

I-Rural Visitor Survey for On-site

We need some information about you to continue this survey. Please note that your information gathered from this section will only be used for determining eligibility for this study.

What year were you born (format: yyyy)?

_____ → **Terminate the survey if under 18**

Which of the following destinations have you been to as a leisure trip? Check all that apply.

- Galena, IL
- Grafton, IL
- Havana, IL
- Savanna, IL

You are being asked to participate in a voluntary research study. The purpose of this study is to develop rural tourism and understand tourists' motivations and constraints in engaging in rural tourism. Participating in this study will involve answering a set of questions, and your participation will last between 7 and 15 minutes depending upon your travel experiences. Risks related to this research are minimal and are not greater than the risks you have in your regular daily life. The alternative to participating in this study is not to participate.

Principal Investigator Name and Title: Dr. Joelle Soulard, Assistant Professor
Department and Institution: Department of Recreation, Sport and Tourism, the University of Illinois at Urbana-Champaign
Contact Information: jsoulard@illinois.edu or 217-300-9922

Why am I being asked? You have been asked to participate in this research because you are over 18. Your participation in this research is voluntary. Your decision whether or not to participate will not affect your current or future dealings with the University of Illinois at Urbana-Champaign. If you decide to participate, you are free to withdraw at any time without affecting that relationship.

What procedures are involved? The study includes answering a set of questions about the perceptions of the rural destinations in the U.S and your previous travel experiences to the rural destinations. You will need to participate in this survey only once.

What are the potential risks and discomforts? Risks related to this research are minimal and are not greater than the risks you have in your regular daily life.

What other options are there? You have the option to not participate in this study.

Will my study-related information be kept confidential? Faculty, staff, students, and others with permission or authority to see your study information will maintain its confidentiality to the extent permitted and required by laws and university policies. The names or personal identifiers of participants will not be collected, published, or presented.

Will I be reimbursed for any expenses or paid for my participation in this research? In appreciation, you will be given an opportunity to enter a raffle to win a \$100 Amazon gift card upon completion of the survey.

Can I withdraw or be removed from the study? If you decide to participate, you are free to withdraw your consent and discontinue participation at any time. The researchers also have the right to stop your participation in this study without your consent if they believe it is in your best interests, you were to object to any future changes that may be made in the study plan, and/or you are disruptive to the research process.

Will data collected from me be used for any other research? Your de-identified information could be used for future research without additional informed consent.

Who should I contact if I have questions? Contact the researcher, Dr. Joelle Soulard, at 217-300-9922 or jsoulard@illinois.edu if you have any questions about this study or your part in it, or if you have concerns or complaints about the research.

What are my rights as a research subject? If you have any questions about your rights as a participant in this study, please contact the University of Illinois at Urbana-Champaign Office for the Protection of Research Subjects at 217-333-2670 or irb@illinois.edu.

IRB #21753

I have read the above information. I have been given an opportunity to ask questions and my questions have been answered to my satisfaction. I agree to participate in this research

University of Illinois at Urbana-Champaign
Institutional Review Board
Approved April 26, 2022

Depending on the choice above, maximum two sets of questions about a destination will be randomly displayed.

The following questions are about your most recent trip to Savanna, IL.

Was your most recent trip to Savanna, IL before or after the start of the COVID-19 crisis (March 13, 2020)?

- Before COVID-19 crisis
- After COVID-19 crisis

Which of the following best describes your most recent trip to Savanna, IL?

- Solo trip
 - Trip with my partner/significant other
 - Trip with friend(s)
 - Family trip
 - Other (please specify) _____
-

How many nights did you stay on your most recent trip to Savanna, IL?

Respond to the following question if visitor stayed more than 0 nights:

In what type(s) of accommodation did you stay during your most recent trip to Savanna IL?

Check all that apply

- Hotel or motel
 - Bed & breakfast
 - Country inn/lodge/cabin
 - Vacation rentals/home-sharing lodging (e.g., Airbnb, VRBO)
 - RV park/trailer park
 - Campground
 - Family's/relative's/friend's home
 - Boat/cruise ship
 - Second home/time-share (e.g., house, condo, apartment, cabin)
 - Other (Please specify) _____
-

What type(s) of transportation did you use on your most recent trip to Savanna, IL? Check all that apply.

- Plane
- Cruise/boat/ship
- Public ground transportation (e.g., train, bus)
- Tour coach
- Car sharing service (e.g., Uber, Lyft)
- My personal vehicle
- Motorcycle
- Bicycle
- Rental car
- Other (Please specify) _____

How satisfied are you with your most recent visit to Savanna, IL?

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied	Not applicable
Accommodation						
Dining experience (food and drink)						
Natural attractions and outdoor recreation						
Cultural and historical attractions						
Transportation to and within the destination						
Nightlife/entertainment						
Shopping						
Festivals and events						
Infrastructure (e.g., roads, cell phone signals)						
Pandemic-related safety						
Friendless of people						
Value for money						
Boat docks						
Public transportation. Please check "Not applicable."						

What three words come to your mind when you think of **Savanna, IL** after your most recent trip?

Word 1 _____

Word 2 _____

Word 3 _____

What did you like the most about your visit to **Savanna, IL**?

What did you dislike the most about your visit to **Savanna, IL**, and what experiences were missing?

How likely are you to revisit **Savanna, IL** in the next two years?

- Extremely unlikely
- Moderately unlikely
- Slightly unlikely
- Neither likely nor unlikely
- Slightly likely
- Moderately likely
- Extremely likely

What are the reasons for your choice about revisiting **Savanna, IL**?

Now a few questions about you that will help us better understand your answers.

Which state do you currently reside in?

	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
State Name	AL	AK	AZ	AR	CA	CO	CT	DE	FL	GA	HI	ID	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO
	26	27	28	28	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
State Name	MT	NE	NV	NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	WY

What is the 5-digit ZIP (postal) code of your primary residence?

What is your gender?

- Male
- Female
- Other

Which one best describes your current life stage?

- Single adult living alone
- Single adult living with other single adult(s)
- Married couple without children
- Family with one or more infants (oldest child is 24 months or younger)
- Family with preschoolers (oldest child is 2 to 6 years old)
- Family with young children (oldest child is 7 to 12 years old)
- Family with teenagers (oldest child is 13 to 20 years old)
- Family with at least one child having grown up and left home
- All children have grown up and left home but parents have not retired
- At least one spouse is retired
- Other _____

What is the highest degree or level of school you have completed? (If you are currently enrolled in school, please indicate the highest degree you have received.)

- Less than high school
- High school graduate
- Some college but no degree
- College degree
- Bachelor's degree
- Master's degree
- Doctorate/Ph.D. degree
- Professional degree
- Other _____

What is your race? Check all that apply.

- Black or African American
- Native American/ Alaska Native
- Native Hawaiian/ Pacific Islander
- Asian
- White/ European American
- Other _____
- Decline to answer

Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No
- Decline to answer

What is your approximate total household income before tax last year?

- Less than \$20,000
- \$20,000 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 to \$199,999
- \$200,000 to \$299,999
- More than \$300,000
- Prefer not to say

In thanks for completing this survey, would you like to enter a drawing for a \$100 Amazon gift card?

- Yes
- No

If participants want to enter a raffle

Here is your unique participant ID for the \$100 Amazon gift card drawings. Please screenshot this page or record your participant ID and timestamp for future verification purposes. Also, capture either the URL or the QR code so you know where to check to see if you won.

Participant ID:

Timestamp:

The winner will be announced on 9.30.2022 at the following URL. Please use the following URL or QR code to get to the announcement page.

- URL: https://illinoisahs.co1.qualtrics.com/jfe/form/SV_3eYNBmS2TCuXAeG

- QR code:



Thank you for your participation in this study. The goal of this study was to develop rural tourism and understand tourists' motivations and constraints in engaging in rural tourism. If you have any questions regarding the study and your participation, you may contact the main researcher of this study, Dr. Joelle Soulard at the University of Illinois at Urbana-Champaign's Department of Recreation, Sport and Tourism via email (jsoulard@illinois.edu) or phone (217-300-9922). Again, thank you for your participation.