

Sample Tally Question List and Tally Form

You can print all the tally questions on a single sheet of paper. Interviewers should read from this sheet to administer the interview, and record responses on a “tally sheet”. Samples of these materials are provided. You should, of course, customize them to meet your needs.

Stint Identification Every assigned stint in your study should have a unique number. This number should be recorded on each Tally sheet and each set of materials provided for counting entrants.

Interviewer Identification The interviewer’s name should be recorded on each Tally sheet for quality control.

Tally Box **Refusals** you must be able to measure the response rate to the Tally Process. Thus, you must have a mechanism in the Tally process to record the number of people who decline/refuse your efforts to interview them as they enter the site.

Introduction Hi, my name is XXXX INTERVIEWER’S FIRST NAME. Welcome to NAME EVENT. Before you start your visit here today, I’d like to ask you just a few questions so we can learn more about who is coming to this event. (TO TAKE RESPONDENT OUT OF TRAFFIC FLOW: Could you and others who are here with you today just step aside for a couple of minutes?)

Questions

1-a) Have you already been stopped to answer questions about NAME EVENT **today**?
 No ☐
 Yes ☐ IF YES, THANK RESPONDENT & TERMINATE

1-b) **THIS QUESTION IS REQUIRED ONLY FOR TALLY INTERVIEWS CONDUCTED AT ON-SITE LOCATIONS (REFRESHMENT KIOSKS, WASHROOM LINE-UPS, BLEACHERS, ETC. Q.1-b) is not included in the sample Tally Sheet.**

At which location and time did you first enter the site today?
 Location (pre-list to correspond to entry gates)
 Time Period (pre-list to correspond to stint time periods)

2. Is XXXX (NAME CITY/TOWN IN WHICH EVENT IS TAKING PLACE) your permanent place of residence (SHOW MAP*)?

Yes ☐ LOCAL: SKIP TO Q.
 No ☐ NON-LOCAL: ASK Q.3

*The map should display clear boundaries of what the event has defined to be the “local area”.

3-a) **IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EVENT, ASK: In which city/town, province/ state/country is your permanent residence?** IF CANADA OR USA, ASK: And what is your postal/zip code?

City/Town _____
 Province/State _____
 Country _____
 IF CANADA/USA: Postal/Zip Code _____

3-b) **IF RESPONDENT LIVES OUTSIDE CITY/TOWN OF EVENT, ASK:** Are you on an out-of-town trip from your permanent place of residence?

No ☐
 Yes ☐ IF YES, ASK 3-c)

3-c) Have you or will you be spending at least one night away from home on this trip?

No ☐
 Yes ☐

- 4-a)** How many people who live in your household came to NAME EVENT with you today?
IF MORE THAN ONE PERSON IN PARTY, ASK: And how many, if any, of these people are under [XX] years of age?
- Total number in household travel party _____ IF MORE THAN ONE PERSON IN PARTY OR IF ANY
 LOOK TO BE TEENS/CHILDREN, ASK 4-b). OTHERS,
 SKIP TO Q.5
- 4-b)** And how many, if any, of these people are under [XX] years of age?
- Number under [XX] years _____
- 5.** How many people in your group, if any, are [Are you*] here as staff, a vendor, participant/performer, media or volunteer to help with today's events? RECORD OPPOSITE APPROPRIATE EXCLUDED CATEGORY. IF ALL PARTY MEMBERS ARE "EXCLUDED", RECORD ON TALLY SHEET & TERMINATE
- | CODE | # |
|---------------------------|-------|
| A. Staff | _____ |
| B. Vendor/merchant | _____ |
| C. Participant/ performer | _____ |
| D. Media | _____ |
| E. Volunteer | _____ |
- *wording change required if a one person party
- 6.** Which type of ticket(s) did you use today to enter NAME EVENT? **OPTIONAL, depends on circumstances of Event. See Tally Procedures)**
- | CODE | |
|---|-----|
| A. Individual day ticket | [] |
| B. Individual event pass [multi-day pass] | [] |
| C. Family day ticket | [] |
| D. Family event pass [multi-day pass] | [] |
| E. NO TICKET (Comp., Vendor, Staff, etc.) | [] |
- OTHER (WRITE IN) _____
- 7.** IF MULTI-DAY EVENT: NAME EVENT lasts for X days. Over the full course of the event, on how many different days have you/do you plan to attend, counting today's visit?
- WRITE IN NUMBER OF DAYS _____
- DON'T KNOW/CAN'T ESTIMATE []
- 8-a)** **RECRUITING FOR ATTENDEE / ON-SITE SPENDING SURVEY**
 IF MULTI-DAY EVENT: Have you or has anyone else in your household party received a questionnaire to complete, either today or on a previous day you came to the event?
- | | | |
|-----|-----|--|
| No | [] | GO TO NEXT QUESTION |
| Yes | [] | You need only complete one questionnaire for all your visits to this event. Thank you for your cooperation and enjoy your stay here today. |

8-b) Non-local

NON-LOCAL: In order for us to learn more about your reactions to NAME EVENT and spending on your trip, would **the person most able to report on spending** for all people in your household who are on the trip with you please complete this short survey just before you leave the site today? You can drop the completed questionnaire in one of the specially labelled boxes near the exits or return it to us by mail in the postage paid envelope we have provided.

IF USING AN INCENTIVE, CONSTRUCT THE APPROPRIATE STATEMENT: As a thank you for your cooperation, once we have your completed survey, we will provide you with/ you will have a chance to win [NAME PRIZE], etc.

Refuses to accept questionnaire	[]	
Accepts questionnaire	[]	RECORD UNIQUE ID FROM Q'AIRE ON TALLY SHEET

IF ACCEPTS: Could I please have a telephone number (including area code) where I can reach you at home and the first name of the person who will complete this survey, just in case we have to follow-up on any of your answers?

RECORD PHONE NUMBER
RECORD FIRST NAME OF RESPONDENT

8-b) Local

LOCAL: In order for us to learn more about your reactions to NAME EVENT and spending at this event, would **the person most able to report on spending** for all people in your household who came to this event with you please complete this short survey just before you leave the site today? You can drop the completed questionnaire in one of the specially labelled boxes near the exits or return it to us by mail in the postage paid envelope we have provided.

IF USING AN INCENTIVE, CONSTRUCT THE APPROPRIATE STATEMENT: As a thank you for your cooperation, once we have your completed survey, we will provide you with/ you will have a chance to win [NAME PRIZE], etc.

Refuses to accept questionnaire	[]	
Accepts questionnaire	[]	RECORD UNIQUE ID FROM Q'AIRE ON TALLY SHEET

IF ACCEPTS: Could I please have a telephone number (including area code) where I can reach you at home and the first name of the person who will complete this survey, just in case we have to follow-up on any of your answers?

RECORD PHONE NUMBER
RECORD FIRST NAME OF RESPONDENT

Thank respondent for his/her cooperation.

INTERVIEWER NOTE: REMEMBER TO WRITE UNIQUE ID NUMBER FROM ATTENDEE SURVEY FORM ON YOUR TALLY SHEET BEFORE DISTRIBUTING THE ATTENDEE QUESTIONNAIRE.

Sample Tally Sheet

(Does not include extra questions for tallies at locations *within* the event site (at food kiosks, washroom lines, etc.) to capture gate/time of entry. These questions are required if tallies are conducted *within* the site.)

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

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

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59
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	Q1.		Q2		Q.3-a								Q. 3-b		Q. 3-c		Q. 4-a)	Q. 4-b)	Q.5					Q.6		Q.7	Q. 8 Recruitment for Attendee Survey/On-Site Spending Study							
	Already Talled Today (IF YES, ENTER ON TALLY & TERMINATE)		Local/Non-Local		Place of Residence (Non-Local only) (WRITE IN)								Out-of Town Trip		Nights Away		Total in Household Party	# Under XX Years	# in HH Party in Each Excluded Category (ENTER # FOR EACH CODE) IF ALL HH MEMBERS ARE EXCLUDED, ENTER ON TALLY SHEET & TERMINATE					Type of Ticket (Write in Code)		# of days attend ed/ will attend					Telephone #		First Name	
	Yes	No	Local	Non-Local	City	Prov/ State		Country	Postal Code/Zip				No	Yes	No	Not Asked			All	A	B	C	D	Code	Other (Write in)		Not Asked (interval)	Not Distributed - Already Has Q'aire	Refusal	Accepts WRITE IN UNIQUE ID FROM ATTENDEE SURVEY	Area Code	Number		
1.																																()		
2.																																()		
1.																																()		
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