

REGIONAL TRANSPORTATION COMMISSION

**WASHOE COUNTY TRAVEL
CHARACTERISTICS STUDY
VISITOR TRAVEL SURVEY**

Final Report

March 2006



NuStats

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1. INTRODUCTION

This report documents the design, implementation and results of the Washoe County Travel Characteristics Study Visitor Travel Survey, sponsored by the Regional Transportation Commission (RTC), which serves as the Metropolitan Planning Organization for the Reno/Sparks, Nevada, region. The primary objective of the study was to document travel behavior data characteristics of visitors to the Reno/Sparks area in order to update the regional transportation model.

The Visitor Travel Survey was conducted in October and November 2005, and it complements a Household Travel Behavior Survey, On-Board Transit Survey, and External Station Survey conducted in the same timeframe. RTC contracted with NuStats for the design and implementation of the suite of travel surveys. Subcontractors to NuStats for the Visitor Travel Survey included Reno-based firms, Marketec Incorporated and Coulter & Associates.

1.1 PURPOSE OF THE SURVEY

The purpose of the Visitor Travel Survey was to obtain accurate information on regional travel characteristics in order to develop and calibrate the regional travel demand model. The survey focused on travel by both short- and long-term visitors to Washoe County. Short-term visitors were defined as those persons staying one-to-six days in county (with at least one overnight stay), and long-term visitors were defined as those staying from seven or more days.

1.2 SURVEY DESIGN

The Visitor Travel Survey was conducted as an interviewer-mediated intercept survey, using computer-assisted personal interviewing (CAPI) technology.¹ Visitors were interviewed at local venues, including hotels, casinos, resorts, and other activity centers. In total, 9 survey sites were selected, representing a range of locations that would be frequented by visitors to the area. Sites were surveyed at various hours, dependent upon the hours of operation at the location. Interviews were conducted with visitors, ages 16 and older, residing outside Washoe County. Only one person per traveling party was eligible to respond. The data elements included characteristics of the visit, of the traveling party, and of trips taken while visiting the study area. A small monetary incentive of \$2 was provided to enhance participation in the survey. Because the sample was a “choice” sample and not probability sample, the resulting data set was neither weighted nor expanded to reflect population parameters.

1.3 SURVEY SUMMARY OUTCOMES

A total of 500 interviews were conducted. Of these, 397 were completed with short-term visitors and 103 were conducted with long-term visitors.

**TABLE 1:
SURVEY OUTCOMES BY LENGTH OF VISIT**

LENGTH OF VISIT	FREQUENCY	PERCENT
Short-Term (1-6 days)	397	79%
Long-Term (7+ days)	103	21%
<i>Total</i>	500	100%

¹ CAPI technology was provided by GeoStats, subcontractor to NuStats for survey hardware and software.



SURVEY METHODS

2.1 SURVEY CONTENT

The survey instrument contained four categories of questions: screening questions, questions about the visit, questions about the traveling party, and questions pertaining to travel while visiting. The data elements included, but were not limited to:

- Respondent characteristics (gender, household income, age, and home location),
- Length of visit,
- Visit purpose,
- Visit frequency and season,
- Traveling party size and characteristics,
- Lodging location and type,
- Travel modes to Washoe County,
- Primary travel mode while visiting Washoe County, and
- Trip characteristics for one day (including destinations, activities, activity durations, and mode).

A complete questionnaire is presented in Appendix 1.

2.2 COMPUTER-ASSISTED PERSONAL INTERVIEWING (CAPI) APPLICATION

Tablet PCs were the specific CAPI technology used (see Figure 1). With this state-of-the-art technology, high quality survey data were stored directly in an electronic format, with all relevant error checking and coding performed automatically. This process simultaneously eliminated data entry costs and associated key entry errors that typically occur with a traditional paper-based field survey. The Tablet PC used for the Visitor Travel Survey weighed only 3.1 pounds, had a 10.4-inch viewable screen, an 800 MHz CPU, 128 MB of RAM, and a 20 GB hard drive.

**FIGURE 1:
EXAMPLE TABLET PC**



The Visitor Travel Survey featured the following question types:

- 1) Select single answer,
- 2) Select multiple answers (i.e., all that apply),
- 3) Input text, and
- 4) Input roster (or table) details.

For the first two question types, the surveyor tapped the answer control to select the correct response(s) or used the stylus to enter text, as shown in Figure 2.

**FIGURE 2:
TYPICAL QUESTION / ANSWER SCREENS**

Q11

Cancel Participant Exit Survey

What best describes where you are staying? [Choose One]

Hotel/motel/lodge
Casino Hotel
Condo/Timeshare Unit
Second home
Rental property
Friend/relative's home
Campsite/RV park
Other

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Q6

Cancel Participant Exit Survey

[ROSTER 1] I need to get a little information about you and the people traveling in your party.
[Person 1 is the person you are interviewing. RELATION is each person's relationship to Person 1.
Person 1's relation is RESPONDENT.]

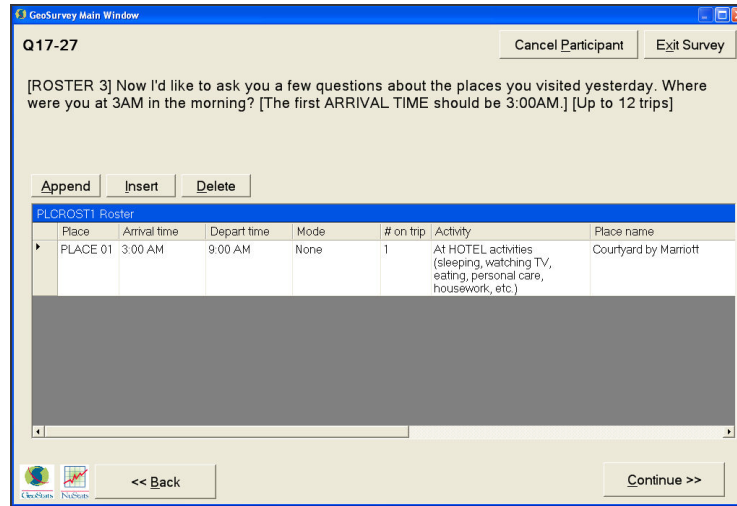
Append Insert Delete

Person	Age	Gender	Relation
PERSON 01	20	Male	Respondent
PERSON 02	15		

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There were three questions set up for roster entry – Person, Vehicle and Place. The data in these questions were displayed in a table format for ease of completion by the interviewer and respondent (see Figure 3).

**FIGURE 3:
ROSTER QUESTION / ANSWER FORMAT**



2.3 ITEM RESPONSE

Item nonresponse refers to the failure of respondents to answer individual survey questions. The level of item nonresponse provides a measure of survey data quality. Table 2 presents the level of response for each questionnaire item in the Visitor Travel Survey. Those items for which the base is less than 500 (i.e., the total number of interviews conducted) represent questionnaire items that were skipped by some portion of respondents based on their responses to previous questions. The items related to trip information (the final five items in the table) represent a base of total trips captured in the survey.

**TABLE 2:
KEY SURVEY ITEM RESPONSE RATE**

QUESTION DESCRIPTION	BASE	FREQUENCY	RESPONSE RATE
Survey Site	500	500	100%
Respondent Gender	1226	1226	100%
Respondent Age	1226	1226	100%
Household Income	500	420	84%
Home State	500	480	96%
Length of Visit	500	500	100%
Visit Purpose	500	500	100%
Visit Frequency	500	500	100%
Usual Visit Season	344	344	100%
Number in Traveling Party	500	500	100%
Lodging Location	500	500	100%
Lodging Type	500	500	100%
Travel Mode to County	500	500	100%
Primary Mode while County	500	500	100%

**TABLE 2:
KEY SURVEY ITEM RESPONSE RATE (CONTINUED)**

QUESTION DESCRIPTION	BASE	FREQUENCY	RESPONSE RATE
City of Vehicle Rental	57	57	100%
Personal / Rental Vehicle Type	330	330	100%
Personal / Rental Vehicle Year	330	330	100%
Trip Arrival Times	1275	1275	100%
Trip Departure Times	1275	1275	100%
Destination Addresses ²	1775	1775	100%
Activities at Locations	1380	1380	100%
Travel Mode	1275	1275	100%

2.4 SAMPLE DESIGN

The Visitor Travel Survey involved CAPI interviews at 9 sites in Washoe County. Reno-based Marketec Incorporated conducted the intercept interviews. NuStats selected the interviewing sites with input from subcontractors Coulter & Associates and Marketec. Following site selection, Bobbi Coulter (Coulter & Associates) secured the permission to survey and made other necessary arrangements for the site-specific survey activities. The sites were selected to ensure the efficient capture of both short-term and long-term visitors, within the limited universe of sites frequented by visitors in the late fall. Table 3 displays the survey site locations.³ Because the sample was a “choice” sample and not probability sample, the resulting data set was neither weighted nor expanded to reflect population parameters.

**TABLE 3:
INTERVIEWING SITES**

Survey Site	Frequency	Percent
Reno Livestock Center	134	27%
Silver Legacy Resort	86	17%
Nugget Casino	61	12%
Reno Hilton	51	10%
Circus Circus Hotel	46	9%
Atlantis Casino	45	9%
Harrah's Resort	30	6%
Boomtown Hotel	29	6%
El Dorado Hotel	18	4%
Total	500	100%

² This number represents the total number of home/ destination addresses that were successfully geocoded.

³ Meadowood Mall was a desired site. However, interviewing at this site resulted in zero completed interviews. We found no potential respondents meeting the screening criteria.

2.5 DATA COLLECTION PROCEDURES

The primary focus of the survey was capturing information about visitors to the county, the characteristics of their visit, and the characteristics of their travel while in the county. Respondents were eligible to be interviewed if they had stayed overnight in the county and were at least 16 years of age. Multiple screening questions were used to assess respondent eligibility:

- Did you overnight in the Reno/Sparks area? (A map of the county was displayed.)
- Were you here at 3am [yesterday]? (If “no”, a third question was asked.)
- What time did you arrive? (Respondent must have arrived prior to 12pm [yesterday]).
- Are you 16 or older?

Data were captured using Tablet PCs. Visitors were asked general questions about their visit to the county. Then, they were asked about the places that they traveled to “yesterday”, starting at 3:00 am and ending at 2:59 am on the next day (to collect a full 24-hours of information). The first ARRIVAL TIME in the roster screen was recorded as 3:00 am, and interviewers captured the location of respondents at that time. Most people said that they were asleep in their hotel rooms.

**FIGURE 4:
ROSTER SCREENS TO CAPTURE TRIP INFORMATION, PLACE 1**

Q17-27 Cancel Participant Exit Survey

[ROSTER 3] Now I'd like to ask you a few questions about the places you visited yesterday. Where were you at 3AM in the morning? [The first ARRIVAL TIME should be 3:00AM.] [Up to 12 trips]

Append Insert Delete

Place	Arrival time	Depart time	Mode	# on trip	Activity	Place name
PLACE 01	3:00 AM	9:00 AM	None	1	At HOTEL activities (sleeping, watching TV, eating, personal care, housework, etc.)	Courtyard by Marriott
PLACE 02	9:10 AM	12:00 PM	Rental vehicle	2	Entertainment (movie, sports event, show, etc.)	Nevada Museum Of Art
PLACE 03	12:10:00 PM					

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The interviews were conducted using a crew of nine surveyors from Marketec Incorporated. NuStats conducted a five-hour training session with surveyors over two days (Monday, October 17 and Tuesday, October 18). The surveyor training session involved advising surveyors of the study purpose, fully acquainting them with the survey instrument (review of all questions and intended responses), and instructing them in how to enter data using the Tablet PCs. Interviewing began on Wednesday, October 20 and continued through Saturday, November 4. Marketec uploaded data daily from the Tablet PCs to a password-protected survey management website, maintained by GeoStats. Uploaded records were reviewed by a GeoStats analyst for completeness and then transmitted to NuStats for data edit checks, geocoding, and correction. Thirty records did not pass the required data checks. Marketec replaced these records with interviews conducted on November 19.

2.6 DATA EDITING AND CLEANING

Data were downloaded from the Tablet PCs to the GeoStats server in Atlanta, GA, on a daily basis. A data analyst, in Atlanta reviewed the data daily for completeness and any potential program errors. Data were then transmitted to NuStats, where edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks,
- Checks for proper data skips and patterns of answering questions consistent with prior answers,
- Consistency checks among associated variables,
- Checks for realistic responses (e.g., trip start and end times),
- Checks for consistency between travel mode and activity,
- Checks for reasonableness of “no travel”, and
- Checks for high frequency of item non-response (missing data).

Extreme values that were either impossible or unlikely were identified, and inconsistent data were corrected when possible. Some extreme or inconsistent data values that could not be corrected were edited to missing values (e.g., vehicle year recorded as greater than 2005). Thirty records did not pass the edit check process. Most of these records failed because either the “no travel” was determined to be unacceptable based on the respondent’s location⁴ or travel destinations (locations) could not be geocoded. These 30 interviews were replaced; and all of the replacement interviews passed the edit checks. Virtually no survey items contained missing data (see Table 2, page 4). Household income was the data item with the highest incidence of missing data (16%) in the final data set.

2.7 GEOCODING

Address information of two types were captured in the survey: (1) location of where visitors stayed while in the county, and (2) locations of where they traveled while in the county. Pre-geocoded lists covering both types of locations were developed prior to data collection and were loaded in the Tablet PC for use by surveyors during the interview. The use of the pre-geocoded lists greatly enhanced the efficiency of geocoding during the data processing phase.

The study area was limited to Washoe County. NuStats acquired street coverage files used for geocoding from the Washoe County GIS/Planning Department by the client for the RTC Household Travel Survey. The cost of the files to RTC for the Household Travel Survey was negotiated to include an evaluation by NuStats regarding any problems found while working with the newly developed coverage. The files were received in State Plane/Truckee Meadows Modified projection and converted in ArcView 8.3 software to Standard Geographic Decimal and Degrees. Batch and/or interactive geocoding were performed on all addresses. The batch run was an automated process, and interactive sessions were used to geocode addresses one at a time. All information collected for origin and destination locations was used to determine the most accurate match during the interactive mode. Typically, the order of use was as follows:

- 1) The activity list provided by the client was coded first and applied to all the locations. This included all the interview sites, casinos, hotels, restaurants, shopping, and other common destinations.
- 2) Exact addresses were geocoded next because they were the most complete and easily matched.

⁴ It was determined that some visitors at the large casinos could have “no travel” because they would have stayed at the casino for recreation and meals without leaving for an entire 24-hour period.

- 3) Next, addresses having two cross streets were geocoded within the appropriate city or zip code. Addresses having only one cross street and a place name were geocoded by researching the place name in conjunction with the street.
- 4) Locations with no place name, and minimal address information were geocoded, as these required the most extensive geographic research.
- 5) Locations that were out of the study area were geocoded to either the provided zip code or city centroid.
- 6) Lastly, quality control was exercised through checking point distribution by city in ArcView and standardization of all Location names and X/Y coordinates in SPSS.

The final location data file was comprised of 1,790 total records. Of these, NuStats was able to attach a valid geocode for 98% (or 1,758 records).

2.8 DATA FILE STRUCTURE

After completion of data collection and data editing tasks, the Visitor Travel Survey data were contained in six file types.

Household data file – the traveling party is the unit of analysis. File has 500 records. Contains data elements relating to visitor demographics and well as respondent’s behavior and preferences.

Person data file – roster of traveling party members. File has 1,226 records. Contains data elements relating to person demographics such as age, gender, and relationship to respondent.

Vehicle data file – roster of vehicles used by the respondent. File has 330 records. Contains information on vehicle type and year.

Trip data file – represents trips made by visitors with an origin and destination for each row of data. File has 1,275 records. Contains information relating to travel, such as locations, purpose, mode, and time of travel.

Location data file – geographic information about the locations. File has 1,775 records. Contains the X/Y coordinates, census tract, and a location number that links to the trip, person, and household files.



3. DATA RESULTS AND TABLES

This section provides results of the 500 interviews with short and long-term visitors to the Reno/Sparks area during October and November 2005. Because these interviews were conducted using a choice sample, the results presented represent the sample only.

Interviews were conducted with 397 short-term and 103 long-term visitors. The average traveling party size was 2.3 persons.

3.1.1 CHARACTERISTICS OF VISITORS

As shown in Table 4, all of the short and long-term visitors resided in the United States. Of all U.S.-based visitors interviewed, most were from California (44 percent), Oregon (9 percent) or Washington (about 8 percent). A total of 39 states were represented among the visitor sample.

**TABLE 4:
VISITORS HOME STATE**

STATE	SHORT-TERM		LONG-TERM		TOTAL	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
California	184	46.3	38	36.9	222	44.4
Oregon	36	9.5	7	7.0	43	9.0
Washington	30	7.9	7	67.0	37	7.7
Texas	14	3.7	7	7.0	21	4.4
Alabama	4	1.1	0	0.0	4	0.8
Nevada	14	3.7	2	2.0	16	3.3
Ohio	5	1.3	7	7.0	12	2.5
Hawaii	8	2.1	2	2.0	10	2.1
Florida	6	1.6	3	3.0	9	1.9
Arizona	5	1.3	4	4.0	9	1.9
Idaho	3	1.6	3	3.0	9	1.9
Virginia	5	1.3	2	2.0	7	1.5
Massachusetts	5	1.3	1	1.0	6	1.3
Missouri	4	1.1	2	2.0	6	1.3
Georgia	3	0.8	0	0.0	3	0.6
Arkansas	5	1.3	0	0.0	5	1.0
Pennsylvania	2	0.5	1	1.0	3	0.6
Illinois	3	0.8	1	1.0	4	0.8
New York	4	1.1	1	1.0	5	1.0
Tennessee	2	0.5	3	3.0	5	1.0
Colorado	2	0.5	1	1.0	3	0.6
North Carolina	4	1.1	1	1.0	5	1.0
Montana	2	0.5	1	1.0	3	0.6
Nebraska	3	0.8	0	0.0	3	0.6
South Carolina	3	0.8	0	0.0	3	0.6
Minnesota	1	0.3	1	1.0	2	0.4

**TABLE 4:
VISITORS HOME STATE (CONTINUED)**

STATE	SHORT-TERM		LONG-TERM		TOTAL	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Alaska	1	0.3	1	1.0	2	0.4
Michigan	2	0.5	0	0.0	2	0.4
Utah	2	0.5	0	0.0	2	0.4
New Mexico	1	0.3	1	1.0	2	0.4
Wyoming	0	0.0	2	2.0	2	0.4
Wisconsin	1	0.3	0	0.0	1	0.2
Oklahoma	1	0.3	0	0.0	1	0.2
Connecticut	1	0.3	0	0.0	1	0.2
Delaware	0	0.0	1	1.0	1	0.2
District of Columbia	1	0.3	0	0.0	1	0.2
Louisiana	1	0.3	0	0.0	1	0.2
Mississippi	1	0.3	0	0.0	1	0.2
New Hampshire	1	0.3	0	0.0	1	0.2
Total	380	100.0%	100	100.0%	480	100.0%

Table excludes missing data.

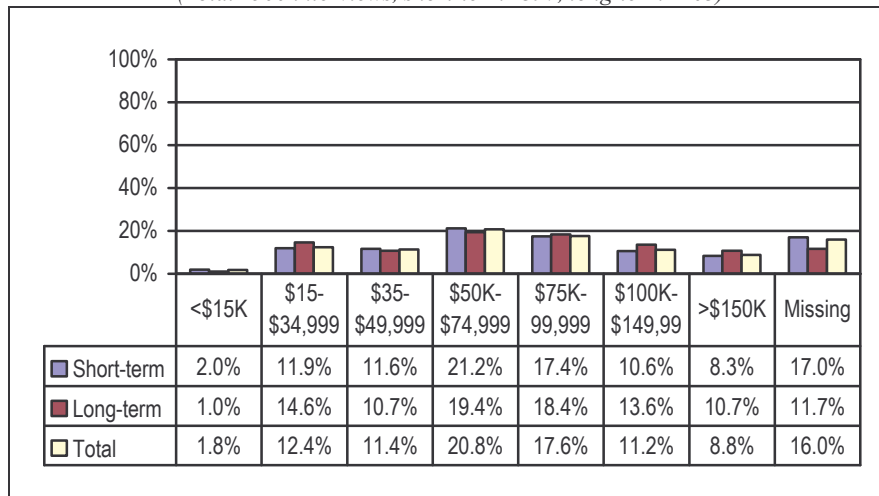
The average visitor to the Reno/Sparks area was in his/her late-thirties with a household income in the middle to high-income range.

**TABLE 5:
VISITOR TRAVELING PARTY MEMBERS MEAN AGE AND GENDER**

TRAVELING PARTY MEMBER	SHORT-TERM	LONG-TERM	TOTAL
Mean Age	40	37	39
Male %	50	50	50
Female %	50	50	50

**FIGURE 5:
VISITORS HOUSEHOLD INCOME**

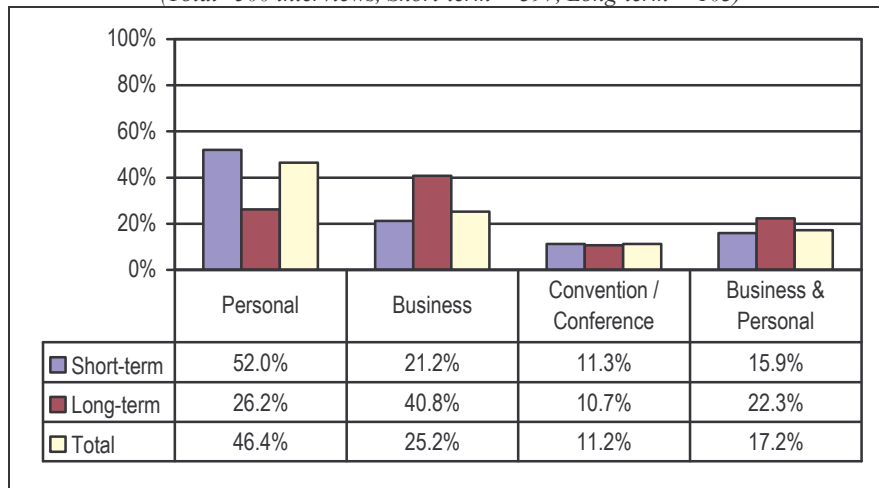
(Total=500 interviews, short-term=397, long-term=103)



More than half of the short-term visitors (52 percent) traveled to the Reno/Sparks area for personal reasons. Another 32.5 percent were in the area for business travel or a convention. About half of the long-term visitors surveyed were in the area for a business trip or convention, while just over one quarter were there for personal reasons.

**FIGURE 6:
TRIP PURPOSE**

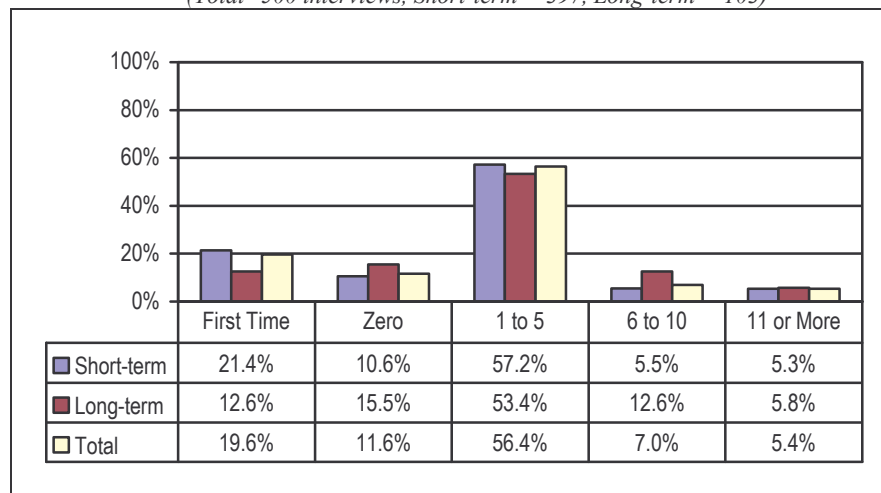
(Total=500 interviews, Short-term = 397, Long-term = 103)



Most of the visitors surveyed (56.4 percent) had visited the Reno/Sparks area 1 to 5 times within the past 12 months, while about 12 percent had visited 6 or more times. Nearly 20 percent were on their first visit to the region. About 12 percent had not visited the Reno/Sparks in the last 12 months. Short-term visitors were more likely to be in the study area for personal reasons, while long-term visitors were more likely to be there on business.

**FIGURE 7:
VISIT FREQUENCY (IN THE PAST 12 MONTHS)**

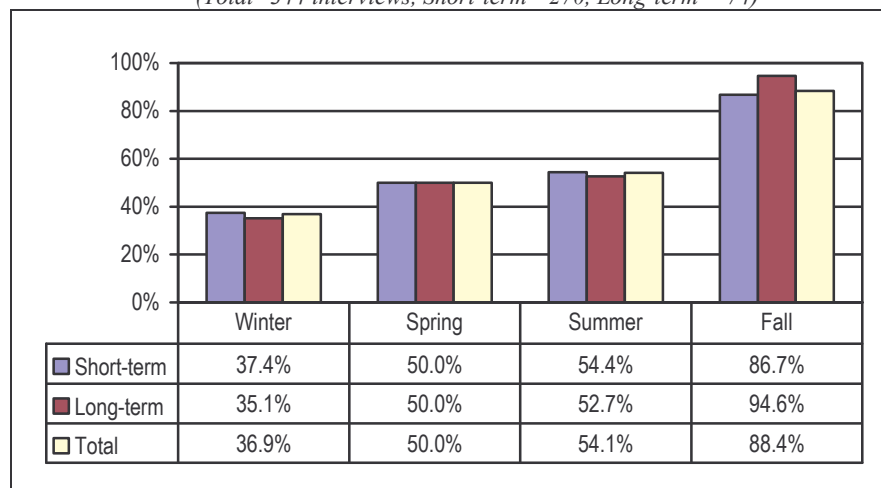
(Total=500 interviews, Short-term = 397, Long-term = 103)



Short and long-term visitors who visited the Reno/Sparks area in the previous 12 months were asked what time of year they usually visited the area. As Figure 8 illustrates, 88 percent of all repeat visitors identified Fall, followed by Summer (54%), Spring (50%), and Winter (37%)⁵.

**FIGURE 8:
USUAL SEASON OF RENO/SPARKS AREA VISIT**

(Total=344 interviews, Short-term =270, Long-term = 74)

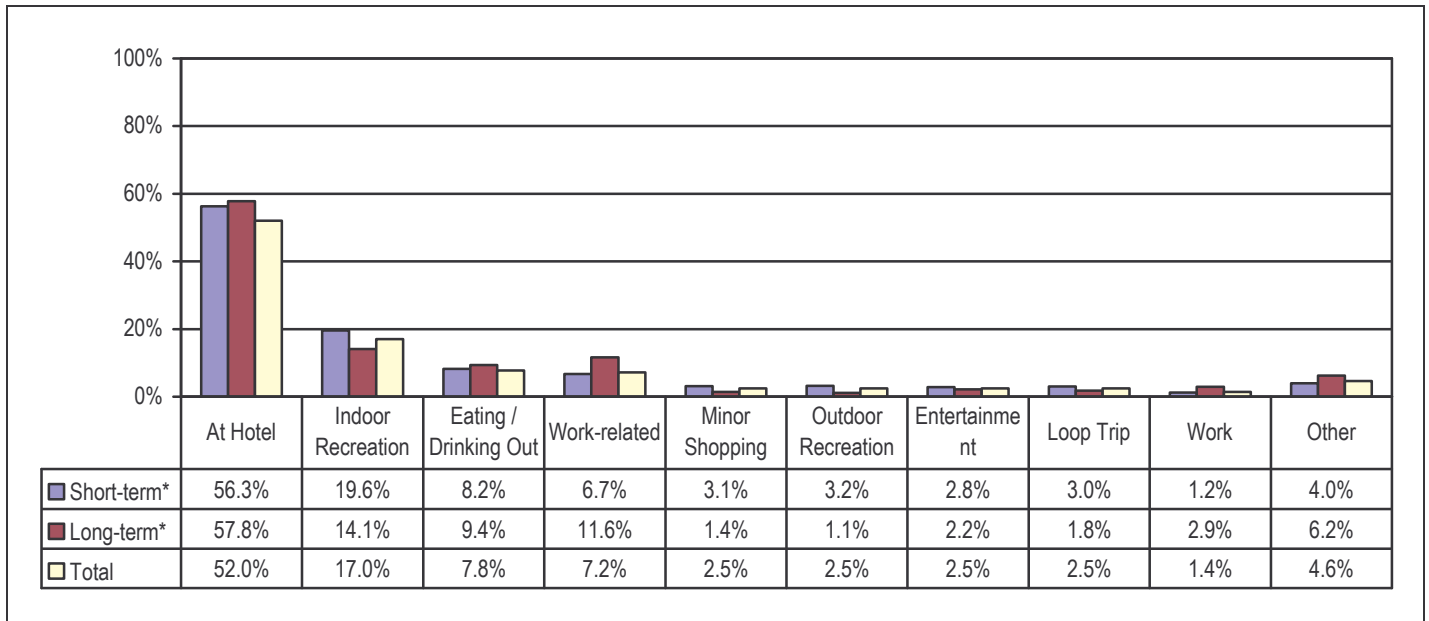


⁵ This data element was captured as four independent variables. For each season, a yes or no response was captured.

The most common activity (52 percent) cited among all respondents was being at their hotel, which includes sleeping, watching T.V, eating, and personal activities. About 1 in 5 short-term visitors mentioned indoor recreation (typically gambling) while nearly 12 percent of long-term visitors indicated work-related activities. Close to eight percent of visitors overall mentioned eating or drinking at a restaurant.

**FIGURE 9:
ACTIVITIES WHILE IN RENO/SPARKS AREA**

(Total=500 interviews, Short-term = 397, Long-term = 103)



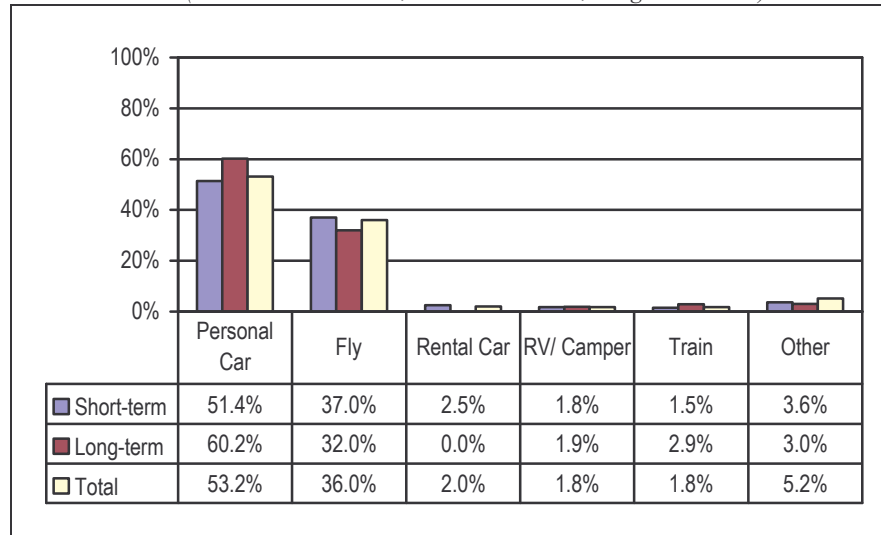
** Totals do not sum to 100% due to multiple response question.*

3.1.2 TRAVEL BEHAVIOR TO AND WITHIN RENO/SPARKS AREA

More than half (55 percent) of all visitors who were surveyed drove a personal or rental vehicle to get to the Reno/Sparks area. Air travel was reported by more than 35 percent of all respondents. Short-term visitors were more likely to have used air travel as their mode of transportation to Reno/Sparks, and long-term visitors were more likely to have driven a person vehicle.

**FIGURE 10:
TRAVEL MODE TO RENO/SPARKS AREA**

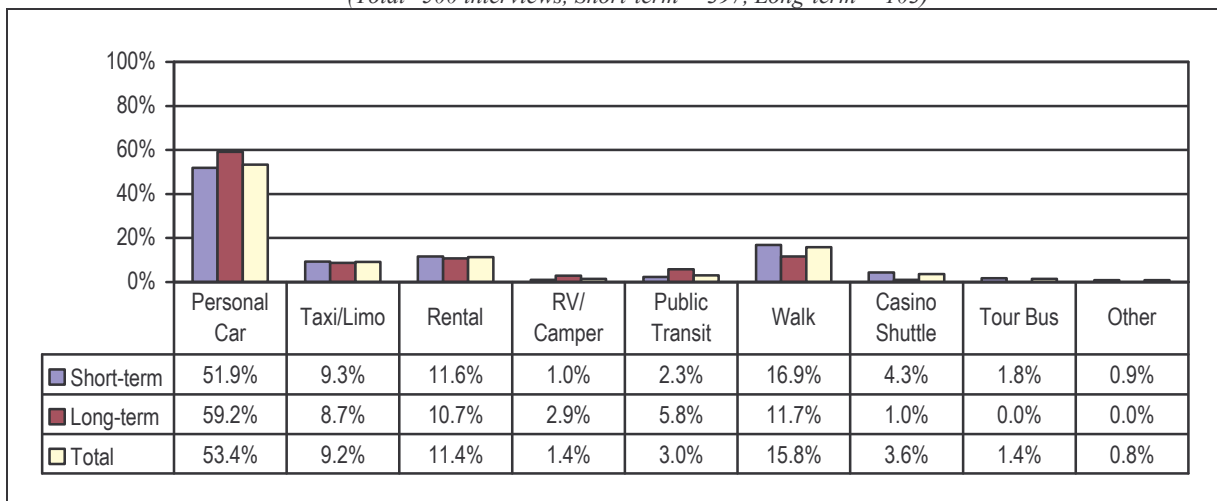
(Total=500 interviews, Short-term = 397, Long-term = 103)



Given that so many visitors drove a personal or rental vehicle to travel to Reno/Sparks, it is not surprising that 65 percent of all respondents used either a personal or rental vehicle to travel while in the Reno/Sparks area. A rather significant number of visitors (16 percent) walked as their primary means of travel during their stay. Close to 10 percent cited taxi or limo as their predominant travel mode.

**FIGURE 11:
PREDOMINANT TRAVEL MODE DURING RENO/SPARKS AREA VISIT**

(Total=500 interviews, Short-term = 397, Long-term = 103)



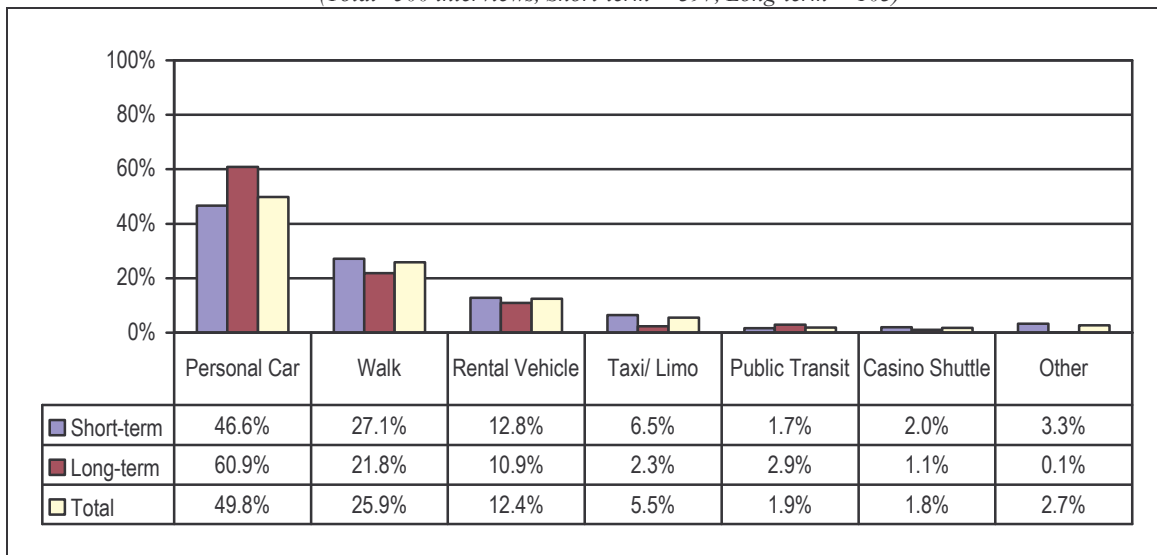
Of the visitors who drove a rental vehicle, most rented their vehicles in Reno (84 percent). Seven percent rented a vehicle in Sacramento and 5 percent rented in San Francisco. All of the long-term visitors rented their vehicles in Reno.

Of the vehicles available to all visitors, pick-up trucks were the most prevalent (41 percent), followed by autos (36 percent), sport utility vehicles (SUVs) (14 percent), and vans (7 percent). Long-term visitors were much more likely to drive a pick-up truck, while short-term visitors were more likely to drive a car or station wagon. The average year of the vehicle was 2002, but vehicle year ranged from 1984 to 2006.

Visitors made an average of 1.6 trips on their interview day. Consistent with answers provided to other questions, most trips within the Reno/Sparks area were made via personal vehicle (50 percent); this was particularly true of trips made by long-term visitors (61 percent). Walking was the primary trip travel mode for about 26 percent of respondents overall. Short-term visitors' trips were slightly more likely to be made by walking than were long-term visitors' trips (27 percent compared to 22 percent, respectively).

**FIGURE 12:
ACTUAL TRAVEL MODES ON INTERVIEW DAY**

(Total=500 interviews, Short-term = 397, Long-term = 103)





4. CONCLUSIONS

4.1 VISITOR CHARACTERISTICS

- More than half of all visitors who were interviewed traveled to the Reno/Sparks area for personal, not business, reasons. Just over 30 percent were there for business travel, a convention or conference.
- The majority of Reno/Sparks area visitors (44 percent) hailed from California. In all, visitors from 39 states were recorded.
- Nearly 70 percent of those surveyed were repeat visitors to the area. Fifty-seven percent of short-term visitors had traveled to the study area at least once in the previous 12 months. Nearly 13 percent of long-term visitors had been there six to ten times in that same time frame.
- The average traveling party size among study area visitors was 2.3 persons, regardless of whether the trip was short or long-term.
- The average visitor was in his/her late thirties with a household income of between \$50,000 and \$75,000.

4.2 TRAVEL TO THE RENO/SPARKS AREA

- More than half of all visitors surveyed arrived in the Reno/Sparks area via a personal vehicle. More than one third arrived via air.
- Long-term visitors were more likely to have arrived in a personal vehicle, while short-term visitors were more likely to have flown.

4.3 TRAVEL DURING THE STUDY AREA VISIT

- Most visitors (53 percent) traveled around the study area primarily via personal vehicle. A sizeable number (16 percent) indicated walking as their primary mode of travel during their visit. An additional 11 percent used a rental vehicle.
- Visitors made an average of 1.6 trips within the Reno/Sparks area prior to the interview (within a 24-hour period).
- On the actual day of interview, visitors predominantly traveled by vehicle – about 68 percent of respondents used a personal vehicle, rental vehicle, or taxi/ limo to travel around the Reno/Sparks area. More than one quarter traveled around by walking.
- Transit or shuttles were used by about just under 4 percent of respondents on the actual day of the interview.
- Common activities included indoor recreation (i.e., gambling) and patronizing restaurants or bars.

4.4 COMPARING SHORT AND LONG-TERM VISITORS' CHARACTERISTICS

- California was the primary state of origin for both short and long-term visitors. Slightly more short-term visitors hailed from Oregon and Washington than did long-term visitors.
- Long-term visitors tended to be slightly younger, on average, than short-term visitors. Long-term visitors reported the highest household incomes.
- Repeat visitors (in the past 12 months) were more likely to visit the study area in Fall, followed by Summer, Spring and Winter.

- Hotels and casino resorts were the most common choice of lodging among visitors to the Reno/Sparks area. Short-term visitors were slightly more likely to stay at casino hotels/resorts than were long-term visitors. Long-term visitors were slightly more likely to stay at a friend or relative's home or at an RV park or campsite.

4.5 COMPARING SHORT AND LONG-TERM VISITOR TRAVEL

- The modes of travel were somewhat different between short and long-term visitors. Short-term visitors were slightly more likely to travel to the Reno/Sparks area via air, and long-term visitors were more likely to drive a personal vehicle to reach the destination.
- Most visitors (65 percent) used a private or rental vehicle to travel around the area. Short-term visitors walked as their primary means of transportation more so than did long-term visitors.
- Long-term visitors were slightly more likely than short-term visitors to use public transit as their primary means of transportation while in Reno/Sparks.



APPENDIX 1: SURVEY INSTRUMENT

Admin	Sample Number – Unique Party ID	
Admin	Interview	
Admin	Tablet PC Used	
Admin	Date of Interview	Automatic time stamp
Admin	Day of Interview	Monday, Tuesday, Wednesday, Thursday, Friday
Admin	Survey site	Select site from drop down list of 13 sites
S1	Did you overnight in the Reno area? (Show Map)	YES NO --→ TERMINATE
S2	How long are you staying in the Reno area?	One to Six Days Seven or More Days
S3	Were you here at 3am yesterday [DAY OF WEEK]? Actual day based on day of interview.	YES (CONTINUE) NO --→ ASK S3A
S3A	What time did you arrive?	TERM IF AFTER 12 NOON
S4	[IF NOT OBVIOUS ASK] Are you 16 or older?	YES (CONTINUE) NO (THANK AND TERMINATE)
Q1	Is this trip a...	Business trip Convention/Conference trip Personal trip (pleasure or personal business) Combination of business and pleasure
Q2	In the past 12 months, how many times have you visited the Reno area?	First time visiting 0 times 1-5 times 6 – 10 times 11 or more
Q3	When do you usually visit the Reno area?	Winter Spring Summer Fall (Check all that apply)
Q4	What is your home city, state and zip code? (If respondent lives outside the US, record country)	City State Zip Code (if possible, reference from S1) Country if other than US (Specify)
Q5	Including yourself, how many people are in your traveling party? (Count children and babies in count)	Record number of persons in entire party

Q6, 7, 8, 9	I need to get a little information about you and the people traveling in your party (up to 12).																																																					
<table border="1" data-bbox="565 275 1377 840"> <thead> <tr> <th>Person Roster</th> <th>Age</th> <th>Gender</th> <th>Relationship</th> </tr> </thead> <tbody> <tr><td>Respondent</td><td>Number entry</td><td>Collected</td><td>Respondent</td></tr> <tr><td>Person 2</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 3</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 4</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 5</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 6</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 7</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 8</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 9</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 10</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 11</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> <tr><td>Person 12</td><td>Number entry</td><td>Male/Female</td><td>Drop-down menu</td></tr> </tbody> </table> <p data-bbox="232 877 505 905">Relationship Drop-down List</p> <p data-bbox="232 911 375 1167">Spouse/Partner Son Daughter Mother Father Other relative Friend Co-worker</p>			Person Roster	Age	Gender	Relationship	Respondent	Number entry	Collected	Respondent	Person 2	Number entry	Male/Female	Drop-down menu	Person 3	Number entry	Male/Female	Drop-down menu	Person 4	Number entry	Male/Female	Drop-down menu	Person 5	Number entry	Male/Female	Drop-down menu	Person 6	Number entry	Male/Female	Drop-down menu	Person 7	Number entry	Male/Female	Drop-down menu	Person 8	Number entry	Male/Female	Drop-down menu	Person 9	Number entry	Male/Female	Drop-down menu	Person 10	Number entry	Male/Female	Drop-down menu	Person 11	Number entry	Male/Female	Drop-down menu	Person 12	Number entry	Male/Female	Drop-down menu
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Q10	Where are you staying while in the Reno area?	Drop down list of major hotels/lodges Or Name Address Cross street 1 Cross street 2 City State Zip Code																																																				
Q11	What best describes where you are staying? (Choose one)	Hotel/motel/lodge Casino hotel Condo / Timeshare unit Second home Rental property Friend/relative's home Campsite/RV park Other _____																																																				
Q12	How did you get to the Reno area?	Drive personal car																																																				

		Drive rental car Drive personal RV/Camper Tour bus Fly Airport shuttle Taxi/limo Other _____									
Q13	While in the Reno area, what is your primary means of transportation?	Personal auto (not RV/Camper) Rental vehicle (any type) Personal RV/Camper [SKIP TO Q17] Motorcycle [SKIP TO Q17] Public transit [SKIP TO Q17] Tour bus [SKIP TO Q17] Casino shuttle [SKIP TO Q17] Private shuttle (i.e., ski lodge, snowmobile, etc.) [SKIP TO Q17] Taxi/limousine [SKIP TO Q17] Walk [SKIP TO Q17] Bicycle [SKIP TO Q17] Other [SKIP TO Q17] _____									
Q14	[IF Q13 = RENTAL VEHICLE] In what city did you rent the vehicle?	South Lake Tahoe Truckee Reno Sacramento San Francisco Bay Area Carson City Other _____									
Q15, 16	[IF Q13 = PERSONAL, OR RENTAL VEHICLE] Please tell me about the vehicles that are available to your party.										
<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Vehicle Roster</th> <th>Type</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>Vehicle 1</td> <td>Drop-down list</td> <td>Number entry</td> </tr> <tr> <td>Vehicle 2</td> <td>Drop-down list</td> <td>Number entry</td> </tr> </tbody> </table> <p>Vehicle Type Drop-down List AUTO/ CAR/ STATION WAGON VAN [MINI, CARGO, PASSENGER] SUV PICK UP TRUCK OTHER TRUCK RV MOTORCYCLE 97 OTHER (specify) 99 REFUSED</p>			Vehicle Roster	Type	Year	Vehicle 1	Drop-down list	Number entry	Vehicle 2	Drop-down list	Number entry
Vehicle Roster	Type	Year									
Vehicle 1	Drop-down list	Number entry									
Vehicle 2	Drop-down list	Number entry									
Q17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27	[All] Now I'd like to ask you a few questions about the places you visited yesterday. Thinking back to 3:00 am yesterday morning, where were you? What was the first place										

you visited yesterday? What time did you arrive there? ... Ask all trip questions for up to 12 trips.

Trip Roster – For All							
Trip #1	Arrival time	Place Name	Address	Cross Streets	City	State	Zip
	3:00 AM	Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or NV or CA	Not needed if Drop Down List or Text Entry
	Activity	Mode	Number traveling	Departure Time			
	Drop-down list	Drop-down list	Number Entry	Time Field			
Trip #2	Arrival time	Place Name	Address	Cross Streets	City	State	Zip
	Time Field [TIME MUST BE > TIME OF PREVIOUS DEP. TIME]	Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or Text Entry	Not needed if Drop Down List or NV or CA	Not needed if Drop Down List or Text Entry
	Activity	Mode	Number traveling	Departure Time			
	Drop-down list	Drop-down list	Number Entry	Time Field	REPEAT for 12 Trips...		

Activity Drop-down List (same as above)
 Mode Drop-down List (same as above)

Q28: What is your household income?	Less than \$10,000 \$10,000 to \$14,999 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 or more Refuse
Q29: In order to match this interview with the interviews from other members of your travel party, could you please give us the last name of the oldest person in your group. We understand that you all may have different last names, and this is just a simple way for use to keep your party together in our database.	[Text entry]



APPENDIX 2: DATA FREQUENCIES (UNWEIGHTED)

The data frequencies include the following:

- 1) *Household File*
- 2) *Person File*
- 3) *Vehicle File*
- 4) *Trip File*

Household File

Survey site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ATLANTIS CASINO AND RESORT	45	9.0	9.0	9.0
	BOOMTOWN HOTEL	29	5.8	5.8	14.8
	CIRCUS CIRCUS HOTEL AND CASINO	46	9.2	9.2	24.0
	ELDORADO HOTEL AND CASINO	18	3.6	3.6	27.6
	HARRAH'S RESORT AND CASINO	30	6.0	6.0	33.6
	NUGGET CASINO AND RESORT - SPARKS	61	12.2	12.2	45.8
	RENO HILTON	51	10.2	10.2	56.0
	RENO LIVESTOCK CENTER	134	26.8	26.8	82.8
	SILVER LEGACY RESORT AND CASINO	86	17.2	17.2	100.0
	Total	500	100.0	100.0	

How long are you staying in the Reno area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One to Six Days	397	79.4	79.4	79.4
	Seven or more Days	103	20.6	20.6	100.0
Total		500	100.0	100.0	

Home State

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	20	4.0	4.0	4.0
Alabama	4	.8	.8	4.8
Alaska	2	.4	.4	5.2
Arizona	9	1.8	1.8	7.0
Arkansas	5	1.0	1.0	8.0
California	222	44.4	44.4	52.4
Colorado	3	.6	.6	53.0
Connecticut	1	.2	.2	53.2
Delaware	1	.2	.2	53.4
District of Columbia	1	.2	.2	53.6
Florida	9	1.8	1.8	55.4
Georgia	3	.6	.6	56.0
Hawaii	10	2.0	2.0	58.0
Idaho	9	1.8	1.8	59.8
Illinois	4	.8	.8	60.6
Indiana	4	.8	.8	61.4
Iowa	1	.2	.2	61.6
Kentucky	1	.2	.2	61.8
Louisiana	1	.2	.2	62.0
Massachusetts	6	1.2	1.2	63.2
Michigan	2	.4	.4	63.6
Minnesota	2	.4	.4	64.0
Mississippi	1	.2	.2	64.2
Missouri	6	1.2	1.2	65.4
Montana	3	.6	.6	66.0
Nebraska	3	.6	.6	66.6
Nevada	16	3.2	3.2	69.8
New Hampshire	1	.2	.2	70.0
New Jersey	1	.2	.2	70.2
New Mexico	2	.4	.4	70.6
New York	5	1.0	1.0	71.6
North Carolina	5	1.0	1.0	72.6
Ohio	12	2.4	2.4	75.0
Oklahoma	1	.2	.2	75.2
Oregon	43	8.6	8.6	83.8
Pennsylvania	3	.6	.6	84.4
South Carolina	3	.6	.6	85.0
Tennessee	5	1.0	1.0	86.0
Texas	21	4.2	4.2	90.2
Utah	2	.4	.4	90.6
Virginia	7	1.4	1.4	92.0
Washington	37	7.4	7.4	99.4
Wisconsin	1	.2	.2	99.6
Wyoming	2	.4	.4	100.0
Total	500	100.0	100.0	

Purpose of this trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Trip	126	25.2	25.2	25.2
	Convention/conference trip	56	11.2	11.2	36.4
	Personal trip	232	46.4	46.4	82.8
	Combination of business and pleasure	86	17.2	17.2	100.0
	Total	500	100.0	100.0	

In the past 12 months, number of times visited the Reno area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time visiting	98	19.6	19.6	19.6
	0 times	58	11.6	11.6	31.2
	1 to 5 times	282	56.4	56.4	87.6
	6 to 10 times	35	7.0	7.0	94.6
	11 or more	27	5.4	5.4	100.0
Total	500	100.0	100.0		

Visit in the Winter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	217	43.4	63.1	63.1
	Yes	127	25.4	36.9	100.0
	Total	344	68.8	100.0	
Missing	System	156	31.2		
Total		500	100.0		

Visit in the Spring

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	172	34.4	50.0	50.0
	Yes	172	34.4	50.0	100.0
	Total	344	68.8	100.0	
Missing	System	156	31.2		
Total		500	100.0		

Visit in the Summer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	158	31.6	45.9	45.9
	Yes	186	37.2	54.1	100.0
	Total	344	68.8	100.0	
Missing	System	156	31.2		
Total		500	100.0		

Visit in the Fall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	40	8.0	11.6	11.6
	1 Yes	304	60.8	88.4	100.0
	Total	344	68.8	100.0	
Missing	System	156	31.2		
Total		500	100.0		

Including yourself, how many people are in your traveling party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	111	22.2	22.2	22.2
	2	221	44.2	44.2	66.4
	3	74	14.8	14.8	81.2
	4	53	10.6	10.6	91.8
	5	21	4.2	4.2	96.0
	6	10	2.0	2.0	98.0
	7	5	1.0	1.0	99.0
	8	3	.6	.6	99.6
	9	1	.2	.2	99.8
	11	1	.2	.2	100.0
	Total		500	100.0	100.0

What best describes where you are staying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/motel/lodge	21	4.2	4.2	4.2
	Casino hotel	450	90.0	90.0	94.2
	Condo/Timeshare unit	2	.4	.4	94.6
	Rental property	2	.4	.4	95.0
	Friend's/relatives home	7	1.4	1.4	96.4
	Campsite/RV park	18	3.6	3.6	100.0
	Total	500	100.0	100.0	

How did you get to the Reno area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive Personal Car	266	53.2	53.2	53.2
	Drive rental car	10	2.0	2.0	55.2
	Drive personal RV/camper	9	1.8	1.8	57.0
	Tour bus	20	4.0	4.0	61.0
	Fly	180	36.0	36.0	97.0
	Airport shuttle	2	.4	.4	97.4
	Taxi/limo	1	.2	.2	97.6
	other	2	.4	.4	98.0
	Greyhound/Train	9	1.8	1.8	99.8
	Tour Bus	1	.2	.2	100.0
Total	500	100.0	100.0		

While in Reno, what is your primary means of transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal auto (not RV/camper)	267	53.4	53.4	53.4
	Rental vehicle (any type)	57	11.4	11.4	64.8
	Personal RV/camper	7	1.4	1.4	66.2
	Motorcycle	1	.2	.2	66.4
	Public transit	15	3.0	3.0	69.4
	Tour bus	7	1.4	1.4	70.8
	Casino shuttle	18	3.6	3.6	74.4
	Private shuttle (ski lodge, snowmobile, etc.)	3	.6	.6	75.0
	Taxi/limo	46	9.2	9.2	84.2
	Walk	79	15.8	15.8	100.0
	Total	500	100.0	100.0	

In what city did you rent the vehicle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RENO	48	9.6	84.2	84.2
	SACRAMENTO	4	.8	7.0	91.2
	SAN FRANCISCO	3	.6	5.3	96.5
	BAY AREA	2	.4	3.5	100.0
	Other	2	.4	3.5	100.0
	Total	57	11.4	100.0	
Missing	System	443	88.6		
Total		500	100.0		

What is your household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	2	.4	.4	.4
	\$10,000 to \$14, 999	7	1.4	1.4	1.8
	\$15,000 to \$24,999	17	3.4	3.4	5.2
	\$25,000 to \$34,999	45	9.0	9.0	14.2
	\$35,000 to \$49,999	57	11.4	11.4	25.6
	\$50,000 to \$74,999	104	20.8	20.8	46.4
	\$75,000 to \$99,999	88	17.6	17.6	64.0
	\$100,000 to \$149,999	56	11.2	11.2	75.2
	\$150,000 to \$199,999	44	8.8	8.8	84.0
	Refuse	80	16.0	16.0	100.0
Total		500	100.0	100.0	

Visitor Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-resident airport passenger	182	36.4	36.4	36.4
	Non-airport passenger	318	63.6	63.6	100.0
Total		500	100.0	100.0	

Number of Trips Made

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	173	34.6	34.6	34.6
	1	28	5.6	5.6	40.2
	2	207	41.4	41.4	81.6
	3	55	11.0	11.0	92.6
	4	27	5.4	5.4	98.0
	5	4	.8	.8	98.8
	6	2	.4	.4	99.2
	7	4	.8	.8	100.0
Total		500	100.0	100.0	

Person File

Person Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 16	52	4.2	4.2	4.2
	16-24	137	11.2	11.2	15.4
	25-34	192	15.7	15.7	31.1
	35-44	204	16.6	16.6	47.7
	45-54	274	22.3	22.3	70.1
	55-64	211	17.2	17.2	87.3
	65+	156	12.7	12.7	100.0
	Total		1226	100.0	100.0

Person Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	611	49.8	49.8	49.8
	Female	615	50.2	50.2	100.0
	Total	1226	100.0	100.0	

Relationship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Respondent	497	40.5	40.5	40.5
	Spouse/Partner	236	19.2	19.2	59.8
	Son	41	3.3	3.3	63.1
	Daughter	53	4.3	4.3	67.5
	Mother	24	2.0	2.0	69.4
	Father	14	1.1	1.1	70.6
	Other relative	64	5.2	5.2	75.8
	Friend	189	15.4	15.4	91.2
	Co-worker	108	8.8	8.8	100.0
	Total		1226	100.0	100.0

Trip File

Mode to Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal auto (not RV/Camper)	386	30.3	30.3	30.3
	Rental vehicle (any type)	96	7.5	7.5	37.8
	Personal RV/Camper	1	.1	.1	37.9
	Public transit	15	1.2	1.2	39.1
	Casino shuttle	14	1.1	1.1	40.2
	Private shuttle (ski lodge, snowmobile, etc.)	6	.5	.5	40.6
	Taxi/limo	43	3.4	3.4	44.0
	Walk	201	15.8	15.8	59.8
	Other	6	.5	.5	60.2
	None	500	39.2	39.2	99.5
	Tour Bus	7	.5	.5	100.0
	Total	1275	100.0	100.0	

How many traveling in your party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	344	27.0	27.0	27.0
	2	566	44.4	44.4	71.4
	3	201	15.8	15.8	87.1
	4	87	6.8	6.8	94.0
	5	46	3.6	3.6	97.6
	6	15	1.2	1.2	98.7
	7	11	.9	.9	99.6
	8	3	.2	.2	99.8
	15	2	.2	.2	100.0
	Total	1275	100.0	100.0	

Activity

		Count	%Responses	%Cases
At HOTEL activities (sleeping, watching TV)	1	722	52.3	56.6
Working at HOTEL (job related-for pay)	2	2	.1	.2
Work (including regular volunteer work)	3	20	1.4	1.6
Work-related (meeting, errand, etc.)	4	99	7.2	7.8
Minor Shopping (frequent, grocery, clothing)	5	35	2.5	2.7
Major Shopping (occasional, COSTCO)	6	6	.4	.5
Medical	7	3	.2	.2
Personal business (bank, pay bill, dry cleaning)	8	10	.7	.8
Visiting friends or relatives	9	14	1.0	1.1
Eating or drinking at restaurant/bar	13	108	7.8	8.5
Outdoor recreation participation (skiing)	14	35	2.5	2.7
Indoor recreation participation (gambling)	15	235	17.0	18.4
Entertainment (movie, sports event, show)	16	34	2.5	2.7
Loop trip beginning and ending at same location	17	35	2.5	2.7
Dropping off someone	19	1	.1	.1
Quick stop (gas, ATM, coffee, newspaper)	20	1	.1	.1
Change Mode of Travel	22	12	.9	.9
Other	97	8	.6	.6
Total		1380	100	108.2

Vehicle File

Body Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Auto/car/station wagon	119	36.1	36.1	36.1
	Van (mini, cargo, passenger)	23	7.0	7.0	43.0
	SUV	46	13.9	13.9	57.0
	Pick-up truck	135	40.9	40.9	97.9
	Other truck	6	1.8	1.8	99.7
	Motorcycle	1	.3	.3	100.0
	Total	330	100.0	100.0	

Vehicle Year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1984	1	.3	.3	.3
	1985	1	.3	.3	.6
	1986	1	.3	.3	.9
	1987	2	.6	.6	1.5
	1988	1	.3	.3	1.8
	1989	3	.9	.9	2.7
	1990	2	.6	.6	3.3
	1991	1	.3	.3	3.6
	1992	2	.6	.6	4.2
	1993	3	.9	.9	5.2
	1994	2	.6	.6	5.8
	1995	3	.9	.9	6.7
	1996	2	.6	.6	7.3
	1997	6	1.8	1.8	9.1
	1998	5	1.5	1.5	10.6
	1999	20	6.1	6.1	16.7
	2000	35	10.6	10.6	27.3
	2001	22	6.7	6.7	33.9
	2002	29	8.8	8.8	42.7
	2003	33	10.0	10.0	52.7
	2004	42	12.7	12.7	65.5
	2005	101	30.6	30.6	96.1
	2006	13	3.9	3.9	100.0
Total	330	100.0	100.0		