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 when approached.
Introduction	Hi, my name is XXXX INTERVIEWER'S FIRST NAME. Welcome to NAME EVENT. 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.   Have you already been stopped to answer questions about NAME EVENT *today*?
   No   [ ]
   Yes   [ ]   IF YES, THANK RESPONDENT &
                                                                  TERMINATE

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? <mark>OPTIONAL, depends on circumstances of Event. See Tally Procedures)</mark>

   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-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 Estimating Attendance   See additional questions at the end of this sample to be inserted at Q.7, depending on which approach is adopted to estimate total attendance at the event:
         Aerial photos
         Parking lot counts
         Parade counts
         Tag and recapture
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.

8-b) Non-local

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 at [NAME LOCATION(S) OF DROP OFF BOXES] 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

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 at [NAME LOCATION(S) OF DROP OFF BOXES] 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.

Additional Tally Questions to Adjust Attendee Counts (Q.7)

Aerial Photos

Question 7 Tally Questionnaire, Modified for Aerial Photograph Method

-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   [ ]

-b) Did you/do you plan to attend the [NAME PEAK EVENT(S) DURING WHICH AERIAL PHOTO(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 AERIAL PHOTOS TAKEN**

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

-b) **ALTERNATIVE FOR MULTI-DAY/MULTI-VENUE AERIAL PHOTOS** Which of the following, if any, activities have you/do you plan to attend? [READ LIST AND MARK APPROPRIATE RESPONSE FOR EACH ITEM]. THE LIST WILL INCLUDE THE NAME, LOCATION AND DAY OF THE PEAK EVENT(S) DURING WHICH AERIAL PHOTO(S) WAS/WERE /WILL BE TAKEN.

	YES	NO	DON'T KNOW
Peak Event A, at LOCATION, on NAME DATE	[ ]	[ ]	[ ]
Peak Event B, at LOCATION, on NAME DATE	[ ]	[ ]	[ ]
Peak Event C, at LOCATION, on NAME DATE	[ ]	[ ]	[ ]
Etc.	[ ]	[ ]	[ ]

Parking lot counts

Question 7 Tally Questionnaire, Modified for Parking Lot Counts

Special questions for multi-day events:
-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 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.				

-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, Modified for Parade Count Method

-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   [ ]

-b) Did you/do you plan to attend the [NAME PARADE]?

    Yes   [ ]
    No   [ ]
    DON'T KNOW   [ ]

Tag and Recapture

Question 7 Tally Questionnaire, Modified for Tag and Recapture Method

-a) RECORD IF RESPONDENT IS WEARING 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 approximately what time did you arrive at NAME EVENT SITE today? Was it (READ LIST)? LIST TIME PERIODS BEFORE, DURING AND AFTER "TAG" STINTS

    From time A to time B   [ ]
    From time B to time C   [ ]
    Etc.   [ ]

-c) IF NOT WEARING A TAG ASK: At approximately what time do you plan to leave NAME EVENT SITE today? Will it be (READ LIST)? LIST TIME PERIODS BEFORE, DURING AND AFTER "RECAPTURE" STINTS

    From time A to time B   [ ]
    From time B to time C   [ ]
    Etc.   [ ]

Sample Tally Sheet

Stint ID (Write in)_____   **Interviewer ID (Write in)**_____

Refusals: STRIKE THROUGH *NEXT* NUMBER FOR EACH INDIVIDUAL THAT REFUSES TO PARTICIPATE WHEN APPROACHED.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59

	Q1.		Q.2		Q.3-a					Q. 3-b		Q. 3-c		Q. 4-a)	Q. 4-b)	Q.5					Q.6		Q.7	Q. 8 Recruitment for 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)					Out-of Town Trip		Nights 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 Ticket (Write in Code)		# of days attended/ will attend + extra questions*				Telephone #		First Name
	Yes	No	Local	Non-Local	City	Prov/State	Country	Postal Code/Zip		No	Yes	No	Not Asked			All	A	B	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	
1.																												( )		
2.																												( )		
1.																												( )		
3.																												( )		
4.																												( )		
5.																												( )		
6.																												( )		
7.																												( )		
8.																												( )		
9.																												( )		
10.																												( )		

* Add response categories for additional tally questions (at Q.7) required to adjust attendee counts.