

Questionnaire: walla2.qs2

Date: 12/7/107

Time: 17:48:47

=====  
Screen #: 1  
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THANK YOU FOR YOUR COOPERATION. THIS  
SURVEY IS CONFIDENTIAL AND IS BEING  
CONDUCTED FOR RESEARCH PURPOSES ONLY.

IN APPRECIATION FOR YOUR TIME (& ONLY  
IF YOU WISH) WE WILL ENTER YOU IN A  
DRAWING FOR A FREE WALLA WALLA SURPRISE  
BASKET.

(press "1" to begin)

-----  
Single Answer any key column 1  
Screen size: 8 X 40  
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=====  
Screen #: 2  
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PLEASE NOTE THAT YOU MAY USE THE BACK-UP  
BUTTON (ARROW KEY) AT ANY TIME TO RETURN  
TO THE PREVIOUS QUESTION(S); OR TO  
CORRECT AN ENTRY ERROR...

(press '1' to continue)

-----  
Single Answer any key column 2  
Screen size: 8 X 40  
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Screen #: 3  
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FIRST SOME INFO ABOUT YOURSELF...

WHAT IS YOUR GENDER?

1.MALE 2.FEMALE

-----  
Single Answer range 1-2 column 3  
Screen size: 8 X 40  
=====

□  
=====  
Screen #: 4  
-----

WHICH DESCRIBES YOUR AGE?

1) UNDER 15 2) 15-19 3) 20-24

4) 25-29 5) 30-34 6) 35-44

7) 45-54 8) 55-59 9) 60-64

0)65 &amp; OVER

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Branch           range 0-9      column 4
Screen size: 8 X 40
Zero = 0
If response = 0 branch to 16
If response = 3 branch to 16
If response = 4 branch to 16
If response = 5 branch to 16
If response = 6 branch to 16
If response = 7 branch to 16
If response = 8 branch to 16
If response = 9 branch to 16
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Screen #:      5
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ARE YOU A RESIDENT OF THE U.S.A.?

1.YES            2.NO

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Branch           range 1-2      column 5
Screen size: 8 X 40
If response = 1 branch to 9
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□

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=====
Screen #:      6
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WHICH BEST DESCRIBES WHERE YOU LIVE?

1.AUSTRALIA/OCEANIA    2.MEXICO    3.ASIA  
 4.EUROPE    5.AFRICA    6.CENT/SO/AMERICA  
 7.MIDDLE EAST 8.RUSSIA 9.CANADA 0.OTHER

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-----
Branch           range 0-9      column 6
Screen size: 8 X 40
Zero = 0
If response = 0 branch to 10
If response = 1 branch to 10
If response = 2 branch to 10
If response = 3 branch to 8
If response = 5 branch to 10
If response = 6 branch to 10
If response = 7 branch to 10
If response = 8 branch to 10
If response = 9 branch to 10
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Screen #:      7
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WHERE IN EUROPE?

- |                  |               |
|------------------|---------------|
| 1.SCANDINAVIA    | 2.FRANCE      |
| 3.ITALY          | 4.SPAIN/PORT. |
| 5.UNITED KINGDOM | 6.IRELAND     |
| 7.GERMANY        | 8.BENELUX     |

## 9.OTHER

```
-----
Branch           range 1-9      column 7
Screen size: 8 X 40
If response = 1 branch to 10
If response = 2 branch to 10
If response = 3 branch to 10
If response = 4 branch to 10
If response = 5 branch to 10
If response = 6 branch to 10
If response = 7 branch to 10
If response = 8 branch to 10
If response = 9 branch to 10
```

□

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=====
Screen #:      8
-----
WHERE IN ASIA?

    1. JAPAN    2. TAIWAN    3. CHINA

    4. NORTH KOREA    5. SOUTH KOREA

        6. OTHER
```

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-----
Branch           range 1-6      column 8
Screen size: 8 X 40
If response = 1 branch to 10
If response = 2 branch to 10
If response = 3 branch to 10
If response = 4 branch to 10
If response = 5 branch to 10
If response = 6 branch to 10
```

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=====
Screen #:      9
-----
PLEASE ENTER THE ZIP CODE OF YOUR
PRIMARY RESIDENCE?
```

Press 'ON' to erase an entry error  
(IF FROM OUTSIDE USA, ENTER: 00000)

\*\*\*\*\*

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-----
Fixed Format      any key      column 9-13
Screen size: 8 X 40
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Screen #:      10
-----
IN THE NEXT SCREENS WE'D LIKE YOU TO
LIST<ALL>THE ACTIVITIES YOU HAVE OR WILL
```

ENGAGE IN ON THIS TRIP(multiple OK)..

(press '1' for choices)

-----  
 Single Answer      any key            column 14  
 Screen size: 8 X 40

□

=====  
 Screen #: 11  
 -----

ACTIVITIES THIS TRIP?

- 1.VISIT WINERY
- 2.CYCLING/MT.BIKING
- 3.HIKING
- 4.SHOPPING
- 5.SKIING/SNOWBOARDING
- 6.SNOWMOBILING

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-6            column 15-21  
 Screen size: 8 X 40

=====  
 Screen #: 12  
 -----

ACTIVITIES THIS TRIP?(cont'd)

- 1.FISHING
- 2.SIGHTSEE/DRIVING TOUR
- 3.FAMILY EVENT
- 4.WILDLIFE-VIEWING
- 5.OUTDOOR RECREATION

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-5            column 22-27  
 Screen size: 8 X 40

=====  
 Screen #: 13  
 -----

ACTIVITIES THIS TRIP?(cont'd)

- 1.FESTIVAL/EVENT
- 2.FARM/AGRICULTURE VISIT
- 3.ANTIQUING
- 4.BUSINESS MEETING
- 5.VISIT GALLERY
- 6.REAL ESTATE SEARCH

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-6            column 28-34  
 Screen size: 8 X 40

□

=====  
 Screen #: 14  
 -----

ACTIVITIES THIS TRIP?(cont'd)

- 1.VISIT HISTORIC/CULTURAL SITE

- 2.VISIT NATIVE-AMERICAN SITE
- 3.VISIT A COLLEGE
- 4.SPORTS EVENT/TOURNAMENT
- 5.PERFORMANCE/CONCERT

enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer    range 1-5        column 35-40  
 Screen size: 8 X 40

=====  
 Screen #: 15  
 -----

-----  
 Jump                    range 1-1        column 41  
 Screen size: 23 X 80  
 If response = 1 branch to 60

□                    =====  
 Screen #: 16  
 -----

WHAT WAS YOUR<PRIMARY>TRANSPORTATION TO  
 THE WALLA WALLA AREA THIS TRIP?

- 1.COMMERCIAL AIRLINE
- 2.CHARTER/PRIVATE AIRPLANE
- 3.CHARTER VAN/LIMO
- 4.PRIVATE VEHICLE        7.BUS TOUR
- 5.RENTAL VEHICLE        8.CRUISE SHIP
- 6.RV/CAMPER              9.OTHER

-----  
 Branch                    range 1-9        column 42  
 Screen size: 8 X 40  
 If response = 3 branch to 18  
 If response = 4 branch to 18  
 If response = 6 branch to 18  
 If response = 7 branch to 18  
 If response = 8 branch to 18

If response = 9 branch to 18

=====  
Screen #: 17  
-----

DID YOU FLY INTO A LOCAL AIRPORT?

- 1.PENDLETON
- 2.SEATTLE
- 3.SPOKANE
- 4.TRI-CITIES
- 5.WALLA WALLA
- 6.YAKIMA
- 7.NONE OF THESE

-----  
Single Answer range 1-7 column 43  
Screen size: 8 X 40

=====  
Screen #: 18  
-----

YOUR ANNUAL HOUSEHOLD INCOME?

- 1)<\$20,000
- 2)\$20-24,999
- 3)\$25-34,999
- 4)\$35-\$49,999
- 5)\$50-74,999
- 6)\$75-99,999
- 7)\$100-124,999

8)\$125-149,999 9)\$150-199,999 0)>\$200K

-----  
Single Answer range 0-9 column 44  
Screen size: 8 X 40  
Zero = 0

□

=====  
Screen #: 19  
-----

WHICH DESCRIBES YOU?

- 1.SINGLE/NO CHILD.
- 2.COUPLE/NO CHILDREN
- 3.SINGLE W/CHILD.
- 4.COUPLE W/CHILDREN LIVING AT HOME
- 5.COUPLE/EMPTY-NEST
- 6.SINGLE/EMPTY-NEST

-----  
Single Answer range 1-6 column 45  
Screen size: 8 X 40

=====  
Screen #: 20  
-----

DO YOU HAVE CHILDREN OR GRANDCHILDREN  
(18 years & under) TRAVELING WITH YOU?

- 1) YES
  - 2) NO
-

Branch                    range 1-2            column 46  
 Screen size: 8 X 40  
 If response = 2 branch to 22

=====  
 Screen #: 21  
 -----

IN WHICH OF THESE AGE GROUPS ARE THE  
 CHILDREN?

- 1) 0 -5 YRS
- 2) 6 -12 YRS
- 3) 13-18 YRS

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-3            column 47-50  
 Screen size: 8 X 40

□

=====  
 Screen #: 22  
 -----

IN TOTAL, HOW MANY PEOPLE ARE IN YOUR  
 TRAVEL PARTY ON THIS TRIP?

1. 2. 3. 4. 5. 6.or more

-----  
 Single Answer      range 1-6            column 51  
 Screen size: 8 X 40

=====  
 Screen #: 23  
 -----

ARE YOU A RESIDENT OF THE U.S.A.?

- 1.YES            2.NO

-----  
 Branch                    range 1-2            column 52  
 Screen size: 8 X 40  
 If response = 1 branch to 27

=====  
 Screen #: 24  
 -----

WHICH BEST DESCRIBES WHERE YOU LIVE?

- 1.AUSTRALIA/OCEANIA    2.MEXICO    3.ASIA  
 4.EUROPE    5.AFRICA    6.CENT/SO/AMERICA  
 7.MIDDLE EAST 8.RUSSIA 9.CANADA 0.OTHER

```

-----
Branch                range 0-9      column 53
Screen size: 8 X 40
Zero = 0
If response = 0 branch to 28
If response = 1 branch to 28
If response = 2 branch to 28
If response = 3 branch to 26
If response = 5 branch to 28
If response = 6 branch to 28
If response = 7 branch to 28
If response = 8 branch to 28
If response = 9 branch to 28

```

□

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=====
Screen #: 25
-----

```

WHERE IN EUROPE?

- |                  |               |
|------------------|---------------|
| 1.SCANDINAVIA    | 2.FRANCE      |
| 3.ITALY          | 4.SPAIN/PORT. |
| 5.UNITED KINGDOM | 6.IRELAND     |
| 7.GERMANY        | 8.BENELUX     |
| 9.OTHER          |               |

```

-----
Branch                range 1-9      column 54
Screen size: 8 X 40
If response = 1 branch to 28
If response = 2 branch to 28
If response = 3 branch to 28
If response = 4 branch to 28
If response = 5 branch to 28
If response = 6 branch to 28
If response = 7 branch to 28
If response = 8 branch to 28
If response = 9 branch to 28

```

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Screen #: 26
-----

```

WHERE IN ASIA?

- |                |                |          |
|----------------|----------------|----------|
| 1. JAPAN       | 2. TAIWAN      | 3. CHINA |
| 4. NORTH KOREA | 5. SOUTH KOREA |          |
| 6. OTHER       |                |          |

```

-----
Branch                range 1-6      column 55
Screen size: 8 X 40
If response = 1 branch to 28
If response = 2 branch to 28
If response = 3 branch to 28
If response = 4 branch to 28
If response = 5 branch to 28
If response = 6 branch to 28

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□

=====  
Screen #: 27  
-----

PLEASE ENTER THE ZIP CODE OF YOUR  
PRIMARY RESIDENCE?

Press 'ON' to erase an entry error  
(IF FROM OUTSIDE USA, ENTER: 00000)

\*\*\*\*\*

-----  
Fixed Format           any key           column 56-60  
Screen size: 8 X 40

=====  
Screen #: 28  
-----

DESCRIBE THIS VISIT TO WALLA WALLA?

- 1.DAY VISIT FROM HOME(OUTSIDE WALLA  
WALLA REGION)
- 2.DAY VISIT/PASSING THROUGH
- 3.LOCAL RESIDENT(WALLA WALLA)
- 4.OVERNIGHT VISIT TO THE AREA

-----  
Branch                range 1-4       column 61  
Screen size: 8 X 40  
If response = 1 branch to 34  
If response = 2 branch to 34  
If response = 4 branch to 31

=====  
Screen #: 29  
-----

WHICH DESCRIBES YOU?

- 1.FULL-TIME WALLA WALLA (OR SURROUNDING  
AREA) RESIDENT MORE THAN 3 MOS./YR)
- 2.PART-TIME WALLA WALLA (OR SURROUNDING  
AREA) RESIDENT 3 MONTHS OR LESS/YR)

-----  
Single Answer        range 1-2       column 62  
Screen size: 8 X 40

□

=====  
Screen #: 30  
-----

IS YOUR LOCAL RESIDENCE IN?

- 1.COLLEGE PLACE
  - 2.DIXIE
  - 3.LOWDEN
  - 4.MILTON-FREEWATER
  - 5.PENDLETON
  - 6.WAITSBURG
  - 7.WALLA WALLA (PROPER)       8.OTHER
-

Branch                    range 1-8            column 63  
 Screen size: 8 X 40  
 If response = 1 branch to 38  
 If response = 2 branch to 38  
 If response = 3 branch to 38  
 If response = 4 branch to 38  
 If response = 5 branch to 38  
 If response = 6 branch to 38  
 If response = 7 branch to 38  
 If response = 8 branch to 38

=====  
 Screen #: 31  
 -----

WILL YOU STAY TONIGHT IN?

- 1.DAYTON
- 2.MILTON-FREEWATER
- 3.TRI-CITIES
- 4.WALLA WALLA
- 5.YAKIMA VALLEY
- 6.OTHER

-----  
 Single Answer        range 1-6            column 64  
 Screen size: 8 X 40

=====  
 Screen #: 32  
 -----

PLEASE DESCRIBE YOUR ACCOMMODATIONS?

- 1.HOTEL/MOTEL
- 2.B&B
- 3.RV-CAMPING
- 4.OTHER CAMPING
- 5.WITH FRIENDS/FAMILY
- 6.GUEST HOUSE
- 7.TIME-SHARE                    8.OTHER

-----  
 Single Answer        range 1-8            column 65  
 Screen size: 8 X 40

□

=====  
 Screen #: 33  
 -----

HOW MANY NIGHTS WILL YOU BE IN THE  
 AREA THIS TRIP?

1. 2. 3. 4. 5. 6.or more

-----  
 Single Answer        range 1-6            column 66  
 Screen size: 8 X 40

=====  
 Screen #: 34  
 -----

DID YOU CONSIDER ANY BELOW BEFORE

CHOOSING WALLA WALLA?(multipleOK)

- 1) TRI-CITIES                      5) NAPA/SONOMA
- 2) WOODINVILLE                    6) LEAVENWORTH
- 3) YAKIMA                         7) WENATCHEE
- 4) WILLAMETTE VALLEY

enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer    range 1-7        column 67-74  
 Screen size: 8 X 40

=====  
 Screen #: 35

-----  
 IS THERE ONE<PRIMARY>REASON FOR TRIP?

- 1) BUSINESS MEETING
- 2) CONVENTION/CONFERENCE
- 3) COLLEGE EVENT    4) FESTIVAL
- 5) WINE-TASTING OR WINE-RELATED EVENT
- 6) TOURNAMENT/SPORTING EVENT
- 7) FRIENDS/FAMILY   8) REAL ESTATE SEARCH
- 9) AIRPORT            0) NONE OF THE ABOVE

-----  
 Branch                    range 0-9        column 75  
 Screen size: 8 X 40

Zero = 0

- If response = 0 branch to 37
- If response = 3 branch to 37
- If response = 4 branch to 37
- If response = 5 branch to 37
- If response = 6 branch to 37
- If response = 7 branch to 37
- If response = 8 branch to 37
- If response = 9 branch to 37

□

=====  
 Screen #: 36

-----  
 IS THE MEETING/CONVENTION/CONFERENCE?

- 1) GOVERNMENT SPONSORED
- 2) SPONSORED BY PRIVATE ENTERPRISE
- 3) SPONSORED BY TRADE ASSOCIATION
- 4) DON'T KNOW/NOT SURE

-----  
 Single Answer        range 1-4        column 76  
 Screen size: 8 X 40

=====  
 Screen #: 37

-----  
 WHEN DID YOU BEGIN PLANNING THIS TRIP?

- 1) LESS THAN A WEEK IN ADVANCE
- 2) LESS THAN A MONTH IN ADVANCE
- 3) 1 - 2 MONTHS IN ADVANCE
- 4) 2 - 6 MONTHS IN ADVANCE
- 5) MORE THAN 6 MONTHS IN ADVANCE

-----  
 Single Answer      range 1-5      column 77  
 Screen size: 8 X 40

=====  
 Screen #: 38  
 -----

HOW DID YOU FIRST DISCOVER WALLA WALLA?  
 <choose only one>  
 1)BUSINESS TRAVEL  
 2)EXPERIENCE WITH A LOCAL COLLEGE  
 3)FRIENDS & FAMILY  
 4)INTEREST IN WINE & WINERIES  
 5)SPORTS EVENT    6)TRAVEL ARTICLE/SHOW  
 7)NEWSPAPER    8)RADIO    9)TV      0)OTHER

-----  
 Single Answer      range 0-9      column 78  
 Screen size: 8 X 40  
 Zero = 0

□

=====  
 Screen #: 39  
 -----

IN THE NEXT SCREENS WE'D LIKE YOU TO  
 LIST<ALL>THE ACTIVITIES YOU HAVE OR WILL  
 ENGAGE IN ON THIS TRIP(multiple OK)..

(press '1' for choices)

-----  
 Single Answer      any key      column 79  
 Screen size: 8 X 40

=====  
 Screen #: 40  
 -----

ACTIVITIES THIS TRIP?  
     1.VISIT WINERY  
     2.CYCLING/MT.BIKING  
     3.HIKING  
     4.SHOPPING  
     5.SKIING/SNOWBOARDING  
     6.SNOWMOBILING  
 enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer    range 1-6      column 80-86  
 Screen size: 8 X 40

=====  
 Screen #: 41  
 -----

ACTIVITIES THIS TRIP?(cont'd)  
     1.FISHING  
     2.SIGHTSEE/DRIVING TOUR  
     3.FAMILY EVENT  
     4.WILDLIFE-VIEWING  
     5.OUTDOOR RECREATION

enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer range 1-5 column 87-92  
 Screen size: 8 X 40

□

=====  
 Screen #: 42

-----  
 ACTIVITIES THIS TRIP?(cont'd)  
 1.FESTIVAL/EVENT  
 2.FARM/AGRICULTURE VISIT  
 3.ANTIQUING  
 4.BUSINESS MEETING  
 5.VISIT GALLERY  
 6.REAL ESTATE SEARCH

enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer range 1-6 column 93-99  
 Screen size: 8 X 40

=====  
 Screen #: 43

-----  
 ACTIVITIES THIS TRIP?(cont'd)  
 1.VISIT HISTORIC/CULTURAL SITE  
 2.VISIT NATIVE-AMERICAN SITE  
 3.VISIT A COLLEGE  
 4.SPORTS EVENT/TOURNAMENT  
 5.PERFORMANCE/CONCERT

enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer range 1-5 column 100-105  
 Screen size: 8 X 40

=====  
 Screen #: 44

-----  
 ARE YOU VISITING NOW,HAVE YOU VISITED,OR  
 WILL YOU VISIT A WINERY IN THE WALLA  
 WALLA REGION ON THIS TRIP?

- 1.YES      2.NO  
 3.DON'T KNOW/NOT SURE

-----  
 Branch range 1-3 column 106  
 Screen size: 8 X 40  
 If response = 2 branch to 52  
 If response = 3 branch to 52

□

=====  
 Screen #: 45

-----  
 ON THIS TRIP HOW MANY DIFFERENT WINERIES  
 IN THE WALLA WALLA REGION DID/WILL YOU  
 VISIT?

1. 2. 3. 4. 5. 6. 7. 8. 9.or more

-----  
 Single Answer      range 1-9      column 107  
 Screen size: 8 X 40

=====  
 Screen #: 46  
 -----

ON THIS TRIP DID/WILL YOU VISIT A WINERY  
 OUTSIDE THE WALLA WALLA REGION IN?  
 (multiple OK)

- 1.TRI-CITIES
- 2.WENATCHEE
- 3.WOODINVILLE
- 4.YAKIMA

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-4      column 108-112  
 Screen size: 8 X 40

=====  
 Screen #: 47  
 -----

# OF PREVIOUS VISITS YOU'VE MADE TO ALL  
 WASHINGTON WINE REGIONS IN THE PAST  
 YEAR?(approx.)

- 0)None
- 1)One
- 2) 2 - 4 visits
- 3) 5 - 10 visits
- 4) more than 10 visits

-----  
 Single Answer      range 0-4      column 113  
 Screen size: 8 X 40  
 Zero = 0

□

=====  
 Screen #: 48  
 -----

IN THE PAST YEAR HAVE YOU VISITED  
 WINERIES IN?(multiple OK)

- |               |                     |
|---------------|---------------------|
| 1.TRI-CITIES  | 5.NAPA/SONOMA       |
| 2.WALLA WALLA | 6.WILLAMETTE VALLEY |
| 3.WOODINVILLE | 7.EUROPE            |
| 4.YAKIMA      |                     |

enter choice(s)&/or push '0' to continue  
 -----

Multiple Answer    range 1-7      column 114-121  
 Screen size: 8 X 40

=====  
 Screen #: 49  
 -----

ARE YOU MOST LIKELY TO VISIT A WALLA  
 WALLA WINERY AGAIN?

- 1.WITHIN NEXT 3 MONTHS
- 2.WITHIN NEXT 6 MONTHS
- 3.WITHIN ONE YEAR
- 4.MORE THAN A YEAR FROM NOW
- 5.DON'T KNOW/NOT SURE

-----  
 Single Answer      range 1-5      column 122  
 Screen size: 8 X 40

=====  
 Screen #: 50  
 -----

HOW MUCH HAVE YOU BUDGETED FOR WINE  
 PURCHASES THIS TRIP?

- 0.= NO PURCHASES BUDGETED
- |               |                  |
|---------------|------------------|
| 1. Under \$25 | 5. \$101-\$200   |
| 2. \$25-\$50  | 6. \$201-\$300   |
| 3. \$51-\$75  | 7. \$301-\$499   |
| 4. \$76-\$100 | 8. \$500 or more |

-----  
 Single Answer      range 0-8      column 123  
 Screen size: 8 X 40  
 Zero = 0

□      =====  
 Screen #: 51  
 -----

WHICH DESCRIBES YOUR LEVEL OF WINE  
 CONSUMPTION?

- 1)FREQUENT
- 2)OCCASIONAL
- 3)RARELY
- 4)NEVER

-----  
 Single Answer      range 1-4      column 124  
 Screen size: 8 X 40

=====  
 Screen #: 52  
 -----

WHAT DO YOU ESTIMATE SPENDING WHILE IN  
 THE REGION THIS TRIP?(exclude wine&tran-  
 sportation)ESTIMATE--AVERAGE/PERSON/DAY

- |               |                  |
|---------------|------------------|
| 1. Under \$25 | 5. \$101-\$200   |
| 2. \$25-\$50  | 6. \$201-\$300   |
| 3. \$51-\$75  | 7. \$301-\$499   |
| 4. \$76-\$100 | 8. \$500 or more |
|               | 9. NOT SURE      |

-----  
 Single Answer      range 1-9      column 125  
 Screen size: 8 X 40

=====  
 Screen #: 53  
 -----

MEDIA INFLUENCE IN PLANNING THIS TRIP?

1.BUSINESS JOURNAL      6.WINE PUBLICATION  
 2.INTERNET WEBSITES    7.NEWSPAPER  
 3.IN-FLIGHT MAGAZINE   8.RADIO  
 4.LIFESTYLE MAGAZINE    9.TELEVISION  
 5.WASHINGTON STATE TRAVEL GUIDE  
 enter choice(s)&/or push '0' to continue

-----  
 Multiple Answer    range 1-9      column 126-135  
 Screen size: 8 X 40

□

=====

Screen #: 54

-----  
 HOW MANY MEALS(approx.) WILL YOU DINE  
 OUT THIS VISIT?

- 0)=none
- 1)1-3
- 2)4-6
- 3)7-10
- 4)more than 10

-----  
 Single Answer      range 0-4      column 136  
 Screen size: 8 X 40  
 Zero = 0

=====

Screen #: 55

-----  
 DID YOU STOCK YOUR LODGING HERE WITH  
 FOOD & BEVERAGE PURCHASES FROM A LOCAL  
 STORE?

- 1.YES      2.NO

-----  
 Single Answer      range 1-2      column 137  
 Screen size: 8 X 40

=====

Screen #: 56

-----  
 PLEASE HELP US GAUGE THE LEVEL OF YOUR  
 SATISFACTION WITH THE LOCAL SERVICES  
 AVAILABLE AT OR NEAR YOUR LODGING...

WHERE '1' = "POOR" &  
 '5' = "EXCELLENT"

RATE THE FOLLOWING SERVICES & AMENITIES:  
 (REMEMBER THE BACK-UP BUTTON)  
 (press '1' to continue)

-----  
 Single Answer      any key      column 138  
 Screen size: 8 X 40

□

=====

Screen #: 57

-----  
 ACCOMMODATIONS? a)Prices..... \*

b)Variety..... \*

c)Service..... \*

d)Quality..... \*

press 0) if you have no opinion

1.            2.            3.            4.            5.  
 POOR            FAIR            GOOD            EXCELLENT

-----  
 Fixed Format            range 0-5            column 139-142  
 Screen size: 8 X 40  
 Zero = 0

=====  
 Screen #: 58

-----  
 DINING?            a)Prices..... \*  
                       b)Variety..... \*  
                       c)Service..... \*  
                       d)Quality..... \*

press 0) if you have no opinion

1.            2.            3.            4.            5.  
 POOR            FAIR            GOOD            EXCELLENT

-----  
 Fixed Format            range 0-5            column 143-146  
 Screen size: 8 X 40  
 Zero = 0

=====  
 Screen #: 59

-----  
 SHOPPING?            a)Prices..... \*  
                       b)Variety..... \*  
                       c)Service..... \*  
                       d)Quality..... \*

press 0) if you have no opinion

1.            2.            3.            4.            5.  
 POOR            FAIR            GOOD            EXCELLENT

-----  
 Fixed Format            range 0-5            column 147-150  
 Screen size: 8 X 40  
 Zero = 0

□

=====  
 Screen #: 60

-----  
 OVERALL EXPERIENCE IN WALLA WALLA?

press 0) if you have no opinion

1.            2.            3.            4.            5.  
 POOR            FAIR            GOOD            EXCELLENT

-----  
 Single Answer            range 0-5            column 151  
 Screen size: 8 X 40  
 Zero = 0

=====  
 Screen #: 61  
 -----

IS THIS YOUR FIRST VISIT TO THIS REGION?

1.YES      2.NO

-----  
 Branch                    range 1-2            column 152  
 Screen size: 8 X 40  
 If response = 1 branch to 64

=====  
 Screen #: 62  
 -----

HOW MANY PREVIOUS VISITS HAVE YOU MADE  
 HERE IN THE PAST YEAR?

0)None  
 1)One  
 2) 2 - 4 visits  
 3) 5 - 10 visits  
 4) more than 10 visits

-----  
 Single Answer          range 0-4            column 153  
 Screen size: 8 X 40  
 Zero = 0

□

=====  
 Screen #: 63  
 -----

LIKELIHOOD YOU'D RECOMMEND WALLA WALLA  
 FOR A VACATION TO A FRIEND, FAMILY MEMBER  
 OR COLLEAGUE?

1.	2.	3.	4.	5.
NOT AT ALL				EXTREMELY
LIKELY				LIKELY

-----  
 Single Answer          range 1-5            column 154  
 Screen size: 8 X 40

=====  
 Screen #: 64  
 -----

HOW LIKELY ARE YOU TO RETURN TO THIS  
 AREA WITHIN THE NEXT YEAR?

1.DEFINITELY  
 2.PROBABLY  
 3.MAYBE  
 4.UNLIKELY      5.WON'T RETURN

-----  
 Single Answer          range 1-5            column 155

Screen size: 8 X 40

=====  
Screen #: 65  
-----

THE SINGLE<PRIMARY>BARRIER TO RETURNING?

- 1.TOO FAR TO TRAVEL
- 2.LODGING AVAILABILITY
- 3.LACKING EVENING ACTIVITIES/SERVICES
- 4.LACKING CHILDREN'S ACTIVITIES
- 5.UNPREDICTABLE CLIMATE
- 6.NEED BETTER ACCESS BY AIR
- 7.TOO EXPENSIVE            8.NONE APPLICABLE

-----  
Single Answer            range 1-8            column 156  
Screen size: 8 X 40

□

=====  
Screen #: 66  
-----

DO YOU WISH TO BE ENTERED IN THE DRAWING  
TO WIN A WALLA WALLA SURPRISE BASKET?

- 1.YES, (U.S. RESIDENT)
- 2.YES, (INTERNATIONAL VISITOR)
- 3.NO

-----  
Branch                    range 1-3            column 157  
Screen size: 8 X 40  
If response = 2 branch to 69  
If response = 3 branch to 70

=====  
Screen #: 67  
-----

PLEASE ENTER YOUR TELEPHONE NUMBER

W/AREA CODE FIRST.  
(only winners will be called)

\*\*\*\_\*\*\*\_\*\*\*

-----  
Fixed Format            any key            column 158-167  
Screen size: 8 X 40

□

=====  
Screen #: 68  
-----

-----  
Jump                    range 1-1        column 168  
Screen size: 23 X 80  
If response = 1 branch to 70

=====  
Screen #: 69  
-----

PLEASE ENTER YOUR TELEPHONE NUMBER.

(only winners will be called)

Remember the back-up button.

\*\*\*\*\*

-----  
Fixed Format            any key            column 169-183  
Screen size: 8 X 40

□

=====  
Screen #: 70  
-----

THANKS VERY MUCH FOR YOUR ANSWERS AND  
OPINIONS...WE HOPE YOU ENJOYED YOUR  
VISIT AND WE LOOK FORWARD TO  
SEEING YOU AGAIN SOON!

-- Tourism Walla Walla --

-----  
Single Answer        any key            column 184  
Screen size: 8 X 40

column for date=185, time=194, total=198□