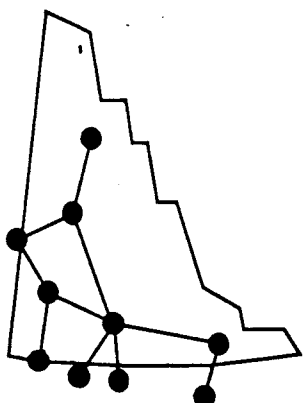




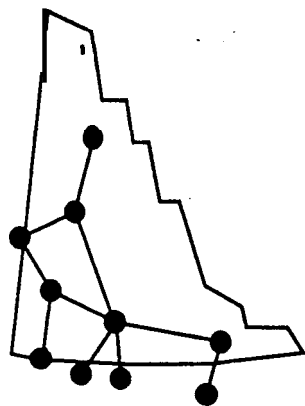
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***Yukon Visitor Exit Survey - Part II - Survey  
Design And Methodology  
Type of Study: Statistics/surveys Tourism,  
Provincial Tourism Yukon  
Author: Yukon Bureau Of Statistics  
Catalogue Number: 11-22-2***



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# Introduction

## BACKGROUND

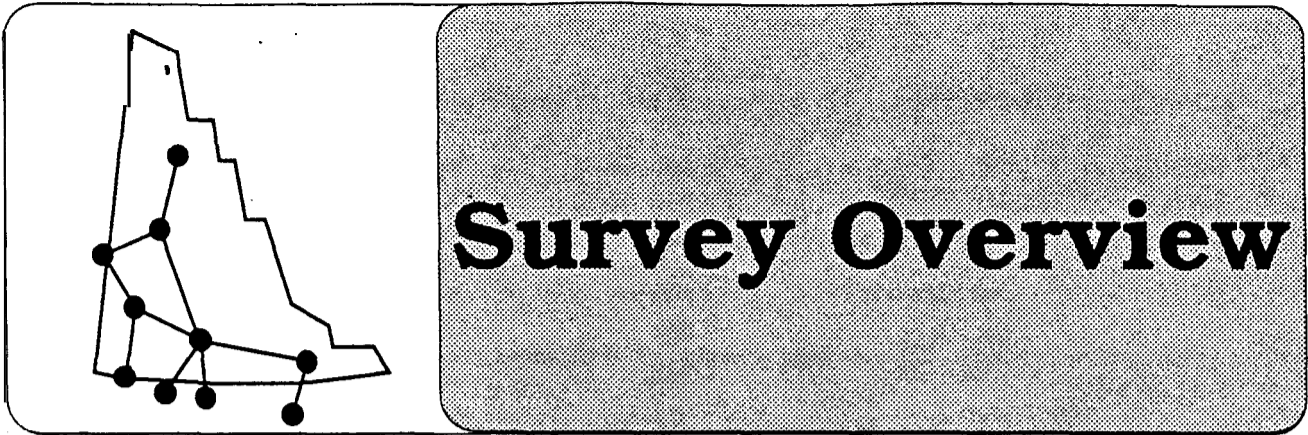
Tourism Yukon carried out Visitor Exit Surveys in 1978 and 1982 and commissioned the Bureau of Statistics to undertake the 1987 Yukon Visitor Exit Survey.

Exit Surveys are a fundamental research and planning tool for tourism and it is anticipated that surveys will be conducted on a four-year cycle.

The operating plan of the 1987 Yukon Visitor **Exit** Survey has been documented with the intent to facilitate data collection in future surveys.

1987 **YUKON** VISITOR EXIT SURVEY OBJECTIVES:

- To measure the volume of tourists in the Yukon.
- To measure the value of direct tourist spending in the Yukon.
- To monitor the flow of visitor travel within the Yukon.
- To examine the regional pattern of trip characteristics.
- To obtain detailed information regarding trip characteristics.
- To obtain detailed information regarding visitor characteristics and reasons for visiting the Yukon.
- To examine and evaluate the Yukon travel experience.
- To examine visitors' perceptions of the Yukon tourism industry.
- To evaluate the Yukon as a travel destination.
- To monitor trends in travel demands.



The 1987 Yukon Visitor Exit Survey took place between June 1st and September 30th, 1987.

A sample of visitors to the Yukon, fifteen years of age or over, whose residence was outside the Yukon Territory was surveyed. Survey sites were set up at six major highway exit points for passengers in private vehicles, in **Whitehorse** and **Dawson** City hotels for tour bus passengers, in the **Whitehorse** Bus Depot for Greyhound Bus passengers, and at the **Whitehorse** Airport for commercial air passengers.

Each mode and site had a different schedule. The survey schedule was coordinated with the heaviest tourist traffic periods on the highways, with the summer tour bus schedules, and with the busiest tourist traffic periods on the airlines. (see appended calendars)

Two questionnaires were used in the survey, Form A and Form B. (see appended questionnaires)

FORM A:

The Form A was completed by interview with a spokesperson selected by the travel party from eligible members fifteen years of age or over. It recorded information regarding the travel party, **their** mode of travel, the sources of information used in planning their Yukon trip, the travel route taken, and their expenditures during the trip.

Three versions of the Form A were used. The Highway questionnaire which was **coloured** yellow, the Bus questionnaire **coloured** green, and the Air form which was blue. All questionnaires contained the same nineteen questions. The three versions of Form A differed in the type of control information recorded and in the introductory paragraph which contained screening questions in the bus and air forms.

The control information on the Form A for highway travelers recorded the vehicle type and license plate origin. The Bus Form control information recorded the name of the carrier, the tour operator, point of origin of the bus tour, length of **tour**, number of passengers boarded, and the name of the bus driver or tour escort. The name of the air carrier, flight number, number of passengers boarded, number of completed interviews for that flight, and a tally of out-bound Yukon residents encountered during the stint was recorded on the Air Form.

The interview for Highways began with an introductory paragraph explaining the survey.

The Form **A** was completed to question number six for all diverted **vehicles**. Question six was a screening question which asked whether the travel party intended to return to the Yukon before returning home. Those who were returning to the Yukon before returning home were thanked for their time and cooperation and the interview was terminated. With those who were exiting for the last time, or were not sure, the interview was continued to complete the Form A.

The Bus Form began with a screening question asking if the travel party was traveling on the carrier selected. Selected carriers were those known to be exiting the territory for the last time.

The Air Form began with a screening question asking whether the travel party was traveling on the selected flight and whether the Yukon was their usual place of residence. If the encountered passenger was a Yukon resident, only the party size was recorded in the tally of outbound Yukon residents on a Form A. If the passenger was a non-resident, a Form A was completed by interview.

The three versions of the questionnaire had the same sequence of questions. The forms differed in the control information recorded at the top of page one and in the introduction of the survey where the bus and air forms included screening questions.

All Forms A terminated at question number six if the respondent answered "yes" when asked whether they would return to the Yukon before returning home.

Travel parties interviewed were those responding "no" or "maybe" when asked **if they** intended to return to the Yukon before returning home (question number six).

Participation in the survey was voluntary. If the travel party refused to be interviewed, a Form A was created and only the control information on page one was recorded. If a reason for the refusal was given, it was also recorded on the Form A.

A set of show cards in booklet form was handed to the respondent at the start of the interview. The cards were arranged in order of the corresponding questions in the Form A and used to select number responses to the designated questions. The interviewer would prompt the respondent to answer from the numbered choices when the question was asked. A schematic map of the Yukon was included to assist the respondent in tracing the specific travel route taken and in recalling the stops made by the travel party. (see show cards appended)

FORM B:

The second questionnaire, the Form B, recorded information regarding the individual **traveller**. It was self-administered and to be completed by all eligible members of the travel party fifteen years of age or over. Participation again was voluntary.

Form B questions were posed in a multiple choice format and included questions asking the reason for visiting the Yukon, whether the individual participated in listed activities, and asked the degree of sat-



isfaction with their experiences in the Yukon. The respondent was asked to give a rated opinion to statements about Yukon facilities and activities. It also provided a demographic profile of the individual traveller detailing information regarding sex, age, education, occupation and income. A question was asked as to whether a similar trip was planned in the next two years and an area was provided for general comments about the Yukon. (see appended questionnaire)

Together with interviewing, tallying of vehicles was a primary function at highway sites. For counting and classifying all vehicular traffic during each highway stint, a tally sheet was used. Tallying was continuous throughout the stints even when site conditions did not allow interviewing. (see appended tally sheet)

To target in-scope tour buses and for statistical weighting of tour bus traffic, the stint supervisors in **Whitehorse** and **Dawson** City created a master list of exiting buses with the number of passengers boarded on each coach.

Tally sheets from the **Kluane** Lake highway site were used to develop estimates of tour bus traffic exiting through Beaver Creek. It was not possible to situate a site in Beaver Creek due to the scarcity of interviewers. Passengers on tour buses scheduled to overnight in Beaver Creek were surveyed in **Whitehorse** with the additional night recorded and projected expenses in Beaver Creek estimated by the respondent.

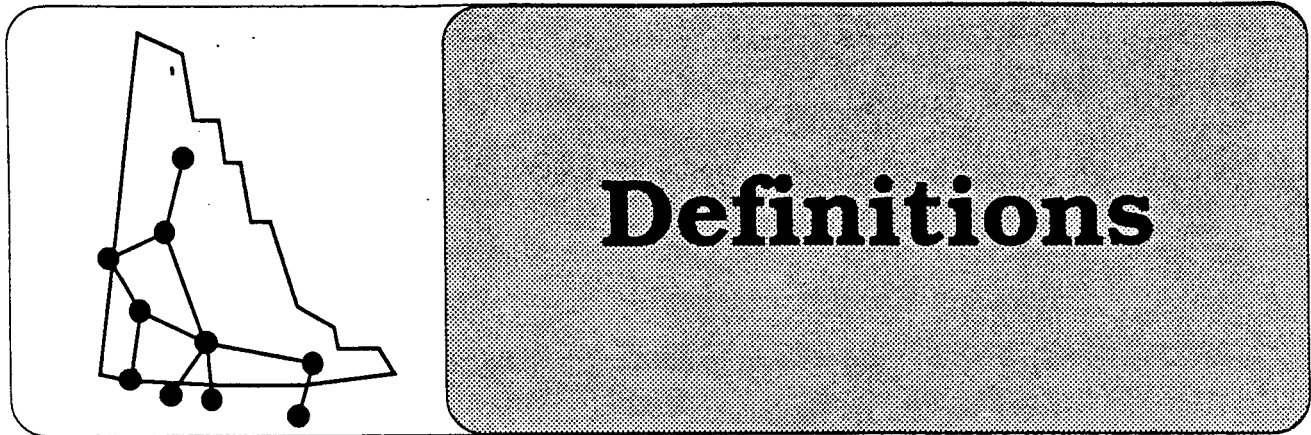
SURVEY OVERVIEW

A master list of the number of passengers boarded on each coach with their destinations was obtained daily throughout the season from Greyhound Bus Lines. This provided the numbers of visitors exiting through Watson Lake on this carrier.

An estimate of the total number of passengers boarded on buses exiting the Yukon was obtained from the major tour operators and carriers. These figures were used as a reliability factor in statistical weighting.

For statistical weighting of air traffic, a list of out-bound passengers on the two daily flights of Canadian International Airlines at the Whitehorse Airport was supplied monthly by the Airport Manager's office. On a Form A, the interviewers recorded a tally of out-bound Yukon residents encountered during stints.

An estimate of visitors exiting through the Watson Lake Airport was received from Canadian International Airlines. This number was included in the statistical weighting procedure.



The following definitions apply in this survey;

VISITOR: Person traveling in the Yukon whose permanent place of residence is outside the Yukon Territory.

TOURIST: Visitor spending one or more nights in the Yukon.

EXCURSIONIST: Visitor traveling through the Yukon and staying less than twenty four hours.

TRAVEL PARTY: Visitors traveling together sharing experiences, expenses and/or decisions.

HOUSEHOLD: Persons resident in one dwelling, traveling together in a travel party.

DEFINITIONS

RESPONDENT: Spokesperson for the travel party (fifteen years of age or over) who completed a Form A by interview, and/or the members of the travel party fifteen years of age or over who completed a Form B, the self-administered questionnaire.

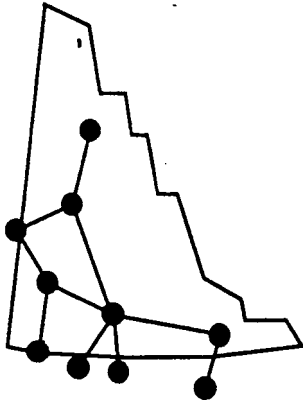
EXITING: Persons or vehicles not intending to return to the Yukon before returning home.

IN-SCOPE: Visitor or vehicle meeting the criteria for eligibility for participation in the survey (i.e. visitor fifteen years of age or over exiting the Yukon, vehicle with non Yukon license plates exiting the Yukon).

OUT-OF-SCOPE: Visitor or vehicle not eligible for interview (i.e. person or vehicle returning to the Yukon before returning home, vehicle with Yukon license plates, commercial buses and trucks with *non* Yukon license plates, government vehicles).

INDEPENDENT CARRIER: Out-of-territory tour bus operator/coach.

STINT: Scheduled shift worked by the survey crew on randomly selected survey days.



# Highway Survey Design

a. SITES AND SCHEDULES:

SITE SELECTION

Sites were selected by Bureau of Statistics staff through on-site visits and assessments.

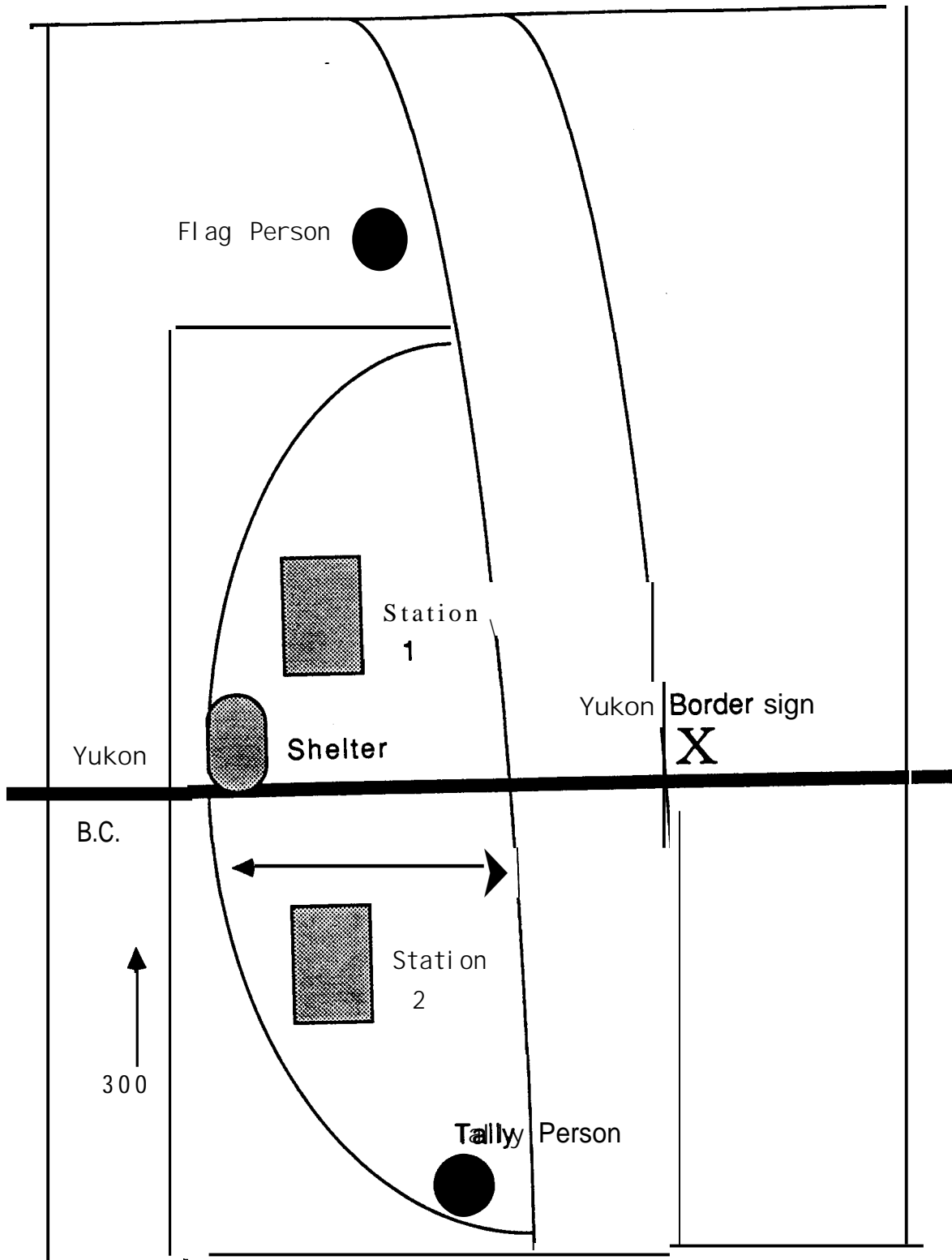
Site selection criteria included;

- unhindered visibility for at least 400 meters in either direction
- ample pull-off area
- adequate area for vehicle parking
- proximity to border area where possible, preferably between the Yukon border and the first intersection
- reasonable accommodation for a crew vehicle.

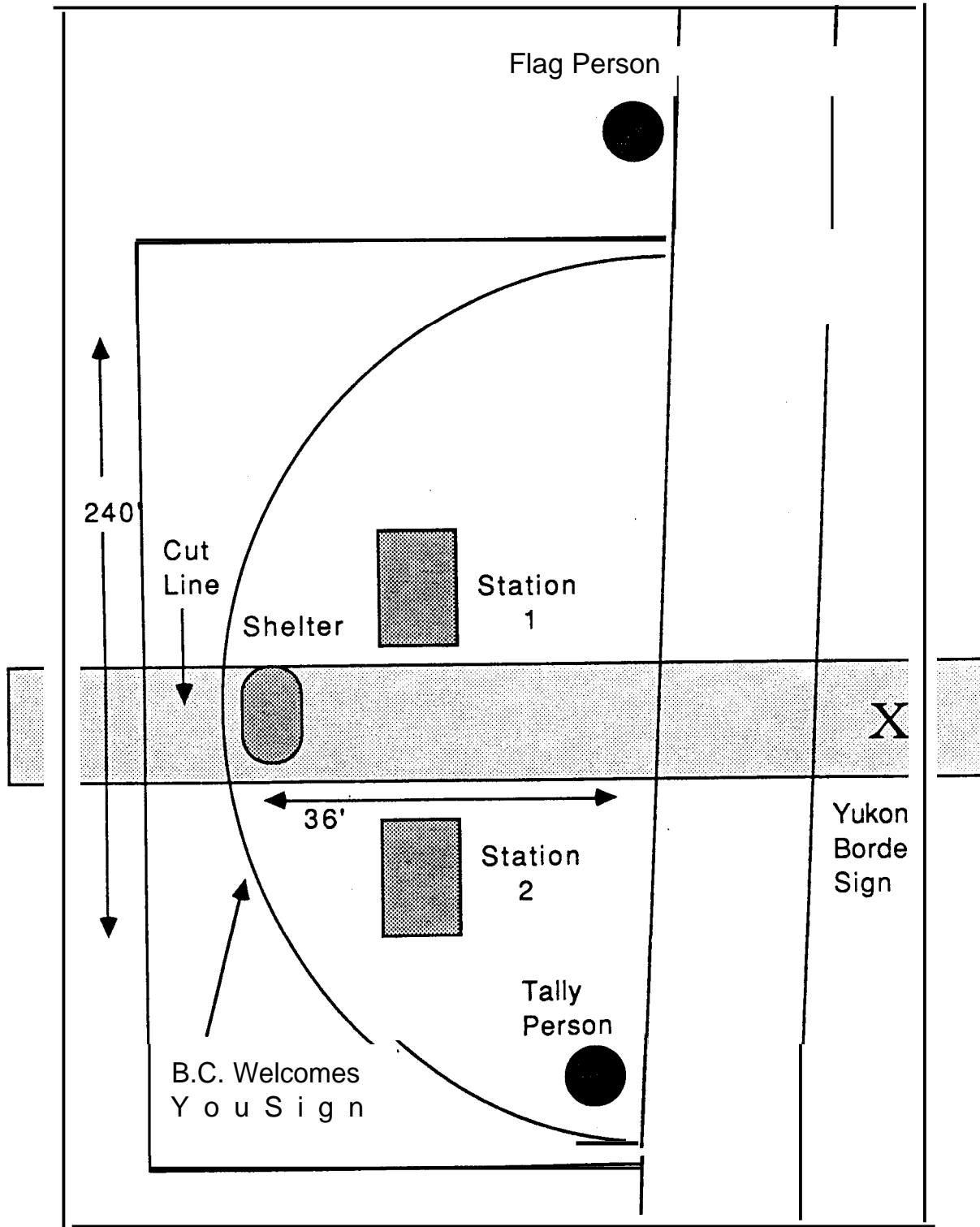
SITE LOCATIONS (See appended maps)

- Site 01 - Watson Lake South: 10 km. south of Watson Lake at the Yukon/B.C.-border (Km. 1008).
- Site 02 - **Cassiar**: Hwy. 37 - 4 km. south of the Alaska Highway and Highway 37 junction (Km. 1044).
- Site 03 - **Bove** Island: Highway 7, **Bove** Island pullout, 10 km. south of **Carcross**.
- Site 06 - Kathleen Lake: Highway 3, Kathleen Lake pullout, approximately 20 km. south of **Haines** Junction.
- Site 07 - **Kluane** Lake: Sheep Mountain pullout, approximately 72 km. north of **Haines** Junction.
- Site 09 - Top of the World: Highway 9, west side of Yukon River, near the territorial campground.
- Site 10 - **Dempster** Highway: Highway 5, **Dempster** cut-off, just north of Highway 5 and Highway 2 junction.

**WATSON LAKE SITE: YUKON/B.C. / BORDER**  
10 km south of **Watson** Lake

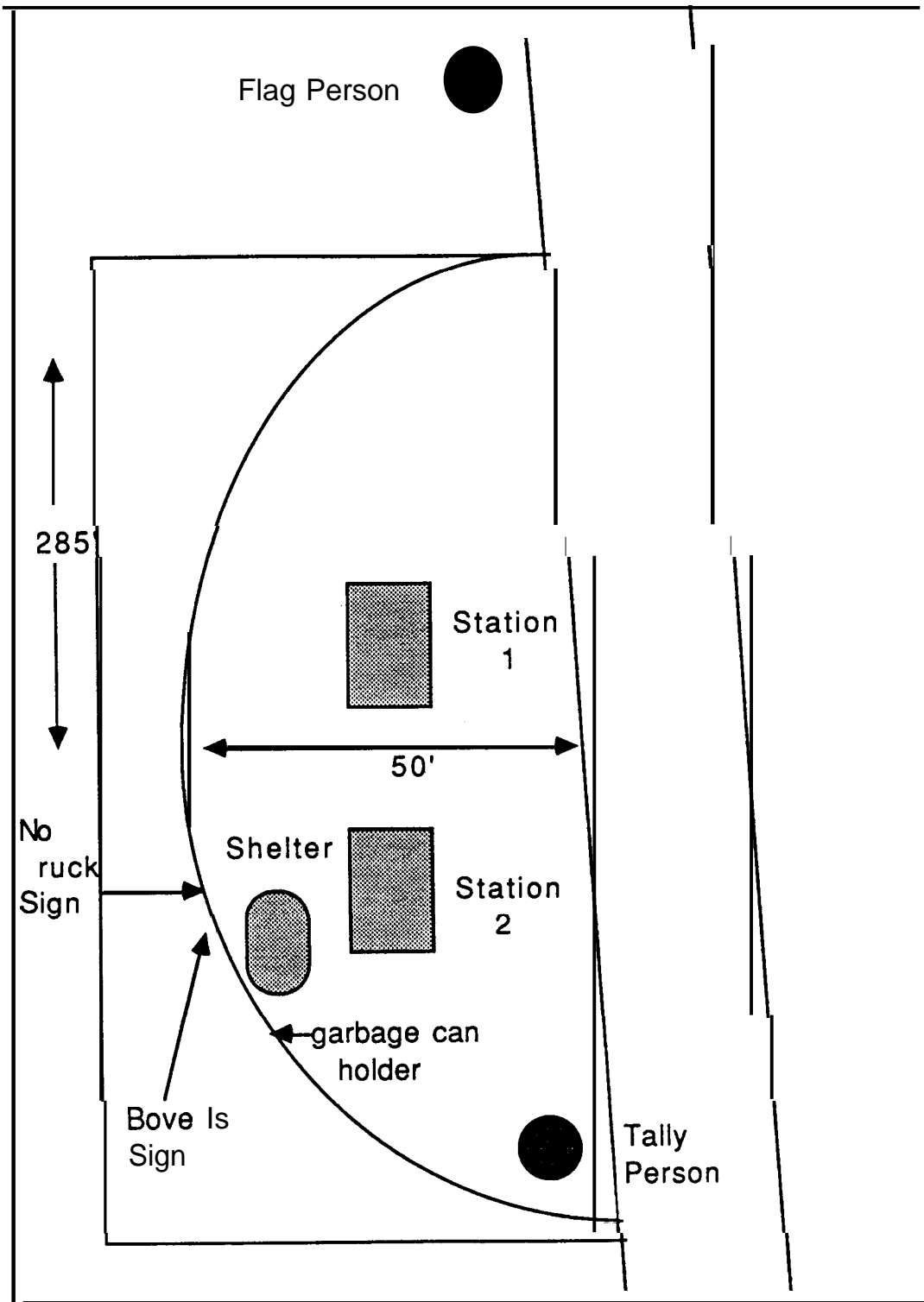


**Cassiar Site: Yukon/B.C. Border**  
**4 km south of Alaska Highway & Highway 37 junction**

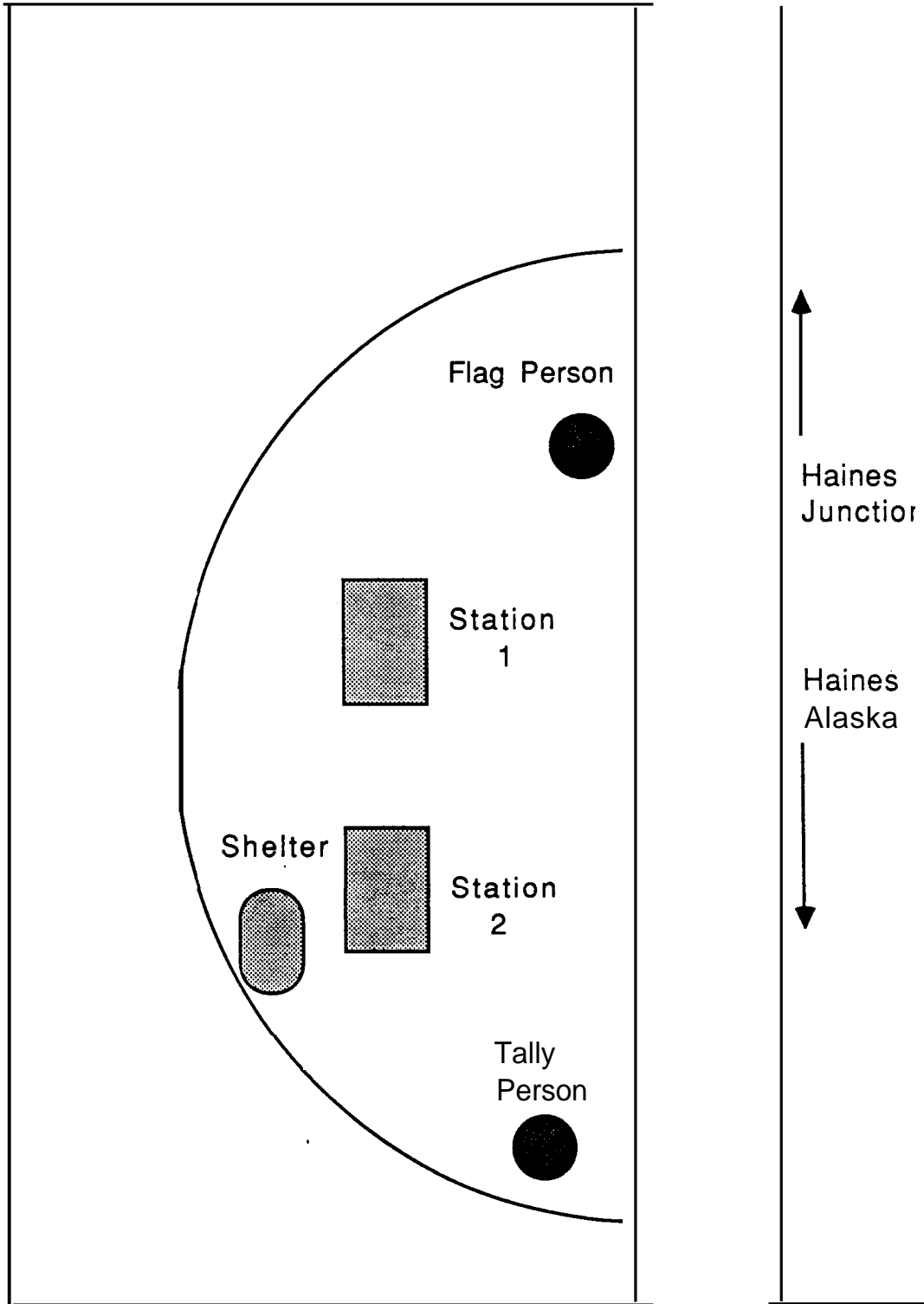




### BOVE ISLAND SITE 10 km south of-cross, Bove Island Pullout



# KATHLEEN LAKE SITE



## SITE SET-UP

Log huts provided a focal point and physical presence for the Visitor Exit Survey at the sites in Watson Lake, **Cassiar, Bove** Island, and Kathleen Lake.

Constructed by Renewable Resources, Yukon Territorial Government, they were log sided, slant roofed, with plexiglass windows. **Signs** reading "Yukon - the Magic and the Mystery" were attached to the windows.

Supplies were stored in the huts during stints.

The Stint Supervisor's car was used for shelter and storage on the sites at **Kluane** Lake (Sheep Mountain), Top of the World and the Dempster **Highway**.

Four sets of permanent highway signs were erected by highway crews from Highways & Transportation, Community & Transportation Services, Yukon Territorial Government, at the Watson Lake, **Cassiar, Bove** Island, and Kathleen Lake sites.

The signs were placed in the following order;

1. Reduce Speed Ahead
2. 50 km/h Ahead
3. 50 km/h
4. Yukon Visitor Exit Survey
5. Thank **You.** Resume Speed.

Sets of- portable signs were used at **Kluane** Lake, Top of the World **and** Dempster Highway sites;

1. Caution, Survey Ahead
2. Flagman
3. Be Prepared to Stop
4. Yukon Visitor Exit Survey Ahead

An additional sign (Slow, Men Working Ahead) was erected south of the **Cassiar** site to slow traffic in the opposite lane when rocks were **being** thrown up by speeding vehicles.

Signs were covered with garbage bags at the end of each stint.

Phosphorescent orange pylons were used at all sites for defining interview areas and controlling vehicle flow in the work area. Approximately fourteen pylons were used at each site. (see appended site diagram)

Crews were paid a half hour per stint for setting up and dismantling the sites.

#### STINT SCHEDULE

The survey took place between June **1st** and September 30th, 1987. A survey schedule was selected for each site on a random selection basis with schedules selected to conform with the heaviest traffic periods in each area. (see calendars and selection criteria appended).

The number of stint days (survey days) scheduled at each site were;

Watson Lake South	75
<b>Cassiar</b> Highway	75
Bove Island	50
Kathleen Lake/Sheep Mountain	70 (one crew alternated between these two sites)

Surveying was conducted during three stint periods:

Morning stints:	<b>6:00</b> a.m. to <b>12:00</b> p.m.
Afternoon stints:	<b>12:00</b> p.m. to <b>6:00</b> p.m.
Evening stints:	<b>6:00</b> p.m. to <b>12:00</b> a.m.

In September, darkness at the beginning of the morning stints and at the end of evening stints made it unsafe to divert traffic and stints were shortened - Morning stints then started at **7:00** a.m. and evening stints ended at **10:00** p.m.

A new schedule was developed at the beginning of September to compensate for this shortened interviewing time. (see appended calendar)

Some stints had to be rescheduled because of interviewer illness. When no crew was available for a scheduled stint, a replacement stint was selected. (see appended calendar)

Top of the World and Dempster sites in **Dawson** City operated on a different schedule. Fifty five (55) stints were scheduled at these two sites between June 1st and September 10th, 1987. (see appended calendar)

Top of the World Site:

Monday, Tuesday, Wednesday, Thursday, Saturday, and Sunday;

Morning stint: 7:00 a.m. to 1:00 p.m.

Afternoon stint: 1:00 p.m. to 7:00 p.m.

Friday (Ferry maintenance day)

Morning stint: 10:00 a.m. to 2:30 p.m.

Afternoon stint: 2:30 p.m. to 7:00 p.m.

Dempster Highway Site:

Morning stint: 7:00 a.m. to 1:00 p.m.

Afternoon stint: 1:00 p.m. to 7:00 p.m.

b. INTERVIEWING PROCEDURES - HIGHWAYS

SITE CREWS

Preference was given to hiring local residents for each site. Crew members were selected from applicants to Canada Employment Centre, Whitehorse, and Outreach Offices in Watson Lake, Haines Junction, and Dawson city.

Candidates were interviewed in Watson Lake, **Carcross, Haines** Junction, and **Dawson** City by a member of the staff of the Bureau of Statistics and the Survey Coordinator. Final verification and hiring of candidates as "casual" government employees was done by the Public Service Commission, Yukon Territorial Government.

Crews comprised a supervisor and from one to three interviewers per site;

Watson Lake - 1 supervisor, 3 interviewers

**Cassiar** - 1 supervisor, 2 interviewers

Bove Island - 1 supervisor, 1 interviewer

Kathleen Lake/

**Kluane** Lake - 1 supervisor, 1 interviewer

Top of the World/

**Dempster** Hwy. 1 supervisor, 2 interviewers

One crew staffed both Kathleen Lake and **Kluane** Lake sites. In **Dawson** City, one crew worked at both the Top of the World and the **Dempster** sites.

The Site Supervisor resigned at the **Cassiar** site in July and was not replaced. One of the interviewers assumed the duties of Stint Supervisor and the two person crew was able to maintain sufficient interviews.

In early September, one crew member from Watson Lake and one from **Cassiar** returned to university. Because traffic flow had decreased at both these sites, it was decided to amalgamate the two crews and develop a new stint schedule to have this crew (two stint supervisors and two

interviewers) serve both sites. The Stint Supervisor from Watson Lake continued to act as on-site supervisor and was responsible for equipment and transportation. The **Cassiar** Site Supervisor assumed the responsibilities of editing completed work and writing the **daily** diary.

A site had been planned for Beaver Creek but this was not possible because of the scarcity of available interviewers. It was decided to have the crew from Kathleen Lake travel from Haines Junction to establish a site at the Sheep Mountain pullout (**Kluane** Lake) to survey traffic exiting through Beaver Creek. Travel time was paid to this crew.

#### CREW TRAINING

Highway crews were trained in Whitehorse by Bureau of Statistics staff members and the Survey Coordinator.

Resource persons from Tourism, the Executive Council Office, and the Highways & Transportation Branch of Community & Transportation Services, Yukon Territorial Government, gave presentations.

An introduction and overview of the survey was given by the Director of the Bureau of Statistics. The Director of Development, Tourism, spoke to the crews outlining the background and the purpose of the survey.

Stint Supervisors attended three hours of training based on the Supervisors' Manual the evening prior to the day-long training session. Topics covered included site safety, crew transportation, **reporting procedures**,



and instructions for transporting completed work to the office.

Supervisors and all crew members then attended one full day and one half day of classroom training based on the Interviewers' Manual. All phases of the survey were covered in detail. Topics included site set-up, safety equipment and procedures, survey materials, crew descriptions and responsibilities, and site and job conduct.

Instructions in flagging and safety procedures were given by the representative from Highways & Transportation, Community & Transportation Services, Yukon Territorial Government. Special emphasis was given to the safety procedures outlined. It was explained that the sites could be shut down if safety regulations were not adhered to. This included the site set-up and procedures, as well as the wearing of safety apparel on site. Highways & Transportation crews monitored this during the survey. A copy of the Flagging Manual produced by Community & Transportation Services was included in the Supervisors' Manual.

A representative from Administration, Executive Council Office, provided information regarding "casual" government employees and instruction in how to complete pay sheets and **kilometerage** claim sheets. Sample forms were included in the manuals.

Classroom training was followed by a practical session at a mock highway site set up on a parking lot. Portable signs were erected, traffic lanes defined with pylons, and crews outfitted in safety gear. Department of Tourism staff members drove through the site to provide interviewers and stint supervisors practice in flagging and **interviewing**.

Flagging, site safety procedures, and interviewing techniques were monitored by the representative from Community & Transportation Services, Yukon Territorial Government, and the Survey Coordinator.

At the end of the training session, crews were issued manuals, safety equipment and clothing, and survey supplies. Supervisors were given a reporting schedule and timetable for submitting completed work.

Crews were paid for the hours of training, hours of travel, and a kilometerage rate to and from their places of residence. Hotel accommodation and a per diem were also paid.

#### CREW RESPONSIBILITIES

Crew duties included site set-up and dismantling, flagging, tallying of vehicles, and interviewing.

The four member crew rotated positions with one member flagging, one tallying, and two members interviewing. Three member crews had one flagperson, one interviewer, and one tally person. Two member crews combined flagging and interviewing, and one member tallied.

Tallying all vehicular traffic was paramount. If only one member of the crew was available to work, that individual tallied.

Supervisors performed all on-site duties along with crew members.

The site was prepared for interviewing by;

crews dressing in safety clothing (hard hats, orange safety vests, and white coveralls) as required by government highway regulations. This was monitored during the survey by **Y.T.G.** Community & **Transportation** highway crews.

uncovering signs (removing garbage bags), or placing portable signs on the highway at **Kluane** Lake and Dempster sites.

setting up pylons outlining the interviewing lane. (see site diagrams appended)

- preparing survey materials (questionnaires, clipboards, pens, etc.). sufficient for the stint.

Procedures were reversed at the end of the stint. The site was **to be** left safe, clean, and tidy at the end of each shift.

#### SITE AND JOB CONDUCT

As representatives of the Yukon and as Yukon Territorial Government employees, the crews were asked to meet specified dress and appearance requirements;

appearance and clothing were to be neat and clean.

- **shirts**, with or without sleeves, were to be worn under safety vests at all times.

no shorts were to be worn during interviewing.

- preferably light or bright clothing was to be worn on site. - no dark sun glasses were to be worn during interviewing or flagging (eye contact must be made with respondents).

Smoking was allowed while tallying. **Flagpersons** were required to safely dispose of cigarettes at the first site of on-coming traffic. Interviewers were required to safely dispose of cigarettes before any diverted vehicle was in the interview zone.

No provisions could be made for regular break times. Crews were to use their own discretion in taking breaks and rest periods during stints.

The crew member tallying was allowed to sit while tallying.

No personal hobbies such as handicrafts were to be used on site.

#### CREW DUTIES

##### 1. FLAGPERSON

**Flagpersons** were responsible for signaling out-of-scope traffic (vehicles with Yukon license plates, Yukon and non Yukon commercial trucks and buses, and government vehicles) to continue, and selected in-scope vehicles to enter the interviewing area in a safe and orderly manner when **an** interviewer is, or is about to be, available.

When traffic was heavy, intercepting vehicles was on a floating basis (as the interviewer was available); during **low** traffic periods, every in-scope vehicle was flagged over for interview. Interviews were therefore timed to ensure minimum waiting time by respondents.

Flagging procedures followed the guidelines outlined in the Safety Program Flagging Manual, Community & Transportation Services, Yukon Territorial Government (copies were included in the Stint Supervisors' Manual).

Special provision was made for "local" traffic. "Local" traffic included frequent travelers with out-of-territory license plates who lived in nearby towns such as **Cassiar**, or worked in camps in the area (e.g. on the **Skagway** and Haines roads). This traffic was surveyed by selecting every tenth vehicle of this category for interview.

## 2. TALLYPERSON

The **tallyperson** was responsible for tallying all vehicular traffic according to license plate origin and type of vehicle (as per tally sheet appended).

Separate tally sheets were used by each crew member during each shift of the stint. Time of shift and member's name were entered on each tally sheet. Shifts were one to two hours in duration, according to the crew size.

Count was kept by marking a stick in the appropriate cell according to **licence** plate origin and vehicle type. Diverted vehicles were indicated by circling the stick indicator. Diverted "local" traffic was marked with a square instead of a circle. (Interviewers marked "local" at the top of the Form A when a "local" travel party was interviewed).

On each tally sheet, diverted and non-diverted vehicles were **totalled** in each column. "Local" traffic was **totalled** separately at the foot of each column.

Tally sheets were tabulated by each interviewer at the end of their shift and checked by the supervisor when editing the stint work. (see appended tally sheet)

Tally was continuous even when site conditions did not allow interviewing.

### 3. INTERVIEWER

Interviewers approached the diverted vehicle and introduced the survey using the introductory paragraph on the Form A. Interviewers were instructed to read the introduction and the questions verbatim in order to ensure consistency and accuracy in interviewing.

Participation in the survey was voluntary. If a travel party refused to participate, a Form A was created **with** the control information recorded and the reason for refusal noted, when given. The travel party was thanked for their time and allowed to continue on their way. When a party consented to participate, they were asked to select a spokesperson (any eligible member of the travel party fifteen years of age or over) to complete the Form A by interview.

Question number six on the Form A was a screening question asking whether the travel party intended to return to the Yukon before returning home. If the response was "yes" to question number six, the interview was terminated and the party thanked for their time and cooperation. If the response was "no" or "not sure", the interview continued to complete the Form A.

A booklet of show cards was given to the respondent from which they selected number answers to designated questions. A Yukon schematic map was included to assist the respondent in the accurate recall of the route taken and stops made by the travel party. (see appended show cards and map)

When the Form A was completed, eligible members of the traveling party, fifteen years of age or over, were given a souvenir pen (or Yukon pin) and asked to complete a self-administered Form B. (The supply of souvenir pens was depleted toward the end of and replaced with Yukon pins at some sites).

Participation was voluntary. If the respondents refused to complete a Form B, the interviewer would **try** to **elicit** some general comments regarding their Yukon trip to record on the Form A (to be later transferred to a Form B as "comments only"). If respondents refused to complete a Form B, it was usually because of time restrictions and the interviewers became quite skilled at quickly getting comments to record.

Forms B were collected when complete and numbered to coordinate with the Form A. Forms A were previously numbered, either preprinted or hand **numbered by** the Stint Supervisor. The first lot of forms had been numbered by the printer but when this supply was exhausted, the forms were printed without numbers. A number sequence was issued to each Stint Supervisor and the forms were numbered before each stint.

Yukon Wildlife **colouring** posters supplied by Renewable Resources, Y.T.G., and Bureau of Statistics Yukon Fact Sheets were offered to the respondents in addition to the souvenir pens (or pins). These souvenirs were all very well received.

Questionnaires were checked for completeness and accuracy by the interviewers before the end of the stint when the supervisor would collect all completed work.



## 4. STINT SUPERVISOR

Stint Supervisors were responsible for crew transportation. Only one crew vehicle was to be on site during each stint. Parking space was limited on sites and not to be filled by crew vehicles. A schedule for pick-up of crews was specified and strictly enforced to ensure stints started on time. A **kilometerage** rate was paid to supervisors for transporting the crew.

Equipment - portable signs, pylons, safety clothing and gear - was stored and distributed by the Stint Supervisor. Equipment and clothing were collected at the end of each stint for distribution at the beginning of the next stint.

The Stint Supervisor also;

Ensured supplies were available and properly used (blank questionnaires (Form A and Form B), tally sheets, clipboards, souvenir pens, or pins, Yukon Fact Sheets and Yukon Wildlife Posters). Numbered Forms A in sufficient supply for each stint.

Assigned rotating shifts of flagging, tallying, and interviewing for crew members during the stint and performed duties in turn with the crew. Monitored crew rest breaks.

Maintained safety standards on site. Safety clothing and equipment were used on site at all times. **This** was monitored by **Y.T.G.** Community & Transportation Services highway crews and it was understood

that the site could be closed down if safety practices were not adhered to. Stint Supervisors were also empowered to close the site for interviewing when conditions were judged unsafe (e.g. poor visibility in inclement weather).

When the decision to suspend interviewing was made, this was reported to the Survey Coordinator by phone, recorded on the tally sheets, and noted in the daily diary.

Edited all questionnaires for completeness and accuracy. Each interviewer was responsible for checking their work but the Supervisor was finally responsible for ensuring the interviewers were following the procedures to gather accurate information.

Wrote a daily diary and sent **it** with weekly work to the Survey Coordinator. The diary outlined each stint in terms of weather conditions, variations in traffic flow, staff attendance and morale, supply status, reactions of travel parties to the survey, and any **out-**of-ordinary occurrences.

Reported by telephone on a schedule prearranged with the Survey Coordinator. Supervisors discussed any problems and reported on current conditions on site. Edit procedures were also discussed at this time and supplies were ordered.

Forwarded completed work weekly to the Coordinator on a schedule set up according to the transportation method used for the site. Watson Lake and **Cassiar** sites shipped via Greyhound Bus Lines, Kathleen Lake

and **Kluane** Lake via Frontier **Freightlines and Dawson** City sites, **Nor-**line Coach Lines. Costs were billed to the office. The Stint Supervisor at Bove Island delivered the work from that site to the office on weekly trips to town.

Checked time sheets prepared by the Interviewers and included them with the work shipment to meet the Yukon Territorial Government pay schedule.

Stint Supervisors were paid seven and a half hours per stint which included an hour for transporting the crew and the time spent in administrative duties. (Crews were paid six and a half hours per stint.)

#### VEHICLE SELECTION

Procedures for selecting vehicles for diversion were:

**setting up** sites facing exiting traffic with areas designated for flagging, interviewing, and tallying. The tallyperson must have a clear view of traffic at all times. Flagging and interviewing areas must be situated to ensure safety of interviewers and vehicles at all times.

- tallying all vehicles by type and license plate origin (see appended tally sheet).

when an interviewer is available, or about to be available, selecting and diverting the next in-scope vehicle. In-scope vehicles included all passenger vehicles with out-of-territory **licence** plates including small trucks and recreational vehicles, motorcycles, cyclists, and hitchhikers. If the license plate was not clearly visible, the vehicle was diverted **if** it was a recreational type vehicle (i.e. **camperized** van, truck-camper combination, car pulling a trailer or boat, R.V., etc.).

Out-of-territory vehicles known to be "local", that is, **living** or working in the area and passing on a frequent or regular basis, were also diverted for interview. The selection of these vehicles was on a one in ten ratio (every tenth vehicle diverted). Separate count was kept of this local traffic on the tally sheets.

During heavy traffic periods, vehicles were diverted on a floating basis (as an interviewer was available), during low traffic periods, every in-scope vehicle was diverted.

#### RESPONDENT SELECTION

A travel party was defined as persons traveling together sharing experiences, expenses, and/or decisions. Eligible travel parties were those exiting the Yukon for the last time (i.e. not returning to the Yukon before returning home). An eligible member of the travel party was any member of an eligible travel party, fifteen years of age or over. The travel party could be traveling in more than one vehicle.

One eligible member of the travel party acted as spokesperson. **Participation** was voluntary. The spokesperson was selected by the travel party after the survey had been introduced by the interviewer and the criteria for choosing a respondent explained.

All eligible members of the travel party, fifteen years or over, were asked to complete a self-administered Form B when the Form A had been completed.

Participation was voluntary.

#### EQUIPMENT

Highway crews were issued the following equipment;

- stop/slow paddles (minimum of two per site)
- pylons (approximately fourteen per site)
- safety clothing - orange hard hats and safety vests (one per crew member and one spare set of each per site), one pair of white coveralls for each crew member
- First Aid Kits (one per site with a spare in the Bureau of Statistics office)
- portable signs (one set at sites where permanent signs were not erected and one spare set in the Bureau of Statistics office)
- clipboards, pens, survey forms (Form A, Form B, Tally Sheets, and Show Cards), time and kilometer pay sheets

- fluorescent tape (one roll per site)
- insect repellent (four to eight cans per site)
- garbage bags for covering signs (as required)
- souvenir pens and pins, Bureau of Statistics Yukon Fact Sheets and Renewable Resources Wildlife Posters
- Bureau of Statistics Community Profiles (one per crew member) - ID pins with name and Yukon flag emblem
- Yukon Data Books (one per site)
- Yukon road maps (one per crew member)
- stint schedules (two per crew member)
- Manuals (supervisors' and interviewers')

The Supervisors' Manual contained Basic First Aid information, the Community & Transportation Services Flagging Manual, shipping information, Materials inventory, project information letters and administration information (instructions to complete pay sheets, kilometer sheets, and a pay schedule), in addition to the basic survey procedures contained in the Interviewers' Manual.

The Interviewers' Manual contained a foreword, stint schedules, site team and transportation information, procedures for air, bus or highway interviewing (as applicable), and site and job conduct information.

The Top of the World **site** was issued a walkie-talkie set and a signal light. The walkie-talkies were used by the interviewers to communicate across the Yukon River from the side where the interviewer would **inter-**cept traffic at the ferry line-up to the west side of the river where the site was set up for interviewing. The signal light was used to iden-

tify the spot where the selected vehicle should pull over for the interview. - .

#### INTERVIEWING PROCEDURES

The flagperson would select an eligible vehicle to divert for interview and signal it to enter the interviewing area, directing the driver with the flagging paddle.

In-scope vehicles included any passenger vehicle, small truck, or recreational vehicle with out-of-territory license plates. Motorcycles, cyclists, and hitchhikers were included as well as every tenth "local" vehicle.

Out-of-scope traffic was **signalled** to proceed without stopping.

The interviewer approached the diverted vehicle and introduced the **survey** to the travel party.

Participation was voluntary. If the party refused to be interviewed, they were thanked for their time and allowed to continue on their way.

A Form A was completed for every diverted vehicle.

For refusals, only the control information on page one was completed along with the reason for the refusal in the comments section, if available.

When a travel party consented to an interview, a spokesperson was selected by the travel party from eligible members fifteen years of age or over. The spokesperson (respondent) was given a set of show cards from which to select number answers to designated questions. The schematic Yukon map which was included enabled the respondent to trace the route taken and detail the stops made by the travel party. (see appended show cards and map)

The first six questions of Form A were asked of every participating travel party. Question number six asked if the party intended to return to the Yukon before returning home. If the answer was "yes" the interview was terminated and the respondent thanked for their time and cooperation. If the answer was "no" or "not sure" the interview continued to complete the Form A.

All eligible members of the travel party were given a souvenir pen and asked to complete a Form B questionnaire. This was self-administered and was left with the respondents to complete while the interviewer could begin another interview or edit the completed questionnaire. When the Forms B were collected, a Renewable Resources Wildlife Poster and Bureau of Statistics Yukon Fact Sheet were offered to the respondents as souvenirs. These and the souvenir pens (or pins) were well received.

Participation in the survey was voluntary.

Some travel parties would complete part or all of the Form A and refuse the Form B because of time restrictions or other reasons. The inter-



viewers would record reasons for refusals, if given, on the Form A. Interviewers would try to obtain some general comments about their trip from the travel party. The comments were recorded on the Form A and later transferred to a Form B as "comments only".

A Form A was created for every vehicle diverted. Numbers of **questionnaires** and numbers of diverted vehicles circled on the tally sheets should always be equal. This was part of the edit process carried out by the Stint Supervisor and later by the Survey Coordinator when work was edited in the office.

Interviewers checked all questionnaires for completeness and accuracy. Forms B were numbered to coordinate with the Form A completed for that travel party.

The Stint Supervisor collected the completed questionnaires at the end of the stint.

C. INTERVIEWING PROCEDURES -TOP **OF** THE WORLD AND **DEMPSTER** HIGHWAY SITES:

Some methodological differences were necessary in the survey in **Dawson** city.

The same crew surveyed at both highway sites, the Top of the World and the Dempster Highway, as well as conducting the bus tour interviews.

STINT SCHEDULE

The original schedule was set up to have the crew conducting bus tour interviews between **6:00** a.m. and **9:00** a.m. on days when the highway stints began in the afternoon and on the Friday stints scheduled at the Top of the World site when the stint began at **10:00** a.m. (ferry maintenance day). See appended calendar.

Daily stint schedules were:

**Dempster** Highway site: Morning stint: **7:00** a.m. to **1:00** p.m.

\* Afternoons : **1:00** p.m. to **7:00** p.m.

Top of the World site: Mon., Tues., Wed., Thurs., Sat., **Sun.**

Morning stint: **7:00** a.m. to **1:00** p.m.

\* Afternoons : **1:00** p.m. to **7:00** p.m.

Fridays

\* Morning **stint:10:00** a.m. to **2:30** p.m.

\* Afternoons : **2:30** p.m. to **7:00** p.m.

(\* Bus stints)

In July, it was necessary to introduce a change in the schedule and one interviewer was assigned to work a six hour stint interviewing tour bus passengers.

When a morning stint was scheduled at the Dempster Highway site, the Stint Supervisor worked at the highway site with one interviewer while the other interviewer worked in town interviewing tour bus passengers.

SITE SELECTION - Top of the World Site:

The Top of the World Site was situated at the ferry landing on the Yukon River.

The interviewing site was set up at a pullout at an historical sign located just as the traffic left the ferry and just before the hill at the start of the Top of the World Highway. This provided ample interviewing space as well as space for a crew vehicle. At this point, traffic was moving slowly enough to safely pull out into the interviewing area.

There was a territorial campground situated just past the pullout. A special **methodology** was necessary for surveying travel parties staying at the campground and not exiting the Yukon when first encountered by the survey crew. (see Interviewing Procedures)

SITE SET- UP - Top of the World Site

The Top of the World site was situated on the Yukon River with the interviewing site set up on the west side of the river at an historical sign pullout near the ferry landing.

One interviewer was **stationed on** the east side **of** the river at the ferry line-up and would approach vehicles to tally **and** introduce the survey.

Walkie-talkies were used **to** alert the crew on the other side of the river when a travel party had consented to an interview. At the start of the season, interviewers used arm signals to communicate. The distance between interviewers and the poor visibility created by the dust raised by passing vehicles made walkie-talkies a necessity.

RESPONDENT SELECTION - Top of the World Site

One interviewer was stationed at the ferry line-up to approach vehicles to introduce the survey and ask eligible travel parties to participate. (see interviewing procedures)

When an eligible travel party consented to be interviewed, the crew on the opposite side of the river was given a description of the selected vehicle on the walkie-talkie.

If the eligible travel party refused to participate, a Form A was created with the core information and the reason for the refusal noted.

Participating travel parties were instructed to watch for the **flagperson** on the opposite side of the river.

The **flagperson signalled** out-of-scope traffic to continue and the selected vehicle was directed into the interviewing area.

The travel party was instructed to select an eligible member fifteen years of age or older to act as spokesperson to complete a Form A by interview.

All eligible members of the travel party fifteen years of age or over were asked to complete a self-administered Form B. Participation was voluntary.

#### INTERVIEWING PROCEDURES - Top of the World Site

All traffic was tallied by the crew member stationed at the ferry line-up.

A special methodology was set up to accommodate travel parties staying in the territorial campground. These parties could be passing the survey site more than once and the possibility of double counting was evident.

The interviewer at the ferry line-up asked visitors in in-scope vehicles if the travel party had been approached before. If the answer was "yes", the vehicle was tallied as usual but an "x" was drawn over the stick indicator for that vehicle and the travel party thanked for their time.

If the response was "no", the travel party was asked if they would be exiting by the Top of the World Highway. A "no" response again was noted as an "x" across the stick indicator on the tally.

If the **response** was "yes", the travel party was then asked if they would be returning to the Yukon before returning home. If they answered "no" this indicated they were eligible for interview. The stick indicator on the tally would be circled and they were asked to participate in the survey.

Refusals were processed as usual, a Form A created with the core information and the reason for refusal noted, if given.

If they answered "yes" they were returning to the Yukon before returning home (circuiting), a square was drawn around the stick indicator on the tally sheet. This replaced the usual procedure of completing a Form A to question number six ("will you be returning to the Yukon before returning home?").

When an eligible travel party consented to an interview, the driver of the selected vehicle was instructed to watch for the **flagperson** at the other side of the river.

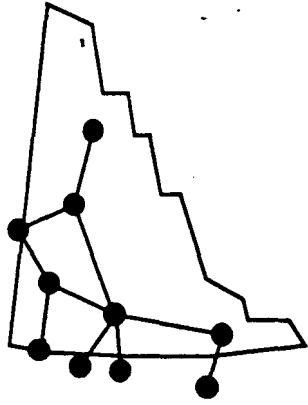
At the interviewing site, the crew placed pylons to indicate an interviewing area. The crew member acting as **flagperson** would direct the selected vehicle into the interviewing area and signal out-of-scope traffic to continue on their way.

Interviewing at this site was conducted using the same procedures as those used in all sites.

**DEMPSTER** HIGHWAY SITE

The methodology used at this site did not differ from other highway sites except in that the one crew member rotated in bus stints.

The season had been started with a three member crew (Stint Supervisor and two interviewers) at this site. Few vehicles exited via the **Demp-**ster Highway and the Stint Supervisor and one interviewer were sufficient crew for the site.



# Tour Buses Survey Design

## a. WHITEHORSE

### CARRIER SELECTION

Tour bus passengers leaving the Yukon for the last time on the three major carriers, **Grayline** of Alaska (**Westours**), Royal Highway Tours (Princess Tours), Atlas Tours (Atlas package tours and charters), as well as Independent Carriers, were surveyed.

The majority of exiting tour bus passengers were carried by **Grayline** of Alaska (**Westours**) and Royal Highway Tours (Princess Tours). These companies scheduled regular tours through the Yukon between June and September.

A day trip from **Skagway** to **Carcross** was available from the major tour operators. Attempts to survey these visitors were unsuccessful. The **Whitehorse** crew travelled to **Carcross** to meet the tour and conduct interviews but the tour schedule left no time for interviewing as a lunch and show were scheduled during the stop and passengers had little free time. The option to ride on the bus during the trip to conduct



interviews was not feasible because of insurance regulations (liability concerns);

It had been planned to locate a site in Beaver Creek but this was not possible due to the scarcity of available interviewers. Travel parties on tours scheduled to overnight in Beaver Creek were interviewed in **Whitehorse** with the additional night recorded and projected expenditures in Beaver Creek estimated by the respondent.

Passengers on the major carriers were mainly booked at the Sheffield Hotel and the **Klondike** Inn where a daily schedule was posted in the lobby by the tour company. The Stint Supervisor used these lists to select eligible tours to survey.

A schedule of reservation dates was obtained at the beginning of the season from the ten hotels where Independent Carriers were booked, the Sheffield Hotel, **Klondike** Inn, Regina Hotel, Stratford Hotel, Yukon Inn, Airline Inn, the T & M, the Taku Hotel, **Whitehorse Centre** Motor Inn, and the Gold Rush Inn.

These Independent Carriers were difficult to monitor. Hotels did not know the destination of the tours and there were many changes and cancellation in bookings. Many tours circuited through Alaska and returned to **Whitehorse** making them ineligible to survey when first encountered.

No firm schedule for surveying these Independent Carriers could be formulated. The passengers were interviewed when encountered at the major hotels, the Sheffield and the **Klondike** Inn. In addition, the Stint Sup-

ervisor contacted desk clerks at the alternate hotels the evening prior to stint days for bookings of Independent Carriers. When an Independent Carrier was booked at one of the hotels on stint day, at the start of the stint an interviewer would be assigned to visit the hotel. **Eligible** travel parties would be interviewed when encountered.

#### SITE SELECTION

The majority of interviews were conducted in the two hotels where the major tour companies stayed, the Sheffield Hotel and the **Klondike** Inn. Passengers from eligible independent tours were interviewed at these hotels and in the alternate hotels where they were booked.

A survey schedule was initially set up with two stints at the Sheffield Hotel alternating with two at the **Klondike** Inn. This schedule **was not** strictly adhered to as there sometimes was no eligible tour in the **scheduled** hotel. The Stint Supervisor checked the lists posted by the major tour operators in the hotel lobby at the start of the stint and, if no exiting tour was available, the crew would move to the other hotel where a tour was available.

A list of bookings by Independent Carriers was obtained from the ten selected hotels at the beginning of the survey in an effort to set up a rotating schedule.

We found it was not possible to formulate a firm schedule from the information available. The hotels rarely knew the destinations of the tours and there were many changes and cancellations.

The method used to select the tour group/carrier was for the Stint Supervisor to contact **the** desk clerk the evening prior to stint day and make a list of Independent Carriers booked at the hotel. The Supervisor or an interviewer would visit the hotel to contact the tour escort or bus driver, if possible, for information about the tour (carrier name, destination, tour length and origin, and the number of passengers boarded). When eligible travel parties were encountered, they were interviewed. Passengers *were well* informed and could supply core information when driver/escorts were not available.

#### SITE SET-UP

Interviews were conducted in hotel lobbies. Interviewers would circulate throughout the hotel lobby wherever bus passengers were congregating and approach travel parties to introduce the survey and identify eligible travel parties (those traveling on a coach leaving the Yukon for the last time).

Interviews would take place where the respondent felt most comfortable, standing in the lobbies, near the doorways of the hotel, or in the seating area in the lobbies. Some respondents would invite the interviewers to their table while the travel party had breakfast in the hotel restaurant.

## STINT SCHEDULE

Interviewing days (stints) were selected on a random selection basis (see selection criteria and appended calendar). Seventy four (74) stints were scheduled between June 11 and September 23.

Stint times were from **6:30** a.m. to **9:00** a.m. Minor adjustments were made in the start time toward the end of the season to coordinate with later bus departure times, stints then would begin at **7:00** a.m.

Stints were alternated between the two hotels where the major tour **com-**panies were booked. The original methodology was to work two shifts at each primary hotel in turn. This was not feasible when there **was** no exiting tour at the scheduled hotel. The crew would then move to the other hotel.

Alternate hotels were surveyed when an eligible Independent Carrier was booked on stint days.

## RESPONDENT SELECTION

At the start of each stint, the Stint Supervisor would create a list of eligible buses from those posted in the lobbies of the primary hotels by the major tour companies. The evening prior to stint day, the Stint Supervisor contacted desk clerks at the alternate hotels for bookings by Independent Carriers.

Interviewers approached tour passengers in the hotel lobbies to identify eligible travel parties from the listed tours. Passengers from selected tour buses were usually easily identified as most wore tags identifying their tour. The Stint Supervisor, or an assigned interviewer, would visit the alternate hotels when an Independent Carrier was known to be booked. The bus driver or tour escort was contacted, if possible, to determine the tour destination to identify in-scope tours. Passengers could also provide this information and eligible travel parties would be interviewed when encountered.

*When* passengers were approached, the screening question from the Form A was asked to identify exiting passengers. Interviews would be conducted with a spokesperson from the selected travel party (any eligible member fifteen years of age or over) to complete a Form A by interview. All eligible members of the travel party fifteen years of age *or over were* then asked to complete a self-administered Form B. Participation was voluntary.

If the travel party refused to be interviewed, a Form A was created with the control information recorded and the reason for refusal, if given. Control information included the name of the bus company/carrier, tour operator, origin and length of bus tour, name of the driver or escort, and the number of passengers boarded.

## SITE CREW

The **Whitehorse** crew was selected from applications to the Canada Employment **Centre** with *preference given* to hiring local residents with previous interviewing experience.

Interviews were conducted in **Whitehorse** by the Project Manager and the Survey Coordinator with final verification and hiring of candidates by the Public **Service** Commission, Yukon Territorial Government.

The crew **was** comprised of one stint supervisor, two interviewers and one alternate interviewer.

The Stint Supervisor left for college at the end of July and one **inter-**viewer moved out of the territory in early August. The remaining interviewer was able to complete sufficient interviews and no additional crew members were hired.

The alternate interviewer worked the days following training to gain experience in the field and filled in when needed.

## CREW TRAINING

The **Whitehorse** crew worked at both bus and airport sites.

Classroom training was approximately six hours based on the **Interview-**ers' Manual and sample questionnaires detailing edit procedures. **Addi-**tional time was spent in conducting mock interviews.

The Stint "Supervisors' Manual and the Interviewers' Manual contained chapters outlining survey objectives, **stint schedules, site** and **team** transportation, bus procedures, site and job conduct and sample survey and administrative forms. The Stint Supervisors' Manual contained a special appendix outlining specific supervisory duties.

The Stint Supervisor was given instruction in his specific duties while the crew conducted mock interviews.

This training format, combined with the fact that all three members of the Whitehorse crew were experienced Statistics Canada interviewers, created a strong team which was able to function with minimal on-site supervision.

The Survey Coordinator accompanied the crew during the initial stints and periodically throughout the survey to monitor interviews.

#### CREW RESPONSIBILITIES

##### 1. INTERVIEWERS

Conducted interviews with tour bus passengers on coaches exiting the Yukon for the last time.

Interviewers identified eligible travel parties by approaching bus passengers in hotel lobbies to introduce the survey and ask the screening question on the Form A.

The screening question asked whether the passenger was traveling on a selected carrier. The Stint Supervisor would have created a list of in-scope tours from the schedule posted in the lobby of the primary hotels by the major tour companies.

The evening prior to the stint, the Stint Supervisor would have contacted a desk clerk for information about Independent Carriers booked at the alternate hotels.

When an Independent Carrier was booked at one of the alternate hotels, the assigned interviewer would contact the bus driver or the tour escort, if possible, to obtain the core information (name of the carrier, destination, length and origin of the tour, and number of passengers boarded) and interview eligible travel parties when encountered. Passengers were usually able to provide the core information if the driver or escort could not be contacted.

The passengers were usually easily identified as most wore tags with the name of their tour.

The survey was introduced by reading the introduction on the Form A. Interviewers were instructed to read this introduction and all questions verbatim in order to ensure accuracy and consistency in interviewing. (see appended questionnaire)



When the travel party consented to be interviewed, the criteria for selecting a spokesperson was explained and a Form A was completed by interview. Any eligible member of the traveling party fifteen years of age or over could act as spokesperson.

A set of show cards was given to the respondent to select number answers for designated questions. A Yukon Territory schematic map assisted in tracing the travel route and identifying stops made during the trip. (see appended show cards and map)

All eligible members of the travel party, fifteen years of age or over, were asked to complete a self-administered Form B. Participation was voluntary.

If there was not enough time to complete a Form B, (interviewing time was limited because of the early departure time of some buses), interviewers recorded respondents' general comments and impressions on the Form A for transfer to a Form B at edit.

Forms B were retrieved and numbered to coordinate with the Form A for the travel party.

Bureau of Statistics Yukon Fact Sheets and Renewable Resources Yukon Wildlife Posters were offered to respondents. Toward the end of the season, Yukon Pins replaced the souvenir pens. The supply of pens had been depleted and it was not possible to replace them before the end of the survey. The pins proved to be very popular with the bus passengers.

The interviewers completed the **control** information (name of carrier, tour operator, origin and length of tour, number of passengers boarded, and the name of the bus driver or escort) on the Form A from the list created by the Stint Supervisor or from information provided by the respondent.

Interviewers checked each questionnaire for completeness and accuracy before the Supervisor gathered them at the end of the stint.

## 2. STINT SUPERVISOR

The Stint Supervisor was responsible for *crew* transportation and for stints starting on schedule.

Survey supplies were stored by the Stint Supervisor and issued to the crew at the start of each stint. Forms A were numbered at the first printing but not in subsequent printings. A number series was issued to the Stint Supervisor and a sufficient supply of Forms A were numbered prior to each stint.

The Stint Supervisor set up the schedule of hotels to visit on stint days. From the lists posted in the lobbies of the Sheffield Hotel and **Klondike Inn** by the major tour companies, the Stint Supervisor created a list of in-scope tours. If no exiting bus was in the hotel scheduled for that stint, the crew was moved to the alternate hotel.

The evening prior to stint day, the Stint **Supervisor** contacted the desk-clerks at the alternate hotels for information about Independent Carriers booked at the hotels. Hotel staff did not know the destination of tours and when an independent tour was known to be booked, it was necessary for the Stint Supervisor to visit the hotel to obtain this information from the driver, tour escort, or passengers.

The bus driver or tour escort of the major carriers was contacted by the Stint Supervisor for information regarding the name of the tour carrier, destination, length and origin of tour, and number of passengers boarded. This information was provided to the interviewers to complete the control information on the Form A.

Each stint day, the Stint Supervisor created a master list of exiting buses with the number of passengers boarded (for statistical weighting purposes).

Completed questionnaires were edited and batched by stint, according to tour, by the Stint Supervisor. Work was delivered weekly to the Bureau of Statistics office.

Pay sheets completed by interviewers were checked and delivered to the Bureau of Statistics office to meet the **Y.T.G.** pay schedule.

The Whitehorse Stint Supervisor was not required to keep a **daily** diary. Regular reports were possible during visits to the office.

The Stint Supervisors was paid the **regular six** and a half hours per stint plus an additional hour each stint day for administrative time. A **kilometerage** fee was also paid for transporting the crew.

#### INTERVIEWING PROCEDURES

At the beginning of each stint, the Stint Supervisor consulted the schedule posted in the lobby of the primary hotels by the two major tour companies (Westours and Princess Tours) to create a list of buses exiting the territory from the hotel where the stint was scheduled that day.

These lists provided coach numbers, destinations, and departure times of buses allowing interviewers to target passengers from particular buses (passengers usually wore tags identifying their tour group). **The** departure time was significant as interviews were not to be conducted later than fifteen minutes prior to departure time.

The Stint Supervisor would contact desk clerks at the other hotels the evening prior to stint days and create a list of independent tours available.

At the beginning of the stint, the Stint Supervisor, or an assigned interviewer, would go to the hotel to contact the bus driver or tour escort, if possible, for information to identify eligible tours. **Eligible** travel parties were interviewed when encountered. Most passengers could supply the core information if the driver or escort was not available.

Interviewers would approach bus passengers in the hotels and ask the screening question on the Form A to verify that the travel party was with a selected carrier. The survey was introduced using the paragraph on the Form A. (see appended questionnaire) The introduction and questions were read verbatim to ensure accuracy and consistency in the interviews.

The passengers were usually encountered in the hotel lobbies, near the doorways of the hotels, or on their way to breakfast in the hotel restaurant. Interviews were arranged for after breakfast if time was not immediately available. Some travel parties invited the interviewers to join them at the table while they had breakfast.

Participation in the survey was voluntary. When the travel party consented to an interview, a selected spokesperson, fifteen years of age or over, completed the Form A by interview. Show cards were used for the respondent to select number answers for designated questions. A Yukon schematic map was used to assist the respondent to **recall** the stops made and the route taken on the trip. (see show cards and map appended)

Interviews with tour bus passengers went quite quickly as once the interviewer had learned the route and stops from one passenger from a particular tour, this information remained the same, and the interviewer needed only to confirm it with the next respondent from the same tour. Major carriers followed predetermined routes with few exceptions.

When the Form A had been completed, all eligible members of the travel party, fifteen years of age or over, were given a souvenir pen and asked to complete a self-administered Form B. Respondents were also offered a Yukon Fact Sheet and a **Y.T.G.** Renewable Resources Yukon Wildlife **colour-**ing poster. The supply of pens ran out toward the end of the season and were replaced with Yukon word-pins.

Interviewers could begin another interview or edit completed questionnaires while waiting to retrieve the completed Forms B.

Participation was voluntary. If a travel party refused to be interviewed, a Form A was created with the core information and the reason for the refusal noted. Very few respondents refused to be interviewed for any reason other than lack of time.

Interviewing time was very limited between the time the passengers came down to the lobby of the hotel and departure time. Most passengers allowed themselves only time for breakfast before departure, others did not come out of their rooms until just before departure time. Some travel **parties** would complete a Form A **but** did not have time to complete a Form B. The interviewer would then try to obtain some general comments concerning the Yukon portion of their trip to record on the Form A. These could later be transferred to a Form B as "comments only".

There were difficulties when interviewing respondents who did not understand the language or respondents with limitations such as poor eyesight or poor hearing (many tour bus passengers are elderly). These members of the travel party would often refuse to complete the Form B. The

interviewer would offer to read the questions and record the answers for the individual on the Form B. If the respondent refused this assistance, some general comments concerning their Yukon trip were elicited, if possible.

The Stint Supervisor (or an assigned interviewer) contacted either the bus driver or tour escort with Independent Carriers to obtain information regarding tour destination, length, and origin of tour, and number of passengers boarded. It was sometimes necessary to get this information directly from the passengers of a tour as the driver or escort was not available. Passengers were usually very well informed and accurate in their information.

The major carriers posted part of this information on their lists in the hotel lobbies at the primary hotels. The lists gave the number of the coach, tour destination and departure time. The Stint Supervisor would contact the tour escort or bus driver to learn the length of the tour and the number of passengers boarded. The tour escort or bus driver were more accessible with the major carriers.

The passengers provided the tour origin as this could vary with the individual travel party - the tour could be joined at different points.

Each interviewer recorded the control information on the Form A to coordinate interviews of passengers from one tour.

Interviewers checked their work for completeness and accuracy before the questionnaires were gathered **by** the Stint Supervisor at the end of the stint.

The questionnaires were grouped according to tour and edited by the Stint Supervisor before they were submitted to the Coordinator. Work was delivered to the office on a prearranged schedule.

The Stint Supervisor compiled a master list of all buses exiting **White-**horse on stint days (used for statistical weighting).

b. **DAWSON** CITY;

CARRIER SELECTION

Tour bus passengers leaving the Yukon for the last time from **Dawson** City were surveyed at the Sheffield Hotel, **Eldorado** Hotel, Downtown Hotel, the Triple J Motel, and the Midnight Sun Hotel. The three major tour companies, Grayline of Alaska (Westours), Royal Highway Tours (Princess Tours), and Atlas (charter tours and Atlas package tours), carried the majority of passengers and accounted for most of the interviews.

Tour schedules were obtained by the Stint Supervisor from the local tour company offices weekly. These tours were mainly booked at the Sheffield, Downtown and **Eldorado** Hotels.



Lists of bookings by Independent Carriers from June to September were obtained at the beginning of the season from **all** selected hotels. The hotel staff did not know the destinations of the tours at the time of booking and this, combined with cancellations and changes in bookings, made it impossible to formulate a schedule for interviewing these tours. The method devised was to have the Stint Supervisor contact the hotel staff the evening prior to stint day for a current list of tours at the hotel. An interviewer would be assigned to the hotel when an in-scope bus was booked.

#### SITE SELECTION

Three primary hotels were selected where the major carriers, Westours, Princess Tours, and Atlas were booked. Tour bus passengers at the Sheffield Hotel, Downtown Hotel, and the **Eldorado** Hotel were surveyed on a schedule set up by the Site Supervisor according to the location of exiting buses on stint days.

Alternate hotels, the Triple "J" Motel and the Midnight Sun Hotel, were surveyed when in-scope independent tours were booked.

#### SITE SET-UP

Interviews *were* initially conducted only in hotel lobbies. This created some logistical problems as lobbies are small and were crowded when buses were preparing to depart. A methodological change was made during

the season to provide a six hour stint when interviews could be conducted wherever travelling parties were encountered throughout the town.

#### STINT SCHEDULE

Thirty-nine (39) randomly selected stint days were scheduled between June 16 and September 11. (see stint schedule appended)

Stints were scheduled between 6:30 a.m. and 9:00 a.m. but were modified toward the end of the season to coordinate with later bus departure times (starting at 7:00 a.m. rather than 6:30).

Most passengers scheduled their time before departure to allow only enough time for breakfast and some final preparation in their hotel rooms. This allowed little time for participation in the survey and limited the number of interviews that could be completed before departure times.

In July, in an effort to increase the response rate, the original schedule was modified to include a full day stint of interviewing (most tour groups spent at least two nights in Dawson City before exiting the territory). The Dempster Highway crew was reduced to two members, the Stint Supervisor and one interviewer, and on stints scheduled at this site, the third crew member worked a full day stint (6:30 a.m. to 1:00 p.m. or 1:00 p.m. to 7:00 p.m.) interviewing tour bus passengers.

To increase coverage of Independent Carriers, the Stint Supervisor was instructed to schedule bus stints on any day an in-scope tour was available.

#### RESPONDENT SELECTION

The Stint Supervisor obtained a weekly schedule of tours from the major tour companies. The evening prior to stint days, a desk clerk at the primary hotels was contacted for a list of tours booked at the hotel (a tour could be booked in more than one hotel). The Stint Supervisor would select a hotel to visit from this information.

The crew worked together at one of the selected hotels if only one tour was known to be exiting that stint day. If more than one in-scope tour was available, the Stint Supervisor or an assigned interviewer would go to the hotel where the second tour was booked. Distances between hotels were minimal and the crew could move easily from one hotel to another.

During the full day bus stints, the interviewer visited the hotels where tours were booked and also circulated throughout the town.

Interviewers approached tour bus passengers and asked a screening question to verify that they were passengers on an in-scope tour (a tour leaving the Yukon for the last time). Tour bus passengers were readily identified as they usually wore name tags supplied by their tour.

Participation in the survey was voluntary. When a travel party consented to an interview, they were asked to select a spokesperson from the eligible members fifteen years of age or over and a Form A was completed by interview. After the Form A was completed, all eligible members fifteen years or older were requested to complete a self-administered Form B.

If the travel party refused to participate, they were thanked for their time and a Form A was created with the core information and the reason for the refusal noted. Another travel party would then be approached and asked to participate.

#### SITE CREW

The crew was selected from applicants to the Whitehorse Canada Employment Centre and Dawson Outreach. Preference was given to local applicants.

Interviews were conducted in Dawson City by the Project Manager and Survey Coordinator with final verification and hiring of candidates by the Public Service Commission, Yukon Territorial Government.

The crew (one Stint Supervisor and two interviewers) worked at both the highway and bus sites.

The Stint Supervisor was an experienced Statistics Canada interviewer, a definite asset.

The crew members were fluent in several languages - French, Italian, Czechoslovakian, and Hebrew - an added bonus.

#### CREW TRAINING

Training was held in **Dawson** City with the Survey Coordinator as instructor. The crew was trained in both highway and bus procedures during approximately eight hours of classroom training based on the Interviewer's Manual and practice interviews.

The Stint Supervisor was given specific training in her particular duties while the interviewers conducted mock interviews.

The Stint Supervisor's Manual contained procedures for both highway and bus sites. Included was a foreword outlining the survey objectives, a stint schedule, site team and transportation information, highway and bus procedures, site and job conduct, and a chapter on administrative procedures. Sample survey and administrative forms were also included.

The Interviewer's Manual contained all the same information excepting the specific duties for Supervisors.

Sample questionnaires outlining edit procedures were distributed to the crew to be added to their manuals and used as reference when editing completed questionnaires. The survey had started at the other sites and some common errors in completing the **questionnaires** had been identified.

The crew was accompanied by the Survey **Coordinator on the** first stints to monitor the initial interviewing. The Survey Coordinator returned to **Dawson** City periodically throughout the **summer** to monitor field work.

#### CREW RESPONSIBILITIES

##### 1. INTERVIEWERS

Conducted interviews with passengers on tour buses leaving the Yukon for the last time.

Travel parties were approached in and around the selected hotels, or wherever passengers congregated, and asked a screening question to determine whether they were traveling with a tour exiting the Yukon. During morning stints, interviewers approached travel parties in and around the selected hotels. During the day stints, the interviewer would visit the selected hotels and also circulate throughout the town.

The survey was introduced with the introductory paragraph on the Form A. Interviewers were instructed to read this paragraph and all questions verbatim in order to ensure accuracy and consistency in interviews. (see appended Form A)

When a travel party consented to be interviewed, they were asked to select a spokesperson from the eligible members fifteen years of age or *over* and a Form A was completed by interview. The spokesperson was

given a set of show cards to assist in selecting number answers to designated questions. A schematic Yukon map was used to assist in tracing the route taken and stops made during the trip. (see appended show cards and map)

If the travel party refused to participate, a Form A was created with the control information (name of carrier, tour operator, origin and length of the tour, number of passengers boarded, and the name of the driver or escort) and the reason for refusal, if given, was noted.

After the Form A was completed, all eligible members of the travel party were given a souvenir pen and asked to complete a **self-**administered Form B. Participation again was voluntary. If the respondents refused to complete a Form B, **general comments made** by the respondent were recorded on the Form A. These comments would be transferred at edit to a Form B as "comments only".

When it became evident at the beginning of the season that the primary reason for respondents refusing to complete a Form B was lack of time, interviewing procedures were modified to allow respondents to complete the questionnaires in their hotel rooms. The questionnaires were returned to the hotel desk clerk if they were not completed in time for pick-up during the stint. Envelopes were supplied to ensure confidentiality. This increased the response rate of Forms B.

Forms B were numbered to coordinate with the Form A for the travel party before they were distributed to respondents.

Core-information for the bus driver/escort section of the Form A **was** obtained for the crew from the driver/escort by the Stint Supervisor during the morning stints. The interviewer working the day stint relied on the respondents to supply this information. Respondents were usually well informed and capable of supplying accurate information.

Questionnaires were edited for completeness and accuracy and gathered by the Stint Supervisor at the end of the stint.

When an interviewer worked alone during the full day stints, questionnaires were given to the Stint Supervisor at the start of the next stint.

## 2. STINT SUPERVISOR

Tour schedules were obtained from the local tour company offices weekly and the Stint Supervisor contacted desk clerks at the selected hotels the evening prior to stint days for a list of booked tours. From this information, the Stint Supervisor would select the hotel(s) to **be** surveyed.

The crew would meet at the selected hotel at the start of the stint and if no in-scope tour was available at the selected hotel, would move to a hotel where an eligible tour was available. The Stint Supervisor was responsible for stints starting on time.



The **bus** driver or tour escort was contacted at the start of each stint for information to complete the bus driver/escort section of the Forms A (interviewers working alone during the day stints were responsible for collecting this information).

Supplies were stored by the Stint Supervisor and distributed to the interviewers as needed.

The Stint Supervisor was responsible for ensuring questionnaires were completed accurately according to established procedures. Interviewers' work was monitored and direction was provided when necessary. Sample questionnaires outlining edit procedures and memos regarding methodology changes were provided for all crew members but the Stint Supervisor was finally responsible for quality control.

Completed work was collected at the end of each stint by the Stint Supervisor, edited, and batched by tour, in number order (Forms B batched with the Form A for the traveling party), placed in an envelope marked with the stint date, and boxed for shipment. Shipments were sent weekly by **Norline** Coaches to the Bureau of Statistics office, charges collect.

Interviewers' pay sheets were checked for completeness and accuracy and shipped with the completed work to coordinate with the **Y.T.G.** pay schedule.

A master list of all exiting buses with the numbers of passengers boarded was created each stint day for statistical weighting purposes.

The Stint Supervisor kept a daily diary which was sent with the weekly work to the Bureau of Statistics office.

The Stint Supervisor also reported by telephone to the Survey **Coordinator** on a prearranged schedule.

#### INTERVIEWING PROCEDURES

The Stint Supervisor obtained a list of exiting buses from two of the major tour companies, Westours and Princess Tours, weekly.

Lists of booking by Independent Carriers were obtained from the selected hotels, the Sheffield Hotel, Downtown Hotel, the **Eldorado**, and the Triple "J" Motel, at the beginning of the season.

The Stint Supervisor would contact all the selected hotels the evening prior **to stint** days and obtain a list of booked tours. From these lists, and the lists from the major tour companies, the Stint Supervisor selected the hotels to visit on stint day.

When an independent tour was booked at a primary or alternate hotel, the Stint Supervisor or an assigned interviewer, would visit the hotel at the start of the stint to contact the driver or escort to learn the

## TOUR BUSES SURVEY DESIGN

destination of the tour. Passengers were also able to supply this information. Travel parties from in-scope tours would be asked to participate in the survey when they were encountered. If the tour was not in-scope, the interviewer would move to a hotel where an eligible tour was booked.

Most interviewing took place in hotel lobbies during morning stints. Travel parties were approached on their way in to breakfast in the hotel. Interviews took place then or appointments were made to meet after breakfast. During the full day stints, interviews were conducted wherever eligible travel parties were encountered throughout the town.

The Stint Supervisor contacted bus drivers or tour escorts, when possible, to ask the tour destination to identify in-scope tours. **Passengers** could also supply this information if the driver or escort was not available.

Passengers usually wore tags identifying their tour. This allowed interviewers to target the passengers on in-scope buses more readily.

Both questionnaires were completed at the time of interview early in the season. During morning stints, because of time restrictions, some respondents would not complete a Form B. When this became evident, procedures were modified to allow the respondents to take the Forms B to their hotel room to complete while finishing their preparations for departure. The interviewers supplied an envelope to ensure confidentiality and the forms were returned to the interviewer or left with the desk clerk to be picked up later. This increased the response rate of

Forms B.

During morning stints, interviewers worked together in one hotel or, when more than one bus was exiting, worked separate locations as assigned by the Supervisor.

Interviewers approached travel parties and introduced the survey using the introduction on the Form A. A screening question was asked to verify that they were passengers on buses exiting the Yukon for the last time. Interviewers were instructed to read the introduction and the questions verbatim to ensure accuracy and consistency in the interviews.

When consent was given for an interview, the travel party selected a spokesperson (any eligible member of the traveling party, fifteen years of age or over) and a Form A was completed by interview. The respondent was given a set of show cards and a schematic Yukon map. The show cards were used for selecting number answers for designated questions. The map assisted the respondent in tracing the route taken and the stops made during the trip. (see appended show cards and map)

Most tours stayed two nights in **Dawson** City. During the full day stint, some passengers were encountered on their first day in town. If respondents were interviewed prior to the second night spent in **Dawson**, the second night was recorded and expenditures for the second day were estimated by the respondent.

When the Form A **was complete, all eligible members** of the travel party fifteen-years of age **or over** were given **a souvenir pen** and asked to complete a self-administered Form B.

Participation in the survey was voluntary. A Form A was created for every eligible travel party encountered. Reasons for refusals were recorded on the questionnaire.

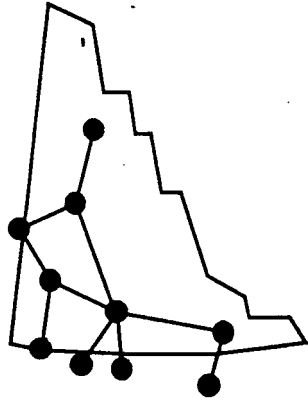
If a Form A was completed and respondents refused to complete a Form B, general comments made concerning the Yukon portion of their trip were recorded on the Form A for transfer as "comments only" on Form B at edit.

Respondents were also offered a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife **colouring** poster. All souvenirs were well received.

Interviewers numbered the Forms B to coordinate with the Form A for the travel party before issuing them to the respondents.

Questionnaires were edited for completeness and accuracy by the **interviewer** before being collected at the end of the stint by the Stint **Supervisor**.

Forms B left at the hotels were picked up from the desk clerk when the Stint Supervisor was collecting booking information the evening prior to stint days or by the interviewer working the daytime stint.



## Grey Hound Bus Survey Design

Passengers leaving the Yukon on the daily scheduled trip southbound through Watson Lake were surveyed.

One member of the Whitehorse crew interviewed at the Bus Depot on regularly scheduled stint days between **11:00** a.m. and **12:00** noon.

Forty-nine (49) randomly selected stints were worked from June **20** to September 22, 1987. (see appended calendar)

Interviewing procedures were the same as those for tour bus passengers.

The interviewer circulated through the Bus Depot and asked a screening question to identify eligible travel parties (non-residents leaving the Yukon). A tally was kept on the Form A of Yukon residents encountered for statistical weighting purposes.

Passengers often purchased their tickets and left the Depot to return at departure time. Only a minority of passengers would spend time in the waiting area before departure time.

When an eligible travel **party** consented to an interview, they were asked to select a spokesperson fifteen years of age or older to complete a Form A by interview. The respondent was given a set of show cards to select number answers for designated questions and a Yukon schematic map to assist in tracing the travel route taken and stops made during their trip. (see appended show cards and map)

Participation was voluntary. If an eligible travel party refused an interview, they were thanked for their time and a Form A was created with the core information (name of bus company, tour operator, origin of bus, number of passengers, and name of the bus driver) and reason for refusal was recorded.

Eligible members of participating travel parties were given a souvenir pen and asked to complete a self-administered Form B. Participation again was voluntary. If the respondent refused to participate, general comments were elicited, if possible, and recorded on the Form **A** to be transferred to a Form B as "comments only". Forms B were numbered by the interviewer to coordinate with the Form A for the travel party.

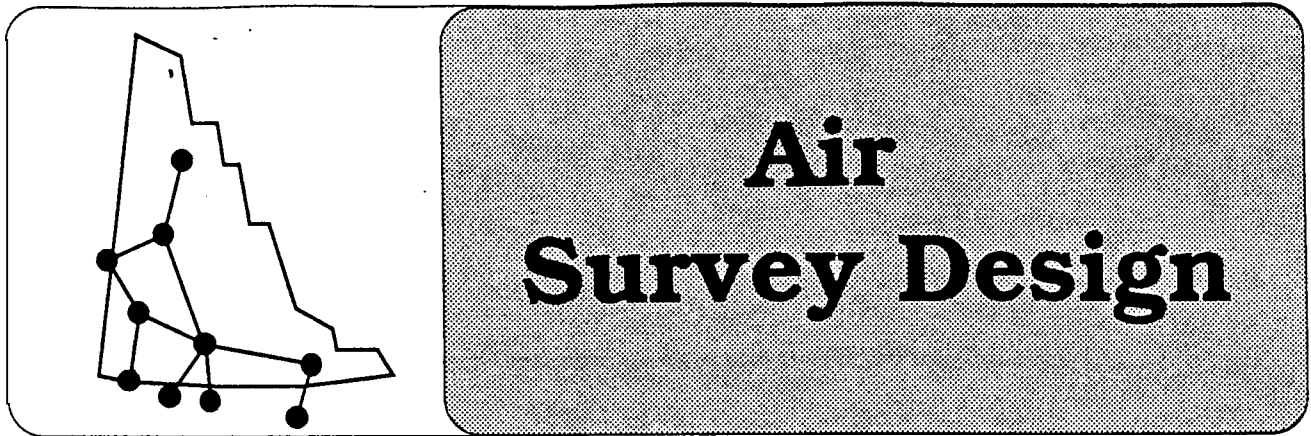
Respondents were given a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife Poster. Toward the end of the season, the supply of souvenir pens was exhausted and Yukon pins were substituted.

Questionnaires were edited for completeness and accuracy and given to the Stint Supervisor at the end of the stint.

A master list of the number of passengers boarded on all Greyhound buses (June 2 to September 22) and the number of passengers traveling past Watson Lake was created for statistical weighting purposes.

A tally was kept on a Form A of all out-bound Yukon residents encountered.





#### CARRIER SELECTION

The two scheduled flights of Canadian Airlines International were surveyed at the **Whitehorse** Airport Terminal.

#### SITE SELECTION and SET-UP

The main waiting area of the **Whitehorse** Air Terminal was used for interviewing.

Access was granted by the Airport Manager to the Security Area and ID badges were issued to the crew. This area was seldom used for interviewing as travel parties were less willing to agree to be interviewed in this setting. The area was less private and passengers seemed more distracted and more inclined to refuse an interview.

An area was provided by the Airport Manager in a booth next to the car rental area to store supplies and completed questionnaires during stints.

The cooperation and support of the Airport Manager was greatly appreciated.

#### STINT SCHEDULE

The stint schedule was the same as that for the **Whitehorse** tour buses. (see appended stint calendar and schedule selection criteria)

A total of seventy four (74) randomly selected days (stints) were worked between June 11 and September 23.

Two flights departed daily between June 11 and September 23 from the **Whitehorse** Airport. Stint times coordinated with departure times.

The **Whitehorse** crew worked a split shift. The early morning shift surveying bus passengers at the hotels was followed by a morning shift at the airport. The crew worked again in the afternoon surveying passengers leaving on the afternoon flight.

Flight 622 was surveyed between 9:00 a.m. and 10:15 a.m.

Flight 194 was surveyed between 4:45 p.m. and 6:15 p.m.

#### RESPONDENT SELECTION

Interviewers approached passengers in the airport waiting area and asked the screening questions on the Form A. (see appended questionnaire)

The screening questions identified travel parties on the selected carrier eligible for interview (non Yukon residents not returning to the Yukon before returning home) or non-eligible Yukon resident passengers. A tally of out-bound Yukon residents encountered was recorded on the Form A for statistical weighting purposes.

When an eligible travel party was encountered, the survey was introduced and the travel party asked to select a spokesperson (any eligible member of the travel party fifteen years of age or over) to complete a Form A by interview.

Participation was voluntary. If a travel party refused to participate, a Form A was created with the core information (the name of the air carrier and flight number) and the reason for the refusal was noted, if given.

When the Form A was completed, all eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Participation was voluntary.

For those who refused to complete a Form B, general comments made by the respondent regarding their Yukon trip were recorded on the Form A to be transferred at edit to a Form B as "comments only".

CREW SELECTION

The **Whitehorse** crew surveyed both bus and airport sites. The crew was selected from applicants to the Canada Employment Centre, **Whitehorse**, by the Project Manager and Survey Coordinator. Priority was given to local applicants with previous interviewing experience.

Candidates were interviewed in **Whitehorse** by the Project Manager and the Survey Coordinator. Final verification and hiring of candidates was by the Public Service Commission, Yukon Territorial Government.

The original crew was comprised of one Stint Supervisor and two interviewers with one alternate interviewer as back-up.

The Stint Supervisor left for college at the end of July and one interviewer moved out of the Yukon in early August. The remaining interviewer assumed the duties of Stint Supervisor and was able to complete sufficient interviews and no other staff was hired.

The alternate interviewer worked when back-up was needed.

## CREW RESPONSIBILITIES

## 1. INTERVIEWERS

Interviewers approached passengers in the airport waiting area and asked them a screening question to identify eligible travel parties (non residents traveling on the selected carrier). Yukon residents encountered were asked how many persons were in their travel party and this number was entered on the top of page one of a Form A as a tally of Yukon residents encountered (for statistical weighting purposes). (see appended questionnaire)

When an eligible travel party was identified, the survey was introduced and the criteria for the selection of a spokesperson outlined (any eligible member of the travel party fifteen years of age or over). Interviewers were instructed to read the introduction and questions verbatim to ensure accuracy and consistency in interviews.

Participation was voluntary. If the travel party refused to be interviewed, a Form A was created with the core information including the name of the air carrier and flight number and the reason for the refusal was noted, when given.

When a travel party consented to an interview, show cards and a **schematic** Yukon map were given to the spokesperson and a Form A was completed by interview. The show cards allowed the respondent to select number answers to designated questions and the map assisted in tracing the trip route and identifying stops made during the trip. (see appended show cards and map)

When the Form A was complete, all eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Respondents were also offered a Bureau of Statistics Yukon Fact Sheet and a Yukon Wildlife Poster. The supply of souvenir pens was exhausted toward the end of the season and Yukon pins were offered. All of the souvenirs were very well received.

Forms B were numbered by the interviewer to coordinate with the Form A for the travel party. They were left with the respondent to complete and were returned to the interviewer or left on the seats in the waiting area to be picked up by the interviewer.

Participation was voluntary. If the respondents refused to complete a Form B, general comments were elicited, if possible, and recorded on the Form A to be transferred to a Form B as "comments only" at edit.

Air passengers presented some unique situations which challenged the interviewers' skills in obtaining Forms B. There were language barriers, passengers bidding good-bye to family and friends (often tearfully), and those who had very limited time before departure.

Interviewers would read the Form B to the respondents and record their answers which assisted those with language barriers and also those who had limited time. This helped increase the response rate.

The interviewers edited the questionnaires for completeness **and** accuracy-before the end of the stint when the Supervisor gathered the completed work.

## 2. STINT SUPERVISOR

The Stint Supervisor was responsible for transporting the crew and assuring stints started on time at the Whitehorse Airport.

Stint Supervisors were responsible for organizing and dispensing supplies. When the supply of **pre-numbered** Forms A was exhausted, the Stint Supervisor numbered the forms before each stint from a number sequence issued by the Survey Coordinator.

Ensured interviews were conducted accurately and efficiently according to outlined procedures.

Conducted interviews with eligible travel parties.


Collected completed work at the end of each stint.

Edited work for completeness and accuracy before submitting it to the office on a schedule arranged with the Survey Coordinator.

INTERVIEWING PROCEDURES

At the start of the stint, the three member crew divided the waiting area into three sections with each interviewer circulating in their own **area**. When the crew was reduced to a lone interviewer later in the season, the interviewer circulated throughout the waiting area to ensure a good sample of passengers in the terminal at that time (passengers tended to group in types - businessmen, families, tours, etc.).

The screening question on the Form A was asked to identify eligible travel parties (non residents traveling on the selected carrier) willing to participate and a Form A was completed by interview with a spokesperson fifteen years of age or over.

Show cards were used to allow the respondent to select number answers for applicable questions. A schematic Yukon map was used to assist the respondent in tracing the travel route and identifying stops made during the trip. (see appended show cards and  ap)

All eligible members of the travel party fifteen years of age or over were given a souvenir pen and asked to complete a self-administered Form B. Yukon Wildlife Posters and Bureau of Statistics Yukon Fact Sheets were also offered to participating travel parties. These souvenirs were very well received. **The** supply of souvenir pens was exhausted toward the end of the survey and replaced with Yukon pins which were very popular.

It was sometimes necessary to read the questionnaires to respondents because of language barriers. There were a number of foreign passengers



encountered and, in order to get a fair sampling of visitors, the time was **taken to** get this information by interview. The interviewers also offered to read and record answers for those with limited time or for respondents who were reluctant to participate.

Participation was voluntary. If the respondent was unwilling to complete a Form B, general comments were elicited and recorded on the Form A and transferred at edit to a Form B as "comments only".

If an eligible travel party refused to participate in the survey, a Form A was created and the core information on the top of page one completed. (see appended questionnaire) The reason for the refusal was recorded when given.

A tally of out-bound Yukon residents encountered was entered on a Form A.

When three interviewers were working in the waiting area, it was sometimes difficult to keep an accurate count of Yukon passengers encountered. Passengers tended to move around in the waiting area and could therefore be counted by more than one interviewer.

Various methods of accurate counting were devised including remembering to ask the passenger **if** they had been approached by another interviewer. This proved to be the most effective, though double counting could still occur when one member of the travel party was encountered by one interviewer and a different member by a second interviewer.

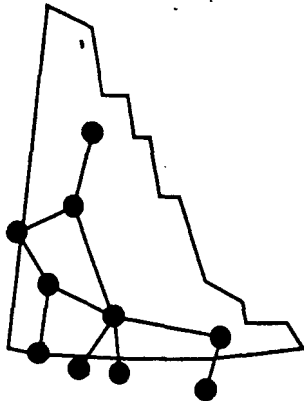
The interviewers monitored this as closely **as** possible. This was not a problem-when there was one interviewer working.

The movement by passengers sometimes also resulted in Forms B not being returned. Most respondents were responsible enough to seek out the interviewer to return the forms or they were left on the seats. Some, however, were not returned.

The most effective interviewing time was approximately an hour to half an hour before departure time. Passengers in the waiting area an hour before departure were usually very willing to participate.

It was impossible to interview once passengers from an arriving aircraft began to enter the waiting area. It was also found to be impossible to conduct interviews while passengers were in line-ups.

The interviewers edited the questionnaires for completeness and accuracy before the Stint Supervisor gathered them at the end of the stint.



## Field Staff Control

### COMMUNICATION

A schedule was arranged at the training sessions for weekly telephone reporting by Stint Supervisors to the Survey Coordinator.

Communication was extremely good throughout the survey. Supervisors were very responsible and reported faithfully.

Daily diaries were kept by each supervisor and submitted weekly with the completed work. These proved to be a great asset and kept the Coordinator apprised of daily conditions on site. They were valuable in relating weather conditions to numbers of interviews, relating differing attitudes of respondents - reasons for refusals and response rates of Form B.

Completed work was edited by the Coordinator and when recurrent edit errors were identified, sample questionnaires were prepared detailing correct entries. Stint Supervisors would instruct field staff in more efficient edit procedures as outlined in these sample questionnaires or in the memos that were prepared for all instructions.

Changes in methodology or updates in edit procedures were always given to Stint Supervisors in written form even when verbal instruction had been given. Supervisors were instructed to file these memos in their manual binders after advising crews of the content. It then became their responsibility to monitor the ~~conformance to the~~ changes.

Regular visits to each site were made by the Survey Coordinator on a rotating basis. Reports of observations made at visits were sent to the Site Supervisors.

During visits, time was spent on site with the Site Supervisor and each interviewer discussing the job and reviewing interviewing and editing procedures. Conscious effort was made to bolster morale on site by reinforcing positive findings at every visit.

Supplies were taken to the sites during these visits and work picked up which saved shipping costs.

#### SHIPPING

Schedule and shipping methods were coordinated by the Survey Coordinator and outlined at the training session for each area.

Work was sent from Watson Lake and **Cassiar** sites by Greyhound Bus. Shipments from these sites were combined to save costs.

Bove Island work was delivered by the Site Supervisor to the office. A **kilometerage** rate was paid for this travel.

Kathleen Lake/Kluane Lake sites sent work by Frontier Freightlines.

Dawson City used Norline Coaches.

Whitehorse work was delivered to the office by the Site Supervisor.

Costs were closely monitored and alternate methods used whenever possible, e.g. Supervisors would deliver work if in town on other business (no payment was given for this service), or the Coordinator would pick up work when visiting the sites.

All costs were billed to the office.

#### PERSONNEL

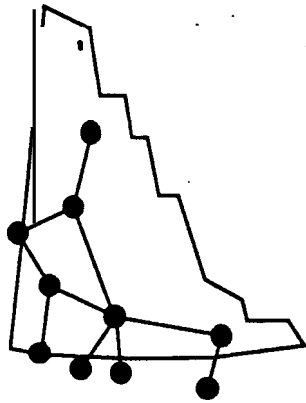
Each Supervisor kept to the assigned schedule of shipping and reporting without exception. A truly commendable record. Supervisors proved to be responsible in all duties.

Staff turnover was minimal. All resignations, except one, were for changes in personal circumstances - leaving the territory or securing full time work.

Crews were from very diverse backgrounds. University students, a musician, an artist, two females who run dog teams in the winter, and housewives were amongst the staff.

Several-members were bilingual and at least two, multilingual. Surveys were conducted in French, German, Czech, **and** one in Hebrew.

Staff morale was consistently high. Snow in late August, bugs, much poor weather, and constantly windy conditions in some sites, were tolerated with good **humour**. Watson Lake tally sheets were submitted covered in cartoon drawings and humorous commentary. Crew members always had **humorous** anecdotes to relate when visited on site. Not one instance of anything but pleasant attitude was ever related about any crew member. Even the most difficult of respondents were dealt with courteously. The survey was generally very well received by the public and the instances of difficult respondents were minimal.



# Operation Summary

## SITE SET-UP - Highways

Huts provided a focal point and storage area for sites at Watson Lake and **Cassiar, Bove** Island, and Kathleen Lake. Vehicles were used for shelter as huts provided little protection from the weather. Watson Lake crew attached shelves and hooks for hanging pens in their shelter. **All** sites made good use of the area for storage.

Huts were undamaged throughout the season except for broken plexiglass windows. These were not repaired as they did not affect the appearance of the huts to any degree.

Some hitchhikers did use the huts for sleeping and crews would find them there at the start of a stint.

The other sites used the Supervisor's vehicle for shelter and storage of supplies.

Permanent signs erected at Watson Lake, **Cassiar, Bove** Island and Kathleen Lake were not highly visible because of **colour**.

OPERATION SUMMARY

Signs were covered with garbage bags at the end of each stint. These often **tore** or were blown off. The terrain at the Bove Island site necessitated the signs be installed too high to cover without a ladder. This was a safety hazard.

Portable signs used at **Kluane** Lake and **Dawson** City were more visible and proved more practical,

Traffic was speeding in the opposite lane at the **Cassiar** site and it was necessary to erect an additional caution sign. This was effective in slowing traffic approaching in the opposite lane.

Signs stating "Non-Yukon Passenger Vehicles Prepare to Stop" along with portable signs might be a better choice in future surveys.

The lack of toilet facilities at the sites was a problem. It was noted that the areas were being fouled by travelers using the area around the sites as rest stops even though facilities were not available.

More rest stops with toilet facilities are definitely needed for the traveling public.



## EQUIPMENT

A properly structured Stint Diary should be issued to the Site Supervisors. Notebooks were used for this purpose. A format using a carbon would allow the Stint Supervisor to keep a copy and submit one to the Survey Coordinator.

The souvenir pens, the Yukon Wildlife Posters, and the Yukon Fact Sheets, given to the respondents were very well received. When the original supply of pens ran out, Yukon word-mark pins in bronze, silver and gold, and pins with a iner gold panning were offered. These were used most in **Whitehorse** and were very popular with bus and air passengers.

Translations of the questionnaire in German and French would be useful, especially in surveying airline passengers. **Dawson** City interviewers also encountered many tourists who would benefit from questionnaires in different languages. Bilingual interviewers proved to be a definite asset.

## TRAINING

Highway crews from Watson Lake, **Cassiar**, Bove Island, and Kathleen Lake were trained in **Whitehorse**. This was appreciated by these crews as it provided a day in "the big city" and allowed the crews to meet one another.

The expense of this type of training **is** greater but worthwhile. The resource people who are able to attend the sessions provide valuable input. The staff starts with a feeling of being part of a team and the group discussion is valuable.

One drawback was the lack of time for practice interviews during classroom training. Heavy rain unfortunately shortened the interviewing time at the practice highway site.

The separate training sessions that took place later for the **Whitehorse** and **Dawson** City crews benefitted from the experience of this initial training and the work that had started on the highway sites. Sample questionnaires were prepared and distributed with an edit format outlined. More time was available for practice interviewing. Three of the four **Whitehorse** crew and the supervisor in **Dawson** City were experienced Statistics Canada interviewers. This is a definite benefit and makes for a good learning situation and a strong start to the survey.

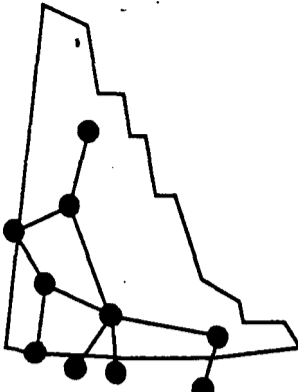
Supervisors would benefit from a special session at training devoted to edit procedures. Sample questionnaires **could** be issued as were sent to the field after the survey started and edit had begun. These would outline common areas of error and include guidelines for accuracy.

## SITE CONDUCT

Stint Supervisors were diligent in their duties and site conduct was well controlled. Staff members acted responsibly.

It was noted that the mix of young crew members with a more mature site supervisor was beneficial.

Frequent and regular reporting combined with regular on-site visits **sustained** staff morale and maintained good control throughout the survey.



# Questionnaire Coding Part A

The following codes were used to calculate responses on the Form A questionnaire:

Question 1. What country are you from?

(If from Canada ask for **prov.**) Canada **Prov.** = 1-- (Y.T. = 112)  
**Nfld.** = 01 **N.B.** = 04 Man. = 07 B.C. = 10  
**N.S.** = 02 Que. = 05 **Sask.** = 08 **N.W.T.** = 11  
**P.E.I.** = 03 Ont. = 06 **Alta.** = 09 **Y.T.** = 12

(If from U.S.A. ask state) u.S.A. state = 2- - (Alaska =201)

AK = 01 FL =11 ME =21 NH =31 RI =41 **WI = 51**  
**AL** = 02 GA = 12 MD = 22 NJ =32 **SC** =42 WY=52  
AZ = 03 HI = 13 MA = 23 NM =33 SD =43  
AR = 04 ID = 14 MI = 24 NY =34 TN =44  
CA = 05 IL = 15 **MN** = 25 NC =35 **TX** =45  
Cz = 06 IN = 16 MS = 26 ND =36 UT =46  
co = 07 **IA** = 17 MO = 27 OH =37 VT =47  
CT = 08 KS =18 MT =28 OK =38 VA =48

QUESTIONNAIRE CODING PART A

DE = 09 KY =19 NE =29 OR =39 WA = 49  
DC = 10 LA =20 NV = 30 PA = 40 WV = 50

The above codes will be collapsed to the following REGIONS at weighting:

Canada: 1. B.C.

2. **Alta.**

3. **Sask./Man.**

4. Ont.

5. Que.

6. Atlantic = N.S., N.B., P.E.I., **Nfld.**

7. **N.W.T.**

United States:

8. Alaska

9. Pacific = Wash., Ore., **Calif.**

10. Mountain = Montana, Idaho, Wyoming, Nevada, Utah,  
Colorado, **Ariz.**, New Mexico.

11. **WN** Central = N.D., S.D., Minn., Neb., Iowa, Kansas,  
Missouri

12. **WS** Central = Oklahoma, Arkansas, Texas, Louisiana.

13. **EN** Central = Wisconsin, **Mich.**, Indiana, Ill., Ohio.

14. **ES** Central = Kentucky, Term., Alabama, Mississippi.

15. Mid Atlantic= N.Y., Penn., New Jersey.

16. S Atlantic = West Virginia, Maryland, D.C., Delaware,  
Virginia, N.C., S.C., Georgia, Florida.

17. New England = Vermont, N.H., **Maine, Conn., Mass., R.I.**

18. Hawaii/Other = Hawaii, Canal Zone.

(If from another country, ask name of country)

Australia = 01	S. Africa = 10	Ireland = 19
England = 02	Israel = 11	Argentina = 20
W. Germany = 03	Belgium = 12	Hong Kong = 21
New Zealand = 04	France = 13	Czech. = 22
Japan = 05	Sweden = 14	Italy = 23
Switzerland = 06	Mexico = 15	Finland = 24
Denmark = 07	Thailand = 16	Austria = 25
Brazil = 08	Scot land = 17	Luxembourg = 26
Holland = 09	Norway = 18	Morocco = 27
		Bahamas = 31

Question 2. How many people including yourself are traveling **together** (sharing expenses, **experiences** or decisions)?

Number

Question 3. How **many** different households are represented in this party?

Number

Question 4. How many **people** in your travel party are in each of these **age** categories? (Are they male or female?)

<b>under 15 = 0</b>	30 to 39 = 3	60 to 65 = 6
<b>15 to 19 = 1</b>	40 to 49 = 4	66 to 69 = 7
20 to 29 = 2	<b>50 to 59 = 5</b>	70 to 74 = 8
		75+ = 9

Male = 1 Female = 2

(Male, age 29 = Age 2; Sex 1)

Question 5. Are You (and your party) travelling Primarily for business or for pleasure?

Number

(if for business or both ask. ....)

Which of the reasons listed on this card best describes the primary purpose of this trip? (see appended **business/pleasure** categories cards)

Number(s)

(if for pleasure or both ask. ....)

Which of the reasons listed on this card best describes the primary purpose of this trip?

Number(s)

Question 6. Do You (and your party) intend to return to the Yukon before returning home? Number

(if yes (1) END)

Question 7. Thinking about your entire trip since leaving home, what was your main destination? (if more than one, name the place farthest from home)

Code using the table in Question 1:

- 1 . \_ Canadian Province code (Yukon = 112)
- 2 - - U.S. State (Alaska = 201)
- \*3 - - Yukon Locations (Arctic Circle = 320)
- \*\*4** - - Alaska Locations
- \*\*\*5** - - other country (Italy = 523)

**\*YUKON LOCATIONS** use the prefix 3 combined with the **commu-**  
nity number from the schematic Yukon map.

Added Locations:

Arctic Circle/Eagle Plains = 20	<b>Dease</b> Lake = 29
Destruction Bay = 21	<b>Rancheria</b> = 30
<b>Elsa/Keno</b> = 22	<b>Pelly</b> Crossing = 31
Tombstone Mountains = 23	MacMillan Pass = 32
<b>Kluane</b> = 24	<b>Burwash</b> = 33
<b>Jake's</b> Corner = 25	<b>Chilkoot</b> Pass = 34
<b>Tagish</b> = 26	Yukon River = 35
	Quiet Lake = 36

**\*\*** Alaska Locations: 401 - **S.E.** Alaska; 402 - **S.W.** Alaska;  
403 - Central Alaska; 404 - North Alaska;  
419 - Tok.

**\*\*\*** **OTHER COUNTRY** changes prefix from 3 (in question 1) to 5. Last two  
digits as per list in question number 1.



QUESTIONNAIRE CODING PART A

Added locations: South America = 500      Europe      = **500**  
                        North America = 502      Canada      = **503**

Question 8. In total, how many **nights** have You been away from home?

Number

Question 9. How many of these      nights did You spend in the Yukon?

Number

How many of these – nights did you spend in Alaska?

Number

Question 10. I would like to trace on y **map** the highway route(s) you  
have travelled. (Respondent was handed a schematic Yukon  
map showing the **major** highways and tourist zones -see  
**appended map**)

Entry/exit = 00              Whitehorse = 08              Watson Lake = 16  
Tuk = 01                      **Carcross** = 09                      Cassiar = 17  
**Inuvik** = 02                      **Haines** = 10                      Fort Nelson = 18  
**Dawson City** = 03      ·      **Skagway** = 11                      Tok = 19  
Beaver Creek = 04                      **Atlin** = 12                      Arctic Circle = 20  
Carmacks = 05                      **Teslin** = 13                      Faro = 27  
Mayo = 06                      Ross River = 14                      Old Crow = 28  
**Haines Junction** = 07                      Tungsten = 15

Circuit travel pivot points = 10, **11, 17, 18,** and **19.**

Entry/exit points = 01, 02, 03, 04, 08 (air, bus), 10, 11, 16, and 17.

The following codes were used when the trip deviated from the usual routes through the communities which are numbered on the map. This occurred primarily in air and river **trips**, and trips to work **camp**s (mining, etc.), and recreational fishing/hunting camps.

Bush <b>camp</b> s = fish/hunt = 96	Air trips = 80
work = 98	River trips = 90 (detail in notes)

Destruction Bay = 21	<b>Rancheria</b> = 30
<b>Elsa/Keno</b> = 22	<b>Pelly</b> Crossing = 31
<b>Kluane</b> = 24	MacMillan Pass = 32
<b>Jake's</b> Corner = 25	<b>Burwash</b> Landing = 33
<b>Tagish</b> = 26	<b>Chilkoot</b> Trail = 34
<b>Dease</b> Lake = 29	Yukon River = 35
	Quiet Lake = 36

Highway traffic entering the Yukon at Watson Lake and traveling to Alaska via **Dawson** City, returning through Tok, Alaska, and exiting through the **Cassiar** highway site would be coded:

(00 16) (**16** 13) (13 08) (08 05) (05 03) (**03 19**) (**19 04**) (**04 07**)  
 (07 08) (08 13) (13 17) (17 00)

An air trip from **Whitehorse** to Old Crow, from Old **Crow** by air to a hunting camp, from the camp to Old Crow, and returning again to **Whitehorse** would be coded:

(00 08) (08 80) (80 28) (28 96) (96 80) (80 28) (28 80) (80 08) (08 00)

A river trip from **Whitehorse** down the Yukon River to **Dawson City**, returning by car, would be coded:

(00 08) (08 35) (35 03) (03 05) (05 08) (08 00) (interviewers made notes on the questionnaire explaining the transportation methods used).

Question 11. Using this map as a reference, would you tell me if you (and your party) visited the following tourist areas? (see **ppended map**)

n(a) How many **nights** did You spend in? (read name of each area **listed**)

Yes = 1 - enter number of nights (right justify)

(Community number (from  aR) entered in boxes right margin)

No = 2

n(b) Please look at the **accommodation** card. (see **appended accommodation** card) What type **of accommodation** did You mainly use in \_\_\_\_\_ (read area **overnighted**). (repeat for each area visited overnight)

Accommodation Code

11(C) Would you **happen** to recall the name of the **place** that you stayed (or visited with friends or relatives) in \_\_\_\_\_ ? (read area **overnighted**) (repeat for each area visited overnight)

Write in name of location or place.

**e.g.** Travel party spending two nights in Watson Lake in the Watson Lake Hotel would be coded:

1. Watson Lake - VISITED = "yes" circled: NIGHTS = 002;  
 ACCOMMODATION = 05; LOCATION or PLACE = "Watson Lake Hotel"; right margin boxes = 16/1625.

PLACE CODES from the following table were entered in the second column of boxes right margin (four digits were recorded -only two boxes provided on **questionnaire**).

1. WATSON LAKE

1601	Watson Lake Campground	1620	Contact Creek Lodge
1602	Big Creek Campground	1621	Iron Creek Lodge
1603	<b>Rancheria</b> Campground	1622	<b>Alcan</b> Motel
1604	Morley <b>R.V.</b> Park	1623	Cedar Lodge Motel
1611	Campground Services	1624	Gateway Motor Inn
1612	Downtown <b>R.V.</b> Park	1625	Watson Lake' Hotel
1613	Green Valley Trailer Park	1626	Upper <b>Liard</b> Motel
1614	Junction 37 Services	1627	<b>Rancheria</b> Motel
1615	Ike's Island	1628	The Message Post
1616	Rainbow Inn	1629	Morley River Lodge
1617	Husky Services	1630	Bed & Breakfast
		1640	Belvedere Hotel

2. WHITEHORSE/TESLIN

WHITEHORSE

800	Marsh Lake Campground	815	MacKenzie Trailer Pk.
801	Robert Service Campground	820	Crystal Palace
802	<b>Takhini</b> River Campground	821	Airline Inn
803	<b>Kusawa</b> Lake Campground	822	Airline Chalet
804	<b>Aishihik</b> Lake Campground	823	Capital Hotel
805	Lake <b>Lebarge</b> Campground	824	Casa Loma Motel
806	Fox Lake Campground	825	<b>Chilkoot</b> Hotel
807	Twin Lakes Campground	826	Edgewater Hotel
808	Wolf Creek Campground	827	Fort Yukon Hotel

810 <b>Lakeview</b> Resort & Marina	828 Gold Rush Inn
811. Sourdough Country <b>R.V.</b> Park	829 <b>Klondike</b> Inn
812 Sourdough City <b>R.V.</b> Park	830 Bed & Breakfast
813 Pioneer Trailer Park	831 Gold <b>Panner</b>
814 <b>Takhini</b> Hot Springs	832 4th Ave. Residence
840 New North Motel	846 Taku Hotel
841 98 Hotel	847 Trails North Motel
842 Regina Hotel	848 Whitehorse Centre Htl
843 Sheffield Hotel	849 Yukon Inn
844 Stratford Hotel	850 Kopper King Motel
845 <b>T &amp; M Hotel</b>	851 <b>Braeburn</b> Lodge

**TESLIN**

1301 <b>Teslin</b> Lake Campground	1313 Johnson's Crossing
1302 <b>Squanga</b> Lake Campground	1314 <b>Mukluk</b> Annie's
1303 Quiet Lake Campground	1320 Yukon Motel
1311 Teri Tori Campground	1321 North Lake Motel
1312 Halstead's	

3. CARCROSS/TAGISH

- 901 **Carcross** Community Campground
- 921 Caribou Hotel "
- 922 **Carcross** Valley Services
- 923 Spirit Lake Lodge
- 930 Bed & Breakfast

4. BEAVER CREEK/KLUANE

BEAVER CREEK

- |                             |                    |
|-----------------------------|--------------------|
| 401 Customs Campground      | 422 Marvin's Roost |
| 411 Farwest Gulf Campground | 423 Ida's Motel    |
| 421 Alas/Ken Border Lodge   |                    |

**KLUANE/HAINES** JUNCTION

- |                                      |                                |
|--------------------------------------|--------------------------------|
| 701 Pine Lake Campground             | 723 Mother's Cozy Corner       |
| 702 <b>Congdon</b> Creek Campground  | 724 <b>Talbot</b> Arms         |
| 703 Lake Creek Campground            | 725 Pine Valley Motel          |
| 704 Snag Creek Campground            | 726 Stardust Motel             |
| 705 Million Dollar Falls             | 727 Macintosh Lodge            |
| 706 Kathleen Lake Campground         | 729 <b>Kluane</b> Lake Lodge   |
| 711 Cottonwood Park                  | 741 Bayshore Motel             |
| 712 <b>Kluane</b> Lake R.V. Park     | 742 <b>Burwash</b> Ldg. Resort |
| 713 <b>Kluane</b> Wilderness Village | 743 <b>Koidern</b> Fish Lodge  |

714 <b>Kluane</b> Wilderness Lodge	744 Bear Flats Lodge
720 <b>Mountainview</b> Motor Inn	745 White River Lodge
721 Gateway Motel	746 Golden Eagle
722 <b>Kluane</b> Park Inn	747 Kathleen Lake

5. **CARMACKS**

501 <b>Carmacks</b> Campground	511 <b>Pelly</b> Crossing <b>Cmpgr.</b>
502 <b>Tatchun</b> Creek Campground	521 <b>Carmacks</b> Hotel
503 <b>Tatchun</b> Lake	522 Sunset Motel
504 <b>Minto</b> Landing Campground	523 Midway Lodge
505 Ethel Lake Campground	

## 6. ROSS RIVER

1401 Simpson Lake	1406 Little Salmon <b>Cpgrd.</b>
1402 Frances Lake	1407 Frenchman Lake
1403 <b>Lapie</b> Canyon	1421 Welcome Inn
1404 <b>Fisheye</b> Lake	1423 Little Salmon Lodge
1405 <b>Drury</b> Creek	

## 7. MAYO

601 Moose Creek Campground	621 Stewart Crossing
602 Mayo Road Campground	622 Moose Creek <b>Ldge.</b>
603 Five Mile Lake Campground	623 North Star Motel
611 Whispering Willow <b>R.V.</b> Park	



8. **DAWSON** AREA

- |     |                                  |     |                       |
|-----|----------------------------------|-----|-----------------------|
| 301 | <b>Klondike</b> River Campground | 323 | Downtown Hotel        |
| 302 | Yukon River Campground           | 324 | <b>Eldorado</b> Hotel |
| 311 | <b>Guiggieville R.V.</b> Park    | 325 | Gold Nugget Motel     |
| 312 | Gold Rush Campground             | 326 | Midnight Sun Hotel    |
| 330 | Bed & Breakfast                  | 327 | Sheffield Hotel       |
| 320 | Mary's Rooms                     | 328 | Triple "J" Motel      |
| 321 | <b>Klondike</b> Kate's           | 329 | Whitehouse Cabins     |
| 322 | <b>Klondike</b> River Lodge      | 340 | Westminster Hotel     |
|     |                                  | 341 | Robert Service Cabins |

9. **DEMPSTER** AREA

- 201 Tombstone Mountain Campground
- 202 Engineer Creek Campground
- 203 Richardson Mountains Campground
- 204 Peel River
- 221 Eagle Plains Hotel

10. OLD CROW AREA

Community code entered - (28)

11. **INUVIK, N.W.T.**

Community code entered - (02)

12. - **ATLIN**, B.C.

1201 Snafu Lake Campground

1202 **Tarfu** Lake Campground

1221 **Atlin** Inn

1222 Kirkwood Cottages

1223 Lakeview Motel

In addition to the place codes, LOCATION CODES were entered in the right hand margin.

01 = Tuk	11 = <b>Skagway</b>	21 = Destruction Bay
02 = <b>Inuvik</b>	12 = <b>Atlin</b>	22 = <b>Elsa/Keno</b>
03 = <b>Dawson</b> City	13 = <b>Teslin</b>	24 = <b>Kluane</b>
04 = Beaver Creek	14 = Ross River	25 = <b>K.O.A.</b>
05 = <b>Carmacks</b>	15 = Tungsten	26 = <b>Tagish</b>
06 = Mayo	16 = Watson Lake	28 = Old Crow
07 = <b>Haines Junction</b>	17 = <b>Cassiar</b>	32 = Mac Pass
08 = Whitehorse	18 = Fort Nelson	33 = <b>Burwash</b> Ldg.
09 = <b>Carcross</b>	19 = Tok	34 = <b>Chilkoot</b>
10 = <b>Haines, Al.</b>	20 = <b>Dempster</b> Area	35 = <b>Yukon</b> River
96 = bush <b>camp</b> -'work	97 = roadside	98 = bush camp - fish/hunt

\*Interviewers were instructed to **circle** the community visited where there **were** two listed (**Whitehorse/Teslin**). The location then could be coded (**Whitehorse** circled = 08). If no choice was indicated, no location code was entered.

A visit to **Whitehorse** with the traveling party **overnighting** in the Sourdough City **R.V.** park would be coded:

08/812

A visit to Dawson City with the traveling party **overnighting** in the Downtown Hotel would be coded:

03/323

A night spent by the roadside in the Mayo area was coded:

06/97

Question 12. When was the decision made to visit the Yukon?

(probes)

Was the decision ade within the last two years? = 02

Was the decision made within the last year? = 01

Was the decision made within the last 6 months? = months

Was the decision ade during your trip? = 00

Response "many **years** ago/ long time ago" = 99  
 Response "passing through" = 00

Question 13. In planning your trip, did You (or **any** member of your party) try to obtain information about the Yukon?

Yes = 1  
 No = 2  
 (if YES then ask. ... ..**read** list) Yes = 1  
 No = 2

Question 14. During your trip, did You (or **any** member of your **party**) try to obtain travel information about the Yukon?

Yes = 1  
 No = 2  
 (if YES then ask. ... ..**read** list) Yes = 1  
 No = 2

**Question 15.** Was this trip part of a package, where your travel expenses such as air fare, bus transportation, or accommodation, were paid for in whole or in part before arriving in the Yukon?

Yes = 1

No = 2

(if YES, then ask specifically about the prepaid costs)

Were destinations other than the Yukon included in the package cost?

Yes = 1

No = 2

What was the approximate cost of the total package?

Amount

What did **the** package include? (read each)

air fare Yes = 1

No = 2

ground transportation Yes = 1

No = 2

accommodation Yes = 1

No = 2

Would **you** happen to know the approximate cost, prepaid for

the Yukon portion of the package? Yes = 1

No = 2

(if YES, then ask. ....)

What was the approximate cost of the Yukon portion of the package? Amount

Question 16 now please look at the expenses card (see appended card)

*See pg 1-258*

and give your best estimate of all the spending while in the Yukon by your party, in each of these categories.

Remember to include all spending in the Yukon whether Paid for by cash, travelers cheque or credit card.

Please do not include (any prepaid expenses or) spending in Alaska or British Columbia, or the cost of transportation to or from the Yukon. (read each category)

Amount

If respondent is unwilling to or cannot give breakdown of expenditures, attempt to determine TOTAL spending while in the Yukon. YUKON TOTAL Amount

(if no breakdown given)

. . \*In the **OTHER** category, a write-in category to include service costs such as vehicle rental was added to separate costs for services from those for retail products which were included in the regular OTHER costs.

Question 17. What would You **say** was the **approximate** total cost of **your** party's transportation to the Yukon? \_\_\_\_\_ Amount

Question 18. What would You **say** will be the **approximate** total cost of your party's entire trip from the time You expect **to** return? (Please include **any** Prepaid **expenses**.)  
Amount

If the party is NOT from Alaska and has indicated that they visited Alaska, ask .....

**What** would be your best estimate of the amount of money your party spent while visiting Alaska?

Amount

Question 19. What currency are Your cost estimates in?

Canadian = 1

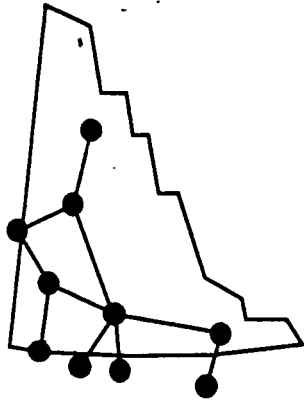
American = 2

Other (please specify) = 3

\*Interviewers **were** instructed to try to gather costs in one currency if possible. If the respondent was only able to give spending in Alaska in American dollars and spending in **Canada** in Canadian dollars, the currencies were coordinated by converting to Canadian dollars using the current exchange **rate**.

The same method was used to convert other foreign currencies when **costs** were given in francs, marks, etc.





# Questionnaire Coding Part B

Form B was numbered by the interviewer **to coordinate** with the Form A for the traveling party.

Coding of the Form B:

Question 1. For each statement on this page, circle the number that best describes how important that reason was when You were deciding to visit the Yukon.

Number

Question 2. For each of the following activities, circle the number to indicate whether or not you participated in it, and for those in which You participated, please circle the number that best represents how satisfied You were. If you happen to recall, please indicate where the activity took place.

Number in provided boxes.

"WHERE" locations were coded in the margin using the following table:

QUESTIONNAIRE CODING PART B

Four digits coded. Prefix 1 = **B.C.**

3 = Yukon

4 = Alaska

001 = Tuk	021 = Destruction Bay	090 = river trips
002 = <b>Inuvik</b>	022 = <b>Elsa/Keno</b>	
003 = <b>Dawson City</b>	024 = <b>Kluane</b>	096 = bush <b>camp</b> s
004 = Beaver Creek	025 = <b>K.O.A.</b>	- fish/hunt
005 = <b>Carmacks</b>	026 = <b>Tagish</b>	
006 = Mayo	028 = Old Crow	<b>097</b> = roadside
007 = <b>Haines Junction</b>	032 = Mac Pass	
008 = <b>Whitehorse</b>	033 = <b>Burwash</b> Ldg.	098 = bush <b>camp</b> s
009 = <b>Carcross</b>	034 = <b>Chilkoot</b> Trail	- work
010 = <b>Haines, Alaska</b>	035 = Yukon River	
011 = <b>Skagway</b>	036 = Quiet Lake	099 = all over
012 = <b>Atlin</b>	037 = <b>Klondike</b> Loop	
013 = <b>Teslin</b>	038 = Golden Circle	
014 = Ross River	039 = <b>Klondike</b> Hwy.	
015 = Tungsten	040 = <b>Haines</b> Rd.	
016 = Watson Lake	041 = <b>Skagway</b> Rd.	
017 = <b>Cassiar</b>	042 = <b>Rob't</b> Campbell Hwy.	
018 = Fort Nelson	043 = <b>Canol</b> Road	
019 = Tok	044 = <b>Cassiar</b> Hwy.	
020 = Dempster Area	069 = Top of the World Hwy.	

(Roadside Alaska = 4097    All over Alaska = 4099    **Whitehorse** = 3008  
 Yukon = 3097                      Yukon = 3099                      **Atlin** = 1012)

(City sightseeing - Whitehorse/ Dawson City = 3008/3003)

"WHERE" for entertainment, historical sites, museums, and tours, used the following table. (Codes entered in right margin)

WATSON LAKE

- 3081 = sign Posts
- 3082 = Museum

**WHITEHORSE**

- |                             |                             |
|-----------------------------|-----------------------------|
| 3070 = MacBride Museum      | 3074 = <b>M.V. Schwatka</b> |
| 3071 = S.S. <b>Klondike</b> | 3075 = City Tours           |
| 3072 = Miles Canyon         | 3076 = Stage Shows          |
| 3073 = Yukon Gardens        | 3077 = Old Log Church       |

**TESLIN**

- 3083 = George Johnston Museum

**HAINES JUNCTION**

- 3080 = Interpretative Centre (slide show)
- 3086 = Silver City

QUESTIONNAIRE CODING PART B

MAYO

3085 = **Keno** Hill Mining Museum

**DAWSON** CITY AREA

3055 = Gaslight Follies	3063 = Gertie's
3056 = <b>Keno</b> (mining <input type="checkbox"/> useum)	3064 = <b>Dawson</b> Music Festival
3057 = Robert Service Cabin	3065 = Discovery Days
3058 = Dredge #4	3066 = Dome Race
3059 = Walking Tour	3067 = River Boat Tour
3060 = Jack London Readings	3068 = Visitor's Centre
3061 = Bear Creek	(slide show)
3062 = <b>Guiggieville</b> Gold Panning	3069 = Top of the World Hwy.

**ATLIN**

3084 = Paddlewheeler

(Festival/events - Frantic Follies/Gaslight Follies = 3076/3055)

(Parks Canada guided hikes/tours - **Dawson City walking tour** 3059)

Question 3. Your honest opinion about your visit to the Yukon would be very helpful to us. Did You find that overall, your experience (in each of the following categories) was bad, neutral or good? And further, was your experience worse, as expected or better than You expected? For each category, first circle the number which represents your experience and secondly, circle the number which corresponds to what you expected.

Experience? . . . Number

Expected? . . . . Number

Question 4. Thinking about your visit to the Yukon, please rate the Yukon on each statement listed below by circling the number that best represents your honest opinion.

Number

Your responses to the following questions are important in understanding the type of individual who visits the Yukon.

The information you provide will remain confidential. With this information we will be able to build a profile of Yukon visitors.

Question 5. Please circle the number corresponding to your sex.

Male = 1

Female = 2

Number

Question 6. Please circle the number corresponding to your **age** category.

(15 to 19) = 1      (40 to 49) = 4      (70 to 74) = 7

(20 to 29) = 2      (50 to 59) = 5      (75 or more) = 8

(30 to 39) = 3      (60 to 69) = 6

Number

Question 7. Please circle the number corresponding to your highest education (where You have completed all or some of the requirements).

(no formal education) = 0      (vocational/technical) = 3

(grade school) = 1      (college/university) = 4

(high school) = 2      (post grad university) = 5

Number

Question 8. What is **your** occupation? We do not want to know the name of the **company** you work for, but **just** the type of **job** and type of company. If You are retired. please circle the 'R' and answer with your occupation before You retired. If You are not currently employed, please circle the "U".

R \_\_\_\_\_ in \_\_\_\_\_  
 (type of job) (type of company)

Question 9. Please circle the number **corresponding** to the range that includes your 1986 **gross** personal income, that is, your income before taxes and deductions. (Please include income from tips, **commissions**, pensions, interest and rents, **etc.**).

- (less than \$15,000) = 1
- (\$15,000 to \$19,000) = 2
- (\$20,000 to \$29,000) = 3
- (\$30,000 to \$39,000) = 4
- (\$40,000 to \$49,000) = 5
- (\$50,000 and over) = 6
- (not employed for wages) = 7

Number

What currency is this in? \_\_\_\_\_

Question 10. Are You likely to take another vacation or pleasure trip similar to this one in the next two years?

- Yes I will = 1
- No I will not = 2
- I am not sure = 3

Number

Question 11. What comments would you like to make, either positive or negative about your visit to the Yukon?

---

\* Comments were data entered verbatim and coded using the following table:

Pool	<b>P004</b>
N001 = People	<b>N004</b> = Weather
<b>P002</b>	<b>P005</b>
<b>N002</b> = Scenery	<b>N005</b> = Bugs
<b>P003</b>	<b>P006</b> = Generally content
<b>N003</b> = Wildlife & Fishing	<b>N006</b> = Generally discontent



**P007**

N007- = Roads

**P008**

N008 = signs

**P009**

N009 = Campgrounds & Parks

Polo

N010 = Food Costs

Poll

N011 = Gas Costs

**P012** Accommodation

**N012** = (Cost & Quality)

**P013**

**N013** = Food - Quality

**P014**

**N014** = Exchange Rate

**P015**

**N015** = Service

**P023**

**N023** = Fishing Access

**P024**

**N024** = Survey

**P025** Souvenirs,

**N025** = Native Crafts

**P026**

**N026** = Radio Reception

**P027**

**N027** = Whitehorse

**P028**

**N028** = Dawson

**P029**

**N029** = Pull-offs

P030

**N030** = Rest Areas

0031 = Dump Stations (needed)

QUESTIONNAIRE CODING PART B

**P016** Historical Aspects

**N016** = (Shows Included)

0032 = Drinkable Water  
(needed)

**P017**

**N017** = Museums

0033 = Passing Through

**P018** Info **Centres,**

**N018** = Advertising

0034 = Plan to Return

(or would like to)

**P019**

**N019** = Litter

0035 = Repeat Visit

**P020** Transportation

**N020** = (availability)

0036 = Business Trip

**P021** Transportation

**N021** = (costs)

0037 = Will Recommend

0038 = Will Not Recommend

**P022**

**N022** = Fishing Information

P039

N039 = costs

P = Positive Comment N= Negative Comment

Up to five comments were coded.

Comment: Theroads were better than expected. We enjoyed the scenery very much. The people were friendly and helpful. We were very impressed with the restoration in progress in Dawson. Hope to return to the Yukon soon.

(Code: P007 P002 POO1 P028 0034)

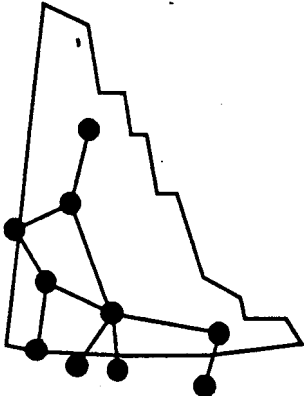
Thank you for your help. Please accept our 1987 Visitor Exit Survey pen as a token of our appreciation.

At some point in the future we may need to contact some of the people surveyed for additional information. Maywe contact you if necessary?

- N o

-Yes, I may be contacted at: name \_\_\_\_\_  
address: \_\_\_\_\_city: \_\_\_\_\_  
prov/state: \_\_\_\_\_country: \_\_\_\_\_  
postal code: \_\_\_\_\_phone: \_\_\_\_\_

THANK You.



# Edit Procedures

## FIELD EDIT

### FORM A

#### 1. INTERVIEWERS

Interviewers received instruction at training in how to accurately complete Forms A. They were also instructed to read the questions verbatim in order to ensure accuracy and consistency in the interviews.

During the survey, sample questionnaires were prepared outlining correct edit procedures. These were added to the interviewers' manuals and used as reference when editing.

Questionnaires were edited at the first opportunity following the interview. The Forms A were checked for legibility and accuracy. The core information and the entries for each question were reviewed. Notes were made on the questionnaire during the interview and used to assist in the recall of information given by the respondent during the interview.

## 2. STINT SUPERVISORS

Stint Supervisors collected the completed work at the end of each stint.

The Forms A were checked for accurate core information, missing or incomplete information, and legibility.

Stint Supervisors used the sample questionnaires supplied by the Coordinator as a guide **in** editing the completed Forms A. Interviewers were consulted for follow-up when necessary. Noted inaccuracies by individual crew members were discussed with the interviewer and proper procedures reviewed.

The Stint Supervisor was responsible for quality standards at their site.

**Questionnaires** (Forms A with corresponding Forms B) and tally sheets from highway sites were batched by stint (date), in form code number order, and placed **in** an envelope with the date written on the outside. A separate envelope was used for each stint day.

Bus questionnaires were batched by stint, by tour, in form code number order. Air forms were batched by stint, by flight, in form code number order. Separate envelopes were used for each stint, the date written on the outside of the envelope.

Envelopes were placed in a box and shipped weekly to the Bureau of Statistics office (charges collect). Each Stint Supervisor followed the transportation method and schedule which had been arranged at training.

The Whitehorse and Bove Island stint supervisors delivered the work weekly to the Bureau of Statistics office.

#### TALLY SHEETS

##### 1. HIGHWAY

A separate tally sheet was used by each interviewer for their shift as tally person during the stint.

The interviewer entered the date, site location, their name, and the time of the shift on the tally sheet. (see appended tally sheet)

At the end of the shift, or when time allowed during the stint, the interviewer tabulated the entries in each column. "Local" traffic was totalled separately at the foot of the column.

The Stint Supervisor collected all tally sheets at the end of the stint.

## EDIT PROCEDURES

The tally sheets were checked by the Stint Supervisor for correct core-information (interviewer's name, **date**, shift time, site location). The addition was also verified.

The number of diverted vehicles (circled stick indicators) was **com-**pared to the number of Forms A. The number of "local" diverted vehicles (indicated by arking a square around the stick indicator) was checked with the number of Forms A marked "local".

When the edit was complete, the tally sheets were placed with the completed questionnaires in an envelope marked with **the** stint date.

### 2. AIRPORT

The Stint Supervisor tallied the total number of out-bound Yukon *res-*idents encountered during each stint by all interviewers on a Form A numbered "7777".

A separate form was used for each stint with entries in the form code, site, date, stint, and tally of out-bound Yukon residents sections.

### OFFICE EDIT

Questionnaires were shipped from every site in weekly batches.

The weekly shipment from highway sites included the tally sheets along with the questionnaires batched by stint (in form code number order) in

separate envelopes. The date was marked on the envelope and the first edit **step was** to check to see that there was work for every stint scheduled at that site.

Tally sheets were checked for correct dates and stint times. The total number of diverted vehicles tallied (indicated by circling the stick indicator for the selected vehicle) was compared to the total number of Forms A for the stint. Any differences *were* checked by matching the vehicle type and license plate origin recorded on the Form A with those recorded on the tally sheet.

"Local" traffic was totalled separately at the foot of each column. For diverted vehicles, interviewers were to mark the Form A "local" at the top of the questionnaire. The number of "local" Forms A should equal the **number** of diverted "local" vehicles on the tally sheet (indicated by marking a square around the stick indicator for that vehicle). Disparities could be checked by comparison of vehicle type and license plate origin recorded on the Form A with the entries on the tally sheet.

The information in the Bus Driver/Escort section of Forms A from bus sites was verified. Information should be identical for passengers from one tour.

The information in the Airport Flight Record Section was verified on the Air Forms. Passengers from one flight should have the same core **information** in this section. The number of passengers boarded on the flight was obtained from the list supplied to the Bureau of Statistics office by the Airport Manager's office.



**At the beginning** of the survey, every Form A was edited by the Survey Coordinator.

Common interviewer errors were noted and sample Forms A were prepared by the Coordinator detailing correct procedures for completing the questionnaires. Stint Supervisors were asked to review the sample questionnaires with their crew. Each stint supervisor and interviewer was given a copy of the sample Form A to include in their manual.

When the Stint Supervisor reported weekly by telephone, errors common to their site were discussed. Discussions were always followed by written instructions. Stint Supervisors were responsible for quality control on their site.

Interviewers were instructed to make notes on the Form A. Respondents were not always able to recall full details of their trip (some were not able to recall **the** number of nights spent in a particular camping spot, the name of an **R.V.** park or campground). Notes by the interviewer stating that the respondent could not recall these details would then provide information that explained discrepancies or missing information,

As the survey progressed and the numbers of questionnaires increased, additional **staff** was hired and editing was done as the questionnaires were coded.

Each questionnaire was checked to verify that information was complete (or that an explanation was given for missing information).

Control information was verified.

Entries were checked in each question throughout the Form A.

Entries in question two were compared to the number of persons recorded in question number four. The number of nights spent in the Yukon recorded in question number nine was compared to the number of nights recorded in question number eleven. The route outlined on the map in question ten was compared with the information recorded in question number eleven.

Interviewers' notes were particularly helpful in verifying the travel route in question ten for air or river trips.

Following edit and coding, data processing took place in the Bureau of Statistics office.

Computer print-outs were then generated and the data was subjected to consistency checks.

Consistency checks included checking control information for anomalies by comparing stint days and shift times listed on the print-out with the site stint schedule.

Question 10 data was proofed **by** checking that coding for each trip began and **ended with** "00", that each trip started and ended at ports of entry/exit, that each leg of the trip was to/from the next community, and that circuit trips listed pivot points. (see coding procedures)

Following these and other consistency checks, the questionnaires were filed by site, by date, in number order and a master list of forms was created. On the aster list for each site, questionnaires were listed by date with each form number used on that date recorded.

The questionnaires were then boxed for storage in the **Y.T.G.** Records Services area.

#### FORM B

The interviewers numbered the Forms B to coordinate with the Form A for the traveling party. The Stint Supervisor shipped the questionnaires in number order, the Forms B grouped with the coordinate Form A.

Forms B had been printed with a space for the form code on page one of the questionnaire. The interviewers were instructed to enter the form code in both the provided space and on the cover of the questionnaire. When the forms were received from the field, the first edit was to check the form codes to verify that the number on the Forms B coordinated with the Form A for the travel party. At this stage of edit, it was more efficient to have the form code on the outside of the questionnaire where it could be quickly checked rather than have to open each questionnaire to check the number.

Interviewers were instructed to record the number of Forms B completed by the travel party on the Form A. This was used as a check to know whether all questionnaires were accounted for and provided information to gauge the Form B response rate on each site.

General comments (recorded on the Form A by the interviewer when a respondent had not completed a Form B) were recorded in question number eleven on a Form B. The questionnaire was marked "comments only" on the front cover allowing the data entry clerk to go directly to question number eleven.

The site code and the date were then entered on the front cover of the Form B.

At the start of the survey, all Forms B were coded in the Bureau of Statistics office. As the survey progressed and the work load increased, it was decided that some of this coding could be done in the field by the Stint Supervisors.

A Form B with coding instructions was created and, on sites where time allowed, coding was done by the Stint Supervisors using this as a guide.

The Forms B coded by the Supervisors were checked in the office as they were received. This check involved confirming that the number on the Forms B coordinated with the Form A for the traveling party, that the site code and date were entered on the front cover, and that the entries throughout the Form B were accurately coded.

The "**where**" in question number two was always coded in the Bureau of Statistics office. (see coding procedures Form B)

The questionnaires were data processed in the Bureau of Statistics office.

The forms were filed by site, by date, in form code number order.

A computer print-out of the comments in question number eleven was generated and the comments were coded (see Form B coding procedures).

The data was then subjected to consistency checks. A computer print-out of Forms B listed by site, by month, by day, by form code number, was then checked with the Forms B. Anomalies in date, site, form code were checked against the master list of Forms A.

When this last stage of edit was complete, the **questionnaires** were boxed by site, by date, in form code number order, for storage in the **Y.T.G.** Records Services area. A master list was created for each box listing the Forms B by site with the form numbers listed by date.

TALLY SHEETS

When the shipments were received from the sites, the tally sheets were checked to verify the site, date, and time entries.

The tally sheets were checked against the stint calendar to verify that work was received for each scheduled stint day, that the time recorded was the same as the scheduled shift time, and that there was a tally sheet for each shift of the stint.

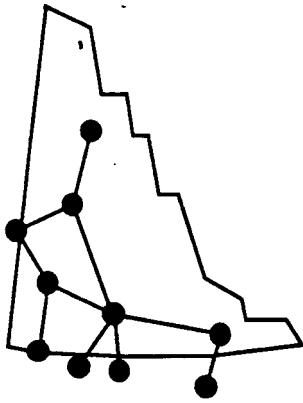
The tally sheets were checked for correct addition in each column.

The number of diverted vehicles (circled stick indicators) was checked against the number of Forms A for the stint. The number of "local" diverted vehicles (squares around stick indicators) was checked against the number of Forms A marked "**local**". Discrepancies were checked by matching the license plate origin and classification of the diverted vehicles on the tally sheet with the vehicle classification and license plate origin recorded on the Forms A for the stint.

The tally sheets were data processed in the Bureau of Statistics office.

A computer print-out of each tally sheet was generated listing each by site, by date, and by stint time to check for anomalies.

When the edit was complete, the tally sheets were filed in boxes by site, by date, and by stint time and stored in **Y.T.G.** Records Services.



## Recommendations

### FORMS LIST

A form to list Forms A and B as they are received from the field is necessary to provide progress information during the survey. The list would provide an on-going tally of the response rate at each site.

Forms A listed by site, by date, in form code number, listing the number of Forms B completed by each traveling party, would provide a Form B response rate.

Coding the Forms A, using C (complete interview), p (partial interview), or R (refusal), would provide a tally of response to this questionnaire.

The form list would also provide a check that work was received from each site for every stint day.

During the survey, response rates and the receipt of shipments were monitored by the Coordinator but became progressively more difficult to monitor as the amount of work increased and more than one person was doing the in-office edit.

## RECOMMENDATIONS

### TALLY SHEETS

Vehicle types listed on the Forms A and on the tally sheet should be identical.

The vehicle types listed on the Forms A and on the tally sheets differed slightly. Recreational type vehicles such as Broncos did not **fit** a specific type listed.

### FORM A

Question number fifteen on the Form A should include a classification to capture specific costs for ferry travel.

An area to report the use of the Milepost as an information source in questions thirteen and fourteen should be provided. Many respondents reported the Milepost as their source of information (this was recorded in the "other" category and necessitated the data entry clerk typing in the name each time).

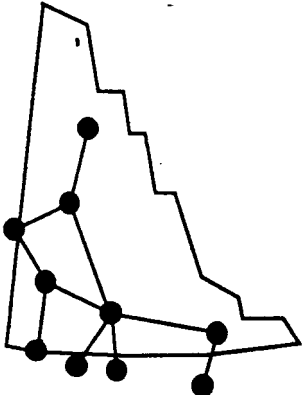
### FORM B

Question number two in the Form B seemed too complex for most respondents. Respondents would answer "no" they did not participate in an activity, and then answer that they were "very satisfied" with the activity.



Questions "number five and six were often misunderstood and many respondents answered for both persons in their travel party (male 1, and female 2, both circled and two age categories circled). A qualifier stating that the information was for the respondent completing the Form B might prevent this  misunderstanding.

Comments were frequent from both interviewers and respondents that the Form B was too long for the time the average travel party was willing to spend in participating in the survey.



# Appendix I

## Tour Operators

The following is a list of independent tour operators with which we came in contact during the 1987 Yukon Visitor Exit Survey:

ABBOT BUS LINES

ADvENTURE TOURS

A. K. INTERNATIONAL TOURS

ALBATROSS TOURS

ALBERTA WHEAT POOL TOUR

AMERICAN MOTOR COACH TOURS

ANIK TOURS

A. T. COOK TOURS

**ATLAS TRAVEL TOURS**

BACKROAD TOURS

**BATTLE RIVER TOURS ASSOC.**

BEGINNER TOURS

BELL TOURS

B. K. W. RAMBLER'S CLUB

BLUEBIRD COACH TOURS

**BLUE & WHITE TRAVEL**

**BREMER TOURS**

## APPENDIX I: TOUR OPERATORS

BURKE TOURS (Christian Tours)  
CANADIAN "MOUNTAIN COACH TOURS  
CAREFREE TOURS  
CIRCLE TOURS  
**COLLETTE** TOURS (Atlas)  
CONESTOGA TOURS  
CONNECTICUT TOURS  
CONTACT PACIFIC TOURS  
EAGLE TOURS  
ENCORE TOURS & TRAVEL  
EVERGREEN TOURS  
FEHR-WAY TOURS  
FOUR SEASONS TOURS  
FRANKLIN TOURS  
FRONTIER TOURS  
GADABOUT TOURS INC.  
GOODLIFE TOURS  
GOOD TIME TOURS (Good Time Chariots)  
GREYHOUND CHARTERS (**39'ers** Club)  
HANOVER HOLIDAY TOURS LTD.  
HAWKEYE TOURS  
HOLIDAY TRAVEL TOURS  
HORIZON HOLIDAYS  
**HUTCHISON** TOURS (**Omni**)  
**JONIK** CHARTER BUS LINES  
KEEPSAKE TOURS  
KENNEDY TOURS  
KOMPASS **REISEN** (German)

**KRAFTOURS**

**KUONI TRÁVEL** (Atlas)

LADSON & HANSON BUS LINE (Roy and Wilma Tours)

LANCO TRAVEL

LAPEAKUS TOURS

LEE LINE

LEISURE TRAVEL

LETAT TOURS

**LIL'S** TRAVEL

LINCOLN TOURS & TRAVEL

**LONNIE** STEIN TOURS

**MAUPIN** TOURS (Atlas)

MAVERICK TOURS

MICKEY/ MASONIC TOUR

MID COLUMBIA TOUR

MIDNIGHT SUN TOUR

**MULVIHILL** TOUR

NAGEL TOURS LTD.

NORTHERN TOUR

PARK TOURS

PARSON'S TOURS

POOLE TOURS

PRUDENT TRAVEL

P. T. S. TOURS

QUESTERS TOURS

RAINBOW TOURS

RAM TOURS (**Trailways**)

RAMBLERS' CLUB

APPENDIX I: TOUR OPERATORS

SOUTH DAKOTA FARMERS' UNION TOUR

**SOUTHERN CHARTERWAYS**

SOUTHWEST COACH TOURS

SPECIALTY TOURS

SWIFTSURE (Swiss Travel)

STEWART TRAVEL

SUNSHINE CHARTER & KEEPSAKE TOURS

**TOBY'S** TRAVEL TOURS

**TRAVAK**

TRAVEL EASY TOURS

TRAVEL GALLERY TOURS

TRAVELWAYS TOURS

**TRI-CITY** TOURS

**TRI-STATE** TOURS

UNIVERSAL FUNFINDERS

UTOPIA TOURS

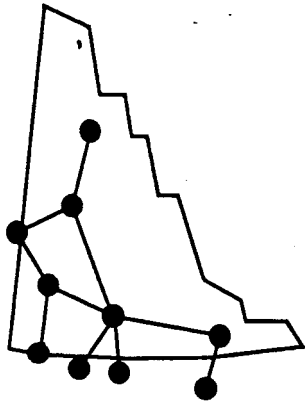
VISTA TRAVEL

**WEIBE** TOURS

WELLS GRAY TOURS LTD.

WHAT CHEERS TRAVELERS

**Y.W.C.A.** TOURS



## Appendix II Show Cards

The following are the show cards handed to the respondent at the start of the interview. They were enclosed in plastic folders and bound together in a booklet format. Different **coloured** folders were used for each set of two cards. The cards were arranged in order of the corresponding question in the Form A.

CARD 1. AGE CATEGORIES (Question 4)

0 under 15 years of age

1 15 to 19 years of age

2 20 to 29 years of age

3 30 to 39 years of age

4 40 to 49 years of age

5 50 to 59 years of age

APPENDIX II: SHOW CARDS

6 60 to 65 years of age

7 66 to 69 years of age

8 70 to 74 years of age

9 75 or more years of-age

CARD 2. BUSINESS CATEGORIES (Question 5)

1. FOR REASONS OF EMPLOYMENT'
2. FOR A CONVENTION OR CONFERENCE
3. OTHER BUSINESS REASONS

CARD 3. PLEASURE CATEGORIES

1. FOR A VACATION OR HOLIDAY
2. FOR PERSONAL REASONS
3. TO VISIT FRIENDS OR RELATIVES
4. TO PARTICIPATE IN SPORTS

5. TO **ATTEND** A SPORTING EVENT

6. FOR OUTDOOR RECREATIONS

7. FOR OTHER REASONS

CARD 4. YUKON SCHEMATIC MAP (Question 10) - see attached map

CARD 5. ACCOMMODATION CATEGORIES (Question 11)

1. HOME OF FRIEND OR RELATIVE

2. RESORT OR LODGE

3. COMMERCIAL **COTTAGE** OR CABIN

4. TERRITORIAL CAMPGROUND

5. HOTEL OR MOTEL

6. BED AND BREAKFAST ESTABLISHMENT

7. **OUTFITTER OR OUTPOST**

8. RECREATIONAL VEHICLE **PARK**

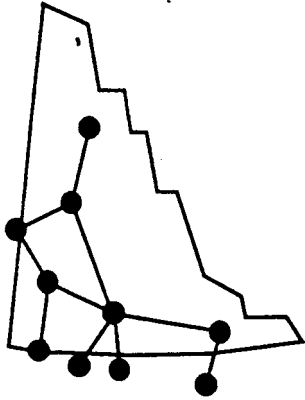


APPENDIX II: SHOW CARDS

9. COMMERCIAL CAMPGROUND
10. OTHER (PLEASE SPECIFY)

**CARD 6.** EXPENSE CATEGORIES (Question 16)

1. TRANSPORTATION TO AND FROM YUKON DESTINATIONS
  2. LOCAL TRANSPORTATION WITHIN A YUKON COMMUNITY
  3. ACCOMMODATION
  4. FOOD AND BEVERAGES PURCHASED FROM STORES
  5. FOOD AND BEVERAGES PURCHASED FROM **RESTAURANTS/BARS**
  - 6.** RECREATION AND ENTERTAINMENT
  7. OTHER PURCHASES SUCH AS SOUVENIRS
- \* SERVICES SUCH AS VEHICLE RENTAL
- \* (this **category** was written in by the interviewer)



## Appendix III Staff

The following persons were instrumental in the success of the 1987 Visitor Exit **Survey** and we acknowledge their participation with pride and gratitude.

### SITE CREWS:

#### SITE 01 - WATSON **LAKE**:

JOHN **MOLLOY** - STINT SUPERVISOR

PETER AMANN - INTERVIEWER

**CINDY** THOMPSON - INTERVIEWER

**KYLE** TILITSZKY - INTERVIEWER

#### SITE 02 - **CASSIAR**

ARLENE **CORCORAN** - STINT SUPERVISOR

VICTOR **MAH** - INTERVIEWER

APPENDIX III: STAFF

SITE 03 - BOVE ISLAND

**SHIELA ALEXANDROVICH** - STINT SUPERVISOR

EILEEN **WALLY** - INTERVIEWER

MARY RUBY - INTERVIEWER

SITES 04/05 - WHITEHORSE

LISA **BONNEFOY** - STINT SUPERVISOR

ED **STELMACHER** - STINT SUPERVISOR

VERNANICHVALADOFF - INTERVIEWER

MARY HUDGIN -INTERVIEWER

SITES 06/07 - KATHLEEN LAKE/SHEEP MOUNTAIN

PAULINE MAHONEY - STINT SUPERVISOR

RICH **O'HANLON** - INTERVIEWER

**MATHEW** LIEN-INTERVIEWER

SITES 09/10 - TOP OF THE **WORLD/DEMPSTER** HIGHWAY

PATRICIA **HANRATH** - STINT SUPERVISOR

**ALENA HEMPL** - INTERVIEWER

**TAMMY HUDSON** - INTERVIEWER

DATA PROCESSING:

CELIA CANT

JENNIFER NATHAN

SUSAN WALKER

MARY **HUDGIN**

WE ARE ALSO GRATEFUL FOR *THE* SUPPORT AND COOPERATION OF THE  
FOLLOWING PERSONS AND COMPANIES;

The Manager of CANADIAN AIRLINES INTERNATIONAL, Hr. Gary Rolfe.

The following TOUR COMPANIES;

ATLAS TOURS - STAFF IN **WHITEHORSE** AND VANCOUVER, B.C.

PRINCESS TOURS - STAFF IN **WHITEHORSE, DAWSON CITY, SEATTLE, WASH.**

GRAYLINE OF ALASKA (WESTOURS) - STAFF IN **WHITEHORSE, DAWSON CITY,  
SEATTLE, WASH.**

The staff of the OUTREACH OFFICES in **DAWSON CITY, HAINES JUNC-  
TION,** and WATSON LAKE.

The management and staff of the following HOTELS:

In **WHITEHORSE;**

**WESTMARK WHITEHORSE** (formerly Sheffield Hotel)

**WESTMARK KLONDIKE INN** (formerly **Klondike** Inn)

REGINA HOTEL

STRATFORD MOTEL

**YUKON INN**

AIRLINE **INN**

T-& **M** HOTEL

**TAKU** HOTEL

WHITEHORSE CENTER MOTOR INN

GOLD RUSH INN

In **DAWSON CITY:**

WESTMARX **KLONDIKE** INN (formerly Sheffield **Dawson**)

**ELDORADO** HOTEL

DOWNTOWN HOTEL

TRIPLE "J" MOTEL

MIDNIGHT SUN HOTEL

In **WATSON LAKE:**

WATSON LAKE HOTEL

The Management and staff of CUSTOMS CANADA.

The following employees of the YUKON TERRITORIAL Government

EXECUTIVE COUNCIL OFFICE;

JERRY ZAHORA

SHARON PERRIER

COMMUNITY AND TRANSPORTATION SERVICES:

WHITEHORSE;

RAY MAGNUSON

COLIN YEULET

JIM SYMINGTON

HARLEY CLAPPERTON

EILEEN FRASER

DAWSON CITY;

CREW OF THE YUKON RIVER FERRY

MAINTENANCE GARAGE STAFF

HIGHWAY MAINTENANCE CREWS

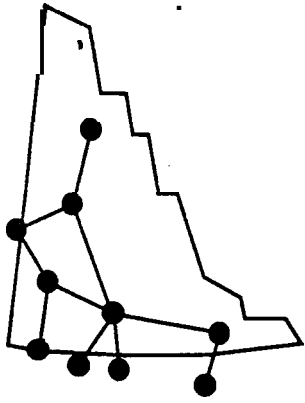
PUBLIC SERVICE Commission

JEAN DELL

RENEWABLE RESOURCES;

PETER FRANKISH

ROGER VIZBÁR



# Appendix IV Stint Schedule

a. HIGHWAY:

SITE 01 WATSON LAKE

<b>JUNE</b>	1	MORNING
	2	EVENING
	3	AFTERNOON
	5	EVENING
	7	MORNING
	8	AFTERNOON
	10	MORNING
	13	EVENING
	14	AFTERNOON
	15	AFTERNOON
	16	MORNING
	17	EVENING
	21	MORNING
	22	MORNING
	25	EVENING
	26	AFTERNOON



APPENDIX IV: STINT SCHEDULE

	28	AFTERNOON
	30 "	AFTERNOON
JULY	1	AFTERNOON
	2	MORNING
	3	AFTERNOON
	4	EVENING
	6	MORNING
	7	EVENING
	9	EVENING
	12	MORNING
	13	MORNING
	16	<b>AFTERNOON</b>
	17	EVENING
	19	EVENING
	20	<b>AFTERNOON</b>
	21	MORNING
	23	EVENING
	25	<b>AFTERNOON</b>
	26	MORNING
	27	MORNING
	30	<b>AFTERNOON</b>
AUGUST	1	EVENING
	2	AFTERNOON
	3	<b>*EVENING</b>
	5	MORNING
	6	MORNING

7 AFTERNOON  
 8 **\*\*AFTERNOON**  
 9 MORNING  
 13 AFTERNOON  
 14 MORNING  
 16 **\*EVENING**  
 17 AFTERNOON  
 18 AFTERNOON  
 19 **\*\*MORNING**  
 20 **\*EVENING**  
 21 \*EVENING  
 25 MORNING  
 26 **\*EVENING**  
 28 **AFTERNOON**  
 30 MORNING  
 31 MORNING

SITES 01/02 WATSON LAKE/CASSIAR (combined)

	SITE
SEPTEMBER 1	MORNING- 01
2	*EVENING - 01
3	AFTERNOON - 01
4	MORNING - 01
6	*EVENING - 01
8	AFTERNOON - 02
11	AFTERNOON - 01
13	AFTERNOON - 01

APPENDIX IV: STINT SCHEDULE

14	MORNING-	01
16	AFTERNOON -	01
17	MORNING-	<b>01</b>
18	MORNING:	02
19	AFTERNOON -	02
20	MORNING -	01
21	AFTERNOON -	02
23	AFTERNOON -	01
25	MORNING-	01
27	MORNING-	02
28	AFTERNOON -	01
30	MORNING -	01

SITE 02 **CASSIAR**

<b>JUNE</b>	<b>1</b>	MORNING
	3	MORNING
	4	EVENING
	5	AFTERNOON
	6	MORNING
	9	EVENING
	11	AFTERNOON
	12	MORNING
	14	AFTERNOON
	16	MORNING
	18	EVENING
	21	EVENING
	24	MORNING

	25	<b>AFTERNOON</b>
	26	EVENING
	27	AFTERNOON
	28	MORNING
	30	AFTERNOON
JULY	2	MORNING
	3	AFTERNOON
	4	MORNING
	5	EVENING
	7	AFTERNOON
	8	EVENING
	10	MORNING
	11	AFTERNOON
	13	MORNING
	16	EVENING
	17	AFTERNOON
	19	MORNING
	20	MORNING
	21	EVENING
	24	AFTERNOON
	25	AFTERNOON
	28	MORNING
	29	AFTERNOON
	30	EVENING
AUGUST	2	EVENING
	3	<b>*EVENING</b>

APPENDIX IV: STINT SCHEDULE

4 AFTERNOON  
6 MORNING  
7 AFTERNOON  
10 AFTERNOON  
11 MORNING  
12 \*EVENING  
15 MORNING  
17 AFTERNOON  
18 \*EVENING  
19 \*\*AFTERNOON  
20 AFTERNOON  
21 MORNING  
23 \*EVENING  
26 MORNING  
27 \*EVENING  
28 AFTERNOON  
29 MORNING  
31 MORNING

**SITE 03 BOVE ISLAND**

**JUNE** 1 MORNING  
2 AFTERNOON  
6 EVENING  
10 MORNING  
11 EVENING  
14 AFTERNOON  
15 EVENING

16 AFTERNOON  
 19 " MORNING  
 20 MORNING  
 22 MORNING  
 26 AFTERNOON  
 28 AFTERNOON  
 30 EVENING

JULY 1 **AFTERNOON**  
 7 AFTERNOON  
 8 MORNING  
 10 EVENING  
 12 MORNING  
 13 MORNING  
 14 EVENING  
 15 AFTERNOON  
 18 EVENING  
 20 MORNING  
 21 AFTERNOON  
 25 MORNING  
 28 AFTERNOON  
 29 EVENING

AUGUST 2 AFTERNOON  
 4 MORNING  
 5 **\*EVENING**  
 6 AFTERNOON  
 8 **\*\*AFTERNOON**

APPENDIX IV: STINT **SCHEDULE**

9 \*EVENING

**10** ``\*EVENING

12 **AFTERNOON**

14 MORNING

15 AFTERNOON

**18** \*EVENING

20 MORNING

21 AFTERNOON

22 MORNING

28 MORNING

**31** **\*\*AFTERNOON**

SEPTEMBER 1 \*EVENING

2 AFTERNOON

4 MORNING

6 AFTERNOON

7 MORNING

9 AFTERNOON

10 MORNING

**12** \*EVENING

SITES 06/07 KATHLEEN LAKE/KLUANE **LAKE**

		SITE
<b>JUNE</b>	1	AFTERNOON- 06
	3	MORNING - 06
	5	EVENING - 06
	6	AFTERNOON - 07

	7	AFTERNOON-	06
	9	MORNING -	06
	10	EVENING -	07
	11	AFTERNOON-	06
	13	MORNING -	07
	14	MORNING -	06
	16	EVENING -	07
	18	EVENING -	06
	21	EVENING -	06
	22	AFTERNOON-	07
	23	MORNING -	06
	24	MORNING -	07
	25	AFTERNOON -	06
	27	MORNING -	06
	28	MORNING -	07
	29	AFTERNOON -	06
	30	EVENING -	06
JULY	3	MORNING -	06
	4	MORNING -	07
	5	AFTERNOON -,	<b>06</b>
	6	MORNING -	<b>06</b>
	7	EVENING -	,06
	8	AFTERNOON -	<b>07</b>
	9	AFTERNOON -	<b>06</b>
	12	EVENING -	<b>06</b>
	13	EVENING -	<b>07</b>
	15	AFTERNOON -	<b>06</b>



APPENDIX IV: STINT SCHEDULE

17 MORNING - 06  
 18 AFTERNOON - \*6  
 19 AFTERNOON - 07  
 20 MORNING - 07  
 21 MORNING - 07  
 22 AFTERNOON - 06  
 25 MORNING - 06  
 28 AFTERNOON - 06  
 29 MORNING - 06  
 30 EVENING - 06  
 31 AFTERNOON - 07

AUGUST

1 AFTERNOON - 06  
 2 MORNING - 06  
 4 AFTERNOON - 06  
 5 \*EVENING - 06  
 6 AFTERNOON - 07  
 7 AFTERNOON - 06  
 8 MORNING - 07  
 9 \*EVENING - 06  
 10 AFTERNOON - 06  
 11 MORNING - 06  
 14 MORNING - 07  
 15 \*EVENING - 07  
 16 AFTERNOON - 07  
 17 MORNING - 07  
 20 MORNING - 06  
 21 \*EVENING - 06

	23	MORNING	-	06
	25	AFTERNOON	-	06
	26	<b>*EVENING</b>	-	<b>07</b>
	27	<b>*EVENING</b>	-	<b>06</b>
	31	MORNING	-	06
SEPTEMBER	1	MORNING	-	06
	2	AFTERNOON	-	06
	3	<b>*EVENING</b>	-	<b>07</b>
	4	AFTERNOON	-	07
	5	AFTERNOON	-	06
	6	MORNING	-	07
	7	<b>*EVENING</b>	-	<b>06</b>
	8	<b>*EVENING</b>	-	<b>06</b>
	9	AFTERNOON	-	06
	10	MORNING	-	07
	11	MORNING	-	06
	13	MORNING	-	07

**SITES 09/10 TOP OF THE WORLD/DEMPSTER HIGHWAY**

				SITE
<b>JUNE</b>	13	MORNING	-	09
	15	AFTERNOON	-	09
	17	MORNING	-	09
	18	AFTERNOON	-	10
	19	AFTERNOON	-	09
	20	MORNING	-	09

APPENDIX IV: STINT SCHEDULE

	21	MORNING	-	10
	23	MORNING	-	09
	25	AFTERNOON-		09
	26	MORNING	-	09
	28	AFTERNOON	-	09
	30	AFTERNOON	-	09
JULY	2	MORNING	-	10
	3	AFTERNOON	-	09
	5	MORNING	-	09
	6	AFTERNOON	-	10
	7	<b>AFTERNOON</b>	-	09
	10	MORNING	-	09
	12	AFTERNOON-		10
	16	AFTERNOON	-	09
	17	MORNING	-	09
	18	AFTERNOON	-	09
	20	MORNING	-	09
	24	AFTERNOON	-	10
	26	MORNING	-	09
	30	MORNING	-	10
AUGUST	2	<b>AFTERNOON</b>	-	<b>09</b>
	5	<b>AFTERNOON</b>	-	10
	9	MORNING	-	09
	13	MORNING	-	10
	15	AFTERNOON	-	<b>09</b>
	18	AFTERNOON	-	10

19 MORNING - 09  
 23 " MORNING - 10  
 27 AFTERNOON - 09  
 29 AFTERNOON. - 10

SEPTEMBER 2 MORNING - 09  
 5 MORNING - 10  
 6 AFTERNOON - 09  
 7 AFTERNOON - 10  
 10 MORNING - 09

b. BUS/AIR SITES:

SITES 04/05 WHITEHORSE AIRPORT/BUSES

<b>JUNE</b>	11	AUGUST	1
	12		2
	13		4
	15		5
	16		6
	17		7
	18		9
	20		10
	21		12
	23		13
	24		15
	25		16
	28		19

APPENDIX IV: STINT SCHEDULE

29	20
JULY 1	21
2	22
3	24
4	25
8	27
9	28
10	29
11	30
12	
13	SEPTEMBER 1
14	3
16	5
18	6
21	7
22	9
23	11
24	13
26	14
28	15
29	16
30	19
31	20
	21
	22
	23

STINT SCHEDULE - DAWSON BUS

<b>JUNE</b>	<b>16</b>	<b>AUGUST</b>	<b>1</b>
	19		3
	26		5
	28		7
			11
<b>JULY</b>	5		13
	6		14
	7		17
	10		18
	12		21
	14		24
	16		25
	17		27
	18		28
	20		29
	22		31
	25		
	28	<b>SEPTEMBER</b>	<b>4</b>
	29		5
			7
			8
			11

\* Shortened evening stint (6:00 to 10:00 p.m. )

\*\* Stint added to compensate for shortened evening stint.