

## INSTRUCTIONS FOR INTERVIEWING

- Read the survey and its instructions in advance.
- Randomly select people to survey. Choose people to interview as randomly as possible, both visitors and locals. Do not ask only males or females, only young or older persons, etc. Do not try to ask only whom you think are tourists or locals. Be as random as possible when choosing who to intercept.
- The best places to interview are places where people are in line or sitting down (restroom lines, food lines, smoking areas, etc.). People are more agreeable to participate when they are not trying to get somewhere.
- Interview only one person per party. Interview only people who are 18 and older.
- Make sure the respondents have not been surveyed by other UNO representative.
- If the respondents have just arrived to the event, do not survey them.
- Read the survey to the respondents and record their answers. Do not let them fill out the survey.
- Write legible answers for each question.
- Do not leave questions empty, unless instructed. If the respondents do not know the answer, write DK
- Finish each one of the surveys. In order for the questionnaires to be valid, they must be complete.
- The New Orleans Metro Area parishes include Jefferson, Plaquemines, Orleans, St. Bernard, St. Charles, St. James, St. John, and St. Tammany. If the respondents live outside these 8 parishes, they are out-of-town visitors.
- If the respondents stayed in more than one accommodation (e.g. hotel and condo), ask for the accommodation where they stayed the longest.
- For respondents staying in hotels or bed and breakfasts, ask for the nightly room rate, number of people per room, and number of rooms occupied by the total party.
- For respondents staying in timeshares, condos, RVs, private home rentals, or others, ask for the nightly rate and number of people per accommodation.
- For respondents staying with friends or relatives, do not ask for rate, people per room, or number of rooms
- For the number of people per hotel room or accommodation, ask the respondents to include themselves.
- For the nightly rate or room rate exclude the taxes. If the rate was free or complimentary write "0".
- Choose only one primary purpose. Ask the respondent to select the best option if more than one purpose.
- Convention Visitors are visitors whose primary purpose is to attend a convention, association, trade show, exposition, corporate meeting. Business Visitors are visitors whose primary purpose is to conduct business in the N.O. area.
- Choose only one mode of transportation. If the visitor flew to Houston and then drove a rental to New Orleans, the mode of transportation to the city is a rental car.
- Spending while in N.O. answers are personal (individual) and in total (trip).
- If the respondents are not sure about the spending, ask them to give a "best guess".
- Complete the answers for each of the spending categories (meals, bars, etc.). Do not just enter one total number.
- The number of people per party should be the immediate travel party, not the convention or tour group. Ask the respondents to include themselves.
- For sponsor(s), write name(s). Do not write "yes". Do not read the answers. If people do not know, choose that option.
- Use the letters on the back of the clipboard to record the household annual income. Ask for income before taxes.
- Age, race, origin, and gender questions are reported by observation only. Do not ask. If not sure, leave blank.
- Complete the date, location, and surveyor name information.

*Thank you for your help. We hope you enjoy the event*