) your permanent place of residence (SHOW MAP*)?
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”.

3-a) **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 Code _____

3-b) **IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EVENT, ASK:** Are you on an out-of-town trip from your permanent place of residence?

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 []
- RECRUITING FOR ATTENDEE / ON-SITE SPENDING SURVEY**
- 8-a)** 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.

